

Technology Provider Webinar Q&A

January 26, 2022

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Webinar Recording Information

Where can I find a copy of the deck and the webinar recording?

- The Webinar recording and the copy of the deck presented during the biannual Technology Provider Webinar on January 26, 2022 is available in the [Webinar section](#) of your [Technology Provider Tools](#) portal. All blog posts mentioned during the webinar will be listed within the [Technology Provider Blog](#) and sent out in your February Monthly Newsletter.

How do I access the Technology Provider Blog?

- The [Technology Provider Blog](#) is available for all organizations listed on Gartner Peer Insights to access via the “Help” tab of your [Technology Provider Tools](#) portal.

Where can I sign up for emails on other webinars, new features, etc.?

- You are able to edit your email preferences by visiting the [Email Preferences](#) section of your [Technology Provider Tools](#) portal under the “Profile” tab. Please see the [blog post on this topic](#) for help and additional details.

Do all Gartner client vendors have access to the assets/toolkits based off of Gartner Peer Insights reviews that were featured in the presentation?

- As mentioned during the webinar, review data is synthesized into assets, tools and insights for Gartner clients. Please check with your Gartner Account Executive to see which assets, tools, and insights you have access to with your Gartner research license type.

Is the vendor survey featured in the presentation the only way you check for vendor satisfaction? Do you do anything else to measure vendor satisfaction with Gartner Peer Insights?

- Technology providers are invited to leave feedback on their experience with Gartner Peer Insights via the [Vendor Survey](#), taken twice a year at the vendor webinars. Outside of the vendor webinar, the Gartner Peer Insights team continuously collects feedback from the vendor community via 1:1 interviews (in-person and virtual) and other feedback surveys. Vendors are welcome to share feedback at any point directly with their aligned Program Manager, or to PeerInsightsVendorSuccess@gartner.com.

General Questions

Review Sourcing

Who can submit a review on Gartner Peer Insights? Does a reviewer have to have a title in the IT department to submit a review?

- In order to post a review on Gartner Peer Insights, the reviewer must:
 - Attest to the authenticity of the review by certifying that (i) he or she is not an employee, consultant, reseller, direct competitor or in any other way associated with the Vendor they are reviewing; and (ii) the feedback is based entirely on his or her own personal experience with this Vendor's product/service.
 - Attest to the authenticity of the review by certifying that (i) he or she is not an employee, consultant, reseller, direct competitor or someone with an exclusive relationship with the Vendor they are reviewing; and (ii) the feedback is based entirely on his or her own personal experience with this Vendor's product/service.
 - Have an identifiable corporate email address that matches the stated employer
 - Be a working enterprise professional (e.g., students and freelancers are not allowed to submit a review) including technology decision-makers, enterprise-level users, executives and their teams.
 - Have a confirmed profile on gartner.com or a credible online presence (e.g. validated company website and/or professional networking profile) that verifies his or her identity, employer, and role.
 - Not have a conflict of interest with the product being reviewed. Vendors, their employees, or anyone with an exclusive relationship with a product are not allowed to review their own product or a competitor's product.
- Please see the [Community Guidelines](#) for additional information.

Do reviewers need to be Gartner clients?

- Users do not need to be a Gartner client to access reviews and reviewers do not need to be a Gartner client to submit a review on Gartner Peer Insights. We accept reviews from enterprise professionals, including technology decision-makers, enterprise-level users, executives and their teams; however, every user will be subject to Gartner's validation and approval process and the [Community Guidelines](#).

What is the estimated time it takes a customer to complete a review?

- Reviews take approximately 10-15 minutes to complete. Reviewers have the option to complete and submit only the required questions, or have the opportunity to go on and answer additional optional questions. The time it takes to complete the survey will vary depending on if they choose to answer the optional questions.

How many times can a single person (in the same role or change in roles), within a specific timeline submit reviews for a vendor?

- There is no limit on the number of Gartner Peer Insights reviews that an individual can submit, though they must be qualified to write the review. Only one review can be submitted on a given vendor's products in any given market/category. Reviewers are able to update an existing review for a product at any time.

How do I access the TPT (Technology Provider Tools) portal?

- You can directly access the TPT Dashboard using [this link](#). Or, you can login to your Gartner Peer Insights account, click on the 'My Profile' tab and then click on 'TPT Vendor Portal' to access your TPT vendor portal.

What are Review Sourcing Links and how can I create them?

