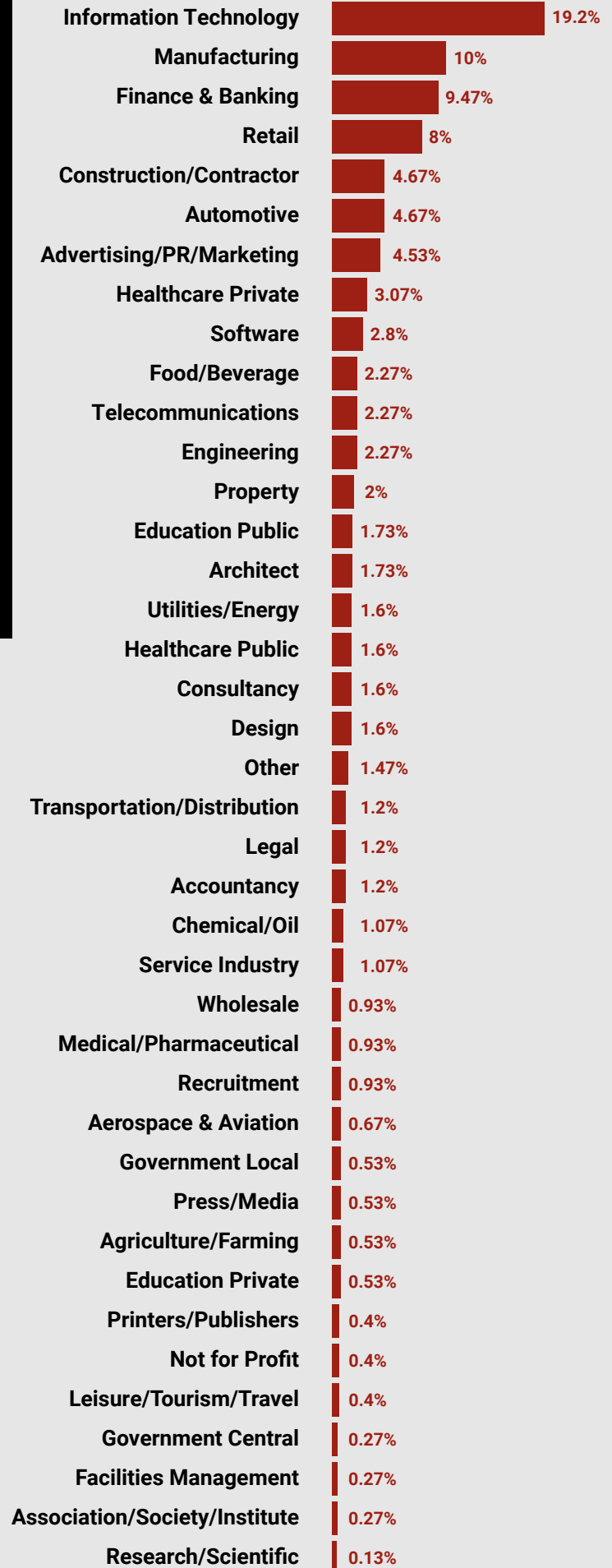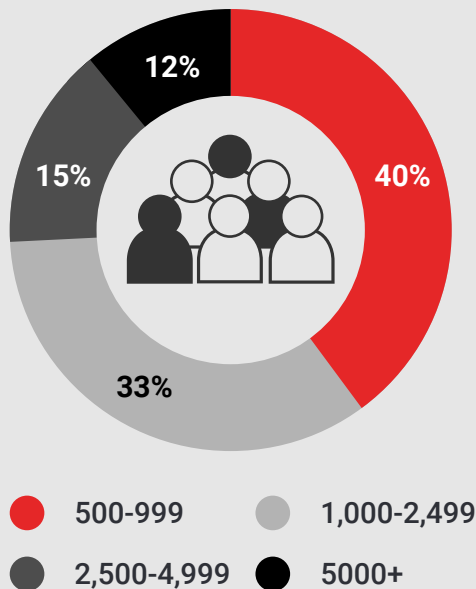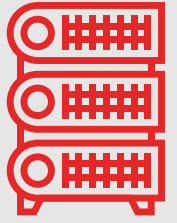# IT TECH BUYERS:
GREATEST CHALLENGES UNCOVERED

Our first party research conducted among IT professionals in our **Insights for Professionals (IFP)** Community reveals the most significant challenges faced by today's tech buyers.

