Analyst Relations Regional Briefing

Egham, Surrey

July 30, 2014

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Agenda

- Welcome & "Optimizing Your Relationships With Gartner Analysts"
  - Jeff Golterman, GVP and AR Community Lead
- Digital Business: Nightmare or Opportunity for High Tech Vendors
  - Neil McMurchy, Managing Vice President, Gartner Research
- AR Panel Discussion: Putting Analyst Insights to Work
  - Justin Anderson, CEO Flexeye; Julian Dobbins AR Cognizant; Natalie Harrington, AR Professional
- Magic Quadrant, Critical Capabilities & Other Methodological updates
  - David Black, Vice President, Gartner Research
- Peer and Analyst Networking Lunch
  - AR and Peers Network with Gartner Experts and Analysts
- MQ Research Process Optimization Workshop
  - Claire Dessaux, Managing Vice President, Research Content Process, Gartner Research
- Advanced AR Strategies: AR program ROI Through business relevance
  - Jeff Golterman; Sally Elliott, BT Consultant and Industry Analyst Relations; Tom Minarik, Director Analyst Relations Capgemini
- Wrap –up

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■ ■ ■ ■ Magic Quadrant, Critical Capabilities & Other Methodological updates

David Black, VP Gartner Research

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Gartner Methodologies

- Develop and support processes for creating research
  - Branded methodologies
  - Content types

- Maintain research standards
  - Delivers guidance framework for all content
  - Audits compliance with processes
  - Approves document quality

- Evolve content architecture
  - Ensure balance of content available to cover an agenda
  - Adjust to changing needs of clients and Gartner's thought leadership strategies

Gartner Branded Research Methodologies
Industry standards for measurement and analysis

Gartner Magic Quadrant

Gartner Market Guide

Gartner Critical Capabilities

Gartner MarketScope

Gartner Hype Cycle

Gartner Vendor Rating

Gartner ITScore

Gartner IT Market Clock®

Gartner Market Forecast

Gartner Market Share Analysis

Get answers to critical questions, such as:

What are the most urgent priorities of today's business and technology leaders?

Which emerging technologies have the most commercial promise?

How do the buying intentions of Global 1000 companies map to technology provider strategies?

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Must-have Research
Content Evolution Strategy 2014

More Markets

New Content

Optimized Delivery

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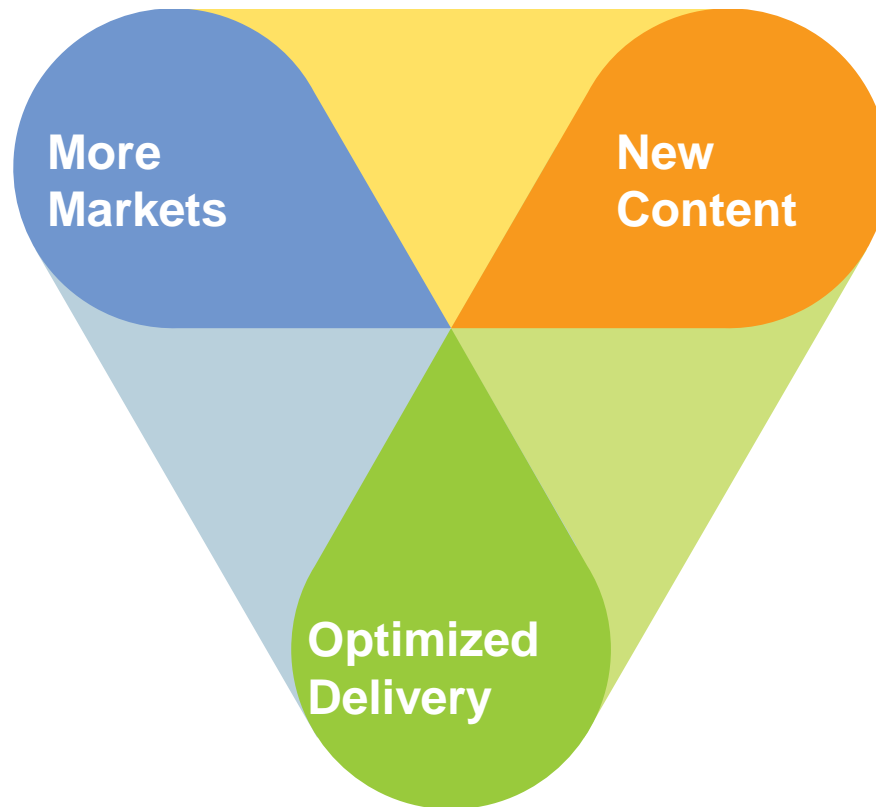
Essential Research & Advice
Strategic Technology Decision Making

