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PLG Strategies to Scale Growth Across the Generative AI Tech Stack

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Across the GenAI technology stack, PLG strategies differ depending on the focus and needs of users and buyers. Product leaders need to understand the best approaches for using PLG with GenAI technology offerings to optimize and scale their efforts toward growth and retention.

Overview

Key Findings

- PLG is typically tuned for either technical developers or business users. The GenAI technology stack preserves that structure, with an increased market toward business users adopting GenAI capabilities.
- The buyer audiences are different across the GenAI stack and with regard to their focus on building versus buying technology, as well as readiness for building GenAI-enabled applications.
- Due to the added complexities and costs of development and delivery of GenAI capabilities, product leaders are in the middle of making strategic decisions around pricing, packaging and GTM for their offerings.

Recommendations

- Reevaluate your offerings and, if necessary, redefine your definition of target users, buyers and their needs mapped to your offerings' strategy.
- Review your positioning and address the common friction points for adoption and expansion at each layer of the stack based on common user and buyer needs in order to better design, package, price and position your offerings.
- Read your organization and customers for potential adjustments using PLG strategies based on the way your offerings are deployed, packaged and priced to stay agile in the fast-changing competitive GenAI landscape.

Analysis

The Intersection of Two Trends — PLG and GenAI

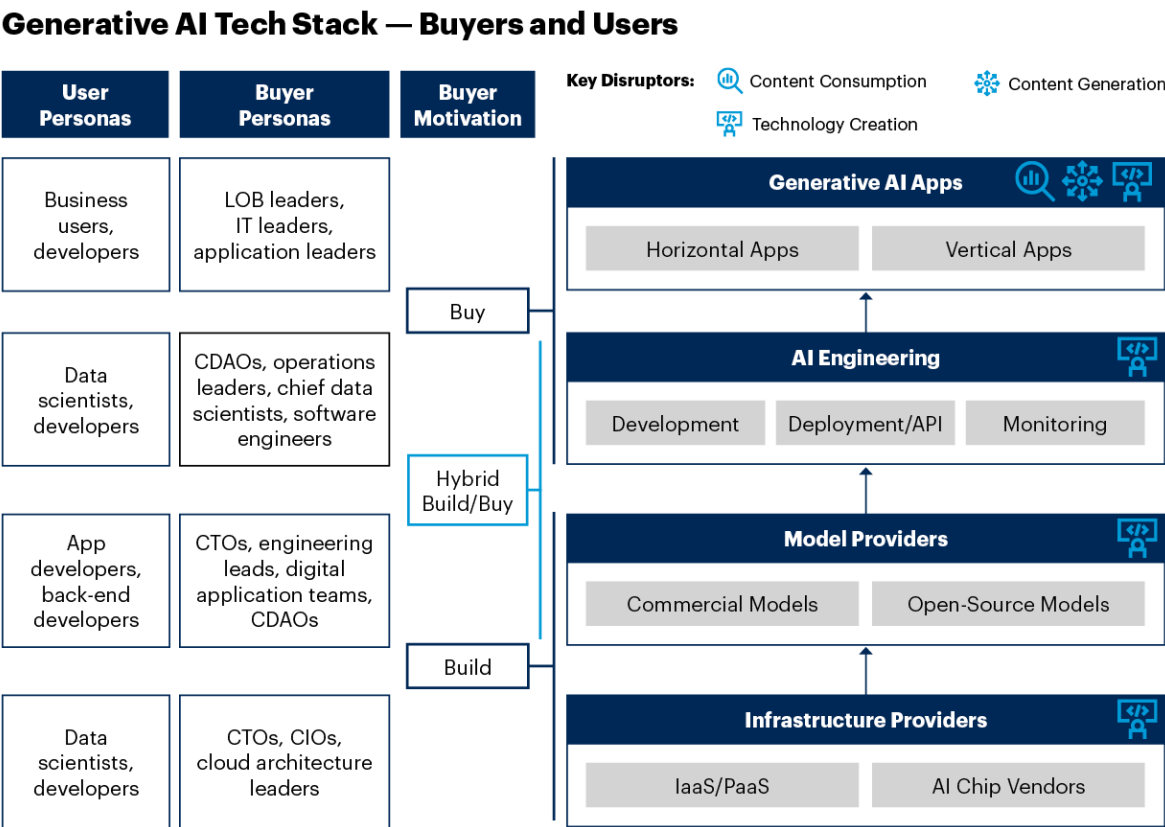
Product-led growth (PLG) has been an increasingly popular go-to-market (GTM) initiative because, when executed correctly, it reduces the friction curious buyers face by streamlining the user journey of education, activation, purchase and usage expansion of an offering. Such streamlining is done through a cohesive coordination among marketing, product, sales and support teams putting together a scalable approach to growth. However, not all technologies can be pushed to market through a pure no-/low-touch approach. Tech offerings that represent complex tasks and collaboration with multiple user personas and that need a consistent value proposition articulated to users still need heavy involvement from sales teams (sales-led growth or SLG). However, even providers of complex offerings can use strategies for removing friction and scaling their growth.

