

Gartner Research Methodologies

Technology-related insights for
your critical business decisions



Why research matters

As digitalization continues to transform the way organizations do business, every technology decision becomes a business decision. The choices you make today can have lasting impact for years to come — which is why you need clear, reliable insights to help you fully succeed in your role.

What sets Gartner research apart?

Information abounds, but the real value comes from accurate interpretation and analysis. Whether you're a technology executive, architect, investor or provider, Gartner gives you a comprehensive view of established and emerging markets so you can understand today's landscape and plan for tomorrow's.

What this means for you

- Global teams of seasoned, subject-matter experts
- Rigorous, transparent, objective, collaborative results
- Unmatched knowledge base
- Actionable insight

Our research is unequivocal

Rigorous. We are scrupulous in ensuring that the research practices we follow deliver insights that are relevant, appropriate and practical for your business.

Systematic. Our process and methodologies follow a consistent, logical and considered sequence. We don't take shortcuts; we develop solutions that work.

Valid. Our opinions are grounded in a solid base of facts verified by our own experienced analysts and others in business and academia.

Empirical. Our conclusions are based on the hard evidence we collect — through our analysts and market surveys — from the real-life experiences of our clients.

Coverage you won't find anywhere else:

Over 1,100
analysts
worldwide

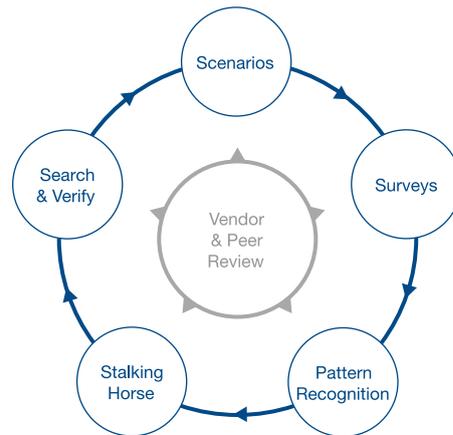
Thousands
of client
organizations
around
the globe

More than
240,000
client
interactions
each year

Our process: Turning complex information into actionable advice

The Gartner research process involves input from a variety of market and client sources, enabling us to view technology topics from every angle. It is designed to accommodate change while considering topics that might not be obvious or mainstream.

When a complex topic arises, analysts form a research community to discuss the subject and eliminate uncertainties.



The five-step Gartner research process

These methodologies, based on repeatable, proven processes, prescribe logical steps that must be taken each and every time a methodology is executed.

Step	Description	Unique Value
Scenarios	We set our research objectives by asking questions such as, “What disruptions in technology will take place over the next five to 10 years? What kind of impact will they have?”	Because Gartner is independent and not tied to any predetermined outcome, we explore tough situations or outcomes that other firms might not want to approach.
Surveys	Once an objective is set, our analysts conduct formal and informal surveys of IT users, technology providers, investors, business people, academicians and other researchers.	Our unmatched level of client exposure offers the broadest survey base available in the industry.
Pattern Recognition	By analyzing data from multiple sources, we identify emerging patterns within markets, modify assumptions and update the scenarios.	Proprietary methodologies bring structure and standardization, enabling us to deliver a full, accurate picture.
Stalking Horse	A “stalking horse” is a position released into the analyst community to be examined and debated from divergent viewpoints. We adjust this position, test it and readjust it until it appears to be the strongest conclusion to offer clients.	The unique size, scope and expertise of our analyst community ensure you get the most comprehensive analysis of every position.
Search and Verify	In this final step, we validate our findings against multiple internal and external sources and hold intense internal debates over the conclusions. Either we reach consensus or the position is discarded.	Continual updating and validation ensure that the insights we generate keep pace with the rapid changes in business and technology.

Gartner Proprietary Methodologies

The industry standard for measurement and analysis

Our methodologies help you discern crucial information from market noise so you can advance your initiatives and find answers to your most important questions.

Clients value the underlying methodologies of our research process because these methodologies bring simplicity to complex situations. The graphical summaries quickly inform and hasten decision cycles, helping you tackle complex decisions about IT investment priorities, the impact of globalization, the application of emerging technologies and other critical issues, with greater efficiency and effectiveness.



