

# Transforming Marketing Strategy to Improve Efficiency

**Company Name:** Ivoclar  
**Industry:** Manufacturing  
**Revenue:** ~ \$900M.  
**Employees:** 3,700+



## Mission-critical priority

The CMO of Ivoclar turned to Gartner to setup a new marketing structure to become more efficient and customer centric



## How Gartner helped

The client used:

- **Gartner analyst calls** to discuss ways to setup a global centralized structure and a decentralized local marketing structure
- **Gartner Digital IQ Index** to assess and identify key areas to improve the maturity of their brand
- **Gartner data and insights** to validate their decisions and seek buy-in from the board



## Outcome

With support from Gartner for Marketing, the client:

- **Saved time and improved decision making**
- **Achieved 60-80% first pass approval rate** by training and empowering markets in implementing new brands, thus improving efficiency

“I really appreciate Gartner challenging our decisions and our status, our maturity in an honest, but also direct way.”

- Patric Frank, CMO, Ivoclar