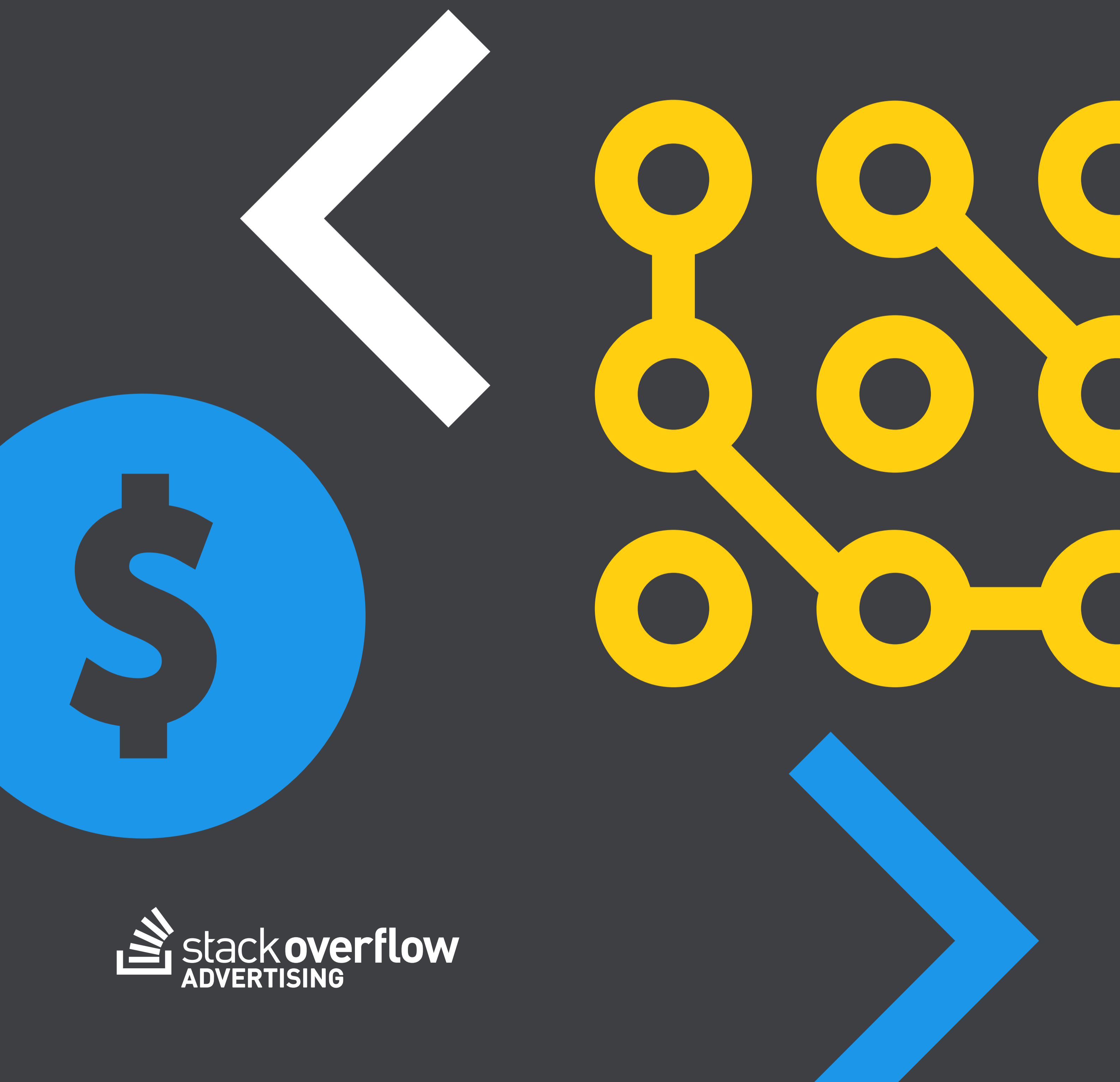


A Seat at the Table:
**How Developers Are
Influencing Technology
Purchases**

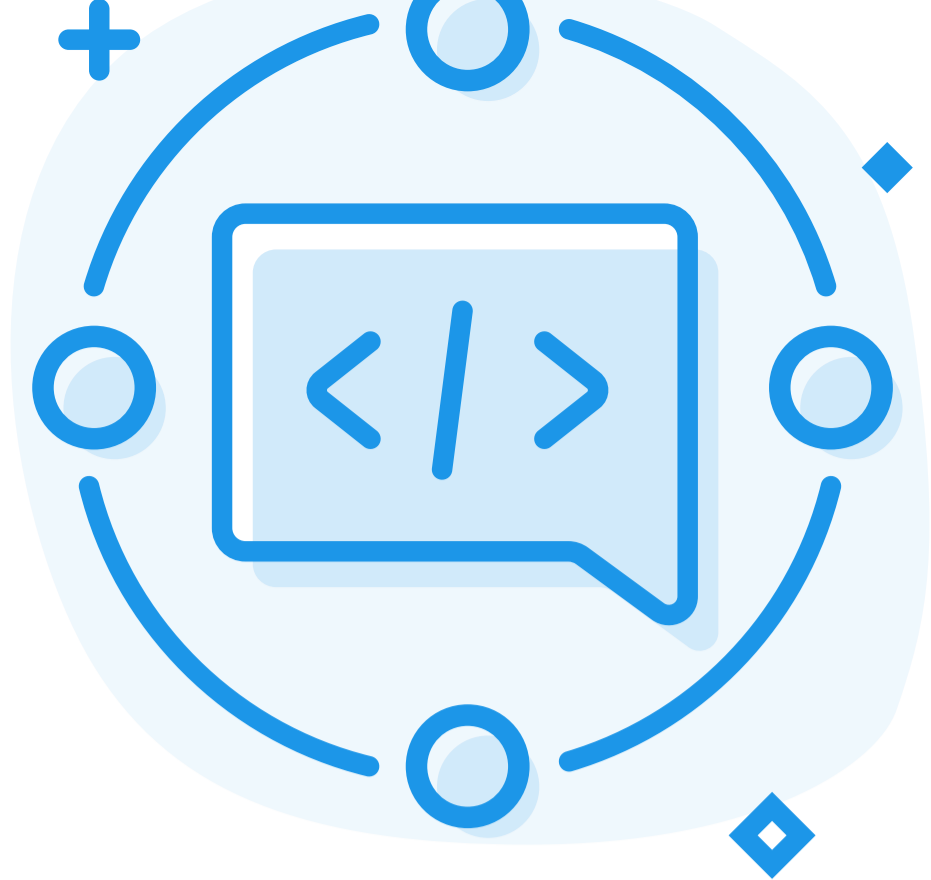


Introduction

Developers and technologists are increasingly being given a seat at the table and forming important peer relationships with executives as they evaluate technology investments. As corporate leaders face pressure to deliver better, faster and more cost-effective products and digital experiences, they are recognizing that no one knows more about speed and agility than their tech teams. Simultaneously, there's an almost insatiable demand for developers. Two-thirds or 61 percent of human resources professionals reported that finding qualified developers is their biggest recruitment challenge, according to research from CodinGame. Forbes Magazine calls developers "job market royalty."

In this eBook, we take a closer look at:

- How the role of the developer has evolved
- How developers are gaining more influence over purchasing decisions
- Why developers are well-suited to make important technology buying decisions
- How a variety of companies are embracing the developer community



The Rise of the Developer

The role of the developer has significantly grown and evolved over the past 30 years and the software procurement process has evolved with it. Until about 1999, the developer role sat under the IT department, which was responsible for all the software purchased and used throughout a company. This created problems because the IT people were enterprise software buyers, but not software users. They didn't know what users really wanted.

The launch of the first SaaS company, Salesforce, changed all of that, enabling business leaders to buy their own software. The subsequent rise of SaaS companies ushered in a new era of software deployments and a corresponding buying model in which software users – from both the business and technology departments – no longer had to ask IT for permission to purchase resources. With the ability to buy their own software, developers responded to user needs by creating better products. This set the stage for putting developers in a much more powerful position.

