Gartner 2014 Enhancement Preview

Magic Quadrant, Critical Capabilities and More

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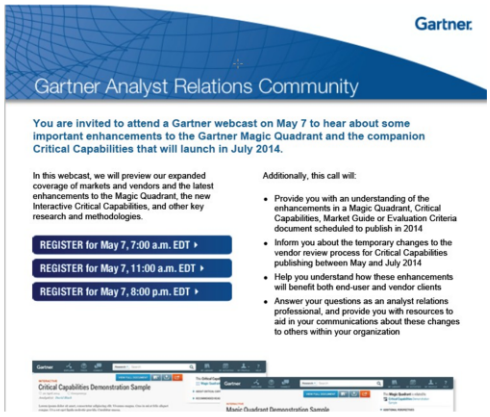
Welcome to the 2014 Enhancement Preview: Magic Quadrant, Critical Capabilities and More



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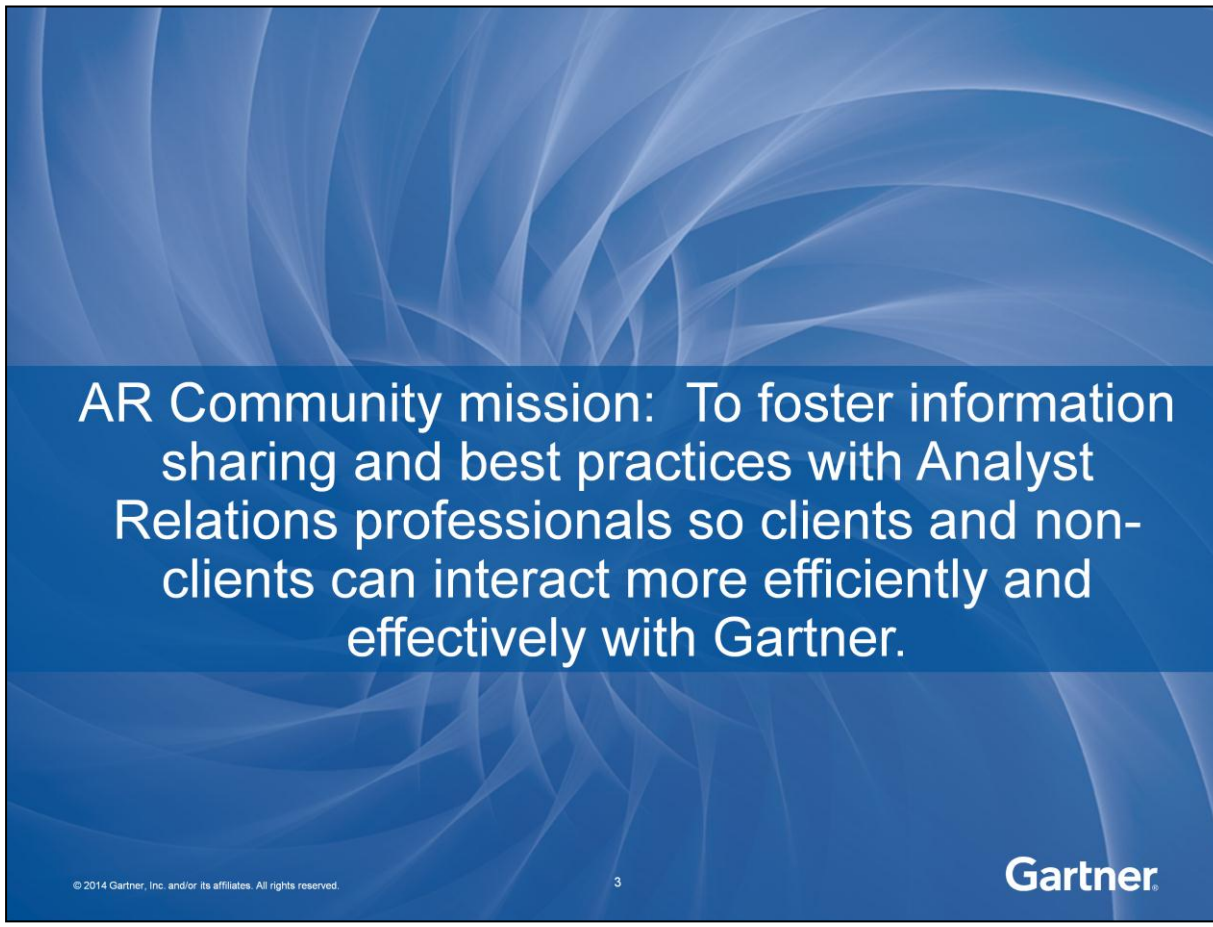

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Agenda

- Gartner Research & Methodology Enhancements 2014
- Feature Preview and Demonstration
- Production & Launch Plan Process
- In Summary
- Appendix: Slide Resources & FAQs

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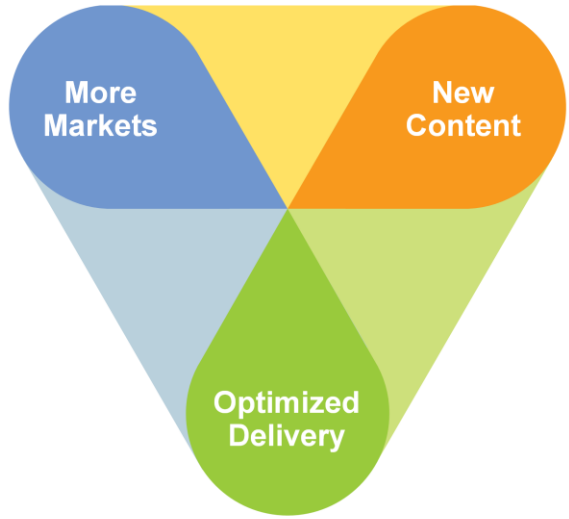
Must-have Research
Content Evolution Strategy 2014



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Essential Research & Advice

Strategic Technology Decision Making

Market Guide	Magic Quadrant	Critical Capabilities	Evaluation Criteria (GTP)
Market & Vendor Dynamics	Market Analysis Vendor Comparisons	Product & Service Ratings	Detailed Feature Insights

Assess markets and vendors

Perspectives for industries, geographies & company size

Insight into the capabilities and suitability of product and service offerings

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More Markets. New Content.

