

Content Evolution Strategy Analyst Relations Q & A

May 2014

These FAQs are for the benefit of vendor Analyst Relations professionals and those directly involved with Gartner Magic Quadrants and Critical Capabilities research with Gartner. These FAQs were asked during the various sessions that took place with Analyst Relations professionals in which enhancements to Gartner's branded Methodologies were shared via webcast sessions.

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Q: Will a copy of the presentation be available for download after the webcast session?

A: Yes. A PDF of the presentation is available for download which you can access in the [Analyst Relations Community](#) on gartner.com. You should not distribute the presentation outside of your organization.

Q. How do we access the Analyst Relations community site?

A: It is on g.com at <http://www.gartner.com/technology/about/analyst-relations.jsp>.

Q: Can you elaborate a bit on the Gartner Critical Capabilities methodology?

A: Critical Capabilities is an essential companion to the Magic Quadrant. A Critical Capabilities document is a comparative analysis that scores competing products/services against a set of critical differentiators identified by Gartner. It shows clients which products or services are a best fit for multiple, important use cases and provides actionable advice to end-user clients on which products/services they should add to their vendor shortlists for further evaluation.

Q: You mentioned some changes to the Critical Capabilities methodology. What are they?

A: We removed “product viability” as a stand-alone rating from the Critical Capabilities methodology. Product viability assesses a vendor’s strategy and long-term support of a product/service, which is covered in the related Magic Quadrant. The overall use case was removed because it represents a generic use case and had lesser relevance and importance for clients.

Q. Will all Magic Quadrants have an associated Critical Capabilities note?

A: Our goal is to increase the number of Critical Capabilities associated with each planned Magic Quadrant to address our client’s No. 1 request — to have a product/service level rating note associated with Magic Quadrants. It is not a requirement for every Magic Quadrant to have a Critical Capabilities note, but we will be increasing the association between these two notes year over year. Analysts will prioritize Critical Capabilities documents based on client and market considerations in any given year.

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Q. Where is the list of new Magic Quadrants posted?

A: To view the list of planned and published Magic Quadrants, along with their expected publish date, go to <http://www.gartner.com/explore/magic-quadrant>

Q: How do we find out which Magic Quadrants have an associated Critical Capabilities?

A: We have a list of planned Critical Capabilities and their associated Magic Quadrant notes in the analyst relations section on g.com at <http://www.gartner.com/technology/about/analyst-relations.jsp>.

Q. What efforts are happening within Gartner Research to minimize the impact to participating vendors that may be involved in new Magic Quadrants, Critical Capabilities and Magic Quadrant contextualized research notes?

A: As part of the content evolution optimized delivery initiative, we are making efforts to streamline key processes with participating vendors that may be involved in multiple research projects. For example, if you are participating in a Magic Quadrant and a Critical Capabilities, we are advising our associates to have one initial communication to vendors to provide the details around both projects. For the vendor survey, we will do one vendor outreach to gather questions for both the Magic Quadrant and Critical Capabilities that will aid in producing both research notes.

Q. What changes do you plan on making to improve the customer reference process?

A: As part of the optimized delivery initiative we are looking at where we can streamline key processes that impact vendors. Our goal is to group key research notes — for example, making sure we ask for references once for the Magic Quadrant and companion Critical Capabilities note to minimize the impact to the vendor community.

Q. Are references required for a Magic Quadrant and Critical Capabilities note?

A: The analyst decides if he/she will need references as part of the research gathering process when producing Magic Quadrant and Critical Capabilities notes. If an analyst is producing a Magic Quadrant and a companion Critical

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Capabilities note, we are requesting that he/she try to ask for all key details (references, vendor survey, etc.) once for the participating vendor of both notes.

Q. Our company is currently working with an analyst on a Magic Quadrant. How will we know if there is an associated Critical Capabilities or Magic Quadrant contextualization piece of research associated with the Magic Quadrant?

A: The lead analyst will send out communication to the vendors that will be included in a Critical Capabilities and Magic Quadrant contextualized research at the beginning of the process.

Q: Is there a consistent Magic Quadrant process that stipulates evaluation criteria and criterion weighting during the Magic Quadrant process?

A: Yes. Once the analyst assesses which vendors meet the inclusion criteria of a Magic Quadrant, they send out an initial packet to the participating vendors that details the evaluation criteria and weightings (low, standard, high), along with other relevant project details that are part of the initial kick-off letter with the participating vendors.

Q: Does a Critical Capabilities come before a Magic Quadrant or after?

