

# Accelerating Go-to-Market Strategy and Streamlining Sales Execution for Industrial IT Solutions

 **Mission Critical Priority** Marco Giacomini, CEO at Real Comm, sought support from Gartner to expand internationally, advance AI-powered product innovation, and refine scalable go-to-market strategies.

## How Gartner helped

- **Tech CEO Self-Assessments:** Conducted website reviews to optimize online presence.
- **Improved demand generation:** crafted sector-specific messaging to engage vertical audiences more effectively.
- **Analyst Inquiries:** to build a concrete AI roadmap tailored to the client's product and industry.



## Outcome

- **Efficiency:** Standardized sales cycles using Gartner frameworks, reducing lead management time by 35%.
- **Scalability:** Scaled product demos using avatar-led videos, cutting demo call times by 75%.
- **Sales Effectiveness:** structured more effective sales campaigns, achieving an overall response rate of nearly 25%.



For us, the partnership with Gartner has been a true strategic accelerator. The main benefits we have experienced include: clarity in priority setting, external validation of our intuitions, and speed of execution.

— Marco Giacomini, CEO at Real Comm