Magic
Quadrant



Critical
Capabilities



Hype Cycle



IT Market
Clock



Market
Guide



Vendor
Rating



ITScore



Market Share



Market
Forecast



Evaluation
Criteria



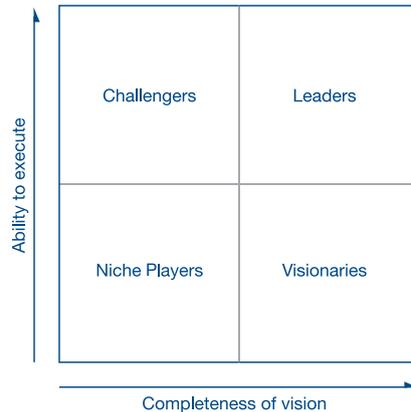
Gartner Magic Quadrant

Understand how providers are competitively positioned

A Gartner Magic Quadrant provides a graphical competitive positioning of technology providers in a specific market where market growth is high and provider differentiation is distinct. Magic Quadrants are a first step to understanding the providers you should consider for a particular investment opportunity.

- Map provider strengths and challenges against specific business requirements
- Gauge providers' ability to deliver on what you require today and in the future
- Ascertain how well providers are executing against their stated visions
- Compare how well they are performing against Gartner's market view

Contextualization enables you to view a Magic Quadrant through a specific lens, providing high-impact perspective by key industry, region and company size. This enhancement provides analyst commentary on the market and notable vendors from key client contexts. The interactive Magic Quadrant experience provides you a customized view of the market based on the criteria most important to you.





Gartner Critical Capabilities

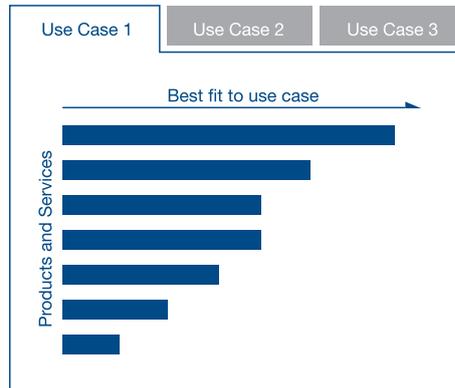
Explore vendor offerings more deeply

Gartner Critical Capabilities completes your view of the market with deeper insight into vendors' product or service offerings and how these rate against common client-usage scenarios. This essential companion to the Gartner Magic Quadrant enables you to:

- Map provider strengths and challenges against specific business requirements
- Gauge providers' ability to deliver on what you require today and in the future
- Quickly assess how well providers are executing against their stated visions

The compelling interactive experience leverages the Interactive Magic Quadrant to help you:

- Narrow down and focus on the product and service criteria most important to you
- Create your own experience with customized use cases based on your unique needs and requirements
- Easily integrate information into your workflow and decision-making process, saving you time



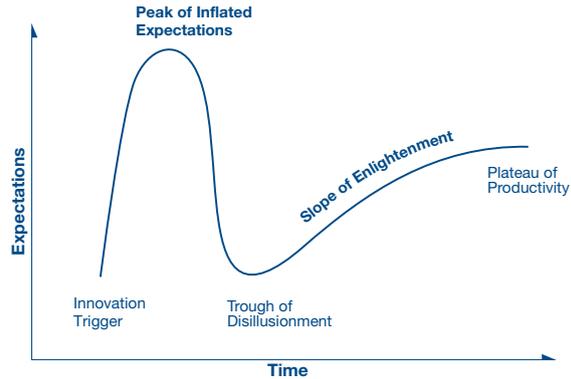


Gartner Hype Cycle

Reduce risk in your technology investment decisions

A Gartner Hype Cycle provides a graphic representation of the maturity and adoption of a particular technology or application, helping you:

- Time investment decisions for emerging technologies
- Uncover the real drivers of what will make a new technology commercially rewarding
- Balance business benefits with associated risks



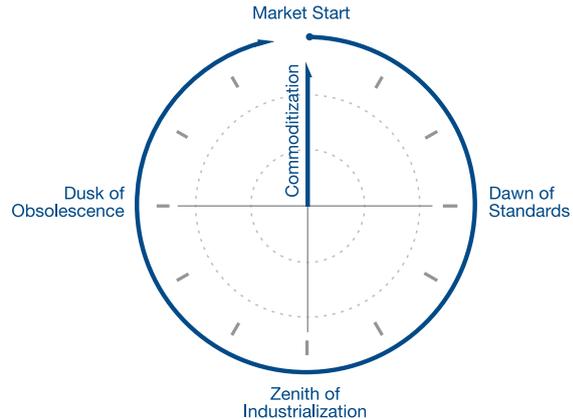


Gartner IT Market Clock

Gain a full life cycle view of your technology assets

A Gartner IT Market Clock is a decision framework that helps you evaluate and prioritize IT investments.

