

Gartner Analyst Relations Newsletter

June 2011 Vol. 5 No. 2

The Gartner Analyst Relations Newsletter is a free e-mail newsletter published on a quarterly basis. It is a tool designed to provide analyst relations professionals with insight and best practices on how to best engage with Gartner for your success.

[Subscribe now.](#)

Visit the [Analyst Relations Community](#) on [gartner.com](#).

In This Issue:

Research Update

Greater New Content Value for AR

Gartner for IT Professional Insights



Jeff Golterman
GVP
Gartner
High-Tech &
Telecom Programs

Dear Colleague:

Welcome to our June 2011 Gartner Analyst Relations Newsletter. We're moving to delivery of shorter but more frequent newsletters—so here is our first!

This month's edition will include interviews with Peter Sondergaard, senior vice president of Gartner Research, Mike Harris, group vice president of Gartner Research, and David M. Lawrence, vice president of Gartner High-Tech & Telecom programs.

Research Update: This month Peter Sondergaard updates the AR community on the AMR and Burton integrations, and analyst staffing.

Greater New Content Value for AR: We've engaged Mike Harris to share his perspective on his team and how they help our AR and other high-tech clients. Mike also describes his team's strategy around some of the most popular methodologies our high-tech clients use to make business decisions, such as SWOTs and Market Statistics.

Gartner for IT Professional Insights: After the very successful integration of Gartner and Burton Group, David M. Lawrence, VP, product management and Gary G. Hein, GVP, Gartner Research partner on an update for the AR community about the IT Professional Insight content brought over in the merger of the two companies. Dave goes on to describe how AR and other high-tech colleagues are using the IT Professional content and how they get access.

As always, we look forward to working with you and your colleagues and seeing many of you in our travels. If you have any questions, please [contact us!](#)

Regards,

Jeff Golterman



Peter Sondergaard
SVP
Gartner Research

Research Update

Peter, thanks for being with us today. It's been a few months since we've had a chance to get an update from you for the Gartner AR community. Gartner Research has been busy, as always, serving our clients and working on many of the projects you talked about last fall at the AR Forums in Orlando and Cannes. Let's begin with the integrations of AMR and Burton and then discuss updates in Research staffing and coverage. Where are we in regards to the AMR and Burton integrations?

With regards to AMR, we're well beyond integration, having launched our Gartner Enterprise Supply Chain Leaders, Gartner Supply Chain Leaders and Gartner for Supply Chain Providers offerings, and building toward growth. We've just hired two new analysts in Europe whose research will be written to our supply chain leaders clients, and we've begun to search for experienced analysts in Asia as part of our strategy to build a global supply chain analyst community.

From a supply chain research style perspective, we've really strengthened the way we write and make the advice we give much more actionable. We're building some fantastic relationships with large IT end-user clients across the globe as a result of the synergies we saw between Gartner and AMR—research that sits at the intersection of IT and supply chain—which were the reason for the acquisition.

With regards to Burton, how would you say we're doing there?

With Burton, we are also beyond integration, having launched our Gartner for IT Professionals offerings for end-users, IT Professional Insight offerings and growing our investments in our analysts in this space as well. We've aggressively expanded within Europe, where, by the end of May, we'll have hired six analysts. We can now state that we have a North America-Europe analyst team, compared to simply a North America-based organization. We've really focused on broadening out the research topics that the Burton analysts wrote about before the acquisition, so we now have growing coverage in both topic and geography. Next, we're working at strengthening aspects of the different methodologies that really define the value proposition of IT Professional research. Again, the combination of Gartner and Burton will continue to deliver newer insights and value for both end-user and provider clients.

On the subject of hiring, I understand we have more than 60 openings within Research. What are your plans for filling those open positions Where will the hiring take place?

