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# **Vertical Go-to-Market Strategy: Why It's More Important Than Ever**



## Different industries are prioritizing different technology investments and vary by function within the industry

The top 3 strategic business unit initiatives to be supported by technology investments in 2019-2021

Priorities	 Financial Services	 Public Sector	 Insurance	 Healthcare	 Manufacturing and Nat Resources	 Retail	 Telecom
Base (n = )	116	42	88	69	138	96	36
<b>1st</b>	<b>Improve consumer and commercial lending processes</b> ☆ Automate business processes (replace manual processes)	Modernize legacy systems	Address governance, regulatory compliance, risk or security requirements	Introduce new revenue models	Improve product or service quality Automate business processes (replace manual processes)	Create new products/services	Automate business processes (replace manual processes) Create new products/services
<b>2nd</b>	<b>Modernization/replacement core banking systems</b> ☆ Address governance, regulatory compliance, risk or security requirements	Digitalize products and services Automate business processes (replace manual processes)	<b>Modernization/replacement core systems</b> ☆ Improve product or service quality Create new products/services	Digitize products and services Improve product or service quality	<b>Optimizing factory/production operations</b> ☆ Address governance, regulatory compliance, risk or security requirements	Improve product or service quality	Improve product or service quality

Percentage of respondents. Sum of Top 2 Ranked.  
 Base: Excludes "unsure"; n as specified.  
 Source: Gartner

☆ Industry-specific initiatives

# Vertical industry GTM requires a systematic approach

Do you know the “minimum viable verticalization” level for the industries you target?



Horizontal Focus		Vertical Focus
Product	Organization, Staffing, Strategic Intent	Vertical P/LBU
Technology Innovator	Segmentation, Targeting and Positioning	Trusted Industry Advisor
Technology-Focused Sales	Industry Sales, Channels, Lead Qualification	Dedicated Vertical Sales SMEs
Technology Transformation	Product/Service Development	Industry (Process) Transformation
Ad Hoc Industry Experience	Delivery and Continuous Improvement	Dedicated Vertical SME Delivery Team
Technology roadmaps updates	Continuous Competitive Assessments	Business Model/Strategic updates

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