See how these challenges differ between job seniority and specialisms in this easy-to-digest infographic.
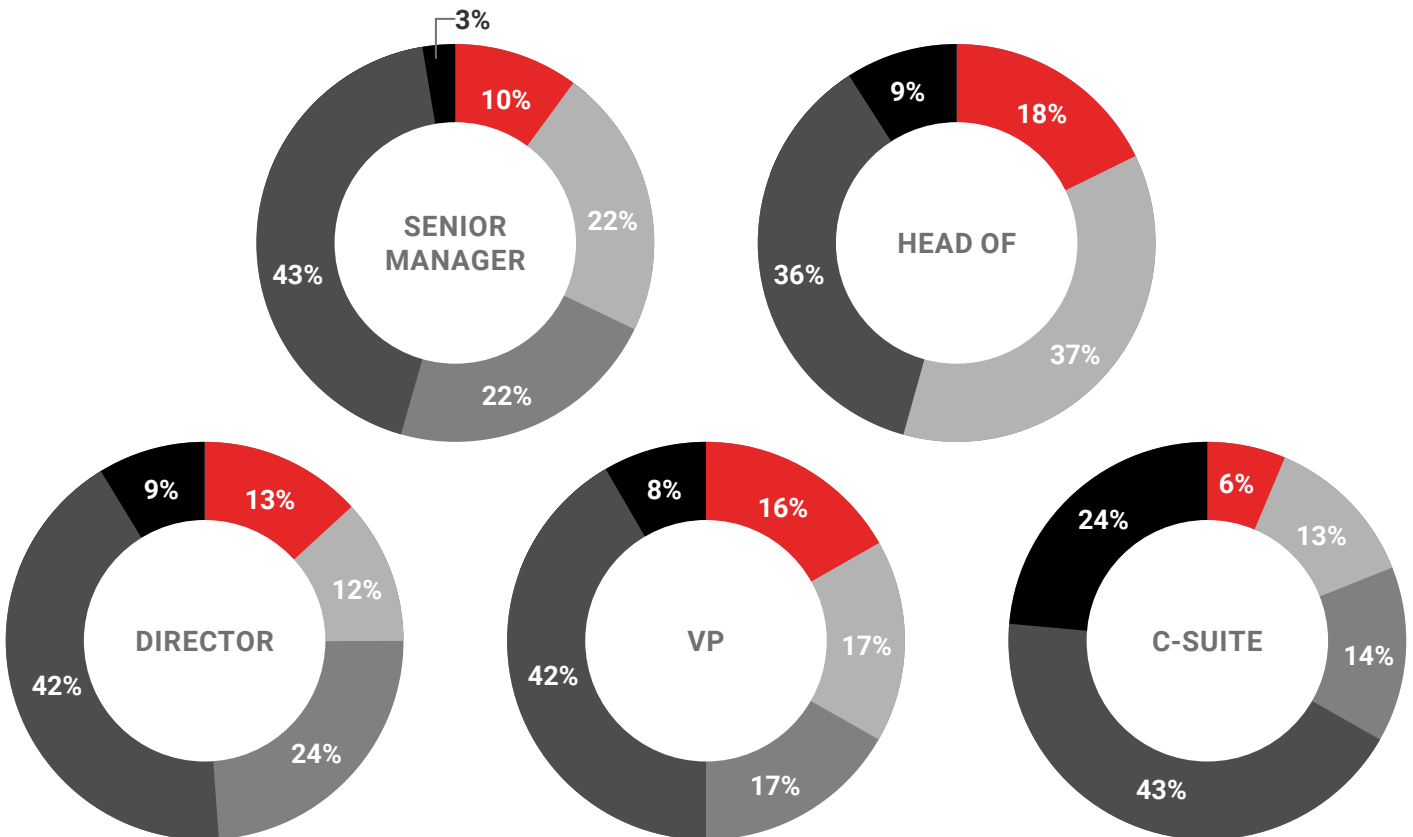
AUDIENCE OVERVIEW