Regarding our newest supply chain analysts, one is based in Switzerland and the other in Austria. The rationale for that is back to our key question of how to best build the right supply chain expertise. You have to have somebody that has knowledge of the greater German marketplace because Germany is the manufacturing center of Europe, and we also believe the language support is important as well. It's very important that we actually have the right people in the right place. For Asia/Pacific, we're looking at Singapore or mainland China for adding supply chain as well as IT Professional analysts.

So geographical expansion—for all high-priority research topics coverage—is one part of the growth strategy. The other aspect is expanding specific topic coverage based on the substantial demand

from users and providers. For example, we've just hired a BI analyst who duplicates coverage for us and allows us to meet the expanding market demands for more face-time with clients. In the past, an analyst joined in a broader area but had their own sub-coverage area. Today we're seeing the need to double coverage in certain areas given the client demand. This is happening in several key coverage areas.

That makes so much sense. I was on a call this morning with one of our high-tech clients. We were chatting about this very issue, that it's important for us to ensure that they get the response time they need in inquiries. Part of our strategy is to do just that, not so much break the global coverage mold but enhance it.

Yes, often you would look at placing that person in a different time zone, simply because then you could capture some of the demand there. We've got a few areas that are important for us and our clients, such as India, China and Brazil, in which there is substantial opportunity and interest from a user perspective in terms of coverage. We've now got, in Greater China, a BI analyst, an infrastructure analyst and a data center analyst. We've been hiring and are close to our current goal in terms of filling out in India, and now we're also starting to look more closely at Brazil. There are a few areas where we think we've also got opportunities like a second core banking analyst, due to high demand in areas like Hong Kong and Singapore.

I wonder if you can update the AR community on Peer Connect. We all saw the announcement of the major milestone we hit where we now have 10,000 users in Peer Connect. What more should the AR community know about Peer Connect?

Peer Connect allows our end-user clients to connect with each other to share solutions and best practices. It has evolved into an increasingly well-defined community of individuals—Gartner clients whose initiatives we know so we can assist in linking up people who have common IT needs. We've received positive feedback from our clients, and with their involvement, we are investing to expand the capabilities of Peer Connect. Our goal is having end-user clients be able to say, "I've bought this technology or am in the middle of this IT initiative, and the Gartner network helps me achieve greater value because everything in the network is structured around my project."

I suspect that as our analysts engage with our IT end-user clients in inquiry, strategic advisory sessions and event one-on-ones, that engaging with end-user clients via Peer Connect blogs and tweet-like commentary would be natural next steps. Is that correct?

We are interested in exploring the social-networking opportunities that exist to further help our clients within the Peer Connect environment. It is a natural extension, but one that we want get right. We'll come back and update the AR Community on this in the future.

Thanks for the updates, Peter. We'll have you back next month to discuss a topic that's also of high importance to the AR community: AR strategies on utilizing analysts to build a better business. Thanks again.



Mike Harris
GVP
Gartner Research

Getting More Value—An Interview With Mike Harris

We recently talked with Mike Harris, group vice president of Gartner Research, about his team's advances in both quality and innovation of the new technology and service provider research they've developed. We also discussed future developments and how AR professionals will benefit from them. Mike's group produces much of the most popular Gartner research with high-tech and telecom clients such as market statistics and forecasts, SWOT analysis reports, Competitive Landscapes and Marketing Essentials content. Many thanks to Mike for sharing his insights with the AR community.

Welcome, Mike. What would you like the Gartner AR community to know about your team?

My team, the technology and service provider (TSP) research team, is focused on helping technology and service providers grow their business. It's what we wake up and think about every day. There are about 250 people in the group—about a third of Gartner analysts. We're also the most globally distributed analyst community, with analysts in Europe, Asia/Pacific, Latin America and Japan. Our tech provider clients are growing extensively in these regions, and we've gone there with them. We're really focused on emerging markets and growth markets around the world, so that's where you'll find our analysts.

What other unique team attributes would the AR community find particularly helpful?

