



GARTNER FOR TECHNOLOGY INVESTORS



**INVESTORS NEED TO
KNOW MORE**

New globalization trends are impacting the strategies of investment professionals, rearranging priorities and posing new things to consider. More than ever, informed investment decisions depend on the independence and objectivity to know:

- How the buying intentions of Fortune 1000 companies are mapping to current vendor strategies
- Which technology companies, old and new, are well-positioned to reap the rewards of current IT adoption trends
- Which IPOs have the staying power to rise to the top of their respective sectors—and sustain their ongoing strength and leadership
- Which R&D projects have reached a maturity to produce a level of real return—today and tomorrow
- Which players have the potential to disrupt existing business models to create new sources of wealth

- ■ ■ ■ “Gartner expertise helped me understand the relative opportunities for competing storage technologies in consumer devices.”

Hedge Fund Analyst



TO KNOW GARTNER IS TO KNOW MORE

Discern actionable research from information.

Information is plentiful. And it's easy to find. But you need to know more to turn information into the knowledge and insight necessary for making superior decisions.

Dig deeper into supply and demand.

Information can tell you the state of market demand. But real knowledge provides insight into the buying intentions of key adopters in major segments, the initiatives the major vendors have truly funded and how well the players are delivering.

Understand who's positioned to win.

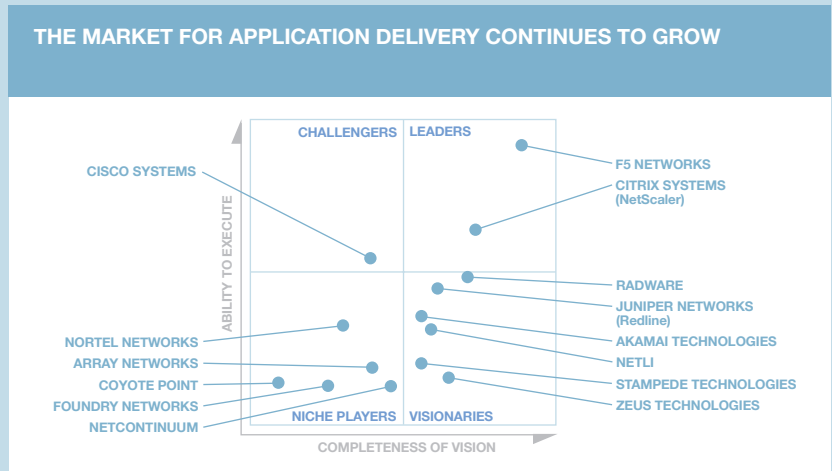
Information tells you who's competing in major markets. But it's a trusted source that provides objective, candid opinions on the relative positioning of the players. It's knowing which vendors will succeed—and which ones will not.

Drill through the hype.

Information fuels market hype about an emerging technology. But it's insight into its viability and likely rate of adoption that determines what you really need to know about the likelihood of a business opportunity's real return.

Connect vision to capability.

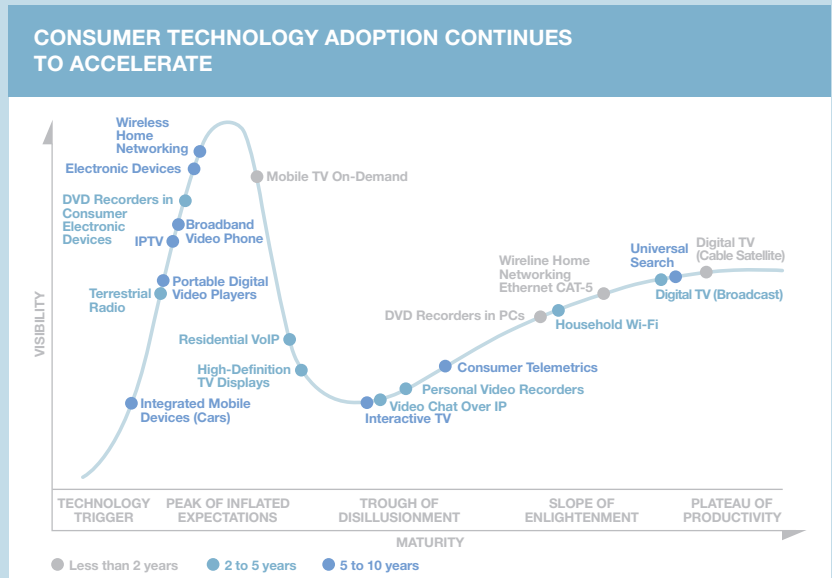
Not all ideas make sense, and not all suppliers can execute. Which vendors have the talent to manage their vision, and which ones are consolidating? Gartner Magic Quadrants show you how visionaries, leaders, challengers and niche players are positioned to compete, lead or fall behind.



Source: Magic Quadrant for Application Delivery Products, Gartner Research, 2005.

