

Harnessing Gartner BuySmart™ Tool for Vendor Selection

Company Name: Eaton
Industry: Manufacturing
Revenue: \$20B+
Employees: 92,000+



Mission-critical priority

The Director of Commercial Operations and Technology Director at Eaton needed to assess and validate a sales enablement vendor for long-term strategic alignment.



How Gartner helped

The client used:

- **Gartner BuySmart™** to efficiently compare and select sales enablement vendors, ensuring a thorough evaluation of options
- **Gartner expertise** to validate their vendor selection, avoiding bias and ensuring all critical factors were considered



Outcome

With support from Gartner for Marketing, the client:

- **Selected the right sales enablement vendor** for their next generation
- Ensured a **thorough and unbiased evaluation process, enhancing confidence** in their decision-making

"I think consultancy is vital because it's very hard to research the wealth of material that Gartner provides."

- Nina Bennett, Commercial Operations and Technology Director, Eaton