

# Growth is every CEO's top priority.

Why ambition is breaking down before it reaches the board or the buyer, and what closes the gap.

A large, bold orange percentage "64%" is displayed on a dark blue background.

of CEOs rank growth as their #1 priority.



"Growth" just overtook "innovation" as CEOs' word of the year, up from 27% to 43%.

## Same timing, four different stories

Ask how growth is going right now, and most answers are aggregate ones – a market-level number that sounds reassuring. But growth doesn't just happen to a market. It happens to individual companies, one decision at a time. And if you look at specific companies over the same 12-month window, the picture splits wide open.

Four actual companies tracked by IDC are living four different realities right now. One, a widely used enterprise workflow platform, is accelerating – 17.2% growth, up to 21.6%. Another, an even larger enterprise-service platform, is decelerating from an unusually high base: 33.6% down to 21.3%. A third, a customer-engagement vendor, is split within its own business, inching up in one product line (4.0% to 6.4%) while slowing in another (7.3% down to 5.8%).

Four companies. One reporting period. Four different realities.

| SAME 12 MONTH WINDOW                  | THEN  |  | NOW   |
|---------------------------------------|-------|--|-------|
| Enterprise workflow platform          | 17.2% |  | 21.6% |
| Enterprise-service platform           | 33.6% |  | 21.3% |
| Customer-engagement vendor – one line | 4.0%  |  | 6.4%  |
| Customer-engagement vendor – another  | 7.3%  |  | 5.8%  |

That's the real shape of the growth gap. It isn't a clean line between winners and losers. It's genuine divergence happening company by company, sometimes even inside a single company's own portfolio.

**Which one of these sounds like your company right now?**



## The CFO review

That split often comes down to the same thing: a strategy is easier to declare than to execute. Even a strong strategy still has to survive one more gate before it turns into budget: the CFO. **78%** of technology purchases are now approved by CFOs or their delegates, and they require independently defensible evidence before signing off, not a vendor's own confidence in its own numbers.

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of technology purchases are approved by CFOs or their delegates

Strong growth doesn't usually get stopped by a bad idea. It gets stopped by a business case that can't survive the room it's presented in.

## What buyers believe

The same skepticism pushing CFOs to demand independently defensible evidence also shows up with the buyer itself.

**51%** of organizations say buyers now place more weight on peer reviews and independent, analyst input than on vendor-produced content. Increasingly, that buyer is also harder to find in the first place: **58%** of organizations say buyers now use AI tools before ever visiting a vendor's website, and **44%** report more of the buying journey is invisible to them than it used to be.

A growth story that only exists in a vendor's own deck doesn't clear that trust bar. It doesn't even reach the buyer early enough to try. A story that carries independent, third-party validation does.

**51%**

say buyers weight peer reviews and independent analyst input over vendor content

**58%**

say buyers use AI tools before ever visiting a vendor's website

**44%**

report more of the buying journey is invisible to them than it used to be



# Understand. Activate. Grow.

Every gap in this report leads to the same growth challenge: **a claim without proof behind it doesn't move, no matter how good the underlying idea is.**

IDC closes that gap in three concrete, interconnected solutions. Each one leads directly into the next stage of the buyer journey: **validated insight becomes activated content, and activated content earns direct access to the room where it turns into pipeline.**

## UNDERSTAND

IDC's own research and analyst point of view validate a position before it ever reaches the board: a business case built on data, not a vendor's confidence in its own idea.

## ACTIVATE

that validated position becomes an analyst-backed brief, white paper, or infographic — content that carries independent credibility no in-house team or agency can replicate on its own.

## GROW

a guaranteed room of senior buyers matching a defined ICP, curated from the 23,000+ IT leaders IDC convenes across 400+ events in 30 countries every year.

"Rather than asking prospective customers to take our word for the business outcomes we believe we're capable of delivering, we can now point to independently validated research backed by both IDC and our customers themselves,"

**Zack Linky**, Director of Product Marketing at Hyperscience.

**Understand, Activate, and Grow** aren't three separate deliverables. They're one accountable partner helping you deliver on growth. **That's IDC Multiplier.**



**Planning your  
growth is one thing.**

**Successfully  
executing on it is  
another.**

Explore IDC Multiplier →