Generative AI (GenAI) is one of the technologies with the highest rate of change and excitement, both for tech vendors and for buyers. GenAI has been lauded as having enormous benefits, but more buyers want to test it out rather than make large investments until they know what it can do for them. As defined in the Innovation Guide for Generative AI Technologies, "GenAI is not a market per se; it permeates the entire technology stack and most verticals. The new way to interface with technology is disrupting the technology usage patterns for both consumers and workers." High-level components/layers of the GenAI technology stack are as follows: infrastructure providers, model providers, AI engineering providers and GenAI application providers. The emerging areas in these layers are the model providers because a high appetite exists for developers to consume models off the shelf. Furthermore, the development of large language models (LLMs) is data- and compute-intensive, putting it out of reach for a majority of organizations.

Each layer of the stack has a different set of target users and, ultimately, buyers with different motivations (see Figure 1). The infrastructure providers, model providers and AI engineering layers have traditionally been oriented toward technical/developer personas, while the applications layer has traditionally been oriented toward business users.

Gartner analyzed more than 300 GenAI vendors across nine types of players at different layers of the GenAI stack. One general PLG approach can't satisfy all. Each layer has an audience that can represent successful bottom-up, PLG-oriented entry points into the enterprise.

Figure 1. Generative AI Tech Stack — Buyers and Users



Source: Gartner
CDAOs = chief data and analytics officer, IaaS = infrastructure as a service, PaaS = platform as a service
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The GenAI Stack Players and Their PLG Models

We looked at more than 300 vendors classified across the GenAI stack (see Tool: Vendor Identification for Generative AI Technologies) to understand their approach to GTM, their pricing and packaging strategies, messaging, and potential challenges and opportunities in employing PLG practices. The four categories of GenAI stack players below look at the components of each layer, present the statistics and details about their observations (inquiry, website and announcements derived), and explore the challenges and opportunities of implementing PLG strategies to accelerate and scale growth.

The common PLG-oriented pricing and packaging approaches are described below as usage/consumption, user and hybrid. It is recommended that the PLG pricing and packaging should be tiered starting with affordable (or freemium) offerings for the user population and progress toward teams and enterprise as the value is achieved/proven by the users:

- **Usage/consumption:** This approach is based on consumption of a unit of storage, compute, requests and so forth.
- **User:** Seat-based pricing either as a flat rate or enhanced user profiles (additional features) — basic/professional/premium
- **Hybrid:** A combination of user-based with packaged units of consumption

Table 1 shows the list of types of players we will analyze in more detail from a PLG perspective and also facilitates navigation throughout the document.

Table 1. GenAI Stack Players

Infrastructure Providers	Model Providers	AI Engineering	GenAI Apps
AI Chip Vendors	Commercial Models	Development, Deployment and Monitoring Vendors	Enterprise Knowledge Management (Includes ABI)
IaaS and PaaS Vendors		Vector Databases	Functional Productivity (for Communicators, Creatives and Coders)
			General Productivity and Business Apps
ABI =analytics and business intelligence, IaaS = infrastructure as a service, PaaS = platform as a service			

Note: All the vendors analyzed were collected in September 2023.

Infrastructure Providers

AI Chip Vendors

The demand for GenAI development and deployment coming from tech vendors' building models or hyperscalers offering graphics processing units (GPUs) and specialized CPU instances produced a massive opportunity for chip manufacturers that specialize in high-memory, accelerated computing. The buying transactions of chips and accompanying software tend to be large, and the vendors of AI chips use sales teams that work with procurement teams from other tech providers, cloud service providers (CSPs) and enterprise IT.

