Gartner
IT
SYMPOSIUM | Xpo™

Attendee Case Study

How Conference Attendance Led to Reduced Time-to-Market and Increased Profits

Oscar Meza
Strategic Planning & Innovation Retail Divisional Manager, Coppel Group
Retail and Financial Services
130K+ employees

The challenge

Oscar was responsible for establishing a brand-new retail innovation team at Coppel Group and faced two challenges: There was no proven model for structuring and supporting the team, and they needed to determine a strategic agenda for delivering value to the core business.

The solution

After heavily engaging in one-on-one meetings with Gartner analysts, workshops and research discussions at Gartner IT Symposium/Xpo™ conference, Oscar developed a systematic postconference process to share his learnings with his team:

- Actionable items organized by subject matter (innovation, leadership, strategy, IT)
- A “Monday-ready" action plan for immediate implementation and for integrating into full-year and multiyear roadmaps

“I focus on the workshops, on the one-on-ones that are really inspiring for us to get insights, and on the research discussions because it is really different to have the analysts face-to-face versus digital.”

The result

Armed with data and guidance from Gartner analysts, Oscar was able to easily pitch ideas, secure stakeholder buy-in and successfully restructure the innovation department:

- Time-to-market reduced by 25% (from 20 to 24 months down to 16 to 19 months for project development).
- The innovation department became profitable in years six through seven, instead of the expected years nine to 10.
- Saved two to three years on the learning curve.
- Significantly reduced external consultancy costs by leveraging Gartner resources and frameworks.

How attending Gartner IT Symposium/Xpo™ can make a difference for you

1. **Early access to Gartner insights**
   Conference attendees don’t just consume published insights. They often get frameworks before they're formally released, keeping them and their organizations a step ahead.
2. **Face-to-face guidance**
   All conference attendees have the opportunity to meet one-on-one with Gartner analysts, resulting in deep-dive conversations and breakthrough moments that virtual calls simply can’t replicate.
3. **Ready-to-implement frameworks**
   Attendees don’t leave wondering what to do next. They walk away with frameworks, tools and methodologies designed for immediate implementation.
4. **Invaluable peer collaboration**
   When you bring thousands of leaders together in one space, the collision of ideas becomes inevitable, and some of the most valuable moments aren’t on the agenda.
5. **Cross-industry perspective**
   Breaking out of industry echo chambers means you’re not limited to how your industry solves problems. Attendees adapt proven approaches from other sectors and accelerate problem-solving.

Gartner IT Symposium/Xpo helps 20,000+ CIOs and IT executives from top enterprises each year advance their organizations’ most critical priorities.

Learn more today at gartner.com/us/symposium.