Market Guide

Market & Vendor Dynamics

Magic Quadrant
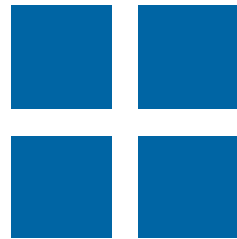
Market Analysis

Vendor Comparisons

Critical Capabilities

Product & Service Ratings

Evaluation Criteria (GTP)

Detailed Feature Insights

Assess markets and vendors

Perspectives for industries, geographies & company size

Insight into the capabilities and suitability of product and service offerings

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More Markets. New Content.
Increased value for strategic decision making

	New Content	More Markets
	Market Guide	100+ new and updated emerging markets *Available since Feb 2014*
	Magic Quadrant Contextualization	34 New MQ — 157 total Contextualization for 38 Industries, Regions or SMB *Launched July 25th 2014*
	Interactive Critical Capabilities	47 New Critical Capabilities— 61 total Coverage on the Top 25 MQ Markets *Launched July 25th 2014*
	Evaluation Criteria	Aligned Content in Key Markets for ITL & GTP Clients *Available since Jan 2010*

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Critical Capabilities
New Market Coverage (all 2014)

Market	Lead Analyst	Next Publish Date
Application Performance Monitoring	Jonah Kowall	Q4 14
Application Security Testing	Neil MacDonald	Q3 14
Asia/Pacific Network Providers	Chee-eng To	Q2 14
Business Value Dashboards	Jeffrey M. Brooks	Q2 14
Case Management	Janelle Hill	Q1 14
Client Management Tools	Kevin Knox	Q2 14
Cloud Infrastructure as a Service	Lydia Leong	Q2 14
Configuration Management Database Critical Capabilities	Jarod Greene	Q2 14
Contact Center Infrastructure, Worldwide	Steve Blood	Q2 14
Corporate Performance Management Suites	Christopher Iervolino	Q2 14
Corporate Telephony	Jay Lassman	Q3 14
CRM Service Providers, Worldwide	Patrick Sullivan	Q4 14
Data Center Infrastructure Management Tools (DCIM)	Jay Pultz	Q4 14
Data Integration Tools	Eric Thoo	Q4 14
Data Quality Tools	Ted Friedman	Q4 14
Data Warehouse Database Management Systems	Roxane Edjlali	Q1 14
Digital Commerce: 2014	Penny Gillespie	Q4 14
Digital Marketing Hubs	Andrew Frank	Q3 14
Enterprise File Synchronization and Sharing	Monica Basso	Q2 14
Enterprise Information Archiving	Alan Dayley	Q4 14
Enterprise Video Content Management	Whit Andrews	Q3 14
General-Purpose Disk Arrays	Stanley Zaffos	Q1 14
Identity Governance and Administration (IGA)	Brian Iverson	Q4 14
International Retail Core Banking	Don Free	Q4 14
IT Service Catalog	Jeffrey M. Brooks	Q1 14
IT Service Support Management Tools	Jarod Greene	Q3 14
Managed Machine-to-Machine Services (M2MS)	Eric Goodness	Q4 14
Managed Print and Content Services, Worldwide	Ken Weilerstein	Q4 14
Master Data Management of Customer Data Solutions	Bill O'Kane	Q4 14
Master Data Management of Product Data Solutions	Bill O'Kane	Q4 14

Magic Quadrant
New Market Coverage (Q3/Q4)

