

**GARTNER FOR HIGH-TECH AND
TELECOM PROFESSIONALS**



Gartner delivers the technology-related insight necessary for our clients to make the right decisions, every day.



“Gartner provides insight we can’t get anywhere else. Their knowledge and experience help us improve our product portfolio and industry relationships.”

WES HAYDEN
President and CEO, Genesys

INSIGHTS YOU CAN'T GET ANYWHERE ELSE

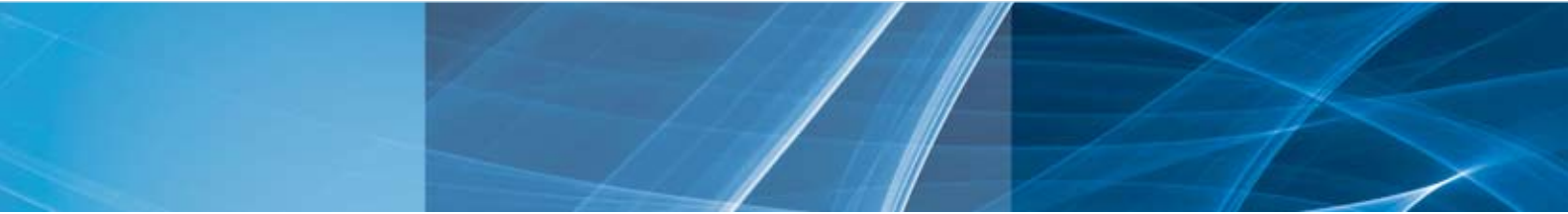
Whether you're devising a new marketing strategy, deciding which market to invest in or determining what product has potential for the greatest returns, you need to spot the opportunity others don't.

With a renewed focus on serving the needs of business leaders in the high-tech and telecommunications industries, Gartner will work alongside you, providing the insights into your customers, markets and competitors that will help you maximize business growth.

We interact with thousands of IT leaders every day. We know what is on their minds, what challenges they are struggling with, as well as the technology and business issues they are reading about on our Web sites or discussing with our analysts. You can get visibility into what your customers care about—insights you can't get anywhere else.

Gartner brings objective insights from both the supply and demand sides of the technology market. The broadest global reach, on-the-ground knowledge of every market, proven methodologies and our rigorous research development process provide quantitative data along with qualitative insights that all come together to ensure you are making the right decisions with confidence.





INSIGHTS YOU CAN TRUST

- 650 research analysts—unmatched expertise across the global technology and services market.
- Deep interactions with your customers—100,000 end-user inquiries each year.
- Uniquely positioned to draw insights from both the supply and demand sides of IT.
- Proven, industry-recognized methodologies.
- Rigorous research process that produces unbiased insights.

“We involve Gartner analysts to help keep our value proposition relevant, innovative and competitive.”

BRUCE KORNFELD
VP Marketing, Compellent

“Gartner insight and access to experienced analysts deliver value at every phase of our market planning.”

LARRY FLEISCHMAN
Marketing Director, Televerde

THE GARTNER PORTFOLIO

Gartner has designed a variety of products and services to serve the unique needs of business leaders in the high-tech and telecom arena:

- Gartner for Business Leaders
- Gartner Dataquest
- Gartner Media Products
- Sponsorship opportunities at Gartner events
- Gartner for Emerging & Midsize Technology Providers



GARTNER FOR BUSINESS LEADERS

Gartner for Business Leaders is a series of role-based research and advisory offerings designed to help business leaders in the high-tech and telecom industry be more successful.

We provide innovative research for the following job roles:

- Analyst Relations
- Market & Competitive Intelligence
- Marketing
- Product Management
- Professional Services
- Sales

You can access our insight through Web portals that are custom-tailored for each role, and that can be personalized to your specific technology or industry focus.

Gartner for Business Leaders delivers the insight that will enable you to conceive breakthrough ideas, make more successful decisions and win more business—with confidence.

“Gartner insight helps us highlight the unique attributes of our brand, validate our overall product road map and understand changing customer demands.”

