

# Boosting Market Impact through Frameworks and Insights

**Organization:** Transmit Security  
**Industry:** Software Development and Services  
**Employees:** < 1,000



## Mission-critical priority

David Mahdi, CIO at Transmit Security, sought support from Gartner to address mission-critical priorities such as staying competitive, remaining relevant, and aligning their roadmap to client needs. The client worked with Gartner to gain market insights and refine their strategy, leading to increased customer engagement and measurable growth.



## How Gartner helped

- **Provided** baseline metrics, guidance and frameworks through the Tech CEO solution.
- **Align** roadmap with current market trends and client needs. Analyst insights helped the team prioritize features and adapt their strategy to stay competitive and relevant.
- **Access** to Hype Cycles, Magic Quadrants, Buyers' Guides and various frameworks.



## Outcome

With support from Gartner, the client

- **Aligned** their product roadmap with market needs and trends, ensuring their offerings remained relevant and competitive.
- **Gained** valuable mentions in Gartner research, boosting their visibility, credibility, and recognition among prospective customers.
- **Refined** their messaging, better align with customer expectations, and empower their sales and marketing teams, resulting in increased customer engagement and measurable pipeline and revenue growth.

*"The rigor that goes into Gartner's content is very noticeable and has a positive impact on clients; working closely with their analysts allows us to rationalize our product roadmap and prioritize what matters most in the market."* - **David Mahdi, Chief Identity Officer, Transmit Security**