The community may not know that the TSP team actually takes about one-third of all analyst inquiries, and that about half of those inquiries are with end-user clients. A common misperception is that because the team focuses on technology and service providers as a primary audience that we don't speak with end users. That misperception is as much a fallacy as the thinking that if an analyst focuses primarily on an IT leaders constituency, they would never speak with technology providers. And of course, we know nothing could be further from the truth.

The reality is that analysts covering any space do best when they understand both the capabilities of technology providers and the needs and segments of technology buyers—in essence, both the sell side and the buy side. The best analysts are able to draw the connections between those areas and make sure they line up properly. That's very much the case in my team, and that's what we strive for our folks to be able to do.

Can you tell us a little bit about new developments in the team and in the Market Insights?

With respect to what we call Gartner Market Statistics—which includes market share analysis and forecasting analysis—we've made a number of substantial changes in the past few years. And conceptually, this started by looking at what we had available, which was an incredible set of assets. But they were fairly disjointed. For example, we did tremendous forecasting and analysis in the IT services arena or in the communications services arena or in the data center infrastructure arena, but if you go back five or six years, these things weren't joined together well. And that's because of the way our product architectures evolved and the way the company grew in the past.

What we did, in conjunction with the Gartner for Business Leaders portfolio and other product innovations, was bring these aspects of looking at the market together into a single database, the Gartner Market Statistics Database. And, of course, we have to have an acronym for it, which is GMSD.

What does GMSD do?

GMSD pulls all our market share and forecasting analysis into one spot and allows our clients to look across all of IT to understand where the best opportunities are. This is really important for a technology provider. Because if you are a software middleware provider, you need to understand things such as data center infrastructure changes and addressable markets that are available from a blade server perspective, as well as what the system integrator partners are doing in order to enable your middleware to be installed on those platforms. So if you think of IT as a value chain, what we've done is exposed the upstream and downstream aspects of the value chain to enable any technology provider to understand the different pieces of the markets in which they compete.

We pulled together all of the forecasts, and we synchronized the cadence of those updates (which are now every quarter, by the fifteenth day of the last month of each quarter). So, for example, on March 15, my team has completed a thorough forecast update across all of IT. These things get exposed to clients first in the Gartner Market Statistics Online application—which is kind of a direct view into the database—and then through various pivot tables and Excel files that offer access to different slices of the database. These things come out around the first day of the subsequent quarter. That collective cadence gives us a terrific ability to see what's happening across the breadth of IT.

We've heard many clients emphasize the importance of reliable, timely market data. Are you and your team seeing that as well?

We are. What we had found previously is that clients would access the forecast and ask, "First of all, is this the latest forecast that's available? And second, is it current?" And what we've essentially done is eliminated those questions because we always make sure the data is current—it's never more than three months old. It's continually being reviewed and refreshed, and most importantly, it's in step with everything else. So to use that simple example, if you're looking at a middleware forecast, you know that it's done in parallel with the data center infrastructure forecast as well as the systems integration forecast—these three things will move in tandem.

This is important to really understanding the latest forecast updates. And it's particularly true whenever there's a macroeconomic shock, such as we had in 2008, or as a result of the Japan earthquake crisis. In the next cycle, we'll take these developments into account, and clients know this is being done on a regular basis, every three months. It's very helpful, and we've gotten excellent feedback from clients on that.

One of the other things we've heard from the community is how hard it is to tackle issues that have synergies across multiple layers in the stack, like virtualization and the cloud. How can clients leverage this capability anew for those kinds of synergistic themes and initiatives?

It's interesting, because those synergistic themes and initiatives are always going to be reinvented, and new ones will emerge. And that's a key aspect of what we're trying to accomplish with our forecast lens. One way to think of them is as "solutions forecasts." And you can think of them in terms of those new initiatives or even older ones, like CRM, which aren't just about the software implementation, but also about the infrastructure and the other applications that go around it. And, of course, it's the integration across those elements, both from the server base as well as the client base—the actual interface from the individual user perspective.

