

Aligning AI Product Strategy with Market Demands for Transformative Growth



Mission Critical Priority

Sriram Iyer, GM and VP of Product at Freshworks, partnered with Gartner to accelerate their Enterprise Service Management (ESM) expansion by adapting to AI-driven market shifts. Together they validated strategic hypotheses, shaped a unified product vision, and adapted to evolving buyer behaviors.

How Gartner helped

- **Vision Mapping and Idea Testing:** Gartner analyst sessions enabled Sriram to validate ideas and define a clear, future-focused vision for ESM.
- **Pattern Recognition Across Market Segments:** Gartner's research confirmed new buyer behaviors across industries and regions.
- **Personalized Insights and Ongoing Guidance:** Gartner's AI-powered portal delivered tailored insights to support Freshworks' ongoing, data-driven decisions



Outcome

- **Unified Vision and Roadmap:** Freshworks, with Gartner's help, defined a shared vision and three-year roadmap for ESM.
- **Faster Speed to Value:** Gartner's guidance sped up decision-making and Freshworks' response to market changes.
- **Significant Revenue Growth:** The partnership drove nearly 100% year-over-year revenue growth and enabled pursuit of \$100 million opportunities.



Having a thought partner like Gartner to help guide and think through this evolving landscape has been invaluable. It improved speed to value a hundred percent.”

— Sriram Iyer, General Manager and Vice President of Product, Freshworks