STEVE SCHICK
Director, Corporate Communications
Blue Coat Systems





“Gartner is one of the cornerstones of our analyst relations strategy, so it made sense to leverage its webcast program as a way to help us tell our story.”

KATHY RUGGIERO

VP Corporate Marketing, IONA Technologies

“The Gartner newsletter provides an effective, credible tool that has been well-received by our sales force.”

CARRIE LEWIS

Product Marketing Manager, Lionbridge

GARTNER DATAQUEST

Gartner Dataquest delivers global and regional coverage of opportunities, issues and trends in 35 high-tech and telecom markets. Comprehensive analysis helps business leaders and investors identify risks and opportunities before investing in the markets or launching new products and services. Dataquest also provides insight into effective go-to-market strategies that capture growth opportunities most relevant to your business.

GARTNER MEDIA PRODUCTS

The Gartner brand is well-recognized in the IT industry. Through our media products program, you can leverage our authoritative, world-renowned brand in your marketing programs.

We produce co-branded webcasts and custom newsletters that showcase our analysts’ advice and insight on hot technology topics. These programs are a great way to capture the attention of your customers, generate leads and add credibility to your marketing messages.



SPONSORSHIP OPPORTUNITIES AT GARTNER EVENTS

When you exhibit at a Gartner event, you can plan on quality face time with top-level, fiscally empowered executives interested in addressing budgeted IT projects right now. Gartner hosts 70+ strategic conferences around the globe every year, bringing a total of 41,000 IT decision makers together to discuss current and future technology projects.

As a sponsor, you make connections with those members of our elite customer base who are away from the office for the purpose of learning about your solutions.

GARTNER FOR EMERGING & MIDSIZE TECHNOLOGY PROVIDERS

As an emerging or midsize technology or service provider, you run a lean, agile organization with a time-to-market advantage over larger firms. But emerging and midsize high-tech firms don't always have the same resources larger enterprises have to tap into the industry's leading IT research and advice. That has changed. With Gartner for Emerging & Midsize Technology Providers, you combine your inherent competitive advantage with access to the same trusted industry-leading research used by your largest competitors.

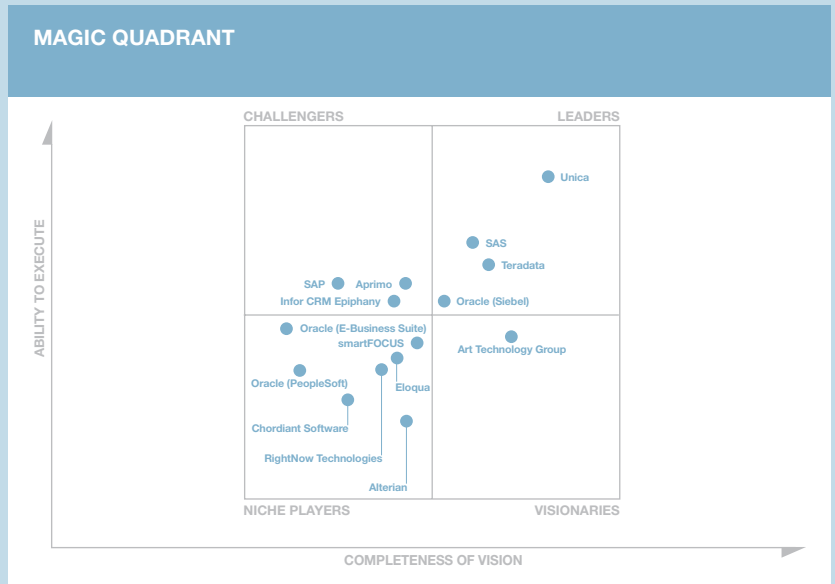


Gartner methodologies inform your entire decision cycle: from strategy and planning, product development and sales—to measurement. With Gartner at your side, you compete more effectively, increase share and sustain market leadership.

Know how you or your competitors are positioned on a Gartner Magic Quadrant.

Magic Quadrants position market providers as leaders, challengers, niche players or visionaries.

