# Analyst Relations Regional Briefing

Santa Clara

August 20, 2014

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# Agenda

- 9:00 am - Welcome & “Optimizing Your Relationships With Gartner Analysts”
  - Jeff Golterman, GVP and AR Community Lead
- 10:00 am – AR Program Success at Equinix: An Evolution of Increasing AR Value
  - Jason Starr, Senior Director, Analyst Relations, Equinix
- 10:30 am - New Strategies for Analyst Engagement at HP
  - Chris Wilder, Corporate AR Lead, HP
- 11:00 am - Break
- 11:15 am - MQ, Critical Capabilities & Other Methodological updates
  - Deborah Neitz Dailey, Research Director, Gartner Research
- 12:00 pm - Important Changes to the Copyright and Quote Policy
  - Jeff Snyder, Vice President, Office of the Ombudsman
- 12:15 pm - Peer and Analyst Networking Lunch
  - AR and Peers Network with Gartner Experts and Analysts

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# Agenda (ii)

- 1:00 pm Customer References Management Program
  - John Taschek, Vice President of Strategy, Salesforce.com
- 1:30 pm - Analyst Relations Maturity: Successful AR Program Long-Term Growth
  - Peggy O'Neil, Senior Director, Analyst Relations, Informatica
- 2:00 pm - MQ Research Process Optimization Workshop
  - Claire Dessaux, Managing Vice President, Research Content Process, Gartner Research, and Jeff Snyder, VP, Office of the Ombudsman
- 3:15 pm - Break
- 3:30 pm - Advanced AR Strategies: AR program ROI Through Business Relevance
  - Joe Baylock, GVP, Gartner Research, Ken Dulaney, VP & Distinguished Analyst, Gartner Research and Martin Reynolds, Managing VP, Gartner Research
- 4:00 pm - Wrap –up

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# Magic Quadrant, Critical Capabilities & Other Methodological updates

Deborah Neitz Daily, Gartner Research Director

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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

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# 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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# A Full Spectrum of Coverage

## Emerging. Established. Mature.

**Market Guide**

**Magic Quadrant**

**Critical Capabilities & MQ Contextualization**

**Market Guide**

**Emerging** | **Established** | **Mature**

*State of the Market*

### Market Guide

Summary definition of an **emerging** market, highlighting significant trends and vendors in a market.

**When Used:** Coverage for new and emerging markets summarizing key vendors that are emerging with niche but evolving product/service offerings not ready to be comparatively rated.

### Magic Quadrant

Vendors in a well **established** market rated against each other in relative terms on two dimensions – Completeness of Vision and Ability to Execute

**When Used:** For high-growth and mature markets in which Gartner has in-depth vendor knowledge in which there is clear differentiation amongst the vendors.

### Market Guide

Summary definition of a **mature** market, highlighting significant trends and vendors in a market.

**When Used:** Coverage for new and emerging markets that summarizes key vendors that are emerging with niche but evolving product/service offerings not ready to be comparatively rated. For mature markets where differentiation amongst vendors is very limited

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# A Full Spectrum of Coverage

## Emerging. Established. Mature.

**Market Guide** | **Magic Quadrant Critical Capabilities & MQ Contextualization** | **Market Guide**

**Emerging** → **Established** → **Mature**

*State of the Market*

### Market Guide

Summary definition of an **emerging** market, highlighting significant trends and vendors in a market.

**When Used:** Coverage for new and emerging markets summarizing key vendors that are emerging with niche but evolving product/service offerings not ready to be comparatively rated.

### Magic Quadrant Contextualization

Magic Quadrant with supporting content added to outline differences in market based on region, industry or company size.

**When Used:** Markets covered by a Magic Quadrant in which Gartner coverage includes high client demand submarkets with differentiation.

### Market Guide

Summary definition of a **mature** market, highlighting significant trends and vendors in a market.

**When Used:** Coverage for new and emerging markets that summarizes key vendors that are emerging with niche but evolving product/service offerings not ready to be comparatively rated. For mature markets where differentiation amongst vendors is very limited

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### Critical Capabilities

Product level ratings for a Magic Quadrant or MarketScope market split out by the critical differentiating use cases.

**When Used:** To extend the value of any Magic Quadrant with deeper insight into the vendors' product offerings.

### Market Guide

Summary definition of a **mature** market, highlighting significant trends and vendors in a market.

