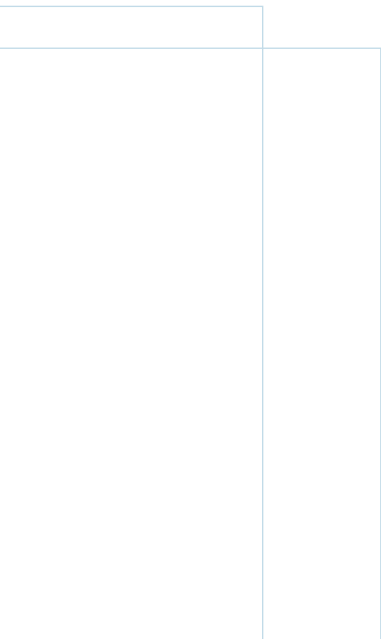




■ ■ ■ ■ REAL INSIGHT FOR REAL DECISIONS



■ ■ ■ ■ “As an analyst, if I keep asking ‘So what?’, I can get past the conventional wisdom to the truth.”

DARYL PLUMMER
MVP and Chief Gartner Fellow, Gartner Research

**TECHNOLOGY—
COMPLEX, CHALLENGING AND
ALWAYS CHANGING**

Evolving technology dramatically affects how businesses compete. It's no longer how much information you have available—it's about having the right information. You need to find new and different perspectives to perceive your business landscape more clearly. You need to cut through information overload, decipher multiple viewpoints and understand all the variables simultaneously.

To successfully navigate the world of information technology, you need a partner who is authoritative and forward-thinking, trustworthy and dynamic. One who will deliver insight that is informed, impartial and actionable. You need a partner who not only helps you make the big decisions, but also guides you during execution, advising you every step of the way.

**WE ARE YOUR
INDISPENSABLE PARTNER**

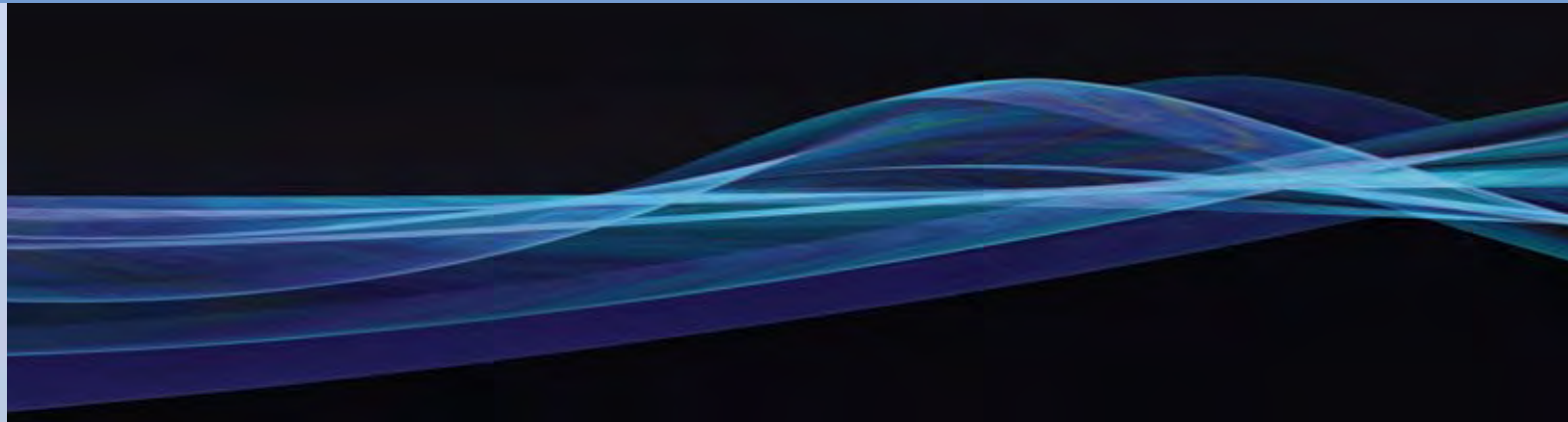
At Gartner we work with our clients to research, analyze and interpret the information technology industry: vendors, technologies and business processes. We cut through the complexity and deliver the knowledge you need with exceptional speed and accuracy. Gartner helps you make the right decisions quickly, and with confidence.