Characteristics

Vendors analyzed (12): AMD, Arm, Cerebras, Google, Graphcore, Groq, IBM, Intel, Marvell, Mythic, NVIDIA, SambaNova

Users: Data scientists

Buyers: CTOs, CIOs and cloud architecture leaders

PLG/SLG ratio: Most vendors sell into the enterprise through sales teams in an SLG motion due to the size of contracts.

PLG packaging/pricing metrics:

- Not applicable (N/A) — Capacity-based pricing driven by contractual transactions

Challenges in Applying PLG

- Due to the large size of transactions and multi-stakeholder-based decisions when buying AI chips for servers and data centers, a pure PLG approach is not appropriate. An SLG approach is more appropriate and favored.

Recommendations

- AI chip manufacturers should consider extending the software components (development platforms, out-of-the-box models and on-demand cloud instances) in order to appeal to more users like developers and data scientists to penetrate in a bottom-up approach to the enterprise. (See the Model Providers and AI Engineering sections on strategies for GTM in those layers.)

IaaS and PaaS Vendors

Most training and inference are happening in cloud providers due to the scalable, elastic and cost-efficient options for compute, storage and network. Hyperscalers are interested in supporting the activity for the entire technology stack all the way to applications. The GenAI development services offered tend to be anchored by the availability of LLMs (either developed in-house, or acquired through partnerships or open-source software [OSS]). The ancillary services related to infrastructure orchestration overlap both IaaS and PaaS capabilities (distributed computing, cluster management, memory management, and storage and network optimization, as well as robust observability) and support the build of applications by both technology vendors and enterprises.

Characteristics

Vendors analyzed (12) : Alibaba Cloud; Amazon Web Services; CoreWeave; Google; IBM; Lambda; Linode; Microsoft; NVIDIA; Oracle; OVHcloud; Tencent Cloud

Users: Developers and data scientists

Buyers: CTOs, CIOs and cloud architecture leaders

PLG/SLG ratio: Eighty-four percent of vendors have a PLG, developer/IT-architect-focused approach to GTM.

PLG packaging/pricing metrics:

- 100% usage-based/compute (chip type)/storage/network/duration instances

Challenges in Applying PLG

- CSPs have very minimal friction points for a PLG motion, as every offering they have is accessible as self-service through the marketplace, with credit-card-level entry point pricing.
- Some specialty cloud providers with the ability for heavy customization of instances may include additional steps in the interaction affecting transactions, access and activation for users, who generally expect an infrastructure instance staging to be relatively timely.

Recommendations

- Focus on cost optimization optionality for GenAI development and deployment by investing in specialized compute instances for the diverse workloads needed for GenAI.
- Use a PLG strategy that includes specialized trial/entry-level instances for target workloads, credit card payments for increased usage, scaling cost simulators/calculators and quick-start templates.

Model Providers

Commercial Models

The commercial/closed models, such as GPT-3, GPT-4, LaMDA, Amazon Titan, ERNIE and PaLM are powering the economic engines of the companies that invested in developing them. The owning vendors use commercial models to build applications on top of them to monetize these applications as well as offer the models to developers via APIs for embedding into applications. Model providers are strengthening their PLG GTM through developer portals and selling into model marketplaces either via API access or via downloading and deploying the model, where needed.

Characteristics

Vendors analyzed (21): AI21; AssemblyAI; blackshark.ai; BoltAI; Bria; Coqui; Diabatix; D-ID; DeepL; Eleuther AI; Google DeepMind; HoneyHive; Hugging Face; InstaDeep; LanguageTool; Matroid; NLP Cloud; OpenAI; Replicate; Shaip; Twelve Labs

Users: Application developers and back-end architects

Buyers: CTOs, engineering leads, digital application teams, and chief data and analytics officers (CDAOs)

PLG/SLG ratio: Sixty-one percent of vendors have a PLG, developer/back-end development-focused approach to GTM.

PLG packaging (pricing metrics):

- 73% usage-based (credits, tokens and API calls)
- 21% hybrid (user and files, user and duration, and device and command)
- 6% user (user per month)

Challenges in Applying PLG

- Specialized model vendors providing domain-specific models around computer vision and narrow text-to-text generation use cases need vendor intervention for value messaging, implementation and proof of value.

