

Developing the right positioning strategy to accelerate growth

Organization: DocFlow
Industry: Software
Employees: 51-200



Mission-critical priority

Fabio Omar El Ariny, General Director, DocFlow sought support from Gartner to transition from a project-based organization to a product-based one. This required aligning the entire organization to the new strategy, improving go-to-market efforts, and staying ahead of competition by addressing customer needs.



How Gartner helped

Gartner played an essential role in assisting the client in **developing the right positioning strategy** that aligned with their new offerings.

- Provided valuable insights for **developing and positioning the new invoice management product**.
- Reviewed their product roadmap, leveraged research and tools on product launch to **align customer acquisition with product-market fit**.
- **Identified their ideal customer profile and market needs** to focus on vertical solutions tailored to specific business requirements.



Outcome

By leveraging the Gartner expertise, DocFlow was able to:

- Achieve a significant increase in market penetration, expanding their reach and customer base.
- Experience a YoY increase of nearly 20% in SaaS sales, driving revenue growth.
- Successful position as a top provider of Accounts Payable Invoice Automation solutions, gaining recognition in the market.

"Our relationship with Gartner has been instrumental in our journey of transformation. They have helped us focus our strategy, identify our ideal customers, and develop innovative solutions. With their guidance, we have achieved remarkable growth and positioned ourselves as a leader in the market."

- **Fabio Omar El Ariny, General Director, DocFlow**