The vision of what we're heading toward is to enable a technology client to dive into Gartner data and extract the forecast the way they view the world. So in other words, not to rely on the way Gartner segments a market, because that segmentation will never work for every technology provider. What we want to enable is database access that allows individual clients to dive in and extract a data set that aligns with how they choose to segment the market. That's where we're headed.

One type of client that comes to mind are segment-specific marketing professionals who define their world by particular geographies, business units or vertical industries. How can those users benefit from these developments?

If you think of the service providers that are servicing their internal or external clients, they're able to access our content to understand—and help their clients understand—what the opportunities look like and where the best growth opportunities are. We're consolidating what were many different spreadsheets into more integrated pivot tables, which can be sliced by geography, vertical, etc. So what we really enable is better service delivery because our clients are able to serve their own clients' needs much more effectively.

One of the newest content types (related to Market Insights) the team has recently developed is called Market Snapshots. Can you tell us more about these, where they're published and what the response has been?

Market Snapshots, which look at the market share analysis of the top technology providers within a market, are produced within a number of key IT markets. The key enabler of Market Snapshots is a process whereby we've accelerated the publication of our annual market share analysis. In the past, if we were looking at, for example, the software market, we used to publish market shares in the May to July (even August) time frame, where we would report in May 2011 what happened at year-end 2010. What I asked my team to do was accelerate that process so we were able to publish all of that annual market share analysis by the end of Q1 with the intention of helping our technology provider clients, our investor clients and our end-user clients understand how technology providers performed in the prior year. So that's been an important piece—helping clients get the benefit of our analysis earlier in the year so they can use it in their planning and competitive analysis.

But to your question, what we've done is create a derivation of our market share analysis, which we call a Market Snapshot. And we do this in half a dozen areas now, such as product life cycle management, ERP, desktop outsourcing, IP telephony and CRM. We publish a summary of market share performance for Gartner for IT Leaders clients. What we found is that CIOs were contacting Gartner and saying, "I'm making a sourcing decision, and I'm looking at any one of these solutions. I want to understand how the different vendors are performing." You can understand from their perspective—they're trying to pick a winner—so it's important for them to understand if a particular vendor is gaining significant market share, losing significant market share or just holding their own. Therefore, we provide a snapshot that gives IT leaders the ability to see how the top technology providers are doing in a given sector. This has proven to be extremely popular. These IT leaders use it alongside our Magic Quadrants and SWOT analyses to make sourcing decisions.

One of the things AR professionals are concerned with is where content is being published, and whether their customers are reading that content. Traditionally, your team's output has been published exclusively for IT providers, but Market Snapshots are now being published to end users as well—is that right?

Actually, my team has always published a great deal of content for IT leaders. We lead-author a couple dozen Magic Quadrants, for example, as well as Vendor Ratings, Hype Cycles, etc. In total, approximately one-fifth of everything we publish is for IT end-user clients. As for the Market Snapshots specifically, they are also published to Gartner for IT Leaders. Technology providers will see Market Snapshots within the Gartner for Business Leaders AR, PMM and MCI offerings, given that the Gartner for IT Leaders content is contained within these offerings.

One of the newest capabilities your team and the High-Tech & Telecom Programs product development team have worked closely on is Gartner Market Statistics Online. Around 25% to 30% of our AR community has access to these statistics. Could you tell us how those clients get value from this tool?

Most of our AR clients are seeking to improve the positioning and perception of their firm with industry influencers like Gartner. That perception is shaped through the performance of individual companies in terms of market share and how their products align with market opportunities. So if Gartner believes there are massive growth opportunities in Market A, but a particular technology provider is still heavily invested in a mature Market B, we're likely to indicate that the technology provider needs to shift its strategy in order to go after the growth markets and remain relevant for IT end users.

One of the ways an AR professional can benefit from using Gartner is to understand where we believe the greatest growth opportunities are. And we quantify that because when our clients are making business decisions on investment or divestment, we need to offer a very solid fact base with clear and transparent assumptions. So the AR professional who has access to products like Gartner for Product Management and Marketing or Gartner for Market and Competitive Intelligence can dive into the online database we call Gartner Market Statistics Online.

