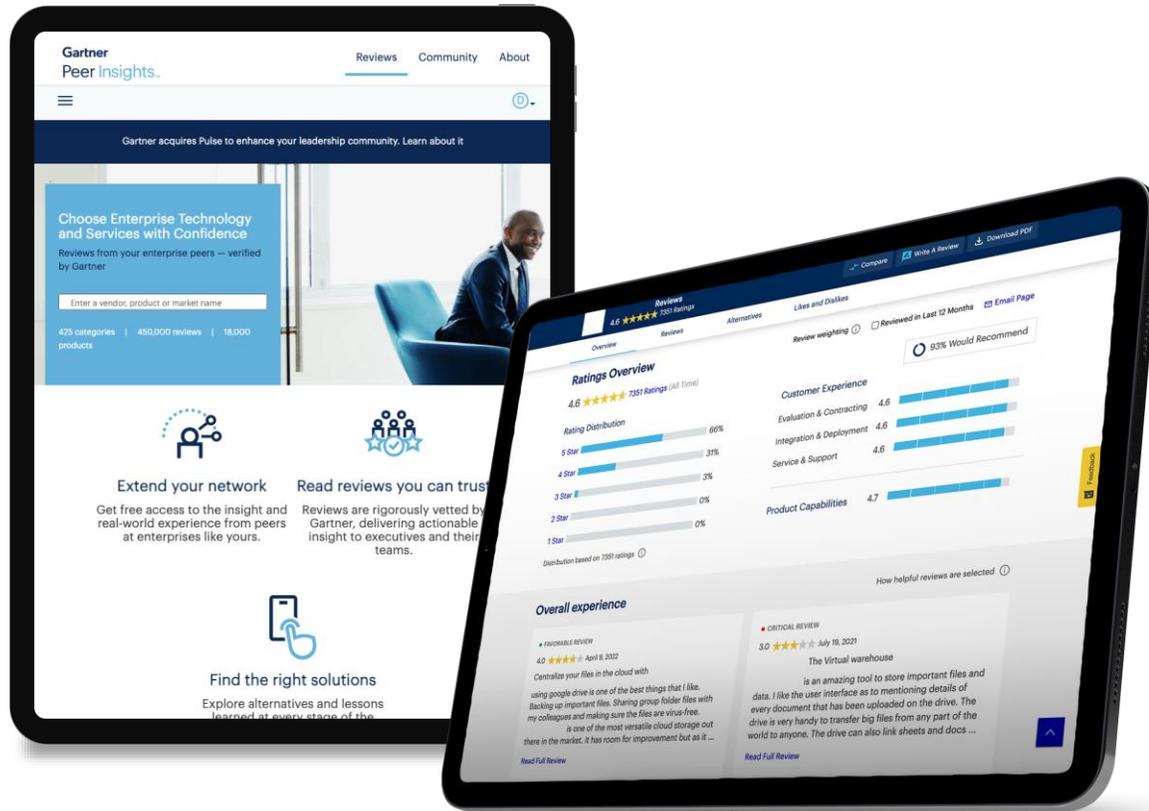


# Gartner Peer Insights Review Guide



# What Is Peer Insights?



- Gartner Peer Insights™ community capabilities address key peer decision and collaboration needs through an integrated user experience. Users can access the community capabilities along with Gartner-verified ratings and reviews.
- Users have shared over 385,000 online reviews on 30,000+ products and services. Reviews help buyers make more informed decisions and provide vendors with feedback and valuable insight into their product or service.
- The reviews posted on Gartner's website help guide millions of buyers to select the product/service that best meets their business needs.

# Reviewer Expectations

<b>A place to post anonymous reviews.</b>	<b>An environment free of harassment from vendors or other reviewers.</b>	<b>Equal treatment of reviews regardless of review rating or client status.</b>
We do not reveal either the reviewer's identity or their organization's name on our website. We only publish the following with the review: reviewer role, industry, title, and company size.	A reviewer should never be subjected to harassment in any form from a vendor or another reviewer on our website as a result of posting a review.	All reviews adhere to these Community Guidelines and undergo the same verification and quality control processes, regardless of the rating or the product being reviewed. Reviews for Gartner client products are treated the same as non-client products.
<b>Reviews are published as submitted.</b>	<b>Private information remains private.</b>	<b>Ability to update review content upon reviewer request.</b>
We will not edit or modify the content of a review in a way that changes its intent. Rather, if the review does not comply with our Community Guidelines, we will not publish the review or will remove it. Reviewers may resubmit a review that meets our guidelines.	We do not disclose to third parties any personal contact information or communications shared with us by reviewers (except as required by law to help facilitate legal investigations).	Any reviewer who wishes to change or update their review should contact our team. For verification purposes, the reviewer must reach out using the same email address submitted with the original review.
<b>Reviews generally take 10 to 15 minutes to submit.</b>		

# Process



Use vendor-provided sourcing link.