Market	Lead Analyst	Next Publish D
Application Testing Services, Worldwide	Susanne Matson	Q4 14
Business Analytics Services, Worldwide (2014)	Alex Soejarto	Q3 14
Cloud Iaas - Japan	Yurika Nagashima	Q4 14
Configure Price and Quote Application Suites	Praveen Sengar	Q4 14
Contact Center as a Service in Europe	Steve Blood	Q4 14
Data Center Infrastructure Management Tools (DCIM)	Jay Pultz	Q3 14
Deduplication Backup Target Appliances	Dave Russell	Q4 14
Digital Marketing Hubs	Andrew Frank	Q4 14
IT Risk and Security Management Software	Robert Hetu	Q3 14
Managed Machine-to-Machine Services (M2MS)	Eric Goodness	Q4 14
Mission Critical Servers - Japan	Tadaaki Mataga	Q4 14
Multi-Node servers	Andrew Butler	Q3 14
North American Property & Casualty Insurance Policy Management Modules	Jeff Haner	Q4 14
Operational Risk Management	Robert Hetu	Q3 14
Procure-to-Pay suites for indirect spending	Magnus Bergfors	Q4 14
Public Cloud Storage Services	Arun Chandrasekaran	Q3 14
Retail Assortment Planning Applications	Robert Hetu	Q3 14
Secondary site of Disaster recovery in Japan	Masahiko Ishibashi	Q4 14
Security Awareness Products and Services	Andrew Walls	Q3 14
Small Cells and Carrier WiFi equipment	Ian Keene	Q4 14
SSD Arrays	Valdis Filks	Q3 14
Storage in Japan's market	Masaki Suzuki	Q4 14
Third Party Logistics Providers in Asia/Pacific 2014	James Lisica	Q3 14
Third Party Logistics Providers in Europe 2014	David Gonzalez	Q3 14
Third Party Logistics Providers in North America 2014	Greg Aimi	Q3 14
Unified Communications Magic Quadrant for SMB	Megan Fernandez	Q4 14
Utilities Geographic Information Systems	Randy Rhodes	Q3 14
Vendor Risk Management Solutions	Gayla Sullivan	Q4 14

Interactive Magic Quadrant 2014

wireframes for demonstration purposes only and not for external use. Production version available July 25, 2014

New MQ Contextualization 2014

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New MQ Contextualization 2014

New Interactive Critical Capabilities

n wireframes for demonstration purposes only and not for external use. Production version available July 25, 2014

New Interactive Critical Capabilities

Contextual MQ and Critical Capabilities
Coverage Snapshot – July 25th 2014

MQ & CC	General-Purpose, Midrange Storage Arrays	General-Purpose, High-End Storage Arrays	CPM Suites	Security Information and Event Management	Enterprise Mobility Management Suites	Contact Center Infrastructure
	Client Management Tools	Enterprise File Synchronization & Sharing *coming soon*	Unified Communications *coming soon*			
CC Only	Recovery as a Service	Enterprise Mobile Services, Western Europe	Case Management Frameworks	Contact Center Infrastructure	Corporate Telephony	Telecom Expense Management
	Social Software in the Workplace	Data Delivery Styles for Data Integration Tools	Object Storage	Enterprise Endpoint Backup	Public Cloud Infrastructure as a Service	IT Service Catalog Tools
	Configuration Management Database	Infrastructure and Operations Business Value Dashboard Tools	Pan-European Network Services	U.S. Wireline Telecom Services	Asia/Pacific Network Providers	U.S. Wireless Telecom Providers
MQC	Asia/Pacific Context: Global MSSPs	Europe Context: Global MSSPs	Midmarket Context: CRM Lead Management	Midmarket Context: Intelligent Business Process Management Suites		

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Optimized Delivery
Simplified and Consistent Research Process