Recommendations

- Explore targeted partnership agreements that allow cloud providers' partners to deploy instances of the models in their cloud infrastructure as options and part of heterogeneous model marketplaces.

- Build out ancillary software components or partner with service providers that wrap the models in enterprise-grade domain applications with low friction of deployment and fast proof of value.

AI Engineering

Development, Deployment and Monitoring Vendors

Development options in the GenAI market range from using, training or building individual generative models to composite AI assemblies through to broader generative systems development. In LLM development, enterprises have options from both the incumbent data science and machine learning (DSML) engineering platforms and new startups specializing in LLM development. The AI engineering workflow (train, design, build and tune) for GenAI is different from traditional machine learning development. These differences include the handling of artifacts, such as corpora, content and semantic assets, synthetic data generation, different training/refinement processes, and specialized deployment architectures. They also include new methods of monitoring, like loss of context, factual accuracy drift, hallucination or tone alteration (abusive/rude). This will produce a learning curve for enterprises and will require iteration. The enterprise readiness and the complex nature of GenAI engineering will be the main obstacles to pure PLG plays for vendors.

Characteristics (Development Vendors/Deployment and Monitoring Vendors)

Vendors analyzed (development; 36) : Amazon; Aporia; Arthur; Anthropic; Anyscale; Cohere; Comet; Credo AI; Databricks; Dataiku; Fiddler AI; Forethought; Gantry Systems; Glia; Google; Graphcore; Hive; HoneyHive; IBM; Inworld; Iterative; LightOn; MosaicML; Moveworks; One AI; Outerbounds; Saturn Cloud; Scale AI; Snorkel AI; Spectrum Labs; Stability AI; Synthesis AI; TrueFoundry; TruEra; Vellum; Weights & Biases

Vendors analyzed (deployment and monitoring; 14) : AirOps; Anyscale; Arize AI; Arthur; CalypsoAI; Cerebrum; Credo AI; Dust; Fiddler AI; HoneyHive; Humanloop; OctoML; Seldon Technologies; Snorkel AI

Users: Data scientists, developers and operations engineers

Buyers: CDAOs, operations leaders, chief data scientists and software engineers

PLG/SLG ratio for development: Thirty-four percent of vendors have a PLG, developer/data-scientist-focused approach to GTM.

PLG/SLG ratio for deployment and monitoring: Twenty-eight percent of vendors have a PLG, developer/data-scientist-focused approach to GTM.

PLG packaging for development (pricing metrics):

- 72% usage-based (characters, instances, projects, token, processing units)
- 28% user (user per month)

PLG packaging for deployment and monitoring (pricing metrics):

- 72% usage-based (characters, instances, projects, token, processing units)
- 28% user (user per month)

Challenges in Applying PLG

- Since AI engineering workflows are complex processes with multiple personas involved, the ability to drive value through singular user experiences is limited.
- The upstream dependencies in data/knowledge engineering, as well as the downstream dependencies on operations and application development, makes the sales cycle and value proofs more complex and, hence, need heavier investment from the vendor GTM teams.
- The developer community for LLM building is in the formation stage, so the number of the bottom-up target population is not at an impactful size yet.
- For SaaS vendors only, security and privacy concerns of data and compute residing outside of organizations can add friction to the GTM as well.

Recommendations

- Make use of precanned domain-specific demonstrations (using synthetic data and persona-specific day-in-the-live flows) to connect the AI engineering processes and personas with the end applications' business outcome.
- Add transparency about pricing with potential calculators by a user persona's usage patterns for users to understand and champion the spend versus value correctly.

- Offer optionality for hybrid cloud deployment, improve pricing by offloading the infrastructure cost to users, and address security concerns about data and AI engineering processes.
- Formulate offerings and organize GTM around OEM or white-label your platforms to other independent software vendors (ISVs) or service providers looking to build applications on top while scaling the AI engineering process.

Vector Databases

Vector databases have been emerging as a critical component for deploying GenAI applications in the enterprise. These databases are informed and grounded by a vector search on private enterprise data information. Developers and application owners looking to integrate vector search in their applications are the first-line audience for the offerings of vector database vendors, with larger enterprise buyers following. Like other cloud databases, vector databases have approached the market in a developer-first fashion through PLG. Some of the vendors are pure-play vendor database open-core companies (commercial layer on open-source projects) mapping to the hybrid cloud approaches. Others are part of the larger hyperscalers' services or sell through cloud marketplaces as SaaS offerings, and last but not least, the traditional database vendors are including vectors as an additional modality of their multimodal database offering stack.