**When Used:** Coverage for new and emerging markets that summarizes key vendors that are emerging with niche but evolving product/service offerings not ready to be comparatively rated. For mature markets where differentiation amongst vendors is very limited

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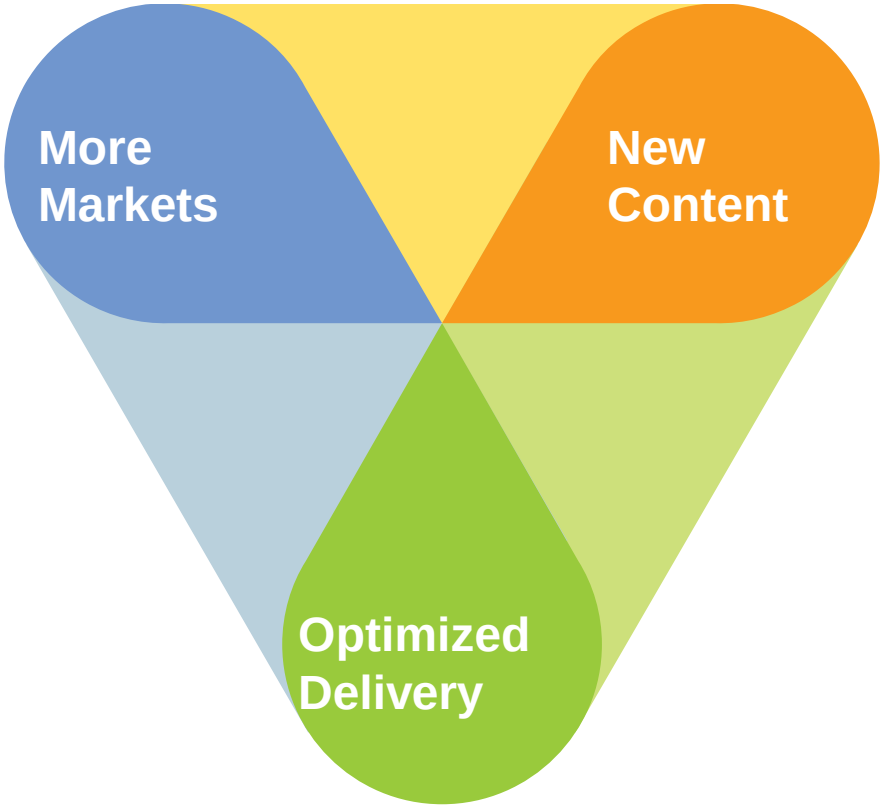
# Must-have Research

## Content Evolution Strategy 2014

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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<br>*Available since Feb 2014* |
| | Magic Quadrant Contextualization | 34 New MQ — 157 total<br>Contextualization for 38 Industries, Regions or SMB<br>*Launched July 25th 2014* |
| | Interactive Critical Capabilities | 47 New Critical Capabilities— 61 total<br>Coverage on the Top 25 MQ Markets<br>*Launched July 25th 2014* |
| | Evaluation Criteria | Aligned Content in Key Markets for ITL & GTP Clients<br>*Available since Jan 2010* |

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# 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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# Critical Capabilities

