A | RESEARCH & ADVISORY

Drive tech transformation with hands-on advisory & local IT benchmarking

Compare ADAPT's IT research and advisory services for AU/NZ enterprises with Gartner's global offering.
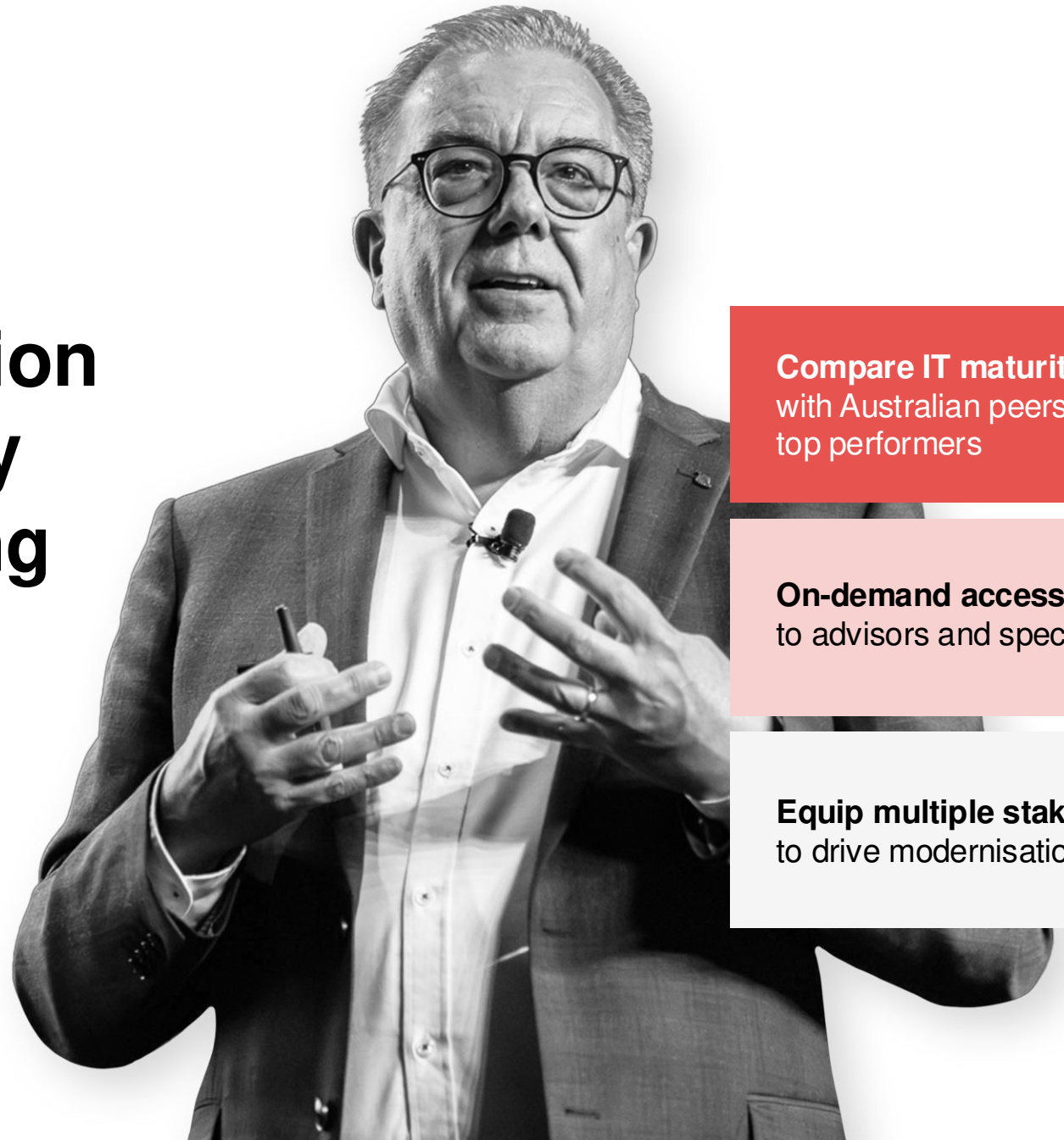
Compare IT maturity
with Australian peers & top performers

