Gartner Analyst Relations Forum

Gartner Symposium/ITxpo
Orlando Florida
October 8, 2013

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Research & Tools for Strategic Technology Decision Making

Julie Thomas

Managing Vice President,

Research Content Strategy

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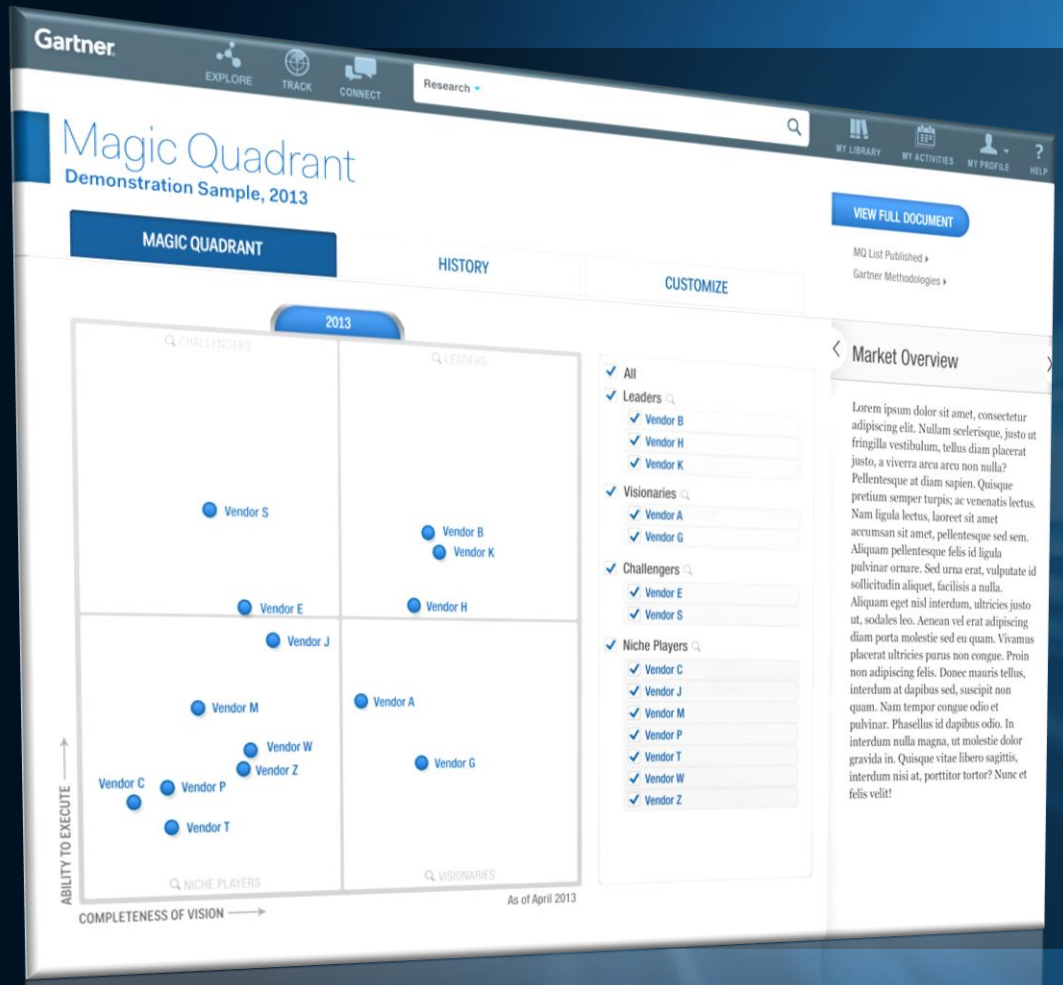
Gartner Magic Quadrant Enhancements 2013

Deeper Insights to Serve the Unique Needs of Your Organization



New Features Include:

- Interactive Experience
- Focus on Select Vendors
- Historical Year-Over-Year Comparisons
- Customized Evaluation Criteria
- Magic Quadrant Home Page and Search