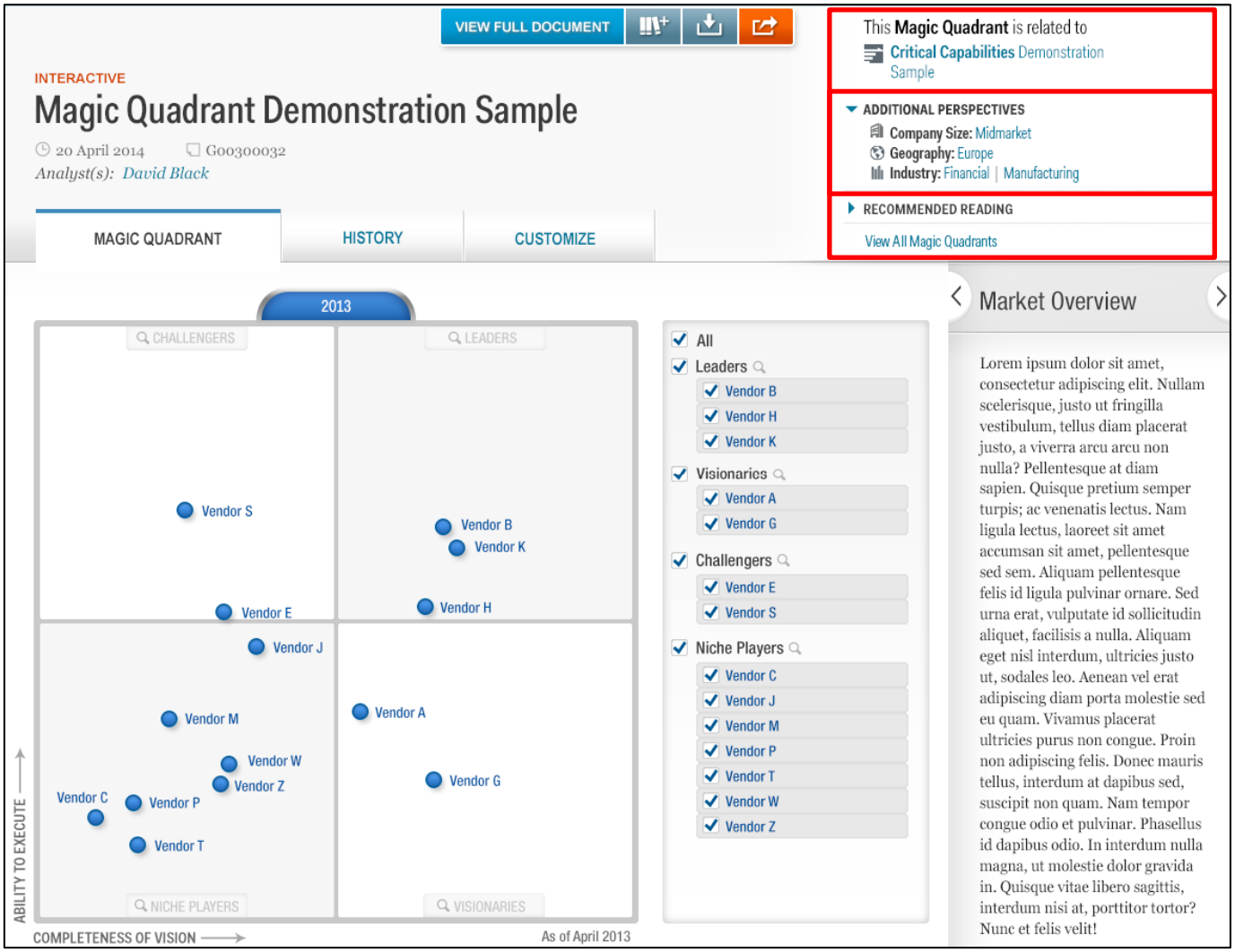
## New Market Coverage (all 2014)

| Market | Lead Analyst | Next Publish D |
|---|---|---|
| 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 |

