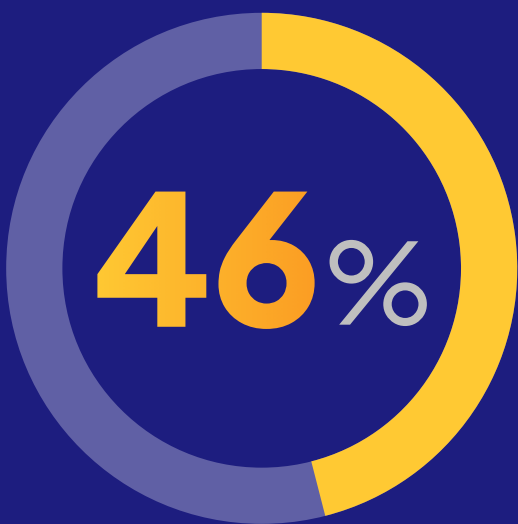


Your Buyer Has Left the Building: These 3 Numbers Prove It

Your sales team isn't losing deals. They're arriving after they're already decided.

The B2B buying journey has quietly rebuilt itself around AI, before your reps get a call, before your content gets read, before your pricing gets a look. IDC's research shows exactly how far that shift has already gone.

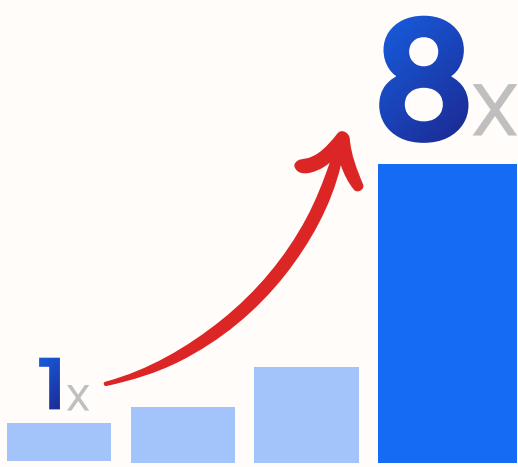


46% of enterprise buyers now use AI as their most-used source during vendor evaluation, ahead of the vendor salesperson at 33%.

The shortlist gets built before your team is in the room.

90% of enterprise legal buyers are writing AI clauses into procurement guidelines, creating formal triggers to challenge unsupported vendor claims.

Every claim now needs to survive a receipt check.



8x growth in organizations reaching Optimized AI maturity year over year, while the middle of the market has barely moved.

The gap between leaders and everyone else is widening, not closing.

So what does this mean for **your GTM?**

Buyers are evolving. Trust is eroding. AI maturity is accelerating. Standing still isn't neutral, it's falling behind.

Get the full findings, analysis, and sourcing in the AI Inflection Point .

Download the report →

SOURCES

- IDC Quanta Insights Report 2026, The AI Inflection Point
- IDC Survey: The AI Front Door, Earned Trust, and Diversified Buying Committees
- IDC Survey: The New Rules of B2B Tech Buying in 2026
- IDC Survey: Generative and Agentic AI in Legal, 2026
- IDC MaturityScape Benchmark: AI-Fueled Organization Worldwide, 2026

