Advisory Services Are **NOT** All Equal

PEOPLE

PROCESS

PRODUCTS

The Gartner Unique Advantage

Because Your Success Matters

Gartner

Advisory Services Are **NOT** All Equal

◤ People

Our community of more than 1,000 analysts, with 12 to 30+ years of IT experience, delivers industry-relevant insight and advice.

Global presence in 85 countries analyzing worldwide trends and best practices:

- 575 analysts in the Americas
- 265 analysts in Europe, Middle East and Africa
- 170 analysts in Asia and Pacific Rim

Gartner analysts and service delivery partners have real-world experience and credentials in their specific role, be it CIO, CTO, security or data center, to name a few.

More than 60% of Gartner Executive Partners have CIO/CTO experience. CIOs gain practical insight from executive advisors who have had board-level accountability to deliver quantifiable business value from technology.

◤ Process

Gartner Research Methodology

Our analysts adhere to rigorous methodologies based on repeatable processes. These methodologies provide quality assurance that is never compromised.
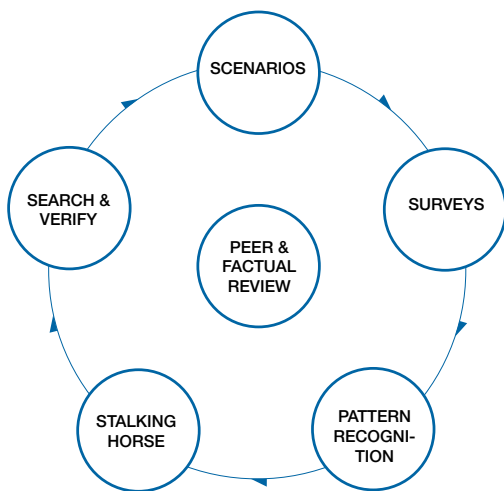
The mission of the Office of the Ombudsman is to enhance Gartner's client value and credibility by openly and assertively addressing issues of analytical independence, accuracy and integrity through compliance with objectivity standards.

Gartner Research Process

The Gartner research process is based on firm principles that are non-negotiable.

Attributes of Gartner Research Processes	Description
Data Sources	Consistent and transparent; unbiased facts from multiple sources
Independence	Independent of provider influence
Fact-Based	Tactical and strategic advice
Review	Built-in peer review
Basis of Analyst Expertise	Research and industry experience
Ombudsman	Further protects independence and objectivity

Gartner insights are drawn from a critical fact base not available anywhere else:

We interact with 9,100 distinct client enterprises worldwide through 215,000 one-on-one annual client interactions and 18,000 vendor briefings each year. Working closely every day with both users and providers gives Gartner a unique view into what's working, what's not, where markets are going, and what it all means to you and your enterprise.

Customized, individual value plans are

created with each client and reviewed and updated throughout the contract period, providing a formal process to optimize Gartner advice to support your organization's mission.

Products

Gartner delivers holistic insight from strategy to execution through an online database of over 111,700 documents. The database is continually updated with more than 7,000 new research documents and findings annually.

The industry-standard tools behind the insight provide a visual culmination of research and allow you to formulate strategies or make difficult business decisions.

- Hype Cycles provide a graphic representation of the maturity and adoption of technologies and applications and how they are potentially relevant to solving real business problems and exploiting new opportunities.
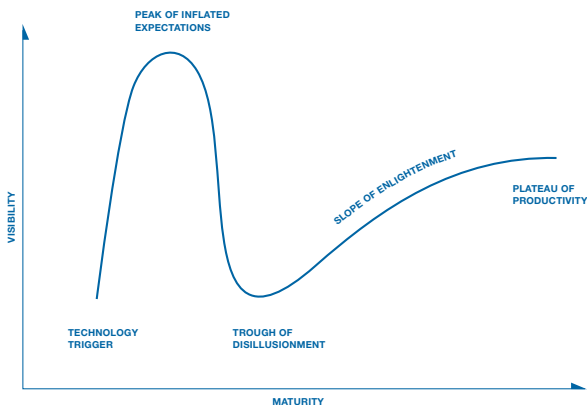
- Magic Quadrants give you a wide-angle view of relative positions of competitors in a specific market. By applying a graphical treatment and a uniform set of evaluation criteria, they help you digest how well technology providers are executing against their stated vision.
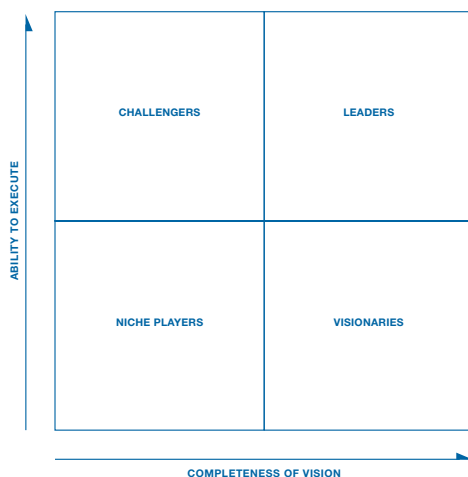
- Very early, small and mature markets present challenges when it comes to assessing providers. Market Guides highlight the trends, providers and significant attributes of these markets so you can consider independent, objective perspectives as you develop your technology and business strategies.

