

When work gets orchestrated, the right intelligence has to keep up.

How a global agentic business orchestration platform uses IDC research and analyst relationships to validate strategy, track market evolution, and stay ahead of a rapidly shifting competitive landscape.

nintex

INDUSTRY

Business Process Automation /
Agentic Orchestration

HEADQUARTERS

Washington, USA

AT A GLANCE

Orchestrating
work for the
world.

7,000+

Organizations across 100+
countries

7x

TrustRadius Top Rated,
seven consecutive years

G2 Leader

Business Process
Management, Digital Process
Automation, and RPA

100+

Countries where Nintex
is deployed

01: THE CHALLENGE

A market evolving on multiple fronts simultaneously.

Nintex is an agentic business orchestration platform serving more than 7,000 organizations across over 100 countries. Suvrat Joshi, SVP of Product and Design at Nintex, describes the challenge plainly. Strategy needs to be validated against what is actually happening in the market. Buyer profiles are shifting. The competitive landscape is changing shape. Getting any one of those wrong has consequences for product direction, positioning, and growth.

02: THE PARTNERSHIP

Strategic alignment, market lens, buyer insight, competitive clarity.

Nintex uses IDC across four dimensions: validating strategic direction before committing to it, tracking how categories like orchestration are evolving, understanding how buyer profiles are shifting, and getting an independent read on the competitive landscape. Joshi points to analyst access as a practical differentiator. Nintex works closely with three to four analysts aligned to its space, reachable by email or call. That accessibility means the relationship works as a real-time resource, not just a periodic research subscription.

03: LOOKING AROUND THE CORNER

From collating research to synthesizing intelligence.

Joshi sees the next evolution of the IDC relationship in terms of efficiency. Access to research and content is not the constraint. What takes time is collating information across multiple reports, synthesizing it, and extracting the right nuggets in the context that is actually needed. Having the ability to put in a prompt, interact with IDC's research directly, and get a structured answer back is where the relationship becomes most powerful for a team moving at the pace Nintex operates. That reduction in time to discovery is where the next level of value sits.

“IDC really helps us both align ourselves better and pressure test our assumptions and hypotheses. It's a great relationship and we continue to value it a lot.

Suvrat Joshi

SVP, Product and Design, Nintex



Every roadmap has a moment that needs a second set of eyes.
Bring yours to an IDC analyst.

Talk to an analyst →