- 12%
- 15%
- 40%
- 33%

Legend:
- 500-999
- 1,000-2,499
- 2,500-4,999
- 5000+

Industry	Percentage
Information Technology	19.2%
Manufacturing	10%
Finance & Banking	9.47%
Retail	8%
Construction/Contractor	4.67%
Automotive	4.67%
Advertising/PR/Marketing	4.53%
Healthcare Private	3.07%
Software	2.8%
Food/Beverage	2.27%
Telecommunications	2.27%
Engineering	2.27%
Property	2%
Education Public	1.73%
Architect	1.73%
Utilities/Energy	1.6%
Healthcare Public	1.6%
Consultancy	1.6%
Design	1.6%
Other	1.47%
Transportation/Distribution	1.2%
Legal	1.2%
Accountancy	1.2%
Chemical/Oil	1.07%
Service Industry	1.07%
Wholesale	0.93%
Medical/Pharmaceutical	0.93%
Recruitment	0.93%
Aerospace & Aviation	0.67%
Government Local	0.53%
Press/Media	0.53%
Agriculture/Farming	0.53%
Education Private	0.53%
Printers/Publishers	0.4%
Not for Profit	0.4%
Leisure/Tourism/Travel	0.4%
Government Central	0.27%
Facilities Management	0.27%
Association/Society/Institute	0.27%
Research/Scientific	0.13%

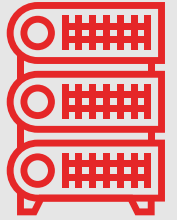# FIELD OF EXPERTISE:
CYBERSECURITY

OBSERVATIONS

Data Protection appears a key challenge across all senior job titles specializing in CyberSecurity. While **Phishing** was cited by only 3% of Senior mangers compared to 24% of C-Suite.

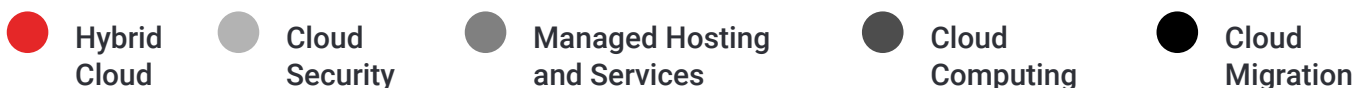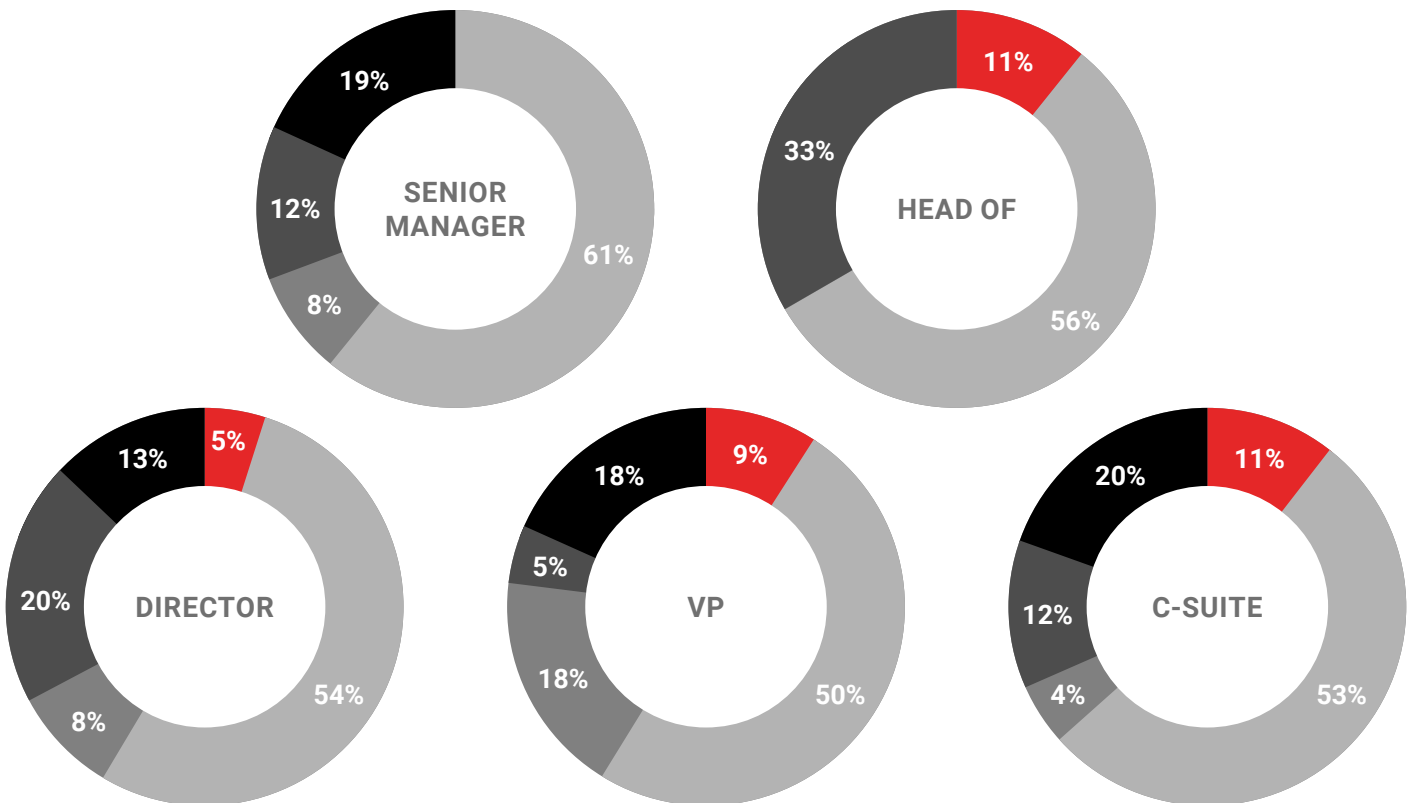**Malware** was the greatest challenge reported by Heads of (37%) compared to only 12% of Directors.