Increased value for strategic decision making

	New Content	More Markets
	Market Guide	100+ new and updated emerging markets ***New as of February 2014***
	Magic Quadrant Contextualization	30+ New Magic Quadrants Contextualization for Industries, Regions or Org Size ***Launching July 25th 2014***
	Interactive Critical Capabilities	40+ New Critical Capabilities Coverage for Top MQ Markets ***Launching July 25th 2014***
	Evaluation Criteria	Aligned Content in Key Markets for ITL & GTP Clients ***Available Now***

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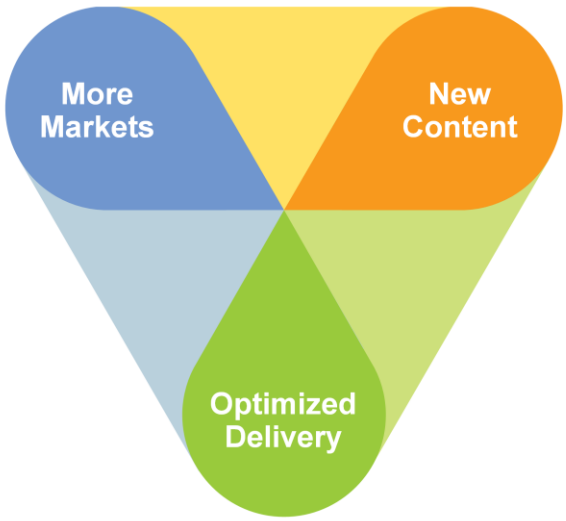
Optimized Delivery

Simplified and consistent research process



Highlights

- Consistent process & approach across Magic Quadrants and companion content
- Reduced effort and time commitment to support the data collection
- Effective communications from planning to publishing

Scope & Timing

- Initial focus on Magic Quadrants and Critical Capabilities
- Rollout through 2014 & 2015
- Advisory discussions with vendors to get input & feedback
- Upcoming AR Community calls with more details

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Gartner Magic Quadrant Contextualization

Actionable advice on market direction, technology considerations, and notable vendors from an industry, region or company-size perspective

New Features Include:

- Industry, geography and company size context for increased perspective & relevancy
- Considerations for Technology & Service Selection and notable vendors
- Complements the overall analysis and findings of the MQ

Available July 2014

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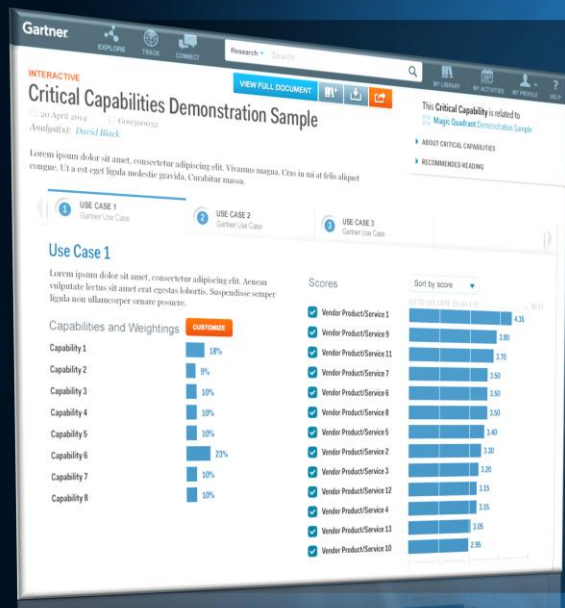
Gartner Critical Capabilities

Essential companion to the Magic Quadrant, providing deeper insight into vendor product & service offerings



New Features Include:

- Interactive Experience
- Integrated with Companion Magic Quadrant
- Focus on Select Vendors with Rankings
- Customizable Use Cases Aligned to Unique Needs
- Easy Data Export for Strategic Analysis & Decision Making

Available July 2014

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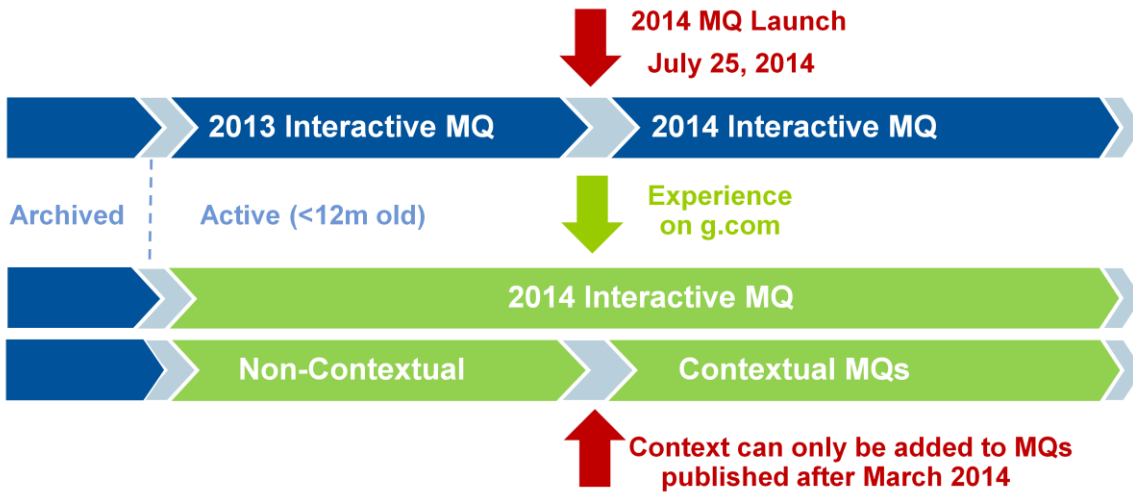
Client Experience Before & After Launch