We are the global leader in technology-related research and advice. Our proprietary Knowledge Map is a world-class IT taxonomy that includes 900 technology and business topics, illustrating the breadth and depth of our coverage. We are the most influential force in technology; we field 10,000 worldwide media inquiries a year. And we serve the people who matter in virtually every industry. Sixty-five percent of the Fortune 1000 and 80% of the Global 500 use Gartner insight to make decisions.

This gives us the unique ability to challenge conventional wisdom, make connections, understand patterns and discover trends no other research firm can envision.

■ ■ ■ ■ "Make no mistake: If you are an IT specialist who ignores or downplays the demand to develop business-oriented competence, you are at risk of being unemployable within the next five years."

DIANE MORELLO
VP and Gartner Fellow, Gartner Research



WHY IS GARTNER THE SOLUTION?

We are trustworthy.

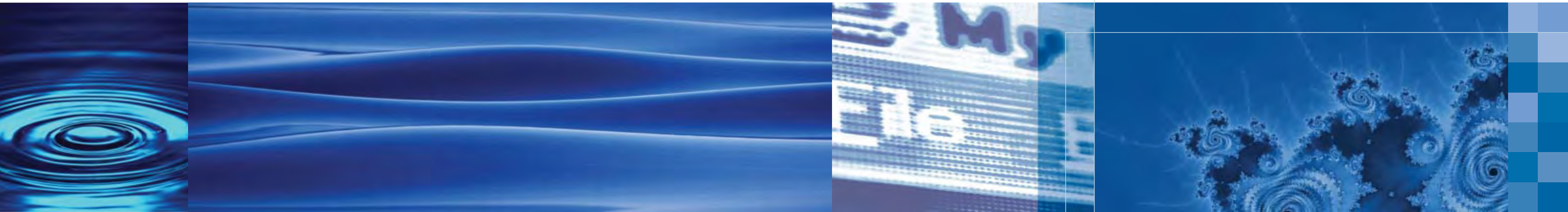
No other research or consulting firm can offer insight that is as accurate, impartial, objective and consistent. We've been the thought leader in the information technology arena for over 25 years. Gartner does not sell technology, nor do we implement technology. Independence is the key to our objectivity. This means our analysts and consultants are unbiased, providing advice you can trust.

Our proprietary processes allow us to see IT as it pertains to the evolving business landscape. These research methodologies are based on our years of experience observing trends and scientifically mapping technology's progress against true delivery. The formal method of how our research is created is a strictly governed, iterative, multisourced process designed to deliver premium-quality thought leadership you can't get anywhere else.

We are experts.

At Gartner we take our independence very seriously—interpreting information and delivering knowledge with precision. We have the largest base of IT research analysts and consultants in the world. It's a global think tank of information technology experts and business strategists who understand how IT interacts with business—because they have succeeded before in a wide range of careers. Our analysts and consultants have many years' experience in the IT industry—empowering a foresight that has earned our reputation as your indispensable partner.

Gartner researchers, analysts and consultants understand that it's not the amount of information available, it's having the right information on time and at hand that is vital. At Gartner we are dedicated to providing you with the vision to see your business challenges clearly, so you can lead your enterprise with certainty.



- ■ ■ ■ “If you’re receiving advice based on views about the future, you’d like those to be as well tested as they can, so you know you’re not just getting an individual’s opinion—as much as you might respect that individual—you’re getting the views of the whole Gartner organization and an entire process that’s linked to that conclusion.”

SIMON HAYWARD
VP and Gartner Fellow, Gartner Research

We are candid.

We survey the most extensive data and facts available. Combined with intimate knowledge of the natural course of technology hype and adoption, we create research that is validated through structured collaboration, peer review and formal approval and editing processes.

Since no one can predict the future with certainty, we rate the level of confidence we have in the position we take. That means not only do we present sound advice based on the most comprehensive data available, but we also deliver our insights with candor. We tell it like it is; we tell the truth.