On-demand access
to advisors and specialists

Equip multiple stakeholders
to drive modernisation

Why choose ADAPT:

We do things differently than other research providers and advisory firms in the market. Do all these and more under one licence:

Benchmark IT maturity
against local and national peers

Consult seasoned CxOs
and peers — not junior analysts

Connect with local tech experts,
not just global firms

Equip all stakeholders
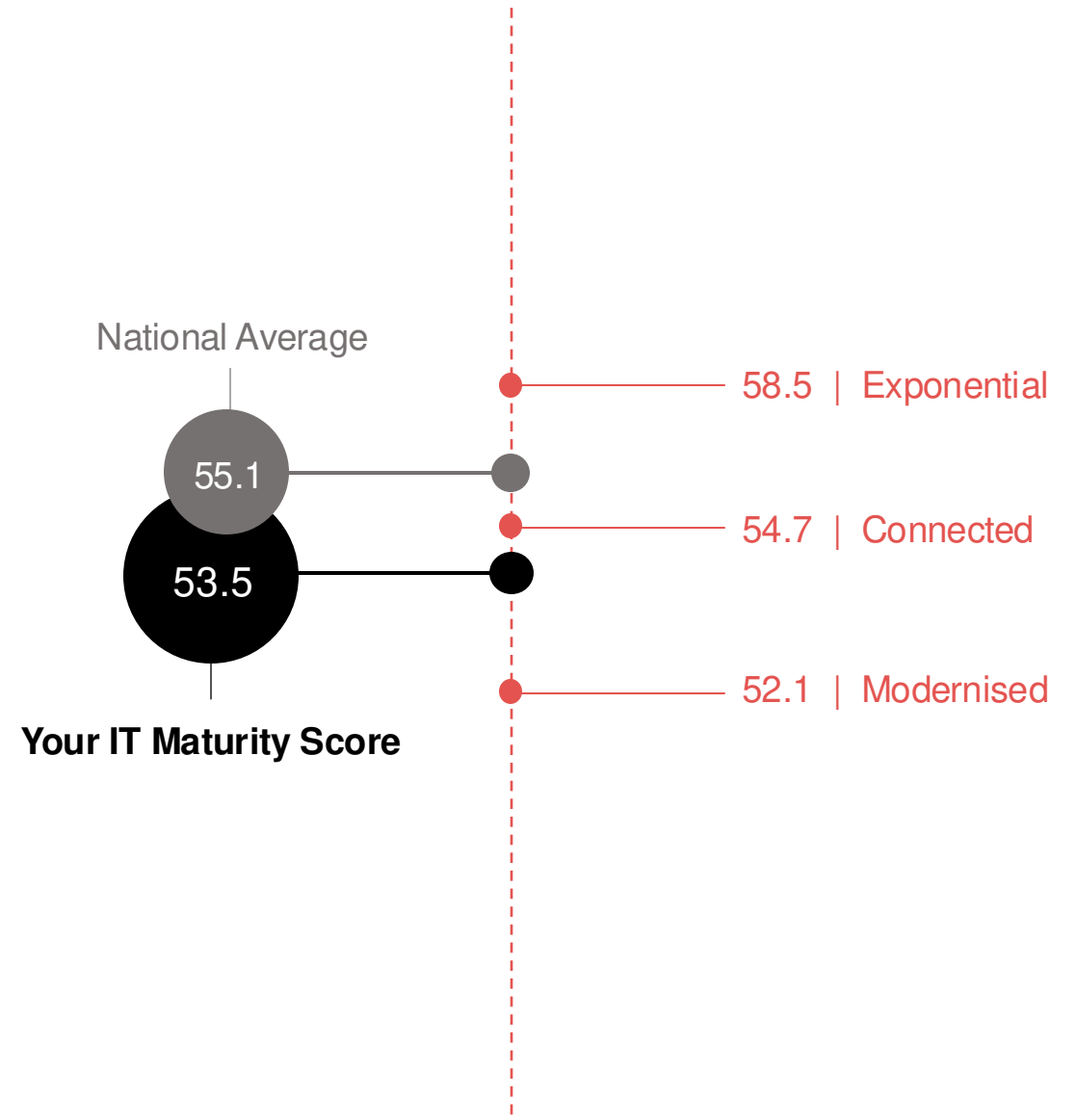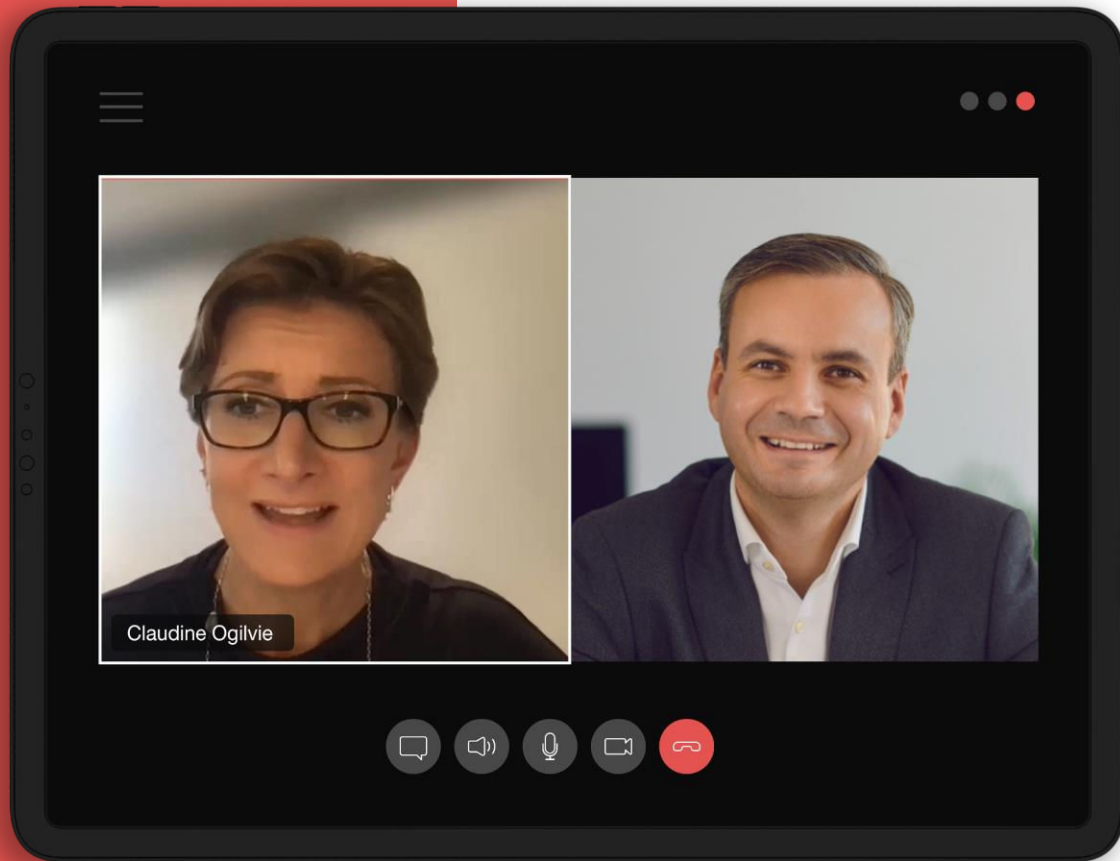to drive change

Progress your modernisation journey
without breaking the bank

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Benchmark IT maturity against your local industry and national peers (not global counterparts)

→ Spot red flags across individual areas like data, people, risk, execution, customer value, and more

→ Suggest the right IT initiatives for your market, industry, and growth stage

→ Compare the before-and-after of your IT initiatives, against a moving market.

