Gartner Magic Quadrant
Corporate Transaction Notifications

24th September 2020
Agenda

- Magic Quadrant - Corporate Transaction Notifications Overview
- Methodology & Process
- Client Experience
- Summary and 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 provider strengths against their current and future needs

▪ See “How Markets and Vendors Are Evaluated in Gartner Magic Quadrants”
The Corporate Transaction Notifications

The notifications aim to meet Gartner clients' evolving needs by:

- Reflecting merger, acquisition or divestiture to a provider featured in a Magic Quadrant graphic
- Highlighting only significant corporate transactions most relevant to technology portfolio decisions
- Providing updates consistently assessed against a common framework
Activities, Methodology, and Process
What We`re Doing

- Gartner is releasing the Corporate Transaction Notifications to complement its Magic Quadrant Research in all markets from 4Q20 forward
- Corporate Transaction Notification is per provider with new write-up:
  - Provider features in Magic Quadrant graphic
  - Magic Quadrant scoring remains unchanged
  - Honourable Mention providers are excluded
  - Write-up will be updated as corporate transaction closes or ceases
- Focus on where end-user decision making impact appears most significant
Structure and Content

3 main sections:
- Key Background
- Considerations for Technology and Service Selection
- Recommended Reading

Considerations for Technology and Service Selection addresses four key questions for clients
- Why is the transaction significant?
- Is the transaction characteristic of market trends?
- Who (from an IT buying perspective) will be impacted by the transaction?
- How should buyers change their approach (if at all), and why?
Focus Only on Providers in Magic Quadrant Graphic

- Corporate Transaction Notification only for providers included in the Magic Quadrant graphic
- Not adding or removing providers from Magic Quadrant
- Gartner will monitor provider releases
  - Providers can alert Gartner to changes by using **Gartner standard vendor briefing process**
- Gartner will notify providers (corporate transaction actors) of its intention to publish a Corporate Transaction Notification
- Accelerated fact review process
- Courtesy copies sent to all providers featured in the Magic Quadrant graphic upon publication
Contact Confirmation and Intention to Publish

If Gartner decides to publish a Corporate Transaction Notification, it will...

- Notify the providers involved in the transaction
- Confirm provider(s) contact details
- Communicate timeline for Fact Review
Standard Fact Review

- Standard fact review of write-up
- Shorter 2 business days review cycle
Courtesy Copy

- Courtesy copy of the Corporate Transaction Notification sent to all providers featured in relevant Magic Quadrant(s)

- Use the Track feature on gartner.com to set up an automated alert
Client Experience
Corporate Transaction Notifications are linked to the Magic Quadrant as “Additional Perspectives”.

Link to relevant Corporate Transaction Notification added at the top of the provider’s profile.
Corporate Transaction Notifications linked to Magic Quadrants as additional perspectives and link added in Magic Quadrant provider’s profile section.
Summary

• Focused on significant corporate transactions that pertain to providers featured in a Magic Quadrant graphic
  ○ Excludes Honorable Mention providers
  ○ Magic Quadrant graphic/scoring remain unchanged

• Analysts decide if write-up is necessary
  ○ Will inform providers (corporate transaction actors) of Research process
  ○ Accelerated fact review process

• Write-up will be updated as corporate transaction closes or ceases whilst current Magic Quadrant is active on gartner.com

• Annual Magic Quadrant process remains unchanged
Resources for You

**Magic Quadrant methodologies page on gartner.com**
- Background materials
- Recording for sharing

Contacts for questions and assistance:
- methodologies@gartner.com
Appendix
Tip: Track Updates

- 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