To learn more, visit Gartner.com Gartner Magic Quadrant Enhancements 2013

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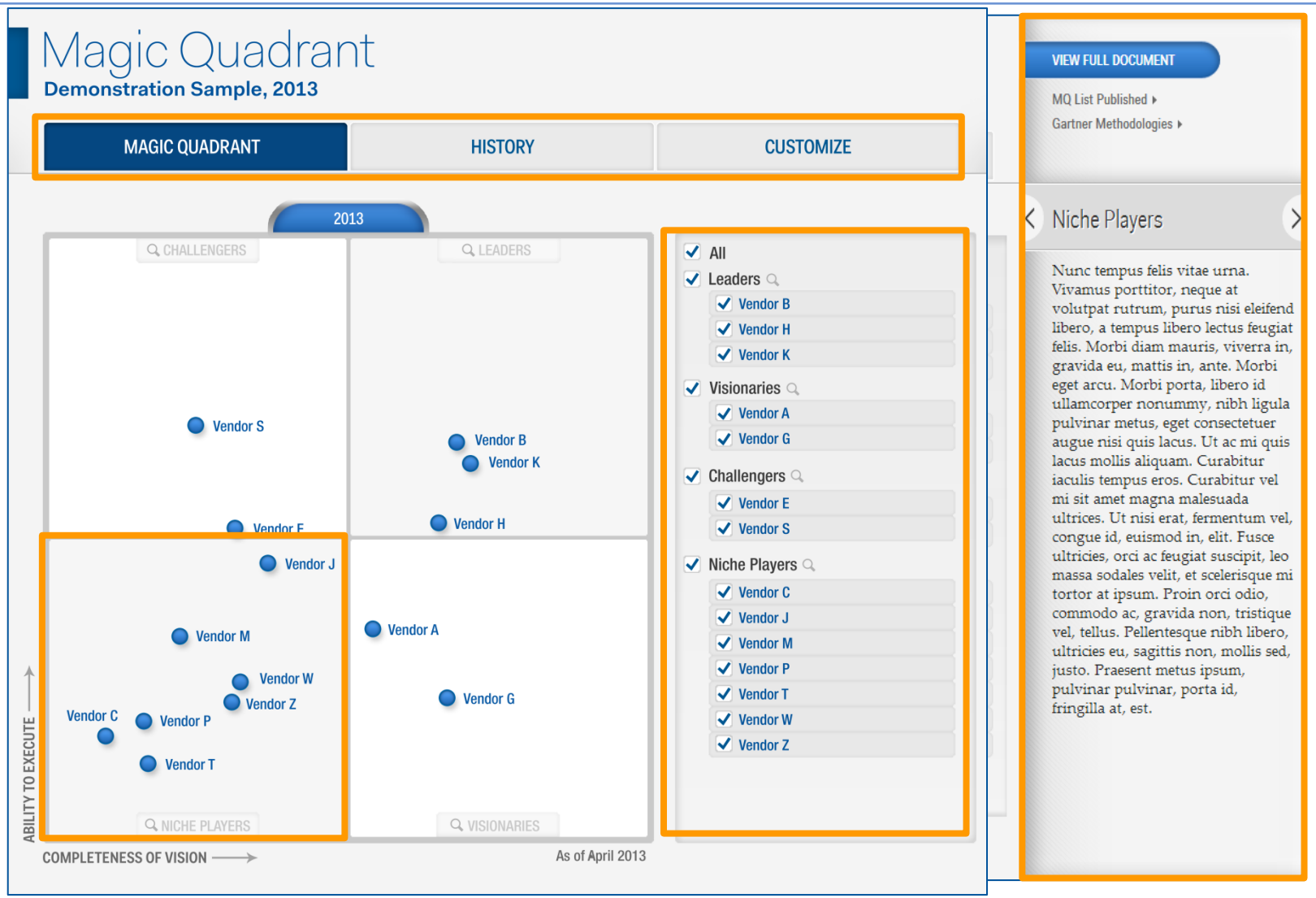
Interactive Experience. Vendors in Focus.



