

Empowering Business Growth with Strategic Insights

Company Name: Mekari
Industry: Software Development
Revenue: \$97.5Mn
Employees: 1000-5000



Mission-critical priority

Mekari's mission is to deliver scalable and cohesive software solutions across diverse customer segments, including startups and large enterprises. With a focus on payroll, CRM, and other software solutions, Mekari aims to scaling its product strategy across diverse customer segments, from startups to large enterprises.



How Gartner helped

- Mekari used **Gartner's frameworks** and insights to refine their **product-market fit** and prioritise essential capabilities for **C-level executives**. By leveraging **Gartner's Magic Quadrant**, they benchmarked their solutions against **global competitors**, gaining a broader perspective on **compliance, security, and scalability**.
- A key session with a **Gartner analyst** focused on Mekari's HR platform strategy in emerging markets. This engagement aligned their **roadmap** with market needs, prioritised features in products like **Mari Talenta**, and established a path for **long-term differentiation**.



Outcome

With support from Gartner, Mekari:

- **Enhanced Agility and Focus:** Mekari has become more agile and customer-focused, executing market strategies efficiently.
- **Confident Market Navigation:** Gartner's advice has empowered Mekari to navigate complex dynamics, prioritise innovation, and communicate value effectively.
- **Future-Ready Positioning:** Mekari is preparing for trends like low-code/no-code and AI convergence, ensuring continued success in a dynamic landscape.