

New Case Study by Gartner® Explores Generative Software Partnership

Case Study Offers a Look at the Generative Relationship Between McGraw Hill and Tricon Infotech

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Research firm Gartner has published a new case study, "[Building Generative Relationships \(McGraw Hill and Tricon\)](#)," that explores the partnership between educational publisher McGraw Hill and [custom software development](#) company Tricon Infotech.



“Tricon’s relationship with McGraw Hill is an example of how teams at Tricon focus on business outcomes to drive exponential growth and value to our customers,” said Adi Chikara, Tricon Infotech’s Chief Technology Officer. “That makes it possible for us to unlock business value and achieve ROI together much greater than what either company could accomplish on its own.”

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Gartner characterizes generative relationships as those in which “Successful organizations have created new business and significant value by forging relationships that generate high-impact business outcomes because they work with each other to achieve these results, rather than hiring tech firms to work for them.”

Since 2005, McGraw Hill and Tricon Infotech have collaborated to help transform McGraw Hill from a predominantly print-focused publisher to a creator of multimedia content solutions. They continue to collaborate on next-generation, AI-powered learning and development tools for PreK through postgraduate education.

Gartner subscribers can [read the new case study](#) in full on its website.

To learn more about Tricon Infotech's generative approach to custom software development, visit their website at TriconInfotech.com.

References:

Gartner, "Building Generative Relationships (McGraw Hill and Tricon)," Mark McDonald, 19 October 2023

Gartner, "A New Type of Relationship With Tech Providers Generates Breakthrough Results," Mark McDonald, 4 May 2023

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About Tricon Infotech

Tricon Infotech is a leading custom software product engineering and strategy partner to market leaders worldwide delivering complete digital transformations. Its clients include global leaders in the publishing, educational technology, finance, and legal sectors. Founded in 1997, Tricon Infotech is headquartered in Bangalore, India with regional offices in the United States and United Kingdom. Learn more at TriconInfotech.com.

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