CBX

Forging a Clear Path for Growth

The Momentum ITSMA Customer Buying Index (CBX®) 2022 | Wave 2

November 2022

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Introduction

Wave 2 of the 2022 *Momentum ITSMA Customer Buying Index (CBX®)* examines changes in enterprise buyer behavior during a time of economic uncertainty and marketplace disruption.

CBX® focuses specifically on the purchase of complex, high-value strategic solutions—from strategy and process consulting through a multitude of different technology-based offerings.

In terms of demographics, CBX® concentrates on trends and changes inside the world's largest organizations across North America, EMEA, and APAC.

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New challenges

Many large enterprises are incorporating the lessons learned from the pandemic into how they do business. Even as that crisis fades, business executives face new challenges in the form of economic uncertainty and an unpredictable social-political-environmental landscape.

While executives struggle to cope with these business disruptions, they still seek to forge a clear path to growth.

Executives are shifting top priorities

The top agenda items for executives in September 2022 are improving the customer experience and protecting against cybersecurity risks. However, executives had difficulty culling the list and it seems everything is a priority. This is an opportunity for solution providers to get closer to the customer and help them address whatever their top agenda items may be.

Buyers have a heightened appetite for insights

Most executives are consuming more content today than they did two years ago. They are more likely to engage with solution providers that produce high-quality content and thought leadership. While "high quality" is in the eye of the beholder, it is clear that buyers want well-designed, evidence-based content that is creative and appeals to multiple senses.

Buying cycle preferences are evolving

Executives seek a mix of pragmatic and aspirational ideas at all stages of the buyer's journey. Interest in collaborative innovation is substantial, there is a need for multichannel orchestration, and they want both digital content and the human touch. Solution providers can deliver by creating the right content at the right time through the right channels.

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Executive Summary

Business executives are witnessing a perfect storm for disruption

Economic Challenges

- Rising interest rates
- Inflation
- Attracting/retaining talent
- Supply chain disruptions

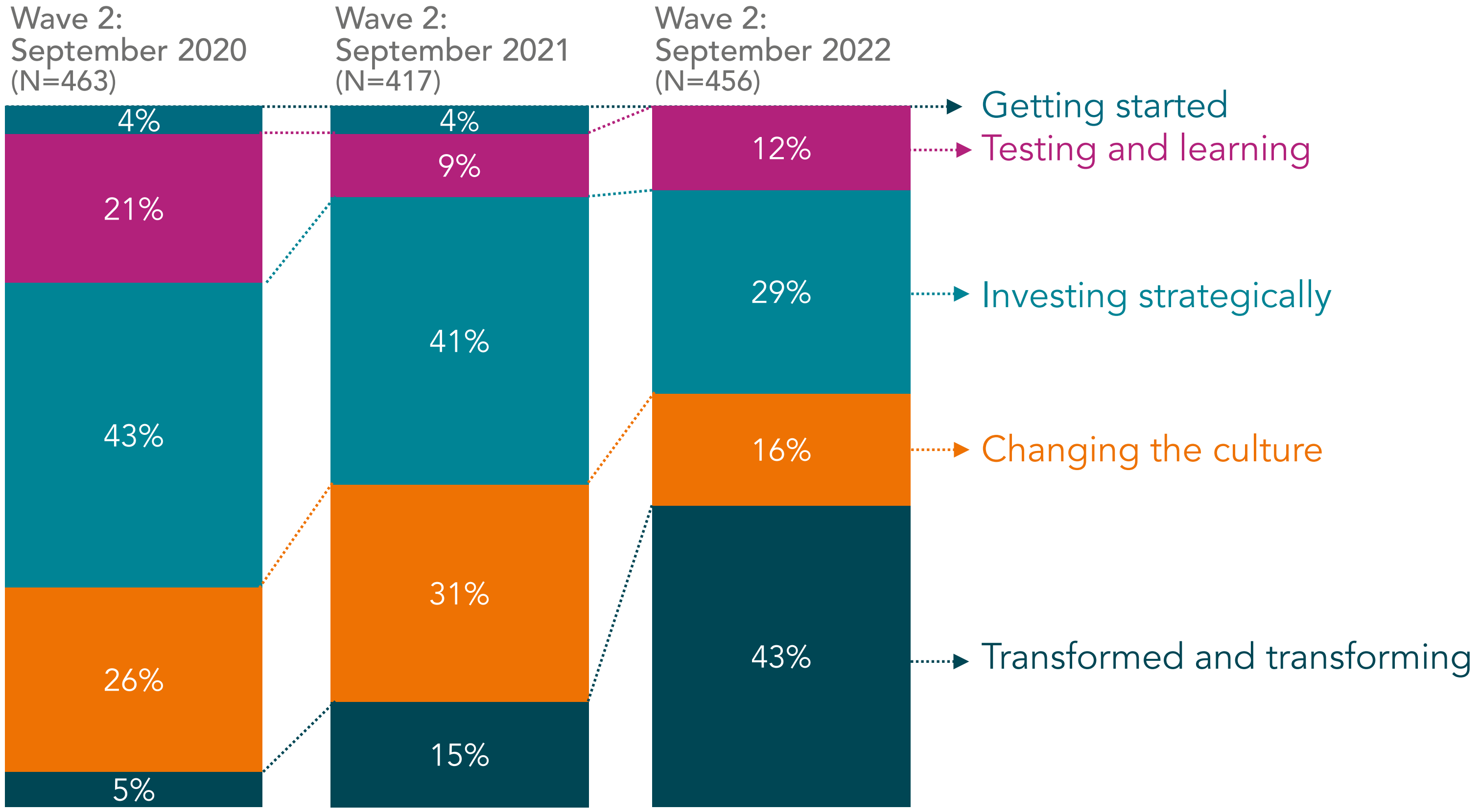
Social/Political/Environmental Challenges

- Lingering effects of the pandemic
- Geo-political tensions
- Global warming

Amid the volatility, business transformation is accelerating

Which of the following statements best describes the current state of digital business transformation at your company?

% of respondents



Source: ITSMA, How Executives Engage Survey, Part 1, 2020; Part 2, September 2021 and Momentum ITSMA, CBX® Survey 2022, Wave 2

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Buyers are looking to forge a clear path to growth in an uncertain climate

- Volatility has replaced business as usual for your most important accounts
- Pervasive uncertainty is driving an appetite for insights
- Preferences in the buying cycle continue to evolve

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1. Volatility

As executives struggle to cope with the heightened volatility, we see a reordering of the top agenda

Top 3 Business Priorities

September 2021 (N=417)	
1	Increase productivity/improve profitability
2	Invest in innovation; new products, services offerings, business models
3	Improve the customer experience/loyalty Grow revenue Transform to enable digital business

Source: ITSMA, How Executives Engage Survey, Part 2, September 2021

September 2022 (N=456)	
1	Improve the customer experience/loyalty
2	Protect against new cybersecurity risks
3	Improve talent acquisition, development, and retention Invest in innovation; new products, services, business models Grow revenue

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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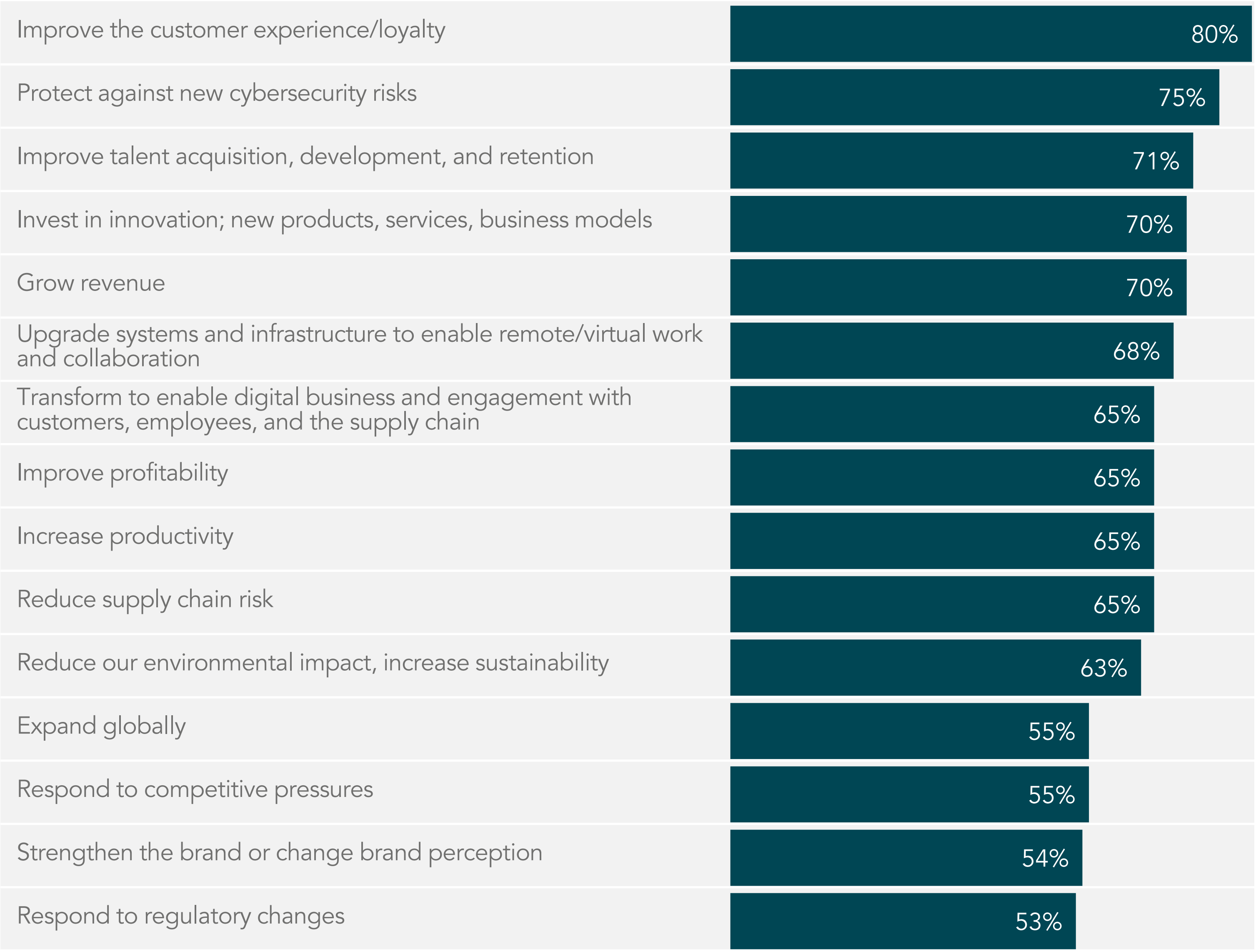
The volatility challenge: Crafting value propositions when *everything* is a priority for at least half your accounts

How would you rate the magnitude of the priorities your company is facing today?

% of respondents rating as higher priority (N=456)

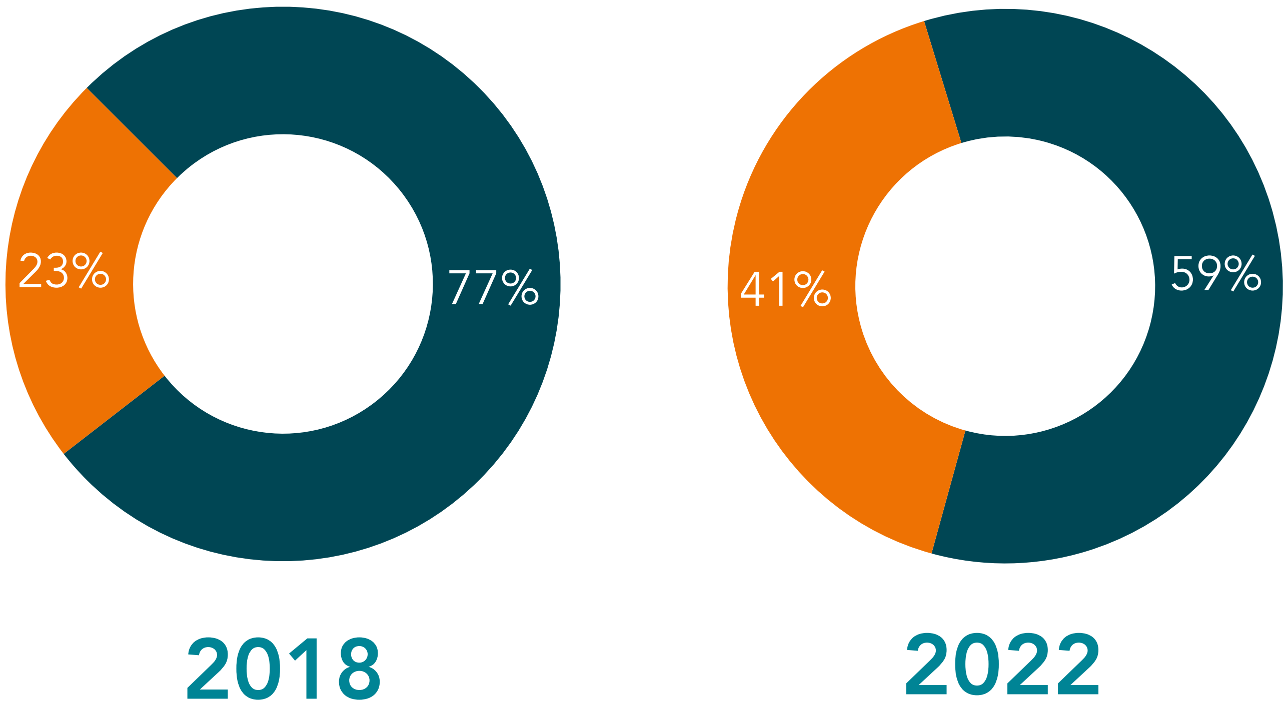


Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Volatility is also driving interest in new providers

Looking back to your most recent purchase of a complex high-value solution, who did you award the business to?

- Incumbent provider
- New solution provider



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% of respondents
Source: ITSMA, How Executives Engage Survey, 2018 and Momentum Group, CBX® Survey 2022, Wave 1

Responding to volatility: Recommendations

Know your customer

Is your account-based insight timely & up-to-date?

Review value propositions

Are your value props emphasizing customer experience, talent, risk, innovation & growth?

Use volatility to your advantage

Are you protecting your installed base while also growing market share?

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2. Uncertainty is driving an appetite for insight

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Executives, hungry for insight, are more likely to engage solution providers that produce high quality content and thought leadership

81%

Consume more content today than they did two years ago

68%

Are more likely to do business with a firm if they are impressed by their content

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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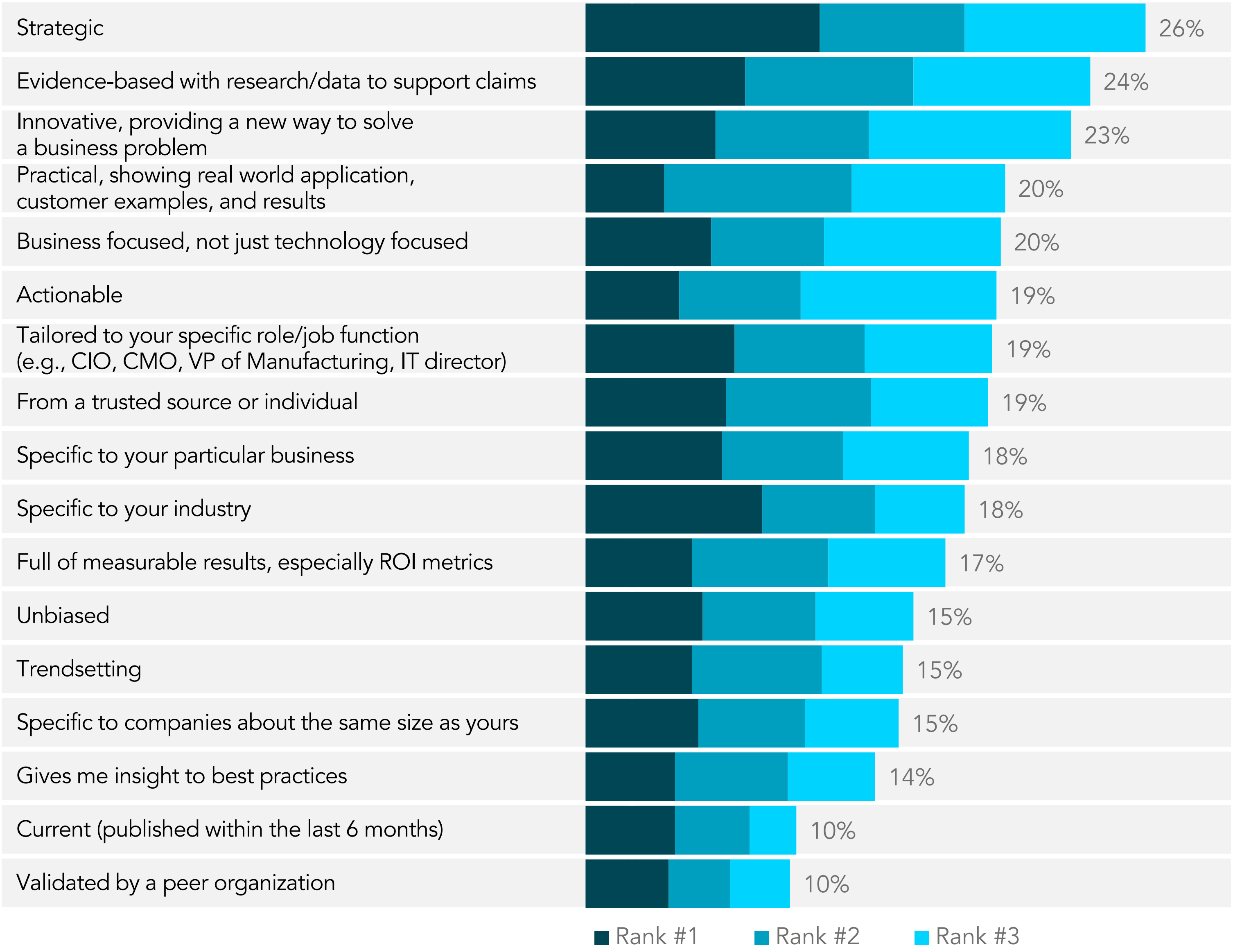
Executives have different ideas about what makes great content

When you were doing your initial solution research for the most recent solution purchase you were involved in, what was most important to you regarding the information you found?

% of respondents (N=456)



Note: Respondents were asked to rank the top three in order of importance.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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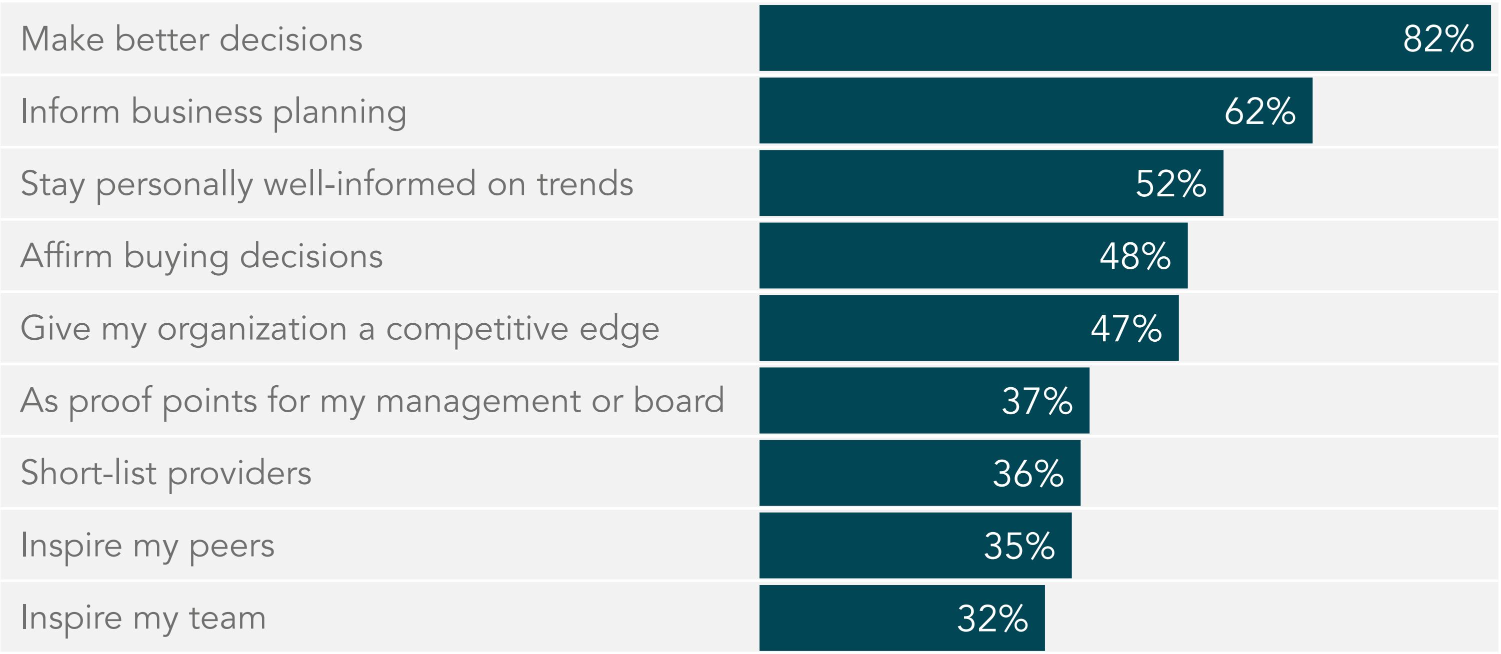
Most executives crave insights to help them make better decisions; many to inform planning and gain a competitive edge

In which of the following ways do you use the content you seek out?

% of respondents (N=456)



Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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The attention myth

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Your customers are not goldfish ...

In a typical week, how much time do you spend consuming external content?

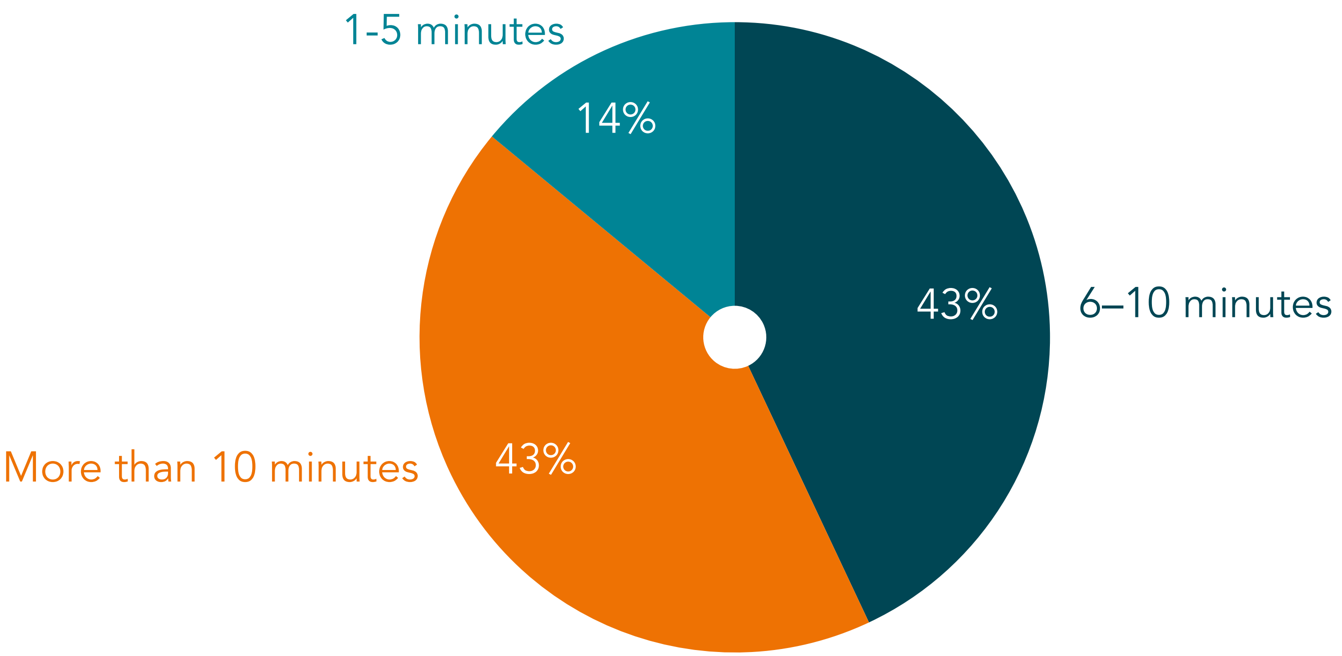
Mean # of hours (N=456)

13

Hours in a typical week spent consuming external content

How long will you read/watch/listen to content before deciding to continue or not?

% of respondents (N=456)



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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

…nevertheless, "bite-sized" content is moving up the list of desired content characteristics…

When looking specifically at solution provider content, which of the following content characteristics are most helpful to determine if reading/viewing the solution provider content will be a good use of your time?

Top 6 Characteristics

September 2021 (N=417)	
1	In-depth, thorough analyses
2	Relevant to my specific business problems and opportunities
3	Case study examples
4	Directly addresses issues that impact my industry
5	High quality layout and graphics
6	Reputation of the solution provider
6	A clear opinion and points of view

Source: ITSMA, How Executives Engage Survey, Part 2, September 2021

September 2022 (N=456)	
1	Relevant to my specific business problems and opportunities
2	**"Bite-sized," quick read or view**
3	Directly addresses issues that impact my industry
4	Contains subject matter expert (SME) contact information so I can contact them directly
5	Multimedia (video, podcasts, interactive web copy, webinars, and so forth)
6	High quality layout and graphics
6	A clear opinion and points of view

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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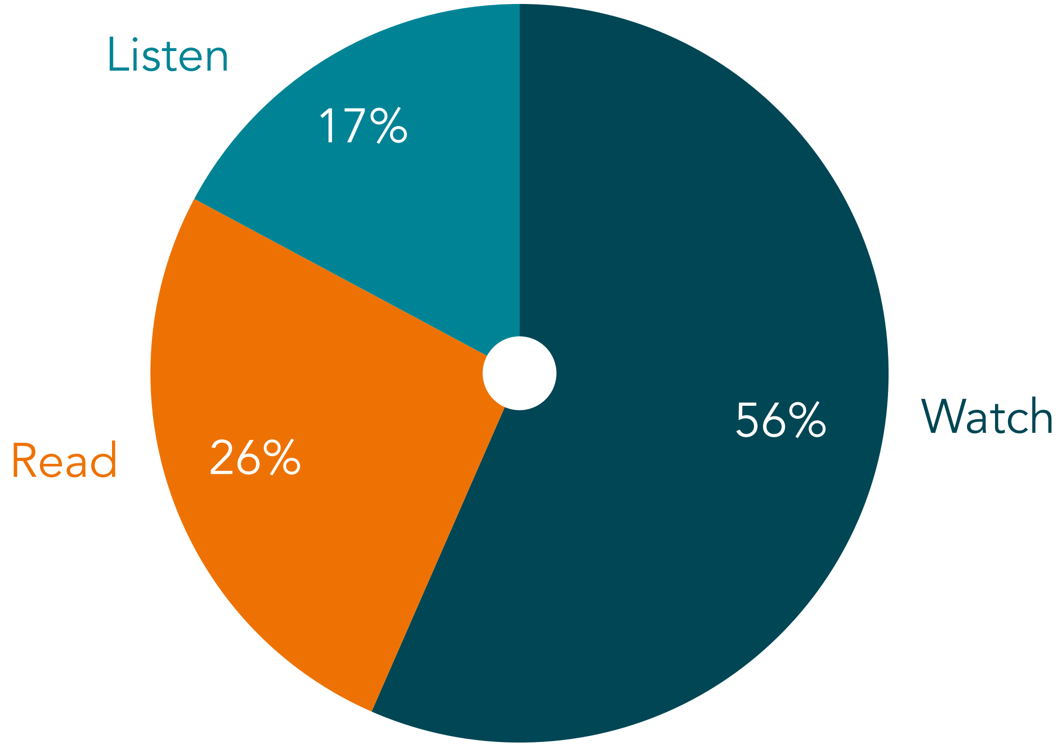
… and your customers want multisensory/multimedia content (and they are probably multitasking!)

