

# Kubermatic GmbH Transforms Growth Strategy with Expert Guidance from Gartner

**Organization:** Kubermatic GmbH  
**Industry:** Technology & IT Services  
**Employees:** < 300



## Mission-critical priority

Sebastian Scheele, CEO at Kubermatic, sought support from Gartner on developing a comprehensive partner program. They needed to enhance strategic focus by aligning their operations with emerging industry trends. They also wanted to address collaboration with partners to expand market reach.



## How Gartner helped

- Provided a structured guide on **building a partner program**, highlighting key areas for attention and development.
- Facilitated **collaboration with analysts** to validate ideas, gain feedback, and refine strategic approaches.
- Offered **insights into industry trends**, such as platform engineering, to inform Kubermatic's strategic direction.



## Outcome

- Successfully established a **robust partner program**, enhancing collaboration with partners for software implementation and sales.
- Developed a clear service program that facilitates **seamless partner interactions** and contributes to **business growth**.
- Aligned product development and marketing strategies with emerging industry trends, **strengthening market position**.

"The conversation with the analysts really helps us to validate our ideas and how we see the market, but also to challenge ourselves and bring up new ideas." - **Sebastian Scheele, CEO, Kubermatic**