

Optimizing Market Strategy to Drive Global Expansion

Organization: Comarch S.A.
Industry: Software and services
Employees: > 5000



Mission-critical priority

Comarch is a leading software house operating across 100 countries. Comarch sought Gartner's guidance to navigate its rapid global expansion. A key priority is the integration of booming technological trends, such as artificial intelligence, into their product offerings to enhance customer experiences and maintain a competitive edge.



How Gartner helped

- **Provided** comprehensive market intelligence, to refine entry strategies and identify key growth areas.
- **Offered** expert insights on integrating technological trends into product roadmaps, ensuring relevance and innovation.
- **Facilitated** valuable connections with industry decision-makers, fostering collaboration and exploration of next-generation products and innovations.



Outcome

With support from Gartner, the client

- Successfully integrated emerging trends into product offerings, **enhancing customer experience**.
- Strengthened market presence and capitalized on new opportunities, **driving substantial growth**.
- Maintained operational excellence and competitive advantage, ensuring **strategic alignment** and efficiency in their expansive portfolio.

"Gartner's expertise helps us stay ahead of the competition and effectively implement emerging trends into our products."

- Wojciech Pawlus, Vice President, Comarch