How do you most like to consume external vendor content?

% of respondents who ranked option 1st choice (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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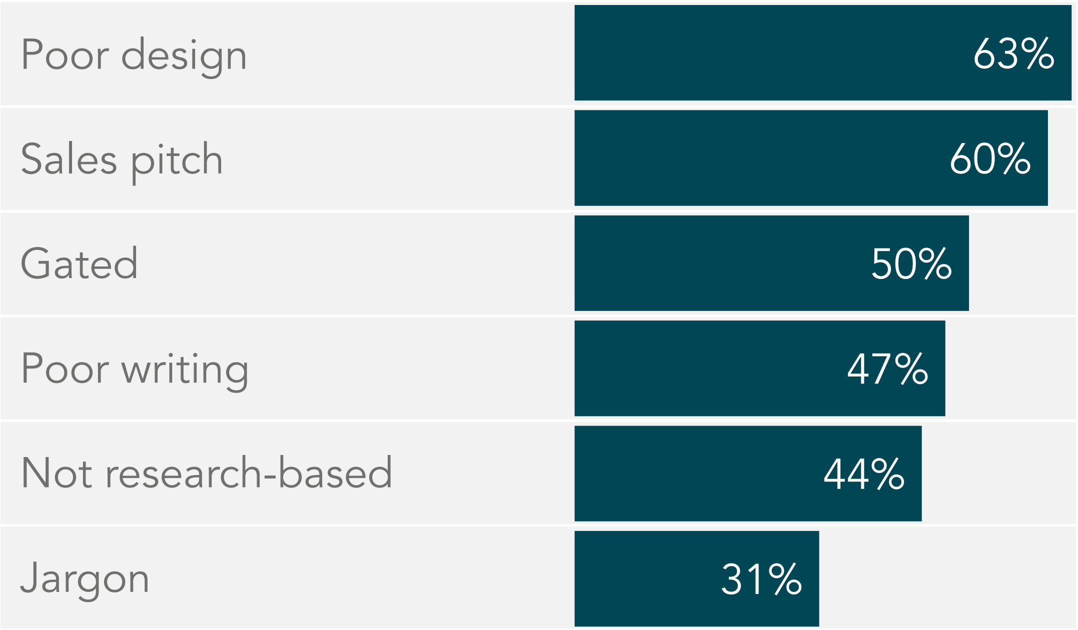
In addition, creativity counts, even for buyers under pressure

% of respondents (N=456)

Well-designed content is more likely to get my attention	87%
The creativity of the content translates into my perceptions of the content quality	70%
I am more likely to share well-designed content	72%

Which of the following would cause you to abandon content you started to explore? % of respondents (N=456)



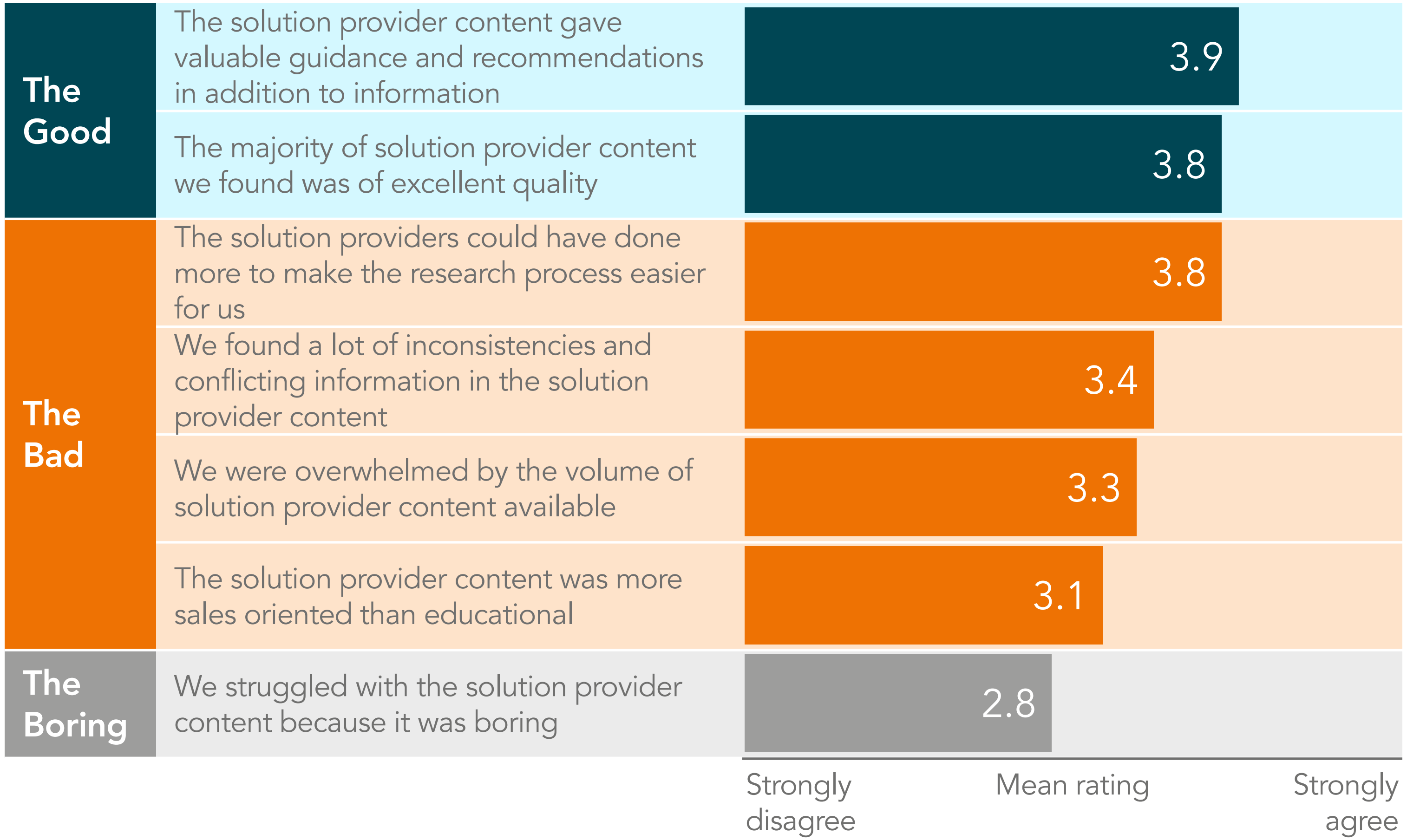
Note: Multiple responses allowed.

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

The good, the bad, and the boring: Solution provider content is high quality and valuable, but we need to make it easier for executives to consume

Thinking about your experience during the solution purchase process, to what extent do you agree with the following statements?

Mean rating (N=456)



Note: Mean rating based on a 5-point scale where 1=Strongly disagree and 5=Strongly agree.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Delivering insight: Recommendations

Thought leadership in the eyes of customers

Are you prioritizing strategic, evidence-based & innovative content?

Multi-sensory

Can executives watch and listen, as well as read your content?

Creativity

Do you have the creativity to cut through?

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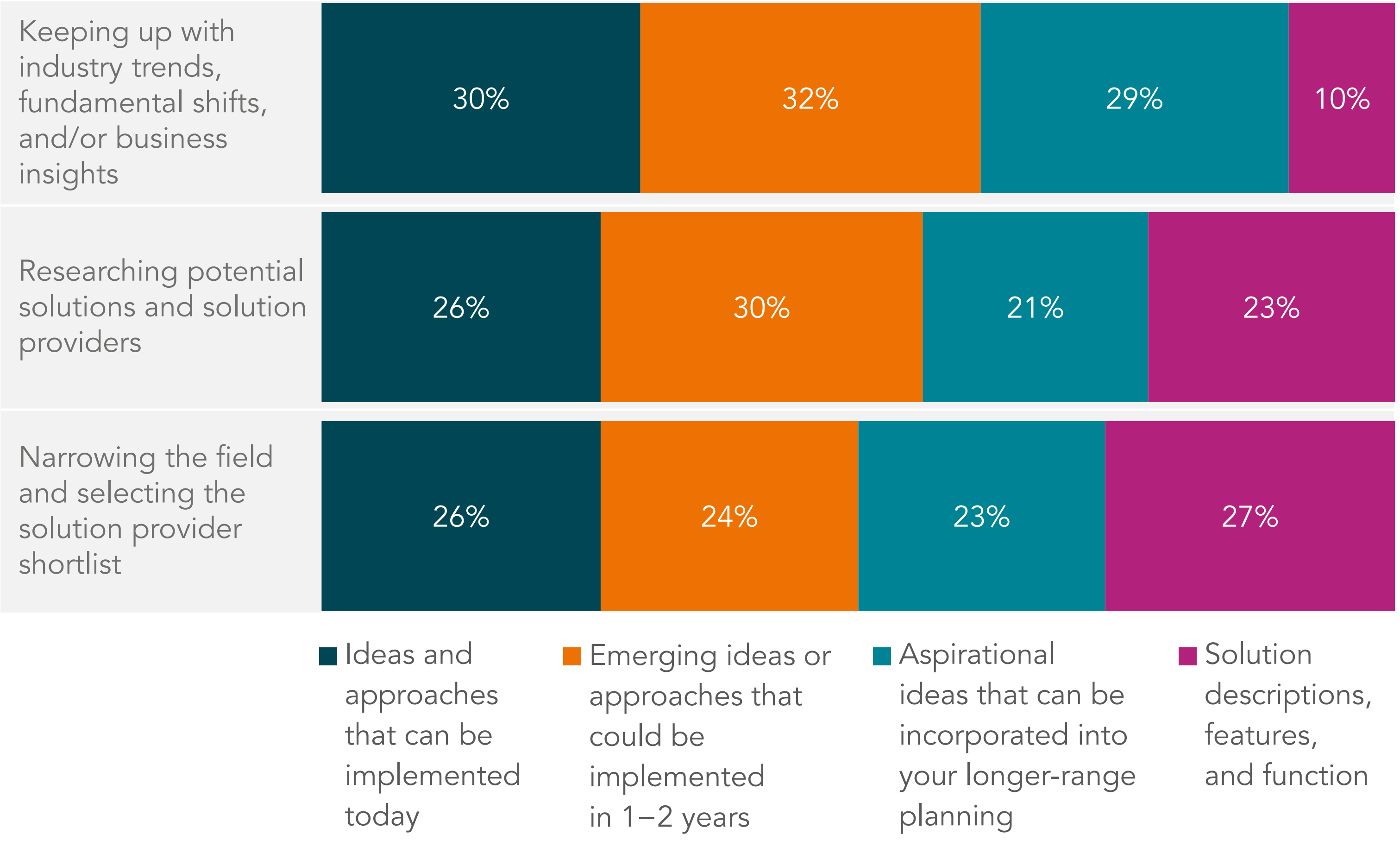
3. Evolving preferences in the buying cycle

Executives seek a mix of pragmatic and aspirational ideas throughout the buying cycle

Please allocate 100 points across the following types of solution provider content according to the value you perceive.

% of points allocated (N=456)

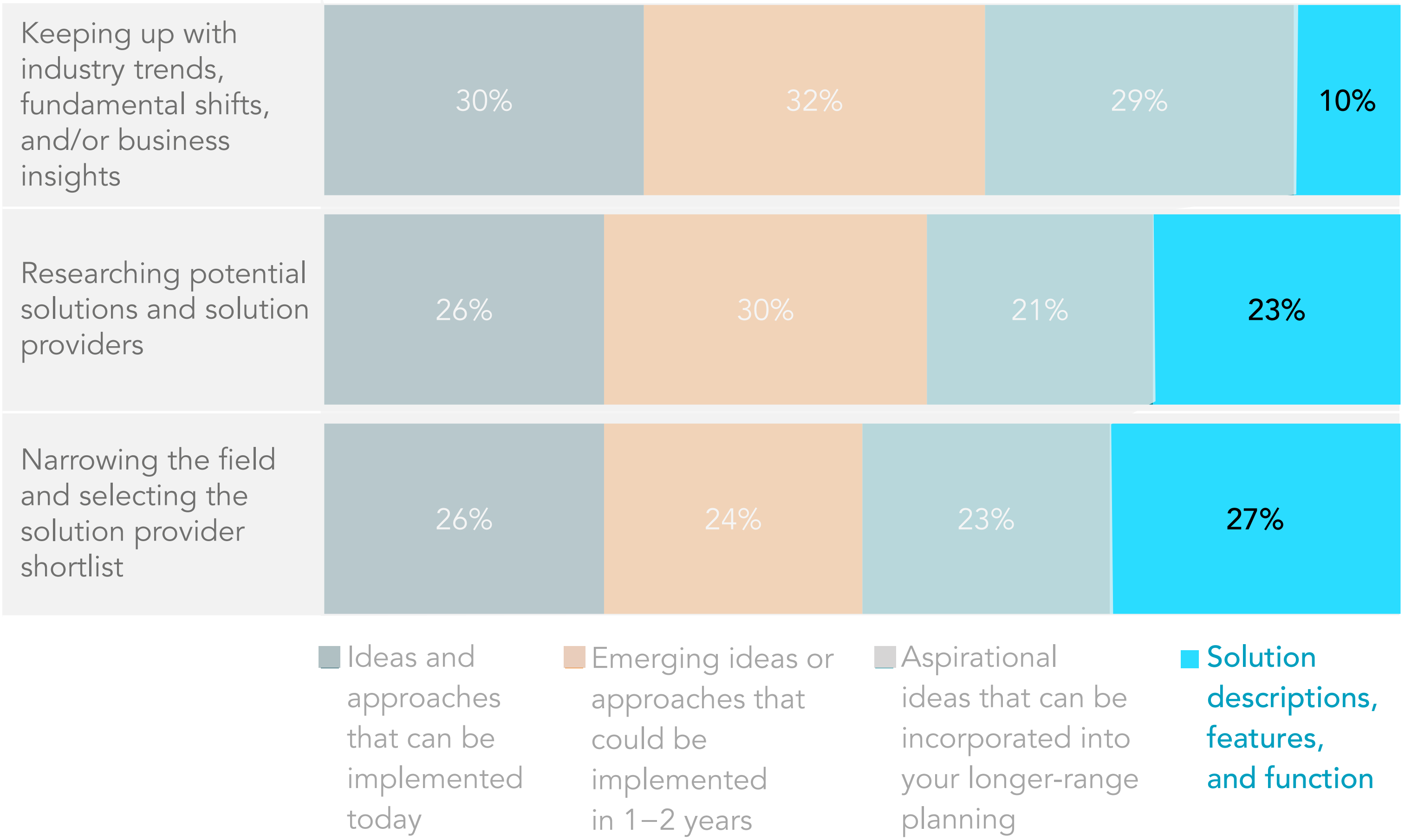


Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Descriptive solution content is not likely to spark epiphanies, but plays a role later in the buying process

Please allocate 100 points across the following types of solution provider content according to the value you perceive.

% of points allocated (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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At all stages of the buying cycle, interest in collaborative innovation is substantial

69%

I'm more willing to **share information** with providers

74%

We have more need to tap providers for **innovative thinking**

81%

We are more interested in **collaborating** with providers

% of respondents agree or strongly agree (N=456)

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Source: Momentum Group, CBX® Survey 2022, Wave 1

What works best at each buying stage?

Stage 1 Epiphany	Stage 2 Awareness	Stage 3 Interest	Stage 4 Confidence	Stage 5 Loyalty
Recognizing the business need	Clarifying issues & identifying alternatives	Evaluation of alternative providers & solutions	Selection & purchase	Post-purchase evaluation

There is a need for multichannel orchestration, both on- and offline

Stage 1 Epiphany	Stage 2 Awareness	Stage 3 Interest	Stage 4 Confidence	Stage 5 Loyalty
• Long-form content • Provider's own website • Phone conversations with sales and SMEs • Social media • Video	• Phone conversations with sales and SMEs • Webinar • Technical briefing center/innovation lab • Social media • In-person meetings	• Website • Technical briefing center/innovation lab • In-person meetings • Video • Social media	• Technical briefing center/innovation lab • Social media • In-person meetings • Webinar • Provider online communities	• Mobile app to access content • Executive round table • Direct mail • Experiential marketing • In-person event

■ Digital Channels
■ Human Touch Channels

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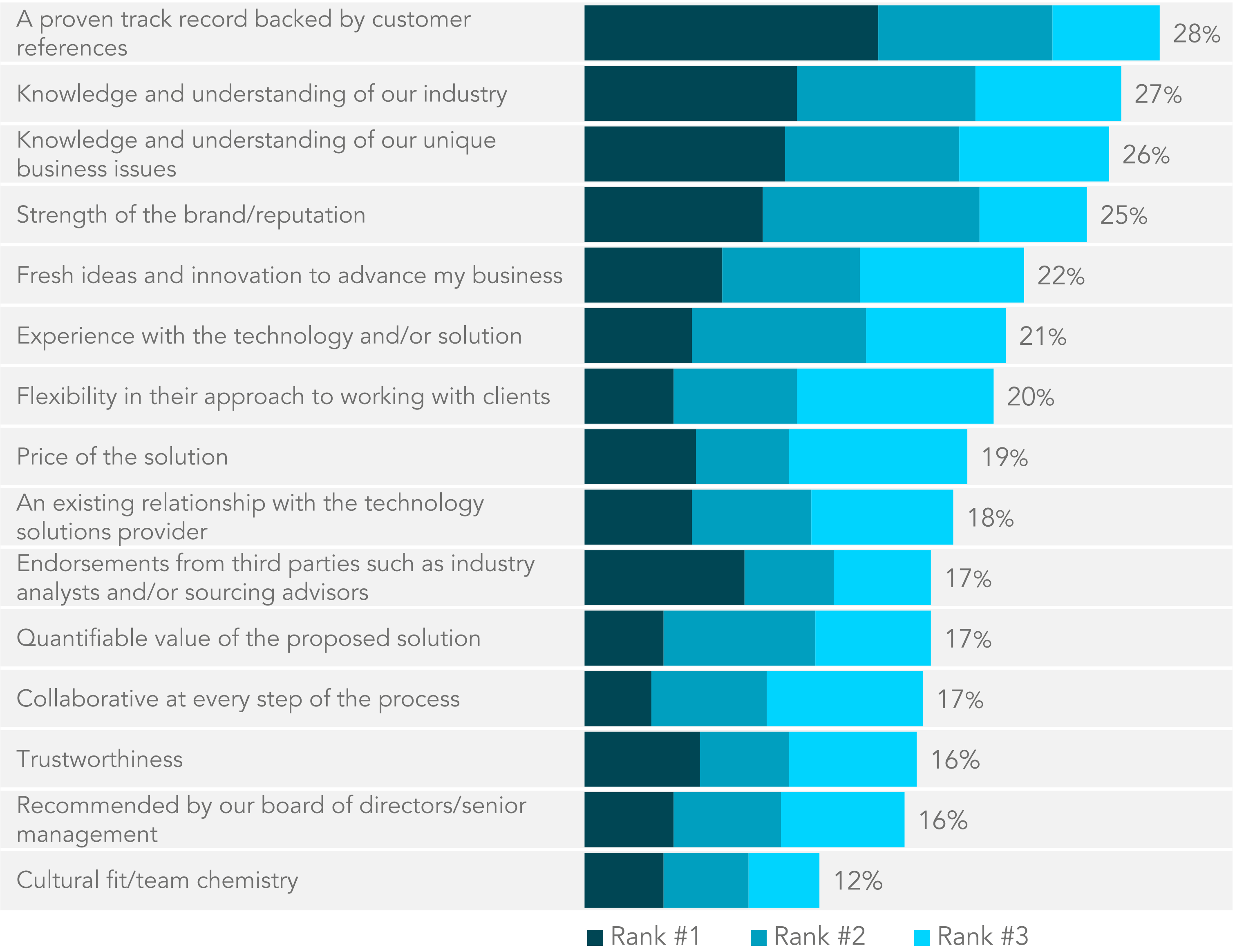
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In the final stages of the buying cycle, executives favor solution providers that have strong reputations that understand their business

When you were making your final decision for your most recent solution, which were the top three deciding factors?

% of respondents (N=456)

Note: Respondents were asked to rank the top three in order of importance.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2



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Optimizing the buying cycle: Recommendations

Multiple time horizons

Are you providing a mix of pragmatic and aspirational ideas?

Multichannel orchestration

Are you over-reliant on single channels?

Digital & human touch

Are you achieving an effective balance across channels?

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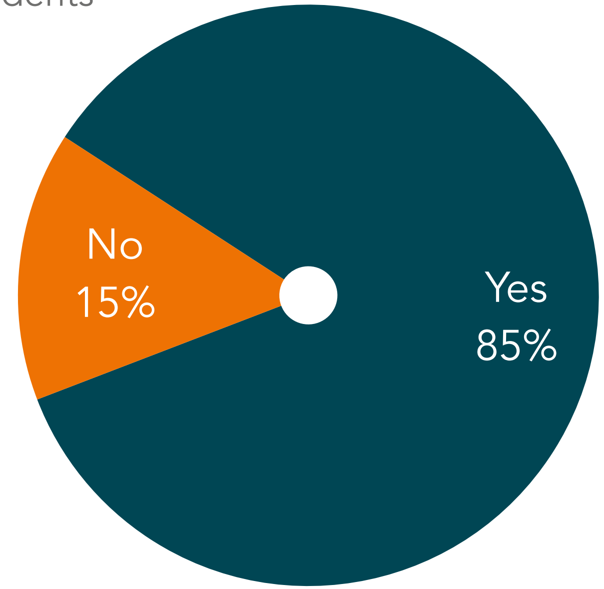
Good News: In a turbulent environment, solution provider marketing transformation efforts are not going unnoticed!

Executives identify improvements in the:

- Value of content
- Consistency across channels
- Personalization and customer-centricity

In your opinion, has solutions provider marketing improved in the last couple of years?

% of respondents
(N=456)



"They have figured out the way to make their marketing content valuable to their audience."

"Built a strong brand identity, created a clear message and developing their consistent presence online and offline."

"Strategies are implemented across a variety of channels, including online, offline, and social media."

"Creating more personalized experience for customers."

"They have promoted a customer-centric culture within their marketing departments."

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Methodology and Respondent Demographics

CBX® Survey 2022 Wave 2

Thank you to our study sponsors

Hewlett Packard Enterprise

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Responses from September 2022

456 Senior IT and business decision makers/ influencers for companies >= $500M in US and Canada; >=$250M in EU and Asia

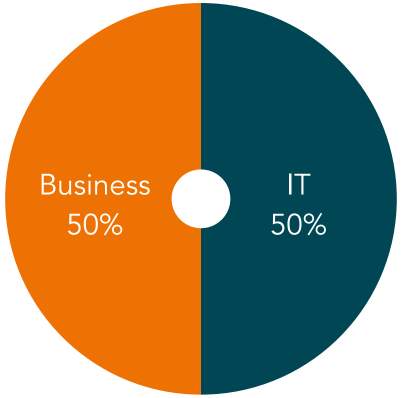
Respondents were from ten regions/countries:

- Canada
- US
- Benelux
- France
- Germany
- Nordics
- UK
- ANZ
- India
- Japan

Job role

Are you primarily an IT or business professional?

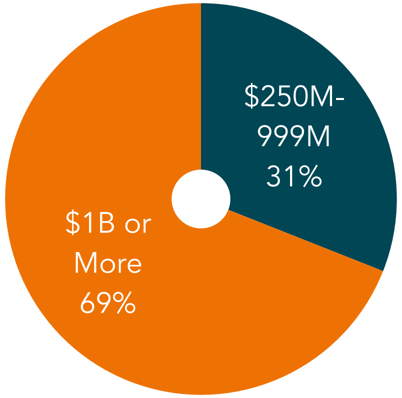
% of respondents (N=456)



Size of company

Approximately, what is your company's annual revenue (or operating budget, if government)?

% of respondents (N=456)



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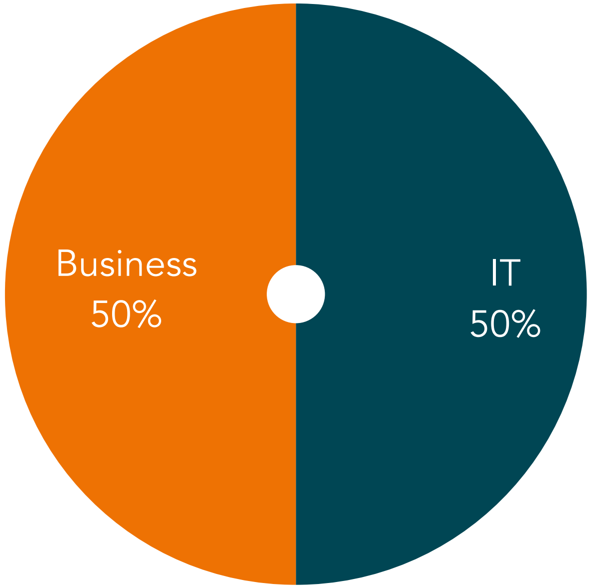
Respondent's job role and title

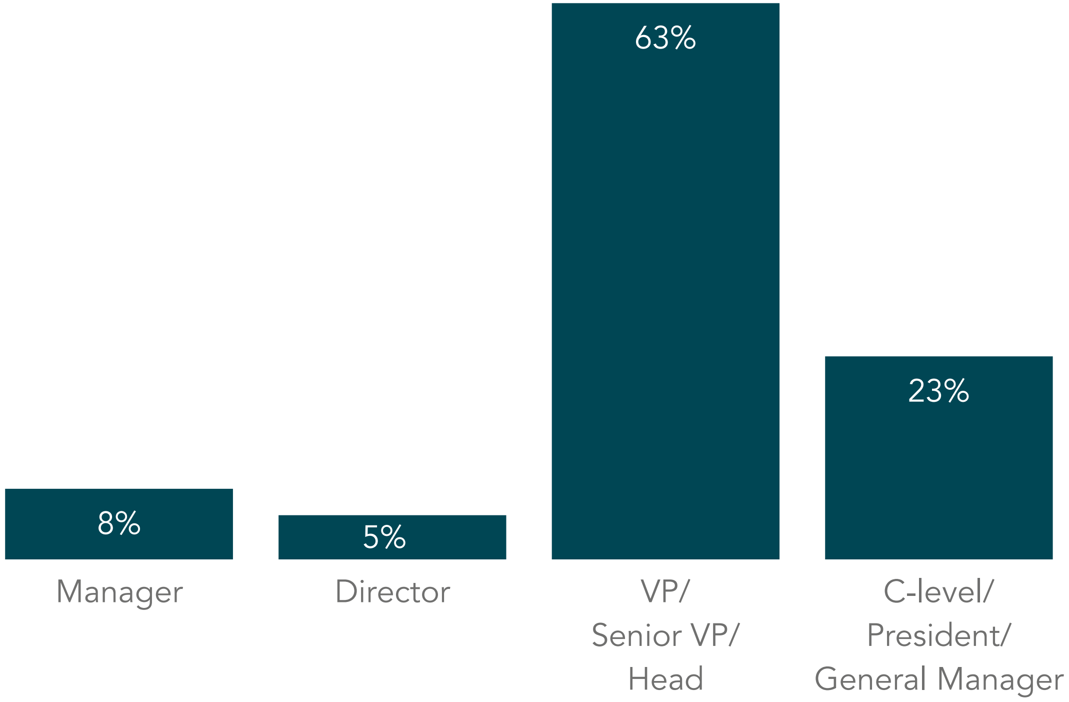
Are you primarily an IT or business professional?

