

Strategic Decision-Making by Leveraging Expert Insights

Company Name: Bigleaf Networks
Industry: Software Development
Employees: > 200



Mission-critical priority

Greg Davis, Chief Executive Officer at Bigleaf Networks understood that market conditions would continue to change and turned to Gartner to make high-value strategic decisions.



How Gartner helped

The client:

- Leveraged Gartner insights to that perform high-impact decisions.
- Accessed analyst knowledge to guide route-to-market decisions
- Refined and adapted strategy to better fit market demands to ensure Bigleaf Networks remains competitive and relevant.



Outcome

With support from Gartner for Practice, the client:

- Makes informed and strategic decisions regarding product development, market strategies and channel approaches,
- Creates valuable connections that have the potential to be transformative for the business.
- Positioned themselves for continued success and leadership in the internet optimization industry

"Over the last two years, we really have been more focused on Gartner as a strategic partner. We're looking for enriched information so that we can make high-value decisions. And Gartner has been outstanding as it relates to that." - Greg Davis, CEO, Bigleaf Networks