The IT Key Metrics Data report, incorporated in the Gartner research program, provides IT spending and staffing metrics, furnishing IT managers with insight into industry trends to help them make more-informed decisions. Spending and staffing metrics cover:

- Industry metrics across 21 industries
- Infrastructure
- Applications
- Security
- Outsourcing

Clients have the ability to select their key initiatives, strategic vendor relationships and related milestones. Gartner proactively provides research and insight to you "just in time" — exactly when you need it. It's that simple. No need to search, we'll bring it to you.

Gartner has a dynamic online community of 22,000+ Gartner clients who connect with each other for decision support on their initiatives. You have more ways to connect, collaborate and get the real-world answers you need fast from a trusted network of peers and Gartner analysts on today's hottest topics (social, mobile, cloud, big data) with peer forums.

Gartner Events are the world's most exclusive gatherings of senior IT and business strategists. They attract more than 50,000 executives and 1,800 industry-leading technology providers. As the leading provider of events for IT professionals, we produce an annual slate of more than 70 conferences throughout the U.S., EMEA, Latin America and Asia/Pacific.

- At a Gartner event, you will experience information-packed sessions led by Gartner analysts, cutting-edge technology showcases, peer exchange workshops, one-on-one meetings with analysts, consulting diagnostic workshops, keynotes by technology's top leaders and much more.

Area of Distinction	Gartner	Closest Competitor	Why This Matters
IT-Focused Research Analysts	More than 1,000	100	Gartner has more than four times the market coverage. Gartner analysts cover more IT technologies in a deeper manner.
Online Research Database	7,000 original and new research documents annually, with a research repository of over 111,700 research notes	830 annual IT documents and a research library of 12,000	Comprehensive market coverage to support enterprise and/or global decisions.
Coverage Areas	74 key initiatives	20 topical areas	Gartner provides the insight you need on your critical initiatives right when you need it.
Product and Vendor Evaluations	155 Magic Quadrants 100+ Market Guides 50 Vendor Ratings 40 Critical Capabilities	47 total	Full market coverage is only available from Gartner. We have the number of analysts to cover the market like no other company. The results can be seen in the quantity of provided research.
IT Key Metrics Data	The Gartner database contains over 2,000 IT metrics across 92 reports to provide immediate access to authoritative data to support staffing and investment levels as well as key technology cost and performance metrics	Competitors have no such database	This data is used to size and manage budgets and staffing allocations.
Events	Gartner hosts over 70 conferences throughout the world where more than 50,000 executives and IT managers experience information-packed sessions led by Gartner analysts	13 IT conference events with less than 4,500 total attendees	In addition to presenting the latest research, these events are important opportunities for professional development and networking with industry and government peers. Gartner has the largest, best-run events.
Access to Analysts	Gartner gives our clients unmetered access to our analysts, which results in 215,000 one-to-one client interactions each year	35,000 client interactions each year for IT and non-IT issues	You need responsiveness to your inquiry requests and Gartner has ample analysts to respond quickly.
Document Reviews	Yes	Only top-of-mind	You need vendor negotiation strategy input on how to lower costs. This is only available through Gartner.
Number of Organizations	Over 9,100 distinct client enterprises worldwide	2,400	The number of client organizations affects the breadth of analysts' knowledge, best practice research and case studies.
Number of CIO Members	Over 4,400 CIO and IT executives comprise our Executive Programs	400	Gartner has 15 times more CIO members who contribute at events and provide a strong peer network.
Global Presence	Gartner serves clients in 85 countries	26 country offices	Gartner has clients around the world, providing an unmatched global perspective.
Vendor Briefings	Over 18,000 vendor briefings annually	6,000	Gartner analysts are well-briefed on the vendors and products you need.

About Gartner

Gartner, Inc. (NYSE: IT) is the world's leading information technology research and advisory company. We deliver the technology-related insight necessary for our clients to make the right decisions, every day. From CIOs and senior IT leaders in corporations and government agencies, to business leaders in high-tech and telecom enterprises and professional services firms, to technology investors, we are the valuable partner to clients in 9,100 distinct enterprises. Through the resources of Gartner Research, Gartner Executive Programs, Gartner Consulting and Gartner Events, we work with every client to research, analyze and interpret the business of IT within the context of their individual role. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, USA, and has 6,600 associates, including 1,500 research analysts and consultants, and clients in 85 countries. For more information, email info@gartner.com or visit gartner.com.

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