% of respondents (N=456)



Which of the following most closely describes your job level?

% of respondents (N=456)

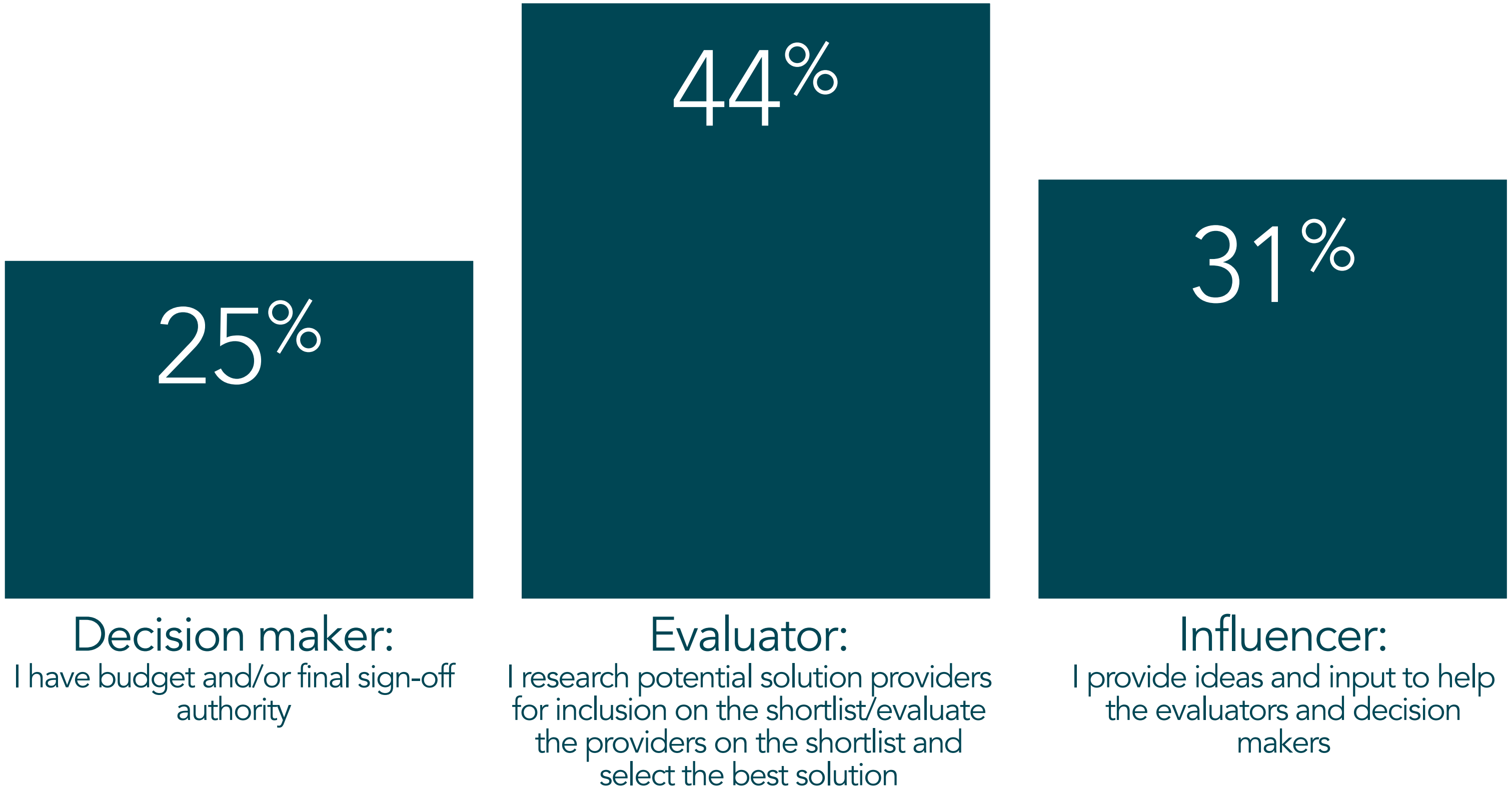


Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Respondent's decision-making authority

How would you characterize your involvement in your organization's purchases of these major consulting and technology solutions purchases for contracts over $500,000?

% of respondents (N=456)

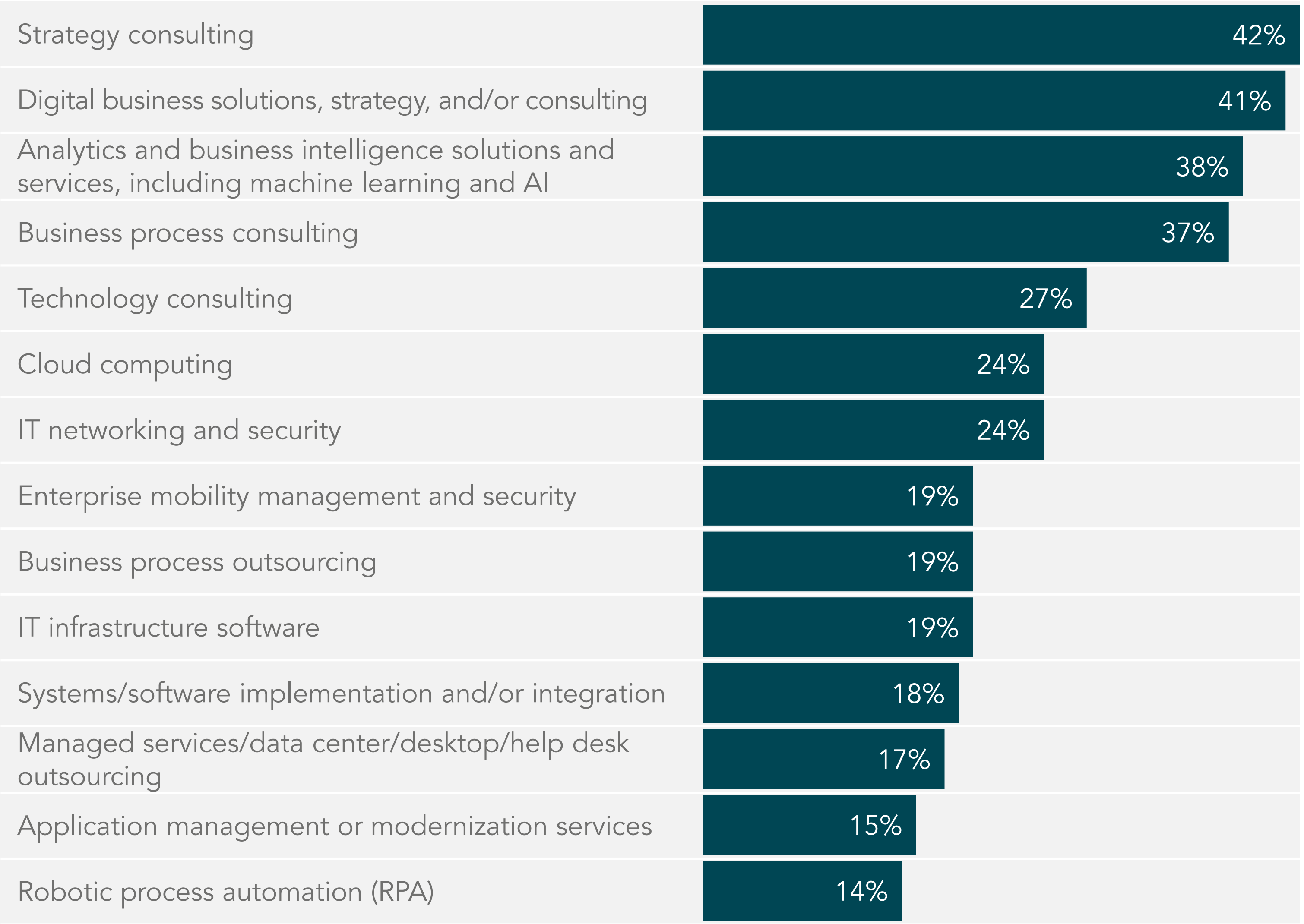


Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Types of solutions purchased

Within the last six months, which of the following types of consulting and technology solution purchases (with a value of $500,000 or more) have you personally been involved in?

% of respondents (N=456)



Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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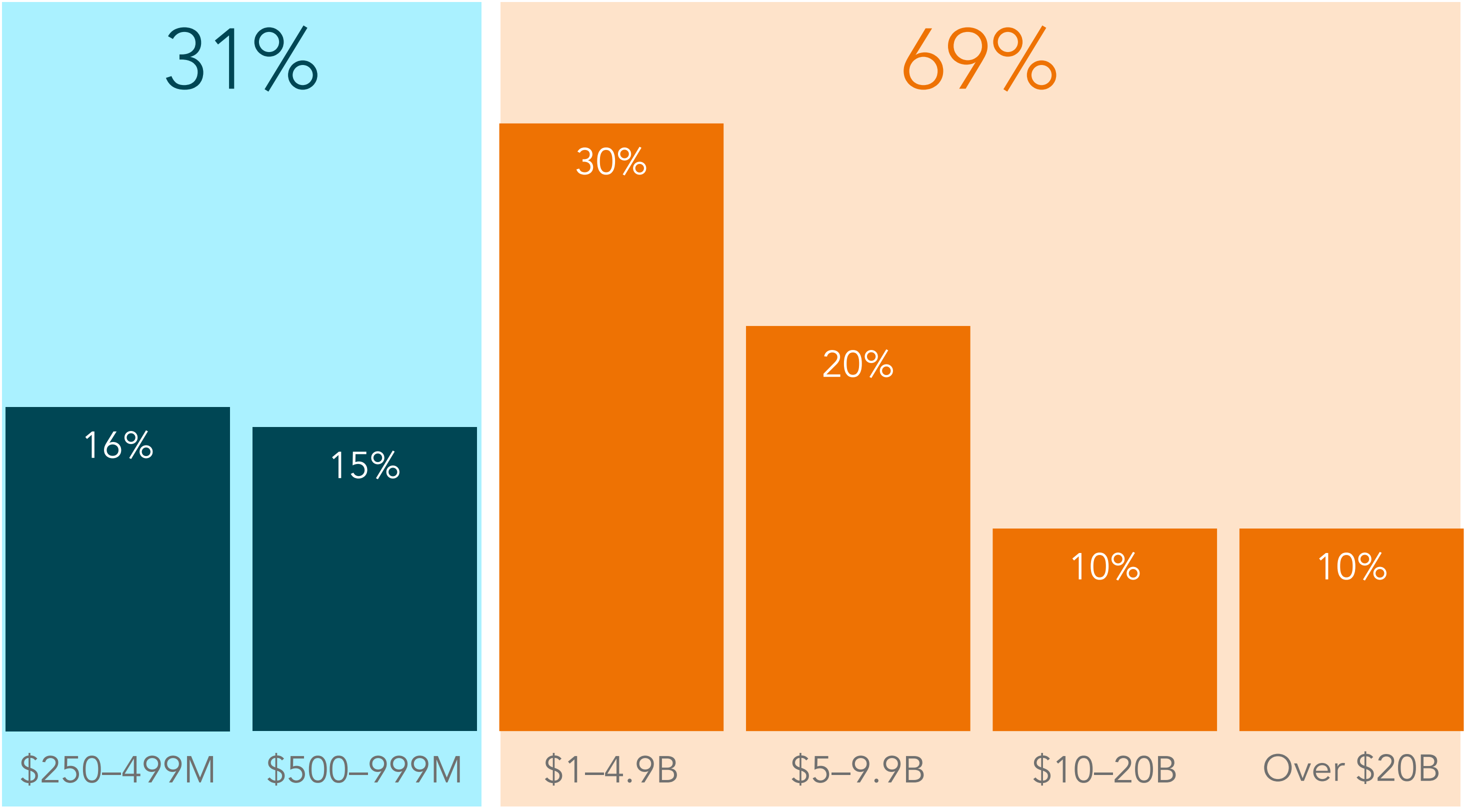
Respondent's company size

Approximately, what is your company's annual revenue (or operating budget, if government)?

% of respondents (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Respondent's country

In which country are you located?

% of respondents (N=456)

North America 34%	US	26%
	Canada	8%
Europe 41%	UK	9%
	France	8%
	Germany	8%
	Nordics	8%
	Benelux (Belgium, Netherlands, Luxembourg)	8%
APAC 25%	ANZ (Australia, New Zealand)	9%
	India	8%
	Japan	8%

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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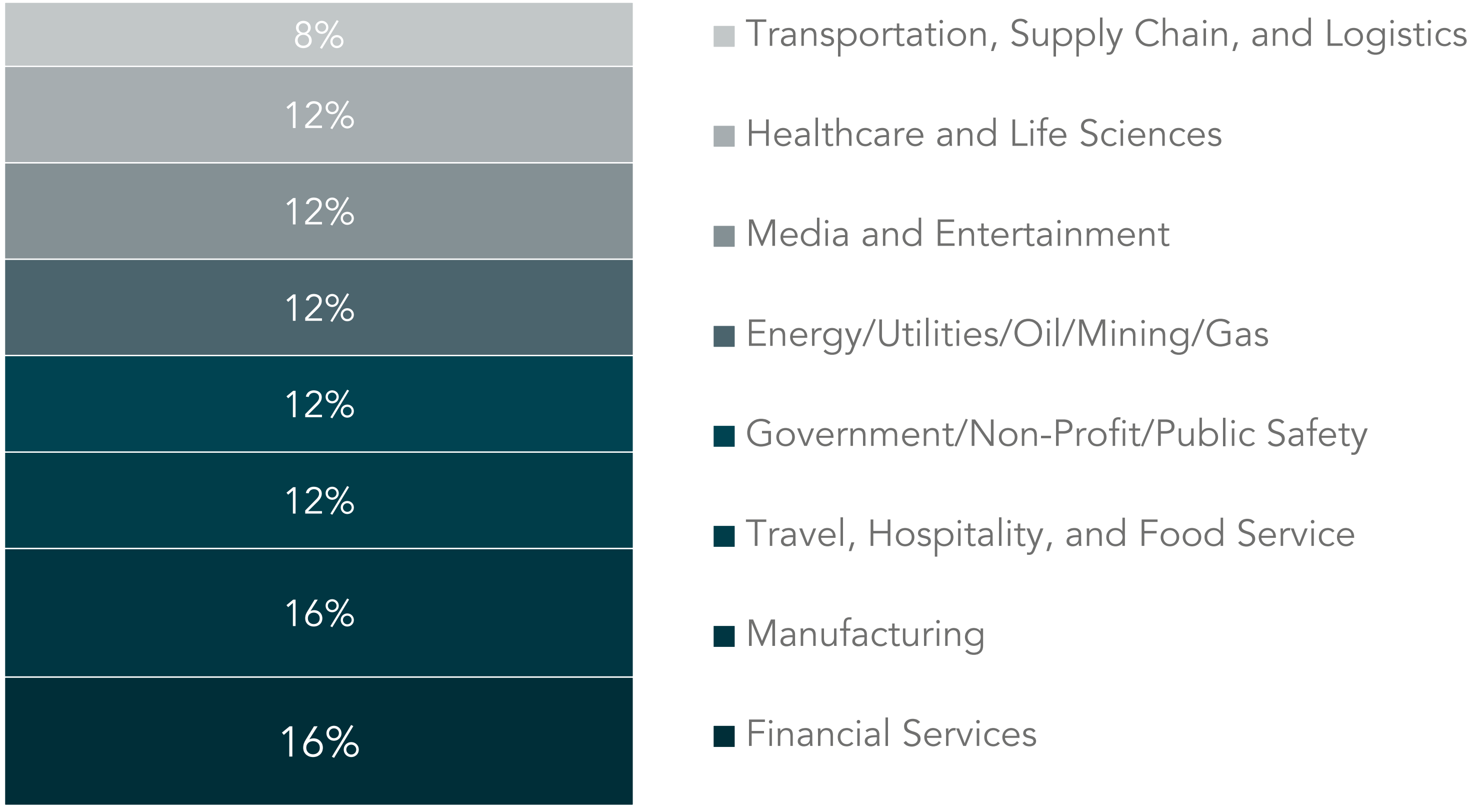
Primary business of respondent's company

What is your company's primary business?

% of respondents (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Detailed Findings

Status of business transformation

Which of the following statements best describes the current state of business transformation at your company?

% of respondents (N=456)

0%	12%	29%	16%	43%
Getting started. We know we must make some changes and we are learning, but for the most part, things are still business as usual.	**Testing and learning.** We are experimenting with new business models, technologies, and digital engagement channels, such as social and mobile.	**Investing strategically.** We have an executive sponsor for business transformation, and we are making investments to implement new technologies, enter new markets, and improve the customer experience.	**Changing the culture.** We are restructuring the organization and adopting new ways of collaborating to include not only sales, services, and marketing, but also HR, product development, manufacturing, finance, etc.	**Transformed and transforming.** We have aligned people, process, and technology across all functions and business units to support new, innovative operating models, grow revenue and profits, and optimize the customer, employee, and partner experience.

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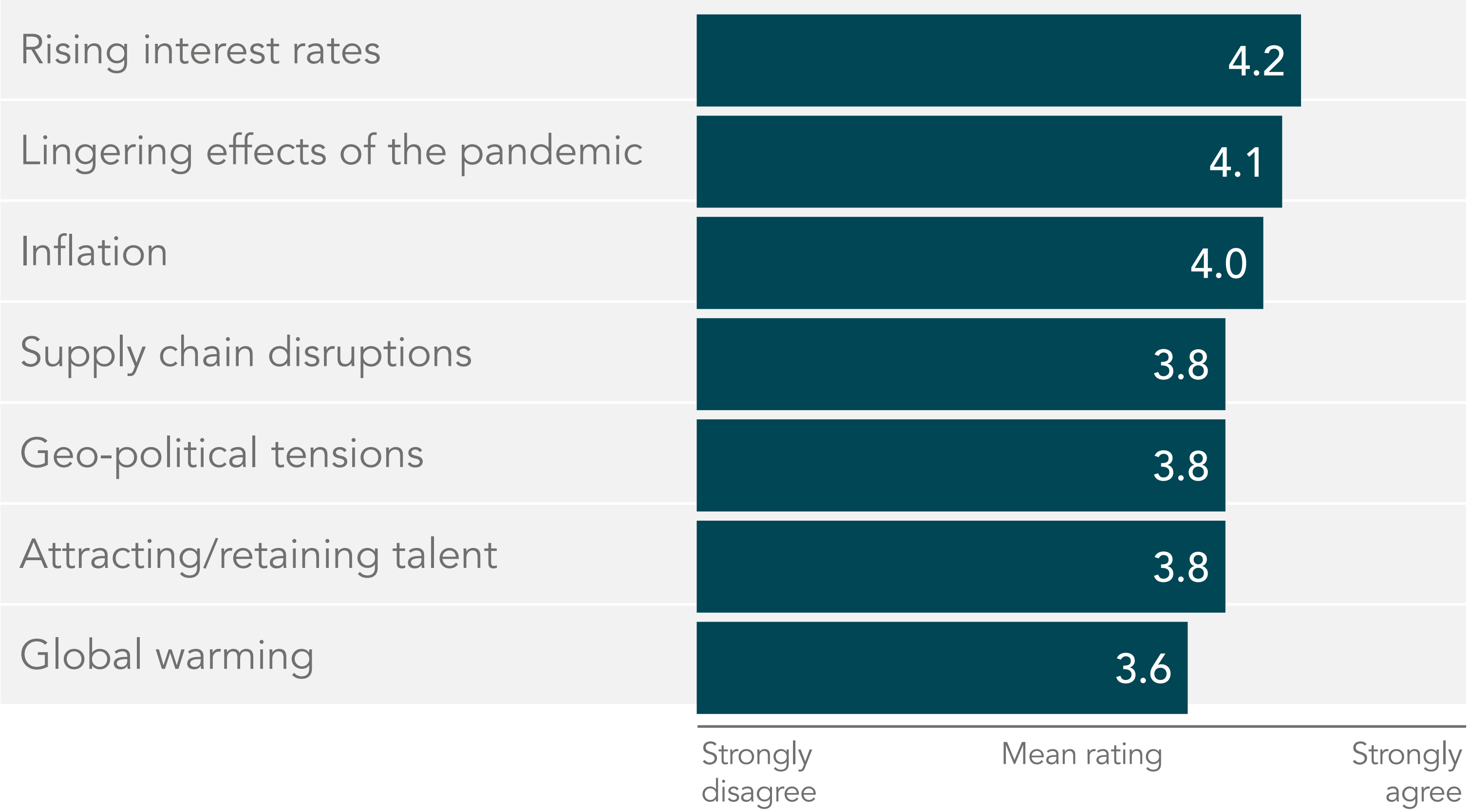
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Impact of economic, social, political, and environmental issues

To what extent do you agree or disagree that the following domestic and global issues impact your ability to conduct business as usual?

Mean rating (N=456)



Note: Mean rating based on a 5-point scale where 1=strongly disagree and 5=strongly agree.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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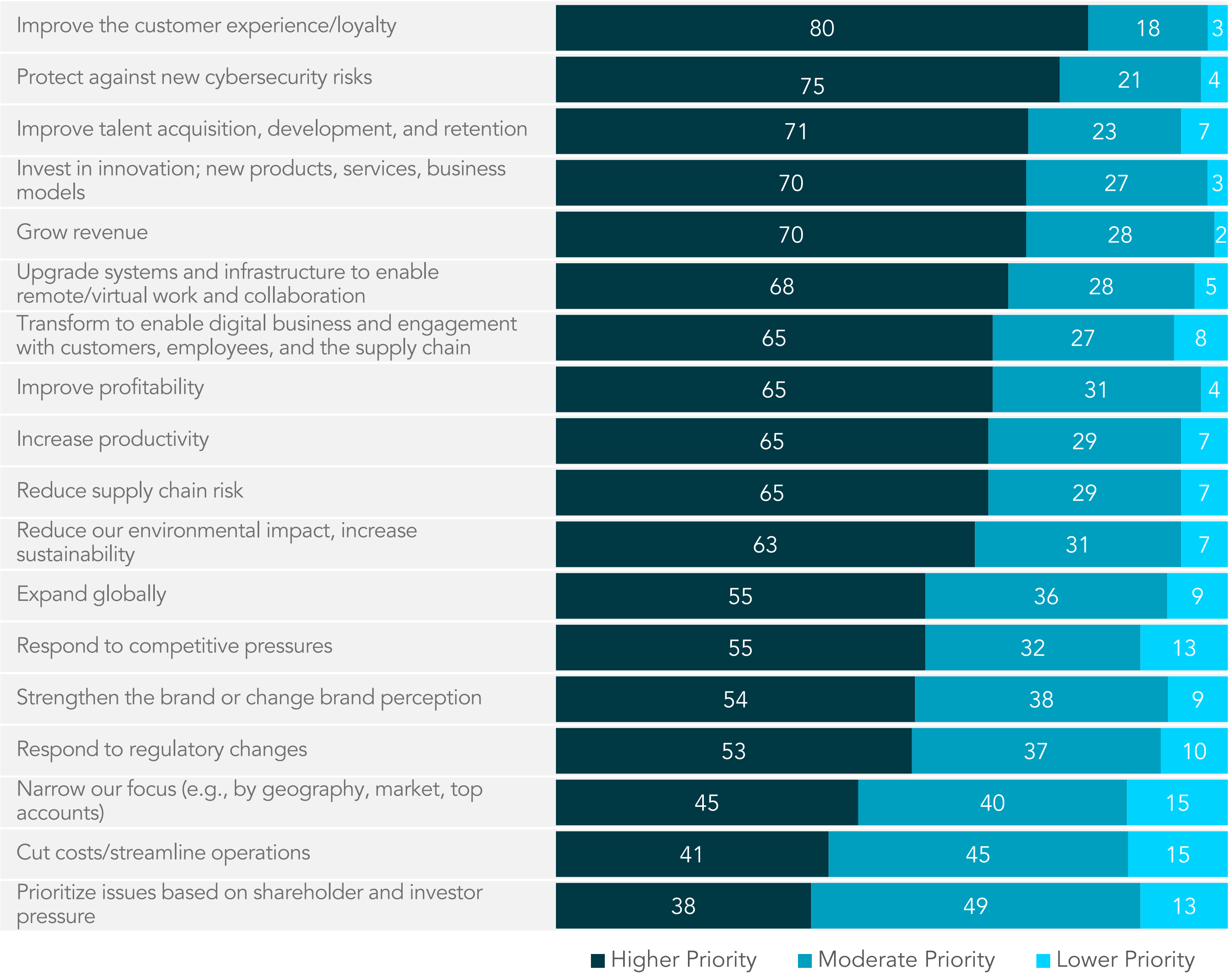
Business priorities

How would you rate the magnitude of the priorities your company is facing today?

% of respondents (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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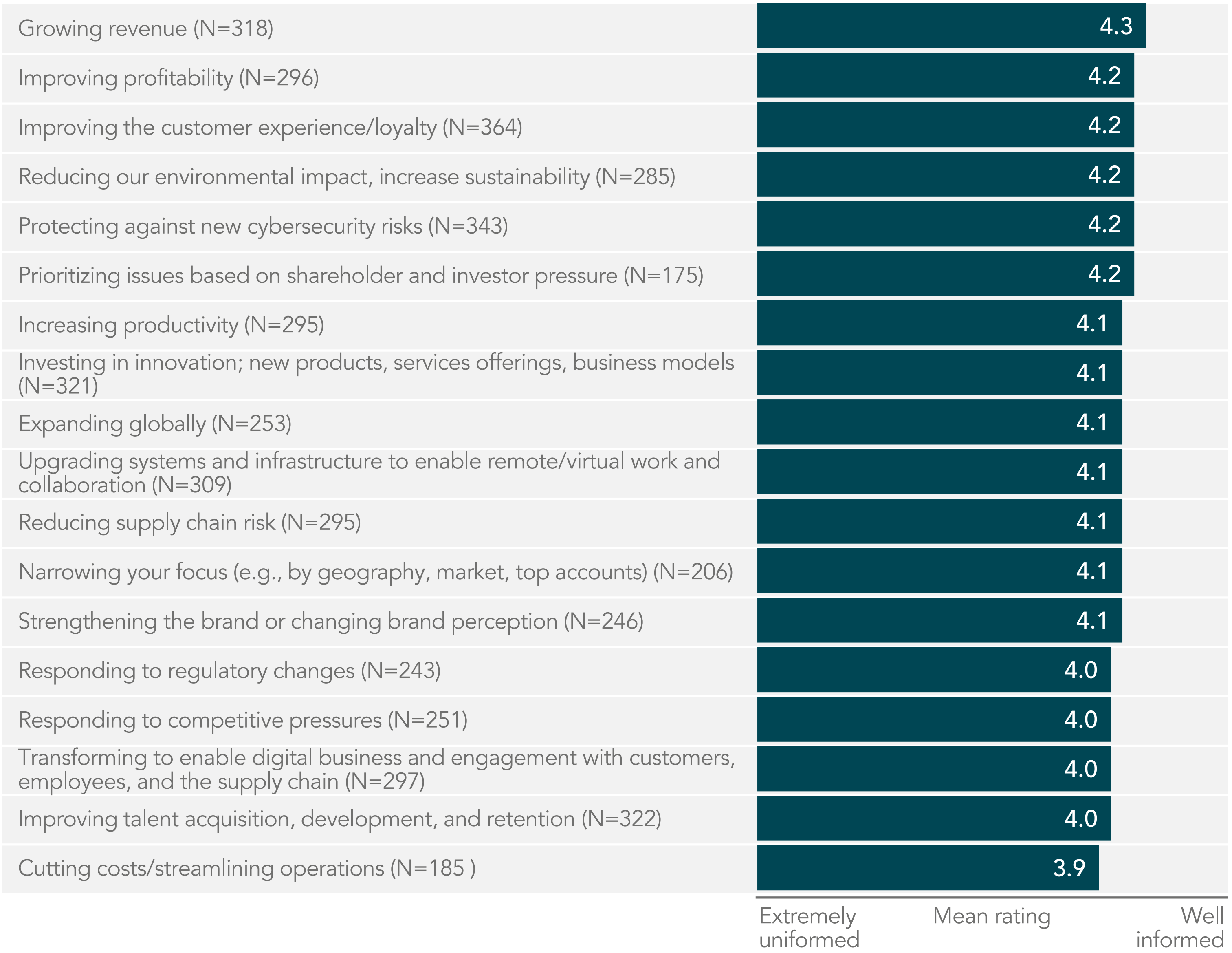
Level of familiarity with the issues

How informed do you consider yourself personally to be about these higher priority areas?

