

Gaining a Competitive Edge through Technology Insights and Trends

Company Name: OverIT
Industry: Software
Employees: <600



Mission-critical priority

The client has set the goal to become a global market leader in field service management and wanted to increase their global footprint. To optimize their expansion into global markets, the client developed a comprehensive expansion strategy and capitalized on market trend insights provided by Gartner



How Gartner helped

The client harnessed Gartner's insights in three key areas:

Innovation and emerging technologies: The client validated their ideas and their understanding of the market trends with Gartner's insights focused on innovation and emerging technologies.

Industry focus: Gartner's industry experts helped the client gain a better understanding of their target market. This includes identifying the unique challenges, trends, and opportunities within the industry.



Outcome

Gartner supported the client to:

- Shape their innovation initiatives and drive success in the market
- Gain a competitive advantage in their industry