

Guidelines for Vendor Review Cycles

This document lists estimated turnaround times for various research types that are sent to vendors for fact checking.

These guidelines, which represent suggested best practices, can be modified for special circumstances. Authors are responsible for determining whether a piece needs outside review and for ensuring that it takes place. At their discretion, authors may provide the entire document to a vendor or just any applicable paragraphs and graphics.

Vendor review is the last step before a document is edited. Its intent is to give the vendor a final opportunity to correct any factual errors.

Research sent for review is in draft format and is strictly for internal review by the vendor. Under no circumstances is external distribution or press notification permitted.

Guidelines for Various Document Types

First Takes (up to 360 words about an event or announcement that is fewer than five days old) — Four hours during the working hours of the vendor's headquarters location (longer, where feasible, at analyst discretion). After the four-hour period expires, posting occurs at 4 p.m. U.S. Eastern Time.

Findings (quick summaries of ideas for analysts to share with clients prior to providing full analysis) — Two business days.

Event Notes (time-sensitive documents that analyze industry events) — One business day.

Standard Documents (including Case Studies, but *not* SWOTs, Vendor Ratings, Magic Quadrants or MarketScopes) — Two business days.

Gartner for IT Leaders Toolkit Content (excluding previously published Core research included as an attachment in a Toolkit) — Two business days.

Magic Quadrants, Vendor Ratings, SWOTs and MarketScopes — A draft of the specific vendor's section and the entire graphic or table will be sent to each vendor for factual review. Each vendor will have five business days to provide written comments pertaining to factual review. A vendor may schedule a 30-minute call with the analyst to discuss the facts. A courtesy copy of the final report is sent to all vendors immediately after publication.

Vendor-Specific Presentations (Presentations and similar single-vendor/company presentations) — One week, but note that the week must be prior to editorial submission, not prior to the event or posting to gartner.com; two business days is sufficient for three or fewer slides that focus on a vendor.

Long Reports (longer than 14,000 characters in the analysis section) — One week.

Gartner Dataquest Statistics (statistics and market share-related research) — Five business days for vendor-specific content (note there is no requirement to reveal all of the content). Preferably, this happens during the data collection phase. A copy of the final draft is sent to the vendor 24 hours prior to publication — to give notice to the vendor's PR department. To avoid premature publication, the information is embargoed and includes only the vendor's own data (including market share). This applies to the top-tier vendors in a region as well as any that have dramatically changed and/or moved from the top tier.

Changes to Guidelines

Gartner reserves the right to change its guidelines at any time, without notice. These guidelines are for informational purposes only and do not constitute a waiver with respect to any of Gartner's rights, all of which are specifically reserved. The guidelines in their most current form are available on gartner.com under the Vendor Relations link.

Source: Research Methodologies (8 April 2010)