

Accelerating the Pace of Innovation

Company Name: Lumen
Industry: Telecommunications
Employees: >27,000



Mission-critical priority

To take a customer first approach to innovation, the client needed to merge the traditionally technical IT engineering side with the product side of the business but needed guidance on how to do so effectively. Gartner provided the expertise, frameworks, and validation they needed to address these challenges and drive their innovation and business outcomes.



How Gartner helped

- Gartner experts shared insights learnt from best in class R&D and innovation groups.
- Validated their direction and helped identify areas for innovation and iteration by looking at megatrends and using gartner tools.
- They also worked with analysts to explore AI and Edge trends, identifying use cases and prioritizing their innovation process.



Outcome

- Accelerated their innovation process and made faster decisions.
- Identified position in the market and aligned their strategies, allowing them to offer new services and solutions driving growth and differentiation.
- Gained insights into emerging technologies and trends, such as private wireless and AI, which helped them establish themselves as experts in their industry.

“The amount of analysts that I would have to hire and then train up and then ramp up, and I can literally likely be on track with a Gartner trend and or hypothesis that we want to validate in less than a month.”

Jarod Stokes, Sr. Director R&D and Innovation, Lumen Technologies