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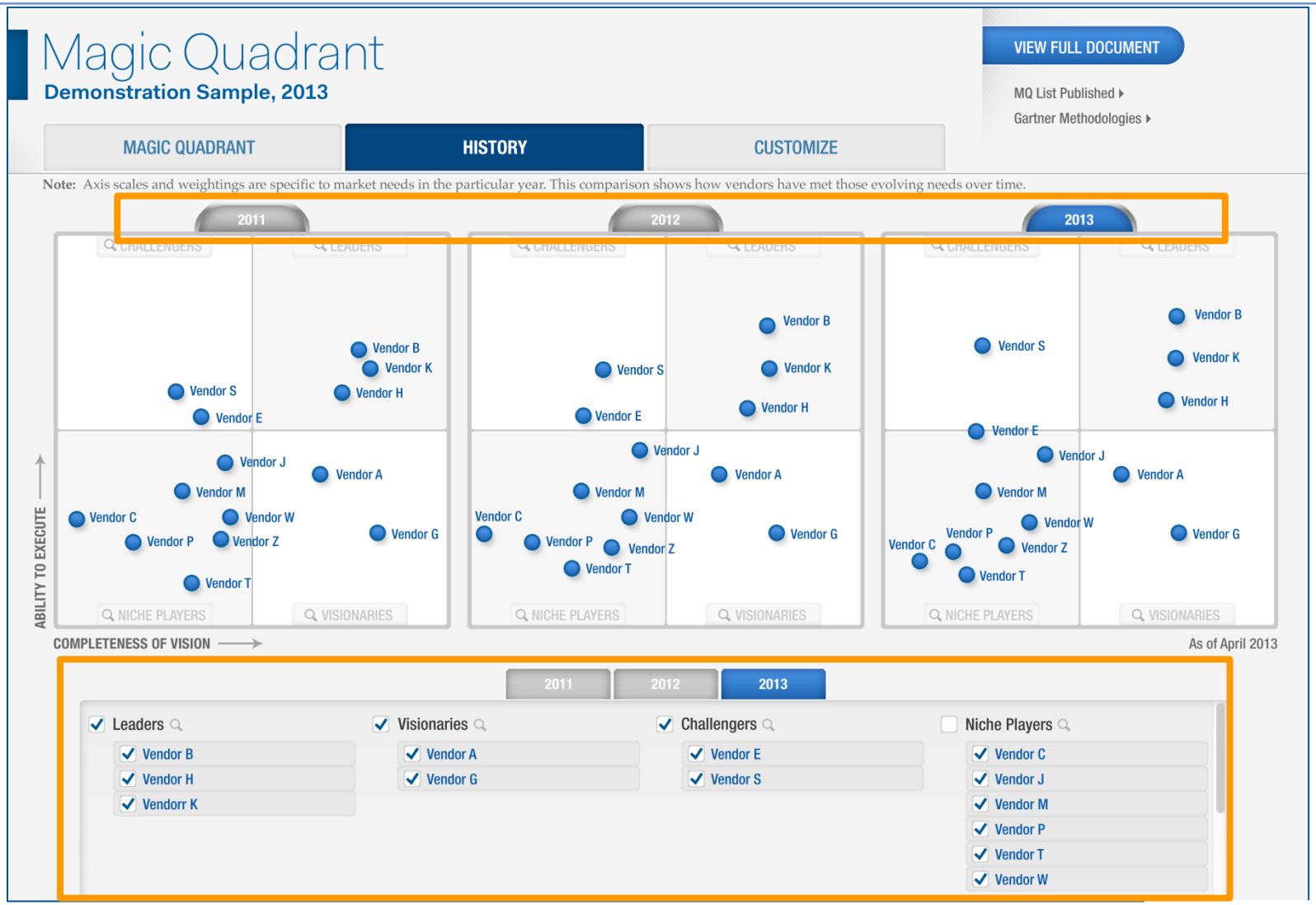
Historical Year-Over-Year Comparison