Magic Quadrant Interactive



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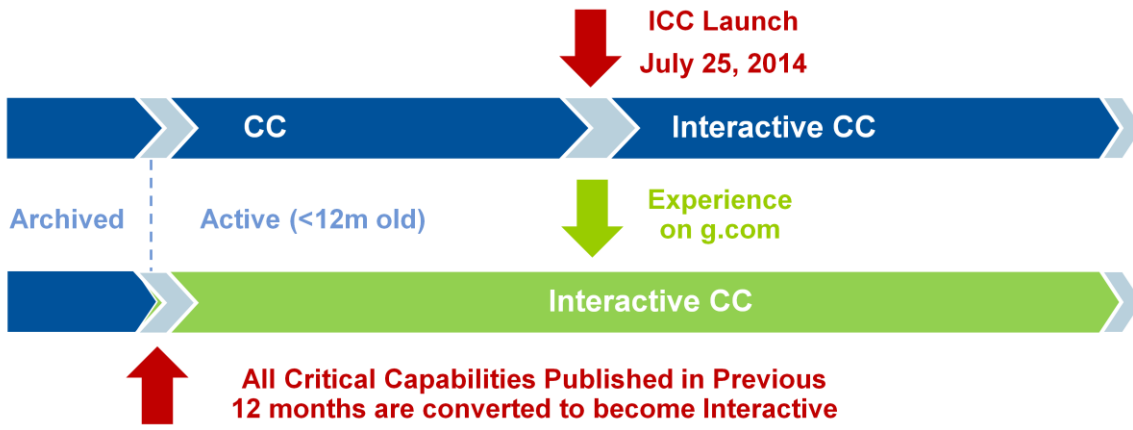
Client Experience Before & After Launch

Interactive Critical Capabilities



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In Summary

- More Market Coverage & New Content Available **Now** from Gartner
- Streamlined processes & optimized delivery in progress : stay tuned for **upcoming AR Community Calls**
- These enhancements:
  - Address the top wants and needs of Gartner clients and the underlying; proven Gartner Methodologies remain unchanged
  - Part of the continuous evolution of Gartner Research to support strategic technology decisions
- Gartner.com **Launch: July 25, 2014**
  - **New** Magic Quadrant Contextualization
  - **New** Interactive Critical Capabilities
- Critical Capabilities publishing in the May – July timeframe will have a modified vendor review process closely managed by analyst authors and Gartner Methodologies team
- For Critical Capabilities in progress, work with your Gartner Research team contacts to ensure this research stays on track
- Contact ARcommunity@gartner.com with questions

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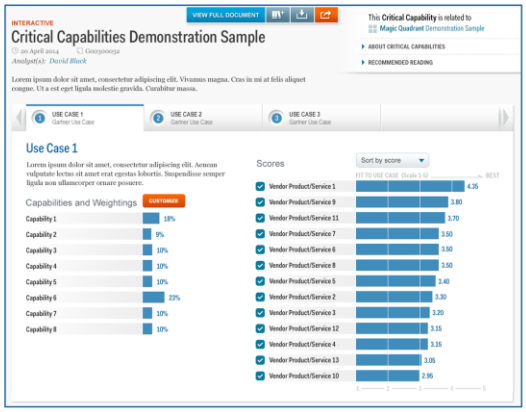
Sample Slide Resources

Interactive Critical Capabilities

Description: The new Gartner Interactive Critical Capabilities provides an interactive client experience and is an essential companion to the Interactive Magic Quadrant.



Key Value Points:

- ✓ Integrated as the essential companion with the Magic Quadrant
- ✓ Compelling new interactive experience delivers new ways to use the Critical Capabilities
- ✓ Ability to focus on select vendors and products
- ✓ Easily customize use cases based on your unique needs and requirements
- ✓ Download graphics and data as supporting evidence for in strategic technology decision making

Top FAQs

1. What are the key features and benefits of the new CC user interface?
2. Am I able to save and print an CC?
3. Can I save the CC graphic containing the view I am interested in to include in my own materials?

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Q&A content available for each slide

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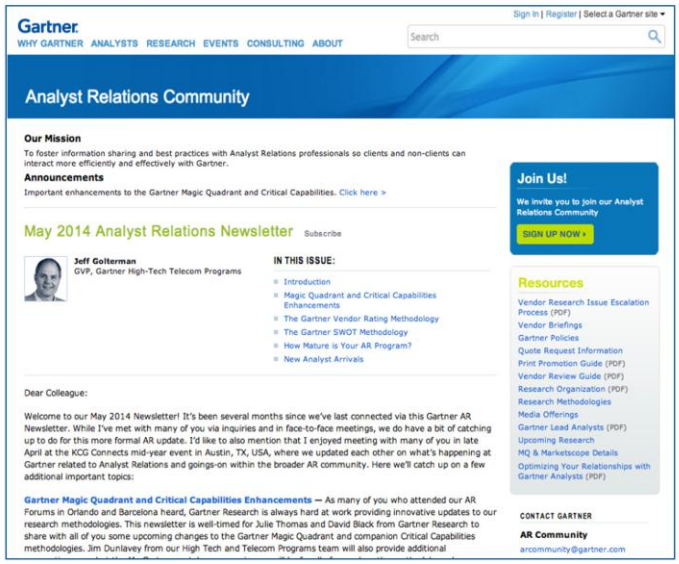
AR Community Resources

Link to Gartner AR Community Page



- Today's Webinar Replay will be posted for you and your colleagues
- Find links to Planned Magic Quadrants and other Research
- E-mail us at ARcommunity@gartner.com for questions related to today's session