A: It is recommended that the Magic Quadrant be published first, since that research provides a market view of the vendors. The companion Critical Capabilities note publishes very shortly after.

Q: Will Magic Quadrants and Critical Capabilities publish together?

A: Analysts will be working to publish Magic Quadrants and Critical Capabilities within close proximity, typically within a few days — a few weeks at most.

Q: Is the Critical Capabilities supposed to be a companion to the Magic Quadrants, or is it totally separate from a Magic Quadrant?

A: A small number of previously planned and commenced Critical Capabilities will remain stand-alone until the end of 2014, but almost all will be a Magic Quadrant companion.

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Q: What is the relationship between a Magic Quadrant and Critical Capabilities note?

A: Critical Capabilities is a companion note to the Magic Quadrant. Critical Capabilities extends the value of a Magic Quadrant with deeper insight into the providers' products/services offering by identifying which offerings are a best fit to various use cases. Magic Quadrants contains a significantly broader analysis of the vendors in a market, while a Critical Capabilities document directly focuses on the product offering and shares one of the 15 Magic Quadrant evaluation criteria.

Ability to execute product/service criteria includes: "Core goods and services offered by the technology provider that compete in/serve the defined market. This includes current product/service capabilities, quality, feature sets, skills etc., whether offered natively or through OEM agreements/partnerships as defined in the market definition."

Magic Quadrants position vendors in a market, not products.

There can be variance, though, in that a vendor may have a very strong product and does well in the Critical Capabilities research note, but may not have a solid sales strategy or strong financial presence relevant to other vendors in the companion Magic Quadrant.

Q: Does the Critical Capabilities research note only highlight leaders in the Magic Quadrant or all vendors?

A: No. Critical Capabilities research has independent inclusion criteria, but it is widely expected that all vendors in the Magic Quadrant could make it into the Critical Capabilities note.

Q: If a company purchases reprint rights to the Magic Quadrant, does this include the Critical Capabilities?

A: No. Although the Critical Capabilities will mostly be aligned to Magic Quadrants, they are distinct research notes and would be separate reprints.

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Q: Will the review and feedback process for the Critical Capabilities be the same as the Magic Quadrant? Will we have an opportunity to play with it and evaluate ranking then provide factual feedback?

A: No, participating vendors do not interact with the customized use cases for the interactive Critical Capabilities during vendor review. Gartner clients will have access to the interactive Critical Capabilities features once the note publishes post-25 July.

The Critical Capabilities has open and absolute scoring that will be available to each participating vendor, along with vendor-specific commentary, during the vendor factual review part of the process. We are always looking to improve the review process and value your input.

Q: Market Guides will be for both pre- and post Magic Quadrant phases?

A: Yes, Market Guides cover early and late-stage markets.

Q: Will the Gartner for Technical Professionals team always put out a report for every Magic Quadrant market that is covered within GTP?

A: Our GTP team prioritizes Evaluation Criteria documents based on client and market demands and considerations around the appropriateness of the research to fulfill those needs.

Q: Are pending Magic Quadrants now delayed until July 25?

A: No, there will be no impact to publishing.

Q: If there's no Magic Quadrant for an industry any longer (such as telecom management), does that mean there won't be any Critical Capabilities reports published specific to that industry going forward as well?

A: The telecom industry could be a perspective on any Magic Quadrant. Some tightly market-segmented Magic Quadrants will continue where that is appropriate (for example, where the participating vendors or their ratings vary significantly from a global norm).

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Q: Will the analysts solely determine which vendors are highlighted in the Magic Quadrant contextualized piece of research?

A: For a contextualized piece, the lead analyst will determine which vendors are notable, from none to a maximum of six. There is a clear note saying that these are solely representative.

Q: Is a Critical Capabilities analysis intended to compare critical capabilities for a single vendor on a page, or does it focus on one critical capability across vendors?

A: Critical Capabilities focus on ranking a vendor's abilities to fulfill a particular use case. All scores for all vendors, for all capabilities, are open and shared, but the ranking is by use case.

Q: How are the analysts reacting to these changes? Are you hiring additional analysts to handle the additional research?

A: We are streamlining the creation effort to reduce the overall demand on analysts. Gartner clients value this research, and we are investing to better meet their needs.

Q: Did I understand correctly that no more MarketScopes will be planned in 2015?

A: That is correct. MarketScopes will publish throughout 2014. In 2015, analysts will instead use Market Guides or Magic Quadrants for market and vendor coverage.