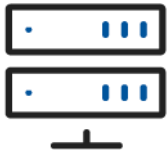




How Gartner Delivers You Value

Gartner help you **grow your business** in the face of a **shifting buyer landscape** and **constant competition**.

With our insights you can:



**Identify
opportunities**



**Foster
innovation**



**Optimize
resources**

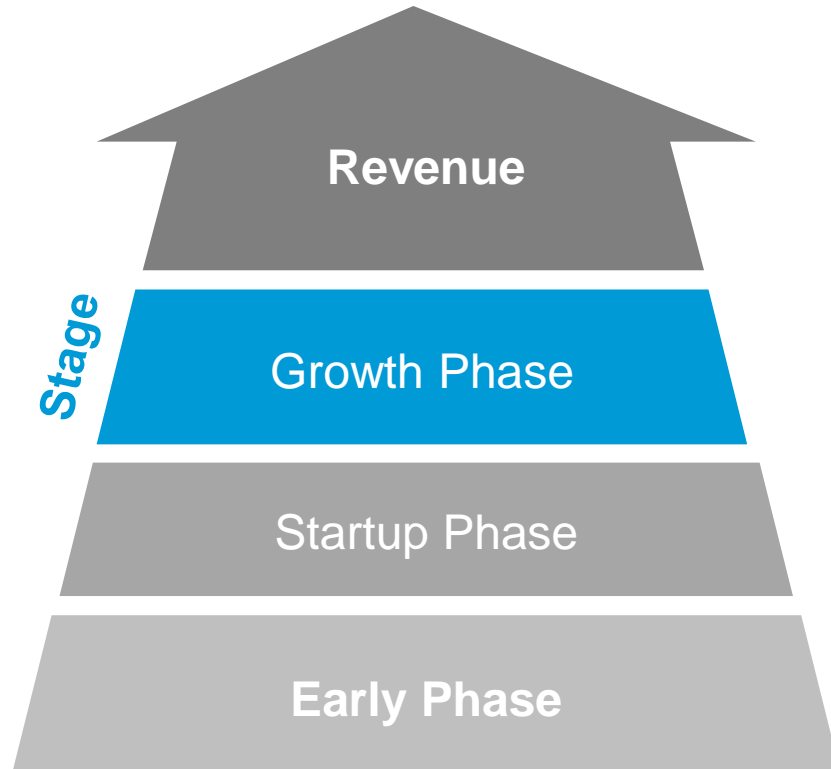


**Anticipate
competitive
threats**



**Get faster
to revenue**

We help tech CEOs get to the next level ...



Priorities

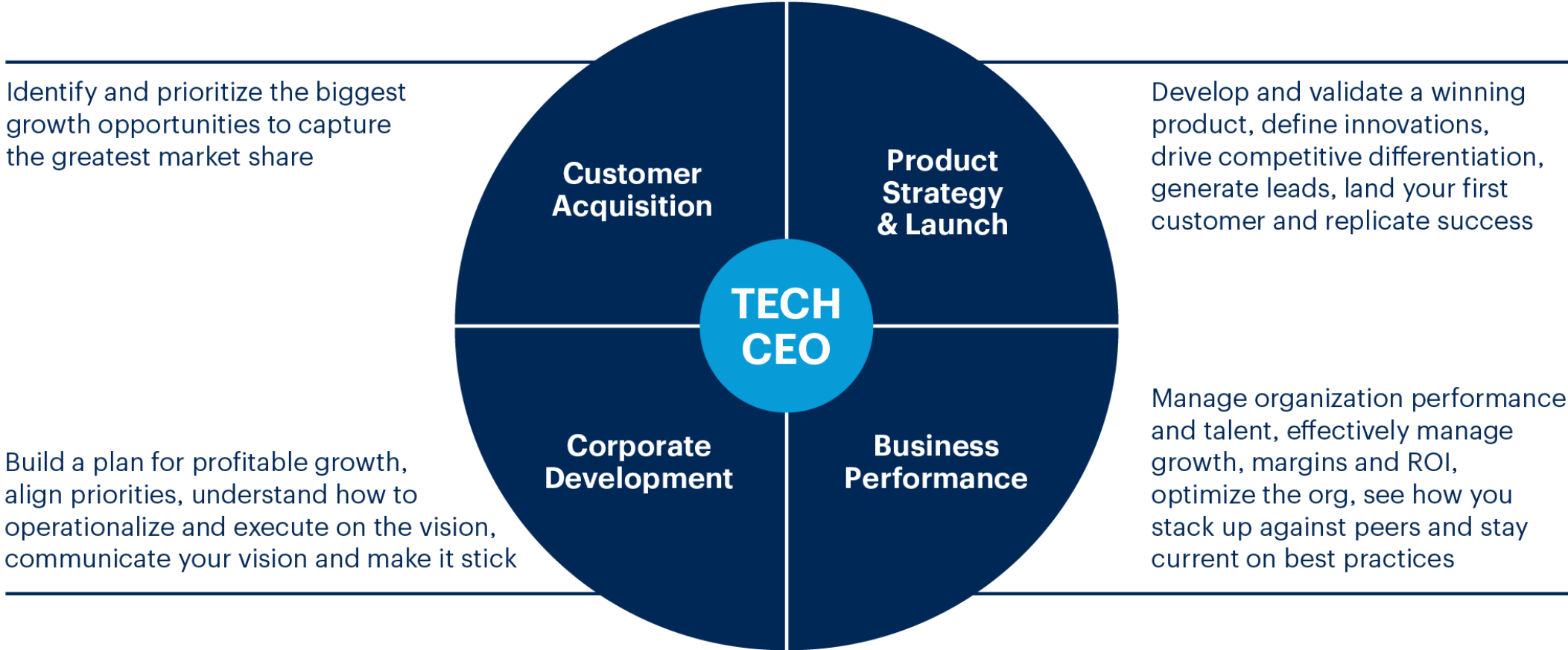
- Market expansion
- Product/service roadmap innovation
- Sales productivity and velocity
- Product/brand awareness
- Talent management
- Next-gen client acquisition

... And help you measure success

- Revenue growth
- New customers/clients
- Completed/launched solutions
- Profitability
- Customer references/advocacy
- Market share increase
- Market and brand awareness
- Product completion

How tech CEOs get the most value from Gartner

Gartner experts interact with CEOs every day. By fully leveraging our Gartner CEO insights via ongoing, two-way engagement, you will be able to navigate the challenges of leading your business and accelerate your plan for growth.



Gartner helps business leaders in technology **accelerate business growth** with trusted, must-have insight and advice



With Gartner high tech providers get:

- **Research and advice that covers the breadth of your role** from product and service innovation to go-to-market strategy, positioning and messaging, and organizational development. Our insight is tailored to your role and your stage of development as a business.
- **Better decisions faster and money saved.** Time matters. We know product leaders and how to help them with success in their roles. We help you avoid mistakes that slow down progress and momentum.
- **Analysts who have trusted relationships with users of your technology** and deep knowledge in how users are leveraging technology, today and in the future.
- **An engagement model that helps you pivot fast** and efficiently with on-demand and unrivaled expert advice and can work with you and your team through every step of your business journey