- Identify which assets carry what opportunities and risks
- Build technology road maps that support business plans
- Justify replacement, upgrade or divestiture decisions



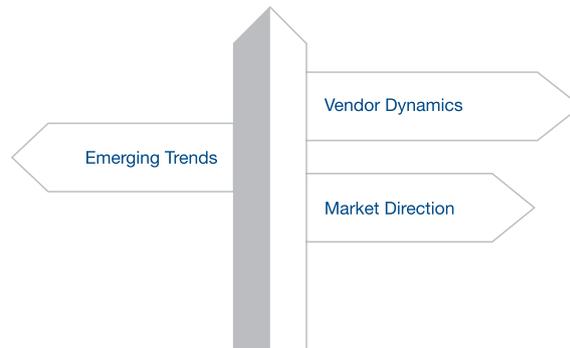


Gartner Market Guide

View providers in early, mature and small markets

The Gartner Market Guide highlights the trends, providers and significant attributes of a very early, mature or smaller market, so you can:

- Keep apprised of emerging trends, market dynamics and notable providers
- Consider independent, objective perspectives as you develop technology and business strategies
- Understand how the capabilities within a technology and services market align to your business objectives



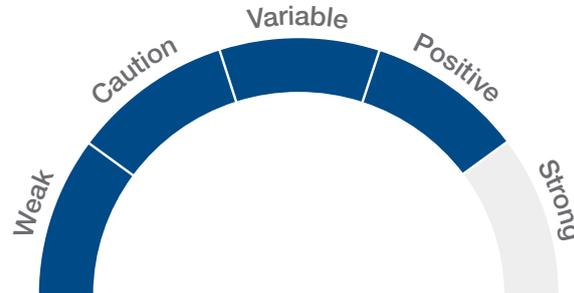


Gartner Vendor Rating

Synchronize provider offerings with your business strategy

A Gartner Vendor Rating assesses a technology provider's areas of strength — such as products, support, pricing, technology, strategy and financials — and how they align with your business objectives for a balanced portfolio.

- Manage provider portfolio risks while keeping an eye on up-and-coming players and alternate providers
- Understand how providers' products and services stack up and how they are positioned for long-term survival
- Support key purchase, investment and renewal decisions



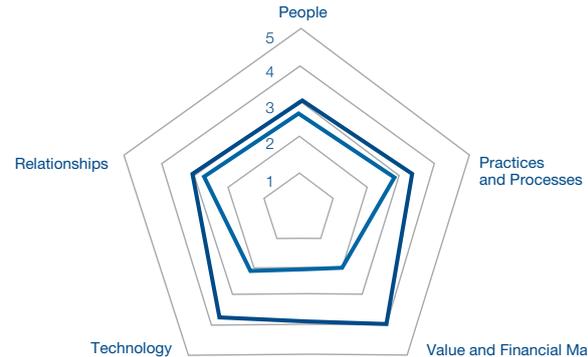


Gartner ITScore

Measure IT maturity in the context of your business

Gartner ITScore helps you quantify the maturity of both the IT organization (as a provider of technology) and the enterprise (as a consumer of technology).

- Identify and remove constraints on IT's ability to drive better business results
- Compare maturity across IT disciplines, and leverage best practices
- Provide an objective basis for cross-functional communication, collaboration and planning



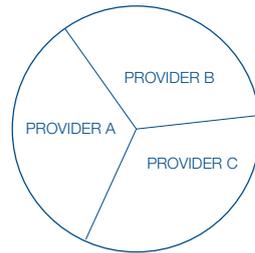


Gartner Market Share

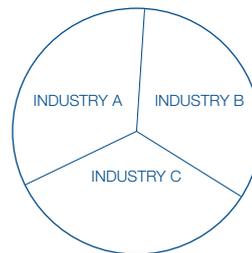
Providing timely data to support your important business decisions

Gartner Market Share shows clients how share is allocated among 1,200 technology providers in over 30 key markets.

