Gartner Magic Quadrant and Critical Capabilities

Methodologies Evolution

10th September 2019
Agenda

- Magic Quadrant and Critical Capabilities
  - Overview
  - Change Highlights and Timing

- Critical Capabilities Event Driven Updates
  - Methodology & Process Adjustments
  - Client Experience
  - Timeline and Summary

- Q&A
Magic Quadrant Overview

Helps answer the key client question: which providers may I consider for a specific investment opportunity?

▪ Offer snapshots of markets and their participants

▪ Provide a graphical comparative positioning of providers where market growth is high and provider differentiation is distinct

▪ Helps clients map vendor strengths against their current and future needs

▪ See “How Markets and Vendors Are Evaluated in Gartner Magic Quadrants”
Critical Capabilities Overview

Helps answer the key client question: which product or service is the best-fit solution for my needs?

- Weights capabilities against importance in key client usage scenarios
- Maps provider strengths and challenges against specific business requirements
- Helps clients assess how well providers are executing against their stated visions
- See “How Products and Services Are Evaluated in Gartner Critical Capabilities”
Magic Quadrant & Critical Capabilities Evolution

Enhancement Highlights

- Evolved process for greater consistency across Magic Quadrants and Critical Capabilities
- Reduced effort and time required to support the data collection
- More effective communications from planning to publishing

Timing

- Rollout from September 2019
Change Highlights

- The underlying proven Magic Quadrant and Critical Capabilities methodology is unchanged

- Improved and standardized MQ Project Kick-Off to give you better predictability in timeline and set of input requested:
  - Initial email contact check
  - New! Inclusion criteria confirmation
  - Updated! Formal launch email with consolidated set of input requested

- Shorten timeline to provide clients with more current insights
  - Customer references survey to run for 2 weeks
  - Request for up to 10 customer reference name to support MQ creation
  - Coordinated MQ/CC content factual review
Critical Capabilities
Event Driven Updates
Critical Capabilities (Event Driven) Updates

Off-cycle event driven updates aim to meet Gartner clients' evolving needs by:

- Reflecting latest changes to a product or service's capabilities
- Highlighting only major changes most relevant to technology portfolio decisions
- Providing updates consistently assessed against a common framework
Initial Customer Feedback

“When can I have it for other markets?”

Clothing Manufacturer, IT Director

“The change in scoring actually stopped us in our tracks. It gave us a significant reason to re-evaluate. It introduced some delay - but that all said - our decision was a better one as a result.”

Global Manufacturing Company, CIO

“With the pace of change, I think this is great.”

Global Retail Organisation, IT Director

More timely feedback is helpful and the changed text formatting is particularly beneficial! I need to make sure I’m getting these updates pushed to me otherwise I’ll end up missing a lot of the good work your team is doing.

Global Asset Management Company, CIO

We had not realized how much [vendor Y] had changed in ways that materially impacted their earlier POC of the product

Banking and Insurance Regulator, CIO
Critical Capabilities Enhancements

- Updates only for providers included in the Annual Critical Capabilities
  - Update is per product/vendor with new write-up and adjusted scoring
  - Inclusion criteria, uses cases and scoring criteria determined by annual Critical Capabilities report

- Not adding or removing products/services but renaming or rebranding permitted

- Gartner monitoring provider releases and other market changes
  - Note: does not replace standard vendor briefing process

- Accelerated external review process
Fact Review

- Standard fact review of write-up and revised scoring with provider covered in the update
- Shorter 2-day review cycle as limited amount of content to review
Courtesey copy

-Courtesy copy of a CC update to be sent to all vendors featured in main CC
-Use the Track feature on gartner.com to set up an automated alert
Critical Capability Default View

“UPDATED” box and date for the latest Update (it will only appear if a Critical Capabilities document has an associated Update)

Date of first analysis (i.e. publication date of original/main Critical Capabilities)

Date of latest analysis (i.e. publication date of latest Update published)

Revised Product Score graphic

Asterisk (*) next to product name indicates change

Legend explaining asterisk (*)
Score Card View

Date of analysis completion (i.e. publication date of latest Update published)

Original text from original/main Critical Capabilities with link to latest Update

Revised Product Score graphic showing latest change vs original publication

Up (green) and down (red) arrows to indicate change since first published

Helper text to instruct users to hover over the arrows to display the tooltip showing detail of latest change vs original publication e.g. “3.0 increase to 3.3”
Critical Capabilities Links to Updates
Global Enterprise Vendor A, Critical Capabilities as of February 2019

Vendor A has changed capabilities previously only available in Product X to Product Y. This document provides data analytics leaders with the appropriate updates to Gartner’s “Critical Capabilities for Analytics and Business Intelligence Platforms.”