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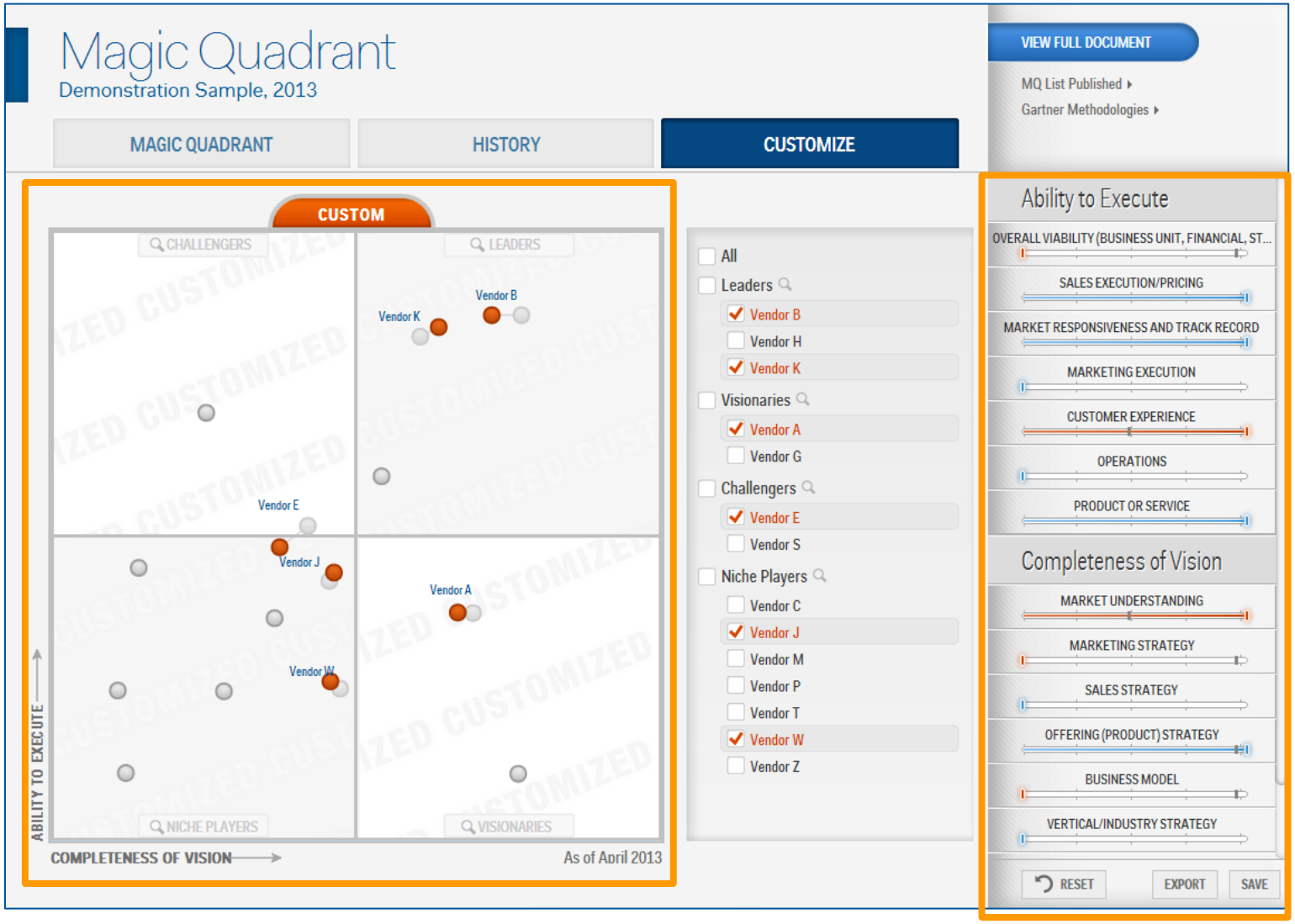
Custom Evaluation Criteria



