

## A CASE STUDY

# How One IT Company Broke Into the GAFA Market

*Delivering Different IT Perspectives to Help Inform Strategic Direction*

### CHALLENGE

A B2B technology client examined its competitive landscape and identified large, GAFA-type tech companies (e.g. Google, Apple, Facebook, Amazon) as a promising market for it to enter.

In order to decide whether to build or buy a targeted offering, the client wanted a deep understanding of GAFA companies' pain points.

### THE GLG APPROACH

GLG recruited 14 former senior GAFA leaders to be part of this study and staffed a qualitative researcher from our extensive network with first-hand B2B technology expertise to lead a series of moderated in-depth interviews. The research team analyzed responses, identified key pain points, and uncovered future buying trends.

The research team highlighted three areas where GAFA companies struggle to develop in-house IT capabilities.

### OUTCOME

Our client used the three areas the research team identified as a lens to examine how its competitors addressed the GAFA market, helping to refine their strategy for these target companies.

### FEATURED PRODUCTS



GLG Calls



GLG Integrated Insights

[Learn more](#)

**The insight the client received from this project gave them the ability to focus their efforts specifically on their top priority targets, reducing their time to market and resource costs.**

### Why GLG?

#### Staffing

GLG staffed the project lead, a qualitative researcher with first-hand B2B tech expertise

#### Custom recruiting

GLG sourced 14 senior ex-GAFA executives including CIOs, CTOs, and SVPs to participate in the project

#### Project Breadth

GLG conducted 14 expert moderated in-depth interviews, and created a final report that enabled the client to better target their go-to-market strategy

#### Duration of Project

**10** days

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such.

GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc.

©2022 Gerson Lehrman Group, Inc. All rights reserved.