
Process for Requesting Analysts to Take Surveys

Vendors regularly send Gartner analysts requests to complete analyst relations-related surveys. Though the length of these surveys is nominal, the number of requests and the scope of the questions has become problematic. To ensure adequate responsiveness to requests and to minimize the impact on Gartner analysts, we have implemented the following procedure:

- If you wish to survey Gartner analysts, please send the request directly to vendor.relations@gartner.com. You must include the entire list of Gartner analysts whom you wish to complete the survey, and the complete list of questions – a URL will suffice. We also need to know how frequently you expect to do this survey, and how you will use the information.
- Once we receive the information, we will review it and if approved, a note will be sent to the specified analysts authorizing them to respond to the survey at their convenience and discretion. Note: It is up to the analysts to ultimately decide if they want to participate, but they will not participate if we cannot tell them.
- Once approved, you may correspond with the analysts directly to complete the survey.

As a best practice, and to maximize approvals, please try to limit your survey length to no more than 15 minutes, and keep your survey content to questions related to the analyst's relationship or perceptions of your company or analyst relations function. Broad questions about the marketplace and competitors are best asked during inquiry if you are a client.

If you send survey requests to the analysts directly, survey completion is subject to severe delays and spotty participation since the analysts will be checking with us first. We will help ensure that you get quick turnaround and more complete participation. We expect to be able to approve most survey requests within 48 hours of receipt.

Thank you for your cooperation.