



Gartner for Information Technology

Elevating Business Model to Ace Customer Conversations

Client success story: Assurity Consulting

As Assurity Consulting began the process of shifting its offerings from individual services to full-scale solutions, it knew that finding messaging that would resonate with prospects and clients would be paramount. Gartner helped it craft these messages in a way that would help it successfully pitch its new solutions to clients and prospects.



Independent workplace compliance

Industry: IT and services

Revenue: Approx. \$2 million

Employees: 260



“If we wouldn’t have engaged with Gartner, we wouldn’t have gone from being a really good service business to a really good solution business.”

Garth Hamilton, CEO, Assurity Consulting



Mission-critical priority

Assurity Consulting changed its business model to elevate the brand and this meant that it needed to craft messaging that would resonate with the C-suite.



How Gartner helped

Gartner helped Assurity Consulting elevate the business conversation by providing constant feedback on the organization’s sales materials, website messaging and its communication framework before these messages were rolled out to clients. Gartner experts helped validate that Assurity was doing the right thing to take services they had been offering and build them into powerful solutions for the market.



Mission accomplished

With Gartner for IT Leaders, Assurity Consulting:

- Enhanced business conversations, ultimately strengthening the organization’s brand
- Improvised on the services to provide better solutions and meet customer needs
- Experimented with new techniques to be able to fit the market trends and follow the right direction

Achieve your mission-critical priorities with Gartner for IT Leaders

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