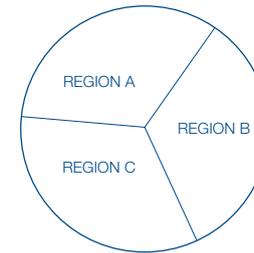
- Identify markets where providers have the opportunity to take additional market share
- Understand how leading providers are competing for market share
- Understand where and how you can take advantage of shifts in market share



MARKET SHARE BY PROVIDER



MARKET SHARE BY INDUSTRY



MARKET SHARE BY REGION

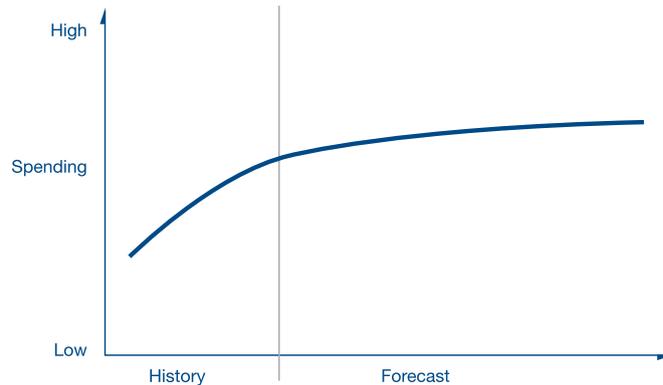


Gartner Market Forecast

See where your important markets are headed

Our Market Forecasts use market models, which incorporate all the influencing factors important in describing the structure and dynamics of a given technology market.

- Identify changing market conditions, their impact on the market and the related assumptions
- Understand potential market opportunities
- Evaluate, formulate and validate business plans





Gartner Evaluation Criteria

Find the right provider offering for your business

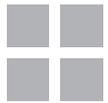
A companion to the Magic Quadrant and Critical Capabilities, the Gartner Evaluation Criteria document provides a baseline set of standards to help you make successful product purchasing decisions.

- Understand the criteria around features and functions of various products and services
- Quickly determine which product or solution is right for your specific technical requirements
- Jump-start your RFI, avoid risk and improve the quality of your RFP, acquisition and implementation processes

The diagram illustrates three overlapping boxes representing different levels of evaluation criteria. The front-most box is labeled 'Required' and contains a list of six items, each with a checkbox and a horizontal line. The checkboxes are: checked, unchecked, checked, checked, unchecked, and checked. The middle box is labeled 'Recommended' and is partially obscured by the 'Required' box. The back-most box is labeled 'Optional' and is also partially obscured.

Level	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6
Required	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Recommended						
Optional						

How will methodologies
help you decide?



Contextualized resources. Scalable data. Flexible delivery.

All working together to guide your strategic technology decisions.

Gartner methodologies provide a comprehensive body of knowledge to help you:

- Inform your decisions
- Build successful strategies
- Make a business case for technology
- Select the right vendors
- Improve business and IT performance



How will methodologies help you decide?

A CIO in a large Danish Bank has a major technology investment to make. She wants to ensure the CFO approves her proposal to initiate an RFP.

She uses the **Gartner Magic Quadrant** for her particular technology and shortlists five vendors. After reviewing the accompanying contextual pieces on finance and Europe, she decides to remove one vendor from consideration, determining that its strategy will not support her initiative.

Next, the CIO uses the **Gartner Critical Capabilities** methodology to assess the viability of the remaining vendors' products for her particular use case. She is left with three suitable vendors to consider for her RFP. One of these providers is a megavendor, so she reviews the **Vendor Rating** to ensure alignment with her initiative strategy.

She validates her thinking with a Gartner analyst, who recommends a fourth vendor from the **Cool Vendors** list. This vendor is newer to the market, but may emerge as a viable provider for the CIO.

The CIO takes her customized Gartner reports to the CFO for review, knowing that her RFP will be directed to a solid list of vendors that she wants to engage with and that can provide the solution she requires.

For more information, visit [gartner.com/methodologies](https://www.gartner.com/methodologies)

GARTNER HEADQUARTERS

Corporate Headquarters

56 Top Gallant Road
Stamford, CT 06902-7700
USA
+1 203 964 0096

Europe Headquarters

Tamesis
The Glanty
Egham
Surrey, TW20 9AW
UNITED KINGDOM
+44 1784 431611

Asia/Pacific Headquarters

Gartner Australasia Pty. Ltd.
Level 9, 141 Walker Street
North Sydney
New South Wales 2060
AUSTRALIA
+61 2 9459 4600

Japan Headquarters

Gartner Japan, Ltd.
Atago Green Hills MORI Tower, 5F
2-5-1 Atago, Minato-ku
Tokyo 105-6205,
JAPAN
+81 3 6430 1800

Latin America Headquarters

Gartner do Brasil
Av. Das Nações Unidas 12.551,
25° andar
World Trade Center, Brooklin Novo
São Paulo 04573-903
BRAZIL
+ 55 11 3043 7544