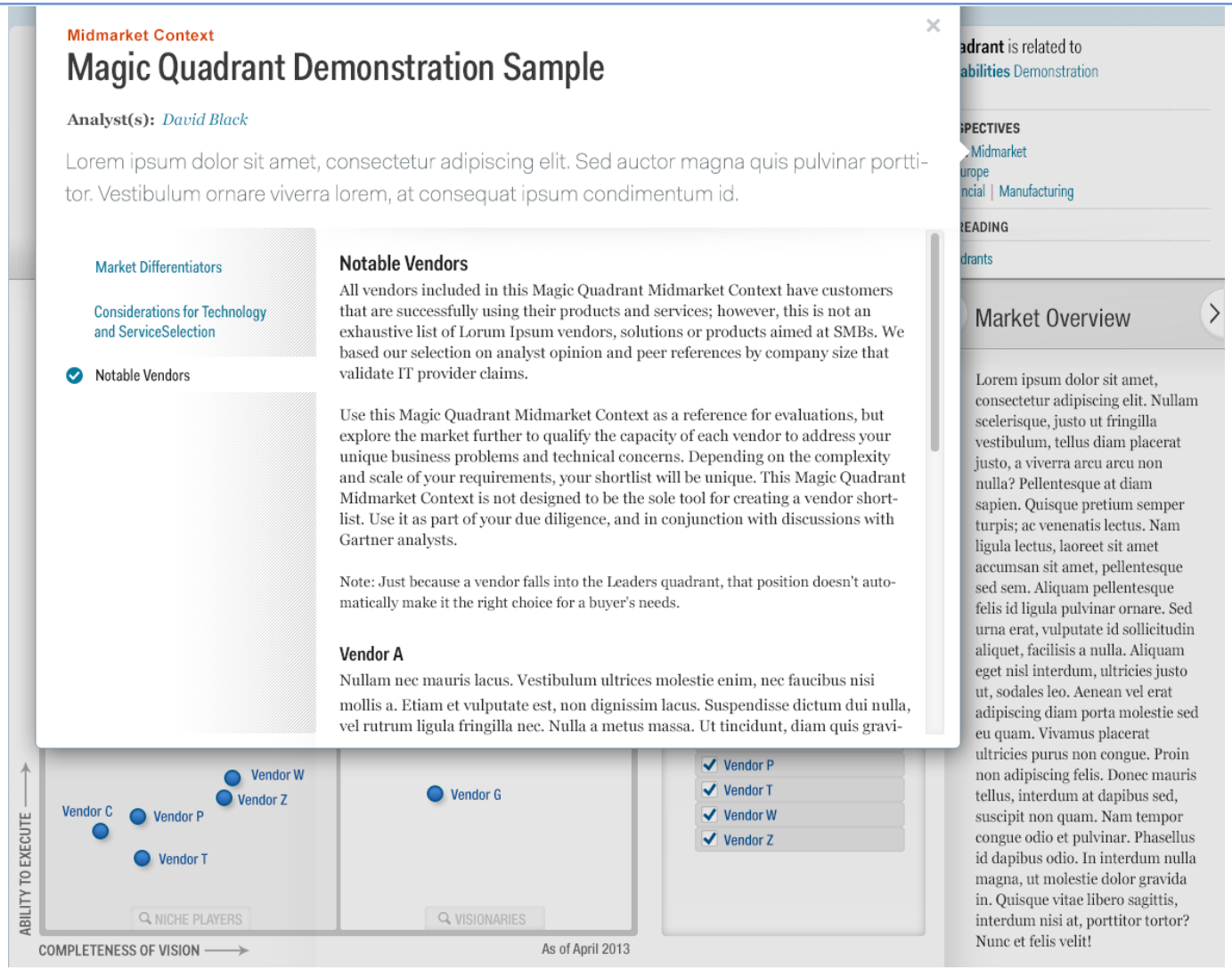
# Magic Quadrant
## New Market Coverage (Q3/Q4)