- [Review Sourcing Links](#) are custom URLs created within the Gartner Peer Insights vendor portal that are unique and specific to a vendor per market/product. Within your [Technology Provider Tools](#) (TPT) vendor portal, visit the "Tools" option on the navigation bar and select "Review Sourcing Links" [Learn more here](#) about creating sourcing links
- Sending a review sourcing link to a customer redirects a reviewer to your specific 'Write a Review' page for that specific market or product (instead of just bringing them to the Gartner Peer Insights homepage for example)
- Creating sourcing links is beneficial for everyone:
 - Simplify the process for your end users by selecting which markets and products you would like them to review.
 - Offer reviewers a 'thank you' gift via available incentives
 - Select your target outreach audience
 - Track the success of your campaigns with corresponding reviews funnel (number of reviews submitted, published, etc. for each link)

Do you have any advice on successful campaigns, or ways other vendors have gathered reviewers from their customers?

- The backend [Technology Provider Tools](#) (TPT) vendor portal contains many valuable resources around successful campaigns and best practices. Please visit the "Help" and "Resources" tab to start exploring the available resources. Popular resources include [Vendor Review Sourcing Strategies](#), our [Sourcing Template Library](#), and [Vendor Success Stories](#).
- After reading through the material, schedule a call with your aligned Gartner Peer Insights Program Manager to ensure you're not missing any best practices. If you don't know who your Program Manager is, simply send an email to PeerInsightsVendorSuccess@Gartner.com.

Are we able to see which reviews were submitted and published from the specific review sourcing link?

- Each review sourcing link created has an associated review funnel that will assist with following the reviews on their journey from submitted, to moderated, and finally either

published or not approved. The information provided in these funnels is meant to be a high-level overview in order to guide your sourcing activities. The intention of these funnels is not to track each individual review received. If you try to do this, you will quickly frustrate yourself as review counts can change daily as reviews are submitted, moderated, and audited! These funnels can be accessed via your [Review Sourcing Links](#) page.

- When the review is published, the review source is published alongside the survey and identifies if the review came from vendor sourcing efforts, organically, or through Gartner's outreach.

If an issue ever arises, the customer typically reaches back out to us. Since we need to adhere to the anonymity process, what's the best way to overcome this and ensure our customers are taken care of?

- If a customer reaches out wondering why their review was not approved, vendors should immediately direct the customer to our Support Team by having the customer email PeerInsights@gartner.com or by clicking on the [Contact Support](#) button in the [My Reviews](#) section of their profile. Your Program Manager and the Review Moderation team cannot discuss the status of a review with a vendor or confirm a reviewer's identity due to the anonymous nature of the platform. Please see the [blog post](#) on this topic for additional details.

Can a reviewer edit their review after a review has already been published?

- Customers can update their reviews to reflect their current experience with your product at any time. Reviewers can find their previously submitted reviews in the [My Reviews](#) section of their Reviewer Profile. We will auto-populate their previous answers so they can easily update their review with relevant information where applicable. Please see our blog on [Updating Reviews](#) for more information.

How many reviews can a single customer company submit?

- There is no limit to the number of reviews that can be submitted from the same client company. As long as the individual leaving the review utilizes your product and meets the reviewer eligibility requirements as stated in the [Community Guidelines](#), then they can leave a review.

Which incentives work best when asking customers to leave a review?

- Every customer has their own perception of value as it relates to incentives, and it is important to test out each incentive to determine which leads to a higher conversion. It's equally important to clearly communicate the value of each incentive to customers. Our new Multi-Incentive Sourcing Links will allow your customer to select the incentive they would like to receive prior to submitting their review.

How clear are the content guidelines to the reviewers when they are submitting their review? Is it up to the vendors to help communicate 'Do's and Don'ts' when leaving a review?

- Detailed 1.4.2 Content Guidelines and 2.1 Tips for Writing a Great Review are available in our [Community Guidelines](#). Throughout the review survey process, there is also an indication on the depth of content the reviewer is providing, with the explanation that adding useful, relatable detail to your answers gives your review a better chance of being approved.

Does Gartner have any plans for foreign language submissions?

- At this time, Gartner Peer Insights is supported in English only. All reviews must be written in English to be published.

Will Gartner filter out reviews written by non-English native speakers? What is Gartner's approach to handle reviews that are obviously not coming from non-English natives?

- As mentioned above, all reviews must be written in English to be published. Reviewers may use a variety of tools to prepare their reviews, such as Google Translate, as long as they submit the final text in English.

What is the email address and subject line sent by the Peer Insights team to verify the reviewers business email?

- We have introduced code-based email verification during the review survey process. This ensures only verified users are able to submit reviews. Reviewers will receive a code to the email address associated with their Reviewer Profile at the end of the review survey prior to review submission. This code will come from the Gartner Peer Insights do-not-reply@clients.gartner.com inbox. Reviewers will be required to input the code in order to submit their review for moderation.