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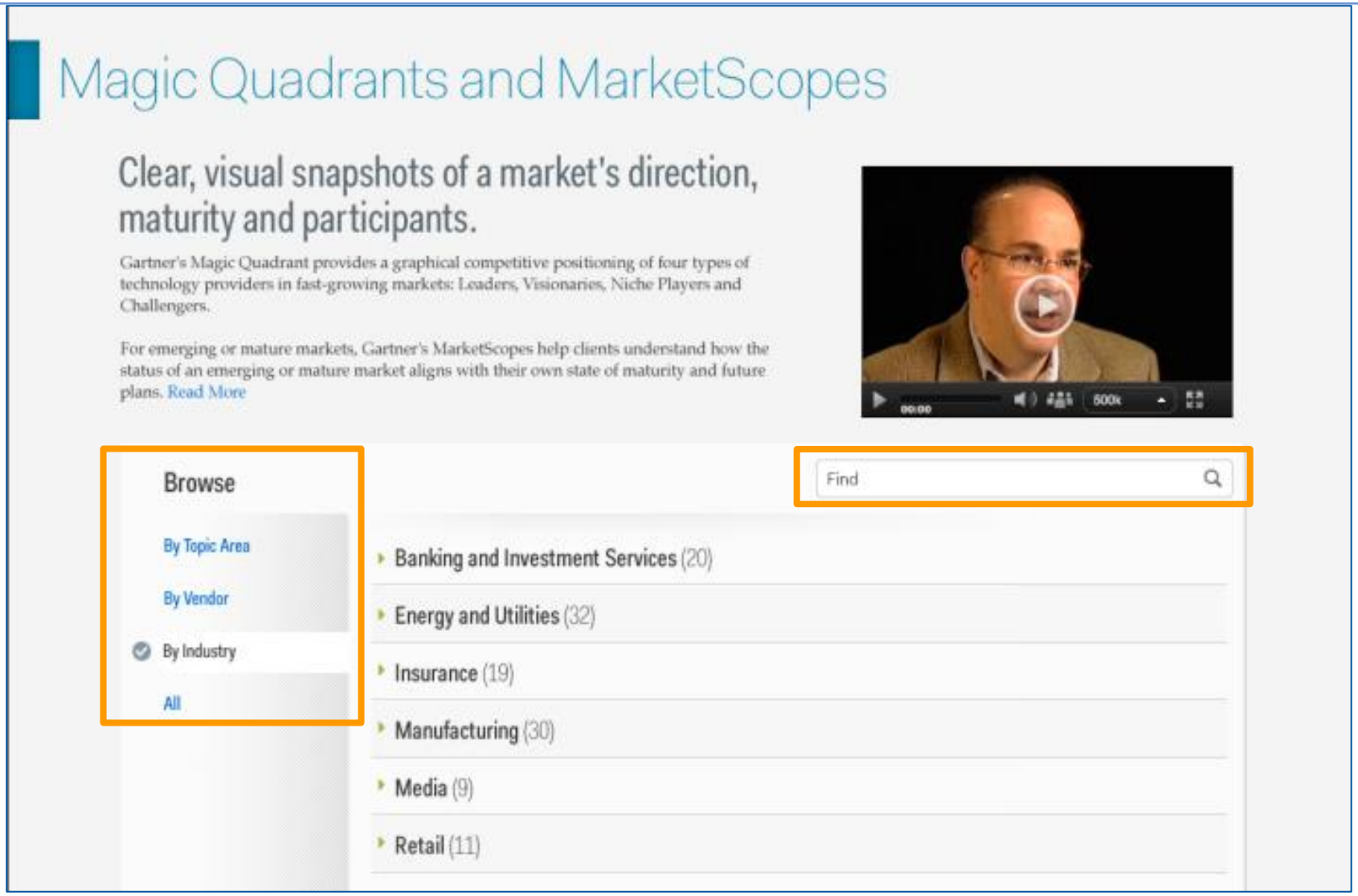
Magic Quadrant Home Page



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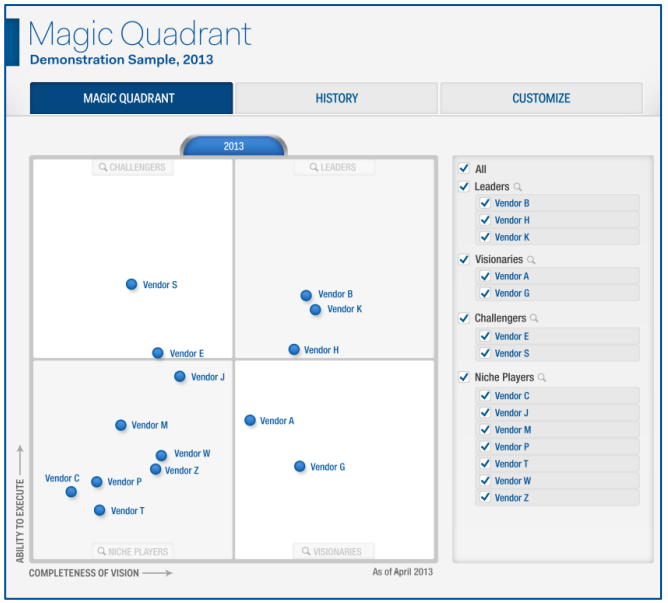
What We're Learning
Clients & Analysts

- Interactivity accelerates strategic technology decision making
- New levels of discussion
- Usage patterns & new insights



Considerations for You

- Understand the Interactive Magic Quadrant capabilities:
  - Engage your associates, clients & prospects
  - Year over Year Historical Comparison Perspective
  - Ability to Customize Evaluation Criteria to Gain Unique Insight
- Working with Analysts
  - Use your insights from the Interactive Magic Quadrant in your interactions

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Looking Forward

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Guiding Our Focus

- Analyst Coverage Expansion
- Interactive MQ Usage Patterns
- Ongoing Research with Clients