National Average

55.1

53.5

Your IT Maturity Score

58.5 | Exponential

54.7 | Connected

52.1 | Modernised

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# Consult seasoned CIOs, CxOs, and peers (not junior analysts with limited real-world experience)

→ Learn from the experience of technology leaders who have been in your shoes and dealt with your challenges.

→ Make big decisions with confidence, knowing what's proven to work for Australian organisations.

→ Get practical, domain-specific advice – instead of an upsell pitch that makes you buy more services.

Connect with local tech experts and partners (not just big-ticket global IT firms)

→ Save months of supplier sourcing.
Find pre-screened consulting partners
that match your requirements

→ Deliver IT projects faster with AU/NZ-based
experts who work like your extended team

→ Pay for results, not for the brand name.
And report higher return on IT investment
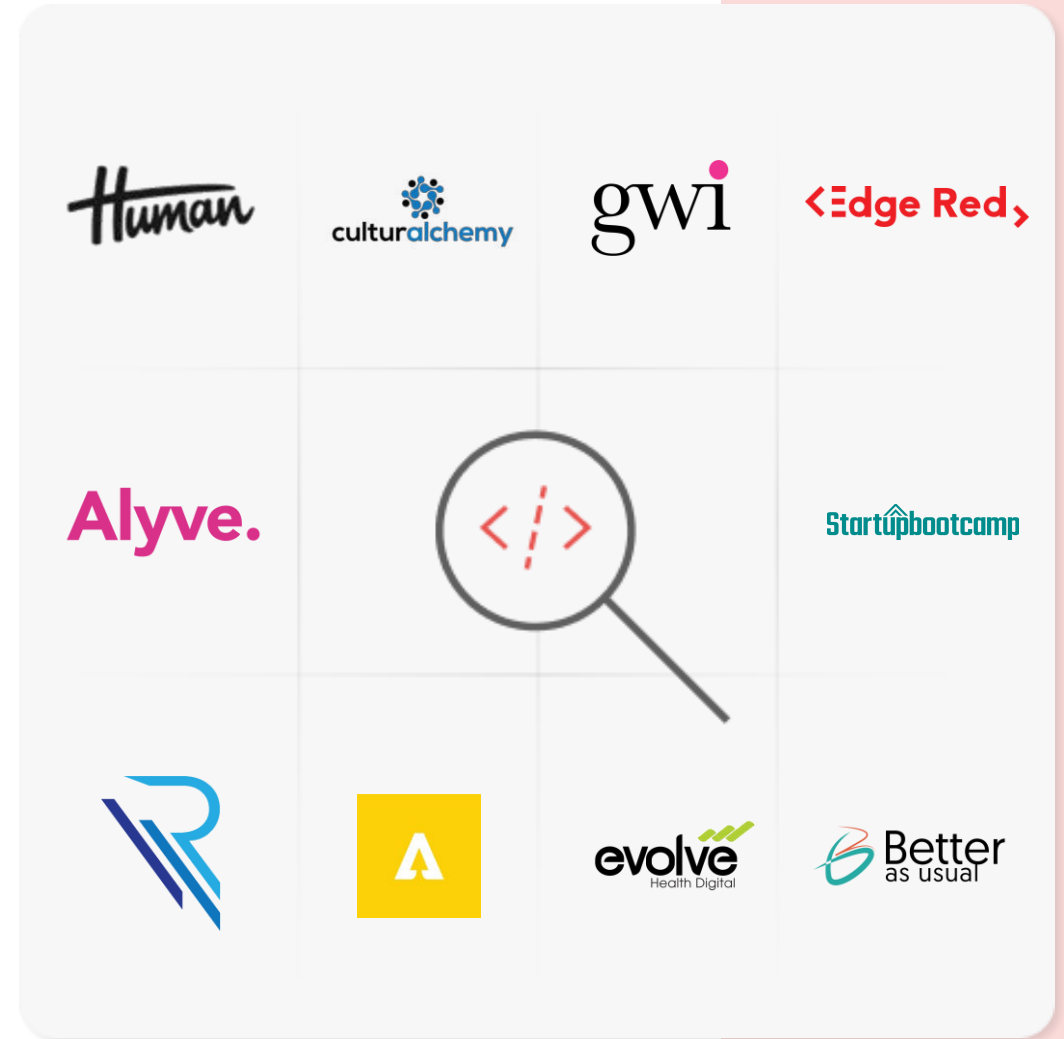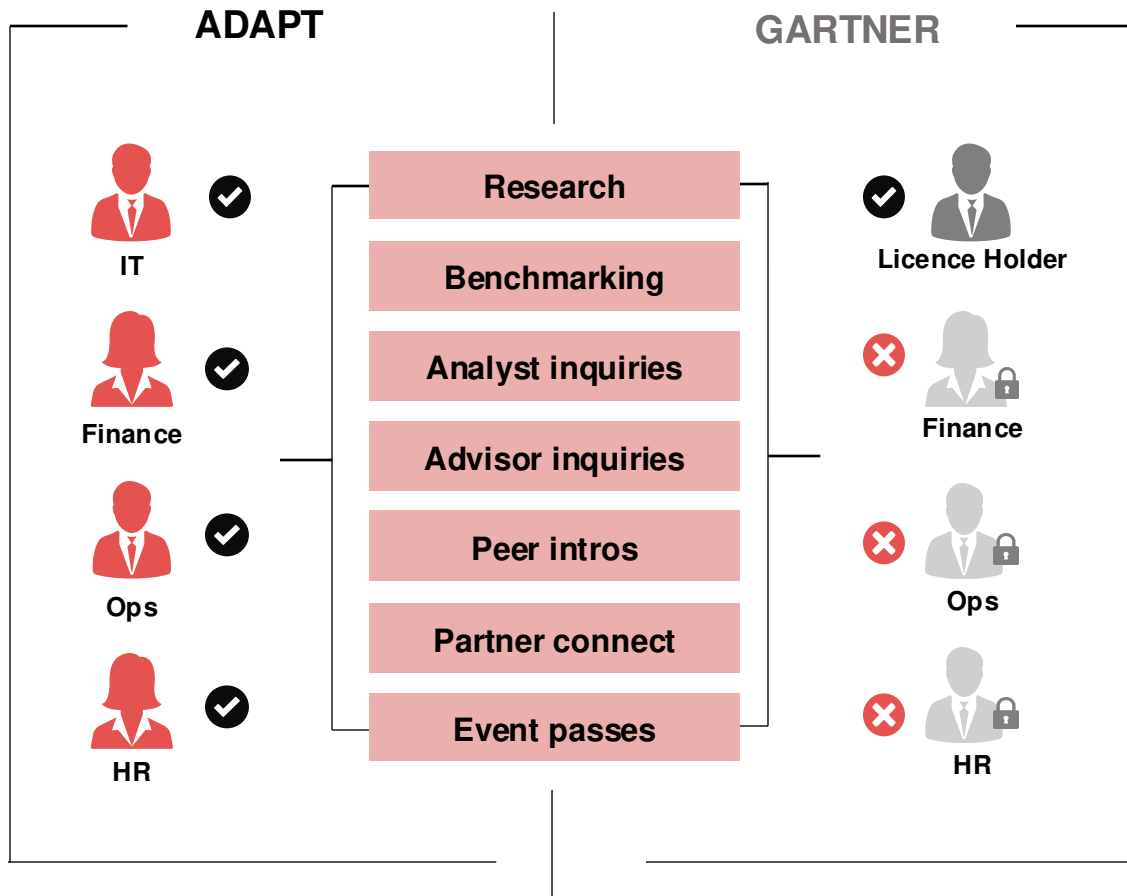
Equip multiple stakeholders to drive change (not just the licence holder)