Mean rating



Note: Mean rating based on a 5-point scales where 1=Extremely uninformed and 5=Well informed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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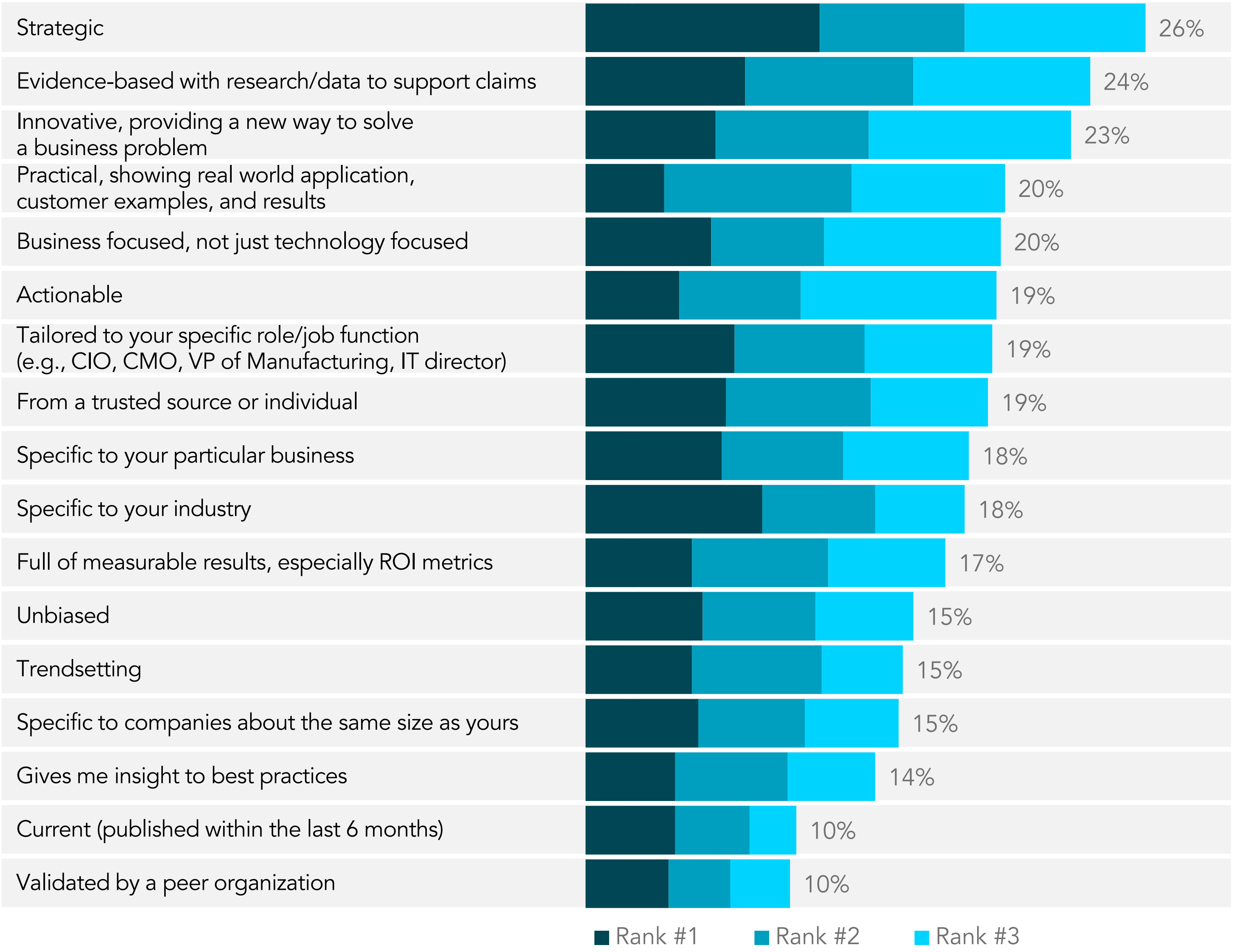
Most important content characteristics

When you were doing your initial solution research for the most recent solution purchase you were involved in, what was most important to you regarding the information you found?

% of respondents (N=456)



Note: Respondents were asked to rank the top three in order of importance.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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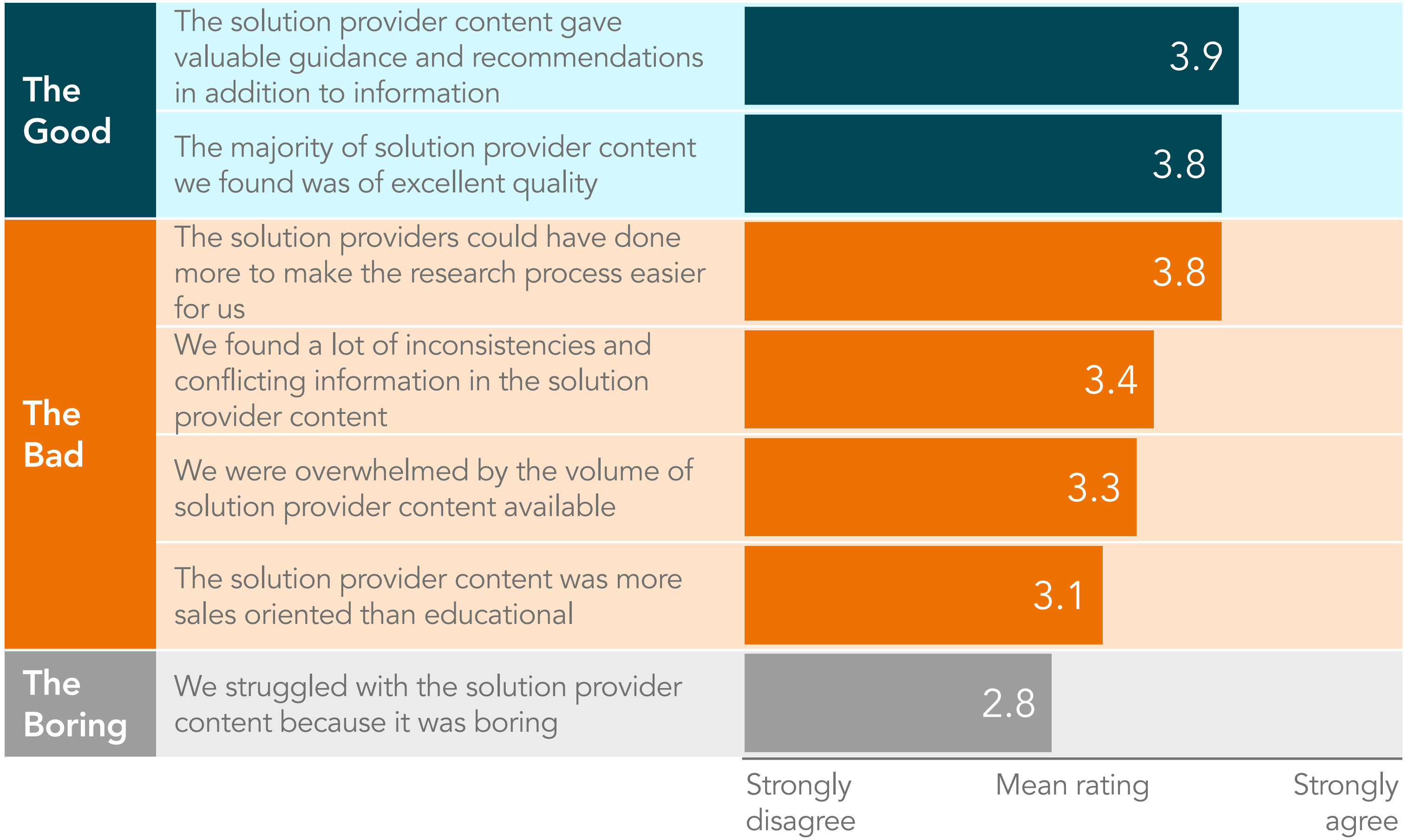
Solution provider content report card

Thinking about your experience during the solution purchase process, to what extent do you agree with the following statements?

Mean rating (N=456)

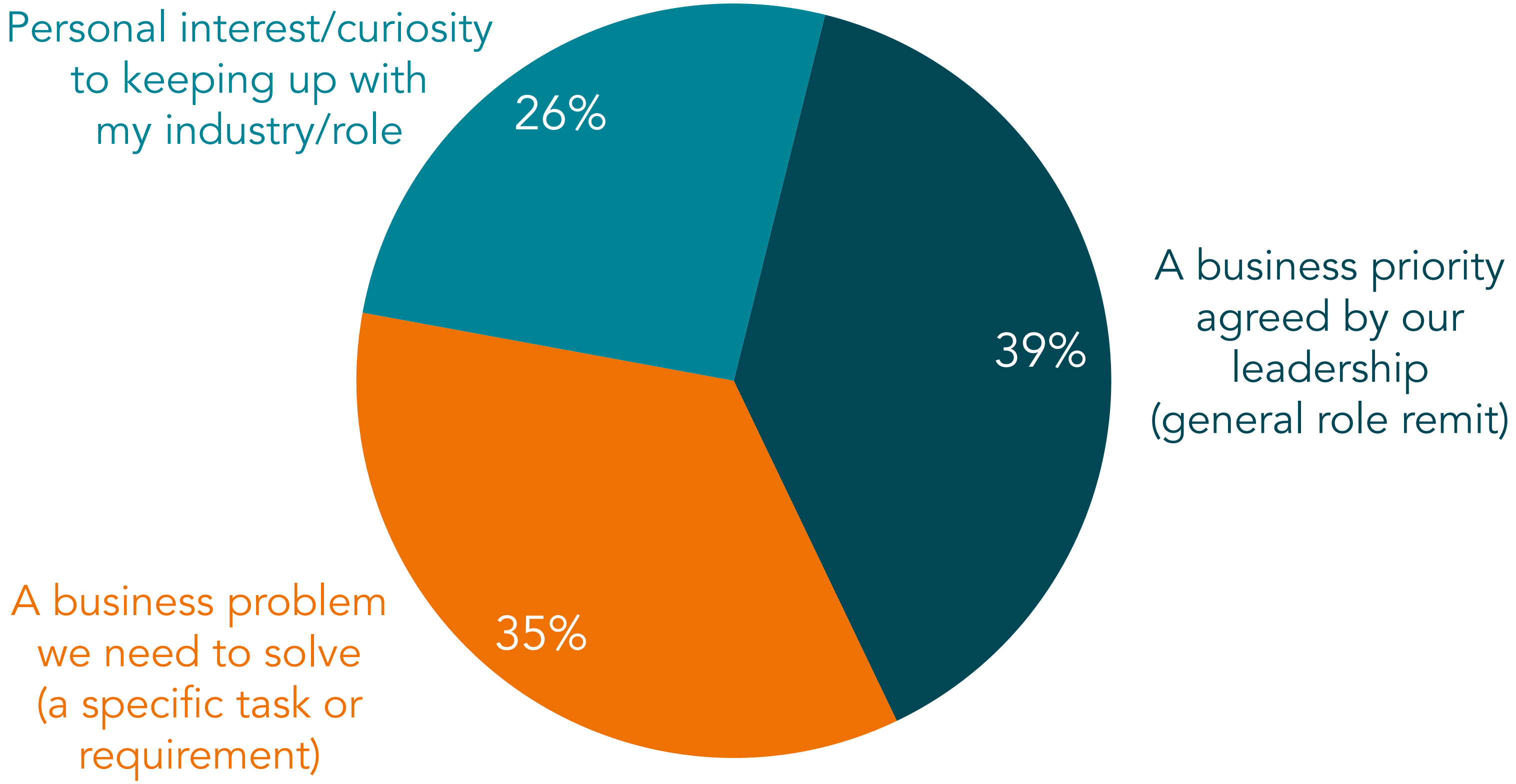


Note: Mean rating based on a 5-point scale where 1=Strongly disagree and 5=Strongly agree.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Drivers behind the search for content

In general, what percentage of your research for content in these areas is driven by: ___?

% of respondents (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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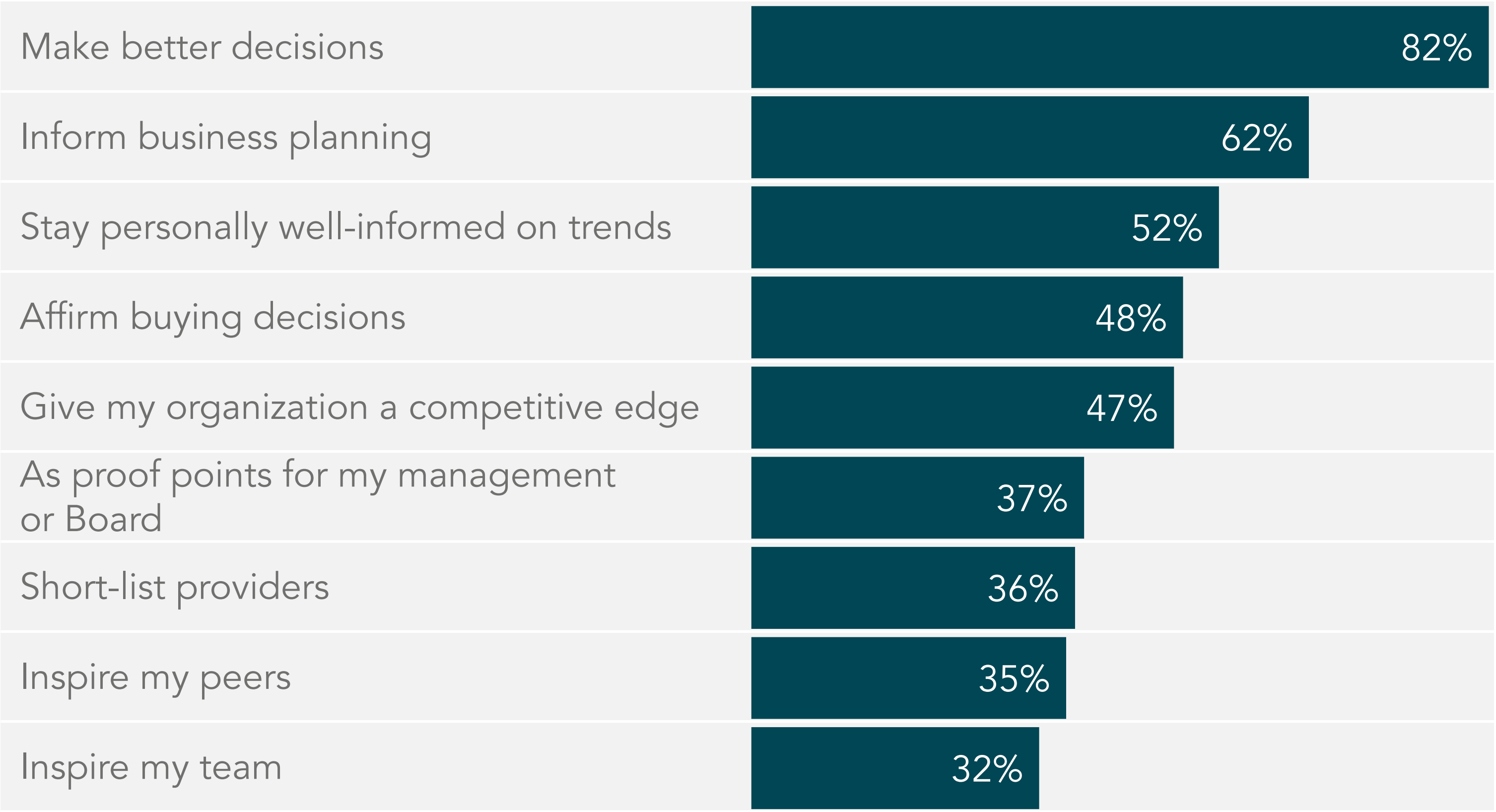
How executives use solution provider content

In which of the following ways do you use the content you seek out?

% of respondents (N=456)



Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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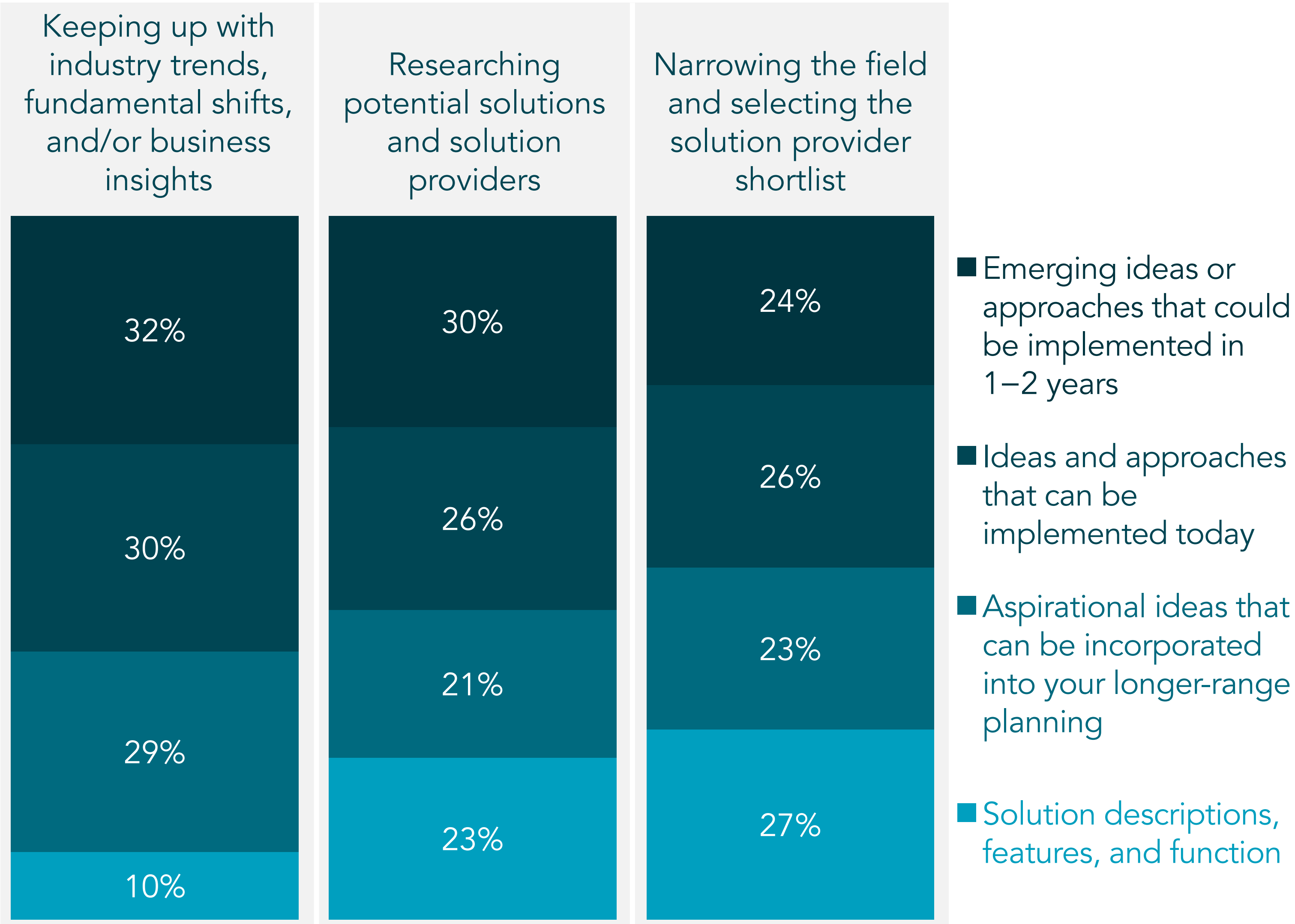
Time horizons for thought leadership content

Please allocate 100 points across the following types of solution provider content according to the value you perceive.

% of points allocated (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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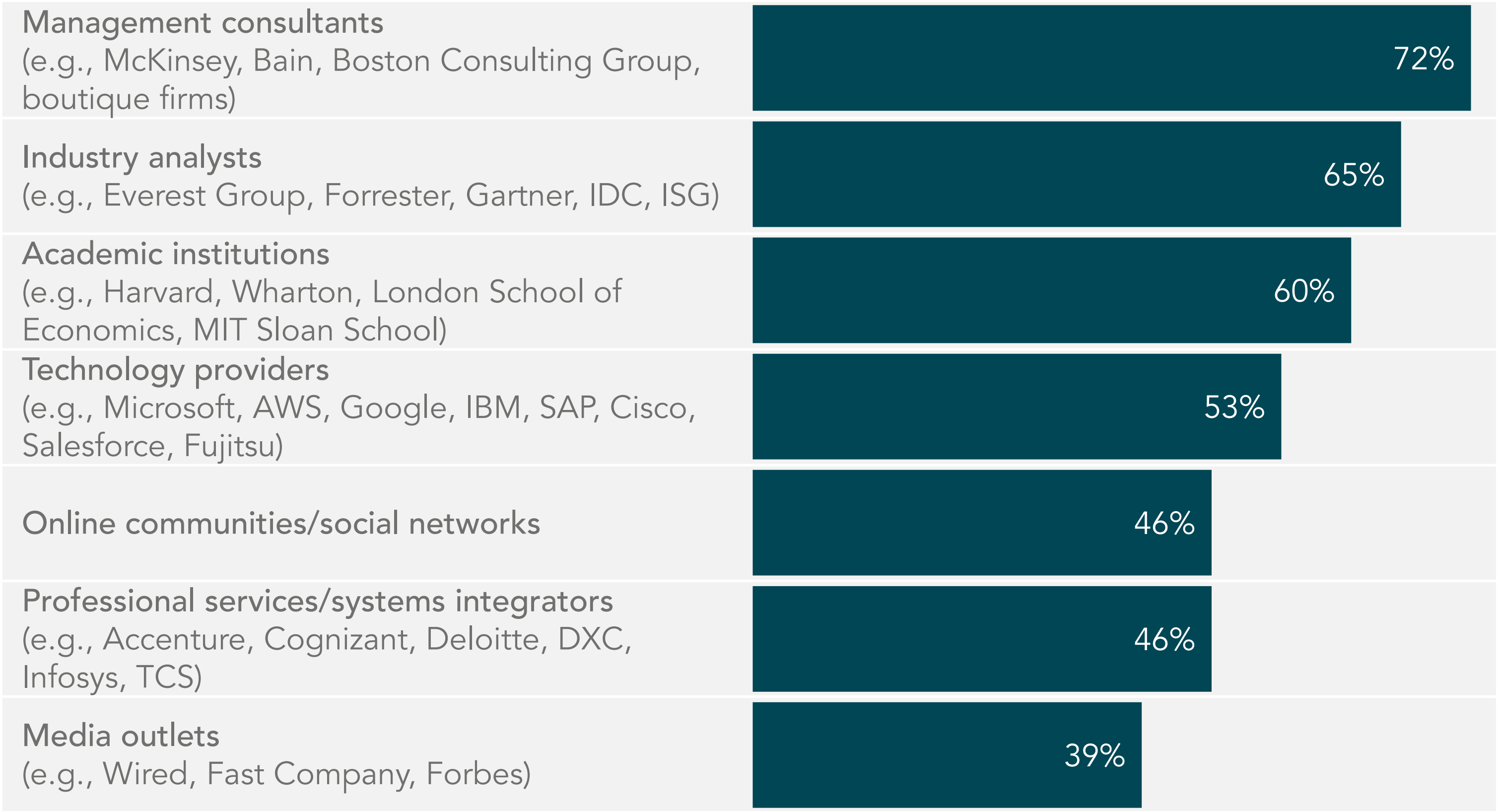
Trusted sources of content

Which of these sources of external information do you trust the most?

% of respondents (N=456)



Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Time spent consuming content

In a typical week, how much time do you spend consuming external content?

Mean number of hours (N=456)

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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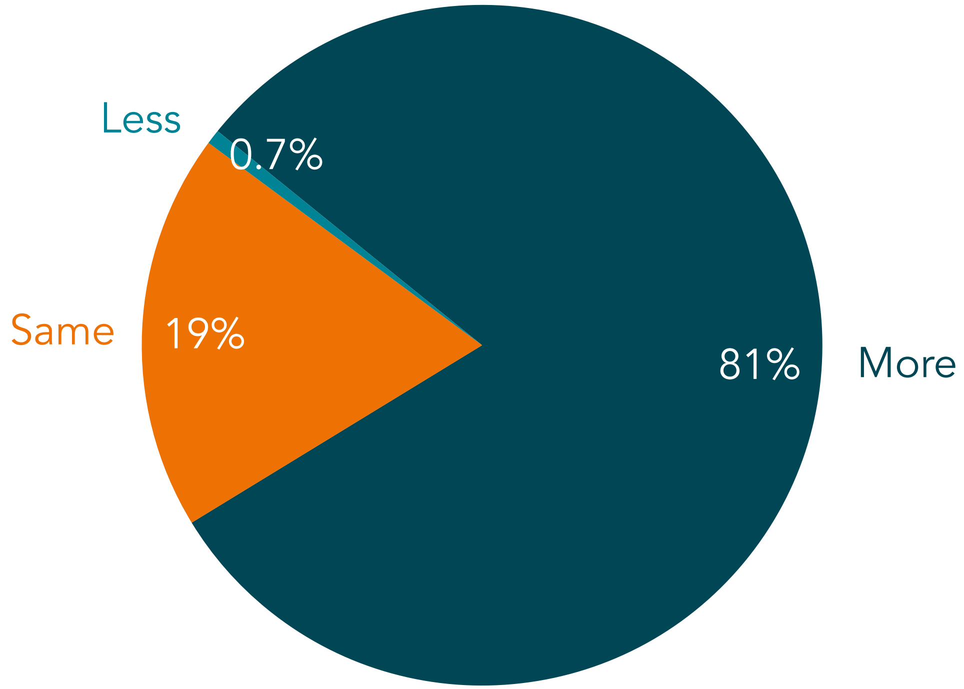
Change in the consumption of content

In general, do you consume more external information compared to two years ago or less?

% of respondents (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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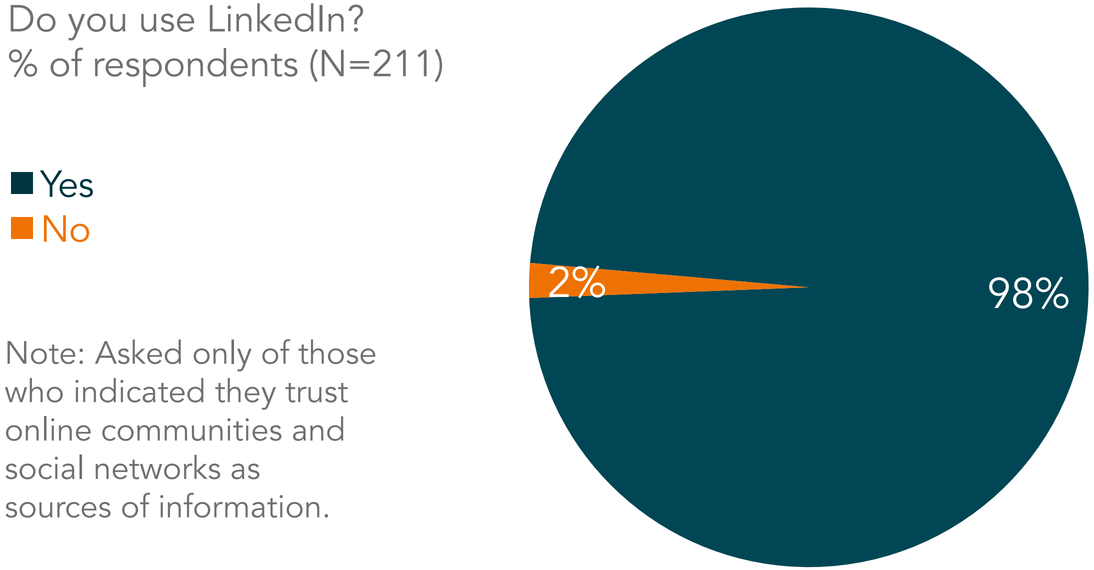
Use of LinkedIn

Do you use LinkedIn?
% of respondents (N=211)



Note: Asked only of those who indicated they trust online communities and social networks as sources of information.

