Industry Recognition: Expert Opinion

Example 1

Yes

What analysts say about us

Forester Presents: Low-Code Platforms Deliver Customer-Facing Apps Fast, But Will They Scale Up?

In this guide, Forrester describes the five factors for how well a low-code platform will scale, how to strategically commit to a quality and scalable platform, and the reasons to utilize a low-code platform for other mission-critical apps.

Gartner Magic Quadrant for Enterprise Application Platform as a Service

Gartner has put together a wide-angle view of companies that provide application platform as a service aPaaS offerings.

Why is this OK?

1. Aligns with a simple listing of recognition by keeping each research firms’ reports and branding separate and distinct.

2. Includes proper attribution.

3. Provides access to the full report with a link to the licensed Gartner reprint. Note: The required disclaimer is not listed here but IS listed on the associated vendor’s landing page. This is in line with the guidance in the Copyright and Quote Policy. You may forgo the required disclaimer IF your promo links to something larger that already includes the disclaimer.

4. Includes an appropriate summary as a lead-in to the full report.

5. Does not refer to the Gartner reprint as “free.”

6. The Gartner logo, text and link are clearly separate and distinct from other logos.

Continued on next page
Industry Recognition: Expert Opinion

Example 2

Yes

Industry Recognition

ABC Corp., Inc. named a leader in the Gartner Magic Quadrant for Property and Casualty Insurance Claims Management Modules for the second consecutive year. (Research Note G00265172, June 2015)


Why is this OK?

1. Aligns with a simple listing of recognition by keeping each research firms' reports and branding separate and distinct.

2. Includes proper attribution. Note: The required disclaimer is not listed here but IS listed on the associated vendor’s landing page. This is in line with the guidance in the Copyright and Quote Policy. You may forgo the required disclaimer IF your promo links to something larger that already includes the disclaimer.

3. Provides access to the full report with a link to the licensed Gartner reprint.

4. Includes an appropriate summary as a lead-in to the full report.

5. Does not refer to the Gartner reprint as “free.”

Continued on next page
Example 3

Large Technology Company Analyst Recognition

These are just a few of the industry analyst reports and recognition by leading independent observers.

2019 Recognition

IDC MarketScape has positioned Large Technology Company as a Leader in the Asia/Pacific (Excluding Japan) Microsoft Dynamics 365 Implementation Service 2019 Vendor Assessment
November 4, 2019

HFS has included Large Technology Company in their Top 10 Internet of Things (IoT) Service Providers 2019
HFS Research; Tanmoy Mondel, Mayank Madhur, Josh Matthews, Tapati Bandopadhyay, October 24, 2019

IDC MarketScape has named Large Technology Company as a Major Player in the European Managed Cloud Services 2019 Vendor Assessment
October 18, 2019

Gartner has recognized Large Technology Company as a Visionary in their report, Magic Quadrant for Life Insurance Policy Administration Systems, Europe
Laurie Shotton, 14 October 2019

Why is this OK?

1. Aligns with a simple listing of recognition by keeping each research firms’ reports and branding separate and distinct.

2. Includes proper attribution and the required disclaimer.

3. Includes an appropriate summary as a lead-in to the full report.

4. Informs reader of documents and sites that include the vendor. Does not imply endorsement.

5. Gartner logo is not used, therefore link to access the full report via a licensed reprint is not required.

Continued on next page
Why is this OK?

1. The Magic Quadrant recognition (i.e., expert-opinion recognition) follows all required guidelines for promoting inclusion for such a report. Note: The required disclaimer is not listed here but IS listed on the associated vendor’s landing page. This is in line with the guidance in the Copyright and Quote Policy. You may forgo the required disclaimer IF your promo links to something larger that already includes the disclaimer.

2. User-generated peer reviews (i.e. customer recognition) on the bottom of the page are separate and visually distinct from the expert-opinion recognition above.

3. It aligns with a simple listing of recognition by keeping each research firms’ recognitions and branding separate and distinct.

4. Proper disclaimers for the user-generated content are included at the bottom.