→ Forge cross-functional alignment by sharing tech insights and case studies across the organisation

→ Inspire project ownership by bringing teammates to analyst inquiries, CxO consulting sessions, or peer introductions

→ Motivate internal stakeholders by sending them to ADAPT's invitation-only conferences and workshops

ADAPT

IT
Finance
Ops
HR

Research
Benchmarking
Analyst inquiries
Advisor inquiries
Peer intros
Partner connect
Event passes

GARTNER

Licence Holder
Finance
Ops
HR

Drive continuous technology uplift in your organisation (without breaking the bank)

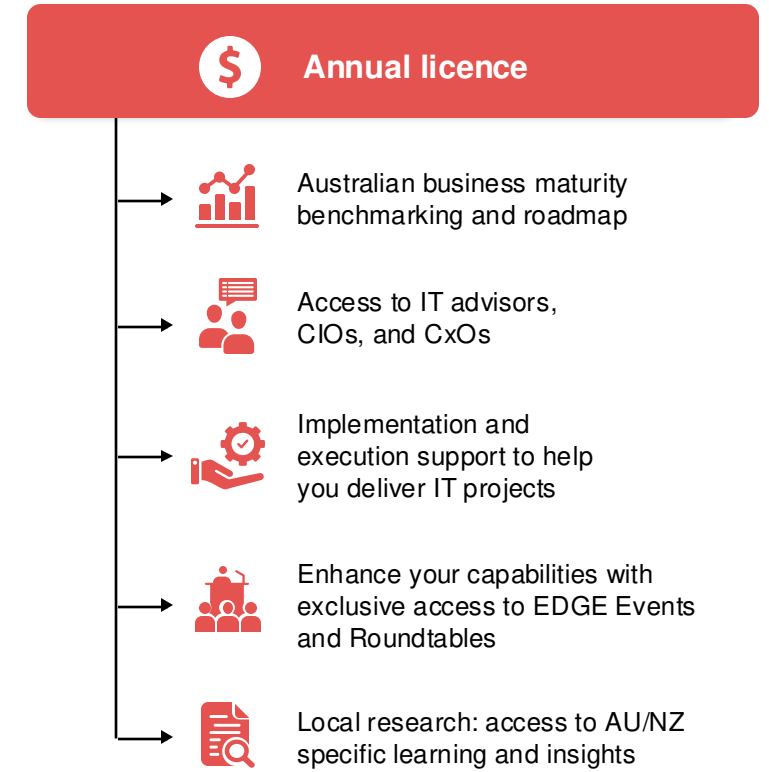→ Get open access to seasoned practitioners, CxOs, and technology leaders, without spending more

→ Connect with hands-on IT experts and consulting partners whenever you need to, without restrictions

→ Inspire multiple change-makers with cross-functional access to IT research, advisory, and networking within each licence