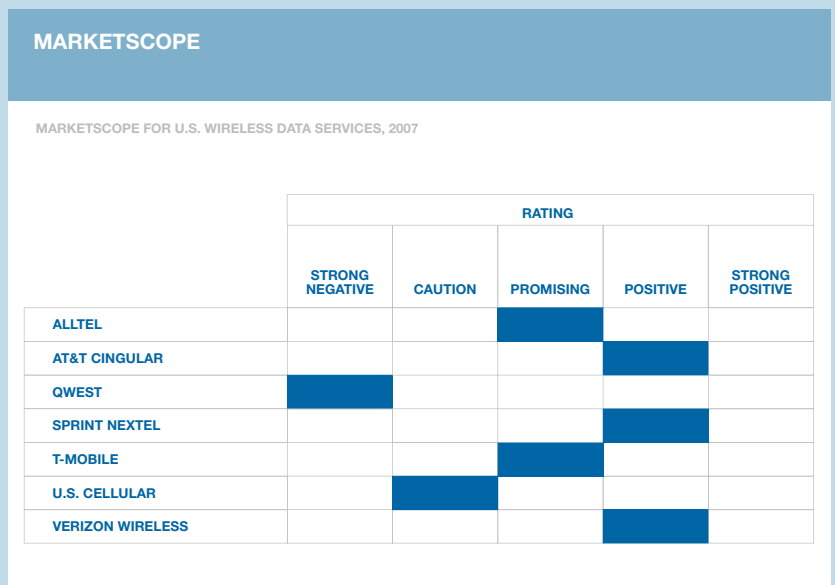
Use Magic Quadrants to know who your competitors are and position yourself effectively against them—and to figure out how to grow your company.



Know about changing market opportunities.

MarketScopes assess providers in markets that are not yet defined or that have reached maturation.

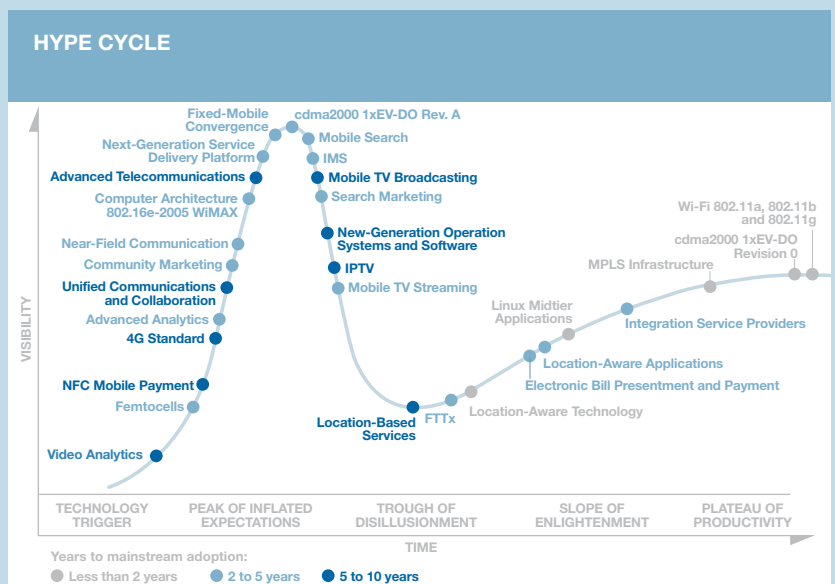
Use MarketScopes to shape your offerings as new markets emerge and existing markets mature, and to position yourself effectively against your competition.



Understand emerging technologies.

Hype Cycles graphically trace the five phases of a technology application's life cycle.

Use Hype Cycles to make informed product management decisions, or to decide when to exploit emerging technologies.



