

Accelerating Agility and Innovation Through Data-Driven Transformation

Company Name: ABB Electrification
Industry: Appliances, Electrical, and Electronics Manufacturing
Revenue: \$17B+
Employees: 10,001+



Mission-critical priority

Looking to address the need for increased agility, unified data systems, and AI-driven innovation to differentiate in the electrification business



How Gartner helped

The client used:

- Provided objective insights and frameworks to shape ABB's data strategy, align analytics with business needs, and enable transparent reporting across the organization.
- Guided the transition to a product-centric organization and supported the adoption of self-service analytics through proven methodologies and expert advice.
- Helped build robust governance models for AI, offering unbiased research and thought leadership to drive dynamic, informed decision-making aligned with ABB's business strategy.



Outcome

With support from Gartner, the client:

- Achieved a unified, transparent data environment, empowering decision-makers at all levels with reliable, actionable insights.
- Successfully transitioned to a product-centric organization, adopting best practices in governance, processes, and technology.
- Laid the groundwork for future innovation by enabling AI-driven productivity and customer engagement, and establishing a modern, agile workforce.