

The Buyer's Journey to Integrated Solutions from Strategic Partners

Megatrends in the technology industry—highlighted by the need to address increased complexity vis-à-vis platform convergence and vendor consolidation while investing in digital transformation initiatives—set the stage for integrated partner solutions. While the demand for these solutions is strong, there can be challenges at every stage of the buyer's journey. TechTarget's Enterprise Strategy Group conducted an in-depth survey of IT professionals involved in the purchase of integrated technology solutions from strategic partners to gain insights into these trends.

Notable findings from this study include:



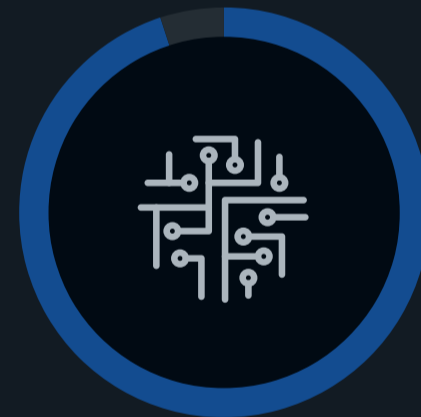
65%

of organizations identify improving IT team productivity as a business driver behind their purchases of joint vendor technology solutions.



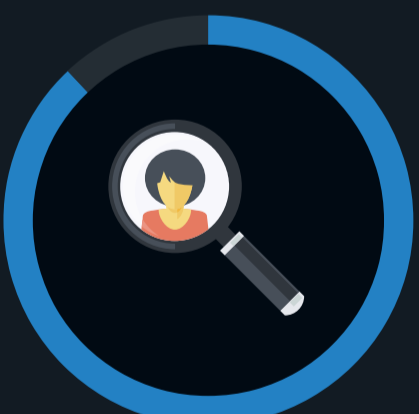
94%

of organizations report that joint vendor technology solutions meet or exceed all their **business-centric** expectations.



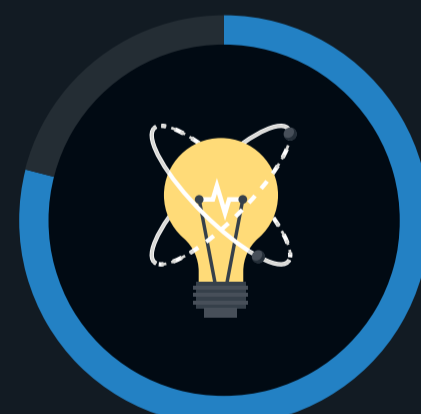
95%

of organizations report that joint vendor technology solutions meet or exceed all their **technology-centric** expectations.



88%

of organizations report that joint vendor technology solutions help to free up staff resources.



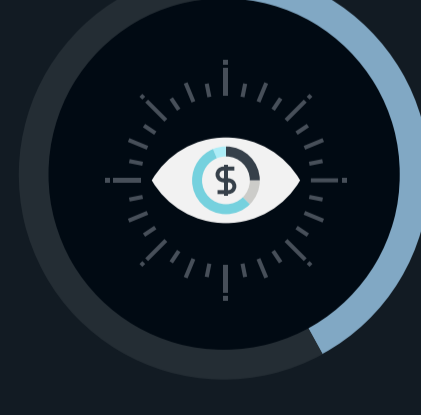
79%

of organizations report that joint vendor technology solutions help to decrease overall IT complexity.



42%

of organizations indicate their budgets for joint vendor technology solutions will increase significantly in the next 12 to 24 months.



42%

of organizations report that senior IT leaders are significantly more involved in the purchase of joint vendor technology solutions compared with single-vendor products.

For more from this Enterprise Strategy Group study, read the full research report, *The Buyer's Journey to Integrated Solutions from Strategic Partners*.

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