Characteristics

Vendors analyzed (16) : Actueloop; Amazon Web Services; Chroma; ClickHouse; Datastax; Elastic; Google; Microsoft; MongoDB; Pinecone; Qdrant; Redis; Rockset; SingleStore; Weaviate; Zilliz

Users: Developers, data scientists and architects

Buyers: CTOs, engineering Leads, digital application teams and CDAOs

PLG/SLG ratio: One-hundred percent of vendors have a PLG, developer/data-scientist-focused approach to GTM.

PLG packaging (pricing metrics) :

- 100% usage-based (compute instances with storage/memory/compute, number of vectors/dimensions, packaged monthly queries and data volume)

Challenges in Applying PLG

- While developer access to vector database services is facilitated by the vendors, the conversion from trial/evaluation to production applications requires more effort due to the learning curves from buyers and the need for sales intervention from vendors.
- The population of developers and architects with expertise in building production-grade applications with vector databases on the back end is in embryonic stages (expected to expand), which limits the developer-first audience for the GTM motion.
- Tech vendors with strong developers may opt to integrate OSS projects instead of converting to the commercial layer due to a lack of alignment in commercial terms and GTM approaches from vector database vendors.
- For SaaS vendors only, concerns about security, network traffic exposure and performance may add friction in conversion from trials and freemiums to paid offerings.

Recommendations

- Add more clarity for the cost of scaling through calculators to allow developers and buyers to have predictable scenarios of cost at scale and encourage conversion to larger deals.
- Add agreements for OEMs or white-label the technology by offering tech-provider-friendly terms for development (freemiums for full capabilities) in order to achieve revenue share when going to market.
- Offer options for allowing enterprise buyers or tech vendors to have control over the deployment to minimize concerns about security and data movement outside of their environments.
- For open-core companies, invest in community engagement in order to drive further growth in the user base and contributors to their projects and to the commercial layers of the offerings.

Generative AI Applications

Enterprise Knowledge Management (Includes ABI)

Content consumption and synthesis are among the major improvements brought by GenAI, and the vendors enabling companies to better retrieve and contextualize information and insight from their knowledge bases have been in focus for both buyers and investors. The vendor profiles vary from search/insight engines, conversational AI vendors, and data and analytics providers adding GenAI features for managing and delivering knowledge and insights into the enterprise.

Characteristics

Vendors analyzed (56): Agolo; AI2sql; Aible; Aleph Alpha; AlphaSense; AlphaWatch; Alteryx; Andi; Ask Sage; Baselit; Beulr; Biology Integration Institute: Regional OneHealth Aerobiome Discovery Network (BROADN); Charli AI; Clearword; CognitiveScale; Cogram; Conjecture; Consensus; Contents.com; Coveo; Crimson Interactive; Dashworks; Dialpad; Diveplane; Dust; Elastic; Fireflies.ai; Genei; Glean; Hebbia; iGenius; Jina AI; Kasisto; Krisp; Marqo; Mem; MetaDialog; MonkeyLearn; Notably; Notion; Nuclia; Otter; Outerbase; Palantir; Pathway; Sana Labs; Seek; Sembly AI; Seenapse; SmartSheet; Snowflake (Neeva); Symbl.ai; Thoughtspot; Viable; WorkHack; Xembly

Users: Business users and search engineers

Buyers: Line of business (LOB) leaders, CIOs, CTOs, engineering Leads, digital application teams and CDAOs

PLG/SLG ratio: Fifty-six percent of vendors have a PLG, business uses/search-engineer-focused approach to GTM.

PLG packaging (pricing metrics):

- 52% usage-based (characters, storage, requests, instances, tokens, duration, queries per month)
- 26% hybrid (user and conversations, user and projects, and user and storage)
- 22% user (user per month, user plus features)

Challenges in Applying PLG

- Individual user's ability to connect and use internal data to inform and ground GenAI capabilities for knowledge retrieval and contextualization may add friction to adoption of PLG practices.

- Implementation of GenAI services on top of enterprise knowledge bases is an involved process and will need vendor involvement as a sales and consulting-led engagement.

