

Staying Ahead in the AI Race and Expanding Internationally

Organization: Papyrus Software
Industry: Software Development and Services
Employees: < 1,000



Mission-critical priority

Papyrus Software, integrated AI into their innovative software solutions for corporate customers in 2008. With a new global partnership, Annemarie Pucher was looking to integrate Papyrus's framework to move forward with another AI-driven platform, and integrate Agentic AI into their sales team.



How Gartner helped

- **Provide** guidance on how to strategically align themselves with their new global partnership.
- **Develop** a robust strategy for a new sales team to quickly learn and co-sell a framework
- Deliver expertise to gain insights into industry trends and advanced questions.



Outcome

With support from Gartner, the client

- **Pivoted** in how they approach partnerships and the possibility of expanding in the U.S.
- **Strengthened** their on-boarding sales process
- **Strategized** how to implement Agentic AI within their sales teams to be more effective.

"We could try to find out information, but we would never be as effective and efficient without Gartner and its analysts."

- Annemarie Pucher, CEO, Papyrus Software