This level of precision and objectivity is why our advice is sought after by the world’s most successful business and IT leaders. Every day, major private and public sector organizations rely on our unbiased conclusions to make decisions—from big strategic and investment decisions to tactical problem solving.

We are respected.

A survey of 1,100 business-technology professionals, conducted by Optimize magazine, found Gartner to be the analyst company with the most influence over how CIOs purchase or implement technology. We had nearly twice the influence of our closest competitor.

- ■ ■ ■ "Deliver rapid results by eliminating clutter. Consolidate and simplify your infrastructure and applications, and focus on the one project that can make a real difference to the business. That will make business leaders sit up, take notice and understand that IT really is delivering value."

ANDY KYTE
VP and Gartner Fellow, Gartner Research



**REAL INSIGHT
FOR REAL DECISIONS**

Our business model has evolved over years of client feedback and refinement, ensuring that you can leverage Gartner insight in a variety of ways to fit your business demands. You get the information you need, in the context necessary to make both large-scale and everyday decisions with conviction.

Whether you read a research report, talk to an analyst, attend a conference or network with peers, we give you the insight you need to be successful, when you want it, the way you want it.

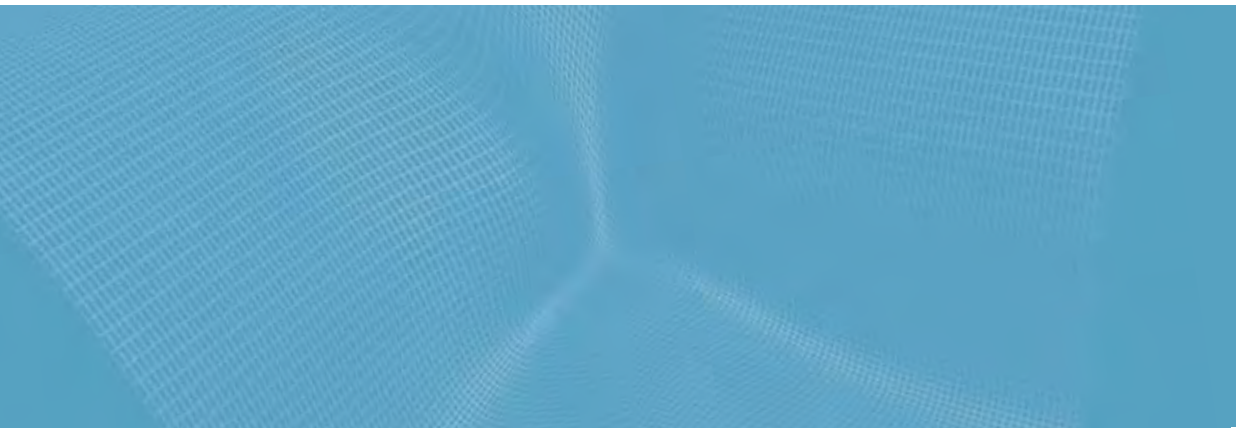
Our coverage is so vast that we can guide you, with advice based on your industry, on the role you play in your company, regional nuances—all the perspectives you need to navigate your business landscape successfully.

PARTNER WITH US FOR SUCCESS

Gartner delivers the technology-related insight necessary for our clients to make the right decisions, every day.

Let us help you through every stage of planning, implementing and managing your technology initiatives. Our know-how is used daily to fuel the best thinking and performance across IT organizations everywhere. Whether it's strategic planning, business alignment, vendor selection or implementation planning and execution, our unique, actionable insight will profoundly affect your business outcomes in positive and lasting ways.

Partnering with us can mean the difference between success and failure.



ABOUT GARTNER

Gartner, Inc. (NYSE: IT) is the world's leading information technology research and advisory company. We deliver the technology-related insight necessary for our clients to make the right decisions, every day. From CIOs and senior IT leaders in corporations and government agencies, to business leaders in high-tech and telecom enterprises and professional services firms, to technology investors, we are the indispensable partner to 60,000 clients in 10,000 distinct organizations. Through the resources of Gartner Research, Gartner Consulting and Gartner Events, we work with every client to research, analyze and interpret the business of IT within the context of their individual role. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, U.S.A., and has 3,800 associates, including 1,200 research analysts and consultants in 75 countries.

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