Recommendations

- Offer trials on sample or public (internet) data, or freemiums on smaller-scale document bases to showcase the value of the technology and the experience of knowledge workers.
- Add packaged, time and cost-bound implementation starters to provide predictability of business outcomes for champions looking at bringing in GenAI capabilities for content consumption
- When offering SaaS, secure certifications for data security and privacy to enable users to easily move data to the environment and explore it as a bottom-up, user-centric approach.

Functional Productivity (for Communicators, Creatives and Coders)

We classified the GenAI tools for editors (communicators), creative designers (creatives) and code developers (coders) in the same functional productivity group. While the user personas are different in terms of functional focus, the GTM motions and the PLG focus of penetrating the enterprise through the user and small teams are common patterns among these vendors. They all tend to be positioned for PLG with pricing and messaging focused on users first.

Characteristics of Communicators' Editing Tools

Vendors analyzed (41) :Aiseo; AI-Writer; Anyword; Beewriter; Bertha.ai; BeyondWords; Capacities; Chibi AI; ClosersCopy; Compose AI; Copy.ai; Copy Shark; copysmith; Craftly.AI; Data Skrive; DemandWell; Flowrite; frasel; Glimpse AI; Grammarly GO; Hypotenuse AI; IFTTT; Jasper; LAIKA; Linguix; Microsoft; Moonbeam; NeuralText; neuroflash; NovelAI; Outranking; Panjaya; ParagraphAI; Pepper Content; PR Guy; PromptBot; PromptExtend; Rytr; TextCortex; Typewise; Writesonic

Users: Writers, editors, copy writers, corporate communications

Enterprise buyers: LOB team leaders (marketing and sales), and CIOs (general usage)

PLG/SLG ratio: Eighty-five percent of vendors have a PLG, writers/editors-focused approach to GTM

PLG packaging (pricing metrics):

- 26% usage-based (applets, characters, credits, messages, words)
- 52% hybrid (user and AI actions, user and documents, user and characters, user and instances, and user and words)
- 22% user (user per month, user plus features)

Characteristics of Creative Tools

Vendors analyzed (63): Adobe; Aimi; AIVA; Aive; Alpha3D; Altered Amai; Amberscript; Auto BIM Route; Autoenhance.ai; Beautiful.ai; Boom Interactive; Boomy; Botika; Canva; Colossyan; Craiyon; Deep Dream Generator; DeepReel; Descript; Dubverse; Elai.io; ElevenLabs; Fliki; Galileo AI; Gan; GenieLabs; GlossAI; HeyGen; Hour One AI; Hypar; Invideo; Let's Enhance; Locofy; LOVO; Magnifi; Memorable; Metaphysic; Midjourney; Mirage; Moises; Murf AI; Musico; Napkin; NeuraLoom; Notevibes; OpenArt; OpenAI; Peech; Pictory; Plask; PlayHT; Rephrase.ai; Resemble.ai; Runway; Soundful; Synthesia; Tavus; Tome; Uberduck; Visme; WOXO; Yepic AI; Zibra AI

Users: Designers

Enterprise buyers: CMOs, LOB leaders (marketing and creative executives), and agency heads

PLG/SLG ratio: Eighty-four percent of vendors analyzed have a PLG, designer-focused approach to GTM.

PLG packaging (pricing metrics):

- 22% usage based (artifacts, avatars, characters, credits, downloads, duration, storage)
- 21% hybrid (user and artifacts, user and credits, and user and duration)
- 57% users (user per month, user plus features)

Characteristics of Code Generation Tools

Vendors analyzed (24): AiXcoder; AskCodi; AskJarvis; Augoor; AWS; Blackbox; Codacy; CodePal; Codiga; Deepgram; DhiWise; GitHub; Google; Ironclad; Knit; Maya Labs; Metabob; Moderne; OctoML; Pulumi; Replit; Tabnine; Warp; Welcome.ai

Users: Business users and search engineers

Buyers: LOB leaders, CIOs, CTOs, engineering leads, digital application teams and CDAOs

PLG/SLG ratio: Seventy-nine percent of vendors have a PLG, business uses/search-engineer-focused approach to GTM.

