

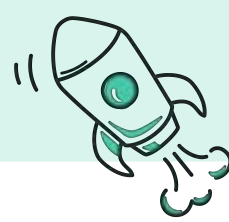
Tech turbulence:

Are vendor acquisitions adding to the uncertainty?

The B2B tech landscape is facing considerable headwinds, with concerns flagged by IT decision makers across many areas:

57%

Rapid pace of tech advancement



59%

Security of the software supply chain



43%

"Anti-competitive" practices of the so-called "big players"



Within this context, there has been a flurry of recent merger and acquisition (M&A) activity.

At its core, such activity should create a positive for customers and shareholders alike, however...

...around 1 in 3 (28%) regard the level of M&A activity in the sector as a top three concern.

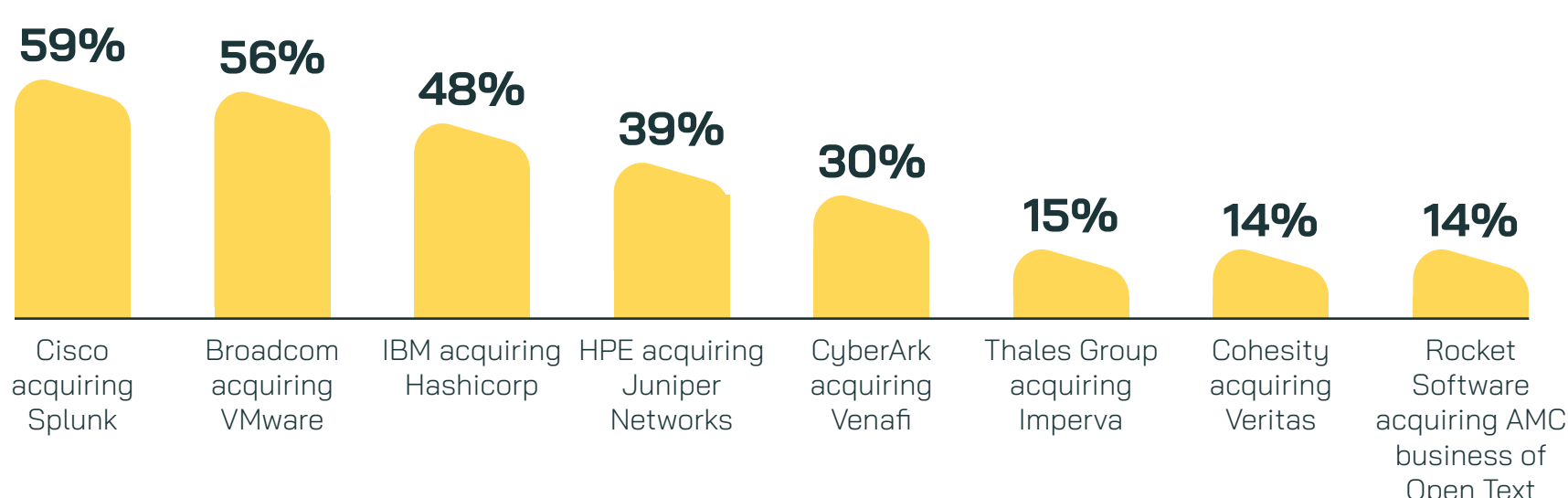


So, what's driving this view? What impact is increased M&A activity having on those on the ground?

Here's three things we found:

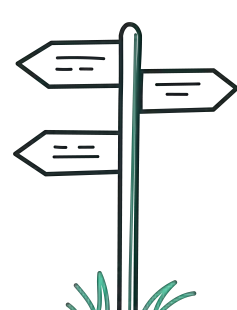
1. Lack of awareness of recent merger activity

We asked ITDMs which of the below M&As they were aware of. In many cases, less than half were aware of them taking place.



2. Uncertainty over the impact of specific acquisitions

For each of the above M&As, we asked our ITDMs to tell us their thoughts on its potential impact on their organisation - there was widespread uncertainty.



26-50%

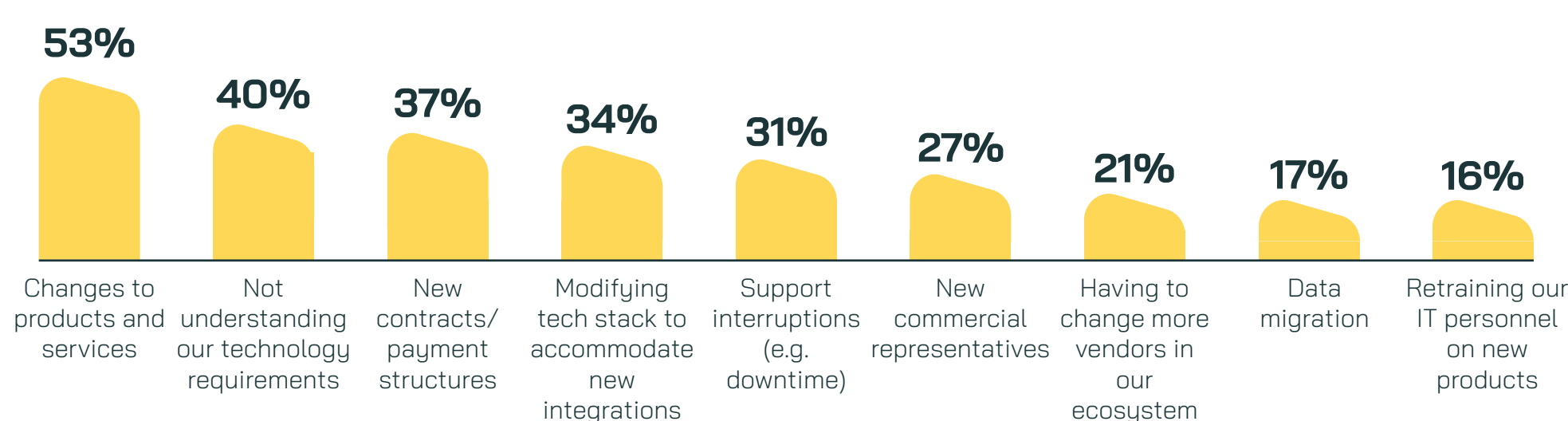
believe its "too early to tell" when asked about the potential impact

For vendors, there's a big opportunity to better communicate with their customers on these strategic initiatives, and to better understand their concerns.

But what are those concerns? We asked ITDMs...

3. Perceived business challenges if a vendor was acquired

Asked to identify the most difficult challenges to navigate if a vendor in their tech stack was aquired, ITDMs identify a wide range of hurdles.



Dynamic markets. Changing customer needs. Understanding and communicating with customers becomes even more essential. Market research can help you plan a route forward.

We're specialists in bespoke, consultative B2B research tailored to the technology sector. We help marketers understand their market and engage their audience.

With your objectives as a starting point, we work in partnership with you to design and deliver research you can rely on.

Stronger insights. Smarter strategy.

