Gartner AR Forum

November 10, 2015
Gartner Symposium/ITxpo, Barcelona

Jeff Golterman, GVP and Global AR Community Lead
Gartner Research Update

Peter Sondergaard, SVP, Global Research Head
Analyst Coverage
Analyst Coverage Expansion

59 New Resources
Increased Geographical Coverage

North America
581

Latin America
23

Europe, Middle East, Africa
293

Asia
173
Analyst Coverage Expansion

Australia 52
China 15
Hong Kong 6
India 29
Indonesia 1
Japan 36
Korea 4
New Zealand 5
Singapore 16
Taiwan 9

Asia 173
Analyst Coverage Expansion

Europe, Middle East, Africa

- Austria: 3
- Belgium: 4
- Denmark: 6
- Finland: 10
- France: 20
- Germany: 21
- Israel: 1
- Italy: 20
- Luxembourg: 2
- Netherlands: 15
- Norway: 4
- Poland: 1
- Russia: 5
- Spain/Portugal: 9
- Sweden: 10
- Switzerland: 3
- Turkey: 1
- United Arab Emirates: 10
- UK/Ireland: 148

Total: 293
Analyst Coverage Expansion

Latin America 23

Brazil 19
Mexico 4
Mission Critical Priorities
Research Mission Critical Priorities

Must-Have Research

Operational Excellence

Compelling Interactions
Research Mission Critical Priorities

**Innovation:** Internet of Things, Digital Business, Bimodal IT, Algorithmic Business

**Expanded Market Coverage and New Types of Content**

**New Forms of Delivery:** GMS Online; Quantified Market Insights Site
Research Mission Critical Priorities

New Supporting Roles: Service Analyst, Contributing Analyst, MQ Specialist

Centers of Excellence: Content Production, Translations

Optimized Magic Quadrant Delivery: Team Approach; Standards - Templates - Best Practices; Workflow Enhancements

Must-Have Research

Operational Excellence

Compelling Interactions
Optimized Magic Quadrant Delivery 2015
Giving Time Back to Technology Providers and Analysts

Team-Based Approach to Content Production
- Project Managers
- Market Researchers
- Team Managers
- Writers

Standards, Templates & Best Practices
- Publication Calendar
- Centralization of vendor contacts
- Welcome Packet
- Change notifications
- Weekly status updates on reference surveys

Workflow Enhancements
- Team Managers’ approvals early & upstream
- Pre-edit of vendor write-ups
- Clear definition of critical steps
Research Mission Critical Priorities

Must-Have Research

Interaction Enhancements:
Video Engagement for Inquiry, Vendor Briefings

Operational Excellence

Single Point of Access:
Streamlined scheduling for MQ Interactions

Compelling Interactions
Evolution of Who We Serve

Every budget is an IT budget.

Every company is an IT company.

Every role is an IT role.
Focus for 2015-2016

Every budget is an IT budget.

Every company is an IT company.

Every role is an IT role.

Must-Have Research:
Role and Key Initiative Relevancy

“The right roles, the right Key Initiatives in the language our clients use in order to maximize engagement.”
KIs Support Clients' Mission-Critical Priorities (MCPs)

Gartner Library of Key Initiatives

- Digital Business Strategies
- Security Strategy & Implementation
- Analytics & Big Data Technology
- IT Cost Management
- Cloud Technology Implementation
- Mobile Strategy
- Organic Growth
- Customer Acquisition & Retention
- Sales Effectiveness Improvement

Client MCP Examples

IT Roles

Business
KIs Support Clients' MCPs

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Client MCP Examples

IT Roles

Business
Top Client Key Initiatives

1. Cloud Computing
2. Mobile & Endpoint Strategies
3. IT Strategic Planning
4. Application Development
5. Information Security Technology
6. Data Center Modernization
7. IT Cost Optimization
8. Enterprise Architecture Program
9. IT Governance
10. Identity & Access Management
Continuous Innovation
Research and Peer Insights

Expert Content Informs Peer Content

Gartner Magic Quadrant
Expert ratings of the top vendors in a market

Gartner Critical Capabilities
Expert product assessments and use cases

Market Definition
Vendor List
List of Critical Capabilities

Peer Insights Data

Market

Vendor

Peer

Peer Insights BETA
## 2016 Research Themes

### Digital Business
New Business Designs Merging the Virtual and Physical Worlds

- Digital Business Rules: The Economics of Connections
- Industry Visions For Digital Business
- Digital Business Matures: Leading into the Learning Curve
- Digital Business Architectures, Lenses, and Ecosystems

### Internet of Things
The network of physical objects that contain embedded technology to sense/interact with their internal state or external environment

- Impact on roles and markets
- Risks and vulnerabilities and security solutions to consider
- Insight and guidance on selection, integration and architecture
Gartner Special Report Highlights 2016

- Algorithmic Business
- Bimodal Strategy & Ops
- Business Unit IT
- Cybersecurity: A Foundation for Digital Business
- IT Strategies for Cloud Dominated Environments
- Digital Economics
- Predicts
- Cool Vendors
- Hype Cycles
- IT Market Clock
- Top 10 Strategic Technology Trends
- Maverick Series
- Supply Chain Top 25
How We Help

Value

INNOVATE TO DRIVE GROWTH
- Innovate business model, products/services and channel strategy—through exposure to emerging technologies
- Prioritize investments, and identify new opportunities

BUILD PRODUCT AND SERVICE STRATEGIES
- Target the right markets and determine where to go next
- Get visibility into what buyers care about; understand what shapes their buying decisions

DEVELOP GO-TO-MARKET STRATEGIES
- Build fact-based & differentiated plans; drive solid competitive positioning
- Use assets that validate market position; measure performance effectively and in real time

WIN MORE BUSINESS
- Use Gartner insights to strengthen marketing efforts; tune messaging to reach targets
- Understand buyer needs to drive sales effectiveness
Thank You

Q & A