

Dear Gartner Client,

We would like to take a moment to thank you for your business and to get your Gartner relationship started on the right path.

Our goal is simple — we want to help you grow your business. At Gartner we help technology providers make the right strategy, product, marketing and sales decisions, every day. Our value is delivered through key strategic and operational insights that support your most important mission-critical priorities. By aligning experienced Gartner resources to your mission-critical priorities we can arm you with the market insight you need to be successful. Depending upon your specific market and/or vertical industry coverage, Gartner provides insight and advice to help with:

Company Strategy: Leverage analyst insight to expand beyond your current market to find new opportunities and optimize your growth investments.

Product and Service Innovation: Develop a winning product, define innovations, drive competitive differentiation and target potential acquisitions.

Positioning and Messaging: Win more of the right customers using positioning and messaging that resonates best with your target market — all at the least possible cost.

Go-to-Market Strategy: Identify and prioritize the biggest growth opportunities to capture the greatest market share, whether expanding to new verticals or geographies or understanding the most efficient channel strategy.

So, next steps? Your Gartner account executive will set up two key calls with you. In the first call — the Service Kickoff — we will confirm or identify your mission-critical priorities and subsequently build out an Engagement Plan aligned to those priorities. During the second call, we will conduct an inquiry with a relevant Gartner analyst to showcase how we can help with the areas listed above, and then deep-dive into the first topic you need help with immediately.

We look forward to working closely with you to help you use our market insight to drive your company's success.

Sincerely,



Ken Davis
Senior Vice President
Gartner Products and Services



Peter Sondergaard
Senior Vice President
Gartner Research

Gartner is an objective source of advice for thousands of clients. Any technology provider can request a briefing with Gartner, even without being a client. Briefings are taken by Gartner analysts when our analysts deem the technology relevant to the market, and are completely independent from any client relationship a provider may have with Gartner. In addition, there is no correlation between your Gartner relationship and our analysts' coverage of your company or your market. If you have any questions about this, please contact our Ombudsman's Office at ombudsman@gartner.com to discuss further.