SENIOR MANAGER
- 3%
- 10%
- 22%
- 22%
- 43%

HEAD OF
- 9%
- 18%
- 37%
- 36%

DIRECTOR
- 9%
- 13%
- 12%
- 24%
- 42%

VP
- 8%
- 16%
- 17%
- 17%
- 42%

C-SUITE
- 24%
- 6%
- 13%
- 14%
- 43%

Legend:
- 🔴 Encryption
- ⬜ Malware
- ⬛ Ransomware
- ⬛ Data Protection
- ⚫ Phishing

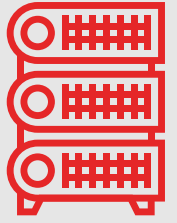# FIELD OF EXPERTISE:
CLOUD MANAGEMENT

OBSERVATIONS

Cloud Security is the most overwhelming challenge for all senior job titles operating in the field of Cloud Management.

There's a clear discrepancy between how VPs and Heads of rank **Cloud Computing** as a challenge with only 5% of VPs citing it as a pain point.

SENIOR MANAGER
- 19%
- 12%
- 8%
- 61%

HEAD OF
- 11%
- 33%
- 56%

DIRECTOR
- 13%
- 5%
- 20%
- 8%
- 54%

VP
- 18%
- 9%
- 5%
- 18%
- 50%

C-SUITE
- 20%
- 11%
- 12%
- 4%
- 53%

