

Celonis's Journey to Drive Innovation and Strategic Growth

Company Name: Celonis
Industry: Software
Employees: 3,000+



Mission-critical priority

Celonis sought Gartner's expertise to validate and refine their product launch and pricing strategies, ensuring these approaches were effective, and aligned with market demands to drive strategic success and innovation.



How Gartner helped

In addition to providing expert insights and data-driven methodologies, Gartner provided:

- **Analyst Consultations** to ensure alignment with industry best practices and market expectations.
- **Peer Insights and Reviews** offered valuable customer perspectives, allowing Celonis to tailor their products and messaging effectively.
- **Benchmarking and Market Data** helped in identifying trends, assess competitive positioning, and make informed decisions.



Outcome

The client achieved:

- Successful launch of new products with strategies that were both validated and refined
- Optimized pricing strategies