I describe it as "taking a dip in our database." They can go into Gartner Market Statistics Online and select a particular vertical industry that interests them, or a particular geography, or a particular technology area, or the intersection of any of those things and receive a summary from

the detailed database of just the data they're looking for. And this is the precursor of the direction we're heading in, which is to enable clients to define the way they want to receive our data, rather than just through our predefined Excel pivot tables. They can extract just the data they want and get just the information they seek. And what's really exciting about it is that the clients who use it keep coming back again and again, so they can follow trends over time. Another advantage is that information is published there before it goes out in any other research document. Because it's a direct view into our database, it's actually the fastest way to get forecast updates each and every quarter.

Let's switch to another innovative methodology and have you update our readers on SWOTs. As I recall, your team originally launched SWOTs in 2007, and since then, they have climbed onto the leader board as one of the most-read methodology types by both provider and end-user clients. What's in the future for this popular methodology?

I suspect that everyone knows that SWOT stands for strengths, weaknesses, opportunities and threats. SWOT analysis is a time-honored methodology for understanding competitive landscapes—it's not something Gartner originated. But what we've done is formalize the methodology and make it transparent so that our technology providers or our end-user clients can understand what processes we've used to arrive at our conclusions. We realized that Gartner analysts were doing SWOT analyses in somewhat different ways in their Strategic Advisory Services (or SAS days). What we wanted to do was to formalize that methodology and publish it for the actual intended audience—the technology providers themselves.

That's where we started: focusing in on providing more robust SWOTs. And we do that by sometimes looking at the most important or largest vendors in a particular space and a particular market as defined by the offering area, and sometimes by geography as well. A SWOT can be a bit narrower than a Vendor Rating because we can focus on a particular solution or geography, whereas our Vendor Rating methodology explicitly focuses on the overall vendor and for all solutions on a global basis.

Our first audience was really the technology providers. What happened was our Gartner for IT Leaders clients said, "You know, I can use this perspective in my own way. You don't need to change the target audience—that can remain the technology and service providers." But what we really wanted to do was leverage that content so we can understand how these technology providers are positioned relative to one another and what Gartner perceives their strengths, weaknesses, opportunities and threats to be. This has turned out to be very valuable for our IT end-user clients such as CIOs and their teams.

For a couple of years now, we've been publishing SWOTs not only to Gartner for Business Leaders clients, but also to our Gartner for IT Leaders (end-user) clients. That's proven to be extremely popular and a great complement to the other vendor evaluation methodologies we publish, such as Magic Quadrants and Vendor Ratings.

You've expanded the SWOT coverage tremendously since its origins. How many are there now, and where do you see them going in the future?

We'll probably continue to publish roughly 100 SWOTs each year. And we won't do those for the same tech providers each and every year. The intent is not to always maintain, as we do for Magic Quadrants, largely the same providers from year to year, with some occasionally dropping off and some being added. Magic Quadrants are a relatively constant set. With SWOTs, we're aiming for a more dynamic set of analyses based on what should be the most interesting areas. For example, we did SWOTs on Skype and LinkedIn this year, specifically because they're such disruptive technology providers. And I'm sure there will be other disruptive tech providers two years from now, and we will do SWOTs on those companies, as well.

What's the best way for AR professionals and the people they work with to utilize SWOTs?

One way is that they're a great summary of how Gartner views a particular technology provider—where they should worry and where they might have greater opportunities. It's a wonderful way to summarize and validate things that the AR professional is working on internally. Hopefully, we can save them some work and give them the raw materials to help their management teams present that information more effectively.

So for AR professionals, SWOTs cover the latest and greatest emerging disruptive vendors, and because they have a great summary graphic, they are immediately usable. The third piece that makes them interesting to this community is that they're now also published to their customers, the end users. Would it be wise for AR professionals to stay on top of relevant SWOTs and work with your team?