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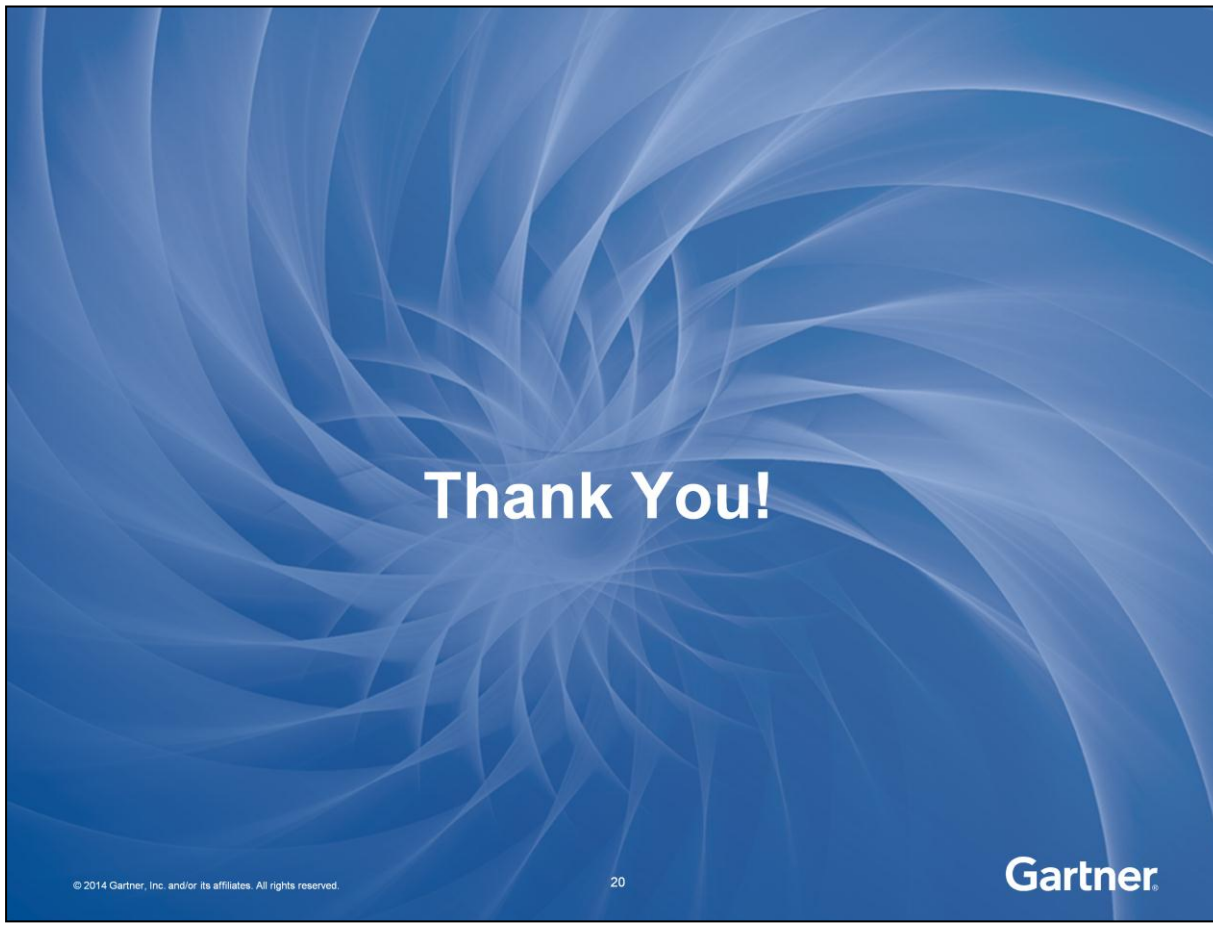

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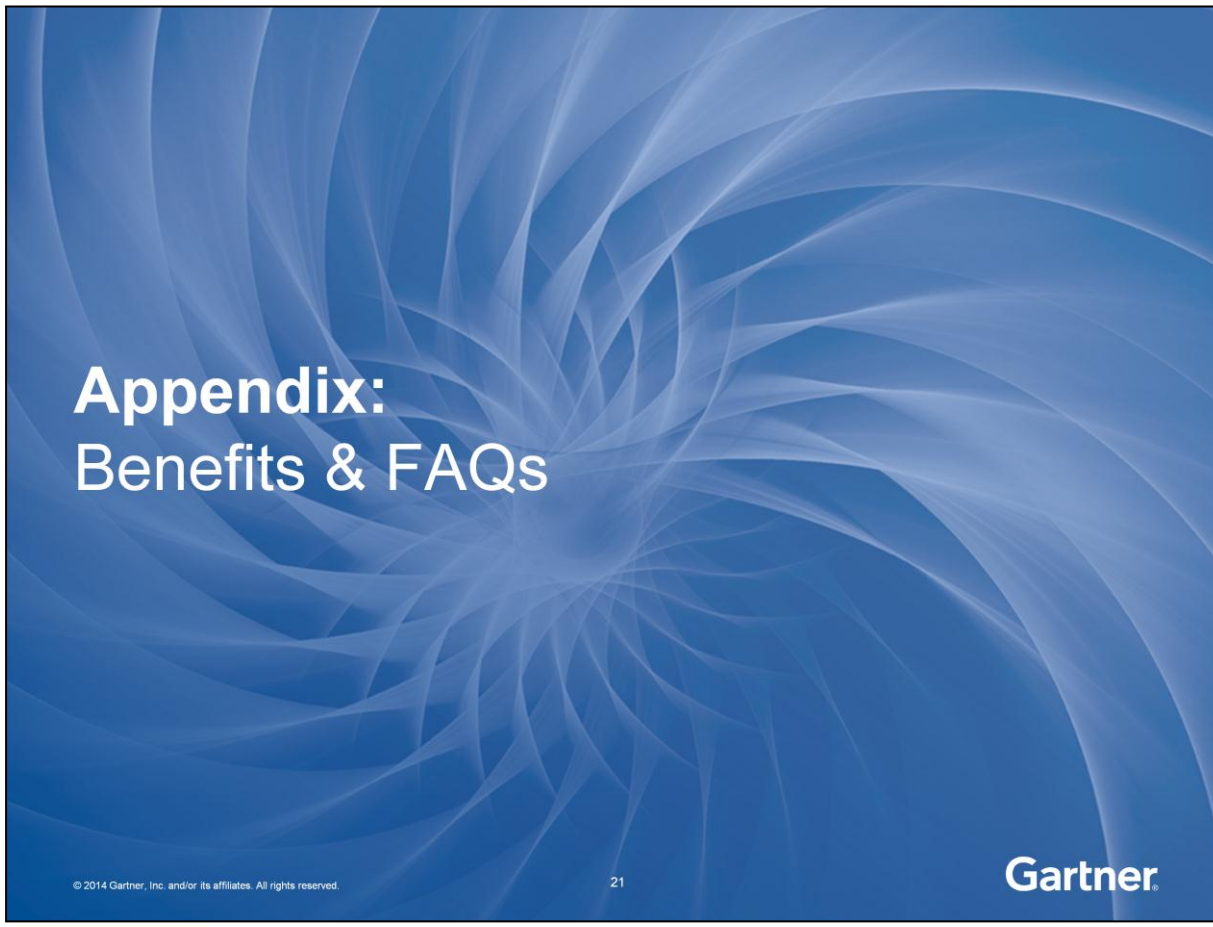

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1. Why is Gartner offering this new content type about markets?