Legend:
- Hybrid Cloud
- Cloud Security
- Managed Hosting and Services
- Cloud Computing
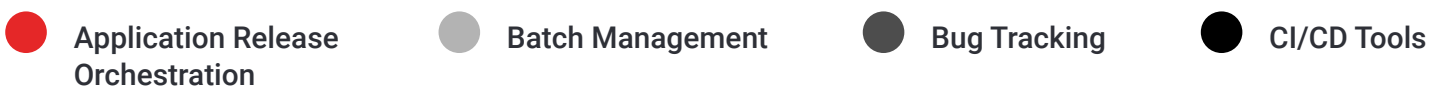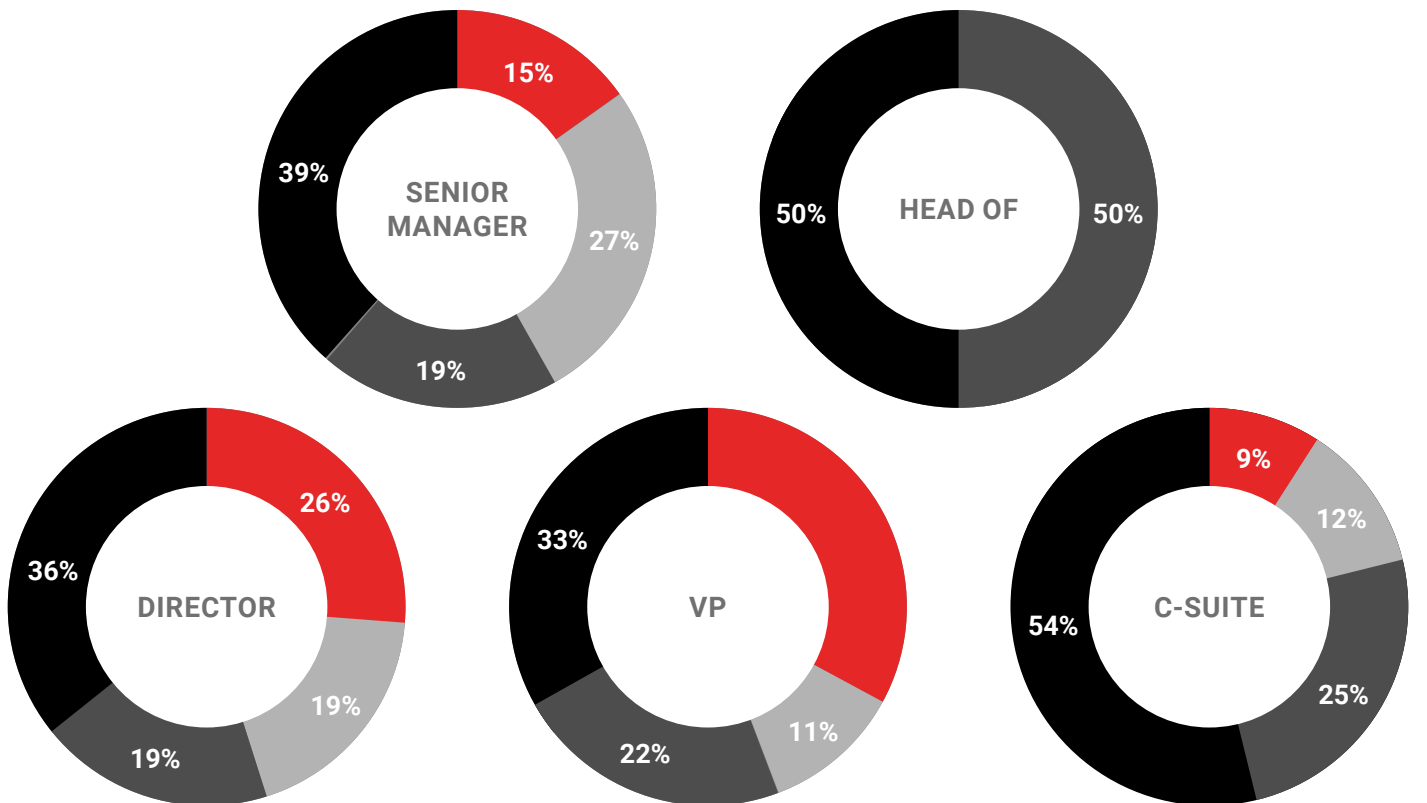- Cloud Migration

FIELD OF EXPERTISE:
# DevOps

OBSERVATIONS

CI/CD Tools stands out as a significant challenge for all senior roles specializing in DevOps but is the most pressing for 54% of C-Suite.

For Heads of **Bug Tracking** and **CI/CD Tools** are a clear 50/50 split with **Batch Management** and **Application Release Orchestration** not even featuring as identified challenges.

SENIOR MANAGER
- 15%
- 27%
- 19%
- 39%

HEAD OF
- 50%
- 50%

DIRECTOR
- 26%
- 19%
- 19%
- 36%

VP
- 33%
- 11%
- 22%
- 33%

C-SUITE
- 9%
- 12%
- 25%
- 54%

● Application Release Orchestration   ● Batch Management   ● Bug Tracking   ● CI/CD Tools