Yes, exactly. We try to make it easier for AR professionals to understand with whom they should be working. And that's why we have things like the Analyst Fast Finder and My Vendors tools on many of the portals. It's a great way to look up either your firm or the technology areas that interest you to see which analysts are publishing on those topics.

I've seen many instances where an AR person will say, "I've got my primary analyst I'm going to work with, and he or she should know everything about my firm." And the reality is we've got 775 analysts all around the world who are looking at various aspects of technology. The larger tech providers touch many, many of those analysts.

So while I recognize the difficulty in navigating Gartner sometimes, and in understanding who is covering which companies, etc., the Analyst Fast Finder—and specifically looking at SWOTs that are published—are great ways for an AR professional to understand who else within the Gartner analyst community they should be following and working with. A great way to stay up-to-date on all the published SWOTs is to create a Gartner Alert using SWOTs in your keyword search.

How can clients find out what SWOTs are available and what's coming up on your team's agenda?

We have the Upcoming Research links on the portals, and on the Gartner AR Community home page, we also offer an Excel download that actually shows what documents we have planned by

quarter. We show SWOTs and other document types, such as Marketing Essentials, which we'll talk about in a moment. And those are all accessible to a client so they can see when they're coming up in the cycle, and get a sense of when those things will be published so they can be ready for them.

Let's talk about Marketing Essentials. The AR community received an initial overview from Simon Hayward and Laura McClellan about 18 months ago, but since then, Marketing Essentials has grown and evolved. What can you tell us about it now? And what do you see happening with the Marketing Essentials agenda in the next 12 months?

It might help to put this in the context of how Gartner is approaching role-based research overall. Hopefully, this audience is familiar with our Gartner Business Wizard and specifically, from an end-user perspective, how we've identified the key initiatives that end users are focused on, such as virtualization or moving to cloud services (great examples of key initiatives that many end users could sign up for through Gartner Business Wizard).

What's significant about this is that we segment these key initiatives. Some are specific projects, things like implementing virtualization or different cloud infrastructures. Others are disciplines, like how you establish a program management office or how you really do the annual budgeting process from a CIO perspective. It's this aspect of disciplines, how an IT leader would do his or her role better, that is such an important aspect of Gartner Business Wizard, because it proactively delivers guidance on how individuals can fulfill their roles more effectively. Apply that type of thinking—delivering research about how a person in a specific role does his or her job, and the key initiatives they manage—to the marketing role, and this is what we are doing for the marketing strategist within Marketing Essentials.

Marketing roles are a prime constituency for us, and in that realm, the discipline of marketing is where Marketing Essentials fits in. For the technology provider key initiatives, we're really focusing the key initiatives on the various subdisciplines of marketing. So that's the context for it. As for the documents themselves—we publish about 100 of these a year—roughly half of them are focused on evergreen topics. So these things are fairly broad-based.

How you create and use stories to more effectively sell your firm in your marketing materials is a wonderful set of content that Richard Fouts has written. Ways to improve your brand that Jennifer Beck and Laura McClellan have written have also been wildly popular, as have some specific research around what marketing budgets look like within technology providers based on a lot of data we have from working with them.

Could you also tell us about some of the great work your team has been doing in strategic, face-to-face interactions with our high-tech provider clients?

Absolutely. So, again, some of the folks I just mentioned—and many others—work with our technology provider clients on their marketing disciplines. The key thing here is that typically AR folks think of us as covering them, that Gartner is someone to be influenced because we write about them and publish that content to an end user. And that's absolutely true. But it's not the full story. This other aspect is we can actually help technology providers grow their business. As I mentioned earlier, that's what my team wakes up and thinks about every day.

This segment is a really tangible manifestation of that principle, because the Marketing Essentials team literally thinks about how technology providers can expand their brand, focus on their channels to market and get their message and positioning out the way they want to. It can be specific to their technology area, or it can be broader and more agnostic to a technology area, but all interactions focus on the disciplines of how to do these things really effectively.