Are you looking at adding a feature to make some review questions optional? In our situation, some review questions can't be answered by end-users, only decision-makers involved in the buying process or on deployment teams. i.e. "Deployment architecture"

- Yes, over time we plan to better align the questions to reviewers best positioned to answer them.

Will Gartner Peer Insights define the overall rating (stars) on the public view of a survey? 3 vs. 4 vs. 5 star definitions may not be well understood globally.

- We provide this information to the reviewers when they are answering the question "Please rate your overall experience with this vendor". There is a definition for each rating from 1-5 provided in parentheses below the question which explains the rating breakdown: 1=Poor, 2=Below Average, 3=Average, 4=Outstanding, 5=Truly Exceptional.

Please rate your overall experience with this vendor *
(1=Poor, 2=Below Average, 3=Average, 4=Outstanding, 5=Truly Exceptional)



Please Select

Are vendors able to post a public reply to a critical review?

- We allow vendors to reply to reviews in a respectful manner with the goal of opening a line of communication with the reviewer in order to address issues. Please see our blog on [Guide to Replying to a Review](#).

I understand that Gartner Peer Insights targets buyers over \$50M revenue. Are there any plans to target buyers of a smaller size?

- Gartner Peer Insights was developed with the global enterprise customer in mind. We define enterprise customers as company sizes greater than \$50M USD in annual revenue. We do allow reviews from companies with less than \$50M USD revenue on the platform. Gartner has a portfolio of other review platforms called [Gartner Digital Markets](#) that focuses more on small-to-midsize buyers (Capterra, Software Advice, and GetApp).

Is Gartner Peer Insights working on any API's so reviews can be integrated with tools like Qualtrics?

- We are assessing further API development and integration in the future. However, we do not have an immediate plan to work on APIs for integration.

Best Practices for Rejected Reviews

Why are reviews not published on Gartner Peer Insights, and how can we prevent reviews from getting rejected?

- Gartner is committed to providing a platform for high-quality reviews and has developed and maintained a robust reviews Quality Assurance (QA) process in order to achieve that goal. We are always evaluating and evolving review moderation processes to support review submissions. Prior to publishing, all reviews go through a rigorous QA process in an effort to ensure published reviews are from verified sources, and provide helpful content. All reviews adhere to the Community Guidelines and are treated equally during the verification process, regardless of the rating, Vendor or product being reviewed. Reviews for Gartner client products are treated the same as non-client products. In addition to verifying reviewer identity, we assess review content to determine whether or not a review meets Gartner Peer Insights' standards for context, quality, and relevance. Please see the [Community Guidelines](#) for additional information.
- To see additional information on reasons why a review may not be approved, please visit our published [blog post on rejected reviews](#), [Moderation Guidelines](#), and the [Community Guidelines](#).

Are technology providers able to get insights into which reviews are not approved, the reason why, and who they are?

- We are very careful to shield the identity and ensure the anonymity of our reviewers in

order to encourage them to be as candid as possible and provide all relevant details about the products and services they review. There are no plans to change this. Once a reviewer signs into the platform, the information about the reviewer and the review is treated as private and confidential information owned by the reviewer. Gartner Peer Insights does not have permission to share this information. Please see the [Community Guidelines](#) for additional information.

- Vendors are able to leverage [Review Sourcing Links](#) available in the [Technology Provider Tools](#) portal to support your review sourcing efforts. These links provide you with reporting on the total number of reviews submitted, moderated, published, and not approved (with a high-level reason why the review was not accepted) from your unique review sourcing link. Learn more via our blog post about [Review Funnel Reporting](#).

Are reviewers notified when their review is rejected, and are they given the opportunity to correct/resubmit?

- Prior to publishing, all reviews go through a rigorous QA process in an effort to ensure published reviews are from verified sources, and provide helpful content. All reviews adhere to the Community Guidelines and are treated equally during the verification process, regardless of rating or Vendor. In addition to verifying reviewer identity, we assess review content to determine whether or not a review meets Gartner Peer Insights' standards for context, quality, and relevance.
- In the case a review cannot be approved, our team will reach out to the customer directly via email, and will wait for the reviewer to respond in order to fully process their review. If the reviewer fails to respond within 5 business days, the review will be rejected. Reviewers can check the status of their review at any time via their [My Reviews](#) section of their User Profile. Please see the [Community Guidelines](#) for additional information.

Do you give reviewers the opportunity to modify their reviews if they don't fit your detailed criteria? For example, if they submit a review with a generic headline, do you ask them to modify it or do you just reject it?

