Gartner®

Reimagine the CPO Product Strategy

Win in the AI Vendor Races

Reimagine the CPO Product Strategy

Establishing a solid product strategy to win in the age of AI has never been harder, as technologies and capabilities change on nearly a weekly basis.

CPOs expect that 56% of their product portfolio revenue growth will be AI-related in 2026.

Chief product officers (CPOs) face immense difficulty in establishing a solid product strategy as AI capabilities evolve rapidly and alignment with customer requirements remains low. To win the AI vendor race, product leaders must shift from simple AI integration to prioritizing profitable, differentiated use cases that anticipate market shifts.

To avoid failed launches and secure growth, you must act now:

- → Differentiation through innovation. Stand out with advanced AI models, explainable AI, industry-specific solutions and unique integrations. Continuous innovation is essential.
- → Enterprise readiness and scalability. Deliver robust, secure and scalable products that integrate seamlessly with enterprise systems and meet compliance requirements.
- → User experience and trust. Prioritize intuitive interfaces, easy adoption and responsible AI practices to build customer trust and drive adoption.

Connect with Gartner to validate your strategy, prioritize profitable use cases and confidently win the 2026 AI vendor race.

John Barber
Group Vice President

Your roadmap to success

The rapid evolution of AI, ongoing consolidation among AI vendors and other market forces are redefining product strategy, investment priorities and organizational collaboration.

Gartner empowers CPOs with trusted market intelligence, actionable frameworks and industry-leading tools such as Hype Cycle™ methodologies, Magic Quadrant™ reports and AI maturity models. With expert guidance and data-driven insights, CPOs can confidently shape product strategies, anticipate market shifts and drive innovation that meets evolving customer needs.

1. **Unlock buyer needs**
2. Prioritize profitable AI use cases
3. Differentiate from your competitors
4. Anticipate shifts in the market

4 key outcomes to consider in Step 1

Identify unmet needs in the market using Gartner Peer Insights™ to track customer demand and competitive posture.

Segment buyer behaviors to tailor GTM strategies so that the right AI products are targeted to the right customers.

Align your product roadmaps strictly on validated customer needs and guide product teams to prioritize development of features based on customer pain points.

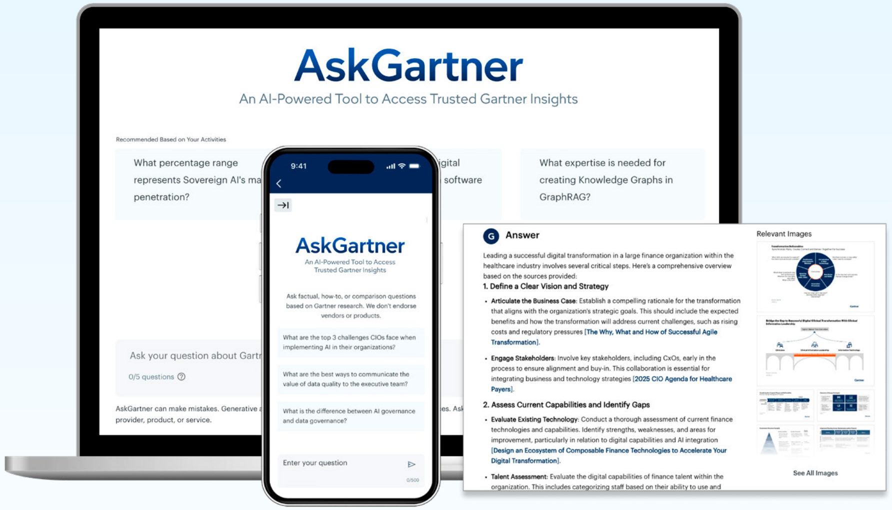
Analyze consideration factors to identify growth opportunities. Evaluate buyer decision drivers when determining product-market fit.

Key questions your CPO peers are asking Gartner

Gartner clients can click to explore answers

How do I put the customer AI needs at the center of portfolio decisions?	Explore Answer ↗
How do I anticipate shifts in the market?	Explore Answer ↗
How do I differentiate AI features from the competition?	Explore Answer ↗
What are the AI use cases that are differentiating and profitable?	Explore Answer ↗

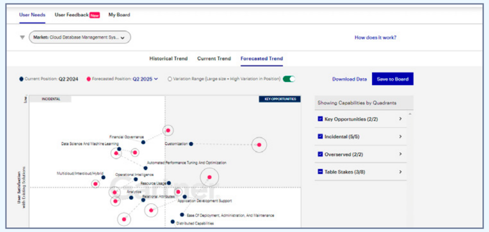
Your peers use AskGartner to answer these questions in minutes.



