

Shifting from Delivery-Focus to Advisory-Focus

Company Name: Altkom Software & Consulting
Industry: Information Technology
Revenue: \$17M+
Employees: 200+



Mission-critical priority

Adam Lejman, CEO of Altkom Software, partnered with Gartner to validate and refine the company's value proposition. Leveraging Gartner's insights, Altkom identified CIO priorities, realigned service offerings, and shifted to an advisory-focused approach. This partnership enabled Altkom to engage clients more meaningfully, implement targeted GTM strategies, and address evolving industry needs with confidence.



How Gartner helped

The client used:

- **Gartner Market Insights** to gain a comprehensive view of industry trends and client expectations in the banking and insurance sectors.
- **Gartner Frameworks**, including the Business and IT Strategic Integration Model, to access proven methodologies for connecting business objectives with technical capabilities.
- **Analyst Guidance and Advisory Sessions**, which provided expert validation, industry benchmarks, and ongoing support to inform strategic decisions and strengthen client proposals.



Outcome

With support from Gartner, the client:

- **Validated and refined their value proposition**, ensuring alignment with CIO priorities and industry trends.
- **Developed clear, confident proposals** using Gartner frameworks, leading to more meaningful client conversations and improved credibility.
- **Multiplied advisory projects business by 2x** since shifting from a delivery-focused to an advisory-focused approach with Gartner.
- **Informed AI initiatives** with real-world examples and expert insights, enabling effective client guidance and risk avoidance.