Over time, product teams and software creators have become early adopters and trend setters. Today's technologists are primary decision makers and business leaders, influencing and overseeing some of the most powerful technology companies in the world.

Why Are Developers Gaining More Influence on Purchasing Decisions?

Developers have increasingly gained power within all types of organizations throughout the digital age, and the occupation is still growing faster than ever. [The U.S. Bureau of Labor Statistics](#) predicts that employment of software developers and other technologists will grow 22 percent between 2020 and 2030. These builders are in high demand and they want control over buying the tools they use to do their jobs.



66%

of developers say they have influence over technology purchases in their organization.

Source: 2023 Stack Overflow Developer Survey

Software purchasing decisions are not just made at the top and the [Stack Overflow Developer Survey](#) supports this trend. We found that 66% of professional developers who responded said they have influence over technology purchases in their organizations. This is up from 56% in 2020.

Moreover, technologists are no longer siloed from their business counterparts. Business teams are involved in more cross-functional collaboration and recognize that developers are experts in evaluating and selecting technology solutions.

Developers are increasingly being consulted by executive leadership and lines of business management for critical buying decisions. Research on software purchasing trends from Bessemer Venture Partners and Auth0 revealed that [87% of organizations value or highly value the product feedback provided by developers](#). And 91% of developers say it is important they are consulted during the technology evaluation process.

When business leaders are selecting technology vendors, they weigh a number of factors before signing on.

They ask questions such as:

- What's the up-front and the long-term costs?
- Who will use this technology platform and will it save the business money and resources?
- How does this technology compare to similar products in the market?
- Does this technology vendor understand our specific industry?

