

# Does your Buying Process model look like this?

## The Buying Process Model

The aggregated Buying Process model, as a summary of the research findings, is presented below.

Buying Process Stage	Time	Personnel Responsible	Issues for the Customer
1. Unaware			
2. Acknowledgement of the problem	18 months	- QA Change, Configuration Manager - IT team (across functions) - Board	The Problem: increased range and complexity of applications >> growing demands on management and governance of IT infrastructure and systems >> impact on business processes, risks and costs
3. Recognition of need: <b>DECISION TO ACT</b>	1-3 months	- Directors: IT, CIO, COO, CEO, Finance or other) - IT: QA/ Change/ Configuration Manager - Other IT stakeholders	- The 'tipping point': costs/ risks of inertia vs those of change - Initiated 50-50 by Board-IT - Need comes from IT department, decision by Board
4. Project Start, Team appointment		Project manager: Change/ Configuration/QA Manager - Team: managers for IT, QA, Development, Infrastructure, Governance and Projects	- Team appointments - Scoping of project - Budget Agreement
5. Research candidate vendors		- Project manager/team	- Select vendors by colleagues' experiences and contacts + web research. Methods not formalised - Looking for the 'key player' vendors - Matrix: Identify and weight needs and required matching solutions
6. RFI - Positioning	1-2 months of suppliers	- Project manager/team	- Brochure request, questionnaire - Selection for beauty parade – using Matrix to weight offerings against need. Select 3-8 vendors
7. RFP - Beauty parade: 1st Round Invitation to Meet/ Demo		- Project manager/team	- Matrix to weight presentations and offerings against need, competitively - Canvass all stakeholders - Screen and select 2-4 finalists
8. Finalists review: 2nd round demo		- Project manager/team (Other IT stakeholders)	Matrix Issues (?): # Benefits/ impact on processes and projects # Effort required for customisation # User friendliness # Training required # All stakeholders happy? # Reference sites?
9. Evaluation/ Proof of concept/ demos/ reference visits	3-5 weeks	- Project manager/team - Other IT stakeholders (to comment/agree)	- Further analysis against matrix - Demos - Reference sites - Want a 'collective' IT decision
10. Selection of Supplier. <b>DECISION</b>		- Project manager/team - Board (COO, CTO, IT Director)	- Project manager decides/proposes: Board confirms
11. Procurement/	? weeks	- Procurement team Contractual	- Board/IT team wants it concluded quickly
12. Retention/ Additional Purchases	N/a	- Project Manager	- Wants clear guidance, regular communication and advance alerts to new launches