- Reviews rejected on the basis of generic content are provided the opportunity to modify and resubmit their review within 5 business days. Reviewers can check the status of their review at any time via their [My Reviews](#) section of their User Profile. Please see the [Community Guidelines](#) for additional information.

A customer's review was rejected because Gartner couldn't verify the client information on LinkedIn. Is it necessary they have a LinkedIn account for a review to be published?

- Reviewers may register on Gartner Peer Insights using either their work email or their LinkedIn account. As such, a LinkedIn account is not necessary.

In the past, reviewers have been "verified" through LinkedIn. However, many customers provided us with feedback that they don't always use their current company contact info as part of their profile. Are there going to be any other options for verification?

- As an alternative to LinkedIn registration, reviewers have the option to register on Gartner Peer Insights directly using their work email. However, if a reviewer chooses to use LinkedIn, it is important that the LinkedIn profile is updated and the metadata matches the profile on Gartner Peer Insights.

How long does it take for a review to be moderated and accepted? Any best practices to help speed up this process?

- The review moderation process takes 2-5 business days but may take up to 10 business days if our team requires additional details from the reviewer. You can view our [Review Moderation Guidelines](#) to learn what each rejection reason means, and guidance you can provide to ensure customers are submitting robust reviews.

Are there plans to provide data on the number of organic reviews that have been rejected with generic reasons? The same way we receive that data for our vendor sourced reviews?

- There are no immediate plans to provide details around review approval and rejection reasons for organic reviews. We provide reporting details on reviews submitted via your Review Sourcing Links to allow you to properly dial in on the big picture – Are your sourcing efforts yielding the results you were anticipating? If not, what are the next steps your teams can immediately take to improve your review conversion?

As a customer is leaving a review, do they see examples of generic vs. specific user experiences, similar to the slide that was shared?

- Guidance is provided throughout the survey with more detailed content guidelines available in the [Writing Reviews](#) section of the [Community Guidelines](#).

Does Gartner Peer Insights do any market-specific quality checks?

- Where required, market-specific checks are included as part of our validation process. In addition, we regularly conduct audits of markets and may remove previously approved reviews if deemed necessary.

Can a reviewer use the same review content they submitted on a competitor review site (like Capterra or G2), or will the review be rejected on the originality check?

- We only accept unique review content for Gartner Peer Insights reviews. If any content from another source, like another review site, organization's website, or any other public collateral is detected, the review will be rejected as plagiarism. See [Community Guidelines](#) Section 1.4.2 for additional information.

We're setting up a booth at our customer event to ask for customer reviews on-site.

Would the reviews be rejected for multiple reviews from the same IP?

- No, you are able to create an 'Event' style Review Sourcing Link to generate a review submission landing page at your booth via laptop, etc. Reviewers can take turns submitting and there will not be a flag for rejection being from the same computer/physical location. The event-style links are optimized for the in-person

experience, and after a review is submitted, it will automatically log the user out and bring the screen back to the “Write a Review” page. If you have any questions, please reach out to your aligned Program Manager.

Is there a better way to ‘fix’ reviews that clients have submitted under the wrong category than asking them to submit another review under the right category?

- Currently a reviewer is required to resubmit their review for approval in the appropriate category if it was rejected on the basis of a product-market mismatch. However, we are evaluating options to improve this process while ensuring the integrity of the review product-market alignment.

Market Categories

Does Gartner Peer Insights follow Magic Quadrant markets, or vice-versa?

- Yes, most of the market categories open on Gartner Peer Insights follow Magic Quadrant and Market Guide markets. However, we are now beginning to open categories on Gartner Peer Insights, which will cover the space beyond analyst-defined markets linked to Magic Quadrants and Market Guides. Please see our [blog announcement](#) for more information.

I see on the slide you have opened all applicable Magic Quadrants and Market Guides. What constitutes “applicable”?

- The majority of Magic Quadrants and Market Guide markets are listed on Gartner Peer Insights. Gartner reserves the right to not open certain markets on Gartner Peer Insights, like regional or pure-play hardware markets.

I have a new market category suggestion - Who should I reach out to?

- You can submit your category suggestions via our [Category Suggestion Survey](#). Please note, your submission is a suggestion. Opening new categories is at the discretion of the Gartner Peer Insights team.

As software markets evolve, what is the process for transitioning markets? How do you manage the process of removing older markets as you evaluate new markets? A Magic Quadrant market is retiring and turning into a new Magic Quadrant. What happens to the reviews associated with the older Magic Quadrant on Gartner Peer Insights?

- When a newly evolved market is officially published as a Magic Quadrant or Market Guide, Gartner Peer Insights will evaluate the providers/products listed in the previous markets against the new market’s definition and capabilities. If the products fit the new market requirements, they will be migrated to the new markets with their applicable

associated reviews. Depending on the life cycle of the previous markets, they would either be removed or remain on the platform. Read more about the market consolidation process in this [blog post](#).

