Update to Customer Experience Data Collection Policy for Magic Quadrant and Critical Capabilities Vendors

Customer experience represents one input among others that informs Gartner’s analysts evaluation of a vendor and product. Sources include Gartner clients’ interactions, Gartner Peer Insight, Gartner primary research surveys, publicly available information, providers’ input to Gartner questionnaires and briefings.

What is happening?

Starting April 28, 2021, for all existing Magic Quadrant markets, Gartner is making permanent its policy introduced in March 2020 that included a decision for authors of a Magic Quadrant and/or Critical Capabilities to stop asking for customer references. Additionally, Gartner will adopt a hybrid approach to support the expansion of Gartner research coverage into new markets; any research launched prior to this date will not have this option available. In select instances, the authors may request a list of 10 customers to conduct a one-time short survey.

In all cases, Gartner Peer Insights remains the Gartner platform for enterprise reviews. Vendors can encourage their customers to submit a review for their product/service through Gartner Peer Insights. They can also contact PeerInsightsVendorSuccess@gartner.com for more information about sourcing reviews effectively. NOTE: this one-time survey will not replace the Gartner Peer Insights reviews but instead supplement them.

Gartner Peer Insights represents one source of customer input among others that the authors may use to support a Magic Quadrant and Critical Capabilities creation. While end-user feedback is important, it is one aspect among many that are considered. Providers are not negatively impacted for a lack of reviews provided as part of the Magic Quadrant and Critical Capabilities evaluation, nor are they scored higher for providing more reviews.

Why these changes?

By making the policy introduced in March 2020 permanent, and providing a new hybrid approach where it will assist the research process, these changes provide predictability and a common set of vendor expectations across all Magic Quadrant and Critical Capabilities research.

Action:

Click here to review the updated Magic Quadrant Frequently Asked Questions document that provides more details on the time frame for reviews, how to engage with the Gartner Peer
Insights Vendor Success Team, and additional details on the change.