2024 IT & Cybersecurity Buyer Insights Report

We surveyed **1,100+** IT and cybersecurity professionals and execs around the world who are actively involved in new technology purchase decisions.

Report Highlights

Top 3 challenges and priorities for IT professionals
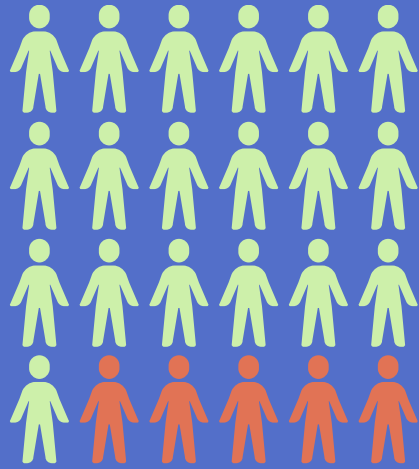
Cybersecurity

AI Projects

Networking

Security Threats

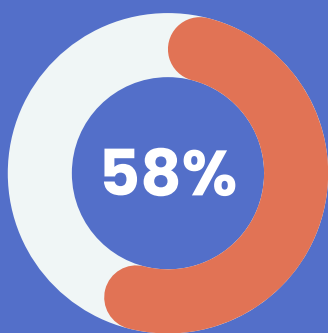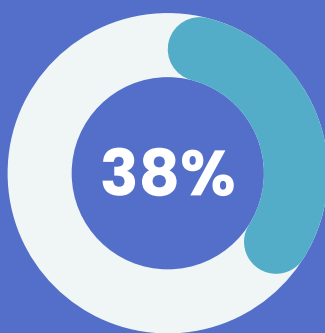Cybersecurity pros are prioritizing a wide range of threats and attack vectors, with a few clear stand-outs:

Malware
Ransomware
Data theft
Phishing

0 2 4 6 8 10

Investments

78% of companies said they will increase cybersecurity investments in the next 12 months
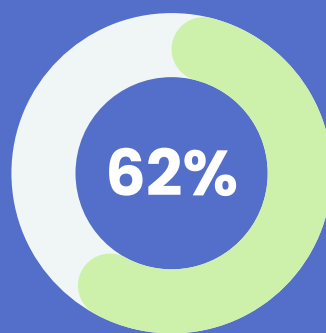

The Buying Process

58%
of companies reported the buying process took **3+ months**

38%
of large enterprises reported the buying process took **6+ months**

62%
of large enterprises reported 6+ stakeholders on their decision committee

Stakeholder Involvement

49% of SMBs indicated that their CEO & CFO were both involved or highly involved in purchase decisions

Want to learn more about today's tech buyers?
Download the full report.