

Achieving Product Market Fit with Gartner Expertise

Organization: RAW Labs
Industry: Software and services
Employees: <50



Mission-critical priority

Raw Labs needed to ensure their new cloud platform met market demands effectively, building a product-led growth strategy, and navigating specific industry use cases to refine and enhance their product offerings for optimal market acceptance.



How Gartner helped

- Collaborated on developing a **robust product positioning framework** to align the platform with market needs.
- Provided **strategic insights** through AI Prism use cases, aiding in refining product offerings.
- Facilitated **connections with industry experts**, offering valuable guidance to navigate complex enterprise deals.



Outcome

With support from Gartner, the client

- **Successfully launched a cloud platform** that now forms the core of operations, demonstrating effective product market fit.
- **Secured a major enterprise deal**, highlighting the strategic positioning.
- **Enhanced product innovation** and market presence, driving significant growth and establishing Raw Labs as a leader in data solutions.

"Gartner's resources have been instrumental in helping us achieve product market fit, acting as an expanded team that navigates industry challenges alongside us." - **Miguel Branco, CEO, Raw Labs**