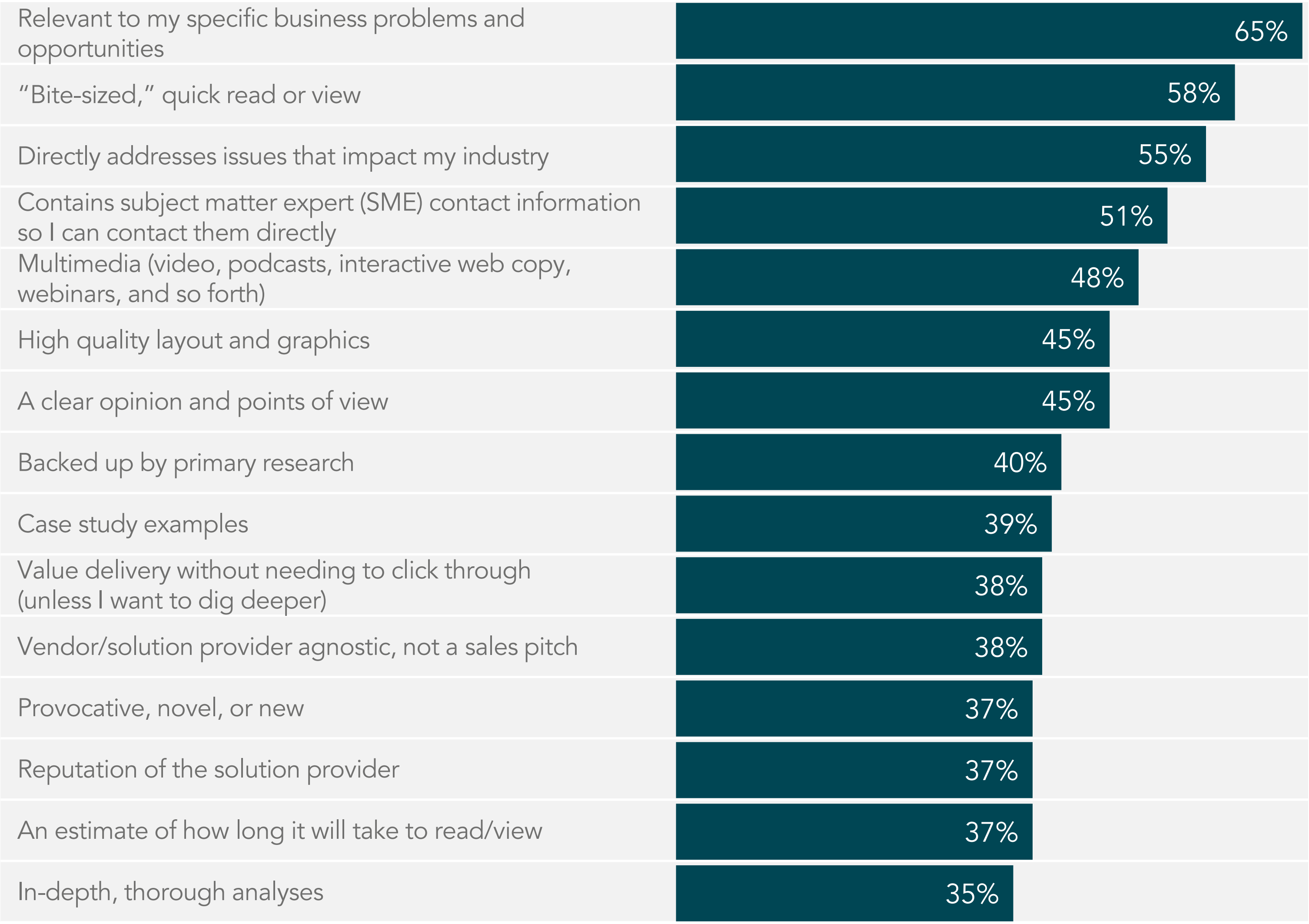
What percent of your time using LinkedIn do you spend in the following areas? Mean % of time (N=206)

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Features used to evaluate solution provider content

When looking specifically at solution provider content, which of the following content characteristics are most helpful to determine if reading/viewing the solution provider content will be a good use of your time?

% of respondents (N=456)



Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Preferred marketing channels throughout the buying process

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle?

% of respondents

	EPIPHANY Need recognition (N=448)	AWARENESS Issue clarification/alternative identification (N=453)	INTEREST Evaluation of alternatives (N=455)	CONFIDENCE Selection and purchase (N=453)	LOYALTY Post-purchase evaluation (N=450)
Whitepaper, survey report, article, or case study	65%	48%	54%	43%	35%
Solution provider's website	58%	48%	67%	46%	27%
Email	52%	39%	46%	41%	32%
Phone conversation/conference call (voice only)	50%	65%	57%	61%	35%
Video call (Zoom, Teams, Webex, Skype, Google Meet)	49%	53%	50%	56%	30%
Social media (Twitter, LinkedIn, Facebook)	45%	54%	59%	64%	28%
Video	44%	38%	60%	54%	25%
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	42%	58%	52%	62%	28%
Solution provider's online community	41%	46%	50%	57%	35%
Executive round table	39%	49%	54%	61%	63%
In-person event (briefing, workshop, advisory board/council meeting, or conference)	39%	54%	61%	62%	51%
Podcast	39%	49%	43%	35%	25%
Physical mail, package, or meal/beverage delivery	39%	44%	53%	46%	55%
One-on-one in-person meeting	38%	49%	58%	62%	35%
Visit to a technical briefing center/innovation lab	36%	58%	65%	68%	34%
Solution provider's mobile app to access content	34%	48%	54%	54%	64%

Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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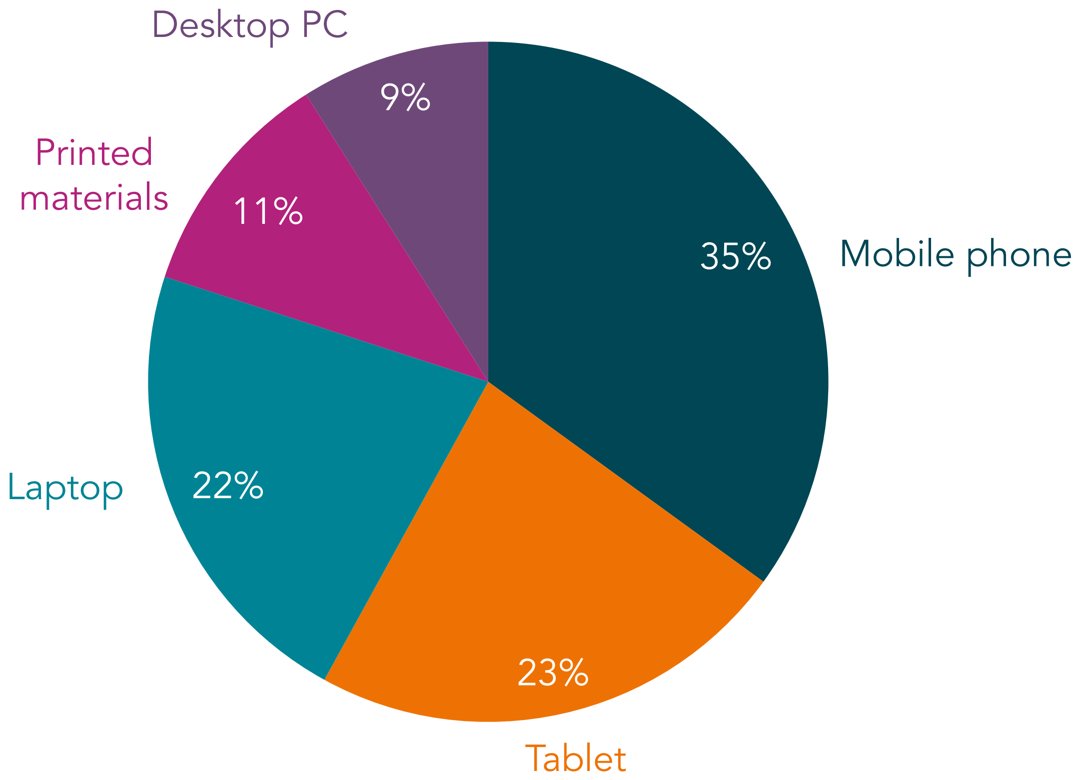
Allocation of time by device/format

How do you allocate the time you spend consuming external vendor content on various devices/formats?

Mean % of time (N=456)

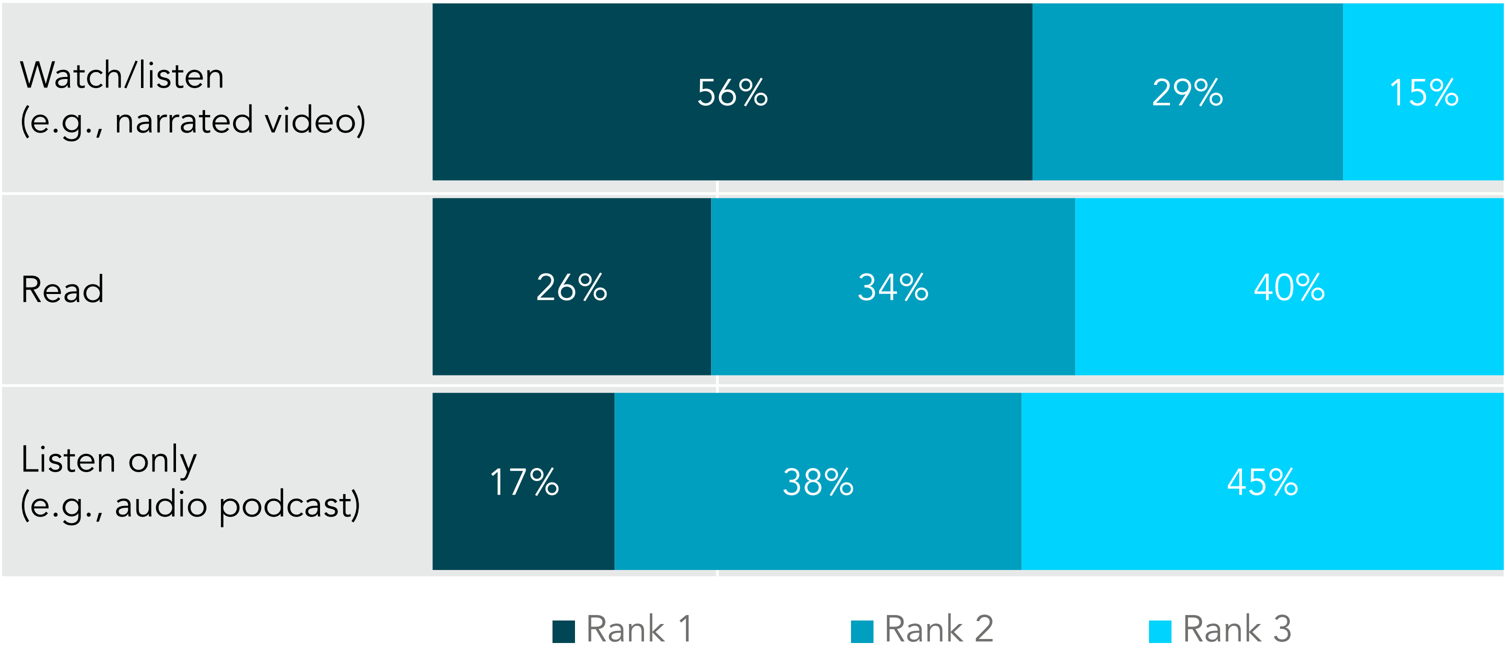


Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Preferred content media

How do you most like to consume external vendor content?

% of respondents (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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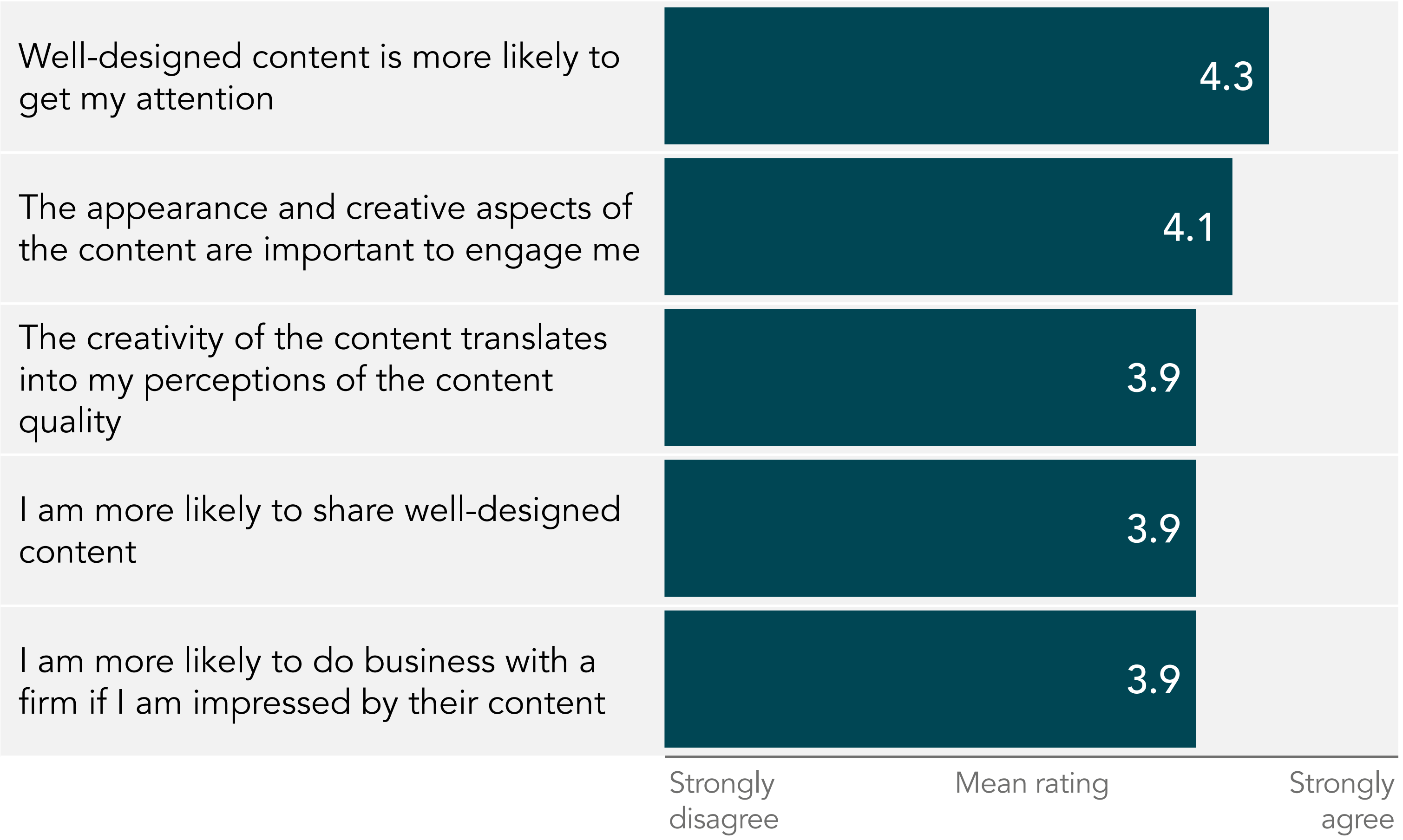
Impact of well-designed, high-quality content

How much do you agree with the following statements?

Mean rating (N=456)



Note: Mean rating based on a 5-point scale where 1=Strongly disagree and 5=Strongly agree.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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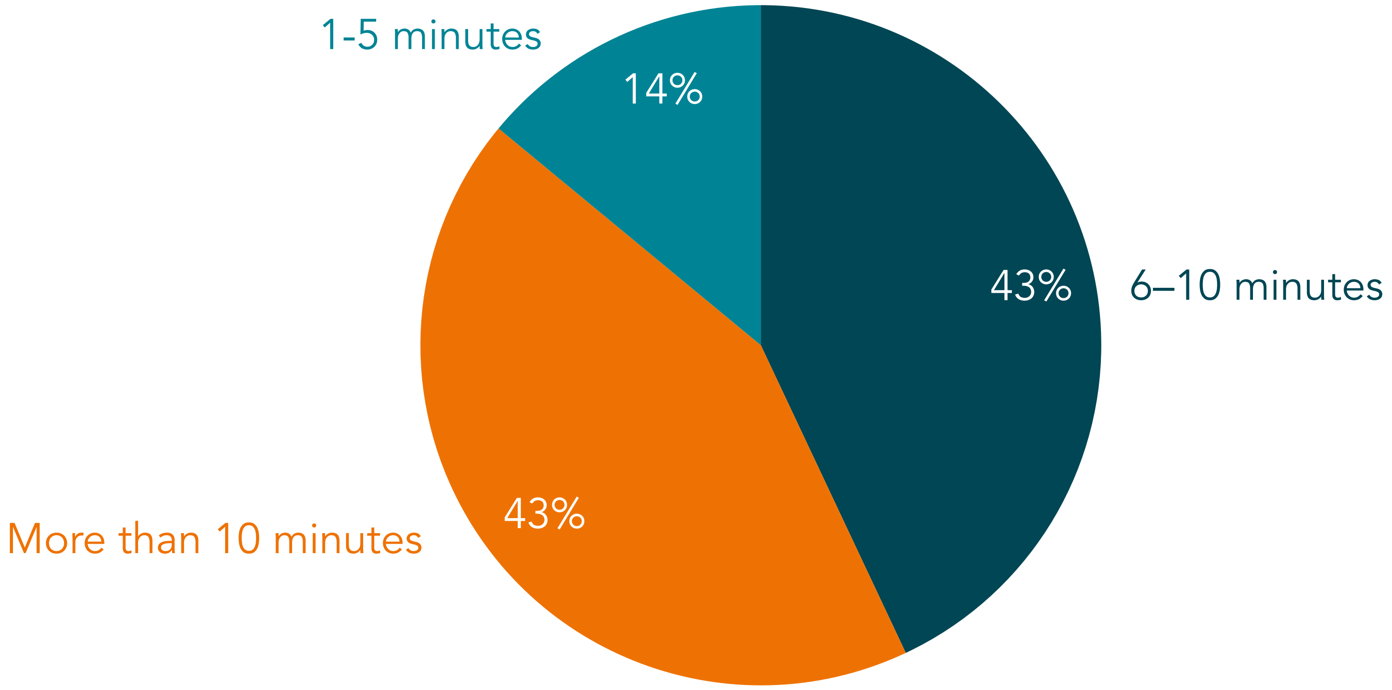
Length of time willing to devote to judging the usefulness of content

How long will you read/watch/listen to content before deciding to continue or not?

% of respondents (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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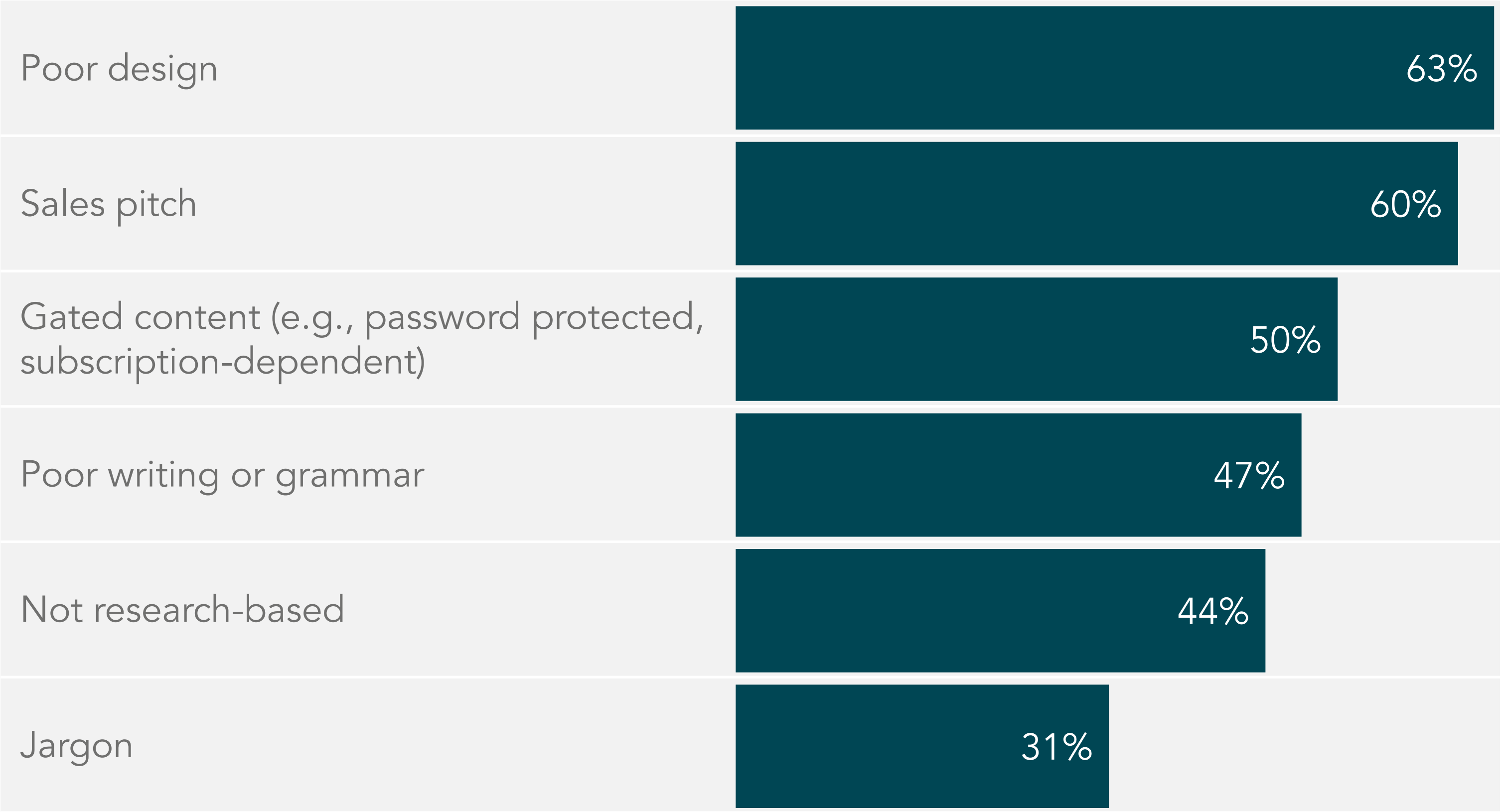
Drivers to abandon content

Which of the following would cause you to abandon content you started to explore?

% of respondents (N=456)

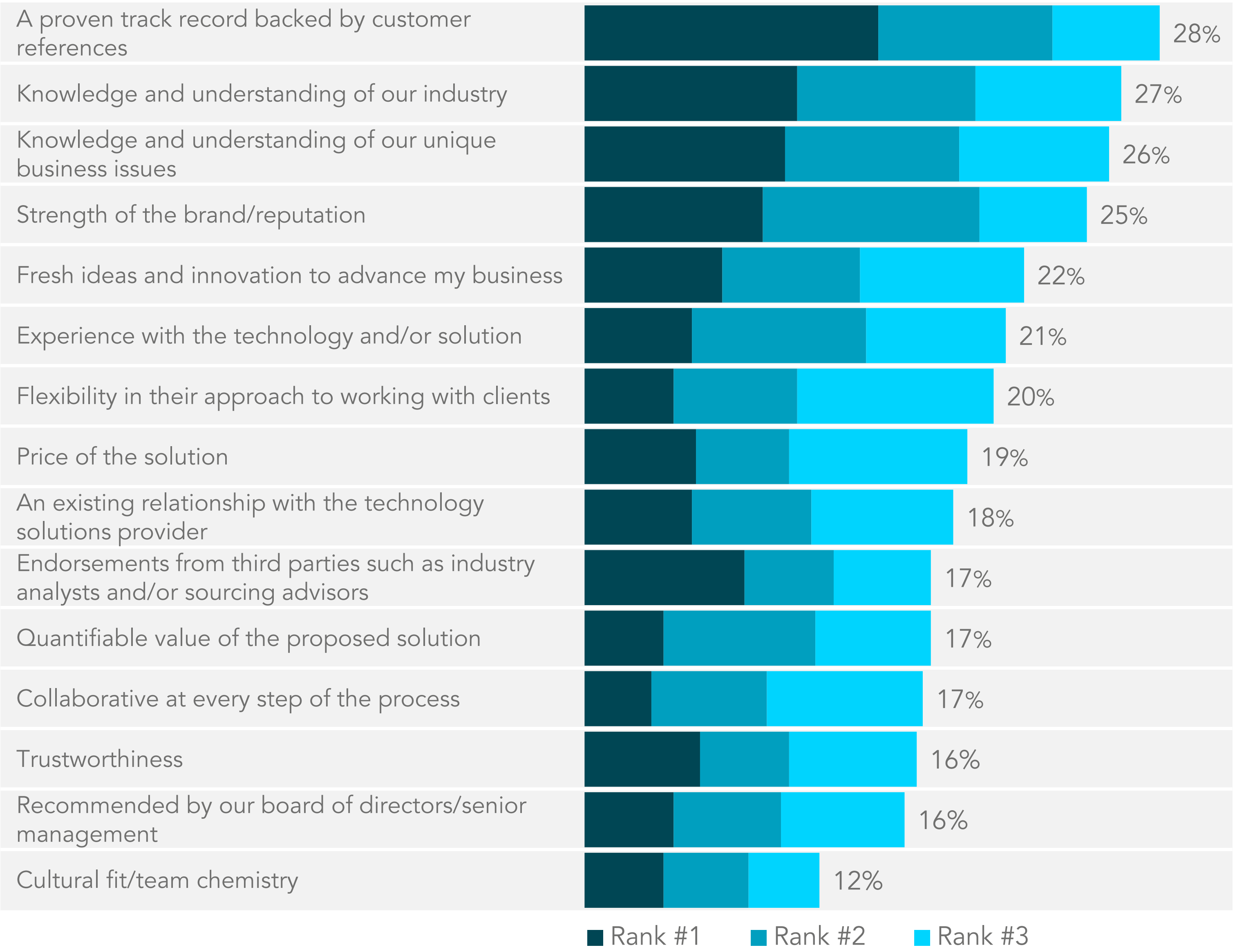


Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Solution provider selection criteria

When you were making your final decision for your most recent solution, which were the top three deciding factors?

