Ranking descriptors and terminology

• What ranking descriptors do I need to include, and why?
  - You must include the region, time frame, basis of ranking, and terminology in your statement. We require these four elements to ensure the reader has the full context to understand the market forecast or analysis. See examples below.

• Why is it so important to include all rankings and match Gartner market segment and sub-segment terminology?
  - We insist that you use Gartner terminology so the reader may easily validate the statement against the Gartner source report. If you use different terms to describe the market or sub-market segments, the reader may be confused and unable to validate the correct data.
Example 1: Incomplete ranking descriptors

Statement submitted:
Gartner, a research and advisory firm, has estimated IT services spending by the financial services industry to be $486 billion in 2015, and that it will reach $559 billion in 2019, reflecting 3.6% growth.

Were the following included?

Time frame? Yes, "2015" and "2019".
Region? No, no region identified.
Basis for ranking? No, IT services spend is inaccurate.
Are the Gartner market segment terms used? No, "financial services" is the client’s term.

See the next slide for the correct version.
Example 1: Corrected

Statement submitted:

Gartner, a research and advisory firm, has estimated **worldwide end-user IT services spending** in the **banking and securities** industry to be $486 billion in 2015, and expects it to grow to $559 billion by 2019, reflecting 3.6% CAGR.*

Were the following included?

- **Time frame?** Yes, "2015" and "2019".
- **Region?** Yes, "worldwide".
- **Basis for ranking?** Yes, "end-user IT services spend".
- **Are the Gartner market segment terms used?** Yes, “banking and securities”.

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Example 2: Complete ranking descriptors

Statement submitted:
According to Gartner, a research and advisory firm, Middle East and Africa has seen the greatest market share increase between 2013 and 2014 for contact center end-user spend, up by 29.3%. This includes software and hardware, including telephony infrastructure and end-points.*

Were the following included?
Time frame? Yes, "between 2013-2014".
Region? Yes, “Middle East and Africa”
Basis for ranking? Yes, “market share”
Are the Gartner market segment terms used? Yes, "contact center / end-user spend"