

# Building Value Proposition to Ensure Go-to-Market Success

**Organization:** Ikon Digital Farm  
**Industry:** Software  
**Employees:** <100



## Mission-critical priority

Ikon needed to build a roadmap for their new product, Immersiva. They sought Gartner support to develop the right positioning strategy, craft effective pricing, analyze market competition, ensuring a seamless product launch.



## How Gartner helped

1. Provided comprehensive market insights and competitive analysis to refine positioning and communication strategy.
2. Offered Toolkits, Ignition guides, Hype Cycles, Benchmarks to build an effective go-to-market strategy.
3. Provided analyst interactions and vendor briefings to improve product functionalities, while also validating the future developments.



## Outcome

1. Achieved significant cost and time savings in developing the go-to-market strategy.
2. Validated strategic development and minimized potential errors with expert insights.
3. Positioned Ikon for a successful product launch and subsequent commercialization.

"Gartner insights have enhanced my confidence and decision-making as a CEO. Our partnership is invaluable in navigating new markets and strategies."- **Enrico Degrassi, CEO, Ikon Digital Farm**