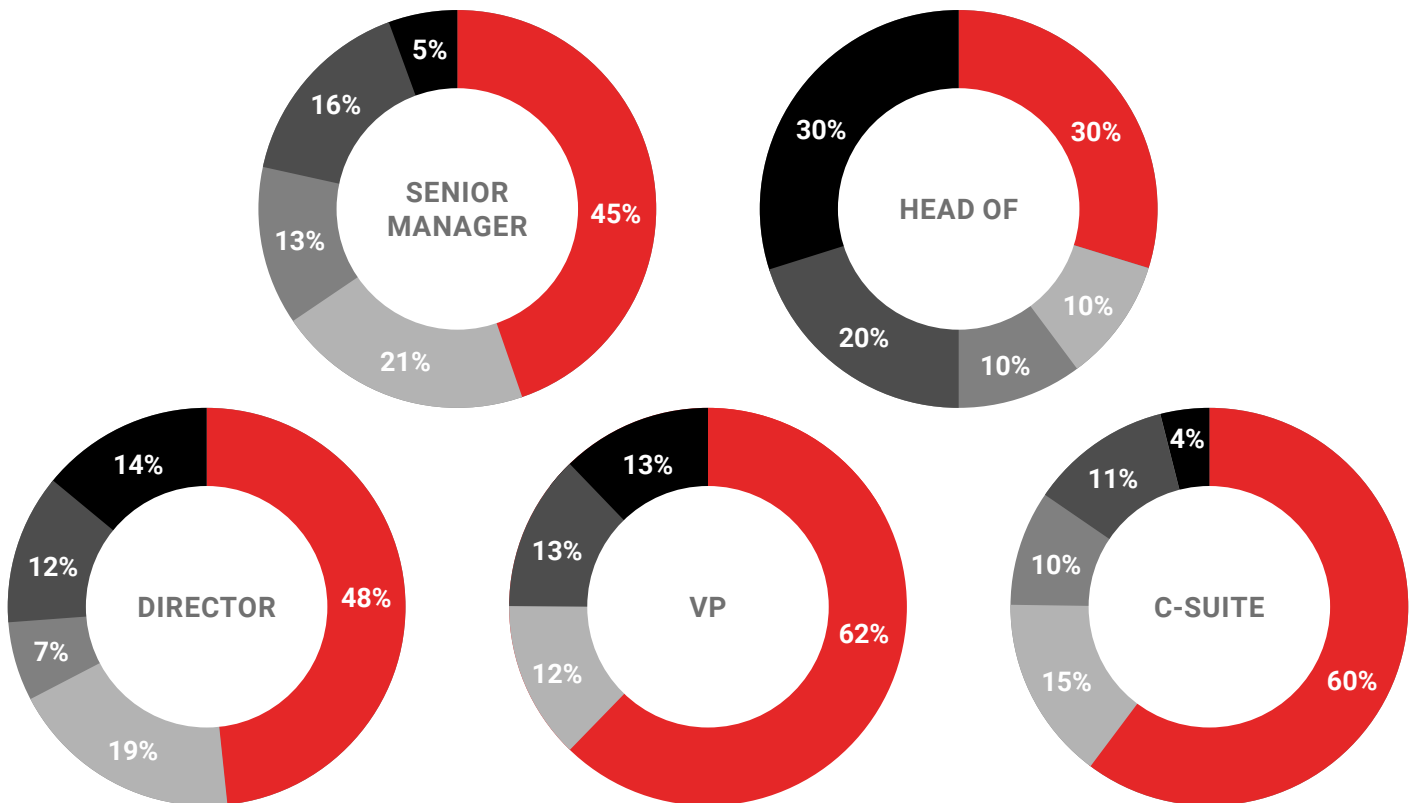# FIELD OF EXPERTISE:
DIGITAL TRANSFORMATION
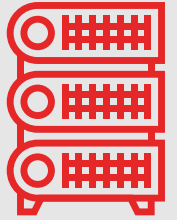
OBSERVATIONS

62% of VPs and 60% of C-Suite specializing in Digital Transformation identified **Digital Technology Integration** as their core challenge.
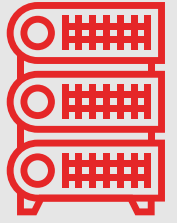
It also appeared as the main sticking point for Directors, Heads of and Senior Managers.

30% of Heads of cited **Workforce Enablement** as a pain point compared to 4% of C-Suite.

