

Uncovering Strategic Synergies to Formulate a Future-Ready Business Approach

Company Name: DMD Recovery
Industry: IT Asset Disposition
Revenue: \$100M
Employees: 200



Mission Critical Priority

Aaron Zeper, CEO at DMD Systems Recovery, sought support from Gartner as they faced industry shifts. The client worked with Gartner to evolve services, growing revenue from <1% to over 35%.

How Gartner helped

- **Analyst inquiries:** Used to formulate strategies, uncover blind spots, and address knowledge gaps.
- **Toolkits:** Allowed the client to input data, score maturity models, and receive recommendations.
- **Ask Gartner tool:** Used to connect disparate research ideas and gain a broader strategic view.



Outcome

- Grew services revenue from <1% to over 35% by successfully evolving their offerings.
- Learned proper industry terminology to speak the customer's language and resonate better.
- Gained a broader strategic view and uncovered hidden synergies by connecting ideas.



Gartner played a pivotal role in our services evolution. We went from less than 1% of our revenue coming from services in 2020 to over 35% over the last two years.

