

Advancing Global Expansion and Strategic Partnerships

Organization: OneDealer
Industry: Software and services
Employees: 50-100



Mission-critical priority

OneDealer International, a leader in automotive retail software solutions, faced challenges in strategic growth and effective storytelling. With Gartner insights and expertise, they transformed their approach, improving product value proposition, investor presentations and market expansion strategies.



How Gartner helped

- **Transition** from showcasing software functionalities to crafting compelling narratives that resonate with stakeholders.
- **Develop** a robust strategy for business expansion, targeting new geographies and markets.
- **Enhance** investor presentations to facilitate mergers, acquisitions, and attract potential investors for sustainable growth.



Outcome

With support from Gartner, the client

- **Improved product value proposition** by ensuring impactful messaging that aligns with their strategic objectives.
- **Enhanced customer engagement** by establishing thought leadership in the automotive retail sector.
- **Crafted a compelling investment narrative**, attracting interest from investors and facilitating strategic partnerships for future growth.

"Gartner helped us transform our tech narrative into compelling stories, vital for our expansion and investor engagement."

- **Robert Battenstein, CEO, OneDealer International**