

# Navigating Global expansion at Crowdworks

**Organization:** Crowdworks  
**Industry:** Technology & IT Services  
**Employees:** 100+



## Mission-critical priority

Yena Yung, Head of Global Business, Crowdworks, sought support from Gartner to get a deeper understanding of the global market and their target users in order to position their business appropriately and stay ahead of the competition.



## How Gartner helped

As a Korean start-up Crowdworks had to start from scratch when it came to expanding their business globally.

This is where Gartner's **strategic guidance** and **research based solutions** helped the Crowdworks team make informed decisions. The company was able to better understand the global market with help of **Gartner experts** and the **peer network** that Gartner provided.



## Outcome

### Time Savings:

By narrowing down and structuring an elaborate problem, Gartner helped Crowdworks save much of the time that would have been spent in understanding all the new details and nuances of expanding globally.

### Global Expansion:

Gartner was able to help Crowdworks grow an in-depth understanding of the global market and expand their business.

" If you're a startup trying to expand globally with a limited resource, consider Gartner as the extended arm of a strategist, because Gartner has a huge network of experts and analysts who can help you and guide you and challenge you."

**Yena Yung, Head of Global Business, Crowdworks**