CUSTOMER INSIGHTS

TOP 10 VENDOR MENTIONS INDEX

VENDOR MENTIONS INDEX	QUARTER			
	1Q07	2Q07	3Q07	TOTAL
IBM	0.73%	1.11%	1.25%	3.09%
HP	0.35%	0.44%	0.40%	1.19%
Sun	0.31%	0.22%	0.22%	0.75%
Microsoft	0.16%	0.19%	0.37%	0.72%
VMware (ESX Server)	0.20%	0.21%	0.25%	0.66%
Novell	0.06%	0.07%	0.18%	0.30%
Oracle	0.13%	0.07%	0.06%	0.26%
Red Hat	0.07%	0.03%	0.11%	0.21%
Dell	0.04%	0.11%	0.06%	0.20%
EMC	0.13%	0.02%	0.04%	0.19%
TOTAL	2.18%	2.46%	2.91%	7.55%

Find out what topics and providers Gartner IT end-user clients are mentioning during Gartner inquiries.

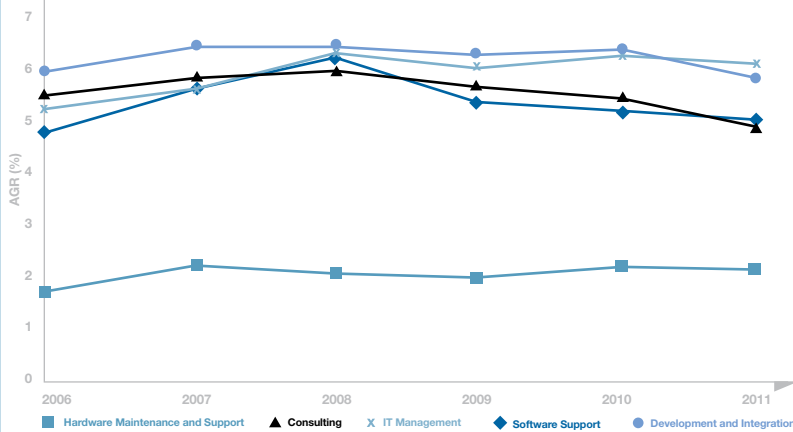
Customer Insights summarize key findings and strategies drawn from the 100,000 inquiries our analysts handle each year from IT buyers.

Use Customer Insights to understand what IT buyers are discussing with Gartner analysts, including the providers mentioned and the technology topics covered.

Customer Insights do not report on specific inquiries to protect client confidentiality.

MARKET FORECAST

IT SERVICES' AGR, COMPUTING PLATFORM, EMEA, 2006-2011



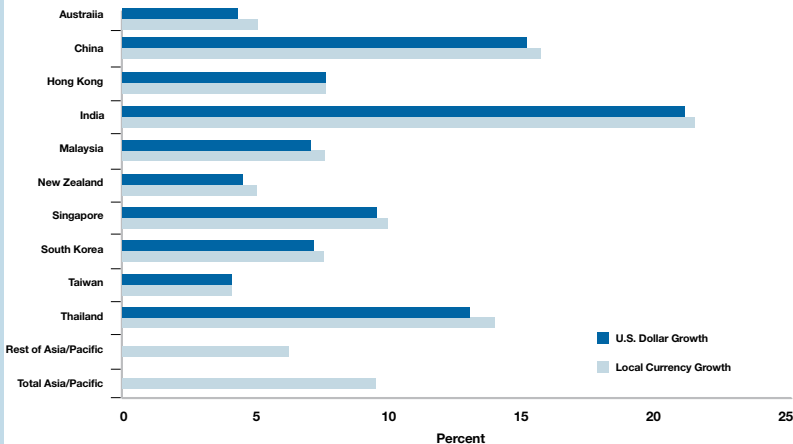
Know how markets are behaving.

Market Forecasts quantify a market's future spending pattern with two years of history and a five-year forecast.

Use Market Forecasts to prioritize investments, identify new opportunities and support your marketing plans with fact, not conjecture.

MARKET SHARE ANALYSIS

ASIA/PACIFIC: IT SERVICES CAGRs, U.S. DOLLAR vs. LOCAL CURRENCY, 2006-2011



Inform your growth strategy.

Market Share Analysis quantifies movements in share and other indicators in the major IT markets.

Use Market Share Analysis to understand who's leading, who's faltering—and to surface opportunities to take additional share.