Written research is one way we deliver that insight. We also do a good number of discussions via our inquiry process, which are 30-minute hits where clients can discuss by telephone how to effect these strategies in their own firms. But there are also in-person engagements through our Strategic Advisory Services.

This has been a great update. What are the key take-aways you'd recommend for the AR community to leverage based on what we discussed?

Probably the first thing would be to broaden your scope in the sense of analysts who are covering your firm in the very traditional sense, analysts who know a lot about your firm and can help you understand how to compete more effectively and better meet client requirements. Chances are that the community of analysts involved in your area is much broader than you think. I'd encourage the use of things like the Analyst Fast Finder or even basic search terms. The Search Analytics tool can also show you the analysts most relevant to you. You should do those things to develop a clear lens of who the most relevant analysts are.

Point two is to recognize the types of analyses produced by this arm of Gartner Research, specifically for technology and service providers, that are also heavily leveraged by our Gartner for IT Leaders (end-user) clients. We talked about the SWOT documents and Market Snapshots that are published directly to Gartner for IT Leaders, as well as the 20% of our content that they see as well, like the Magic Quadrants and Vendor Ratings. So we're talking about hundreds of documents a year that are used by end users. Those aspects are important for AR professionals to understand—that there are many touchpoints within the technology and service provider research team that can be really useful in helping the market strategist in your company understand market opportunities.

What's the best way for our AR community to follow up with you if they have any questions?

I would encourage anybody to just reach out to me directly. My e-mail is mike.harris@gartner.com. Also, they can set up inquiries. I do a lot of calls with clients to understand these different aspects. In terms of travel, I'm currently planning trips to San Jose in June for a growth market local briefing there. I'm also planning trips to Japan and other Asia/Pacific countries in the fall. I'm looking forward to meeting with as many folks as I can.



David M. Lawrence
VP
Gartner
High-Tech &
Telecom Programs

Introducing IT Professional Insight: Understanding Hidden Influences

By David M. Lawrence, VP, Product Management, High-Tech & Telecom Programs, and Gary G. Hein, GVP, Gartner Research

As many of our readers know, in January 2010, Gartner acquired Burton Group, the leading provider of practical, technically in-depth how-to advice for frontline IT professionals such as technical architects, systems analysts and engineers. This acquisition has enabled Gartner to provide a portfolio of products and services specifically designed to meet the unique needs of professionals in these roles that, when combined with Gartner Executive Programs and Gartner for IT Leaders, allows Gartner to offer a complete set of solutions that serves every level and functional area within IT.



Gary G. Hein
GVP
Gartner Research

Based on our market research involving many of you, we've learned that technology providers, and especially AR professionals working with executives in marketing, product development and sales, need to understand how their products and services are viewed and evaluated at every level of the IT organization, including that of IT professionals. And while IT professionals are typically not the primary decision makers for IT purchases, they play a tremendous (and often hidden) role in evaluating, implementing and managing technical alternatives and greatly influence which technologies are introduced into enterprise architectures.

As we worked closely with high-tech industry professionals, we also learned that making insights about IT professionals available to our high-tech provider clients would address key problems such as the following:

- Product development teams lacked objective third-party insights on actual product application and performance.
- Sales professionals were often surprised by customer objections on solution applicability and actual solution performance data.
- AR was at times surprised by executive questions about Burton reports of solution application and performance that differed from company marketing.
- Competitive intelligence staff were often unaware of actual user opinion of solution performance and application relative to competitors when crafting competitive attack-and-defend strategies.

Gartner then moved aggressively over the last few quarters to build a unique set of insights that packaged up this research for high-tech clients, called IT Professional Insight.

Our approach included creating an add-on to our popular Gartner for Business Leaders offerings for Analyst Relations, Product Management and Marketing, and Market and Competitive Intelligence.

With the growing popularity of the Workgroup models, we made the IT Professional Insight content also available for clients with those offerings.