Learn More

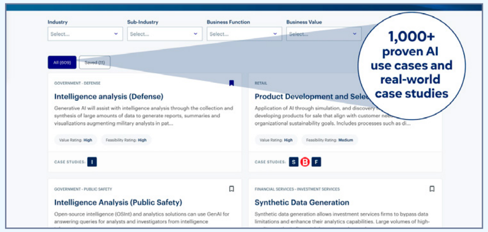
Gartner resources turn your priorities into plans and actions

Understand Customer Needs and Revenue Opportunities



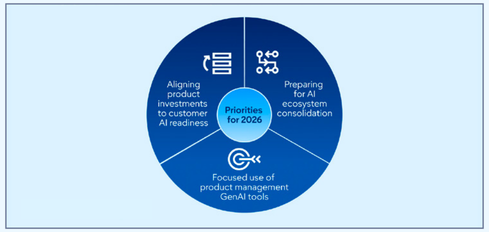
Tool: Product Decisions ↗

Refine and Implement Profitable AI Use Cases



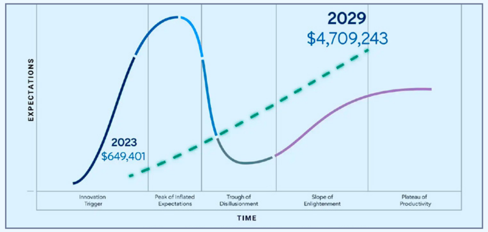
AI Use Cases to Drive Business Impact ↗

Differentiate From Your Competitors



2026 Top Priorities for Chief Product Officers ↗

Anticipate Shifts in the Market



Tool: Race Ahead With AI ↗

Engage with Gartner

- Connect with a Gartner analyst to identify, review and refine your AI product strategy.
- Translate evolving customer needs into portfolio priorities and differentiated offerings.

Expected outcomes

- Align product strategy with emerging tech, AI, cybersecurity and sustainability trends.
- Increase ROI and competitive advantage by identifying, validating and investing in two to three disruptive bets.
- Reduce risk through rigorous risk and opportunity assessment, data validation and pilot testing of high-impact initiatives.

Client Story

Aligning AI Product Strategy With Market Demands for Transformative Growth

Mission-critical priority

Sriram Iyer, General Manager and Vice President of Product at Freshworks, spearheaded the expansion of enterprise service management (ESM) by embedding AI-driven innovation and centering strategy on evolving customer needs and market dynamics. Sriram leveraged Gartner as a thought partner to validate his approach, formulate a unified product vision and ensure the strategy matched shifting buyer behaviors across industries and geographies.

Having a thought partner like Gartner to help guide and think through this evolving landscape has been invaluable. It improved speed to value 100%."

Sriram Iyer, General Manager and Vice President of Product, Freshworks

How Gartner helped Freshworks

1. Vision mapping and idea testing:
Gartner analyst sessions served as a sounding board for Sriram to test hypotheses, validate evolving ideas and collaboratively map out a joint vision and mission statement for the ESM product — looking three years into the future for category leadership.

2. Pattern recognition across market segments:
Using Gartner analyst insights, Sriram verified whether emerging buyer behaviors were isolated or widespread, identifying consistent trends across diverse industries, geographies and new buying centers like HR and finance.

3. Personalized insights and ongoing guidance:
Freshworks benefited from the Gartner AI-powered personalized portal, which delivered tailored research notes and analyst recommendations directly to Sriram's inbox — fueling ongoing, data-driven decision making.

Mission accomplished

1. Unified vision and roadmap:
With strategic Gartner collaboration, Freshworks created a joint product vision and mission statement and mapped out a forward-looking three-year roadmap.

2. Improved speed to value:
Having a Gartner thought partner accelerated decision making, helping Freshworks respond faster to customer needs and market shifts.

3. Remarkable revenue growth:
This strategic thought partnership contributed to nearly 100% year-over-year revenue growth and positioned Freshworks to confidently pursue $100 million opportunities.

Watch the full story ↗

Address your other mission-critical priorities

Build the AI-driven product organization of tomorrow

The average increase in productivity in using AI in product organizations is 35%.

Develop a scalable, secure AI tech stack

72% of CPOs believe their AI-integrated product performance is outperforming their competition.

Product strategies to win in the AI vendor races

46% of CPOs believe that the main driver influencing AI integration is technological innovation and adoption.

Connect with us

Get actionable, objective business and technology insights that drive smarter decisions and stronger performance on your mission-critical priorities.

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