79% of surveyed organizations agree that pricing information is important to them and their decision-making process when considering a potential vendor.

79%
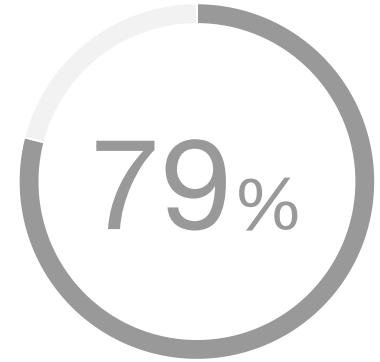
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