Gartner understands that clients have a strong desire for understanding the trends and new technology and services that are going to impact them. Our clients want to know what to expect and what will happen in the year ahead, especially for those markets that are less known. In addition, we realize the our clients have more than one initiative, have a need to understand many technologies and services as they monitor, update or revolutionize their road maps. Market guides provide coverage for early, very mature and smaller markets that are not covered with a Magic Quadrant. It enables us to provide a spectrum of coverage.

2. What is different about Market Guides as compared to other market research Gartner publishes such as Magic Quadrants?

Like Magic Quadrants, Market Guides define a market and explain the market dynamics. Unlike a Magic Quadrant, Market Guides do not score or position vendors. For many of the markets covered in a Market Guide, the market is still early and forming so rankings are not the apt approach. Also, Market Guides are shorter, written documents that we can update yearly or even sooner for these markets that are rapidly evolving.

3. How do Market Guides help me to plan and make decisions about my key initiatives and priorities?

Every Market Guide defines a market and provides analysis on its future direction as well as provides recommendations for clients to consider about the market. Clients can use Market Guides as a tool in their technology scanning and innovation activities. Clients will find the information helpful when framing their internal and external discussions as they begin their evaluation of technologies and services, as they consider new capabilities they need to support, existing technology they need to upgrade, or technology they may need to retire. Market Guides usually include a high level view of providers in the market to outline what types of offerings are available and provide a starting point for further investigations.

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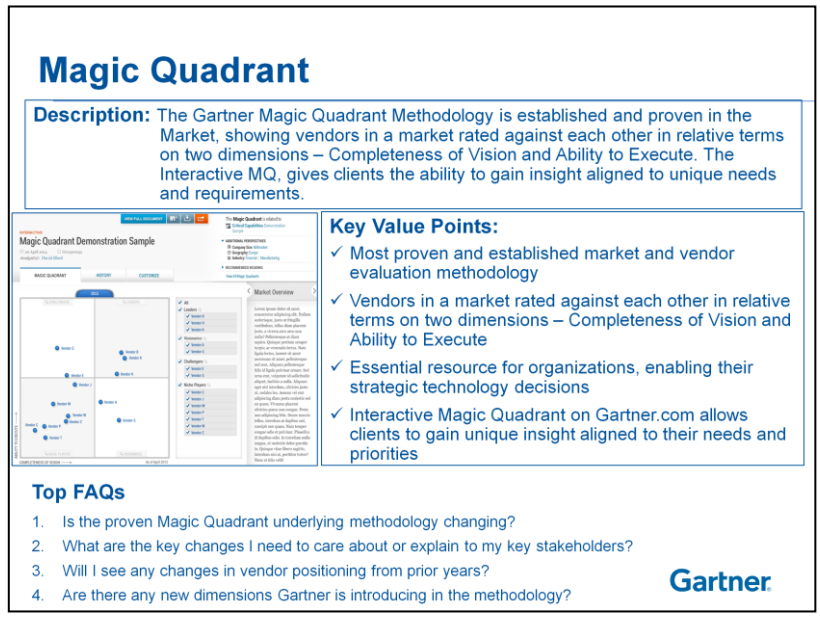

1. Is the proven Magic Quadrant underlying methodology changing?

No, there is no change to the underlying MQ methodology. Gartner clients know and trust the MQ methodology and in fact have told us in focus groups and other research specifically to preserve the methodology as we know it today and instead focus on some key interactive user experience improvements.

2. What are the key changes I need to care about or explain to my key stakeholders?

While there are no changes to the Magic Quadrant methodology, the new Interactive MQ was launched in July 2013 to give clients new ways to use the the MQ. A new, interactive experience, and modern design result in an easy-to-use interface to allow clients to get what they need quickly. The vendor and market assessment process is unchanged, there are just new ways of viewing the information to maximize the relevancy to a specific client need.

3. Will I see any changes in vendor positioning from prior years?

No, all prior year's MQs are unaffected and only current MQs will be refreshed to update the graphic to the new presentational format. The relative position of the dots is identical, simply rendered on a larger plot area.

4. Are there any new dimensions Gartner is introducing in the methodology?

No, we believe that Completeness of Vision" and "Ability to Execute" remain the most important axis to plot vendors against to represent their strengths in a market. No other dimensions of assessment have been added.

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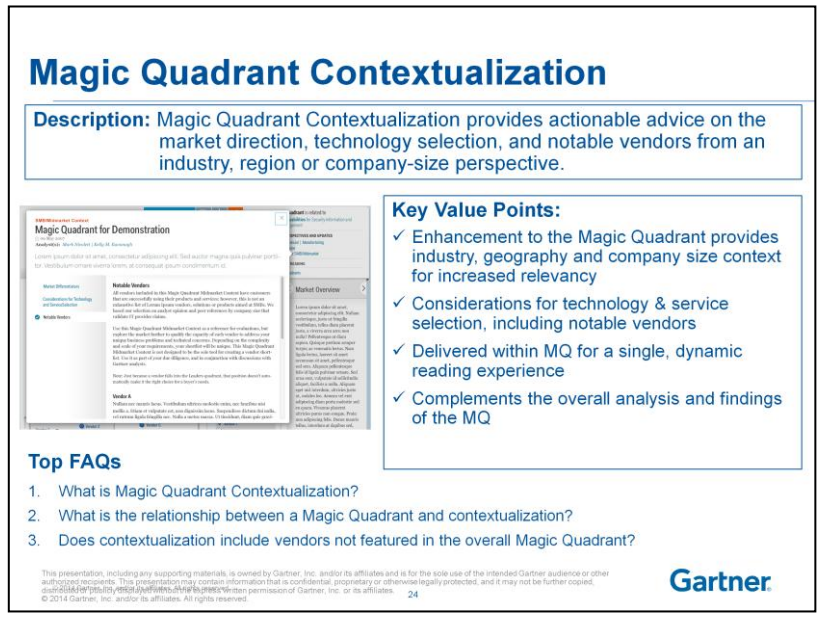

1. What is Magic Quadrant Contextualization?

Magic Quadrant Contextualization is analyst commentary that provides actionable advice to MQ readers on the market direction, technology selection, and notable vendors from an industry, region or company-size perspective.