In addition, we found it important to stay consistent with the rest of our Gartner for Business Leaders architecture and provide the IT Professional Insight within our Professional Services offering, as well as providing our SMB clients (<\$250 million) with a stand-alone IT Professional Insight offering.

So, how is IT Professional Insight content different from traditional Gartner content?

IT Professional Insight provides detailed insight into these important decision influencers, with in-depth analysis of architecture design and implementation issues for seven coverage areas, including infrastructure and operations, security and risk management, and business intelligence and information management.

It also offers Burton's highly respected Reference Architectures, best practices and field research studies. The analysts have their own unique research agenda, and the documents produced are typically longer than other Gartner published research. While most Gartner research is three to 10 pages in length, IT Professional Insight documents are regularly 20, 30 even 40+ pages.

This research goes into great detail on IT architectural and implementation issues; they are real how-to manuals, or "IT cookbooks." The content focuses on end-user problems and solutions versus the more strategic and trends nature of other Gartner research. IT Professional research may include, for example, hands-on installation of a product, client observation (derived from analysts being on-site with clients), client interviews, product specs and documentation. The bottom line? Clients should expect IT Professional Insight to continue to remain distinct and separate from other forms of Gartner research.

As a result of delivering these unique insights into our role-based product architecture, our high-tech and telecom clients will see specific value in the following role areas:

Analyst relations, and marketing and competitive intelligence professionals can use IT Professional Insight to:

- Understand these targets' primary concerns, and how Gartner is advising them
- Identify IT professionals' implementation challenges, and reality-check assumptions about how customers perceive and deploy specific technologies
- Inform competitive positioning and messaging

Product strategy, development and management professionals can use IT Professional Insight to:

- Make smarter technical decisions for their products and solutions
- Understand how IT professionals view the competitive landscape and how they evaluate technical alternatives
- Supplement and/or validate customer technical requirements
- Inform feature/functionality decisions as well as technology and product road maps
- Understand important architectural and implementation concerns

IT Professional Insight analysts, like other Gartner analysts, are the most influential in their fields. Examples of IT Professional thought leaders we'd highly recommend you get to know include the following:

- **Bob Blakley**—a well-known expert in identity and privacy strategies who holds 19 patents in cryptography and information security, publishes regularly in academic literature and is a 2010 [Gartner Thought Leadership Award](#) winner.

- **Anne Manes**—leader of the application platform strategies team, which covers application development and delivery strategies with a particular focus on BPM, SOA and cloud computing. She was named by Network World as one of the 50 most powerful people in networking in 2002, and by Enterprise Systems Journal as one of the 2001 Power 100 IT Leaders.
- **Alessandro Perilli**—a new addition to the team who covers data center strategies focusing on cloud computing and server, desktop and mobile virtualization. Alessandro founded and authored the online publications virtualization.info and cloud.computing.info, read by millions of IT professionals worldwide, and has served as an independent analyst for multinational companies, large-scale systems integrators, venture capital firms and technology vendors.
- **Chris Wolf**—a highly respected analyst with a strong following in server and client virtualization, cloud computing, data protection, management and classification, disaster recovery and business continuity.

Going forward, we will continue to invest in the IT Professional Insight product suite. There has been a 20% increase in the number of analysts over the past 12 months, with plans for additional growth. (In last month's Gartner Analyst Relations Newsletter, we identified some of the new hires.) In addition, we continually evaluate requests to expand access to IT Professional Insight to serve a broader range of needs among high-tech and telecom providers.

Our research shows that while a small number of people typically finalize IT purchase decisions, countless people influence them, and that IT leaders rely on their frontline IT professionals to evaluate technical compatibility, suitability and viability. Our research has also shown that blind spots are dangerous. IT Professional Insight is designed to help you gain a more comprehensive view into prospects and customers, and win competitively, even before you know you're competing.

For more information, contact your Gartner account executive or david.lawrence@gartner.com.