

Supply Chain Planning Summit

SimWell: Turning Market Education into Accelerated Growth

Exhibitor Success Story

Learn how SimWell drove
success with Gartner



Turning Market Education into Accelerated Growth



Summary

SimWell sponsored the Supply Chain Planning Summit to elevate brand visibility, engage senior supply chain leaders, and generate high-quality pipeline. The conference enabled deeper, problem-focused conversations with active buyers—validating strong cross-industry demand while accelerating existing deals and creating new opportunities.

SimWell

SimWell is a privately held company founded in 2015 and headquartered in Laval, Quebec. It provides simulation, optimization, and digital twin technologies for operational decision-making. Its tools model real-world systems, such as supply chains and manufacturing networks, so organizations can test scenarios, evaluate tradeoffs, and inform planning decisions before implementation.

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- Jon Santavy, Managing Partner at SimWell

Objectives

- Generate and accelerate high-quality pipeline
- Build brand visibility with enterprise supply chain leaders
- Educate the market on their solution
- Validate demand and refine messaging

Results

- Closed deals and reactivated pipeline
- Generated high-quality leads with senior leaders
- Increased awareness with target market
- Strengthened positioning and messaging

Why Gartner

- Access to supply chain leaders looking to solve challenges
- High-quality, solution-focused conversations
- Strong alignment with target audience
- Opportunities for deeper engagement with audience through roundtable discussion

Solutions

- North America Supply Chain Planning Summit Silver + Roundtable

Keep reading to learn how they achieved success with Gartner



Engaging the Right Buyers at the Right Time

Introduction

In 2025, SimWell faced a common challenge: they needed to help buyers recognize and prioritize the problems their solutions could solve.

While their simulation optimization and digital twin technology were proven, the application in supply chain was still emerging.

“We have a relatively unique capability,” explained Jon Santavy, Managing Partner at SimWell. “There’s a problem that everyone is aware of, but they don’t really have a solution for it, so it’s about introducing it to that community.”

To drive growth, SimWell needed more than leads. They needed to educate the market, validate demand, and connect with senior decision-makers who could recognize the problem and act.

“Getting in front of the right people at the right time can be a challenge,” Jon said.

That challenge ultimately led them to Gartner’s Supply Chain Planning Summit.

Finding the Right Audience

From the moment they arrived, the difference in audience quality stood out.

“The people we talked to had buying power,” Jon recalled. “They were there to solve real problems.”

Instead of surface-level conversations, discussions quickly became practical and specific.

“A lot of the conversations were them coming to us and saying, ‘How can you apply this to what we’re doing? We’ve tried something like this before. Can you help us make it work?’”

For SimWell, this was proof they were finally in the right room.

A Breakthrough Moment: The Roundtable

While SimWell came to the conference to educate the market, they quickly found equal value in learning from supply chain leaders.

This was especially evident during their hosted roundtable, where they facilitated a discussion with senior supply chain leaders from leading global organizations. Rather than pitching, SimWell focused on guiding the conversation and uncovering shared challenges.

“We had companies from completely different industries,” Jon said. “And every single one had the exact same problem—and no way to deal with it.”

This moment confirmed that the challenge SimWell was addressing was cross-industry, urgent, and high-priority for senior leaders. The roundtable also gave SimWell rare access to how buyers describe their challenges in their own words.

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“You get to hear how supply chain leaders actually talk about the problem with each other,” Jon said. “That’s not something you normally get.”

“We went into it with visibility and education in mind,” Jon said. “But also learning—understanding how they’re thinking about the problem and how they’re trying to solve it.”

These insights proved critical and helped SimWell refine its messaging after the conference.

Engaging the Right Buyers at the Right Time (Continued)

Immediate Impact: Pipeline Acceleration and New Opportunities

Beyond strategic validation, the conference delivered measurable business impact.

Alongside generating new leads on-site, SimWell also achieved strong outcomes by reconnecting with prospects already in the pipeline.

“We had deals in the pipeline where we hadn’t talked to them in a while,” Jon explained. Then they came up to the booth, and that “kicked off the conversation again.”

Several of those reengaged conversations turned into qualified pipeline, and at least one ultimately became a new customer.

In the new opportunities SimWell generated on-site, the most notable factor was the quality of the interactions.

“They weren’t just coming by to ask some questions,” Jon said. “They had problems they were there to solve.”

The Long-Term Impact: Visibility That Converts

The value of the conference continued well beyond the event itself.

In the months that followed, SimWell saw new inbound interest tied to the messaging they introduced at Gartner.

“We started getting strong leads about that topic,” Jon said. “We never got those requests before.”

Not every opportunity originated from a direct interaction, but the visibility created awareness that translated into pipeline.

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More Than ROI: A Strategic Investment

While pleased with the financial results and pipeline generated, SimWell also recognized the long-term strategic value of participating.

“Regardless of the financial ROI, we got enough out of it that it was worth it,” Jon said. By the end of the conference, SimWell had already committed to returning the following year.

Beyond the immediate financial impact, being in the room with senior leaders proved highly valuable to their broader business and long-term goals.

“The goal is brand awareness and education,” Jon said, with the understanding that consistent presence drives growing visibility and awareness among attendees over time.

The conference helped SimWell validate its market opportunity, refine its positioning, and strengthen its presence with enterprise buyers. It also provided greater clarity on how to differentiate in a crowded space and align messaging with how customers think about their challenges.

Supply Chain Planning Summit

Become an Exhibitor

Meet high-level decision makers and buyers who are actively looking for solutions.



Tie your value proposition to Gartner Research



Access critical buying teams



Engage with decision makers in “buy mode”



Tell your unique story

Find your next customer