2. What is the relationship between a Magic Quadrant and contextualization?

MQ contextualization provides a contextual lens through end users can understand the findings, advice, and recommendations in the Magic Quadrant from different perspectives. These additional perspectives are to be read in the context of the overall Magic Quadrant, not as independent research.

3. Does contextualization include vendors not featured in the overall Magic Quadrant?

Yes. Gartner research findings often surface names of vendors who are a strong consideration for clients in certain contexts.

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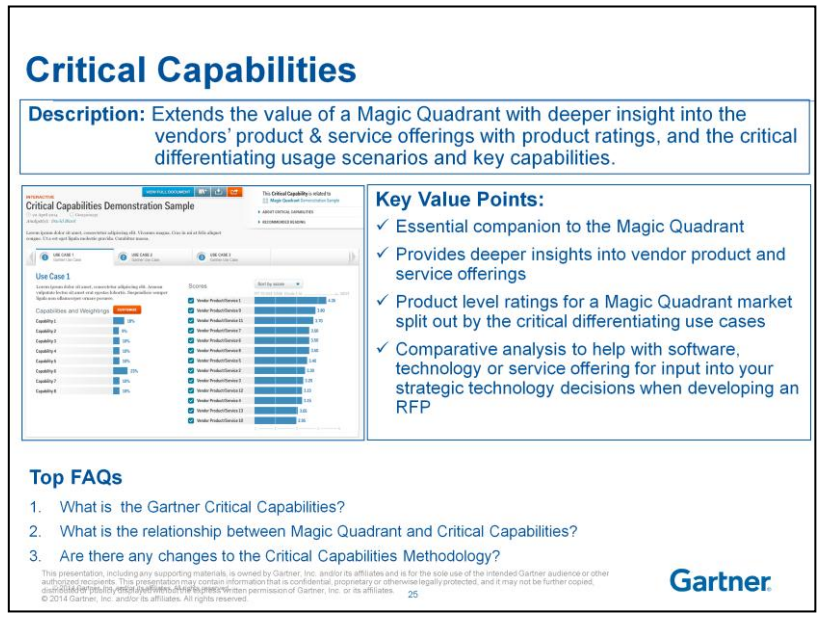

1. What is the Gartner Critical Capabilities ?

Critical Capabilities is an essential companion to the Magic Quadrant. A Critical Capabilities document is a comparative analysis which scores competing products/services against a set of critical differentiators that are identified by Gartner. It shows clients which products or services are a best fit in various use cases and provides actionable advice to end-user clients on which products/services they should add to their vendor shortlists for further evaluation.

2. What is the relationship of Critical Capabilities to Magic Quadrants?

Critical Capabilities is a companion note to the Magic Quadrant. Critical Capabilities extends the value of a Magic Quadrant with deeper insight into the providers' products/services offering by identifying which offerings are a best fit to various use cases. Magic Quadrants contains a significantly broader analysis of the vendors in a market while a Critical Capabilities document directly focuses on the product offering and shares one of the 15 Magic Quadrant evaluation criteria:

Ability to Execute product/service criteria includes: "Core goods and services offered by the technology provider that compete in/serve the defined market. This includes current product/service capabilities, quality, feature sets, skills etc., whether offered natively or through OEM agreements/partnerships as defined in the market definition."

Magic Quadrants positions vendors in a market, not products.

3. Are there any changes to the Critical Capabilities Methodology?

Yes, we removed "product viability" as a stand alone rating from the Critical Capabilities Methodology. Since the Critical Capabilities note is a companion to the Magic Quadrant the product viability assesses the vendor's strategy and long-term support of a product/service which is covered in the Magic Quadrant. Overall use case was removed since it represents a generic use case and had low value from a client perspective.

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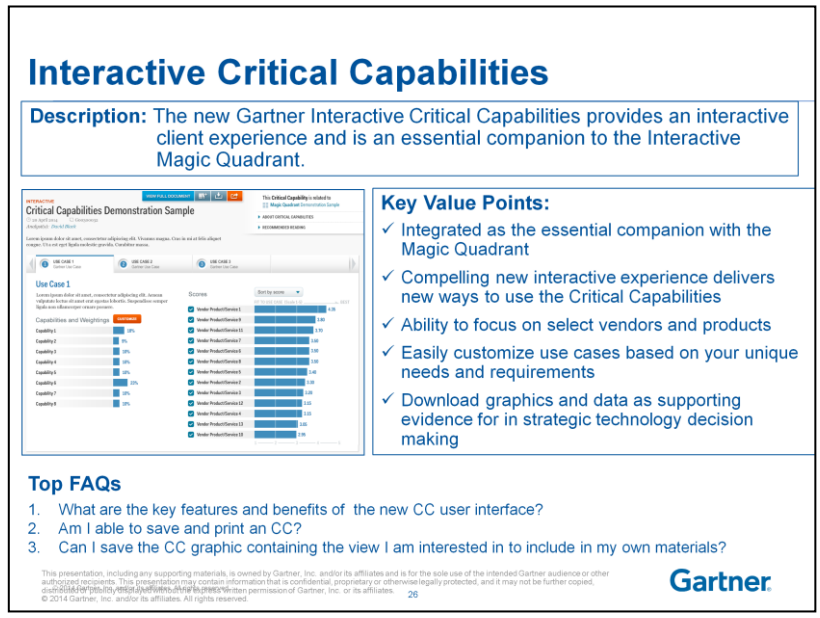

1. What are the key features and benefits of the new CC user interface?

There are new interactive features to enable focus on select vendors products or services, easily scan use cases, create customizable use cases by adjusting use case weightings, download use case graphics and CC data along with some great visual enhancements to make using the CC easier: enhanced use case graphics, new font, improved visual elements, modern high-contrast colors, and improved labeling.