When there are multiple markets/categories for a single product, how do we address the dilution effect of a customer selecting either the wrong market, or selecting a market that isn't tied to a Magic Quadrant and the review not being included in the Magic Quadrant market?

- Different market categories have different characteristics and capabilities, and reviewers are writing the review in this context and comparing solutions to others in the same market. Because of this different context, reviews written for a specific market are not shown in other markets or shared across other markets.
- Creating a review sourcing link at the market (category) level will guide your customers to leave a review in the market of your choice. Otherwise, the choice is up to the reviewer to select which market they feel best fits the context of their product review.
- If/when it is determined that a review for a product or service has been submitted to the wrong market, it is rejected back to the reviewer with the option to resubmit their review.

Do you have a list of all markets that have been opened recently?

- You can see our list of all markets opened each month via our [New Markets Blog Post](#).

Voice of the Customer and Peer Lessons Learned

How do I access the Voice of the Customer publication calendar?

- You can access the Voice of the Customer Publication Calendar directly [here](#), or via our [Resources](#) page under Leveraging Reviews and Gartner Research Integration section. We update the publication calendar frequently, so please check often.

If a category has been retired within Gartner research then how does a company qualify for the Voice of the Customer?

- The calendar for the Voice of the Customer document is based on the research publication calendar. After the Magic Quadrant or Market Guide publishes, the Gartner Peer Insights team will determine if the market meets the minimum review requirements for a Voice of the Customer document. Typically, the Voice of the Customer document publishes 5 months after the corresponding Magic Quadrant or Market Guide publication. If the Magic Quadrant or Market Guide publication is delayed, the Voice of the Customer will be delayed accordingly. If the Magic Quadrant or Market Guide does not refresh, there would not be a Voice of the Customer document. See the [Voice of the Customer Publication Calendar](#) for a full calendar of upcoming markets, and our [Voice of the Customer FAQs](#) for additional information.

Will there be a Voice of the Customer for my market in 2022 if there wasn't one in 2021?

- Gartner reserves the right to selectively publish a Voice of the Customer document based on our determination of the value of that document to our end users. This means that even if there was a Voice of the Customer for a market in 2021, it does not guarantee it will publish in 2022, and vice versa.
- Additionally, the corresponding Magic Quadrant or Market Guide must also refresh within research. If it did not publish in 2021, there would not be a Voice of the Customer for the same market. If the Magic Quadrant does refresh in 2022, there may be an opportunity for a Voice of the Customer (though this is not the only criteria).
- While we disclose basic eligibility information (20+ reviews in 18 months, 5 or more vendors included) to determine what markets to consider for Voice of the Customer, that is not a formula that guarantees publication. Gartner Peer Insights has to determine that the overall market analysis, once the Voice of the Customer methodology is applied, will represent a meaningful and useful evaluation for end users. Please check the [Voice of the Customer Publication Calendar](#) for a full calendar of upcoming markets (updated frequently). Please see our [Voice of the Customer FAQs](#) for additional information.

Why do reviews need to be from companies larger than \$50M to be considered for Gartner Peer Insights based reports?

- Gartner Peer Insights was developed with the global enterprise customer in mind. We define enterprise customers as those whose company sizes are greater than \$50M USD in annual revenue.

When and how does the criteria for the Voice of the Customer/Customers' Choice change, and how do you inform vendors?

- As we receive feedback from both vendors and end users on the VOC report and its criteria, we investigate the implications for any potential changes. Changes would usually be announced via our Binannual webinar as well as communicated via a blog post and Newsletter. Please ensure you are opted into communications and are actively checking webinars/blog posts.

How does Gartner balance the fact that companies with thousands of reviews are not able to be Customers' Choice vs. smaller companies with far fewer reviews?

- Inclusion in the Voice of the Customer and consideration for Customers' Choice are detailed in the current [Voice of the Customer Methodology](#) and are not solely a function of review count.
- Gartner Peer Insights recognizes vendors who meet or exceed both the market average Overall Rating and the market average User Interest and Adoption score through Customers' Choice distinction. Vendors in this quadrant received strong ratings for overall experience relative to the market. Vendors in this quadrant also exceed the market average User Interest and Adoption, which includes review volume, review market coverage, and willingness to recommend. These factors help distinguish vendors that generated the above average overall ratings required for this quadrant within large sample sizes and diverse coverage. High willingness to recommend is an overall

measure of users' interest and enthusiasm based on their experience with the vendor. Vendors in this quadrant may not have performed equally highly in all three of these components.

