

Boosting Proposal Success by 30% Through Data-Driven Guidance

Company Name: 22nd Century Technologies, Inc.
Industry: Technology & IT Services
Revenue: -
Employees: 5,001-10,000



Mission-critical priority

Anil Sharma, Chief Executive Officer at 22nd Century Technologies, sought support from Gartner to position itself for a large integration and managed services opportunity. The client worked with Gartner to improve proposal efficiencies by at least 30%.



How Gartner helped

The client used:

- **Analyst insights and whitepapers** to generate efficient and more thorough proposals.
- **Industry insights** allowed for the use of stronger proposals
- **Analyst engagement** to better understand customer pain points



Outcome

With support from Gartner for Growth Tech CEOs, the client:

- **Increased** proposal efficiency by at least 30% due to the quality of solutions
- **Secured** a large integration and managed services contract with a major state client.
- **Gained** deeper insights into customer needs, enabling more effective support.

“Gartner analysts and content has helped us a lot, our proposal efficiencies have increased at least 30% due to the quality of solutions” - Anil Sharma, 22nd Century Technologies, Inc.