2. Am I able to save and print a Critical Capabilities?

The Gartner Critical Capabilities is presented and delivered in the same way as other Gartner research. Client customization of the Gartner Critical Capabilities allows users to create their custom Critical Capabilities use cases for their specific needs and requirements supports both saving and exporting. You can export your custom Critical Capabilities use cases along with the use case weightings, product ratings and product score tables for additional analysis that you need when assessing a product or service offering.

3. Can I save the CC graphic containing the view I am interested in to include in my own materials?

You can use your customize CC use case graphics and the Gartner official CC use graphics only for internal use. Standard Gartner Critical Capabilities are covered by the limited license rights applicable to all Gartner image content per your Gartner service agreement. This specifically prohibits the use and redistribution of Gartner content for commercial and promotional purposes but generally permits limited use in internal presentations.

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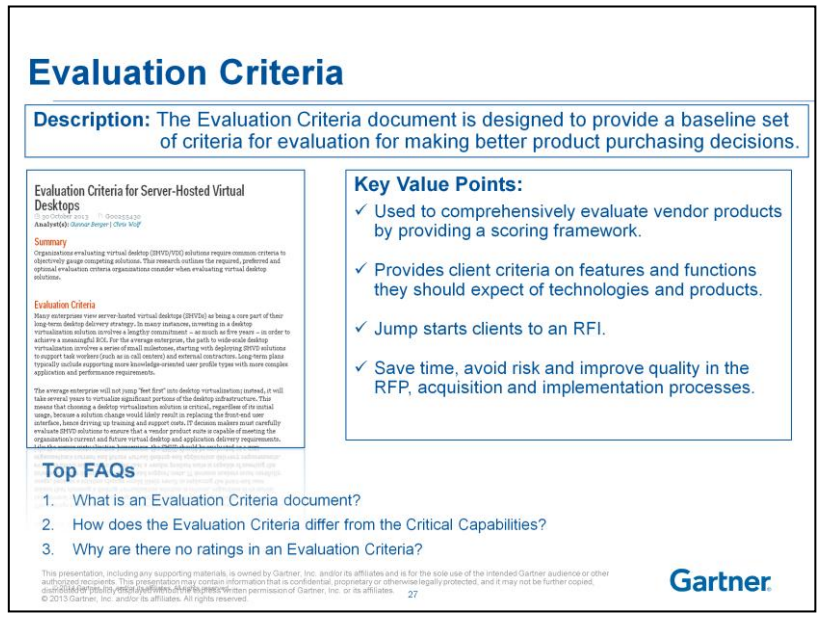

1. What is an Evaluation Criteria document?

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2. How does the Evaluation Criteria differ from the Critical Capabilities?

The Critical Capabilities bases the analysis on the critical capabilities necessary based on common use cases. The Evaluation Criteria focuses on features and functionality clients should expect to find when evaluating various technologies and products. It is a more detailed document clients can use to build out an RFP.

3. Why are there no ratings in an Evaluation Criteria?

The objective of an Evaluation Criteria is to provide a baseline set of criteria the end user can use to build their own RFP. Some vendors are rated in the companion In-Depth Assessment. Typically the vendors that fall in the upper right Quadrant of the Magic Quadrant are chosen for coverage in an In-Depth Assessment.

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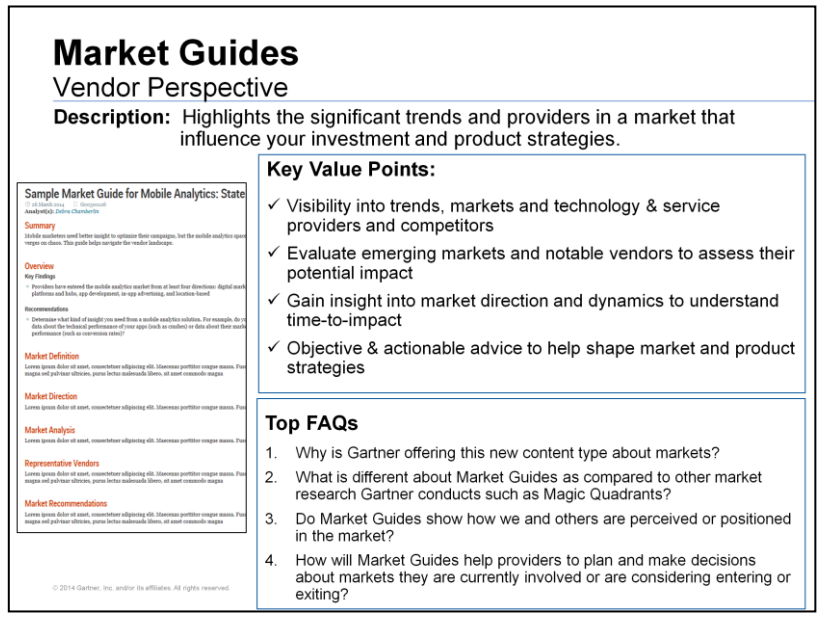

1. Why is Gartner offering this new content type about markets?

Gartner understands that clients have a strong desire for understanding the trends and new technology and services that are going to impact them. Our clients want to know what to expect and what will happen in the year ahead, especially for those markets that are less known. In addition, we realize the our clients have more than one initiative, have a need to understand many technologies and services as they monitor, update or revolutionize their road maps. Market guides provide coverage for early, very mature and smaller markets that are not covered with a Magic Quadrant. It enables us to provide a spectrum of coverage.

2. What is different about Market Guides as compared to other market research Gartner publishes such as Magic Quadrants?

Like Magic Quadrants, Market Guides define a market and explain the market dynamics. Unlike a Magic Quadrant, Market Guides do not score or position vendors. For many of the markets covered in a Market Guide, the market is still early and forming and rankings are not the preferred approach. Also, Market Guides are shorter, written documents that we can update yearly or even sooner for these markets that are rapidly evolving.

