

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 project team analyzed responses, identified key pain points, and uncovered future buying trends.

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

## OUTCOME

Our client used the three areas the project 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 Moderated Calls



GLG Projects

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**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.

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