Distinguish hype from reality.

Our analysts know how to distinguish inflated expectations from the factors that drive true adoption. Gartner Hype Cycles measure and plot the maturity of a technology and its readiness to deliver real return.



Source: Hype Cycle for Consumer Technologies, Gartner Research, 2005.

Learn from IT decision makers.

We talk to thousands of end-user IT executives every day. Get insight into how CIOs in both the public and private sectors are managing technology—and where they intend to spend the most.

2006 CIO TECHNOLOGY PRIORITIES

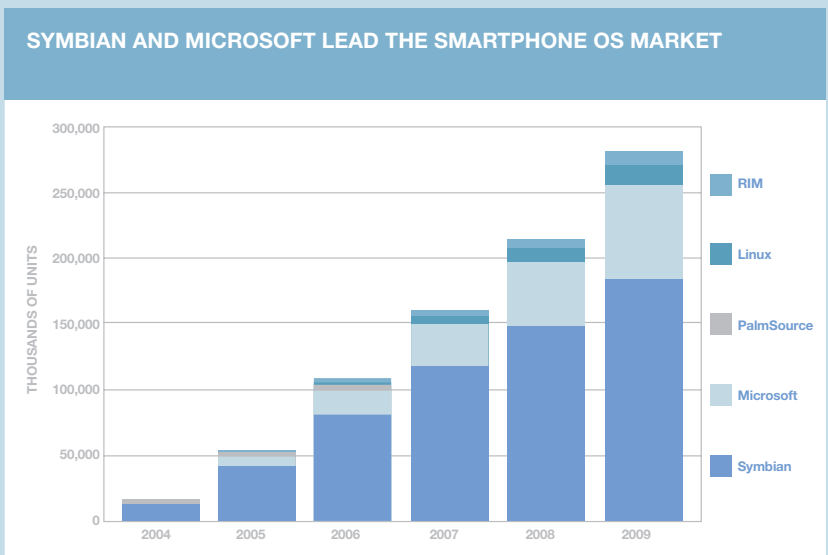
To what extent will your investment in each of the following technologies change in 2006?	Ranking		Spending Increase
	2006	2005	
Business intelligence (BI)	1	2	+ 4.8%
Security enhancement tools	2	1	+ 4.5%
Mobile workforce applications	3	3	+ 3.9%
Collaboration technologies	4	*	+ 3.6%
Customer sales and service technologies	5	8	+ 3.4%
Workflow management	6	11	+ 3.2%
Service-oriented applications and architecture (SOA, SOBA)	7	4	+ 3.2%
Networking, voice and data communications	8	7	+ 3.0%
Virtualization (storage, computing, data center)	9	10	+ 2.9%
Legacy application modernization and upgrade (ERP)	10	5	+ 2.5%

*New for 2006

Source: Growing IT's Contribution: The 2006 CIO Agenda, Gartner EXP annual CIO survey (1,400 CIOs).

Forecast market behavior.

Rigorous methodologies define our quantitative assessment of the technology industry, its segments and participants.



Source: Smartphone Sales to End Users by Operating System Vendor, Gartner Dataquest, 2005.

Assess individual companies.

Our analysis culminates in the outlook for an individual company. Gartner Vendor Ratings provide crisp insight into the progress and status of a company’s strategy, financials and product and marketing plans.

DELL IS BECOMING A TRUSTED STORAGE PROVIDER

Initiative	Rating	Change
Corporate Viability		
Strategy	Positive	Up
Financial	Strong Positive	No Change
Marketing	Caution	Down
Organization	Promising	Up
Market Offerings		
Product/Service	Positive	New
Midrange Enterprise Disk Arrays	Positive	No Change
Low-End Disk Array	Positive	Up
Network-Attached Storage	Promising	No Change
Tape Products	Positive	No Change
Storage Management Software	Promising	No Change
Technology/Methodology	Positive	Up
Pricing Structure	Positive	Up
Customer Service/Support		
Sales/Distribution	Positive	No Change
Support/Account Management	Promising	Up

Source: Vendor Rating Update—Dell, Gartner Research, 2005.

