

Navigating Innovation and Compliance to Enhance Accessibility Solutions

Organization: inSuit
Industry: Software Development and Services/Accessibility Services
Employees: < 1,000



Mission-critical priority

Sebastian Rodriguez Mattalia, sought support from Gartner as the company worked to address mission-critical priorities like driving innovation, expanding internationally, and meeting evolving accessibility requirements. The client worked with Gartner to gain market insights and refine their strategy, resulting in accelerated growth and stronger market positioning.



How Gartner helped

- **Provided** guidance on how to execute their international expansion.
- **Equipped** inSuit with the latest industry trends, benchmarks, and best practices to inform their technology roadmap and prioritize development efforts.
- **Enhanced** market understanding and positioning.



Outcome

With support from Gartner, the client

- **Refined go-to-market** strategy for international growth, enhancing market presence and competitive position resulting in an **ARR growth of 61% in 2024, and projected 68% in 2025.**
- **Successfully** expanded into new markets, particularly North America and Latin America
- **Leveraged** the Digital Accessibility Market Guide to inform technology adoption roadmap, prioritize investments and align with market trends.

Gartner's expertise was essential in inSuit's successful launch and market positioning. Their support has been crucial.

- **Sebastian Rodriguez Mattalia, CEO, inSuit**