How can vendors access Peer Lessons Learned documents?

- The Peer Lessons Learned note can be accessed through Gartner.com and requires a Gartner license to read. To confirm whether a Peer Lessons Learned note has been published for your market, you can search for "Peer Lessons Learned" and your market name on Gartner.com, or check the [Peer Lessons Learned Publication Calendar](#) for recent and upcoming publications.

New Vendor Innovations

Product Profile

Where will the Product Profile show up on Peer Insights? What fields will we be able to update and show? Can we add product screenshots or graphics?

- The Product Profile will appear on the applicable Vendor & Product pages on the Gartner Peer Insights website. The detailed list of fields that you will be able to update will be shared with you during the launch communication, and include Company Description, Product Description, Pricing Description, and Product Screenshots.

We have a service listed on the site, not a product. Will we still be able to update our information on the Product Profile as a service provider?

- Service providers will also be able to update their information on the Product Profile. If you have any questions at launch, please email your aligned Program Manager or PeerInsightsVendorSuccess@gartner.com.

I have multiple products available in a market - Do I need to update my information for the product profile for each product?

- Yes, the information specific to your product will need to be updated for each product. However, you will not need to update the vendor company information for each product.

My product appears in multiple markets. Do I need to update the information for each market or will the same information appear in every market my product is listed in?

- Yes, you will need to update the product information for each market that your product is listed in for the Product Profile to populate in multiple markets.

How do I submit my information? Is it through the vendor portal?

- Yes, once launched, the information will be submitted via your vendor portal called the [Technology Provider Tools](#). Additional details will be provided to you at launch.

Is there an approval process the information goes through, or is it automatically published live to the site once we submit the form? How long does it take to go through the approval process?

- Yes, prior to your Product Profile information going live it will be moderated to ensure the required guidelines are followed. The guidelines will be published under the Gartner Peer Insights [Product Listing Guidelines](#) and linked within the Product Profile submission space. Approval process timelines will vary.

We are not a Gartner client - Can anyone with access to the vendor portal submit updates to the product information? Can we update the information at any time?

- Yes, any vendor with at least 1 product listed on Gartner Peer Insights will be able to submit their product information at any time.

Will the Product Profile include a link to the product on our website, or other customizable links?

- The Product Profile will not include any links. We intend to review the need for this at an appropriate time.

Will there be a way for us to collect prospect information from the Product Profile?

- No, the Product Profile will not provide the ability to collect prospect information. However, we will provide basic analytics for you to be able to understand the profile of who is visiting your product pages.

Are short videos permitted in place of screenshots of our product?

- Only screenshots will be allowed in the Product Profile. We intend to review the need for videos at an appropriate time.

Are we able to include an email address/contact information for inquiries?

- No, the Product Profile will not include contact information.

Partner Reviews

Will you accept reviews from value added resellers, system integrators, and consultants?

- Partners, including resellers, system integrators, consultants and others, that do not have an exclusive relationship with the vendor, are eligible to provide reviews on Gartner Peer Insights.

Can Service Providers or MSPs submit a review now?

- As a part of this initial change in policy, MSPs can now submit a review, provided they do not have an exclusive relationship with the vendor. These reviews, when approved, would be tagged as 'Partner' on the website.

Historically you have rejected reviews from Service Providers that you classified as 'partners'. They use a product to provide a service, they are often not a partner, but a customer. Will this approach/definition to Service Providers change?

- Yes, as a part of this initial change in policy, MSPs can certainly submit reviews. The review will be approved if the service provider does not have an exclusive relationship with the vendor.

Do you define 'Partners' as technology partners, channel partners, service provider partners, or all of the above?

- We define a partner organization as an external third party business entity that provides business value to the vendor through services such as, but not limited to, developing the offering, GTM operations, marketing, deployment, sales, service support. Depending upon the operations, partner organizations play different roles and could be recognized by different names such as System Integrator, Consultancy, Resellers, MSPs, GTM Partners, Technology Partners, Channel Partners or anything else. We will now be approving reviews for partners where the partner organization does not have any type of exclusive relationship with the vendor.

How will a reader of the site know if a review was submitted by an end-user vs. a partner?

- Reviews submitted by individuals within a partner organization will have a label indicating them as such.

I've had reviews rejected in the past from partners. Will they need to resubmit their reviews or will you automatically publish any that have previously been submitted?

- This policy will not be retroactively applied to previously submitted reviews. A reviewer is welcome to resubmit a review at which point it will be revalidated and published if approved.

Will partner reviews now count towards our Voice of the Customer eligibility?

- Partner reviews will not count toward Voice of the Customer eligibility at this time.

