Strategic Business Planning for Succeeding at Scale

Client success story: Airlock Digital

An emerging software security vendor was struggling to scale the business while managing the day-to-day demands of rapid growth. Gartner helped the client focus, set priorities and develop a go-to-market strategy, laying the foundation for successful global expansion into new markets.

Industry: Computer software
Employees: 16
How Gartner helped

Gartner helped the client by providing:

- Access to industry experts to support the business as it grows and enhance strategy for higher client retention
- Toolkits, research and frameworks to develop a clear strategy driving business outcomes
- Ongoing meetings with Gartner experts helping to validate thinking, identifying top priorities, advice to change course when necessary and fill capability gaps
- Support to establish a performance baseline through benchmarking
- A clear strategy to track and measure key performance indicators
- Advice on how to adapt processes and approaches to maximize value in the face of shifting business priorities

Mission accomplished

With Gartner, the client:

- Increased visibility into rapidly changing business needs
- Developed a well-defined strategy for scaling at the global level
- Built strong lead generation campaigns and internal marketing function
- Increased revenue through informed, educated decisions for goals and aspirations driving a high growth business via customer acquisition strategies
- Identified hiring and capability needs required to support growth

Questions about becoming a Gartner client? Let’s connect.

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