This update to Gartner’s “Critical Capabilities for Analytics and Business Intelligence Platforms” (published in May 2018) reflects new capabilities in Global Enterprise Vendor A Product X and provides a revised vendor write up and new capability scores (see Figure 1).

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Get the full story
This content is part of a larger body of research on this topic: Critical Capabilities for Analytics and Business Intelligence Platforms

Table 1: Critical Capabilities Scores as of February 2019

<table>
<thead>
<tr>
<th>Critical Capability</th>
<th>Vendor A (September 2017)</th>
<th>Vendor A (February 2018)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium FCM Processes Support</td>
<td>3.8</td>
<td>3.7</td>
<td>Lower</td>
</tr>
<tr>
<td>Complex FCM Processes Support</td>
<td>3.2</td>
<td>2.9</td>
<td>Lower</td>
</tr>
<tr>
<td>Process Analytics</td>
<td>3.6</td>
<td>3.6</td>
<td>No Change</td>
</tr>
<tr>
<td>Ease of Implementation</td>
<td>3.0</td>
<td>3.0</td>
<td>No Change</td>
</tr>
<tr>
<td>Ease of Maintenance/Upgrade</td>
<td>3.4</td>
<td>3.4</td>
<td>No Change</td>
</tr>
<tr>
<td>Ease of Use</td>
<td>3.4</td>
<td>3.4</td>
<td>No Change</td>
</tr>
<tr>
<td>Support and Vendor Satisfaction</td>
<td>3.4</td>
<td>3.4</td>
<td>No Change</td>
</tr>
<tr>
<td>Enterprise Performance</td>
<td>3.8</td>
<td>3.8</td>
<td>No Change</td>
</tr>
</tbody>
</table>
Summary

- Gartner has increased agility and delivery cadence for Critical Capabilities
  - Updates publish as separate documents linked to main report
  - Updated scorings feature in interactive Critical Capabilities
  - Analysts decide if product/service changes materially affect the capabilities or fit for use case and update scoring and profile if necessary
  - Annual Critical Capabilities process is unchanged

- Enhanced Critical Capabilities reflects the latest changes to a product or service’s capability score or fit for a use case in rapidly iterating markets
Resources for You

Critical Capabilities methodology page on gartner.com
- Background materials
- Recording for sharing

Contacts for questions and assistance:
- methodologies@gartner.com
Appendix
Tip: Track Updates to the Critical Capabilities Report

- Use the Track feature on gartner.com to set up an automated alert
- Click on the Create new tracks button
- Use Vendors track and choose the appropriate vendor name(s)
- Use Keywords track and set up appropriate keywords, e.g. BI and analytics

Vendor Track:

Keywords Track:
Critical Capabilities Updates: End-User Perspective

**Description:** Gartner Critical Capabilities help you understand the relative importance of the major functions of a given type of product for various use cases and the relative strength of the functions delivered by various providers.

**Key Value Points:**
- Analysis reflects material changes that significantly alter a product or service's fit for a use case
- Provides current views of product capabilities in an easy-to-find way to give you the most up-to-date information you need in one place.
- Maximizes the relevancy and timeliness of Gartner's analysis when you are making evaluation or purchasing decisions

**Top FAQs**
1. How will you achieve these more regular updates to the Critical Capabilities reports?
2. Why are you making this change?
3. What triggers an update to a Critical Capabilities report?

For more information see the FAQ resources here [Critical Capabilities methodology page on gartner.com](https://www.gartner.com)
Critical Capabilities Updates: Provider Perspective

**Description:** Gartner Critical Capabilities provides a comparative analysis which scores competing products or services against a set of critical differentiators identified by Gartner to help Gartner clients assess how well providers are executing against their stated visions.

**Key Value Points:**
- Gartner clients get most up-to-date information on the fit of your product or service to their use case needs.
- Analysis reflects material changes that significantly alter a product or service's fit for a use case.
- Gartner's clients have easy access to the latest analysis when making evaluation or purchasing decisions.

**Top FAQs**
1. What are the key changes made?
2. How will you achieve these more regular updates to the Critical Capabilities reports?
3. What does the term “significant” mean?

For more information see the FAQ resources here [Critical Capabilities methodology page on gartner.com](https://www.gartner.com/).