Gartner for Product Teams
Delivering value for technology buyers

Company Name: IBM (Australia and New Zealand)
Industry: Technology
Revenue: $62 Billion (USD)
Employees: 282,000

Mission-critical priority

Building better solutions for end-user clients and to stay ahead of the prevailing technology and industry trends.

How Gartner helped

The client used:

- **Gartner research and industry insights** to help stay up to date with trends and skills, to stimulate discussion with the wider teams and to understand what language to use with their clients

- **Gartner Analysts** by inviting them to join team discussions to share expertise at scale by focusing on a research theme. Team members were then able base their client interactions on key learnings to ensure they are following best practice

Outcome

With support from Gartner for Product Teams, the Chief Technology Officer was able to:

- **Understand their clients better** by leveraging Gartner research and Analyst insights

- **Build the right IBM solutions** with varied products across their portfolio

- **Drive their strategic objective of being the number one in the hybrid-cloud in AI** by staying up-to-date with industry and technology trends

"When I think of Gartner, I think the perspective is global so I can be the best at my role, and I can stay current."
Amelia Forbes, Chief Technology Officer, IBM – Australia and New Zealand

Gartner