

Why IT decisions don't always hold – and what changes when they do.

Context

In many organizations, governance and reporting are well established and strategy is clear. Yet decisions that seemed settled can reopen as they touch different teams or operational realities.

Different parts of the business often see different signals. Updates can arrive filtered or incomplete, and debate can re-emerge long after a decision was made. This pattern rarely reflects failure; more commonly, it reflects that the underlying reality was not shared early and objectively across leadership.

"Voxxify quickly showed me what wasn't coming through the usual channels."

Dohsung Yum, CIO, Cloudera

The gap

The issue is not a lack of dashboards, KPIs, or executive reports. These outputs describe performance. What is often missing is a shared, objective view of how technology is actually experienced across roles, functions, and sites.

When lived experience is inferred or reconstructed through second-hand reporting, leaders can end up debating interpretations rather than acting on reality. Confidence drops, and decisions lose durability.

What changes when reality is clear

When lived experience is surfaced and shared, leaders work from a common picture rather than competing interpretations. Facts no longer need repeated validation, conversations move forward instead of revisiting the past, and decisions are more likely to endure as conditions evolve.

Seeing experience clearly makes the organization easier to lead – not because complexity disappears, but because ambiguity does.

How Voxxify is used

Voxxify captures lived IT experience across the organization and translates it into a stable, shared view of reality that leaders can trust. It surfaces experience directly from people – not from ticket volumes or logs alone – and resolves that input into a defensible picture of what matters.

Voxxify does not replace existing reporting or governance. It anchors those processes in how technology is actually experienced in practice, reducing the distance between perception and reality.

"Voxxify helped clarify where experience was actually diverging, and where leadership attention mattered."

Bridget Collins, CIO, Cerence

Why this matters

When leaders share the same view of reality early in a decision cycle, decisions are less likely to be reopened.

Alignment forms without persuasion, focus shifts to action rather than debate, and momentum is easier to sustain across teams and regions.

"Voxxify showed us where experience mattered. Our investment decisions stayed grounded in reality."

Anthony O'Callaghan, CIO, Carbery

Voxxify is used as a system of record for lived IT experience.