

Strategic Focus and Innovation: 56Bit's Transformation with Gartner

Organization: 56Bit
Industry: Technology & IT Services
Employees: < 50



Mission-critical priority

56Bit needed to address inefficiencies in their marketing and business development strategies. As a small team, they recognized the importance of focusing on a specific industry to maximize impact and returns.



How Gartner helped

- Conducted **comprehensive assessments** to identify gaps in 56Bit's strategies.
- Provided **expert guidance** to help focus efforts and resources effectively.
- **Facilitated discussions** to offer strategic insights and validate company approaches.
- Assisted in verticalizing focus, choosing a niche, and **aligning strategy with industry best practices**.



Outcome

- Successfully implemented a **new go-to-market strategy** with significant improvements.
- **Avoided unnecessary product cycles**, saving valuable time and resources.
- **Enhanced strategic focus and operational efficiency** within the organization.

"Gartner's expertise has been invaluable in helping us focus our efforts and align our strategy effectively. Consistency in using Gartner's resources is key to seeing returns, much like a gym membership: if you don't use it you don't get the great results." - **Patrick Camilleri, CEO**