

Accelerating Vendor Selection using Gartner BuySmart™

Company Name: ICON Plc
Industry: Healthcare
Revenue: \$8B
Employees: 40,000+



Mission-critical priority

The Global Marketing Officer of ICON Plc was tasked with selecting a vendor for a new digital asset management and have a broader digital experience platform.



How Gartner helped

The client used:

- **Gartner BuySmart™:**
 - That offered tailored vendor capabilities specific to their organizational needs and criteria
 - To make informed decisions between different technology vendors resulting in quick deployment and organizational capabilities



Outcome

With support from Gartner for Marketing, the client:

- **Saved time and complexity** by successfully selecting the right vendor platform using Gartner BuySmart™ methodology
- **Achieved speed and scale** by migrating over 14,000 content assets into the new digital asset management **in just six weeks**
- **Built and migrated** a global web platform **in just nine months**, fastest timeline experienced to date

"It was a very close race between the different vendors and essentially the BuySmart methodology really clinched our decision as to the ultimate choice of vendor to go with.."

- David Green, Global Marketing Officer, ICON Plc