% of respondents (N=456)

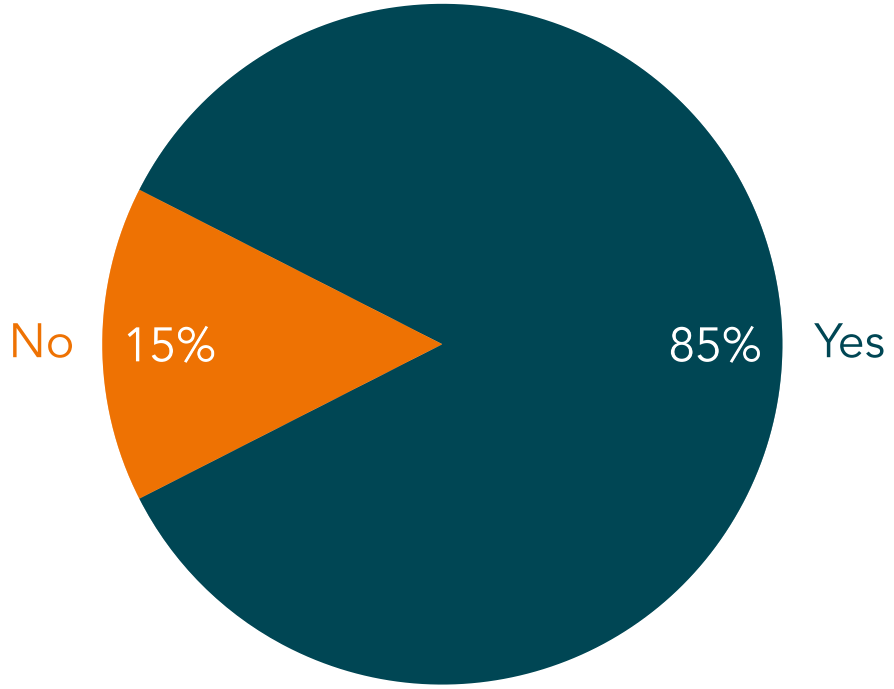


Note: Respondents were asked to rank the top three in order of importance.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Change in the quality of solution provider marketing

In your opinion, has solutions provider marketing improved in the last couple of years?

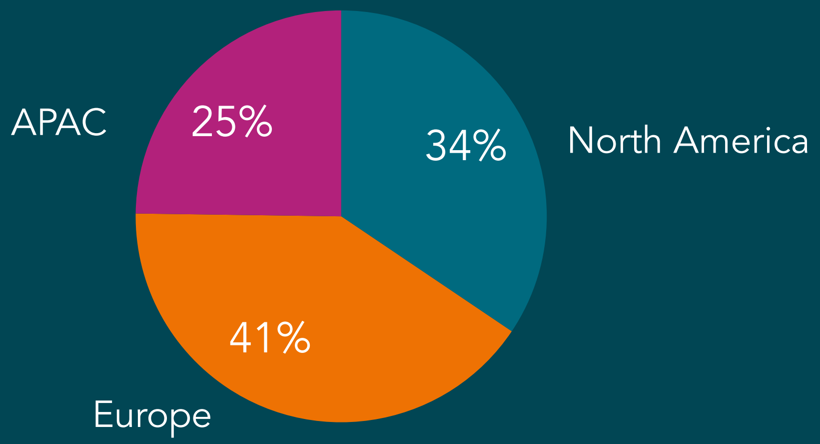
% of respondents (N=456)



Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Crosstabs by Region

Where are you located?
% of respondents (N=456)



Within the last six months, which of the following types of consulting and technology solution purchases (with a value of $500,000 or more) have you personally been involved in? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Strategy consulting	42	42	43	42
Digital business solutions, strategy, and/or consulting (digital commerce, digital platforms, virtual collaboration, internet of things (IoT), integrated supply chain, etc.)	41	40	39	43
Analytics and business intelligence solutions and services, including machine learning and AI	38	33	40	41
Business process consulting (management consulting, HR, financial management, customer, and operations)	37	40	33	40
Technology consulting (technology strategy, architecture/cloud, business process, RPA, etc.)	27	30	26	25
Cloud computing (SaaS, PaaS, IaaS)	24	24	24	23
IT networking and security	24	24	21	27
Enterprise mobility management and security	19	20	22	13
Business process outsourcing	19	20	15	24
IT infrastructure software	19	18	16	27
Systems/software implementation and/or integration	18	22	16	18
Managed services/data center/desktop/help desk outsourcing*	17	24	14	13
Application management or modernization services	15	14	17	15
Robotic process automation (RPA)	14	13	14	14

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Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How would you characterize your involvement in your organization's purchases of these major consulting and technology solutions purchases for contracts over $500,000? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Evaluator	44	46	45	42
Influencer	31	27	32	35
Decision maker	25	27	24	23

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Are you primarily an IT or business professional? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
IT	50	50	50	52
Business	50	50	51	48

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which of the following most closely describes your job level? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Manager	8	6	8	11
Director	5	6	5	4
Assistant VP	6	3	8	6
VP/Senior VP/Head	58	60	57	57
C-level/President/General Manager	23	24	23	22

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Approximately, what is your company's annual revenue (or operating budget, if government)? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
$250–499M	16	5	23	20
$500–999M	15	32	8	4
$1–4.9B	30	29	29	32
$5–9.9B	20	22	20	18
$10-20B	10	5	10	15
Over $20B	10	8	10	11

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Note: Differences are statistically significant.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

What is your company's primary business? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Financial Services	16	13	16	22
Manufacturing	16	12	17	21
Travel, Hospitality, and Food Service	12	17	9	12
Government/Non-Profit/Public Safety	12	12	13	11
Energy/Utilities/Oil/Mining/Gas	12	10	16	8
Media and Entertainment	12	13	11	10
Healthcare and Life Sciences	12	15	8	12
Transportation, Supply Chain, and Logistics	8	9	10	4

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which of the following statements best describes the current state of business transformation at your company? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Getting started	0	0	0	0
Testing and learning	12	6	16	14
Investing strategically	29	36	27	24
Changing the culture	16	20	12	16
Transformed and transforming	43	38	45	46

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Note: Differences are statistically significant.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

To what extent do you agree or disagree that the following domestic and global issues impact your ability to conduct business as usual? By Region

	Mean Rating			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Rising interest rates	4.2	4.2	4.2	4.3
Lingering effects of the pandemic	4.1	4.1	4.0	4.2
Inflation	4.0	4.1	4.0	3.8
Supply chain disruptions	3.8	4.0[a]	3.8	3.7[a]
Geo-political tensions	3.8	3.7	3.8	3.9
Attracting/retaining talent	3.8	3.9	3.8	3.6
Global warming	3.6	3.4[ab]	3.8[a]	3.7[b]

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Note: Mean rating based on a 5-point scale where 1=strongly disagree and 5=strongly agree.
[a,b] indicate statistically significant differences.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How would you rate the magnitude of the priorities your company is facing today? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Improve the customer experience/loyalty				
Higher Priority	80	80	81	78
Moderate Priority	18	19	15	20
Lower Priority	3	1	4	3
Protect against new cybersecurity risks*				
Higher Priority	75	80	72	75
Moderate Priority	21	19	26	17
Lower Priority	4	2	3	8
Improve talent acquisition, development, and retention				
Higher Priority	71	76	66	70
Moderate Priority	23	20	25	23
Lower Priority	7	4	9	7
Invest in innovation; new products, services, business models				
Higher Priority	70	72	69	71
Moderate Priority	27	27	26	27
Lower Priority	3	1	5	2

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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How would you rate the magnitude of the priorities your company is facing today? By Region (continued)

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Grow revenue				
Higher Priority	70	71	66	74
Moderate Priority	28	27	31	23
Lower Priority	2	1	3	4
Upgrade systems and infrastructure to enable remote/virtual work and collaboration				
Higher Priority	68	76	62	66
Moderate Priority	28	21	32	29
Lower Priority	5	3	6	4
Transform to enable digital business and engagement with customers, employees, and the supply chain				
Higher Priority	65	71	59	68
Moderate Priority	27	23	30	26
Lower Priority	8	6	11	6
Improve profitability*				
Higher Priority	65	74	59	62
Moderate Priority	31	24	38	31
Lower Priority	4	2	3	7

Continued»

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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How would you rate the magnitude of the priorities your company is facing today? By Region (continued)

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Increase productivity*				
Higher Priority	65	73	59	63
Moderate Priority	29	25	32	29
Lower Priority	7	3	9	8
Reduce supply chain risk				
Higher Priority	65	66	65	63
Moderate Priority	29	31	26	30
Lower Priority	7	3	10	7
Reduce our environmental impact, increase sustainability				
Higher Priority	63	63	63	61
Moderate Priority	31	29	34	28
Lower Priority	7	8	3	11
Expand globally				
Higher Priority	55	59	53	56
Moderate Priority	36	29	39	40
Lower Priority	9	12	8	4

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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How would you rate the magnitude of the priorities your company is facing today? By Region (continued)

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Respond to competitive pressures				
Higher Priority	55	57	54	55
Moderate Priority	32	31	32	35
Lower Priority	13	12	15	11
Strengthen the brand or change brand perception				
Higher Priority	54	57	48	60
Moderate Priority	38	35	43	32
Lower Priority	9	8	9	8
Respond to regulatory changes				
Higher Priority	53	55	52	52
Moderate Priority	37	35	39	35
Lower Priority	10	10	9	12
Narrow our focus (e.g., by Region, market, top accounts)*				
Higher Priority	45	48	41	49
Moderate Priority	40	32	47	42
Lower Priority	15	20	12	10

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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Drivers for External Content How would you rate the magnitude of the priorities your company is facing today? By Region (continued)

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Cut costs/streamline operations*				
Higher Priority	41	48	40	32
Moderate Priority	45	46	42	49
Lower Priority	15	6	18	20
Prioritize issues based on shareholder and investor pressure				
Higher Priority	38	36	38	42
Moderate Priority	49	50	50	46
Lower Priority	13	13	12	12

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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How informed do you consider yourself personally to be about these higher priority areas? By Region

	All Respondents		North America		Europe		APAC	
	N	Mean	N	Mean	N	Mean	N	Mean
Growing revenue	318	4.3	112	4.4	123	4.3	83	4.2
Improving profitability	296	4.2	116	4.4[a]	110	4.2	70	4.1[a]
Improving the customer experience/loyalty	364	4.2	126	4.3	150	4.1	88	4.1
Reducing our environmental impact, increase sustainability	285	4.2	99	4.2	117	4.1	69	4.2
Protecting against new cybersecurity risks	343	4.2	125	4.3	133	4.1	85	4.1
Prioritizing issues based on shareholder and investor pressure	175	4.2	57	4.3	71	4.1	47	4.1
Increasing productivity	295	4.1	114	4.1	110	4.1	71	4.1
Investing in innovation; new products, services offerings, business models	321	4.1	113	4.2	128	4.0	80	4.1
Expanding globally	253	4.1	92	4.0	98	4.1	63	4.2
Upgrading systems and infrastructure to enable remote/virtual work and collaboration	309	4.1	119	4.1	115	4.1	75	4.1

Continued»

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Note: Mean rating based on a 5-point scales where 1=extremely uninformed and 5=extremely well-informed.
[a] indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How informed do you consider yourself personally to be about these higher priority areas? By Region (continued)

	All Respondents		North America		Europe		APAC	
	N	Mean	N	Mean	N	Mean	N	Mean
Reducing supply chain risk	295	4.1	104	4.2	120	4.0	71	4.1
Narrowing your focus (e.g., by Region, market, top accounts)	206	4.1	75	4.2	76	4.0	55	4.1
Strengthening the brand or changing brand perception	246	4.1	89	4.1	89	4.1	68	4.2
Responding to regulatory changes	243	4.0	87	4.0	97	4.0	59	4.1
Responding to competitive pressures	251	4.0	89	4.1	100	4.1	62	3.9
Transforming to enable digital business and engagement with customers, employees, and the supply chain	297	4.0	111	4.1	109	4.1	77	3.8
Improving talent acquisition, development, and retention	322	4.0	120	4.1	123	4.0	79	3.9
Cutting costs/streamlining operations	185	3.9	75	4.0	74	3.8	36	3.9

Note: Mean rating based on a 5-point scales where 1=extremely uninformed and 5=extremely well-informed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When you were doing your initial solution research for the most recent solution purchase you were involved in, what was most important to you regarding the information you found? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Strategic	26	25	25	29
Evidence-based with research/data to support claims	24	25	19	30
Innovative, providing a new way to solve a business problem	23	24	20	27
Practical, showing real world application, customer examples, and results	20	22	18	19
Business focused, not just technology focused	20	21	22	14
Actionable	19	17	20	21
Tailored to your specific role/job function (e.g., CIO, CMO, VP of Manufacturing, IT director)	19	17	22	18
From a trusted source or individual	19	19	18	20
Specific to your particular business*	18	22	19	11
Specific to your industry	18	20	17	16
Full of measurable results, especially ROI metrics	17	19	14	19
Unbiased	15	13	19	12
Trendsetting	15	10	19	14
Specific to companies about the same size as yours	15	12	16	17
Gives me insight to best practices	14	17	10	15
Current (published within the last 6 months)	10	9	11	10
Validated by a peer organization	10	7	12	9

Note: Up to three responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Thinking about your experience during the solution purchase process, to what extent do you agree with the following statements? By Region

	Mean Rating			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
The solution provider content gave valuable guidance and recommendations in addition to information	3.9	3.9	3.8	4.0
The majority of solution provider content we found was of excellent quality	3.8	3.9	3.8	3.8
The solution providers could have done more to make the research process easier for us	3.8	3.8	3.7	3.7
We found a lot of inconsistencies and conflicting information in the solution provider content	3.4	3.3	3.3	3.5
We were overwhelmed by the volume of solution provider content available	3.3	3.2[a]	3.2[b]	3.6[ab]
The solution provider content was more sales oriented than educational	3.1	3.2	3.1	3.1
We struggled with the solution provider content because it was boring	2.8	2.7	2.9	2.8

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Note: Mean rating based on a 5-point scales where 1=strongly disagree and 5=strongly agree.
[a,b] indicate statistically significant differences.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In general, what percentage of your research for content in these areas is driven by: ___? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
A business priority agreed by our leadership (general role remit)	39	41	37	39
A business problem we need to solve (a specific task or requirement)	35	35	35	34
Personal interest/curiosity to keeping up with my industry/role	26	24	28	27

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In which of the following ways do you use the content you seek out? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Make better decisions	82	82	79	86
Inform business planning*	62	65	54	71
Stay personally well-informed on trends	52	48	57	49
Affirm buying decisions	48	54	45	47
Give my organization a competitive edge	47	49	44	50
As proof points for my management or Board	37	36	37	39
Short-list providers	36	31	39	38
Inspire my peers	35	38	32	35
Inspire my team	32	34	27	36

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Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Please allocate 100 points across the following types of solution provider content according to the value you perceive. By Region

	% of Respondents											
	Keeping up with industry trends, fundamental shifts, and/or business insights				Researching potential solutions and solution providers				Narrowing the field and selecting the solution provider shortlist			
	All Respondents	North America	Europe	APAC	All Respondents	North America	Europe	APAC	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113	N=456	N=157	N=186	N=113	N=456	N=157	N=186	N=113
Emerging ideas or approaches that could be implemented in 1–2 years	32	33	32	33	30	29	30	31	24	25	24	25
Ideas and approaches that can be implemented today	30	31	29	29	26	27	26	26	26	27	25	27
Aspirational ideas that can be incorporated into your longer-range planning	29	26	30	30	21	21	23	20	23	22	24	22
Solution descriptions, features, and function	10	10	10	9	23	23	22	23	27	26	27	27

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which sources of external information do you trust the most? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Management consultants (e.g., McKinsey, Bain, Boston Consulting Group, boutique firms)*	72	76	68	74
Industry analysts (e.g., Everest Group, Forrester, Gartner, IDC, ISG)*	65	72	63	59
Academic institutions (e.g., Harvard, Wharton, London School of Economics, MIT Sloan School)	60	68	54	59
Technology providers (e.g., Microsoft, AWS, Google, IBM, SAP, Cisco, Salesforce, Fujitsu)	53	53	45	66
Online communities/social networks*	46	36	50	55
Professional services/systems integrators (e.g., Accenture, Cognizant, Deloitte, DXC, Infosys, TCS)	46	44	48	43
Media outlets (e.g., Wired, Fast Company, Forbes)	39	41	35	44

Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In a typical week, how much time do you spend consuming external content? By Region

	Mean			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Hours per week consuming external content	13.4	13.5	13.0	13.7

In general, do you consume more external information compared to two years ago or less? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
More	81	80	80	83
Same	19	20	20	15
Less	1	0	1	2

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Do you use LinkedIn? By Region

	% of Respondents			
	All Respondents	North America	Europe	Rest of World
	N=211	N=57	N=92	N=62
Yes	98	98	99	95
No	2	2	1	5

Note: Asked only of those who indicated they trust online communities and social networks as sources of information.

What percent of your time using LinkedIn do you spend in the following areas? By Region

	% of Respondents			
	All Respondents	North America	Europe	Rest of World
	N=206	N=56	N=91	N=59
Reading posts/articles/ blogs by people I'm connected to or subject matter experts I follow	34	35	33	34
Job-search activity	24	24	25	24
Checking posts by members of specific groups or solution provider communities I've joined)	23	23	22	23
Keeping up with and/or messaging contacts	19	19	20	19

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which of the following content characteristics are most helpful to determine if reading/viewing the solution provider content will be a good use of your time? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Relevant to my specific business problems and opportunities	65	66	61	71
"Bite-sized," quick read or view	58	57	58	58
Directly addresses issues that impact my industry	55	57	51	58
Contains subject matter expert (SME) contact information so I can contact them directly	51	54	51	48
Multimedia (video, podcasts, interactive web copy, webinars, and so forth)	48	45	46	54
High quality layout and graphics	45	48	40	50
A clear opinion and points of view	45	42	46	46
Backed up by primary research	40	43	34	43
Case study examples	39	37	42	36
Value delivery without needing to click through (unless I want to dig deeper)	38	35	39	42
Vendor/solution provider agnostic, not a sales pitch	38	34	37	44
Provocative, novel, or new	37	36	38	38
Reputation of the solution provider	37	38	32	44
An estimate of how long it will take to read/view	37	37	33	43
In-depth, thorough analyses*	35	40	27	41

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Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, utilizing which formats or channels to you prefer to engage with potential providers at each stage of the buying cycle? By Region

EPIPHANY Need Recognition	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Whitepaper, survey report, article, or case study	65	66	62	68
Solution provider's website	58	58	53	67
Email	52	55	51	51
Phone conversation/conference call (voice only)	50	50	45	58
Video call (Zoom, Teams, Webex, Skype, Google Meet)	49	46	47	58
Social media (Twitter, LinkedIn, Facebook)	45	45	42	50
Video*	44	47	37	51
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	42	44	40	43
Solution provider's online community*	41	41	32	58
Executive round table*	39	40	31	52
In-person event (briefing, workshop, advisory board/council meeting, or conference)	39	36	37	44
Podcast*	39	48	31	39
Physical mail, package, or meal/beverage delivery	39	34	37	48
One-on-one in-person meeting	38	38	33	46
Visit to a technical briefing center/innovation lab	36	33	34	43
Solution provider's mobile app to access content*	34	31	32	44

Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

When looking specifically at solution provider content, utilizing which formats or channels to you prefer to engage with potential providers at each stage of the buying cycle? By Region (continued)

AWARENESS Issue Clarification/Alternative Identification	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Phone conversation/conference call (voice only)	65	69	62	64
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	59	63	57	54
Visit to a technical briefing center/innovation lab	58	58	54	64
In-person event (briefing, workshop, advisory board/council meeting, or conference)	54	57	47	59
Social media (Twitter, LinkedIn, Facebook)*	54	52	48	66
Video call (Zoom, Teams, Webex, Skype, Google Meet)	54	54	52	55
Executive round table	49	43	53	50
Podcast*	49	51	41	58
One-on-one in-person meeting	49	50	43	57
Whitepaper, survey report, article, or case study*	49	50	42	57
Solution provider's mobile app to access content	48	47	45	55
Solution provider's website	48	45	46	54
Solution provider's online community	47	47	48	43
Physical mail, package, or meal/beverage delivery	44	43	45	43
Email	40	39	36	45
Video	39	41	37	36

Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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When looking specifically at solution provider content, utilizing which formats or channels to you prefer to engage with potential providers at each stage of the buying cycle? By Region (continued)

INTEREST Evaluation of Alternatives	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Solution provider's website	67	69	63	72
Visit to a technical briefing center/innovation lab	65	64	64	68
In-person event (briefing, workshop, advisory board/council meeting, or conference)	61	62	61	60
Video	60	63	58	59
Social media (Twitter, LinkedIn, Facebook)	59	62	56	59
One-on-one in-person meeting	58	62	53	62
Phone conversation/conference call (voice only)	58	61	52	62
Executive round table	54	55	52	56
Whitepaper, survey report, article, or case study	54	54	50	60
Solution provider's mobile app to access content	54	52	52	58
Physical mail, package, or meal/beverage delivery*	53	61	45	54
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	52	50	54	53
Solution provider's online community	50	54	45	52
Video call (Zoom, Teams, Webex, Skype, Google Meet)	50	52	47	50
Email*	46	50	36	57
Podcast	43	42	45	43

Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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When looking specifically at solution provider content, utilizing which formats or channels to you prefer to engage with potential providers at each stage of the buying cycle? By Region (continued)

CONFIDENCE Selection and Purchase	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Visit to a technical briefing center/innovation lab*	68	76	65	60
Social media (Twitter, LinkedIn, Facebook)	65	64	62	70
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	63	62	59	68
In-person event (briefing, workshop, advisory board/council meeting, or conference)	63	67	57	65
One-on-one in-person meeting	63	66	56	66
Phone conversation/conference call (voice only)	62	59	59	68
Executive round table	62	60	60	66
Solution provider's online community	57	55	62	52
Video call (Zoom, Teams, Webex, Skype, Google Meet)*	56	66	47	57
Video*	54	54	48	64
Solution provider's mobile app to access content	54	58	53	49
Physical mail, package, or meal/beverage delivery	47	46	45	50
Solution provider's website	46	50	45	43
Whitepaper, survey report, article, or case study	43	43	39	49
Email*	41	47	33	44
Podcast	35	32	32	43

Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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When looking specifically at solution provider content, utilizing which formats or channels to you prefer to engage with potential providers at each stage of the buying cycle? By Region (continued)

LOYALTY Post-Purchase Evaluation	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Solution provider's mobile app to access content	65	71	62	58
Executive round table	64	64	60	68
Physical mail, package, or meal/beverage delivery	56	61	53	51
In-person event (briefing, workshop, advisory board/council meeting, or conference)*	52	61	43	50
Whitepaper, survey report, article, or case study	36	35	34	38
Phone conversation/conference call (voice only)	36	39	30	38
Solution provider's online community	35	35	30	43
One-on-one in-person meeting*	35	33	30	45
Visit to a technical briefing center/innovation lab	34	38	32	30
Email	33	36	27	36
Video call (Zoom, Teams, Webex, Skype, Google Meet)	30	29	26	37
Social media (Twitter, LinkedIn, Facebook)	29	29	25	34
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	28	29	24	35
Solution provider's website	28	29	23	32
Video	26	28	21	28
Podcast	26	26	22	29

Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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How would you allocate the time you spend consuming external vendor content on various devices/formats? By Region

	% of Time			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Mobile phone	35	34	36	37
Tablet	23	22	22	24
Laptop	22	23	22	21
Printed materials	11	11	11	9
Desktop PC	9	10	9	9

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How do you most like to consume external vendor content? By Region

	% of Respondents											
	Read				Watch/Listen				Listen Only			
	All Respondents	North America	Europe	APAC	All Respondents	North America	Europe	APAC	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113	N=456	N=157	N=186	N=113	N=456	N=157	N=186	N=113
Rank 1	26	24	27	28	56	59	55	55	17	17	18	17
Rank 2	34	40	32	29	29	25	30	31	38	36	38	40
Rank 3	40	36	41	43	15	16	15	14	45	48	44	43

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How much do you agree with the following statements? By Region

	Mean Rating			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Well-designed content is more likely to get my attention	4.3	4.3	4.2[a]	4.4[a]
The appearance and creative aspects of the content are important to engage me.	4.1	4.1	4.0	4.1
The creativity of the content translates into my perceptions of the content quality	3.9	4.0	3.8	4.0
I am more likely to share well-designed content	3.9	4.1[a]	3.8[a]	4.0
I am more likely to do business with a firm if I am impressed by their content	3.9	4.0[a]	3.7[a]	3.9

Note: Mean rating based on a 5-point scale where 1=strongly disagree and 5=strongly agree.
a indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How long will you read/watch/listen to content before deciding to continue or not? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
1–5 minutes	14	15	14	12
6–10 minutes	43	43	43	45
More than 10 minutes	43	42	44	43

.Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which of the following would cause you to abandon content you started to explore? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Poor design	63	62	61	66
Sales pitch	60	64	55	63
Gated content*	50	54	43	56
Poor writing or grammar	47	54	42	46
Not research-based	44	45	40	50
Jargon	31	37	26	28

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. Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When you were making your final decision for your most recent solution, which were the top three deciding factors? By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
A proven track record backed by customer references	28	33	24	29
Knowledge and understanding of our industry	27	31	24	25
Knowledge and understanding of our unique business issues	26	30	24	24
Strength of the brand/reputation	25	20	29	24
Fresh ideas and innovation to advance my business	22	21	20	26
Experience with the technology and/or solution	21	17	21	27
Flexibility in their approach to working with clients	20	20	19	23
Price of the solution	19	18	21	17
An existing relationship with the technology solutions provider	18	19	17	19
Endorsements from third parties such as industry analysts and/or sourcing advisors	17	17	17	19
Quantifiable value of the proposed solution	17	20	15	17
Collaborative at every step of the process	17	14	19	16
Trustworthiness	16	14	20	13
Recommended by our board of directors/senior management	16	13	18	16
Cultural fit/team chemistry	12	13	13	7

Note: Up to three responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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In your opinion, has solutions provider marketing improved in the last couple of years?
By Region

	% of Respondents			
	All Respondents	North America	Europe	APAC
	N=456	N=157	N=186	N=113
Yes	85	84	80	93
No	15	16	20	7

Note: Differences are statistically significant.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Crosstabs by Industry

What is your company's primary business?
% of respondents (N=456)

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In which country are you located? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
North America									
US	26	23	16	28	26	34	20	39	30
Canada	8	4	8	11	7	11	9	7	8
Europe									
UK	9	8	12	9	11	4	9	7	5
France	8	10	4	11	9	8	11	7	5
Germany	8	8	10	2	11	6	9	5	16
Nordics	8	8	8	11	7	6	11	2	14
Benelux	8	5	10	6	7	6	13	9	8
APAC									
ANZ	9	10	10	6	7	13	11	5	5
India	8	14	16	4	6	6	4	5	5
Japan	8	11	7	11	9	8	2	13	3

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Within the last six months, which of the following types of consulting and technology solution purchases (with a value of $500,000 or more) have you personally been involved in? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Strategy consulting	42	45	30	47	35	47	50	50	35
Digital business solutions, strategy, and/or consulting (digital commerce, digital platforms, virtual collaboration, internet of things (IoT), integrated supply chain, etc.)	41	51	47	47	36	30	35	32	38
Analytics and business intelligence solutions and services, including machine learning and AI	38	41	41	34	42	28	46	34	32
Business process consulting (management consulting, HR, financial management, customer, and operations)	37	53	28	36	42	34	35	30	35

Continued»

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Within the last six months, which of the following types of consulting and technology solution purchases (with a value of $500,000 or more) have you personally been involved in? By Industry (continued)

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Technology consulting (technology strategy, architecture/cloud, business process, RPA, etc.)	27	31	38	19	18	19	30	23	38
Cloud computing (SaaS, PaaS, IaaS)	24	22	27	17	26	26	30	20	22
IT networking and security	24	30	23	11	22	28	26	23	22
Enterprise mobility management and security	19	23	20	23	26	15	26	4	16
Business process outsourcing	19	28	22	21	13	23	15	13	14
IT infrastructure software	19	27	24	9	11	26	17	20	11
Systems/software implementation and/or integration	18	18	19	23	20	19	20	13	16