GARTNER
IT advisory and consulting

$ **Annual licence**

▼

Analyst enquiries

▼

$ **Additional payment for advisory**

▼

CXO consulting

▼

$ **Additional payment for expertise**

▼

Tech expert intros

ADAPT
IT advisory and consulting

$ **Annual licence**

→ Australian business maturity benchmarking and roadmap

→ Access to IT advisors, CIOs, and CxOs

→ Implementation and execution support to help you deliver IT projects

→ Enhance your capabilities with exclusive access to EDGE Events and Roundtables

→ Local research: access to AU/NZ specific learning and insights

Compare Annual Spend Versus Value Between ADAPT & Gartner

Features	ADAPT - Enterprise+	Gartner - Executive Partner Program
Number of Licences	3	3
Investment Per Licence	$30,000	$185,000
Total Investment	$90,000	$555,000
Event Passes	16x complimentary passes to Edge Events	1 complimentary pass to Gartner Symposium
Dedicated Client Success Manager	✓	✓
Access to Multiple Ex Technology Executive Advisors	✓	✗
Access to Maturity Assessment based on local data	✓	✗
Research shareable across the organisation	✓	✗
Access to Qualified Roundtables (60+ annually)	✓	✗
Unlimited Access to Peer Introductions on Demand	✓	✗
Access to Private Client Workshops	✓	✗
Accommodations for out-of-state travellers to attend events	✓	✗

IT research & advisory available today	VS	How ADAPT differ

IT research & advisory available today

Global benchmarking, not AU/NZ specific

Analyst inquiries (often junior) with limited real-world experience

Restricted access to hands-on help

Access to licence holder only

Global insights and advice.
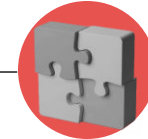
*Most services behind paywalls.

How ADAPT differ

IT benchmarking & maturity against your AU/NZ peers & top performers

Rapid access to advice from seasoned technology practitioners (CIOs, CxOs)

Open access to hands-on expert IT advisors

Cross functional access, fostering internal alignment

**AU/NZ-specific insights & advice**

*All included in the license cost

What Makes ADAPT Unique?

Since 2011, ADAPT has been providing leading CxOs with the Australian-focused market insights they need to better plan and execute their IT strategy.

Through our industry-leading conferences, private roundtable events and custom research projects, we've cultivated a unique depth of insight into the needs of Australia's technology executives.

While other research providers exist in the market, the ADAPT is the only one **dedicated solely to the Australian region** and fueled by **robust local data** and analysis. Utilising 60,000+ data points from over 480 of Australia's leading enterprise and government organisations, the ADAPT offers the most comprehensive insights into local technology environments, maturity levels and modernisation journeys.

60,000+
data points

480
Enterprise &
Gov't orgs

66%
of Australia's
$1.9T GDP

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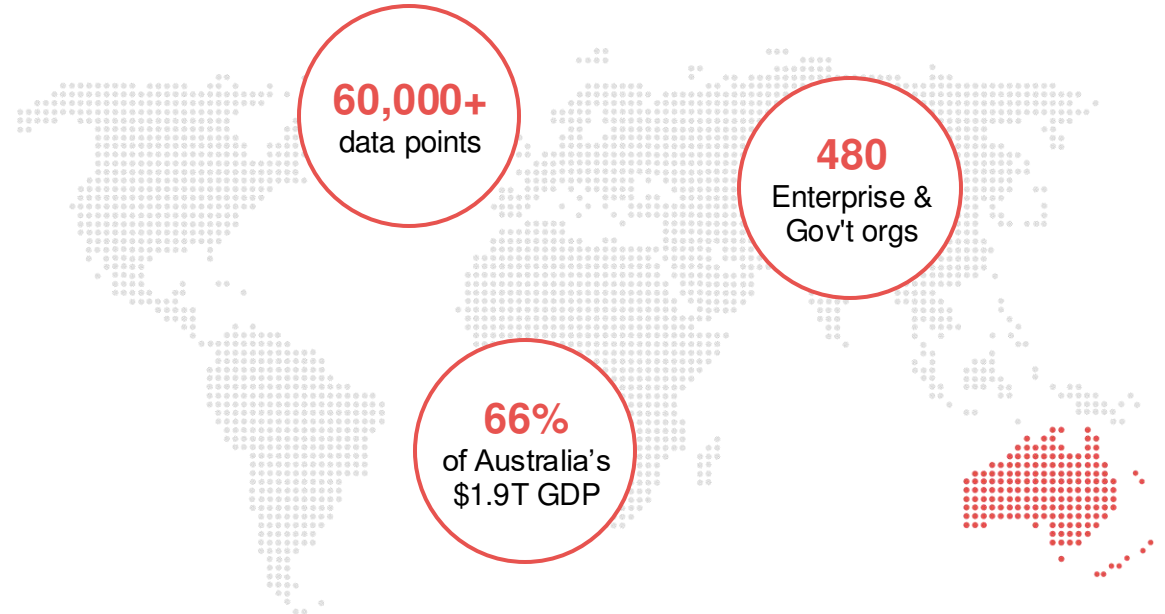
How we've worked with clients:

