Gartner for Startup CEOs

Building Credibility and Improving Go-To-Market Strategy

- **Client Name:** Finema
- **Industry:** Information technology
- **Employees:** 60
- **Contact:** Pakorn Leesakul, CEO and Co-Founder

Most critical priority

Target companies who are looking to transition from using physical credentials as means of validation to using Finema's digital onboarding and identity-proofing solutions.

How Gartner helped

- **Finema's use of the Gartner® Hype Cycle®** enabled them to get a holistic view of their team and the services they offer, their strengths, and areas of opportunity.
- **The Gartner® Hype Cycle®** also helped Finema in understanding where their technology stood across the industry landscape, and offered new ways of expanding its products to cater to other markets.

Business impact

With Gartner's support:

- **Gartner's insights and objective research** helped Finema expand beyond Thailand and make significant impacts in international markets.
- **Gartner analysts** helped Finema with their go-to-market strategies and product targeting, which helped them tap into the demand for digital decentralized identity.

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Gartner for Startup CEOs

Gartner for IT delivers actionable, objective insight to executives and their team.

Our expert guidance and tools enable faster smarter decisions and stronger performance on your most critical priorities.

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- **Gartner Expert**
- **Gartner Research**
- **CIO Role in Digital Transformation**
- **Gartner Executive Programs**

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