Continued»

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Within the last six months, which of the following types of consulting and technology solution purchases (with a value of $500,000 or more) have you personally been involved in? By Industry (continued)

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Managed services/data center/desktop/help desk outsourcing	17	24	12	13	20	15	17	21	14
Application management or modernization services	15	24	15	8	18	11	17	7	22
Robotic process automation (RPA)	14	19	12	13	15	9	20	4	16

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Are you primarily an IT or business professional? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
IT	50	46	57	38	42	55	59	55	49
Business	50	54	43	62	58	45	41	45	51

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How would you characterize your involvement in your organization's purchases of these major consulting and technology solutions purchases for contracts over $500,000? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Evaluator	44	39	49	38	51	43	46	39	51
Influencer	31	31	22	40	31	32	30	36	30
Decision maker	25	30	30	23	18	25	24	25	19

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which of the following most closely describes your job level? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Manager	8	8	7	11	9	9	6	9	5
Director	5	5	8	2	2	2	9	5	8
Assistant VP	6	3	5	13	4	4	9	4	5
VP/Senior VP/Head	58	51	51	57	69	66	54	57	62
C-level/President/ General Manager	23	32	28	17	16	19	22	25	19

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Approximately, what is your company's annual revenue (or operating budget, if government)? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
$250–499M	16	12	12	34	22	11	11	11	19
$500–999M	15	16	14	19	20	17	7	18	8
$1–4.9B	30	24	30	23	22	47	30	34	30
$5–9.9B	20	24	22	13	18	11	32	14	24
$10-20B	10	8	11	4	11	6	15	11	14
Over $20B	10	15	12	8	7	8	6	13	5

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which of the following statements best describes the current state of business transformation at your company? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Testing and learning	12	7	14	25	13	9	15	7	8
Investing strategically	29	28	30	30	15	43	26	27	38
Changing the culture	16	18	14	17	16	15	15	18	14
Transformed and transforming	43	47	43	28	56	32	44	48	41

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

To what extent do you agree or disagree that the following domestic and global issues impact your ability to conduct business as usual? By Industry

	Mean Rating								
	All Respondents	Financial Services	Manufac-turing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Rising interest rates	4.2	4.3	4.2	4.2	4.4	4.1	4.2	4.1	4.3
Lingering effects of the pandemic	4.1	4.2	4.1	4.0	3.9	4.2	4.2	4.0	4.2
Inflation	4.0	4.1	4.1	3.8	4.0	3.9	4.0	4.0	4.0
Supply chain disruptions	3.8	3.9	3.9	3.6	3.9	3.7	3.8	3.7	4.2
Geo-political tensions	3.8	3.9	3.7	3.9	3.5	3.7	3.7	3.9	4.1
Attracting/ retaining talent	3.8	3.9	3.9	3.8	3.7	3.9	3.7	3.6	3.9
Global warming	3.6	3.8	3.8	3.5	3.4	3.5	3.7	3.6	3.7

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Note: Mean rating based on a 5-point scale where 1=strongly disagree and 5=strongly agree.
.Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How would you rate the magnitude of the priorities your company is facing today? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Improve the customer experience/loyalty									
Higher Priority	80	81	70	83	86	83	85	75	78
Moderate Priority	18	15	26	15	15	15	13	21	19
Lower Priority	3	4	4	2	0	2	2	4	3
Improve talent acquisition, development, and retention									
Higher Priority	71	74	66	59	66	70	72	79	84
Moderate Priority	23	16	28	32	27	26	22	14	14
Lower Priority	7	10	5	9	7	4	6	7	3
Protect against new cybersecurity risks									
Higher Priority	75	68	78	68	75	83	82	70	84
Moderate Priority	21	28	16	30	24	13	13	25	16
Lower Priority	4	4	5	2	2	4	6	5	0

Continued»

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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How would you rate the magnitude of the priorities your company is facing today? By Industry (continued)

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Invest in innovation; new products, services, business models*									
Higher Priority	70	73	80	74	66	64	54	73	78
Moderate Priority	27	27	18	25	33	32	35	27	19
Lower Priority	3	0	3	2	2	4	11	0	3
Grow revenue									
Higher Priority	70	68	64	72	71	68	72	73	76
Moderate Priority	28	27	32	26	26	32	28	25	24
Lower Priority	2	5	4	2	4	0	0	2	0
Improve profitability									
Higher Priority	65	66	53	66	67	68	65	68	73
Moderate Priority	31	32	39	30	26	30	35	27	27
Lower Priority	4	1	8	4	7	2	0	5	0

Continued»

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How would you rate the magnitude of the priorities your company is facing today? By Industry (continued)

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Upgrade systems and infrastructure to enable remote/virtual work and collaboration									
Higher Priority	68	70	72	70	60	70	70	66	60
Moderate Priority	28	28	27	17	33	30	26	27	35
Lower Priority	5	1	1	13	7	0	4	7	5
Transform to enable digital business and engagement with customers, employees, and the supply chain									
Higher Priority	65	60	62	55	58	81	61	75	76
Moderate Priority	27	35	31	30	31	15	28	18	16
Lower Priority	8	5	7	15	11	4	11	7	8
Increase productivity									
Higher Priority	65	66	69	66	66	55	61	61	76
Moderate Priority	29	30	30	23	29	38	24	30	24
Lower Priority	7	4	1	11	6	8	15	9	0

Continued»

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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How would you rate the magnitude of the priorities your company is facing today? By Industry (continued)

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Reduce supply chain risk									
Higher Priority	65	65	66	60	64	66	65	61	73
Moderate Priority	29	27	28	32	27	30	24	34	24
Lower Priority	7	8	5	8	9	4	11	5	3
Reduce our environmental impact, increase sustainability									
Higher Priority	63	69	60	62	51	64	74	55	65
Moderate Priority	31	26	35	32	42	21	22	38	30
Lower Priority	7	5	5	6	7	15	4	7	5
Expand globally									
Higher Priority	55	57	51	53	64	53	56	57	54
Moderate Priority	36	37	41	40	27	30	39	38	35
Lower Priority	9	7	8	8	9	17	6	5	11

Continued»

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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How would you rate the magnitude of the priorities your company is facing today? By Industry (continued)

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Respond to competitive pressures									
Higher Priority	55	62	51	55	56	66	52	41	57
Moderate Priority	32	30	37	23	29	25	35	45	35
Lower Priority	13	8	12	23	15	9	13	14	8
Strengthen the brand or change brand perception									
Higher Priority	54	58	60	47	47	60	43	61	51
Moderate Priority	38	35	31	38	46	28	50	38	38
Lower Priority	9	7	10	15	7	11	7	2	11
Respond to regulatory changes									
Higher Priority	53	53	60	43	49	53	57	55	54
Moderate Priority	37	38	32	42	38	38	33	38	38
Lower Priority	10	10	8	15	13	9	9	7	8

Continued»

*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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How would you rate the magnitude of the priorities your company is facing today? By Industry (continued)

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Narrow our focus (e.g., by geography, market, top accounts)									
Higher Priority	45	51	42	45	31	42	57	41	54
Moderate Priority	40	35	45	36	53	40	35	46	30
Lower Priority	15	14	14	19	16	19	7	13	16
Cut costs/streamline operations*									
Higher Priority	41	43	37	43	44	40	30	41	51
Moderate Priority	45	47	49	32	31	47	63	50	35
Lower Priority	15	10	15	25	26	13	7	9	14
Prioritize issues based on shareholder and investor pressure									
Higher Priority	38	39	41	28	38	42	33	39	49
Moderate Priority	49	50	45	55	53	45	52	45	49
Lower Priority	13	11	15	17	9	13	15	16	3

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*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How informed do you consider yourself personally to be about these higher priority areas? By Industry

	All Respondents		Financial Services		Manufacturing	
	N	Mean	N	Mean	N	Mean
Growing revenue	318	4.3	50	4.1	47	4.4
Improving profitability	296	4.2	49	4.1	39	4.3
Improving the customer experience/loyalty	364	4.2	60	4.3	52	4.1
Reducing our environmental impact, increase sustainability	285	4.2	51	4.2	44	4.3
Protecting against new cybersecurity risks	343	4.2	50	4.2	58	4.2
Prioritizing issues based on shareholder and investor pressure	175	4.2	29	4.0	30	4.2
Increasing productivity	295	4.1	49	4.2	51	4.1
Investing in innovation; new products, services offerings, business models	321	4.1	54	4.1	59	4.2
Expanding globally	253	4.1	42	4.2	38	4.3
Upgrading systems and infrastructure to enable remote/virtual work and collaboration	309	4.1	52	4.0	53	4.1
Reducing supply chain risk	295	4.1	48	4.0	49	4.2
Narrowing your focus (e.g., by geography, market, top accounts)	206	4.1	38	4.1	31	4.3
Strengthening the brand or changing brand perception	246	4.1	43	4.3	44	4.3
Responding to regulatory changes	243	4.0	39	4.3	44	4.0
Responding to competitive pressures	251	4.0	46	4.0	38	3.9
Transforming to enable digital business and engagement with customers, employees, and the supply chain	297	4.0	44	4.0	46	3.9
Improving talent acquisition, development, and retention	322	4.0	55	4.1	49	3.8
Cutting costs/streamlining operations	185	3.9	32	4.0	27	3.9

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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How informed do you consider yourself personally to be about these higher priority areas? By Industry (continued)

	Media and Entertainment		Government		Healthcare and Life Sciences	
	N	Mean	N	Mean	N	Mean
Growing revenue	38	4.4	39	4.5	36	4.4
Improving profitability	35	4.4	37	4.1	36	4.1
Improving the customer experience/loyalty	44	3.9	47	4.2	44	4.3
Reducing our environmental impact, increase sustainability	33	4.0	28	4.4	34	4.1
Protecting against new cybersecurity risks	36	4.2	41	3.9	44	4.2
Prioritizing issues based on shareholder and investor pressure	15	4.3	21	4.2	22	4.4
Increasing productivity	35	3.9	36	4.1	29	4.0
Investing in innovation; new products, services offerings, business models	39	3.9	36	4.1	34	3.9
Expanding globally	28	3.9	35	4.0	28	4.3
Upgrading systems and infrastructure to enable remote/virtual work and collaboration	37	4.3	33	4.2	37	3.9
Reducing supply chain risk	32	4.3	35	3.9	35	3.9
Narrowing your focus (e.g., by geography, market, top accounts)	24	4.0	17	3.9	22	4.2
Strengthening the brand or changing brand perception	25	4.0	26	4.1	32	4.1
Responding to regulatory changes	23	3.8	27	4.0	28	3.9
Responding to competitive pressures	29	4.2	31	4.0	35	4.2
Transforming to enable digital business and engagement with customers, employees, and the supply chain	29	3.9	32	4.1	43	4.2
Improving talent acquisition, development, and retention	31	4.4	36	3.8	37	4.0
Cutting costs/streamlining operations	23	4.0	24	3.8	21	3.3

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Continued»

How informed do you consider yourself personally to be about these higher priority areas? By Industry (continued)

	Energy/ Utilities/Oil/ Mining/Gas		Travel, Hospitality, and Food Service		Transportation	
	N	Mean	N	Mean	N	Mean
Growing revenue	39	4.3	41	4.4	28	4.2
Improving profitability	35	3.9	38	4.4	27	4.5
Improving the customer experience/loyalty	46	4.2	42	4.1	29	4.2
Reducing our environmental impact, increase sustainability	40	4.1	31	4.0	24	4.2
Protecting against new cybersecurity risks	44	4.2	39	4.1	31	4.4
Prioritizing issues based on shareholder and investor pressure	18	4.2	22	4.0	18	4.2
Increasing productivity	33	4.0	34	4.1	28	4.2
Investing in innovation; new products, services offerings, business models	29	4.1	41	4.1	29	4.3
Expanding globally	30	4.0	32	4.1	20	3.8
Upgrading systems and infrastructure to enable remote/virtual work and collaboration	38	4.0	37	4.4	22	4.3
Reducing supply chain risk	35	4.0	34	4.1	27	4.3
Narrowing your focus (e.g., by geography, market, top accounts)	31	4.0	23	4.1	20	4.1
Strengthening the brand or changing brand perception	23	4.1	34	3.9	19	4.1
Responding to regulatory changes	31	3.8	31	4.3	20	4.1
Responding to competitive pressures	28	4.0	23	4.0	21	4.3
Transforming to enable digital business and engagement with customers, employees, and the supply chain	33	4.2	42	3.9	28	4.3
Improving talent acquisition, development, and retention	39	4.0	44	3.9	31	4.0
Cutting costs/streamlining operations	16	4.1	23	4.0	19	4.1

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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When you were doing your initial solution research for the most recent solution purchase you were involved in, what was most important to you regarding the information you found?
By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Strategic	26	23	28	26	36	25	26	23	22
Evidence-based with research/data to support claims	24	23	26	17	25	21	26	27	24
Innovative, providing a new way to solve a business problem	23	20	30	26	18	9	30	23	24
Practical, showing real world application, customer examples, and results	20	19	19	21	15	21	31	21	8
Business focused, not just technology focused	20	27	15	13	18	17	17	20	32
Actionable	19	20	18	21	22	17	24	14	19
Tailored to your specific role/job function (e.g., CIO, CMO, VP of Manufacturing, IT director)	19	23	22	9	13	21	20	23	19
From a trusted source or individual	19	16	19	15	24	23	9	21	27

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Note: Up to three responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When you were doing your initial solution research for the most recent solution purchase you were involved in, what was most important to you regarding the information you found? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Specific to your particular business	18	23	15	19	18	26	7	16	19
Specific to your industry	18	16	23	11	13	30	19	9	22
Full of measurable results, especially ROI metrics	17	16	18	17	18	9	17	18	24
Unbiased	15	11	9	19	16	17	19	21	14
Trendsetting	15	15	19	23	11	11	15	18	3
Specific to companies about the same size as yours	15	15	15	21	13	15	15	13	11
Gives me insight to best practices	14	8	11	17	20	17	7	16	16
Current (published within the last 6 months)	10	12	5	11	11	11	9	9	11
Validated by a peer organization	10	12	9	13	9	9	9	7	5

Note: Up to three responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Thinking about your experience during the solution purchase process, to what extent do you agree with the following statements? By Industry

	Mean Rating								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
The solution provider content gave valuable guidance and recommendations in addition to information	3.9	4.0	4.2	3.7	3.9	3.5	3.8	3.8	4.0
The majority of solution provider content we found was of excellent quality	3.8	3.7	4.0	4.0	3.8	3.8	3.8	3.7	3.8
The solution providers could have done more to make the research process easier for us	3.8	3.8	3.8	3.6	3.8	3.7	3.7	3.7	3.8
We found a lot of inconsistencies and conflicting information in the solution provider content	3.4	3.4	3.5	3.2	3.3	3.5	3.3	3.4	3.4
We were overwhelmed by the volume of solution provider content available	3.3	3.6	3.5	3.1	3.2	3.2	3.0	3.2	3.5
The solution provider content was more sales oriented than educational	3.1	3.2	3.2	2.9	3.2	3.0	3.1	3.2	3.2
We struggled with the solution provider content because it was boring	2.8	2.8	2.9	2.8	2.9	2.7	2.7	3.0	2.8

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Note: Mean rating based on a 5-point scales where 1=strongly disagree and 5=strongly agree.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In general, what percentage of your research for content in these areas is driven by: ___? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/ Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
A business priority agreed by our leadership (general role remit)	39	40	36	42	40	39	39	40	36
A business problem we need to solve (a specific task or requirement)	35	32	36	33	35	38	35	33	36
Personal interest/curiosity to keeping up with my industry/role	26	28	28	25	25	24	26	27	28

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In which of the following ways do you use the content you seek out? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Make better decisions	82	84	80	83	91	79	85	75	73
Inform business planning*	62	66	68	72	58	64	52	54	60
Stay personally well-informed on trends	52	50	47	51	53	42	57	59	60
Affirm buying decisions	48	51	41	47	36	47	59	57	49
Give my organization a competitive edge	47	41	58	53	42	49	39	46	49
As proof points for my management or Board	37	38	45	40	35	28	39	38	30
Short-list providers	36	34	34	36	27	40	39	45	35
Inspire my peers	35	41	38	28	36	28	30	39	32
Inspire my team	32	39	26	34	31	26	33	32	32

Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Please allocate 100 points across the following types of solution provider content according to the value you perceive. By Industry

Keeping up with industry trends, fundamental shifts, and/or business insights	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Emerging ideas or approaches that could be implemented in 1–2 years	32	33	30	30	38	30	31	35	34
Ideas and approaches that can be implemented today	30	30	29	32	28	33	29	26	31
Aspirational ideas that can be incorporated into your longer-range planning	29	28	32	27	25	28	32	29	25
Solution descriptions, features, and function	10	10	9	11	9	10	9	11	9

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Please allocate 100 points across the following types of solution provider content according to the value you perceive. By Industry (continued)

Researching potential solutions and solution providers	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Emerging ideas or approaches that could be implemented in 1–2 years	30	28	30	27	29	31	33	30	30
Ideas and approaches that can be implemented today	26	23	27	28	26	26	27	29	24
Aspirational ideas that can be incorporated into your longer-range planning	21	23	20	23	23	22	20	20	19
Solution descriptions, features, and function	23	27	24	21	23	21	19	21	26

Continued»

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Please allocate 100 points across the following types of solution provider content according to the value you perceive. By Industry (continued)

Narrowing the field and selecting the solution provider shortlist	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Emerging ideas or approaches that could be implemented in 1–2 years	24	24	24	20	28	25	23	28	22
Ideas and approaches that can be implemented today	26	25	27	30	20	23	31	23	32
Aspirational ideas that can be incorporated into your longer-range planning	23	26	21	24	26	22	21	19	24
Solution descriptions, features, and function	27	26	28	26	26	30	26	30	22

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which sources of external information do you trust the most? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/ Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Management consultants (e.g., McKinsey, Bain, Boston Consulting Group, boutique firms)	72	74	78	74	62	76	78	63	70
Industry analysts (e.g., Everest Group, Forrester, Gartner, IDC, ISG)	65	65	72	59	64	77	69	57	54
Academic institutions (e.g., Harvard, Wharton, London School of Economics, MIT Sloan School)	60	62	60	59	64	57	57	70	46
Technology providers (e.g., Microsoft, AWS, Google, IBM, SAP, Cisco, Salesforce, Fujitsu)	53	57	50	47	64	47	54	52	51
Online communities/social networks	46	39	51	55	47	40	50	46	41
Professional services/systems integrators (e.g., Accenture, Cognizant, Deloitte, DXC, Infosys, TCS)	46	53	41	49	42	36	44	52	49
Media outlets (e.g., Wired, Fast Company, Forbes)	39	47	35	43	42	28	35	41	41

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In a typical week, how much time do you spend consuming external content? By Industry

	Mean								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Hours per week consuming external content	13.4	15.1	13.9	14.3	11.7	12.2	12.4	12.2	14.9

In general, do you consume more external information compared to two years ago or less? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
More	81	87	81	76	78	83	85	82	68
Same	19	12	19	25	22	17	13	18	30
Less	1	1	0	0	0	0	2	0	3

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Do you use LinkedIn? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=211	N=29	N=38	N=29	N=26	N=21	N=27	N=26	N=15
Yes	98	100	97	97	96	95	100	96	100
No	2	0	3	3	4	5	0	4	0

What percent of your time using LinkedIn do you spend in the following areas? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=206	N=29	N=37	N=28	N=25	N=20	N=27	N=25	N=15
Reading posts/articles/blogs by people I'm connected to or subject matter experts I follow	34	31	34	38	39	31	35	28	33
Job-search activity	24	24	24	24	25	27	21	25	26
Checking posts by members of specific groups or solution provider communities I've joined)	23	24	23	21	19	24	25	23	21
Keeping up with and/or messaging contacts	19	21	19	17	16	19	18	25	20

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Note: Asked only of those who indicated they trust online communities and social networks as sources of information.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which of the following content characteristics are most helpful to determine if reading/viewing the solution provider content will be a good use of your time? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Relevant to my specific business problems and opportunities	65	64	72	66	64	72	63	59	60
"Bite-sized," quick read or view	58	57	53	57	58	66	57	61	54
Directly addresses issues that impact my industry	55	51	50	57	62	60	57	54	49
Contains subject matter expert (SME) contact information so I can contact them directly	51	51	54	43	49	47	52	52	60
Multimedia (video, podcasts, interactive web copy, webinars, and so forth)	48	51	46	42	49	45	54	54	35
Provocative, novel, or new	37	50	37	42	46	32	30	23	35
High quality layout and graphics	45	49	46	45	46	42	44	45	46

Continued»

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which of the following content characteristics are most helpful to determine if reading/viewing the solution provider content will be a good use of your time? By Industry (continued)

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Backed up by primary research	40	46	42	36	33	42	41	38	38
Reputation of the solution provider	37	46	41	34	36	34	33	43	19
An estimate of how long it will take to read/view	37	43	30	42	31	26	37	46	43
A clear opinion and points of view	45	42	47	42	38	40	50	45	57
Value delivery without needing to click through (unless I want to dig deeper)	38	42	41	32	55	26	41	30	35
In-depth, thorough analyses	35	39	28	38	29	38	37	39	32
Case study examples	39	37	42	43	35	38	35	38	46
Vendor/solution provider agnostic, not a sales pitch	38	34	39	43	38	38	35	41	30

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry

EPIPHANY Need Recognition	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Whitepaper, survey report, article, or case study	65	57	58	79	71	68	63	63	68
Solution provider's website	58	61	51	57	62	55	57	59	70
Email	52	57	49	59	47	55	48	50	57
Phone conversation/conference call (voice only)	50	51	51	64	53	51	46	41	32
Video call (Zoom, Teams, Webex, Skype, Google Meet)*	49	47	60	55	47	28	52	46	60
Social media (Twitter, LinkedIn, Facebook)	45	43	34	60	47	47	44	41	46
Video	44	39	47	49	36	49	48	34	51
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	42	41	43	51	40	47	30	43	43
Solution provider's online community	41	43	31	55	38	51	32	43	41

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Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry (cont.)

EPIPHANY Need Recognition (continued)	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Executive round table	39	37	37	51	49	38	28	39	38
In-person event (briefing, workshop, advisory board/council meeting, or conference)	39	38	35	42	38	36	43	32	51
Podcast	39	45	32	49	42	38	30	41	30
Physical mail, package, or meal/beverage delivery	39	37	37	40	38	42	37	46	32
One-on-one in-person meeting	38	42	39	40	31	43	26	48	30
Visit to a technical briefing center/innovation lab	36	34	26	34	38	36	41	39	43
Solution provider's mobile app to access content	34	31	38	42	29	34	30	34	41

Continued»

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry (cont.)

AWARENESS Issue clarification/alternative identification	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Phone conversation/conference call (voice only)	65	55	70	70	67	64	61	64	70
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	59	51	51	62	67	66	52	57	65
Visit to a technical briefing center/innovation lab	58	49	60	59	56	64	61	54	68
In-person event (briefing, workshop, advisory board/council meeting, or conference)	54	49	53	51	58	55	50	61	54
Social media (Twitter, LinkedIn, Facebook)	54	50	55	59	56	45	56	52	57
Video call (Zoom, Teams, Webex, Skype, Google Meet)	54	57	60	40	53	51	50	59	54
Executive round table	49	53	58	49	51	40	43	46	49

Continued»

Note: Multiple responses allowed.
.Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry (cont.)

AWARENESS Issue clarification/alternative identification (continued)	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Podcast	49	45	57	55	49	47	48	48	38
One-on-one in-person meeting	49	45	53	60	49	47	35	50	51
Whitepaper, survey report, article, or case study	49	50	55	51	51	42	39	48	46
Solution provider's mobile app to access content	48	45	58	53	46	43	44	41	54
Solution provider's website	48	42	53	60	47	45	37	48	49
Solution provider's online community	47	51	54	43	38	36	57	45	41
Physical mail, package, or meal/beverage delivery	44	47	46	45	47	36	33	52	41
Email	40	37	45	38	44	32	39	39	41
Video*	39	42	24	47	53	26	37	39	43

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Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry (cont.)

INTEREST Evaluation of Alternatives	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Solution provider's website	67	72	66	68	73	64	72	66	49
Visit to a technical briefing center/innovation lab	65	68	53	68	71	72	69	55	73
In-person event (briefing, workshop, advisory board/council meeting, or conference)	61	60	68	70	62	59	59	59	49
Video	60	51	70	51	64	47	76	64	54
Social media (Twitter, LinkedIn, Facebook)	59	58	61	57	64	53	54	70	51
One-on-one in-person meeting	58	58	58	59	60	59	44	61	73
Phone conversation/conference call (voice only)	58	58	66	53	53	57	56	50	68
Executive round table	54	58	60	57	44	51	50	55	54
Whitepaper, survey report, article, or case study	54	58	60	53	51	49	50	52	54
Solution provider's mobile app to access content	54	54	50	53	51	59	52	55	60

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry (cont.)

INTEREST Evaluation of Alternatives (continued)	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Physical mail, package, or meal/beverage delivery	53	50	47	53	55	64	54	46	57
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	52	64	49	53	55	53	46	43	57
Solution provider's online community*	50	42	42	70	60	57	43	43	51
Video call (Zoom, Teams, Webex, Skype, Google Meet)	50	47	54	57	51	47	44	52	41
Email*	46	47	45	49	49	47	44	41	41
Podcast	43	45	41	32	51	57	39	41	43

Continued»

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Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry (cont.)

CONFIDENCE Selection and Purchase	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Visit to a technical briefing center/innovation lab	68	64	76	66	64	68	69	66	70
Social media (Twitter, LinkedIn, Facebook)	65	62	61	76	60	60	69	59	76
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	63	69	66	68	60	51	65	57	57
In-person event (briefing, workshop, advisory board/council meeting, or conference)	63	54	64	74	66	60	61	57	68
One-on-one in-person meeting	63	61	62	59	67	57	59	64	70
Phone conversation/conference call (voice only)	62	62	66	59	60	53	57	66	65
Executive round table	62	54	73	62	58	59	56	61	68
Solution provider's online community	57	45	64	62	51	57	54	61	70

Continued»

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry (cont.)

CONFIDENCE Selection and Purchase (continued)	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Video call (Zoom, Teams, Webex, Skype, Google Meet)	56	62	46	59	62	57	50	63	46
Video*	54	49	64	62	42	42	56	54	65
Solution provider's mobile app to access content	54	57	53	57	55	49	54	52	54
Physical mail, package, or meal/beverage delivery	47	49	47	43	53	34	50	50	41
Solution provider's website	46	43	54	45	36	49	46	45	49
Whitepaper, survey report, article, or case study	43	38	46	45	47	40	41	41	49
Email*	41	47	34	47	49	34	30	41	43
Podcast	35	43	37	34	36	28	33	27	38

Continued»

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Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry (cont.)

LOYALTY Post-Purchase Evaluation	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Solution provider's mobile app to access content	65	70	50	68	78	57	65	63	65
Executive round table	64	70	57	74	60	64	57	66	54
Physical mail, package, or meal/beverage delivery	56	55	45	57	60	55	63	57	51
In-person event (briefing, workshop, advisory board/council meeting, or conference)	52	49	45	53	60	51	43	50	65
Whitepaper, survey report, article, or case study	36	32	32	43	38	36	32	43	24
Phone conversation/conference call (voice only)	36	38	37	38	36	38	30	29	35
Solution provider's online community	35	24	39	42	35	40	39	32	30
One-on-one in-person meeting	35	41	31	42	31	38	32	30	32
Visit to a technical briefing center/innovation lab	34	26	32	45	29	34	41	32	35

Continued»

Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Industry (cont.)