Nestle
IT Maturity Benchmarking & Roadmap (EVR)

ADAPT's maturity benchmarking assessment (EVR) provided the crucial data Nestle needed to validate their suspicions, and the impetus to move their business forward. It has significantly bolstered Nestle's digital transformation journey, offering essential validation and support for the IT and HR functions in their efforts to cultivate a future-ready workforce.

Defence Housing Australia
IT Maturity Benchmarking & Roadmap (EVR)

DHA are leveraging ADAPT's EVR findings to support DHA's next FY and business planning conversations as well as validated their thinking and reassured DHA on their current business maturity posture.

SA Power Networks
ADAPT Ecosystem Advisors

ADAPT's Ecosystem Advisor provided immense value to SA Power by leveraging their knowledge and experience in delivering complex digital transformations and products in large organisations. This assistance helped SA Power clarify the next steps in their IT operating model review and product-driven approach.

"

The session with ADAPT's Ecosystem Advisor - David Heacock, was immensely valuable.

His knowledge and experience in delivering complex digital transformations and products in large organisations is exhaustive.

It's safe to say I've got several pages of notes, and this **has really helped clarify for me the next steps in our IT operating model review** and product driven approach."

Matthew Prichard
Head of IT Strategy

SA Power Networks

Clients We've Helped

Nestlé

Gold Coast Health
Queensland Government

Officeworks

WESTERN SYDNEY UNIVERSITY

MISSION AUSTRALIA

CRICKET AUSTRALIA

airservices

Heritage Bank
People first.

SA Power Networks

FletcherBuilding

Charter Hall

GWF / George Weston Foods Limited

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ADAPT Research & Advisory Clients:

FAQs

How much does ADAPT research and advisory cost?

→ Base annual plans start at $26,000. IT maturity assessments and advanced advisory and community access are included in higher plans. We recommend you **speak to our sales executives to learn more**.

**Can you help us with a specific IT challenge and investment we are dealing with?**

→ Yes, ADAPT connects you with peers from our 3,000+ executive community, and 25+ subject matter experts (internal analysts, ecosystem advisors, and consulting partners) to help you solve your unique IT problems.

I have never heard of ADAPT.

→ For 13 years ADAPT have been at the epicentre of your Australian customer base, with local Research, Advisory and Events. ADAPT host, survey and advise the CIOs, CFOs, Digital, Security and IT teams of Australia and NZ's top 500 enterprise, commercial and government organisations. Our thriving insights, research and benchmarking services are procured daily by the leading local CxOs. Because we are entirely AU/NZ-focused, we do not market ourselves on global channels.

Evaluate ADAPT's IT Research and Advisory before renewing with Gartner.
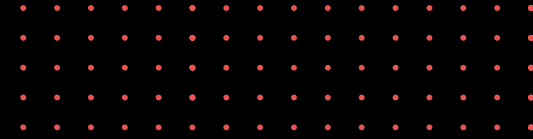
Book a free discovery call

Discuss your technology goals and challenges with ADAPT consultants.

Identify research and advisory needs

Scope your annual IT research and advisory requirements.

Compare the annual plans

Calculate the annual license cost with ADAPT versus other research providers.

Book a Discovery Call

To fast-track the conversation, talk to sales on 📞 02 9435 3535.

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