

Repositioning as a Leader in the Data Management Landscape

Organization: Irion S.b.r.l.
Industry: Software Development
Employees: 180



Mission-critical priority

Alberto Scavino, CEO at Irion, sought Gartner's support in redefining Irion's go-to-market capabilities and market positioning, and offering and pricing model of their enterprise data management platform, Irion EDM®, while also focusing on scaling a strong partner network across several industries, leveraging their product features as an end-to-end platform to build data apps.



How Gartner helped

- With the help of analyst interactions, the client was able to review their pricing model and redefine their positioning and messaging.
- By using Gartner **Magic Quadrant™** and other guides, the client is building a strategy for a stronger partner network and upgrading their operating model in functions, tools and processes.



Outcome

With support from Gartner for High Tech Leaders, the client was able to:

- Exploit the value of their distinctive intellectual property (such as EasT, DELT, IsolData), positioning those technologies against the major trends in data management
- Renew their product offering, impacting their operating model, and eventually enhance their Italian and international go-to-market capacity
- Revamp their contracts by simplifying the end-user license agreement, partnership agreement and processes

"Our relationship with Gartner analysts has helped me enhance my role as CEO in a fast-paced and changing industry like data management. With Gartner's help, we were able to redefine our go-to-market strategy and focus on building a strong partner network, helping us reach new heights."

— **Alberto Scavino, CEO, Irion**