SENIOR MANAGER
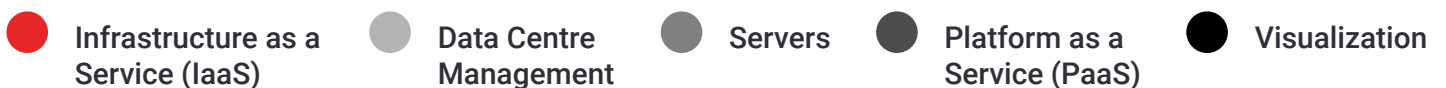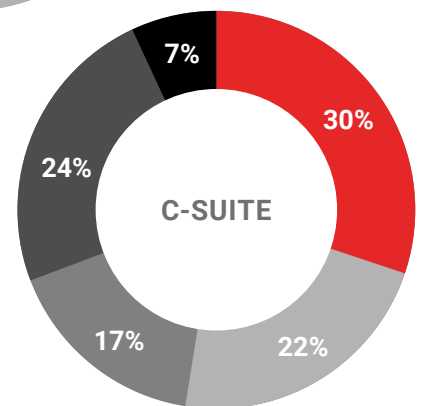- 5%
- 16%
- 13%
- 21%
- 45%

HEAD OF
- 30%
- 30%
- 10%
- 10%
- 20%

DIRECTOR
- 14%
- 12%
- 7%
- 19%
- 48%

VP
- 13%
- 13%
- 12%
- 62%

C-SUITE
- 4%
- 11%
- 10%
- 15%
- 60%

Legend:
- Digital Technology Integration
- Customer Experience
- Culture and Leadership
- Operational Agility
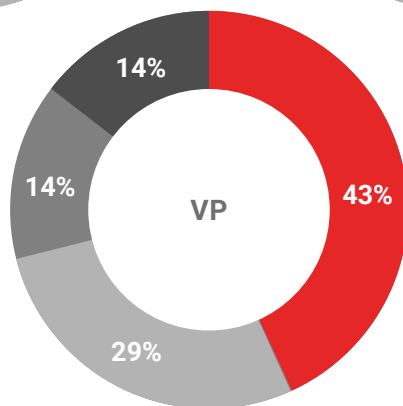- Workforce Enablement
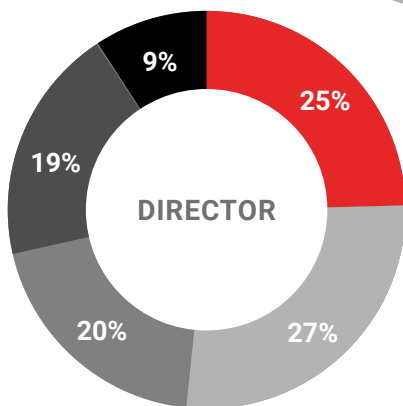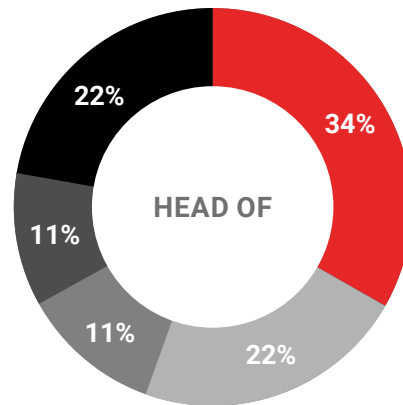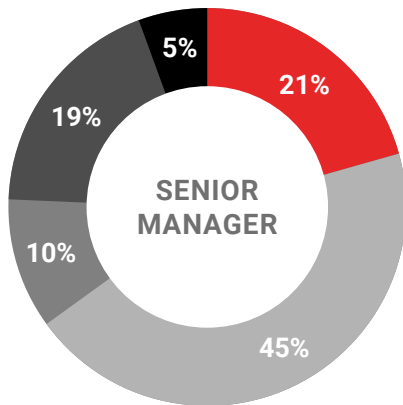
FIELD OF EXPERTISE:
DATA MANAGEMENT

OBSERVATIONS

45% of Senior Managers specializing in Data Management reported **Data Centre Management** as their biggest challenge.

For 43% of VPs it was **Infrastructure as a Service (IaaS)** that posed the largest hurdle and, unlike nearly a quarter of Heads of, **Visualization** was not cited at all.

SENIOR MANAGER
- 5%
- 21%
- 19%
- 45%
- 10%

HEAD OF
- 22%
- 34%
- 11%
- 22%
- 11%

DIRECTOR
- 9%
- 25%
- 19%
- 27%
- 20%

VP
- 14%
- 43%
- 14%
- 29%

C-SUITE
- 7%
- 30%
- 24%
- 22%
- 17%

Legend:
- Infrastructure as a Service (IaaS)
- Data Centre Management
- Servers
- Platform as a Service (PaaS)
- Visualization

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