

Technology General Managers

How to Win in the New Enterprise Application Landscape

4 disruptions to navigate for growth

Opportunity

End-user spending for the enterprise application market is expected to grow to:

\$428 billion
by 2029

with constant
currency growth of
13.5%



Enterprises are moving beyond experimentation to **implementation**, and AI spending will exceed \$3.3 trillion by 2029.

Global crises are rising, demanding stronger **business resilience** and opening new opportunities for software investment.



The rush to win in AI is fueling **fierce competition** and overlap across apps, hyperscalers, BOAT platforms and service providers.

Customers' intentional platform strategies are shaping **tech architecture** and deciding future market leaders.

Gartner business and technology insights help you address key services market disruptions with targeted actions for growth.

Tool tip

Follow our coverage of the **AI Vendor Race** to spot key disruptions and seize market opportunities for a competitive edge.

Contact Us to Get Started

Disruption 1

Geopolitical uncertainty

Rising global crises demand resilient and adaptive enterprise applications. CIOs must quickly address security, data sovereignty, AI regulation and deployment flexibility amid lean budgets and uncertainty.

Actions

To capture growth opportunities amid rising global crises, enterprise application general managers (GMs) should:

- Ensure flexible deployment to meet data sovereignty needs
- Focus on AI-powered products for better planning, risk reduction and resilience
- Turn uncertainty into opportunity by upgrading legacy apps to agile SaaS solutions

Disruption 2

Platform consolidation

Customers are shaping tech architectures by choosing a few strategic platforms for flexibility and speed. Enterprise app providers must go beyond core functions to deliver integration, data management and orchestration as customers demand more.

Actions

To capture growth opportunities as customers consolidate platforms, enterprise application GMs should:

- Invest in data management tools to build an AI-ready foundation for customers
- Make your platform open and adaptable to support customers' agentic AI strategies
- Empower customers and partners to extend your platform, boosting its value and stickiness

Disruption 3

Agentic AI disruption

Enterprise app vendors are shifting from GenAI to agentic AI, but risk missing practical growth drivers and face rising threats from AI-native startups and hyperscaler platforms. Vendors must deliver measurable benefits, build trust in autonomous agents and manage agent costs as customers demand more control and value.

Actions

To capture growth opportunities with agentic AI, enterprise application GMs should:

- Give customers clear dashboards and guardrails for predictable, controlled AI agent spending
- Use a Gartner [Enterprise Technology Adoption Profile](#) to target early agentic AI adopters
- Watch out for nontraditional competitors like AI startups that can disrupt your market

Disruption 4

Shifting ecosystem dynamics

Agentic AI and platform consolidation are changing partner ecosystem dynamics for enterprise application providers. Providers must adapt to partners expanding platform strategies and increased competitive overlap, making openness and interoperability essential.

Actions

To capture growth opportunities amid shifting ecosystem dynamics, enterprise application GMs should:

- Choose partners who boost AI value and align with your offerings
- Regularly review partnerships, as AI offerings can lead to competition and account conflicts
- Build marketplace features to attract partner investment and expand your platform's value

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See growth opportunities

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- Public sector
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- Healthcare
- Manufacturing
- Retail

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U.S.: 1 855 322 5484

International: +44 (0) 3300 296 946

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