PLG packaging (pricing metrics):

- 22% usage-based (credits and resource hours)
- 21% hybrid (user and artifacts, and user and requests)
- 57% users (user per month and user plus features)

Challenges in Applying PLG

- Common areas of friction in growth through PLG in the enterprise are the security and intellectual property (IP) protection risks that enterprises express concern with when evaluating tools for larger purchases.
- Additional barriers or delays for mass adoption through PLG are the concern for hallucinations and quality, which require further data and model refinement effort via vendor/buyer collaboration.

Recommendations

- Employ and message ethical and secure model development and data management to increase the trust of users when evaluating tools through trials, freemiums or individual offerings.
- Implement prompt engineering best practices and recommendations to shorten the activation experience and flatten the users' learning curves and time to value.
- Invest in collaboration and sharing features in the tools to increase the likelihood of community-led growth through virality.

- Invest in community building, support, training/certifications, and expansion to encourage users' engagements with the tools.
- Add integrations with other business processes to increase the impact of the outputs of these tools and magnify the value users can achieve in a short period.

General Productivity and Business Applications

This class of vendors is mostly incumbent application providers that are adding GenAI capabilities to their existing products. The focus is on providing a smart assistant that can eliminate drudgery and polish up content and analysis. Some of these platforms have traditionally relied on PLG to penetrate enterprises; however, for established vendors in enterprise procurement, the changes in pricing will be scrutinized by multiple stakeholders, including procurement, IT and LOB leaders.

Characteristics

Vendors analyzed (6) : Adobe; Google; Microsoft; Salesforce; SAP; ServiceNow

Users: Business users and LOB analysts

Enterprise buyers: LOB leaders, CIOs and CDAOs

PLG/SLG ratio: PLG and hybrid approaches are used across incumbent vendors adding GenAI capabilities to their portfolios.

PLG packaging (pricing metrics) :

- Hybrid (user and actions, and user and credits)
- User (user per month and flat fee increase)

Challenges in Applying PLG

- While many tools already have grown through PLG in customer organizations, the current incumbents in the Vendors analyzed section are often on enterprise procurement lists, so any additional costs due to GenAI will be scrutinized.

- The lack of clarity on the achievable business value and the lack of clarity on how some credit-based models can affect the overall cost may cause some enterprises to phase in the usage or put limits to the usage of GenAI capabilities.

Recommendations

- Continuously analyze the usage patterns, be prepared to adjust pricing of GenAI capabilities as value (actual or perceived), cost and margins change, and educate your sales force in how to navigate a fluid environment with a high rate of change within their accounts.
- When providing credits as a usage add-on for GenAI features, add descriptions and calculators of the cost based on activities and personas in order to manage expectations for users and buyers.
- Where applicable, add tiers of decreasing cost/unit by volume for credits that encourage increased usage in the user base as opposed to trying to optimize the usage downward for cost control.
- Instruct the sales teams in how to work with champion buyers to encourage a user-first approach to adoption and activation of the new features.
- Invest in community building, support, training/certifications, and expansion to encourage users' engagement with the tools.
- Review Quick Answer: What Should You Know About Generative AI Enterprise Applications Pricing? for insights on best practices to consider when pricing and packaging enterprise applications.

Conclusion

The fit and ability to engage in PLG practices varies across the tech stack that enables building GenAI-powered applications. Whether your product maps with one layer of the stack or your organization offers a wider portfolio of products and solutions across multiple layers, your understanding of users, buyers and the competitive landscape will help you crystallize your GTM strategy. For a framework to understand your offerings' fit for PLG, complete Product Leader Self-Assessment: Fit for Product-Led Growth and connect with Gartner analysts to dive deeper into your GTM strategy.

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Product Leader Self-Assessment: Fit for Product-Led Growth

Quick Answer: What Should You Know About Generative AI Enterprise Applications Pricing?

Quick Answer: How Is Salesforce Pricing Its Generative AI Products?

Quick Answer: How Is ServiceNow Pricing Its Generative AI Products?

Innovation Guide for Generative AI Technologies

A CTO's Guide to the Generative AI Technology Landscape

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Infrastructure Providers	Model Providers	AI Engineering	GenAI Apps
AI Chip Vendors	Commercial Models	Development, Deployment and Monitoring Vendors	Enterprise Knowledge Management (Includes ABI)
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ABI =analytics and business intelligence, IaaS = infrastructure as a service, PaaS = platform as a service			

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