

Gartner Global Technology Sales 101

The GTS team equips business leaders responsible for IT and technology with the right solutions to achieve their mission-critical priorities.

What we provide



Trusted insights

Make the right decisions with forward-thinking insights, verified peer-driven research, and robust metrics and data.



Strategic advice

Cut through the noise with one-to-one guidance for the issues and opportunities that matter most.



Practical solutions

Turn strategy into execution and results with actionable tools drawn from an unparalleled network of experts and peers.

End-user clients

Our account managers build relationships with CIOs and their teams to understand their key challenges



Account managers connect them with the right Gartner experts and insights ...



... so they can select and purchase the right technologies at the right price with less risk and more confidence in their decisions

How we help our GTS clients

Technology vendors

Our account managers build relationships with CMOs, CEOs and their teams to understand their key challenges



Account managers connect them with the right Gartner experts and insights ...



... so they can plan, develop and market the right technologies at the right time for the right price

What sets Gartner apart? Independence and objectivity



Our research goes through a rigorous vetting process based on proven methodologies.



We are 100% unbiased.



Clients know they are getting reliable insights with no hidden agendas.



We don't sell technology.

Learn more: gartner.avature.net/campus