| 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



# New MQ Contextualization 2014



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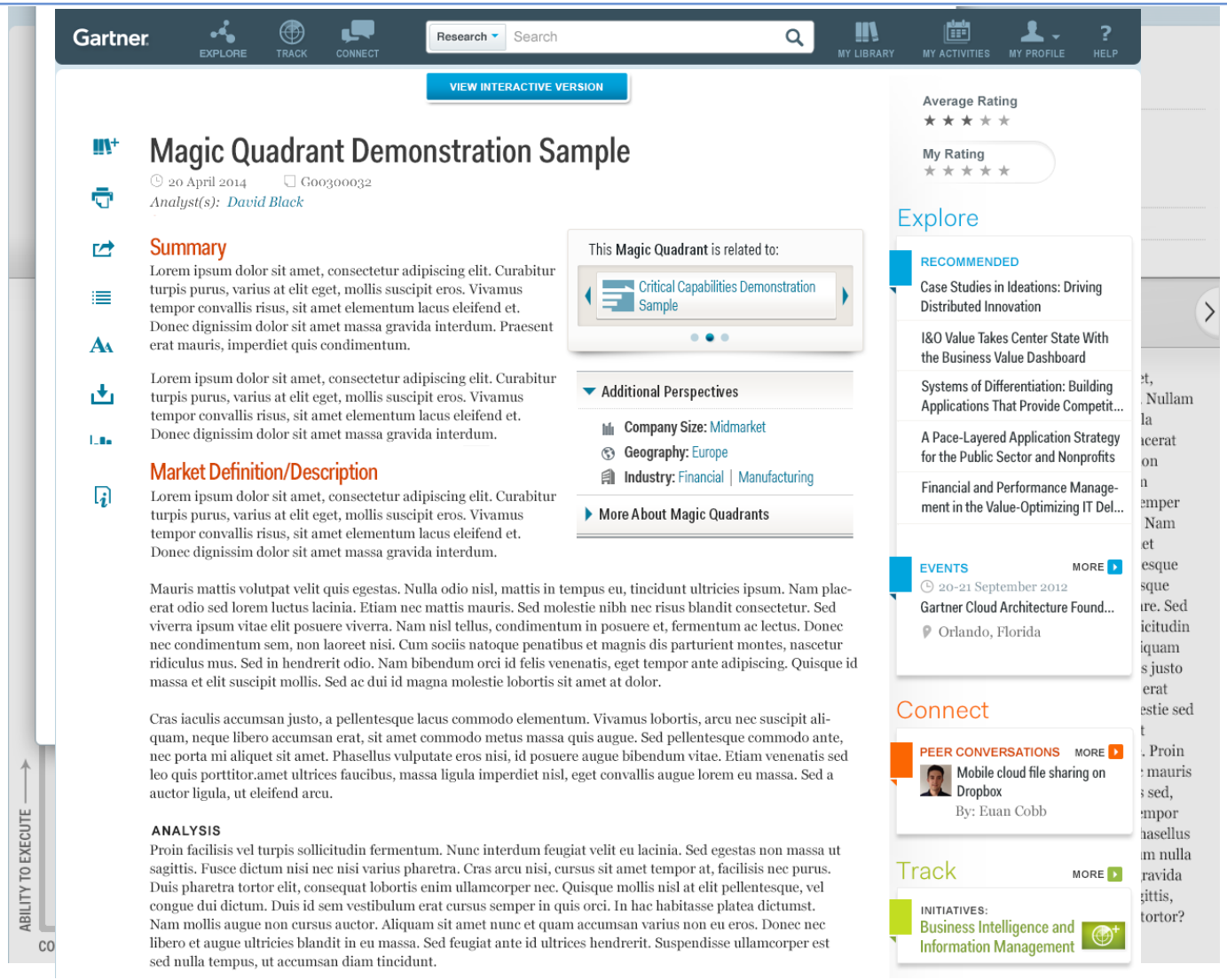
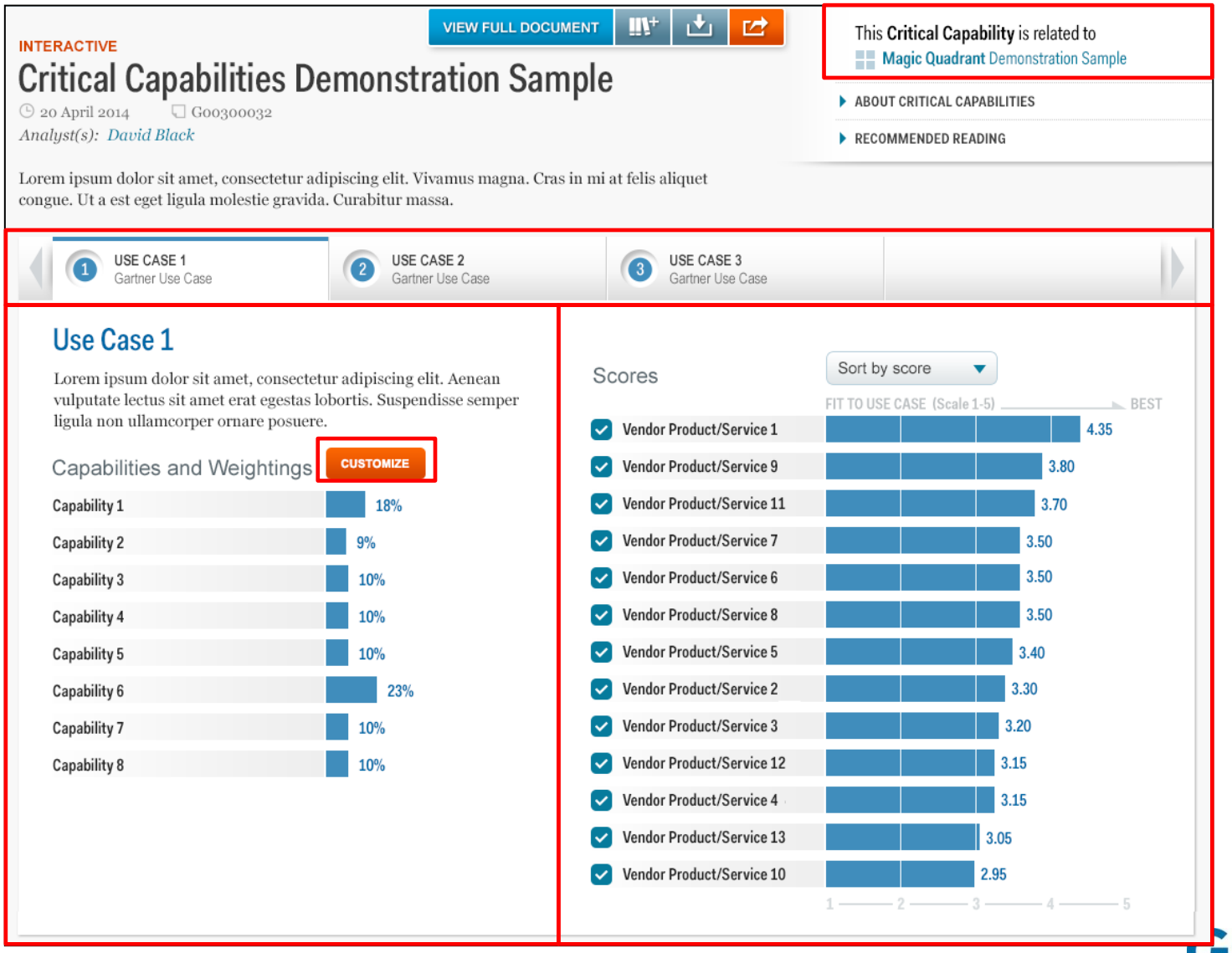
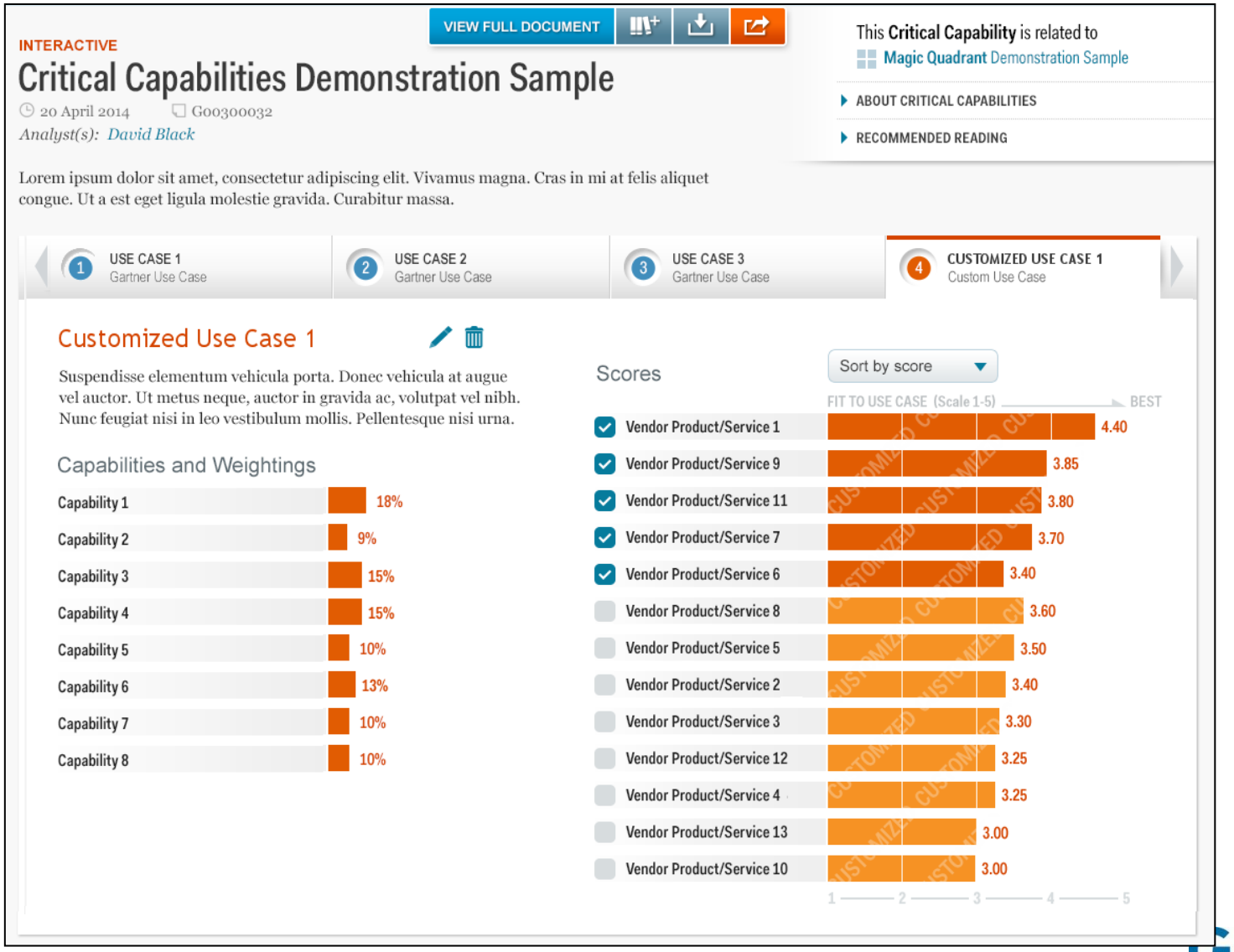
# New MQ Contextualization 2014