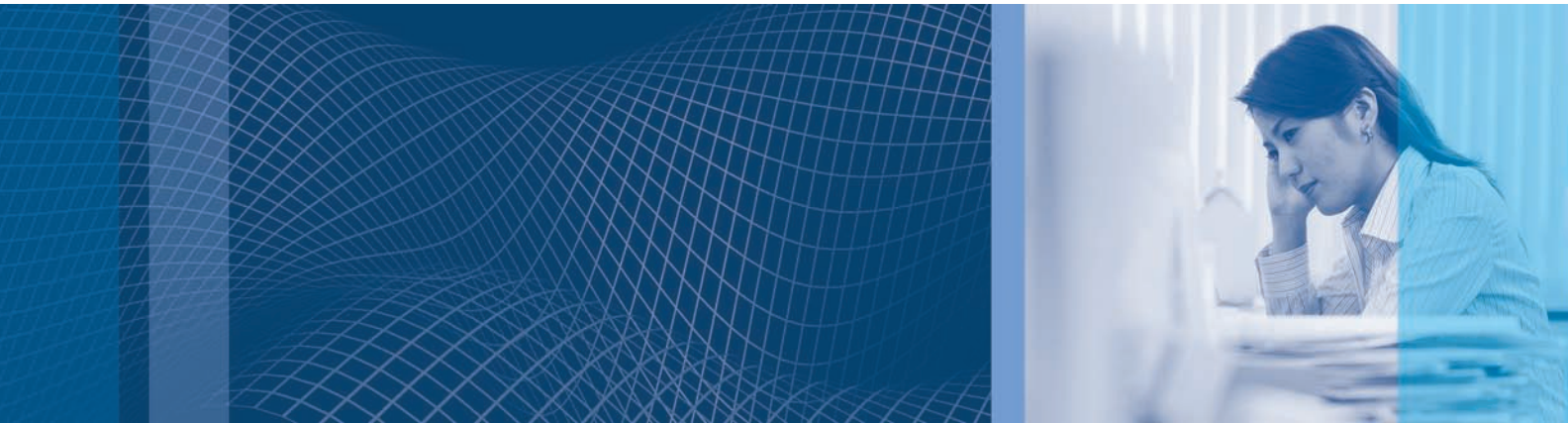
Compare relative positions.

Distinguishing the differences in strategy and positioning among vendors in both mature and emerging markets is critical. Understand the subtleties and get a definitive opinion with Gartner MarketScopes.

IN THE COMPETITIVE IMS MARKET, CARRIERS SHOULD NOT ASSUME THAT BIG VENDORS OFFER THE BEST PRODUCTS

Multimedia Subsystem MarketScopes	Strong Negative	Caution	Promising	Strong Positive	Positive
ALCATEL					
NEC					
ERICSSON					
FUJITSU					
CISCO					
HUAWEI					
LUCENT					
NOKIA					
MOTOROLA					
NORTEL					
SIEMENS					

Source: MarketScope: Internet Protocol Multimedia Subsystems, Gartner Research, 2005.



**INVESTMENT PROFESSIONALS MAKE
OBJECTIVE, MORE INFORMED DECISIONS
WITH GARTNER**

There is an abundance of information about technology, but a shortage of analysis that can drive superior investment decisions. Our sphere of influence is formidable. We enjoy a unique and privileged position between technology vendors and users. No one has the kind of perspective on IT markets that we do.

- Our conflict-free, independent insight adds confidence and ensures objectivity.
- Our proprietary tools and know-how add insight to your opinions and points of view.
- Our research is driven by the agendas, priorities and experiences of those who buy—a significant advantage.

A survey of 1,100 business-technology professionals, conducted by Optimize magazine, found Gartner to be the analyst company with the most influence over how CIOs purchase or implement technology. Our influence is nearly twice that of our nearest competitor.

■ ■ ■ ■ “Gartner has a deep understanding of the supply and demand sides of IT.”

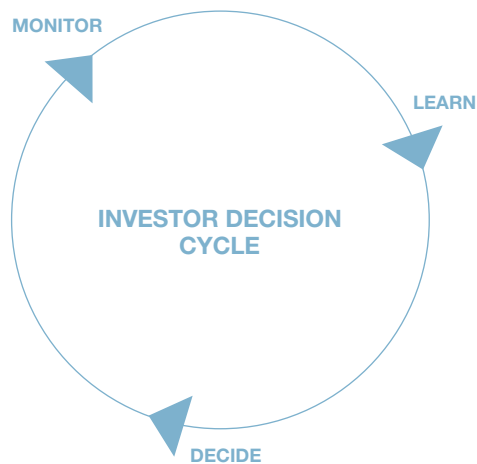
Software Analyst



HOW DO INVESTORS BENEFIT FROM WORKING WITH US?

Ongoing regulatory changes have restricted the technology investor’s access to information, making it even more challenging to decipher what is important. This has placed a premium on sources that provide a fresh, distinct point of view that is unbiased, independent and relevant.

Helping you make the right decisions is the crux of our value proposition. We complement your financial expertise at each stage of the investor decision cycle.



LEARN

- Research assigned technology segment(s) and the participants
- Manage the breadth of what must be known
- Discern what is relevant to making money

MAKE SOUND DECISIONS

- Identify the best opportunities
- Challenge the conventional wisdom

MONITOR & MODIFY STRATEGIES

- Track performance
- Update information
- Research new opportunities



OUR UNIQUE APPROACH

Leaders in qualitative and quantitative research.