Enhance the business analysis of your competitors.

A SWOT Analysis is a summary of the strengths, weaknesses, opportunities and threats faced by a specific provider.

Use SWOT Analysis to understand your key rivals, reveal opportunities to strengthen your competitive position and identify growth opportunities.

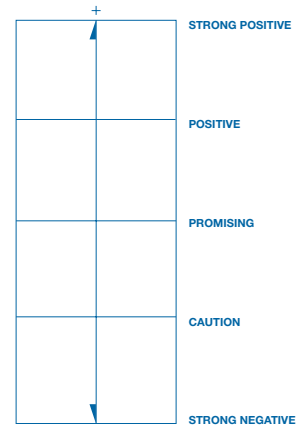
SWOT ANALYSIS	
<p>STRENGTHS</p> <ul style="list-style-type: none"> Comprehensive solutions portfolio Comprehensive technology framework Global presence Track record of integrating acquisitions 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> Telecom-related solutions have focused on IP and non-traditional services Limited penetration in legacy OSS, and missing OSS features Web services standardization not fully completed End-to-end solutions require deeper commitment to carriers' costs and benefits Full integration still two years away
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Increasing demand for BI in telecoms Upsell DBMS with vertical applications Migration toward end-to-end solution Combining CRM with service assurance Growing SDP market and integration needs New services require better architecture 	<p>THREATS</p> <ul style="list-style-type: none"> Competitors have similar end-to-end solutions Slow market for content billing Partners might turn into competitors Poor demand for end-to-end solution

Better understand your company and its competitors.

Vendor Ratings assess a provider's overall financial health, market strategy and lines of business.

Use Vendor Ratings to understand how providers are competing and performing—and how they are delivering against their short- and long-term vision.

VENDOR RATINGS		
DETAILED RATING		
INITIATIVE	RATING	CHANGE
Corporate Visibility		
Strategy	Positive	No Change
Financial	Strong Positive	Up
Marketing	Positive	No Change
Organization	Strong Positive	Up
Market Offerings		
Product/Service	Strong Positive	Up
ProLiant and BladeSystem Servers	Strong Positive	Up
HP-UX Integrity Servers	Positive	Up
Other Servers	Caution	No Change
Software	Promising	No Change
Personal Computers	Strong Positive	Up
Handhelds	Caution	Down
C&I Services	Promising	No Change
Outsourcing Services	Positive	Up
External Controller-Based Disk Storage	Promising	No Change
Tape and Tape Automation	Positive	Down
Storage Software	Promising	Up
Networking	Promising	New



PARTNER WITH US—AND GROW

Drive innovation

To survive and grow, you need to drive innovation in your products and services, your competitive positioning and your target client segments. Gartner helps you innovate and stay ahead of competitors by identifying adjacent markets and emerging technologies that can drive your next significant growth opportunity.

Position with precision

No company can afford to target all markets. So it's critical that you select and refine the right ones. Our unbiased view of your customers' requirements and the competitive positioning in your markets—as reflected in SWOTs, Magic Quadrants, Market Share Analysis and Vendor Ratings—will give you the perspective you need to properly position your solution for the right target segment.

Win more business

Strengthen your sales and marketing efforts by using our insight to your advantage—whether you promote your products and generate new business by leveraging Gartner media programs, or you arm your sales force with the Gartner research they need to compete. We'll make it easy for you to get the insight you need to build relationships with customers and win more business.

ABOUT GARTNER

Gartner, Inc. (NYSE: IT) is the world's leading information technology research and advisory company. We deliver the technology-related insight necessary for our clients to make the right decisions, every day. From CIOs and senior IT leaders in corporations and government agencies, to business leaders in high-tech and telecom enterprises and professional services firms, to technology investors, we are the indispensable partner to 60,000 clients in 10,000 distinct organizations. Through the resources of Gartner Research, Gartner Consulting and Gartner Events, we work with every client to research, analyze and interpret the business of IT within the context of their individual role. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, U.S.A., and has 3,900 associates, including 1,200 research analysts and consultants in 75 countries.

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