# New Interactive Critical Capabilities

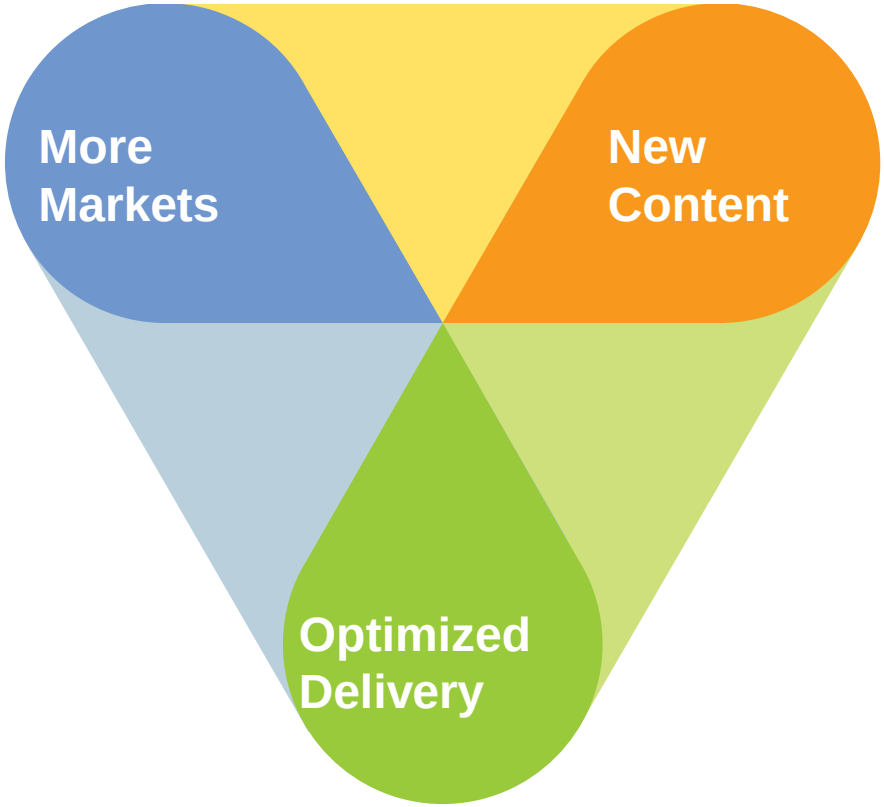


# New Interactive Critical Capabilities



# Optimized Delivery

## Simplified and Consistent Research Process




**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
  - Kick-off
  - Survey
  - References
  - Review
  - Escalations



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# Summary

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# Summary

- Gartner Methodologies is always working toward the balance between consistency and evolving our content to meet changing needs
- Engage with Analysts early and often
- Not all Gartner content is branded content



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# Resources

- Overview of Gartner Methodologies
- Magic Quadrant and Critical Capabilities Calendar
- Magic Quadrant FAQ
- Gartner Magic Quadrant and Critical Capabilities Enhancements

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# ▪ ▪ ▪ ▪ Thank You!

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