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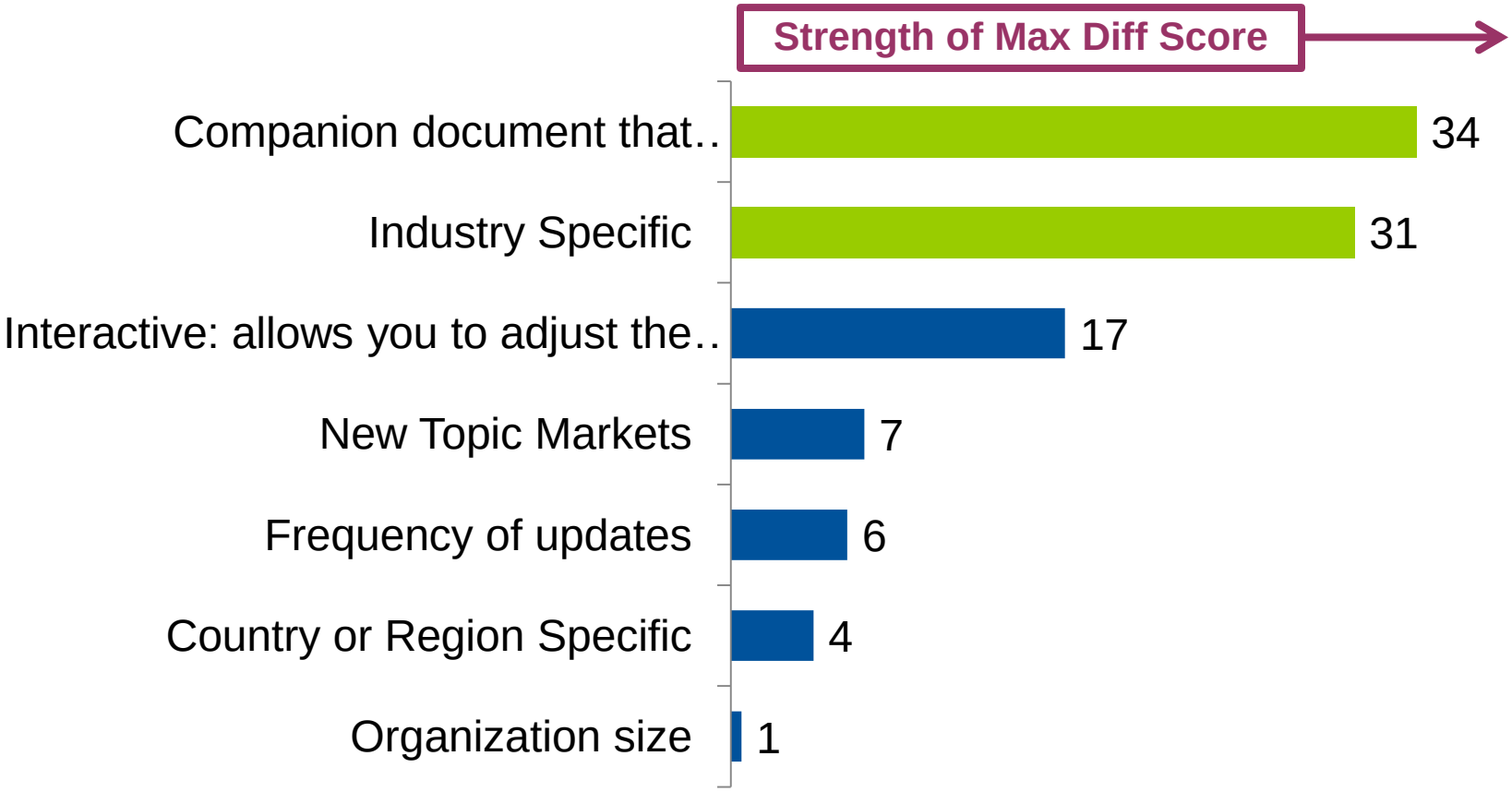
Magic Quadrant: Desired Features



