

# Gartner's Team Solutions



# Do you and your team have what you need to succeed?

Does your team have the tools and resources to ensure you are successfully implementing your vision?

Do you lack trusted, objective insight into the needs of buyers today and in the future?

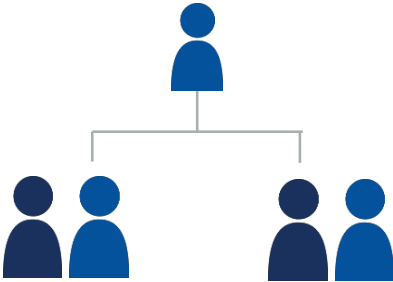
Are you able to mitigate the risk of product decisions with the right partners, products, terms and pricing?

Do you have a network of qualified peers who can help you uncover innovative approaches?

**Gartner's Team Solutions enable you to deliver on critical initiatives and extend the maximum value of Gartner to you and your team to achieve your revenue targets.**

# Gartner's team solutions support the unique need of Tech CEOs and their teams

Team Solutions provide client access to Gartner via individual licenses so you can benefit from shared information to make informed decisions and drive better, faster business results



Role	Primary Focus	Gartner Value
Emerging Tech CEO	Transformation	Gartner delivers the critical insights that CEOs and their leadership teams need to make confident, strategic, and collaborative decisions to grow and expand their businesses.
CXO/ Sr. Product/Product Marketing Leaders	Strategy/Planning	

# We make it easier for you and your team to execute successfully on key priorities and initiatives

## How you benefit as a team leader:

### **A strategic partnership**

Align analyst inquiries and exclusive research to your unique business priorities to drive the direction of your strategy.

### **Save time and money**

Save time and money while delivering demand-driven, innovative solutions through leveraging Gartner's insights into buyer demands, competitor offerings, and market opportunities.

### **Leading with agility**

Produce measurable and predictable results through Gartner's support in budgeting, staffing, strategy, team tools and overall capabilities that will support your leadership objectives.

### **A team aligned to your priorities**

Bring the team together to build acumen, clarity and consensus for better decision making and execution.

## How your team benefits as a whole:

### **Make more informed decisions**

Access to insightful research and analyst inquiries allows the team to support the key initiatives of your business.

### **Drive better business results faster**

Each team member will be independently up to speed on the market, competitors, buyer needs, and ideas to innovate, allowing them to have broader vision to make the right judgments and produce results faster.

### **Work more efficiently as a team**

Teams will be able to find consensus quickly and gather the necessary data and insights to make accurate and informed decisions both.

### **Personal growth and development**

Access to the insights allowing your team to envision market possibilities that will lead to visionary yet achievable goals.

# Gartner's Team Solutions allow clients to achieve value in the areas that matter most

## Growth

"The team solution allows the front-line people, those empowered to make things happen, speak to analysts first-hand in order to do the work, make the change, and impact the organization." **Kristofer Mathisen, SVP, General Manager, The David-Kenneth Group**

## Time and Money Saved

"The Team Solution has been very valuable. It allowed my product manager to receive valuable research in order to build this product in a cost-effective and scalable way." **Tom Suder, CEO and Founder of Apcerto**

"Having a team access the research allows us to do our individual research in order to move things faster." - **Russel Blattner, CEO, Lucid**

## Single Source, Trusted Advisor

"If you put in the time to work with Gartner, it will... it has paid, for me, big dividends. You read the research-- there's tons of research-- you can find analysts-- there's over a thousand or thirteen hundred, how-many-ever there are-- there is an analyst for just about anything you need. That is not something that you can find on your own. You can hire the most brilliant people in the market but you will not find all of that concentrated in one or several people." - **Yiorgos Marathias | President at PHYTORION, INC.**

# Our research and advice is built for your role

	Products	Focus	Gartner Value
<b>GM/CPO/ Business Unit Leaders/ Mid Sized CEOs</b>	Gartner for General Managers  Emerging Tech CEOs	<b>Transformation</b>	<p>Helps growth focused high tech executives accelerate critical business decisions Key Initiatives include: Define Product Vision &amp; Strategy, Build the product org, Execute on product goals, Invest for growth &amp; profitability, Excel in the role</p> <p>Delivers the critical insights that CEOs and their leadership teams need to make confident, strategic, and collaborative decisions to grow and expand their businesses. Key Initiatives include: Product strategy and launch, Customer acquisition, Business performance management, Corporate development</p>
<b>Senior Product and Product Marketing Leaders</b>	Gartner for Product Teams  Gartner for Tech Marketing Teams	<b>Strategy/ Planning</b>	<p>Gartner for Product Teams (GPT) delivers the critical insights that Product Leaders and their teams need to make product innovation and management decisions that drive growth. Key Initiatives include: Product planning, Product development, Product introduction, Product lifecycle management, Product leadership</p>
<b>Product/Product Marketing Managers</b>			<p>Tech Marketing Teams (TMT) delivers critical insights and best practices that high-tech marketers and their teams need to balance marketing strategy and marketing execution to drive growth. Key Initiatives include: Planning and segmentation, Building differentiation, Demand generation, Drive marketing insight, Lead and manage product marketing</p>
<b>Functional Roles</b>	Analyst Relations	<b>Communicate</b>	<p>Helps AR professionals manage the relationship between their company and Gartner analysts</p>
<b>Consultants/ Practitioners</b>	Professional Services	<b>Consulting</b>	<p>Provides consultants and practitioners with Gartner content to educate themselves, support proposal development and deliver on their engagements.</p>

INTERNAL or RESTRICTED