Register for Peer Insights using business email address or LinkedIn account.



Verify email address (code-based verification).



Write and submit review from link provided.



Review enters 3- to 5-business-day moderation process.



Review is approved or rejected; reviewer is notified via email.



If incentive is offered, it will be provided in approval email.

For questions on your review or troubleshooting help, reach out to [PeerInsights@gartner.com](mailto:PeerInsights@gartner.com)

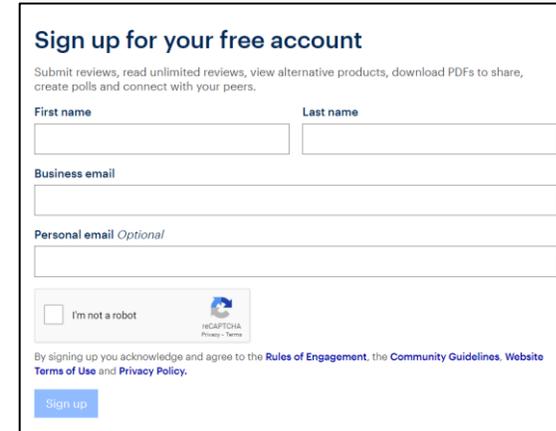
By reaching out to our end user team directly instead of the vendor, this helps protect the anonymous nature of the platform.

## Key items to remember

- Use business email address or LinkedIn account to register.
- Only verified email addresses can submit a review.
- Use vendor-provided sourcing links.
- Leave open and honest feedback; do not commit to leaving 5-star reviews.
- Reviews must be written in English only.
- Reviews typically take 10 to 15 minutes to submit.
- Reviewers do not need to be Gartner clients.
- Check the status of your review at [My Reviews](#).

# Credentials and Content (Verifying Reviewers)

- Have an identifiable **corporate email address** that matches the stated employer — i.e., `FirstName.LastName@org.com` — or log in via your **LinkedIn account**.
- Be a working enterprise professional including technology decision makers, enterprise-level users and their teams.
- Have a **confirmed profile** on [gartner.com](https://gartner.com) or a credible online presence that verifies his/her identity, employer and role.
- Reviewers **do not need to be Gartner clients** to submit a review; a reviewer may set up an account to contribute to the platform, free of charge.



**Sign up for your free account**

Submit reviews, read unlimited reviews, view alternative products, download PDFs to share, create polls and connect with your peers.

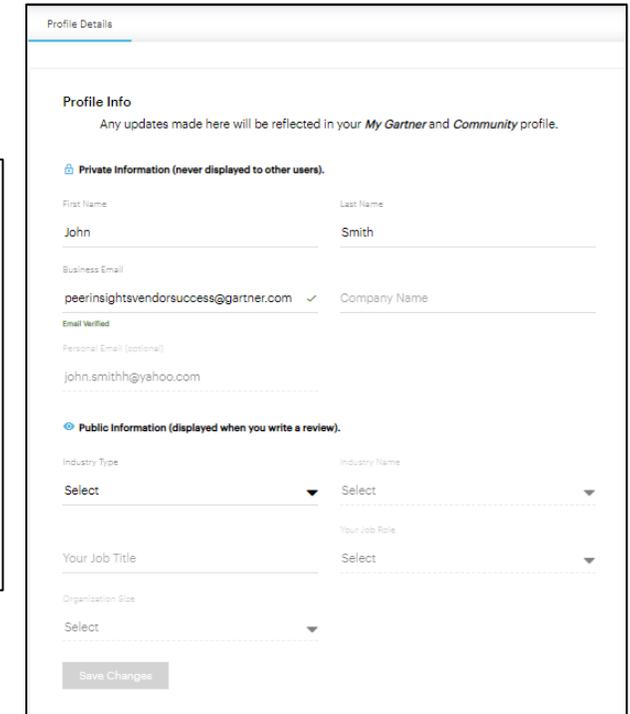
First name  Last name

Business email

Personal email *Optional*

I'm not a robot 

By signing up you acknowledge and agree to the [Rules of Engagement](#), the [Community Guidelines](#), [Website Terms of Use](#) and [Privacy Policy](#).