Client Survey 2013

MAX DIFF SCORE: Sums to 100; The higher the score, the more valuable

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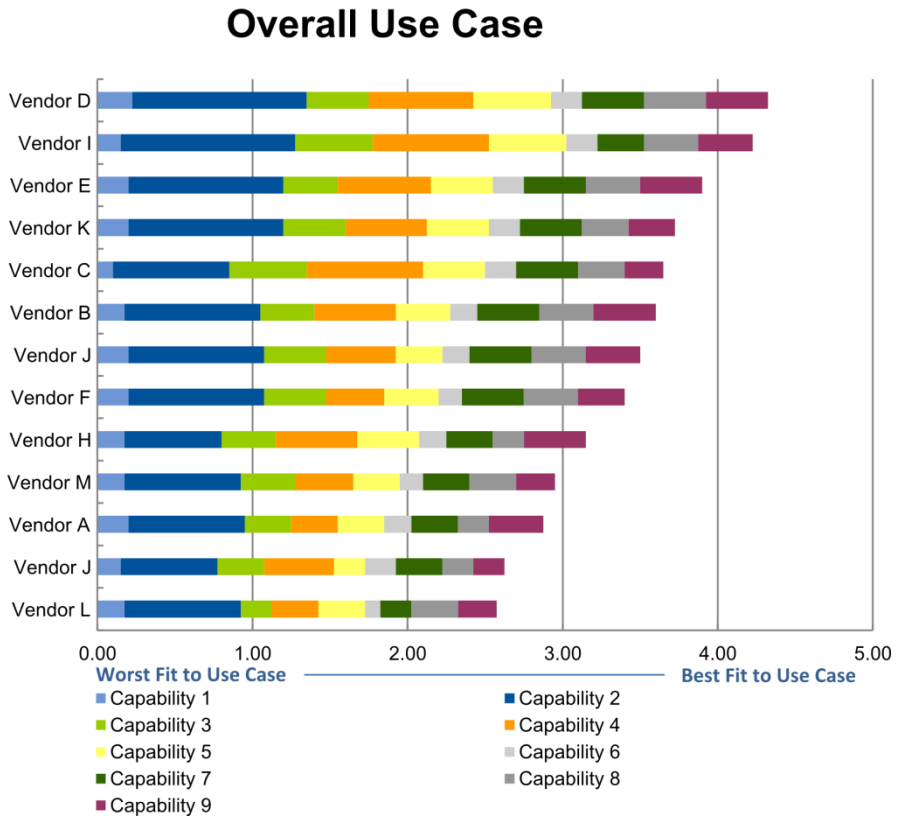
Critical Capabilities

Deeper Insights into Vendor Products & Services

- Used in tandem with Magic Quadrants
- Assessment of a product category
- Rating products on the most critical capabilities for specific use cases



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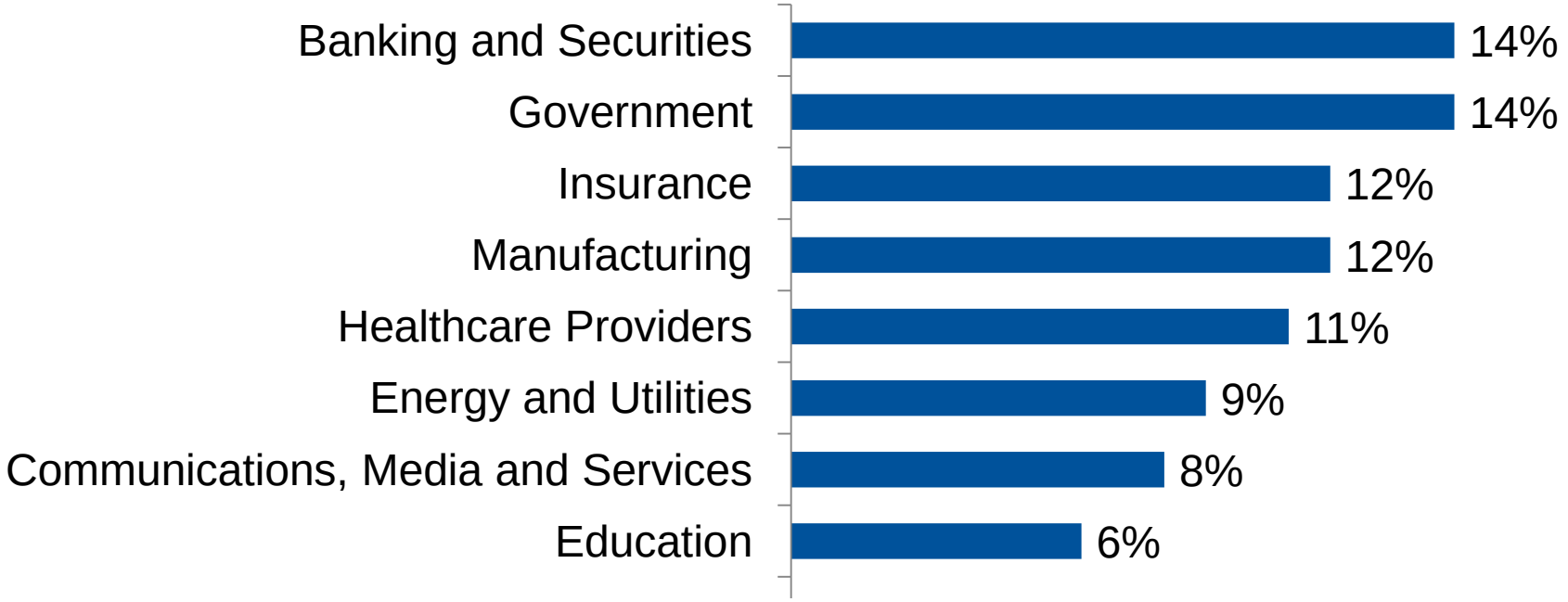
Magic Quadrant: Industry of Most Value