Developers are well suited to contribute answers to these questions. Here's why:

- Developers love to try before they buy. They test out multiple solutions for free, providing valuable insight to those making big-ticket purchasing decisions.
- Developers understand the difference between a must-have and nice-to-have technology product.
- Developers can assess a technology provider's ability to cater to their industry, providing valuable input to a decision maker. The development team's preference may be more expensive but result in a net cost and time savings.
- Developers uniquely understand both the product landscape and their own companies' needs.



80%

of developers investigate new technology purchases on their own instead of relying on a list provided to them

Source: 2023 Stack Overflow Developer Survey

Large Corporations Are Embracing the Developer Community...And You Can, Too



64%

of global 2000 businesses have designed platforms for developer engagement

Source: IDC website - Developers: Driving the Future of Digital Innovation

According to research firm, IDC, 64 percent of global 2000 businesses have designed platforms for developer engagement both inside and outside their organizations. They are proactively building communities of developers, users, customers and partners that can collaborate on projects that offer a common interest, with an eye toward selling to these audiences.

Technology companies are not the only ones building such robust developer resources. Huge corporations in the financial services, automotive, and pharmaceutical sectors – from JP Morgan Chase to General Motors and Johnson & Johnson – are recognizing that software is becoming a tool that increases their competitiveness and can open entirely new revenue streams.

Stack Overflow Connects Your Brand with the Developer Community

You don't have to be a Fortune 2000 business to engage developers. With millions of monthly users, Stack Overflow delivers the largest technology-focused community in the world. According to our [Developer Survey](#), more than 64% of the respondents said that they visit developer communities like Stack Overflow and almost 34% read ratings or reviews on third-party sites when researching new tools and technologies.

Display advertising

Reach the right audience, with the right message, at the right time.

Direct-to-Developer

Share your ungated, technical documentation and assets natively alongside hyper-relevant content.

Tag and Site Sponsorships

Elevate your brand presence on Stack Overflow.

Newsletter Advertising

Present your brand in the inboxes of 2.5 million+ people in tech.

Podcast Advertising

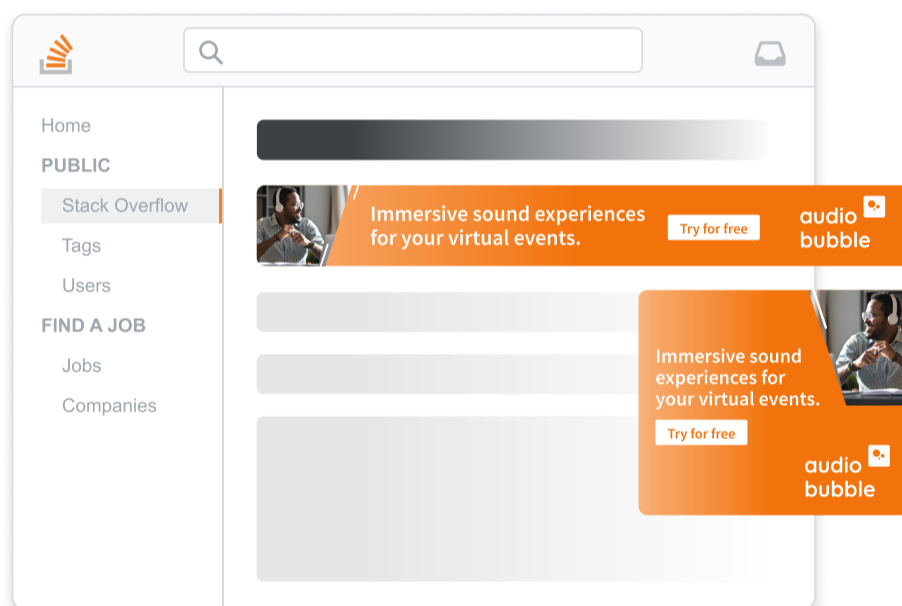
Promote your brand to our tech-savvy audience.

Sponsored Blog Posts

Showcase your brand's technical know-how on the Stack Overflow blog.

Collectives™

Create a dedicated space on Stack Overflow where you can reach, engage, and empower the community that already exists around your technology.



Conclusion

There are nearly 27 million developers worldwide with 45 million expected by 2030, according to Evans Data Corp. Clearly, developers will remain on the frontlines of the digital industrial revolution, driving software selection decisions that support functions from marketing and sales to security and operations, supply chain, product development, and more. Large and small corporations are taking notice of the skills and talent that developers bring to the table. Those that can reach and influence developers with useful tools and solutions are well-positioned for success.



Stack Overflow Advertising provides a highly relevant and brand-safe environment to engage millions of developers and technologists. Find out how we can build an advertising strategy that supports your marketing and business goals.

To see the focused approach our site takes to “question and answer-type” content, [visit this question](#) on Stack Overflow. You can also see how we use contextual targeting in our own advertising campaigns by checking out the [60,000+ Topic Tags](#) we use to categorize content.

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