Gartner

Gartner for Product Teams

Built a Roadmap for Digital Innovation

Client success story: Electrocomponents

Electrocomponents was developing a range of innovative value added services to improve the reliability, operability and maintainability of its industrial and engineering customers. Gartner provided the expert advice and insights the client needed to rapidly build the capabilities required to service its SaaS and DaaS markets, deliver global digital solutions to its B2B customers and position the business for significant longer-term market opportunity.

Industry: Industrial Distribution
Employees: Approx. 7,600
Revenue: 1.954 billion GBP

> **"Gartner insights have helped me to size the market opportunity, and understand our target available market for Electrocomponents. Gartner has also helped in identifying commercial elements, such as pricing strategy and customer success management."**
>
> Richard Jeffers, Director, Industrial Digital Solutions

Mission-critical priority

The client wanted to develop a range of innovative value added services that would ultimately position the business for long-term market opportunities and growth.

How Gartner helped

Gartner provided the client with strategy views, insights and best practices needed to:

- Develop an executable product roadmap and the capabilities needed to quickly deliver digital solutions to its customers
- Build a better understanding of the competitive landscape
- Deliver a robust go-to-market strategy for its services

Mission accomplished

With support from Gartner, the client was able to:

- Create compelling value propositions for its industrial customers
- Determine how to build solutions from a technology perspective
- Significantly reduce cycle times around key initiatives
- Accelerate the pace of innovation and seize opportunities for growth

Achieve your mission-critical priorities with Gartner for Product Teams

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