

Navigating the AI Services Revolution

The market demands a reinvention
of services differentiation.



Navigating the AI services revolution

Tech services leaders are facing unprecedented challenges as buyers increasingly see little differentiation among providers. Those who rethink their value propositions and move beyond traditional models will set themselves apart in a rapidly shifting market.

87% of buyers of services believe that many similar providers exist according to a Gartner study.

Differentiating involves aligning a unique value proposition with a client's strategy and addressing their specific context to achieve desired outcomes.

Leading tech services leaders deliver new client results by:

- **Creating differentiated service offerings:** Uncover market-leading opportunities and adapt offering strategies by focusing on client objectives and unique circumstances.
- **Building innovative commercial models:** Integrate AI into service delivery to meet client expectations for outcomes and stand out with new commercial arrangements.
- **Enabling a robust offering ecosystem:** Orchestrating context-driven, outcome-based solutions requires seamlessly integrating people, assets and capabilities — both internally and across ecosystem partners.



Matthew Goldman
Practice Vice President

Your roadmap to success

Tech services winners identify and amplify their value by challenging long-held assumptions about how clients consume services to achieve new outcomes. Losers confuse table stakes for differentiated qualities, taking old worn-out models and “washing” them to look new.

Gartner equips tech services leaders with insights, guidance and tools to preserve revenue, use AI for new efficiencies in operations and delivery, and develop the next generation of service offerings.

1. Create differentiated service offerings.

2. Position the practice for sustainable market impact.
3. Enable a strong offering ecosystem.
4. Build innovative commercial models.

2 key outcomes to consider in Step 1

Identify market-leading offering opportunities by focusing on client objectives and context with buyer priorities.

Evolve offering strategies to align with client needs and business environment.

Key questions your tech services leader peers are asking Gartner

Gartner clients can click to explore answers.

Which partners and alliance models will develop services that solve our clients’ newest and toughest problems?

Explore Answer ↗

How can we create (new) modular services (that amplify partners’ strengths) to deliver unique business results?

Explore Answer ↗

What pricing or commercial approaches (outcome-based, subscription, risk-reward, etc.) will best solve our client’s goals and needs?

Explore Answer ↗

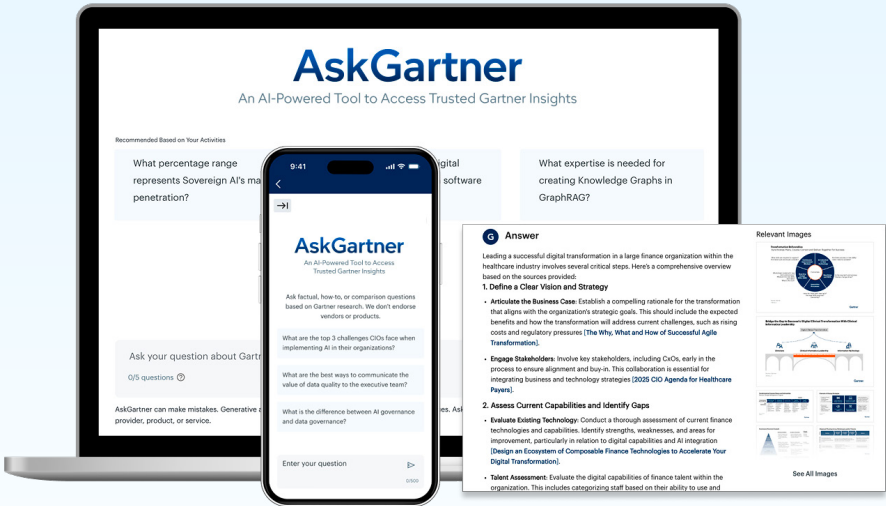
Which go-to-market and revenue-share structures will drive shared value, fair economics and faster delivery of benefits?

Explore Answer ↗

How can we reimagine solutions across our portfolio and partner network to open new revenue opportunities, boost client engagement and strengthen our market edge?

Explore Answer ↗

Your peers use AskGartner to answer these questions in minutes.



Learn More

Gartner resources turn your priorities into plans and actions

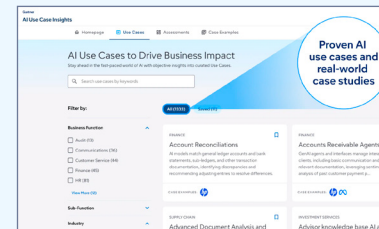
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Position the practice for sustainable market impact.



Enable a strong offering ecosystem.



Build innovative commercial models.



Engage with Gartner

- Connect with an analyst to review and refine your differentiation approach.
- Get guidance from analysts on best practices throughout your journey, including how to best overcome roadblocks along the way.

Expected outcomes

- Synchronized differentiation with buyer priorities
- Optimized positioning and go-to-market motions with partners
- Defined account planning and deal management strategies for growth

Client Story

Investing With Confidence: How RSM Navigated AI Disruption

Mission-critical priority

RSM recognized that AI requires a holistic transformation of services, shifting its focus toward architecting a clear, capital-efficient AI strategy.

RSM's mission-critical priority was to align these new AI investments with evolving client demands and accelerate consensus across stakeholders.



How RSM leveraged Gartner resources

To operationalize this shift, the RSM team used Gartner strategic working sessions to refine their AI ambition and ensure alignment with both business objectives and customer needs.

Through close collaboration with our esteemed analysts, they leveraged deep industry data and long-term market projections to review and refine their AI operational and go-to-market plans.

This objective, third-party guidance empowered their leadership to confidently identify profitable areas of growth rather than relying solely on internal guesswork.



Mission accomplished

With Gartner support, the RSM team successfully built a clear AI roadmap and reached rapid stakeholder consensus across their organization.

They significantly accelerated their decision-making process, ensuring their AI investments would directly drive client impact and lead to tangible business outcomes.

Ultimately, this strategic alignment equipped them with the synchronized business operations necessary to lead the way in a volatile AI services market.

[Watch the full story ↗](#)



Address your other mission-critical priorities



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AI requires a holistic transformation of services.

60% of IT services will include the use of agents by 2028, up from 10% today.



Adapt service strategies as tech markets converge.

90% of the 2028 services total addressable market (TAM) will be digital business transformation services.

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