



Gartner for Startup CEOs

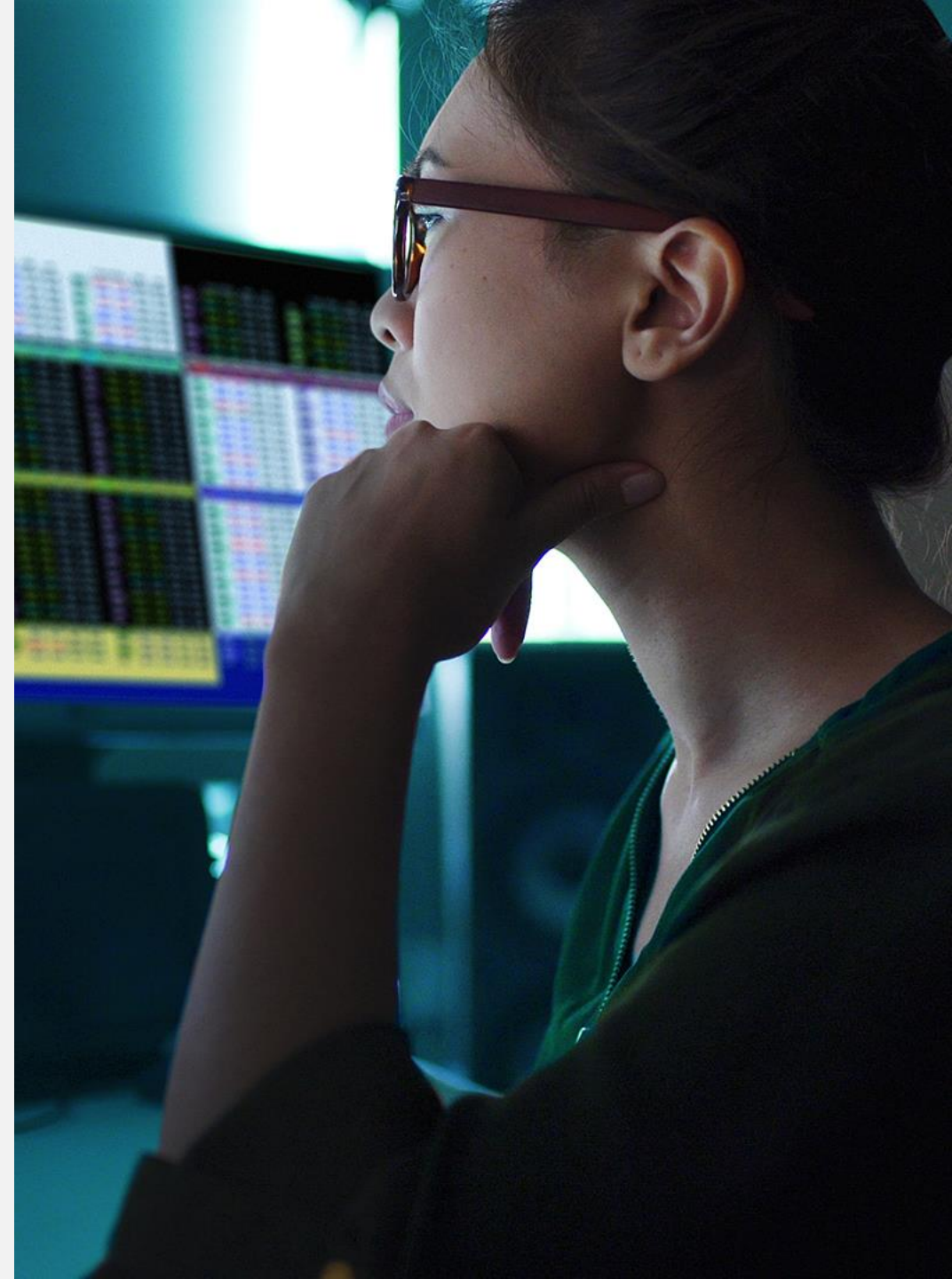
Strategic Business Planning for Succeeding at Scale

Client success story: Airlock Digital

An emerging software security vendor was struggling to scale the business while managing the day-to-day demands of rapid growth. Gartner helped the client focus, set priorities and develop a go-to-market strategy, laying the foundation for successful global expansion into new markets.



Industry: Computer software
Employees: 16



“We’re so busy with the day-to-day that strategy falls aside. Working with Gartner allows us to set aside time to think about what needs to happen from a business perspective.”

Daniel Schell, Co-Founder and CTO, Airlock Digital



Mission-critical priority

The client’s strong technical knowledge and in-demand product led to rapid company growth. Priorities included:

- Pivoting the business as it grows and additional business expertise to grow at scale
- Building the business acumen necessary to achieve sustainable, scalable growth
- Developing sales and marketing collateral to ensure messaging and positioning is resonating with buyers locally and internationally
- Customer acquisition by generating leads and sales through new partnerships with third-party technology vendors
- Attracting and retaining talent



How Gartner helped

Gartner helped the client by providing:

- Access to industry experts to support the business as it grows and enhance strategy for higher client retention
- Toolkits, research and frameworks to develop a clear strategy driving business outcomes
- Ongoing meetings with Gartner experts helping to validate thinking, identifying top priorities, advice to change course when necessary and fill capability gaps
- Support to establish a performance baseline through benchmarking
- A clear strategy to track and measure key performance indicators
- Advice on how to adapt processes and approaches to maximize value in the face of shifting business priorities



Mission accomplished

With Gartner, the client:

- Increased visibility into rapidly changing business needs
- Developed a well-defined strategy for scaling at the global level
- Built strong lead generation campaigns and internal marketing function
- Increased revenue through informed, educated decisions for goals and aspirations driving a high growth business via customer acquisition strategies
- Identified hiring and capability needs required to support growth

Questions about becoming a Gartner client? Let’s connect.

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