

Enhancing Market Positioning and Technology Innovation

Organization: Cyberoo
Industry: Software
Employees: <300



Mission-critical priority

Cyberoo had gone from being a managed service provider in a specific geographical area to being a vendor with international ambitions. Gartner assisted Cyberoo in correct positioning of its cyber security services in relation to the target audience and in keeping pace with rapid technological innovations.



How Gartner helped

1. Provided clarity on market positioning as an MDR solutions vendor.
2. Offered strategic insights to refine value proposition and target the right market audience.
3. Ensured technological evolution remained aligned with market demands, enhancing the competitive edge.



Outcome

1. Validated strategic development and minimized potential errors with expert insights.
2. Achieved a well-defined market position, leading to a reduction in operational costs and increased efficiency.
3. Enabled technological advancements, ensuring relevancy in the ever-evolving cybersecurity landscape.

"The collaboration with Gartner has been instrumental in achieving our international ambitions and enhancing our market presence."

-Veronica Leonardi, CMO, Cyberoo