

Gartner®

ins-pi: Fueling Success Through Connection

Exhibitor Success Story

Learn how ins-pi drove success
with Gartner



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Fueling Success Through Connection

ins·pi

Summary

ins-pi, a self-funded company, has leveraged Gartner Conferences over the past decade to drive awareness. They take a unique, fun-first approach and prioritize human connection. This has led to year-over-year pipeline growth, increased brand awareness, closed deals, paid pilots, and, lasting connections.

ins-pi

Founded in 2015 in Cologne, Germany, ins-pi develops enterprise architecture solutions built on the ServiceNow® platform. The company focuses on simplifying complexity and bridging the gap between strategy and execution for organizations undergoing transformation. ins-pi provides tools for visualizing, planning, and managing enterprise architecture and transformation initiatives.

"Our return on investment continues to increase every year. In fact, the number of leads we generate at each conference grows by 25% to 30% annually."

- Kadir Özbayram, CEO and Co-Founder of ins-pi

Objectives

- Generate pipeline with qualified leads
- Foster human interaction and build connections
- Cultivate long-term success for ins-pi through year-over-year sponsorships

Results

- 30-40% of global pipeline
- Annual increase of leads by 25-30%
- Increased visibility and awareness
- Deals and paid pilots
- New partnerships with system integrators facilitating business expansion

Why Gartner

- Access to key decision-makers and industry leaders
- Ability to build trust and recognition year-over-year
- Exposure to prospects, partners, analysts, and customers
- Access to attendees that are there to learn and engage

Solutions

- North America Application Innovation & Business Solution Summit: Silver Booth + Theater
- North America IT Symposium: 10 x 10 Booth
- EMEA Application Innovation & Business Solutions Summit: Silver Booth
- EMEA IT Symposium: Silver Booth

Keep reading to learn how they achieved success with Gartner



ins-pi's Success Story: Uniting People and Purpose

Introduction

ins-pi's approach to Gartner Conferences centers on authentic, sustained engagement.

Kadir Özbayram, CEO and Co-Founder of ins-pi, explained that it's about 'the humanity.'

"Everything we do is about really understanding the person we're interacting with, the personal problem they have, and that opportunity to have those one-on-one conversations," said Matt Gallagher, the Chief Revenue Officer at ins-pi.

They are able to do this because, as Matt added, "The people that are going to the Gartner conferences are generally there to learn."

This creates an environment where deeper, more impactful conversations can take place.

ins-pi's Rules for Engagement

To foster the connection with attendees, ins-pi does things a little differently. Some of their rules for engagement are:



Everyone Plays the ins-pi Game Before

Business Talks: Kadir described their custom card game as a "very simple, very collaborative game. Either we all win or we all lose and we play that game."



Pre-Qualify Before Scanning:

ins-pi pre-qualifies at the booth so they can hit the ground running post-conference. "That's part of our success going in, bringing that humility, talking to people, pre-qualifying them, and then we go back home with our 250 leads," Kadir said.



No Demos at the Booth: "We do not do demos at the booth, and I know that's something that is a little bit controversial," said Matt. Yet, they find it shifts the focus from technology to meaningful conversation.



Know the Local Business Culture:

Their goal is to have the "right people with the right cultural understanding," said Kadir. Collectively, their team speaks around 20 different languages to drive meaningful conversations



Meet Attendees as Practitioners:

They focus on their experience as former practitioners to connect on a deeper level about business problems, rather than just technology. Using their experience allows them to engage in meaningful conversations about key challenges attendees are experiencing.

"Gartner conferences is a high-quality platform, to promote your company and drive leads."

Kadir Özbayram, CEO and Co-Founder of ins-pi

The Power of Sustained Engagement

To create long-term success they focus on sustained engagement.

"Gartner conferences is a high-quality platform, to promote your company and drive leads," said Kadir, but it shouldn't be thought of as a one-time thing. "As you attend more conferences, prospects begin to recognize you. By showing up year after year, you build trust, increase visibility, and strengthen brand awareness."

This ongoing visibility drives momentum.

ins-pi's Success Story: Uniting People and Purpose (Continued)

"You need to create momentum from a marketing psychology perspective, and we see that in our results," said Kadir. "Our return on investment continues to increase every year. In fact, the number of leads we generate at each conference grows by 25% to 30% annually."

With this growth, Gartner Conferences contributes significantly to their overall pipeline.

"We have a very active pipeline. I would say a good 30 to 40% of the pipeline I have globally is from a direct result of some level of engagement at a Gartner conference, either North America or in Europe," Matt said.

Matt Gallagher further underscores the importance of long-term investment: "It can be a significant part of your marketing budget. You have to look at this as a long-term investment in the business and realize the connections it's giving you, the exposure, the brand awareness, the analyst exposure. All of those things included—you have to look at the long-term investment in the health of your company."

One story, in particular, demonstrates the impact of this approach:



IT Symposium, October 2023: First introduction to the prospect, resulted in a pipeline add.



Application Summit, June 2024: Second interaction with the prospect, resulted in a paid pilot.



IT Symposium, October 2024: Third interaction with the prospect, where they signed a multi-year deal.



Application Summit, June 2025: The client offered to act as an on-site advocate.

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- Matt Gallagher, Chief Revenue Officer
at ins-pi

"We can directly point to a multi-conference approach bringing us first an opportunity, then a paid pilot opportunity, leading to a multi-year agreement, and finally to them wanting to be an advocate for us within the Gartner ecosystem," Matt said.

This isn't the only deal they've closed as a result of their sponsorship. Most recently, at IT Symposium, ins-pi's distinctive fun-first approach, caught the attention of a major oil company's CIO. After engaging in their signature card game, a 20-minute conversation at the booth led directly to a paid pilot.

Kadir shared that their results "speaks to sometimes having to be a little different in order to be successful."

Success Through Connection

ins-pi's distinctive, people-first approach to Gartner Conferences has produced measurable business outcomes and lasting value. Their commitment to authentic engagement and consistent participation has resulted increased awareness, leads generated, paid pilots, and deals closed.

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