Client Survey 2013

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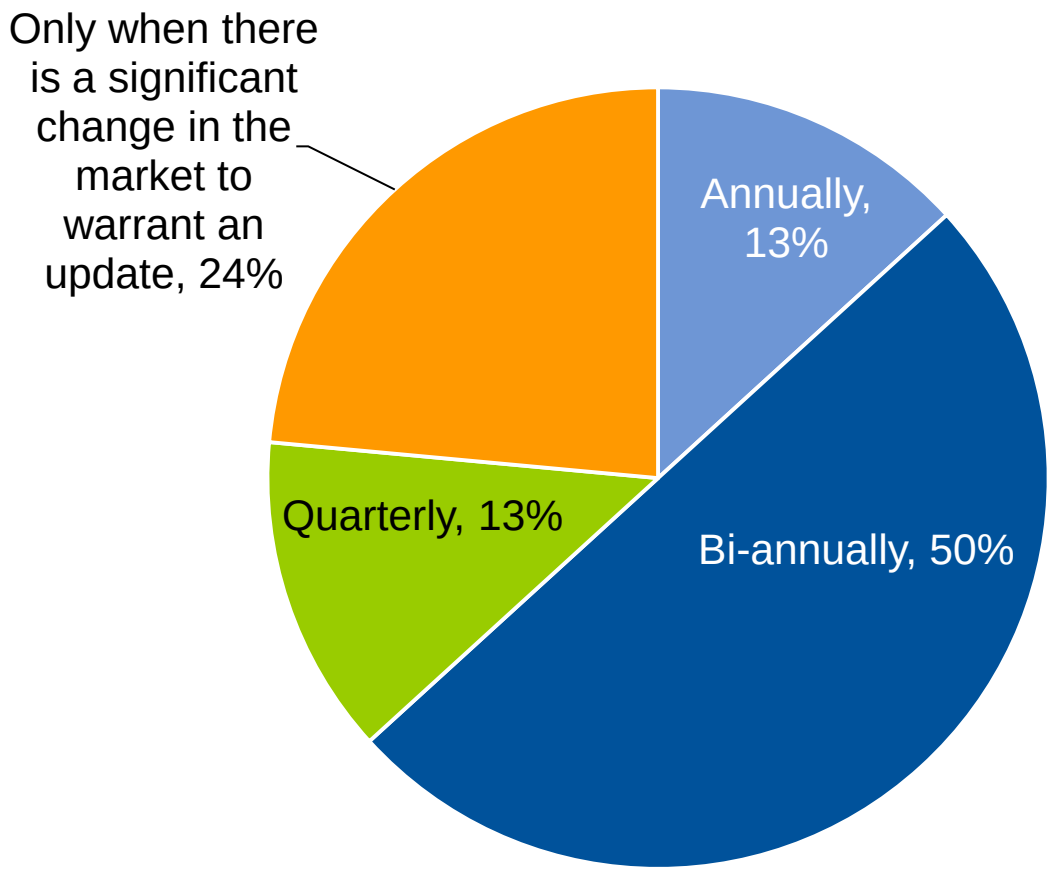
Magic Quadrant: Desired Frequency



Client Survey 2013

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Driving Forward

- Continuous focus on client wants & needs
- Ongoing process optimization
- Investment in content evolution

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Gartner Research Methodologies

Industry standards for measurement and analysis

Gartner Magic Quadrant

Gartner MarketScope

Gartner Critical Capabilities

Gartner Vendor Rating

Gartner Hype Cycle

Gartner IT Market Clock®

Gartner ITScore

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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Thank You!

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