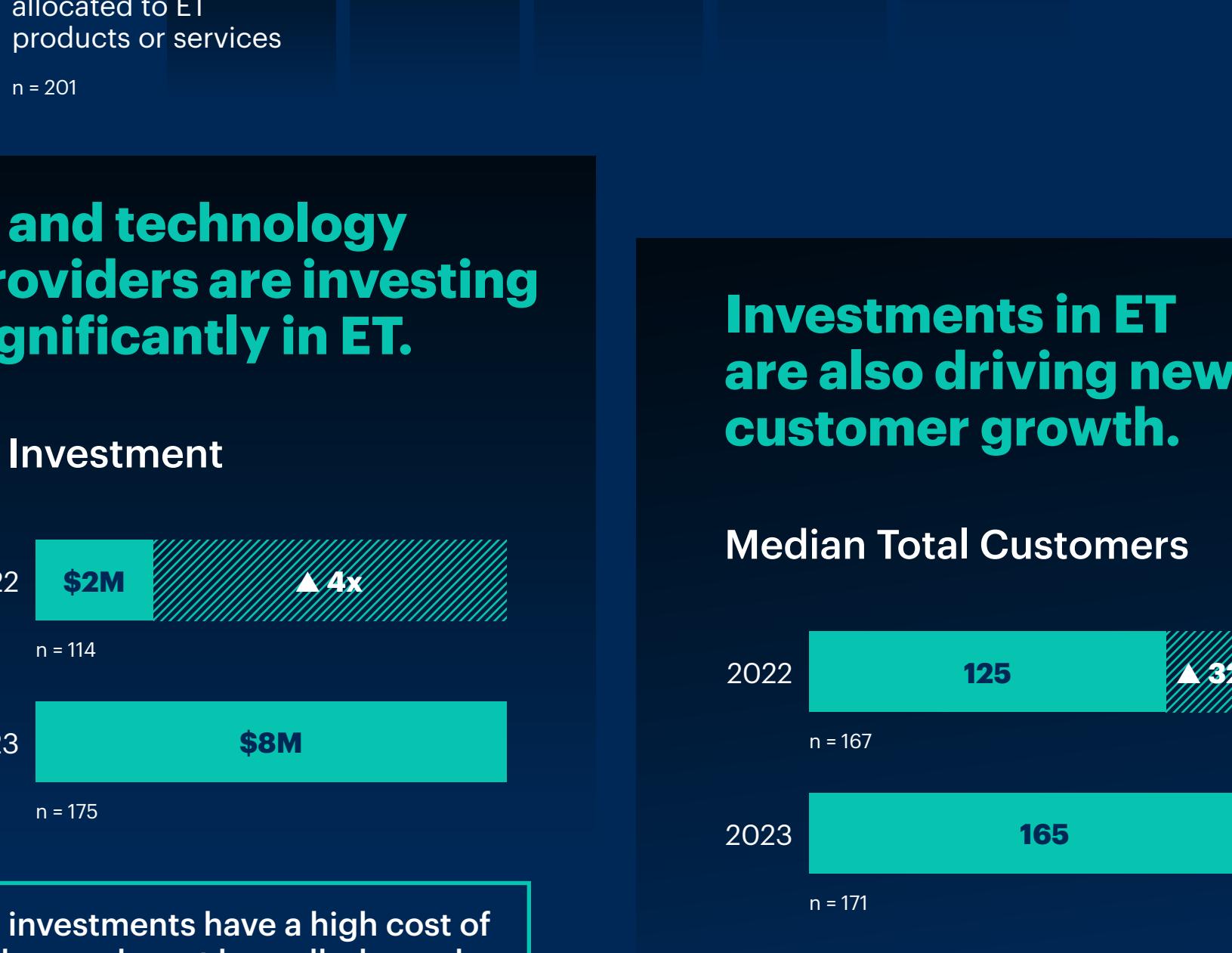


# Use Emerging Technology Benchmarks to Stay Competitive

Insights From the Emerging Technology Benchmark for High Tech Leaders

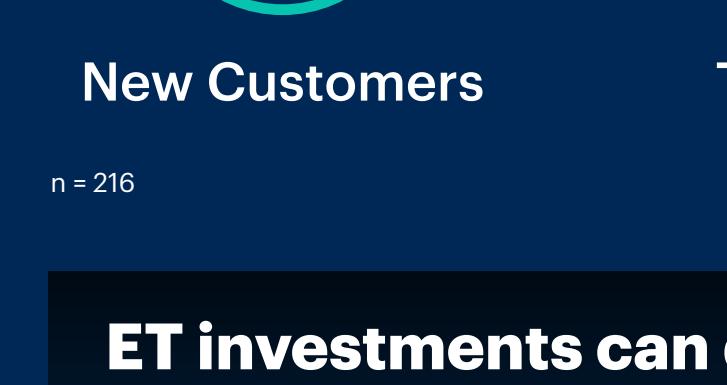
**Emerging technology (ET)<sup>a</sup> innovation moves fast in uncharted territory.** Product leaders must benchmark against peers to avoid losing customer and revenue opportunities.

**ET investments can reap significant returns for technology providers ...**



**... and technology providers are investing significantly in ET.**

## ET Investment



ET investments have a high cost of failure and must be well-planned.

**Investments in ET are also driving new customer growth.**

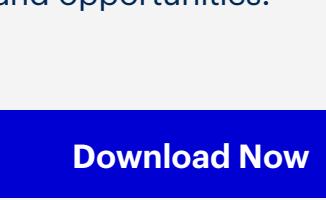
## Median Total Customers



Do not wait to capitalize on this opportunity!

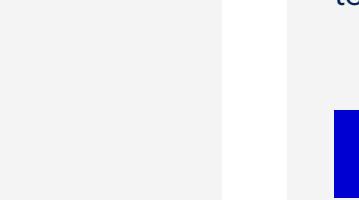
**But the right metrics are needed to evaluate ET success.**

The top **three** key performance indicators for ET include:

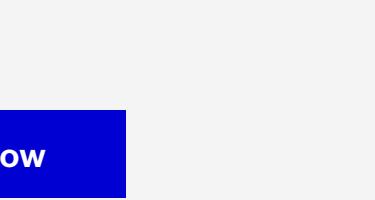


**New Customers**

n = 216



**Total Revenue**



**Profit**

**ET investments can drive significant success but can be costly when they fail. Benchmark your progress against peers to improve your chances of market success.**

## Actionable, objective insight

Explore these additional complimentary resources and tools for high tech leaders:

### Infographic

2024 Emerging Tech Impact Radar

Scope the tech landscape for innovations and opportunities.

[Download Now](#)



### Research

Emerging Technologies and Trends Impact Primer for 2024

Effectively capitalize on emerging technologies.

[Download Now](#)



Already a client?

Get access to even more resources in your client portal. Log In

Learn more about Gartner for High Tech Leaders

Follow Us on LinkedIn

Become a Client

<sup>a</sup>ET is defined as new technology that has not yet reached early majority adoption (16% target market).

© 2024 Gartner, Inc. and/or its affiliates. All rights reserved. CM-GTS-3062086