

# NTT DATA Advances Product Marketing With GenAI Insights

**Company Name:** NTT DATA  
**Industry:** Information Technology  
**Revenue:** \$30B  
**Employees:** 198K



## Mission-critical priority

Amit Gandhi, Vice President of Portfolio Marketing at NTT Data, leveraged Gartner insights to evolve marketing strategies and differentiate value proposition in response to the rapid emergence of GenAI.



## How Gartner helped

The client used:

- **Gartner insights** to shift from traditional marketing metrics to outcome-focused measures, gaining actionable guidance for strategic planning.
- **Conference sessions** to deepen understanding of GenAI differentiation and discover new approaches for aligning value propositions to target personas.
- **Peer networking**, including analyst meetings and industry discussions, to benchmark evolving marketing expectations and integrate fresh perspectives.



## Outcomes

With support from Gartner, the client:

- **Enhanced marketing strategy** to align with evolving industry expectations and business objectives.
- **Elevated planning process** by integrating GenAI trends and peer insights, ensuring marketing initiatives remain relevant and future-focused.
- **Fostered knowledge exchange** by engaging with Gartner industry experts and peers.

*"If you are missing Gartner insights in your planning and strategy, you're missing something real, especially in the age of GenAI."*

**Amit Gandhi, NTT Data Vice President of Portfolio Marketing**