LOYALTY Post-Purchase Evaluation (continued)	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Email	33	30	38	40	31	28	30	25	41
Video call (Zoom, Teams, Webex, Skype, Google Meet)	30	30	28	32	22	30	37	27	38
Social media (Twitter, LinkedIn, Facebook)	29	35	27	38	27	25	20	30	19
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	28	32	23	34	26	23	26	32	30
Solution provider's website	28	18	35	34	26	30	20	29	27
Video	26	24	24	32	20	23	32	20	30
Podcast	26	23	24	34	22	23	22	36	16

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Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How would you allocate the time you spend consuming external vendor content on various devices/formats? By Industry

	% of Time								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Mobile phone	35	37	39	34	33	36	34	37	28
Tablet	23	23	24	21	21	24	23	22	23
Laptop	22	21	22	27	24	21	22	21	23
Printed materials	11	10	8	10	13	10	10	11	15
Desktop PC	9	9	8	9	9	8	12	10	11

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How do you most like to consume external vendor content? By Industry

READ	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Rank 1	26	22	15	15	18	19	16	8	7
Rank 2	34	25	29	14	20	17	16	20	14
Rank 3	40	27	30	24	17	17	22	28	16

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How do you most like to consume external vendor content? By Industry (continued)

WATCH/ LISTEN	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Rank 1	56	38	51	32	25	28	24	35	24
Rank 2	29	25	16	16	18	16	18	12	9
Rank 3	15	11	7	5	12	9	12	9	4

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How do you most like to consume external vendor content? By Industry (continued)

LISTEN ONLY	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Rank 1	17	14	8	6	12	6	14	13	6
Rank 2	38	24	29	23	17	20	20	24	14
Rank 3	45	36	37	24	26	27	20	19	147

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How much do you agree with the following statements? By Industry

	Mean Rating								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Well-designed content is more likely to get my attention	4.3	4.4	4.4	4.2	4.4	4.2	4.1	4.2	4.2
The appearance and creative aspects of the content are important to engage me	4.1	4.2	4.3	3.8	4.0	4.1	4.0	4.0	4.2
The creativity of the content translates into my perceptions of the content quality	3.9	3.9	4.0	3.5	3.9	4.0	3.9	3.8	4.2
I am more likely to share well-designed content	3.9	4.0	3.9	3.5	4.1	4.1	3.8	4.1	3.8
I am more likely to do business with a firm if I am impressed by their content	3.9	4.0	3.9	3.5	3.9	4.1	3.8	3.9	3.9

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Note: Mean rating based on a 5-point scale where 1=strongly disagree and 5=strongly agree.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How long will you read/watch/listen to content before deciding to continue or not? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
1-5 minutes	14	12	11	11	16	19	11	14	22
6-10 minutes	43	46	49	36	47	32	54	38	41
More than 10 minutes	43	42	41	53	36	49	35	48	38

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.Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which of the following would cause you to abandon content you started to explore?
By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Poor design	63	68	60	51	64	64	70	68	54
Sales pitch	60	58	53	57	56	62	67	64	70
Gated content*	50	61	45	57	46	53	48	41	49
Poor writing or grammar	47	49	57	40	40	53	46	48	35
Not research-based	44	35	42	49	49	45	52	43	38
Jargon	31	35	31	30	44	28	20	34	14

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. Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When you were making your final decision for your most recent solution, which were the top three deciding factors? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
A proven track record backed by customer references	28	28	28	19	36	30	31	23	30
Knowledge and understanding of our industry	27	24	32	30	24	38	17	25	19
Knowledge and understanding of our unique business issues	26	19	32	23	27	32	31	23	16
Strength of the brand/reputation	25	15	28	32	31	26	19	23	27
Fresh ideas and innovation to advance my business	22	27	18	21	20	28	20	13	30
Experience with the technology and/or solution	21	26	22	17	25	13	19	25	16
Flexibility in their approach to working with clients*	20	31	12	32	13	17	20	20	14
Price of the solution	19	24	19	15	22	25	15	18	8
An existing relationship with the technology solutions provider	18	15	26	17	11	13	15	23	27

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Note: Up to three responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When you were making your final decision for your most recent solution, which were the top three deciding factors? By Industry (continued)

	% of Respondents								
	All Respondents	Financial Services	Manufac-turing	Media and Entertain-ment	Govern-ment	Healthcare and Life Sciences	Energy/Utilities/Oil/Mining/Gas	Travel, Hospitality, and Food Service	Transporta-tion
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Endorsements from third parties such as industry analysts and/or sourcing advisors	17	19	15	19	9	15	17	29	14
Quantifiable value of the proposed solution	17	11	14	17	16	21	13	32	16
Collaborative at every step of the process	17	14	22	11	20	15	24	9	19
Trustworthiness*	16	12	11	17	22	8	26	11	35
Recommended by our board of directors/senior management	16	23	15	13	13	9	20	16	14
Cultural fit/team chemistry	12	12	7	17	11	9	13	11	16

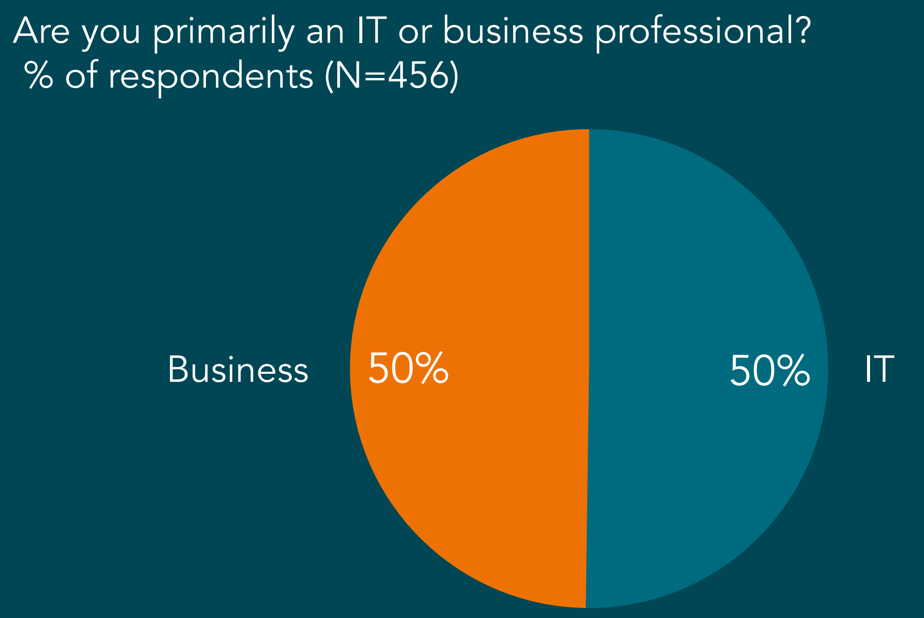
Note: Up to three responses allowed.
*Indicates a statistically significant difference
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In your opinion, has solutions provider marketing improved in the last couple of years? By Industry

	% of Respondents								
	All Respondents	Financial Services	Manufacturing	Media and Entertainment	Government	Healthcare and Life Sciences	Energy/ Utilities/Oil/ Mining/Gas	Travel, Hospitality, and Food Service	Transportation
	N=456	N=74	N=74	N=53	N=55	N=53	N=54	N=56	N=37
Yes	85	88	85	85	76	81	83	96	78
No	15	12	15	15	24	19	17	4	22

Note: Differences are statistically significant.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Crosstabs by Job Role



In which country are you located? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
North America			
US	26	26	26
Canada	8	8	8
Europe			
UK	9	9	8
France	8	8	8
Germany	8	8	8
Nordics	8	7	9
Benelux	8	7	8
APAC			
ANZ	9	8	9
India	8	8	8
Japan	8	10	7

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Within the last six months, which of the following types of consulting and technology solution purchases (with a value of $500,000 or more) have you personally been involved in? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Strategy consulting*	42	35	49
Digital business solutions, strategy, and/or consulting (digital commerce, digital platforms, virtual collaboration, internet of things (IoT), integrated supply chain, etc.)	41	40	41
Analytics and business intelligence solutions and services, including machine learning and AI	38	38	38
Business process consulting (management consulting, HR, financial management, customer, and operations)*	37	31	43
Technology consulting (technology strategy, architecture/cloud, business process, RPA, etc.)*	27	34	21
Cloud computing (SaaS, PaaS, IaaS)*	24	31	17
IT networking and security*	24	30	17
Enterprise mobility management and security	19	20	19
Business process outsourcing	19	17	21
IT infrastructure software*	19	27	12
Systems/software implementation and/or integration	18	22	15
Managed services/data center/desktop/help desk outsourcing	17	17	18
Application management or modernization services	15	16	15
Robotic process automation (RPA)	14	15	12

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How would you characterize your involvement in your organization's purchases of these major consulting and technology solutions purchases for contracts over $500,000? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Evaluator	44	47	41
Influencer	31	28	34
Decision maker	25	25	24

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which of the following most closely describes your job level? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Manager	8	7	9
Director	5	6	5
Assistant VP	6	5	6
VP/Senior VP/Head	58	58	57
C-level/President/General Manager	23	24	23

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Approximately, what is your company's annual revenue (or operating budget, if government)? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
$250–499M	16	14	19
$500–999M	15	15	15
$1–4.9B	30	32	27
$5–9.9B	20	20	20
$10-20B	10	11	8
Over $20B	10	8	11

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

What is your company's primary business? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Financial Services	16	15	18
Manufacturing	16	18	14
Travel, Hospitality, and Food Service	12	14	11
Government/Non-Profit/Public Safety	12	10	14
Energy/Utilities/Oil/Mining/Gas	12	14	10
Media and Entertainment	12	9	15
Healthcare and Life Sciences	12	13	11
Transportation, Supply Chain, and Logistics	8	8	8

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which of the following statements best describes the current state of business transformation at your company? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Getting started	0	0	0
Testing and learning	12	11	14
Investing strategically	29	29	29
Changing the culture	16	16	16
Transformed and transforming	43	45	41

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

To what extent do you agree or disagree that the following domestic and global issues impact your ability to conduct business as usual? By Job Role

	Mean Rating		
	All Respondents	IT	Business
	N=456	N=229	N=227
Rising interest rates	4.2	4.2	4.2
Lingering effects of the pandemic	4.1	4.2*	4.0*
Inflation	4.0	4.0	4.0
Supply chain disruptions	3.8	3.8	3.8
Geo-political tensions	3.8	3.8	3.8
Attracting/retaining talent	3.8	3.8	3.8
Global warming	3.6	3.6	3.6

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How would you rate the magnitude of the priorities your company is facing today? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Improve the customer experience/loyalty			
Higher Priority	80	80	79
Moderate Priority	18	18	18
Lower Priority	3	2	3
Protect against new cybersecurity risks			
Higher Priority	75	77	73
Moderate Priority	21	20	22
Lower Priority	4	3	5
Improve talent acquisition, development, and retention			
Higher Priority	71	70	71
Moderate Priority	23	25	21
Lower Priority	7	5	8
Invest in innovation; new products, services, business models			
Higher Priority	70	67	74
Moderate Priority	27	29	25
Lower Priority	3	4	2

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

How would you rate the magnitude of the priorities your company is facing today? By Job Role (continued)

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Grow revenue			
Higher Priority	70	70	70
Moderate Priority	28	28	28
Lower Priority	2	2	3
Upgrade systems and infrastructure to enable remote/virtual work and collaboration			
Higher Priority	68	70	66
Moderate Priority	28	27	29
Lower Priority	5	4	6
Transform to enable digital business and engagement with customers, employees, and the supply chain			
Higher Priority	65	66	64
Moderate Priority	27	26	27
Lower Priority	8	8	9
Improve profitability			
Higher Priority	65	63	67
Moderate Priority	31	33	30
Lower Priority	4	4	4

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

How would you rate the magnitude of the priorities your company is facing today? By Job Role (continued)

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Increase productivity			
Higher Priority	65	63	66
Moderate Priority	29	28	29
Lower Priority	7	8	5
Reduce supply chain risk			
Higher Priority	65	64	66
Moderate Priority	29	30	27
Lower Priority	7	6	8
Reduce our environmental impact, increase sustainability			
Higher Priority	63	64	61
Moderate Priority	31	29	32
Lower Priority	7	7	7
Expand globally			
Higher Priority	55	56	56
Moderate Priority	36	38	34
Lower Priority	9	7	10

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

How would you rate the magnitude of the priorities your company is facing today? By Job Role (continued)

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Respond to competitive pressures			
Higher Priority	55	54	56
Moderate Priority	32	34	30
Lower Priority	13	12	14
Strengthen the brand or change brand perception*			
Higher Priority	53.9	52.4	55.5
Moderate Priority	37.5	39.7	35.2
Lower Priority	8.6	7.9	9.3
Respond to regulatory changes			
Higher Priority	54	52	56
Moderate Priority	38	40	35
Lower Priority	9	8	9
Narrow our focus (e.g., by geography, market, top accounts)			
Higher Priority	45	47	43
Moderate Priority	40	39	42
Lower Priority	15	14	15

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Continued»

How would you rate the magnitude of the priorities your company is facing today? By Job Role (continued)

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Cut costs/streamline operations			
Higher Priority	41	38	43
Moderate Priority	45	49	41
Lower Priority	15	13	16
Prioritize issues based on shareholder and investor pressure			
Higher Priority	38	43	34
Moderate Priority	49	46	52
Lower Priority	13	11	15

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How informed do you consider yourself personally to be about these higher priority areas? By Job Role

	All Respondents		IT		Business	
	N	Mean	N	Mean	N	Mean
Growing revenue	318	4.3	160	4.3	158	4.4
Improving profitability	296	4.2	144	4.3*	152	4.1*
Improving the customer experience/loyalty	364	4.2	184	4.2	180	4.1
Reducing our environmental impact, increase sustainability	285	4.2	147	4.2	138	4.1
Protecting against new cybersecurity risks	343	4.2	177	4.2*	166	4.1*
Prioritizing issues based on shareholder and investor pressure	175	4.2	98	4.3*	77	4.0*
Increasing productivity	295	4.1	145	4.1	150	4.1
Investing in innovation; new products, services offerings, business models	321	4.1	154	4.2*	167	4.0*
Expanding globally	253	4.1	127	4.2*	126	4.0*
Upgrading systems and infrastructure to enable remote/virtual work and collaboration	309	4.1	160	4.2	149	4.1

Continued»

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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How informed do you consider yourself personally to be about these higher priority areas? By Job Role (continued)

	All Respondents		IT		Business	
	N	Mean	N	Mean	N	Mean
Reducing supply chain risk	295	4.1	146	4.1	149	4.1
Narrowing your focus (e.g., by geography, market, top accounts)	206	4.1	108	4.0	98	4.2
Strengthening the brand or changing brand perception	246	4.1	120	4.2	126	4.1
Responding to regulatory changes	243	4.0	124	4.1	119	4.0
Responding to competitive pressures	251	4.0	124	4.1	127	4.0
Transforming to enable digital business and engagement with customers, employees, and the supply chain	297	4.0	152	4.0	145	4.0
Improving talent acquisition, development, and retention	322	4.0	160	3.9	162	4.1
Cutting costs/streamlining operations	185	3.9	88	4.0	97	3.8

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When you were doing your initial solution research for the most recent solution purchase you were involved in, what was most important to you regarding the information you found? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Strategic	26	28	25
Evidence-based with research/data to support claims	24	24	23
Innovative, providing a new way to solve a business problem	23	21	25
Practical, showing real world application, customer examples, and results	20	21	19
Business focused, not just technology focused	20	20	19
Actionable*	19	16	23
Tailored to your specific role/job function (e.g., CIO, CMO, VP of Manufacturing, IT director)	19	21	17
From a trusted source or individual	19	18	20
Specific to your particular business	18	16	20
Specific to your industry	18	18	18
Full of measurable results, especially ROI metrics	17	17	17
Unbiased	15	17	14
Trendsetting	15	15	15
Specific to companies about the same size as yours	15	15	14
Gives me insight to best practices	14	14	14
Current (published within the last 6 months)	10	10	10
Validated by a peer organization	10	11	8

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Thinking about your experience during the solution purchase process, to what extent do you agree with the following statements? By Job Role

	Mean Rating		
	All Respondents	IT	Business
	N=456	N=229	N=227
The solution provider content gave valuable guidance and recommendations in addition to information	3.9	3.9	3.8
The majority of solution provider content we found was of excellent quality	3.8	3.8	3.8
The solution providers could have done more to make the research process easier for us	3.8	3.7	3.8
We found a lot of inconsistencies and conflicting information in the solution provider content	3.4	3.4	3.4
We were overwhelmed by the volume of solution provider content available	3.3	3.4*	3.2*
The solution provider content was more sales oriented than educational	3.1	3.1	3.2
We struggled with the solution provider content because it was boring	2.8	2.9	2.8

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In general, what percentage of your research for content in these areas is driven by: ___? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
A business priority agreed by our leadership (general role remit)	39	38	40
A business problem we need to solve (a specific task or requirement)	35	35	34
Personal interest/curiosity to keeping up with my industry/role	26	27	26

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

In which of the following ways do you use the content you seek out? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Make better decisions	82	82	82
Inform business planning	62	63	61
Stay personally well-informed on trends	52	52	51
Affirm buying decisions	48	49	48
Give my organization a competitive edge	47	46	48
As proof points for my management or Board	37	38	37
Short-list providers	36	38	34
Inspire my peers	35	33	36
Inspire my team	32	29	35

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Please allocate 100 points across the following types of solution provider content according to the value you perceive. By Job Role

	% of Respondents								
	Keeping up with industry trends, fundamental shifts, and/or business insights			Researching potential solutions and solution providers			Narrowing the field and selecting the solution provider shortlist		
	All Respondents	IT	Business	All Respondents	IT	Business	All Respondents	IT	Business
	N=456	N=229	N=227	N=456	N=229	N=227	N=456	N=229	N=227
Emerging ideas or approaches that could be implemented in 1–2 years	32	31	34	30	29	30	24	26*	23*
Ideas and approaches that can be implemented today	30	30	30	26	25	27	26	25	27
Aspirational ideas that can be incorporated into your longer-range planning	29	30	27	21	21	22	23	22	24
Solution descriptions, features, and function	10	10	9	23	24*	22*	27	27	27

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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Which sources of external information do you trust the most? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Management consultants (e.g., McKinsey, Bain, Boston Consulting Group, boutique firms)	72	75	69
Industry analysts (e.g., Everest Group, Forrester, Gartner, IDC, ISG)	65	66	64
Academic institutions (e.g., Harvard, Wharton, London School of Economics, MIT Sloan School)	60	61	59
Technology providers (e.g., Microsoft, AWS, Google, IBM, SAP, Cisco, Salesforce, Fujitsu)	53	52	53
Online communities/social networks	46	45	47
Professional services/systems integrators (e.g., Accenture, Cognizant, Deloitte, DXC, Infosys, TCS)	46	45	46
Media outlets (e.g., Wired, Fast Company, Forbes)	39	36	42

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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In a typical week, how much time do you spend consuming external content? By Job Role

	Mean		
	All Respondents	IT	Business
	N=456	N=229	N=227
Hours per week consuming external content	13.4	13.5	13.2

In general, do you consume more external information compared to two years ago or less? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
More	81	81	80
Same	19	18	19
Less	1	0	1

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Do you use LinkedIn? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=211	N=104	N=107
Yes	98	99	96
No	2	1	4

What percent of your time using LinkedIn do you spend in the following areas? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=206	N=103	N=103
Reading posts/articles/blogs by people I'm connected to or subject matter experts I follow	34	32	35
Job-search activity	24	25	24
Checking posts by members of specific groups or solution provider communities I've joined	23	23	22
Keeping up with and/or messaging contacts	19	19	19

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Note: Asked only of those who indicated they trust online communities and social networks as sources of information.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which of the following content characteristics are most helpful to determine if reading/viewing the solution provider content will be a good use of your time? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Relevant to my specific business problems and opportunities*	65	70	60
"Bite-sized," quick read or view	58	57	58
Directly addresses issues that impact my industry	55	56	54
Contains subject matter expert (SME) contact information so I can contact them directly	51	47	55
Multimedia (video, podcasts, interactive web copy, webinars, and so forth)	48	45	51
High quality layout and graphics	45	42	49
A clear opinion and points of view	45	48	41
Backed up by primary research	40	38	41
Case study examples	39	36	41
Value delivery without needing to click through (unless I want to dig deeper)	38	38	38
Vendor/solution provider agnostic, not a sales pitch	38	37	38
Provocative, novel, or new	37	36	38
Reputation of the solution provider*	37	32	42
An estimate of how long it will take to read/view*	37	42	33
In-depth, thorough analyses	35	35	35

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Note: Multiple responses allowed.
*Indicates a statistically significant difference.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Job Role

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

EPIPHANY Need Recognition	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Whitepaper, survey report, article, or case study	65	65	65
Solution provider's website	58	59	58
Email	52	50	55
Phone conversation/conference call (voice only)	50	50	49
Video call (Zoom, Teams, Webex, Skype, Google Meet)	49	46	52
Social media (Twitter, LinkedIn, Facebook)	45	45	44
Video	44	40	48
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	42	45	39
Solution provider's online community	41	38	45
Executive round table	39	36	43
In-person event (briefing, workshop, advisory board/council meeting, or conference)	39	36	41
Podcast	39	39	38
Physical mail, package, or meal/beverage delivery	39	36	41
One-on-one in-person meeting	38	37	39
Visit to a technical briefing center/innovation lab	36	36	35
Solution provider's mobile app to access content	34	35	34

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When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Job Role (continued)

AWARENESS Issue Clarification/Alternative Identification	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Phone conversation/conference call (voice only)	65	63	67
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	59	54	62
Visit to a technical briefing center/innovation lab	58	59	56
In-person event (briefing, workshop, advisory board/council meeting, or conference)	54	54	53
Social media (Twitter, LinkedIn, Facebook)*	54	48	60
Video call (Zoom, Teams, Webex, Skype, Google Meet)	54	51	56
Executive round table	49	48	51
Podcast	49	47	51
One-on-one in-person meeting	49	49	49
Whitepaper, survey report, article, or case study	49	49	48
Solution provider’s mobile app to access content	48	50	46
Solution provider’s website	48	45	50
Solution provider’s online community	47	45	48
Physical mail, package, or meal/beverage delivery*	44	38	50
Email	40	39	40
Video	39	38	39

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Job Role (continued)

INTEREST Evaluation of Alternatives	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Solution provider's website	67	66	68
Visit to a technical briefing center/innovation lab	65	67	63
In-person event (briefing, workshop, advisory board/council meeting, or conference)	61	59	63
Video	60	62	58
Social media (Twitter, LinkedIn, Facebook)	59	59	59
One-on-one in-person meeting	58	56	61
Phone conversation/conference call (voice only)	58	56	59
Executive round table	54	52	56
Whitepaper, survey report, article, or case study	54	54	54
Solution provider's mobile app to access content	54	52	56
Physical mail, package, or meal/beverage delivery	53	50	56
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	52	54	51
Solution provider's online community	50	50	50
Video call (Zoom, Teams, Webex, Skype, Google Meet)	50	50	49
Email	46	46	45
Podcast	43	40	47

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Job Role (continued)

CONFIDENCE Selection and Purchase	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Visit to a technical briefing center/innovation lab	68	69	67
Social media (Twitter, LinkedIn, Facebook)	65	68	61
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	63	61	63
In-person event (briefing, workshop, advisory board/council meeting, or conference)	63	64	60
One-on-one in-person meeting	63	60	64
Phone conversation/conference call (voice only)	62	62	60
Executive round table	62	61	61
Solution provider's online community	57	58	56
Video call (Zoom, Teams, Webex, Skype, Google Meet)	56	56	55
Video	54	56	51
Solution provider's mobile app to access content*	54	49	59
Physical mail, package, or meal/beverage delivery	47	45	48
Solution provider's website	46	45	48
Whitepaper, survey report, article, or case study	43	43	43
Email	41	40	41
Podcast	35	34	36

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Continued»

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When looking specifically at solution provider content, which formats or channels do you prefer to engage with potential providers at each stage of the buying cycle? By Job Role (continued)

LOYALTY Post-Purchase Evaluation	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Solution provider's mobile app to access content	65	64	64
Executive round table	64	63	63
Physical mail, package, or meal/beverage delivery	56	52	58
In-person event (briefing, workshop, advisory board/council meeting, or conference)*	52	46	56
Whitepaper, survey report, article, or case study	36	38	33
Phone conversation/conference call (voice only)	36	37	33
Solution provider's online community	35	35	35
One-on-one in-person meeting	35	33	37
Visit to a technical briefing center/innovation lab	34	37	30
Email	33	30	35
Video call (Zoom, Teams, Webex, Skype, Google Meet)	30	27	33
Social media (Twitter, LinkedIn, Facebook)	29	25	32
Virtual event (webinar, workshop, advisory board/council meeting, or conference)	28	28	29
Solution provider's website	28	29	26
Video	26	24	26
Podcast	26	26	25

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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How would you allocate the time you spend consuming external vendor content on various devices/formats? By Job Role

	% of Time		
	All Respondents	IT	Business
	N=456	N=229	N=227
Mobile phone	35	36	35
Tablet	23	23	23
Laptop	22	22	23
Printed materials	11	10	11
Desktop PC	9	9	9

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How do you most like to consume external vendor content? By Job Role

	% of Respondents								
	Read			Watch/Listen			Listen Only		
	All Respondents	IT	Business	All Respondents	IT	Business	All Respondents	IT	Business
	N=456	N=229	N=227	N=456	N=229	N=227	N=456	N=229	N=227
Rank 1	26	25	28	56	58	55	17	18	17
Rank 2	34	34	34	29	27	30	38	39	36
Rank 3	40	42	38	15	16	15	45	43	48

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How much do you agree with the following statements? By Job Role

	Mean Rating		
	All Respondents	IT	Business
	N=456	N=229	N=227
Well-designed content is more likely to get my attention	4.3	4.3	4.2
The appearance and creative aspects of the content are important to engage me.	4.1	4.1	4.0
The creativity of the content translates into my perceptions of the content quality	3.9	4.0	3.8
I am more likely to share well-designed content	3.9	3.9	3.9
I am more likely to do business with a firm if I am impressed by their content	3.9	4.0*	3.8*

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

How long will you read/watch/listen to content before deciding to continue or not? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
1–5 minutes	14	14	14
6–10 minutes	43	43	43
More than 10 minutes	43	43	43

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

Which of the following would cause you to abandon content you started to explore?
By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Poor design*	63	58	68
Sales pitch	60	62	58
Gated content	50	53	47
Poor writing or grammar*	47	41	53
Not research-based	44	44	44
Jargon	31	31	30

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. Note: Multiple responses allowed.
Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

When you were making your final decision for your most recent solution, which were the top three deciding factors? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
A proven track record backed by customer references	28	25	32
Knowledge and understanding of our industry	27	27	26
Knowledge and understanding of our unique business issues	26	26	26
Strength of the brand/reputation	25	26	24
Fresh ideas and innovation to advance my business	22	20	24
Experience with the technology and/or solution	21	20	22
Flexibility in their approach to working with clients	20	20	21
Price of the solution	19	21	16
An existing relationship with the technology solutions provider	18	21	15
Endorsements from third parties such as industry analysts and/or sourcing advisors	17	18	16
Quantifiable value of the proposed solution	17	17	17
Collaborative at every step of the process	17	18	15
Trustworthiness	16	15	18
Recommended by our board of directors/senior management	16	17	15
Cultural fit/team chemistry	12	10	13

Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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In your opinion, has solutions provider marketing improved in the last couple of years? By Job Role

	% of Respondents		
	All Respondents	IT	Business
	N=456	N=229	N=227
Yes	85	88	81
No	15	12	19

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Source: Momentum ITSMA, CBX® Survey 2022, Wave 2

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At Momentum ITSMA, we constantly track changes in customer behavior and transform our insights into enhanced services for clients and members.
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