More Markets

New Content

Optimized Delivery
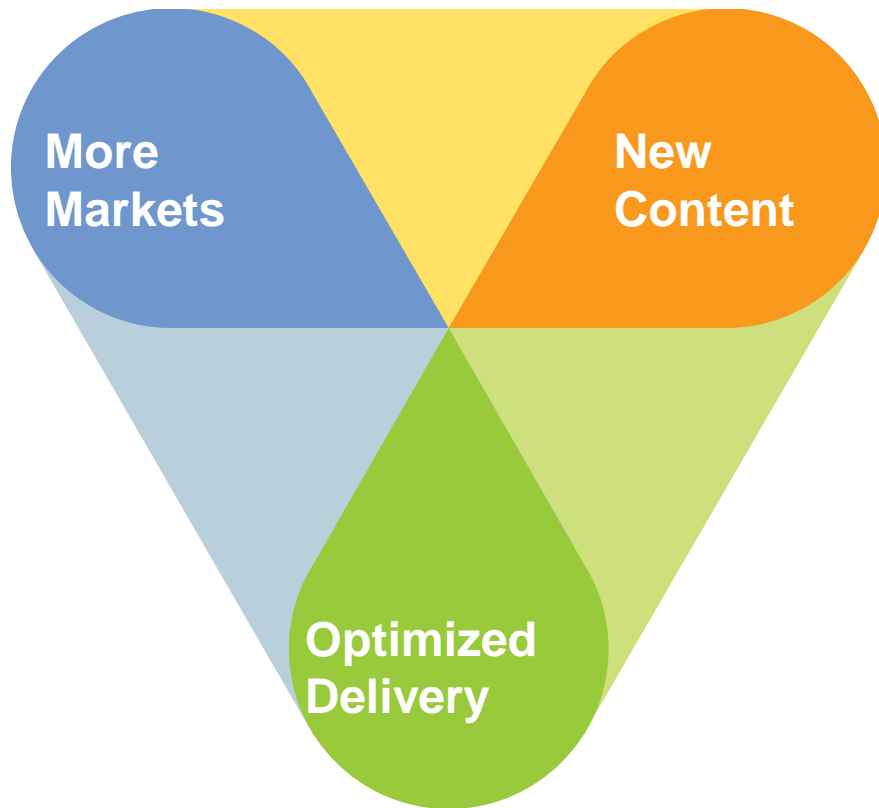
Highlights

- Consistent and combined research process across Magic Quadrants and companion content

- Reduced effort and time commitment to support the data collection

- Effective communications from planning to publishing

Scope & Timing

- Magic Quadrants and Critical Capabilities through 2014 & 2015

- Focus areas:

    - Planning   - References

    - Kick-off   - Review

    - Survey   - Escalations

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Summary

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Gartner Methodologies in Research Process

The Rigorous Research Processes Gives Our Clients a High Degree of Confidence

Transparency → **Consistent and transparent research methodology**

Independence → **Independent of provider influence**

Collaboration → **Research communities**

Quality → **Peer review and intellectual debate using a proprietary platform for all review and collaboration**

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Gartner Methodologies – Our Analyst Expectations

Objective, rigorous and solid research presented in easily understood and recognizable formats

- Especially true for our branded documents, such as Magic Quadrants and Hype Cycles.

- Adherence to established methodologies, audit and quality checks, and Gartner's Style Guide.

Visibility into the fact base used for the research

- What evidence can support your opinion?

- Transparency about data, and how it is collected, verified and used.

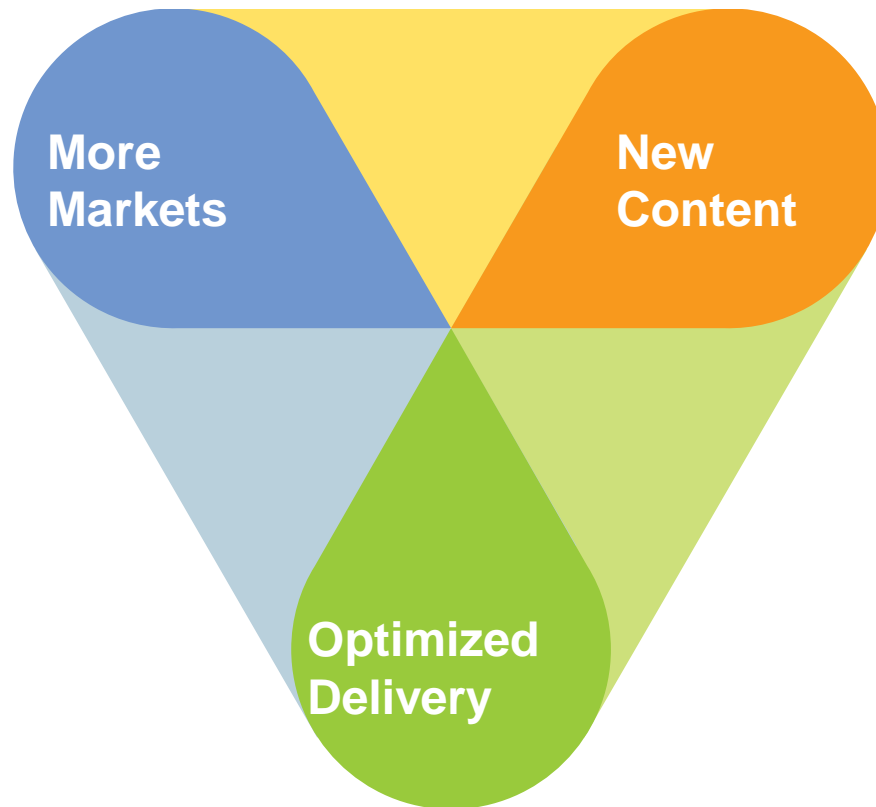**Actionable research written in a clear & concise style for a single audience**

- Know your audience and the point you are trying to make; use the appropriate content type.

- Clients are pressed for time and the Executive Summary helps them determine which documents apply to the specific issue they are trying to solve.

Collaborative, thought-leading analysis published in persuasive reports

- A collaborative approach to authoring and fact checking is important.

- Peer and external review are key to producing quality research documents.

We must achieve these goals to achieve must-have research

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2015?

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Questions?

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