I want to know if a specific partner-scenario will be approved or not before I invite them to leave a review. Who should I reach out to?

- We will only approve reviews from partners that **do not** have an exclusive relationship with the vendor.

Will partner reviews contribute to a vendor's star rating calculation on the site?

- No, partner reviews will not be included in aggregated star ratings and sub-ratings.

Will partner reviews contribute to a vendor's total number of published reviews shown on the site?

- Yes, partner reviews will contribute to published reviews counts shown on the site, but will not contribute to ratings counts.

My customer is an end-user, but they are also a partner. Will their review show as a partner review or an end-user review?

- Any employee of a company that is a partner of the vendor will be tagged as a review from a partner. We will only approve reviews from partners that do not have an exclusive relationship with the vendor.

Some partners are also customers. Why should their review not count towards overall rating, Voice of the Customer, etc.?

- We recognize that many times partners are also customers, but as part of this initial change in policy we will not count any reviews where a partner relationship has been identified toward overall rating, Voice of the Customer, or other downstream cases such as Magic Quadrant.

Do partners need to submit their review using a different review sourcing link, or can end-users and partners submit reviews to the same link?

- The same review sourcing link can be used for all reviews.

Will you differentiate in review sourcing links the number of published partner reviews vs. end-user reviews?

- We do not plan to differentiate the number of published partner reviews vs. end-user reviews in review sourcing links due to the anonymous nature of the platform and to ensure anonymity of the reviewers.

Are partners eligible to receive incentives for their reviews?

- Partners will be eligible to receive incentives. It is at the discretion of the vendor if you would like to offer your customers or partners incentives via review sourcing link campaigns.

Will end-users be able to filter by partner reviews vs. end-user reviews on the site?

- Initially there will be no specific filter for partner reviews. We intend to review the need for this at an appropriate time.

Will the review survey be different for partners vs. end-users? Will it ask questions regarding the partnership with the vendor?

- Review questions may differ based on the relationship with the vendor.

Will analysts look at or treat partner reviews any different when they are evaluating vendors for a Magic Quadrant?

- Analysts will not use reviews from partners in their vendor evaluation for Magic Quadrants. If you have questions regarding the Magic Quadrant process, please reach out to Methodologies@gartner.com

Will partner reviews be restricted to one review per partner, or can more than one person from a partner organization submit a review?

- As is currently with reviews from end user organizations, multiple individuals may submit a review from a partner organization.

Are there any special review checks that you will do to ensure that the partners are really an authorized partner for the specific vendor?

- Partner status is determined based on a combination of self-identification and review of publicly available information sources.

How are partners identified in the review process? Are they self-identified, or does the Gartner Peer Insights team do this as part of the moderation process?

- Partner identification will be a combination of self-identification and review of publicly available information sources.

Are there any best practice recommendations on the balance of partner reviews vs. customer reviews?

- IT professionals have acknowledged the benefits of having perspective from partners, and have also said that a balanced perspective is most appropriate.

Will there be a “Voice of the Partners” report coming that features reviews from partners?

- There are no immediate plans for a “Voice of the Partners” report at this time.

Multi-Incentive Review Sourcing Links

Will all of my existing review sourcing links update to multi-incentive links automatically, or will I need to create new review sourcing links to send to customers?

- No, the existing review sourcing links will continue to have the same incentive that was selected when it was created. For review sourcing links to have the multi-incentive options for reviewers, new links will need to be created.

Will I still be able to select the specific incentive if I want to offer my customers only a single incentive? For example, I only want my customers to see the \$25 charity donation.

- Yes, the multi-incentive option is an add-on feature to the review sourcing links. You will continue to have the ability to choose only one incentive type per link to offer to your customers.

If I create a review sourcing link now with no gift card funds added, but add funds in a few days, will my original sourcing link automatically update to show that there are now \$25 gift cards?

- No, the original sourcing link would not automatically update to show there are now gift cards. To offer your customers the \$25 gift cards, please wait for your account funds to load within your vendor portal, and then create a review sourcing link.

Does the reviewer select their incentive before they leave the review, or at the end of the review?

- The reviewer will be able to select an incentive before they start writing a review. The incentive will be delivered to them only when the review is approved and published on Gartner Peer Insights.

We have a large number of government customers who cannot receive an incentive. Will they be able to opt-out of the incentive?

- Yes. Reviewers will have the option to not select any of the incentives and still submit their review. Additionally, in our ongoing efforts to ensure a just and legally compliant Reviews Program, Gartner will not provide an incentive to reviewers who are government and public sector employees. Please see our [Community Guidelines](#) for additional information.

