

Refining Product Messaging to Fuel Market Growth

Organization: Performanta
Industry: Cybersecurity
Employees: 51-200



Mission-critical priority

Performanta, a leading global cybersecurity services provider, faced challenges in expanding its market presence and refining its platform messaging. Gartner insights and expertise played a crucial role in enhancing global market awareness and refining product messaging for their cybersecurity platform.



How Gartner helped

- Provided critical feedback, helping to refine the company's product messaging.
- Assisted in identifying target buyers, which streamlined the sales team's efforts and improved market penetration.
- Offered expert insights to align platform evolution closely with market requirements.



Outcome

With support from Gartner, the client

- Increased client engagement and outreach, leading to a stronger market presence and potential growth in customer base.
- Enhanced platform development, ensuring it meets current market demands and positions competitively.
- Achieved significant progress in two out of three key performance metrics, indicating successful alignment with market needs and strategic goals.

"The analysts provided invaluable feedback, giving us much to ponder about our journey. This engagement has already led to client outreach and platform refinement." — Guy Golan, Executive Chairperson, Performanta