Optimizing Go-To-Market Strategies

Company Name: UiPath
Industry: Software
Employees: <4,035

Mission-critical priority

For the senior director of product marketing the core responsibilities include developing new categories or expanding existing categories for the growth of the organization. To accomplish this, the client sought insights to understand market dynamics and develop a strategic go-to-market approach.

How Gartner helped

- Gartner provided valuable insights and guidance on various **market dynamics, including competitive forces, pricing structures**, and value offerings.
- Analysts specializing in areas such as **process mining, test automation, and AI** worked closely with the client and provided guidance in developing go-to-market strategies for the new categories.

Outcome

- Working with Gartner has contributed to the client's accelerated growth in their categories. These categories have been **outgrowing the core company by 2x-3x**
- Supported the client in **identifying and pursuing opportunities** that contribute to their strategic goals.

"Gartner is a is a very close partner on helping us understand different dynamics on how to go to market. That means competitive forces, That means pricing structures, that means value offerings and how these can be identified by customers and how can customers interpret them into the value that they can get for their organization" **Yiannis Broustas, Sr. Director Product Marketing, Growth & Emerging Categories, UiPath**

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