

Gartner®

NetBrain Drives \$3 Million in Pipeline Growth

Exhibitor Success Story

Learn how NetBrain drove
success with Gartner



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IT
SYMPOSIUM | Xpo™

**Gartner IT
Infrastructure,
Operations & Cloud
Strategies Conference**

NetBrain Drives Over \$3 Million in Pipeline Growth



Summary

NetBrain strategically engaged a wide range of stakeholders by sponsoring two Gartner conferences: IT Symposium and IT Infrastructure, Operations, and Cloud Strategies Conference (IOCS). This led to immense pipeline growth and acceleration. It also supported in client renewals and new product adoption.

NetBrain

NetBrain is a network automation platform designed to assist network engineers and operators in managing hybrid networks. It incorporates artificial intelligence (AI), automation, and human expertise to enhance network visibility, troubleshooting, and performance. They support over 2,500 enterprises including Verizon, Microsoft, and Tesla.

“Look at the target audience that’s attending. You can maximize your awareness, grow your pipeline, and accelerate your outcomes with Gartner.”

- Ryan Couch, CMO at NetBrain

Objectives

- Engage the full buying team
- Build pipeline and advance stalled deals
- Showcase and increase adoption of new product
- Engage with existing customers

Solutions

- NA 2024: IT Symposium 10x10 Booth. IOCS Silver + Theater
- NA 2025: IT Symposium 10x10 + Theater Session. IOCS Platinum
- EMEA 2025: IT Symposium Silver + Theater. IOCS Silver + Theater

Why Gartner

- Gartner conference portfolio allows access to full buying team
- Able to tell NetBrain’s unique story
- Audience alignment with ICP

Results

- Increased pipeline revenue by \$3 million
- Advanced a significant amount of deals forward
- Advanced multiple stalled renewals to close
- Increased adoption of a new product with current customer

Keep reading to learn how they achieved success with Gartner



NetBrain Grows & Accelerates Pipeline

Introduction

Technology and service purchases are no longer isolated decisions. As buying teams grow, achieving consensus becomes more challenging, which leads to stalled deals and longer sales cycles.

In 2024, NetBrain decided to sponsor two Gartner conferences and interact with the full buying team. Those two conferences were IT Symposium and IOCS.

By sponsoring IT Symposium, Gartner's largest conference, they showcased their business value to C-level and senior executives. This led to immense pipeline growth and accelerated pipeline velocity.

Then, they sponsored IOCS, a role-based summit with I&O teams. Here, they drove further pipeline growth, new product adoption, and renewals with current clients.

"Doing the two shows back-to-back really helped us tell that whole up-and-down story in an organization," said Ryan Couch, CMO at NetBrain.

It also helped end-users showcase the organizational value of NetBrain.

"Often, it's a struggle for [Network Operations Specialist] to communicate up the value of something like NetBrain," Ryan said. "That visibility from the executive buyer raises the game now."

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Symposium and over
\$2,000,000 from IOCS."**

-Ryan Couch CMO, NetBrain

Messaging Alignment

While having access to this audience, NetBrain aimed to ensure their messaging connected with a diverse range of stakeholders.

"We all get 1000 messages our way every day, and there's only a few that really resonate," Ryan said.

To help, they enlisted their customers.

"Having that customer insight to power our messaging at the booth, in the demos and in some of even the swag pieces, elevated the game for us," he shared.

So much so, they still had a line of people at their booth as the conference was closing.

"It's a marketer's dream, right? When people are really interacting and seeing the value of what we're providing," Ryan said.

Product Release

While their messaging alignment drew prospects in, their on-site demos kept the conversation going.

"It was the perfect opportunity to go and showcase [the new product] in front of prospects, as well as the customers we're trying to adopt into the program," Ryan explained.

Showcasing the new product at IOCS drove adoption for prospects and customers alike.

"There were a couple of folks that were in the process of renewal that came by," Ryan said.

NetBrain Grows & Accelerates Pipeline (Continued)

Some being renewals that had stalled until they experienced the product at IOCS.

"I brought them back to the booth and said, 'Let me show you our new features,'" Ryan shared. "Now, they're an evangelist; they can go back to their team and say, 'We absolutely should be using this.'"

Another benefit was the valuable in-person feedback. Drove of prospects visited the booth, asking about certain capabilities and integrations. This insight can now power future product decisions.

Pipeline Impact

Overall, this adoption and interaction across both conferences drove significant results for NetBrain.

"We definitely got over \$1,000,000 of pipeline from IT Symposium and over \$2,000,000 from IOCS," shared Ryan. "But at the same time, we're accelerating pipeline."

"I can't even begin to tell you how many in-process engagements that were actually sped up by our time at IT Symposium."

He specifically recalled an encounter where a C-level executive came by their booth and said, "This is incredible; I need to show my direct report." When they returned, the team member said, "You have a statement of work in your inbox from NetBrain that I've been trying to get you to sign for weeks."

Two days later, they received a signed contract. This encounter further illustrates the power of interacting with the buying team.

Future Partnership

In 2025, they are continuing both North American conferences and expanding their partnership to EMEA.

"We wanted to do more NetBrain-centered conferences in EMEA, not just as one part of another partner's story, but to tell our own story," Ryan said.

His advice to other vendors thinking about participating in a Gartner conference?

"Look at the target audience that's attending. You can maximize your awareness, grow your pipeline, and accelerate your outcomes with Gartner."

IOCS & IT Sym Impact



Increased adoption of new product with clients and prospects



Increased pipeline velocity



Moved stalled deals and renewals to opportunities won



Gained valuable feedback on new product



Generated over \$3 million in pipeline revenue

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