

# Translating Product Strategy into Growth

**Company Name:** Bangunindo Teknusa Jaya  
**Industry:** Technology & IT Services  
**Revenue:** ~7 Million (USD)  
**Employees:** 130



## Mission-critical priority

Bagas Wicaksono, VP of Product Ecosystem at Bangunindo sought support from Gartner as the company transitioned from project-based work to building scalable data management products. The client worked with Gartner to clarify product vision, understand market positioning, and establish a robust product strategy to drive sustainable growth.



## How Gartner helped

The client used:

- **Expert analysts** for guidance on product vision, strategy, and market positioning.
- **Research, tools, and self-assessment resources** to benchmark business models and team maturity.
- **Peer networking and industry insights** through conferences and use case studies, supporting decision-making and product development.



## Outcome

With support from Gartner, the VP of Product:

- **Accelerated and improved decision-making**, leading to a successful shift from project-based to product-driven business.
- **Increased efficiency**, with product team costs reduced to 12.5% of revenue and annual revenue exceeding \$2M (USD).
- **Boosted product confidence and market fit** by leveraging Gartner's insights, resulting in tangible business growth and competitive differentiation.

“Gartner will help you to navigate uncertainties, which means you might avoid pitfalls that many of other vendors might be having.”  
— **Bagas Wicaksono, VP of Product Ecosystem, Bangunindo Teknusa Jaya**