What if a customer wants to opt-out of receiving the incentive, will there be an option to select no incentive?

- Yes. Reviewers will have the option to not select any of the incentives and still submit their review.

If one of my customers updates their review from a multi-incentive review sourcing link, will they be able to pick an incentive?

- No, reviewers do not receive a gift card when they update a past review. Please see the [Community Guidelines](#) for additional information.

If we create a multi-incentive link and then decide later to only offer one incentive, can we edit the link?

- No, you cannot edit the incentive that is aligned to a review sourcing link after it is created. Please create a new review sourcing link with the specific incentive aligned to send to your customers.

What is the average gift card value? Can we change the gift card value to something other than \$25?

- Incentives must be of nominal value (as required by the FTC) and align with your company's and your customers' policies on accepting gifts. Gartner has determined that nominal value for an individual Gartner Peer Insights review must not exceed \$25 USD. All gift card incentives are automatically valued at \$25 USD. The value of the gift card cannot be changed. Please see the [Community Guidelines](#) for additional information.

Are the \$25 gift cards available to reviewers outside of the USA?

- Yes, the \$25 USD gift card is an international Visa gift card. Please see our [Incentive Policy FAQs](#) for more information.

Others

Gartner Magic Quadrant and Role of Gartner Peer Insights Reviews

When do customer reviews need to be submitted to Gartner Peer Insights for the analysts to consider them as part of the Magic Quadrant process?

- Analysts leverage relevant Gartner Peer Insights that were submitted prior to the end of the Magic Quadrant data submission period, which is the date of the RFI input deadline as stated in the Welcome Packet. Note that submitting a review to Gartner Peer Insights isn't an ask of Magic Quadrant and Critical Capabilities authors. Gartner Peer Insights is not intended to be a one-to-one replacement for carefully curated references that vendors (and analysts) want to guide through the process. Gartner Peer Insights is the platform Gartner uses to capture anonymous enterprise reviews. It has guidelines and processes in place to ensure its position as a neutral, objective web platform.

How is Gartner Peer Insights utilized or referenced by analysts for Magic Quadrants and Market Guides? What are the other sources of customer input, if Gartner Peer Insights reviews are only one of them?

- Gartner Peer Insights reviews are one of the sources of customer input information that may be considered, along with a variety of other factors, by Gartner experts as part of Gartner's rigorous research process. While end-user feedback is important, it is one aspect in a number of criteria that are considered. As always, Gartner may consider other sources of customer input information such as analyst's inquiries with Gartner end-user clients, and primary research survey results. These supplement customer references where needed. Click [here](#) for more information on how markets and vendors are evaluated in Gartner Magic Quadrants, and click [here](#) for additional Gartner Magic Quadrant FAQs.

Are vendor sourced reviews weighted differently than say organic reviews for Magic Quadrant consideration?

- Gartner Peer Insight obtains its reviews from a variety of sources. We collect reviews from individuals through direct outreach, both with and without the use of incentives like gift cards. We also accept reviews from individuals who visit Gartner Peer Insights. Many technology providers also encourage their customers to review their solutions on Gartner Peer Insights. All reviews go through a strict moderation process. Gartner's research analysts may use Gartner Peer Insights in their research and consider all reviews, including vendor sourced reviews.
- Gartner Peer Insights reviews are one of the sources of customer input information that will be considered, along with a variety of other sources such as analysts' inquiries with Gartner end user clients, primary research survey results, amongst others. Note that while end-user feedback is important, it is just one aspect in a vast area of criteria that are considered.

If a new Magic Quadrant is announced, should we assume a new Gartner Peer Insights market will follow suit? What is this process?

- Gartner Peer Insights may open a new market in order to collect reviews as one input amongst many for fact base in a new Magic Quadrant market. For specific questions, please reach out to Methodologies@gartner.com.

Gartner Digital Markets (Capterra, Software Advice & GetApp)

How is Gartner Peer Insights related to Gartner Digital Markets? Will you share reviews across these sites?

- Gartner Digital Markets is made up of the Gartner-owned review platforms Capterra, Software Advice, and GetApp. While Gartner Digital Markets focuses on serving the small to medium-sized business buyer, Gartner Peer Insights focuses on the enterprise technology buyer. At this time, the reviews are not shared across Gartner Peer Insights and Gartner Digital Markets sites. Learn more about [Gartner Digital Markets](#).

Do I have one point contact for both Gartner Peer Insights and Capterra, or do I work with different individuals?

- Technology providers are aligned to specific specialists for each platform, Gartner Peer Insights and Gartner Digital Markets (Capterra, SoftwareAdvice, GetApp). Please reach out to your aligned Program Manager directly with any questions.