

Streamlining Processes to Increase Profits and Reduce Costs

Client Name: Netka Systems

Industry: Information Technology

Employees:

Contact: Charnchai Jiamchoatpattanakul, CEO, Netka System



Most critical priority

- Build strategic partnerships necessary to sustain and drive the business, while reducing costs and streamlining the product development process.
- Navigate the economic recession of Thailand which has led to an increasing numbers of customers postponing their projects to save cost.



How Gartner helped

- **Gartner advisors provided industry insights** and helped with competitor analysis, SWOT analysis, and even trend analysis to help direct Netka's end to end operations
- **Gartner provided marketing insights** that helped Netka with their go-to-market strategies and make impactful product launches
- **Gartner's insights** were critical in Netka understanding their customer's needs and streamlined their view of the industry, thereby enabling Netka to position themselves better.



Business impact

With Gartner's support:

- **Gartner's insights and solutions** combined well the Netka's resilient performance during the pandemic to drive a net profit growth of over 200% in 2021, and helped in reducing the cost of their product development efforts.
- **Gartner insights** enabled Netka to save costs by keeping their development efforts constrained only to products that needed to be developed to meet their customer requirements.
- **Gartner's understanding of the market** and the insights about competitors helped saved Netka a lot of time by shortening their process of product development

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