Gartner extracts the most complete and comprehensive view of the industry through unparalleled access to both IT users and suppliers. The qualitative lens of Gartner Research combined with the quantitative analysis of Gartner Dataquest® deliver a perspective no one else can.

Unbiased and independent.

Our only allegiance is to you. We have no commercial interest in any technology or company. No hidden agenda. No outside influences. Just clear, objective interpretations of the information you need to make profitable investment decisions.

An unparalleled network.

Gartner puts its vast information network in the hands of the investor. Our insight comes from interactions with each other, our base of the 10,000 organizations we serve, our relationships with thousands of vendors—and the most widely attended events in the industry (which attract over 35,500 technology and business professionals annually).

The right information, right now.

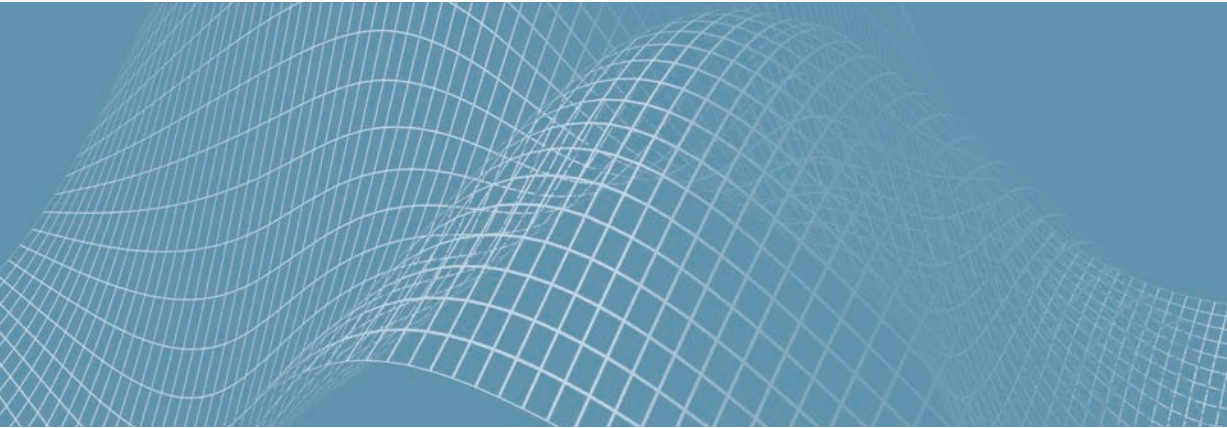
Technology continues to transform business and economic growth, making it one of the most exciting, most promising investment opportunities. But technology investments tend to be more volatile than those in the broader market. Before you invest, tap into the expertise and insight of the people you can trust the most: Gartner.

■ ■ ■ ■ “Gartner research methodology is distinguished by in-depth quantitative methods and close collaboration with IT end users.”

JEREMEY DONOVAN
VP, Gartner Research

UNRIVALED BREADTH AND DEPTH OF COVERAGE

- Consumer
- Semiconductors
- Semiconductor manufacturing
- Computer hardware and peripherals
- Storage
- Infrastructure and security
- Applications
- Internet platforms, content and services
- IT services
- Mobile and wireless
- Networking and communications
- Emerging markets



DECIDE WITH CONFIDENCE

For many clients, working with Gartner is the difference between success and failure.

Let us support you through every stage of your decision cycle. No one else can consistently show you what users want and how well suppliers are executing. Whether your agenda is short or long term, whether it's about exploring opportunities in established markets or those that are newly emerging, our unique, actionable insight will profoundly affect your business outcomes in positive and lasting ways.

For more information, visit gartner.com/invest or e-mail us at gartner.invest@gartner.com.

■ ■ ■ ■ **ABOUT GARTNER**

Gartner, Inc. (NYSE: IT) delivers the technology-related insight necessary for our clients to make the right decisions, every day. Gartner serves 10,000 organizations, including chief information officers and other senior IT executives in corporations and government agencies, as well as technology companies and the investment community. The Company consists of Gartner Research, Gartner Executive Programs, Gartner Consulting and Gartner Events. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, U.S.A., and has 3,700 associates, including 1,200 research analysts and consultants in 75 countries worldwide. For more information, visit [gartner.com](https://www.gartner.com).

GARTNER HEADQUARTERS

Corporate Headquarters

56 Top Gallant Road
Stamford, CT 06902-7700
U.S.A.
+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.
Aobadai Hills 6F
4-7-7 Aobadai, Meguro-Ku
Tokyo, 153-0042
JAPAN
+81 3 3481 3670

Latin America Headquarters

Gartner do Brasil
Av. Das Nações Unidas, 12.551 – 9º andar
World Trade Center – Brooklin Novo
04578-903 – São Paulo – SP
BRAZIL
+55 11 3443 1509

For more information,
visit **gartner.com**.