Profile Details

**Profile Info**  
Any updates made here will be reflected in your *My Gartner* and *Community* profile.

**Private information (never displayed to other users).**

First Name  Last Name

Business Email   Company Name

**Email Verified**

Personal Email (optional)

**Public Information (displayed when you write a review).**

Industry Type  Industry Name

Your Job Title  Your Job Role

Organization Size

**Why do we ask for both emails?**

Peer Insights is a community of verified technology executives.

Sign up with your personal email so you retain access to your profile, points and awards even as you change employers.

Verify your identity by entering your work email.

PS: Your emails are not shared with the community upon signup.

# Credentials and Content (Verifying Content)

- Reviews **must highlight specific user experiences** related to the product being reviewed or its specific features.
  - Reviews must be written in **English only**.
  - Reviews must not promote or criticize a product other than the product being reviewed.
  - Reviews **must not contain financial information**, such as specific amount of money spent.
  - **If the review does not comply with the [Community Guidelines](#), we will not publish the review or will remove it.** Reviewers may resubmit a review that meets the guidelines.
- A great review typically contains the following characteristics:
    - **Comments to explain** the corresponding ratings
    - **Variance in ratings** (it is unlikely that the reviewer would feel the same about every aspect of a product or service)
    - **Logically consistent** ratings (the overall ratings are in line with the averages of the subratings)

# Code-Based Email Verification

One of the new automations we have introduced is **code-based email verification during the review survey process**. This **ensures** only verified users are able to submit reviews and **eliminates** users having their **reviews rejected** due to **unverified email addresses**.

After a reviewer **completes the review survey**, the final step **before** they can submit the review requires them to **verify their email address**. The system will send a **unique code** to the email address attached to their Reviewer Profile. The reviewer will then be required to input the code into the code field in the survey before they can submit their review to be moderated.

**One final step! We need to verify your email**

Please check your inbox for verification code sent to **John@xyzcompany.com**

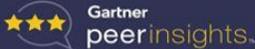
Enter code

Resend code in: 60sec

**Verify**

Can't find it? Please check your spam folder.

Note: Your review content is saved and can be accessed under 'My Profile' section. Still facing issue? [Contact Support](#)

 Gartner  
peer insights

Please use below verification code to verify your email address  
*The code will expire in 7 minutes and can be used only once.*

**565690**

If you are having issues in verifying your email, please [contact our team](#).

In case you did not request this email, please [click here](#) to alert us.

**Gartner**

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[Privacy Policy](#) | [Contact Us](#) | [Peer Insights FAQ](#)

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# Example Content

**Overall Comment:** I am a former storage administrator and current IT director and former Infrastructure Architect and have evaluated many storage arrays throughout my career. I have never experienced a less reliable storage array than we have with our [REDACTED]. We frequently experience controller failures, continuous error messages (which support has been unable to resolve), and have experienced "all-paths down" complete array failures. It's overly-complexed to administer and requires frequent care to continue to operate successfully. Replication fails frequently between arrays. When dispatched onsite [REDACTED] onsite support techs recommend that you completely shut down the array to perform certain repairs and upgrades. Furthermore [REDACTED] support seems unconcerned about arrays experiencing hundreds of errors per day. Based on our experience, I would strongly recommend against purchasing a [REDACTED] array.

**Overall Comment:** [REDACTED] has transformed our team's operations, allowing us to eliminate an inefficient stack of open source and paid services we used to implement analytics projects. We've cut time to delivery for our projects nearly in half, have been able to invite stakeholders onto the platform where they can understand data products being developed and also have extended the platform to other analysts in our broader organization. [REDACTED] has been transformational for us, and we are just getting started.

**Overall Comment:** Overall, [REDACTED] has been an asset to our company, aiding with pre and post hire management, payroll, and benefits administration. Our experience when upgrading to [REDACTED] was extremely positive, with great support from the implementation team both prior to, during, and after the switch. We were really able to take the time to thoroughly train and prepare our staff to utilize [REDACTED] to it's fullest capabilities.

5.0 ★★★★★ Dec 7, 2021

**Highly Recommended**

5.0 ★★★★★ Jul 23, 2021

**Performance is good and efficient solution**

4.0 ★★★★★ Jan 16, 2022

**The connected hybrid multi-cloud data ecosystem**

5.0 ★★★★★ Feb 7, 2022

**A fantastic systems integration methodology**

4.0 ★★★★★ Nov 19, 2021

**A fully-managed cloud database for modern applications**

4.0 ★★★★★ Oct 28, 2021

**Useful Tool for eLearning**

4.0 ★★★★★ Nov 11, 2021

**World Class Customizable Learning Management System (LMS) for Small to Large Enterprises**