3. Do Market Guides show how we and others are perceived or positioned in the market?

Market Guides often include a section about providers with offerings in the market. Provider coverage may range from simply a list of providers to more detailed coverage such as an overview of the company and capabilities and attributes of relevant offerings. Particularly for more mainstream markets, analysts may provide more analysis such as strengths and challenges for each vendor and best fit use cases for each offering. Providers are not positioned nor ranked relative to each other. The providers included are representative of the market and are not necessarily considered a comprehensive list.

4. How will Market Guides help providers to plan and make decisions about markets they are currently involved or are considering entering or exiting?

Market Guides are intended to be timely and forward looking. They focus on describing the state of the market, where it's headed and what capabilities and needs buyers are looking to satisfy. Providers can use this as a tool, with other research they do, to understand the opportunities and risks in participating in market. In addition, providers may choose to use the analysis as a reflection that helps it to confirm, readjust or strengthen their position in a market.

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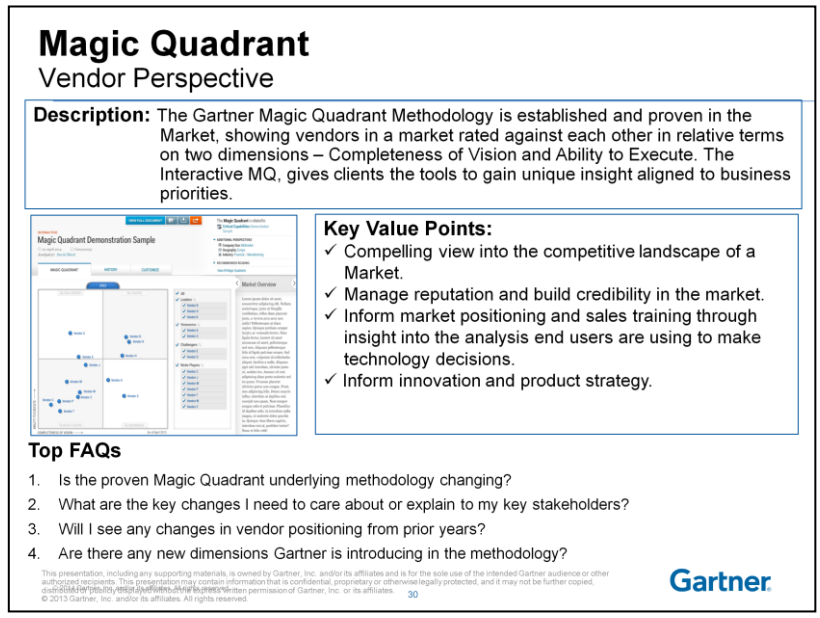

1. Is the proven Magic Quadrant underlying methodology changing?

No, there is no change to the underlying MQ methodology. Gartner clients know and trust the MQ methodology and in fact have told us in focus groups and other research specifically to preserve the methodology as we know it today and instead focus on some key interactive user experience improvements.

2. What are the key changes I need to care about or explain to my key stakeholders?

The changes are overall a result of an improved client experience. A new, clean design, interactive experience, larger fonts and modern design result in an easy-to-use interface to allow clients to get what they need quickly and move on. The vendor and market assessment process is unchanged, there are just new ways of viewing the information to maximize the relevancy to a specific client need.

3. Will I see any changes in vendor positioning from prior years?

No, all prior year's MQs are unaffected and only current MQs will be refreshed to update the graphic to the new presentational format. The relative position of the dots is identical, simply rendered on a larger plot area.

4. Are there any new dimensions Gartner is introducing in the methodology?

No, we believe that Completeness of Vision" and "Ability to Execute" remain the most important axis to plot vendors against to represent their strengths in a market. No other dimensions of assessment have been added.

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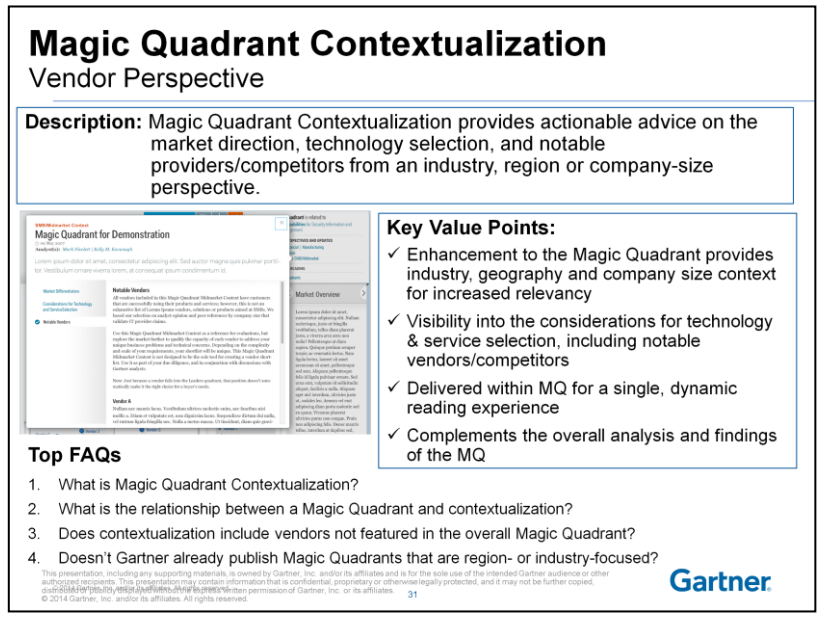

1. What is Magic Quadrant Contextualization?

Magic Quadrant Contextualization is analyst commentary that provides actionable advice to MQ readers on the market direction, technology selection, and notable vendors from an industry, region or company-size perspective.

2. What is the relationship between a Magic Quadrant and contextualization?

MQ contextualization provides a contextual lens through end users can understand the findings, advice, and recommendations in the Magic Quadrant from different perspectives. These additional perspectives are to be read in the context of the overall Magic Quadrant, not as independent research.

3. Does contextualization include vendors not featured in the overall Magic Quadrant?

Yes. Gartner research findings often surface names of vendors who are a strong consideration for clients in certain contexts.

4. Doesn't Gartner already publish Magic Quadrants that are region- or industry-focused?

Yes, and those remain as stand-alone, complete Magic Quadrants. MQ contextualization as described here is commentary tied to a global Magic Quadrant, not an independent rating.

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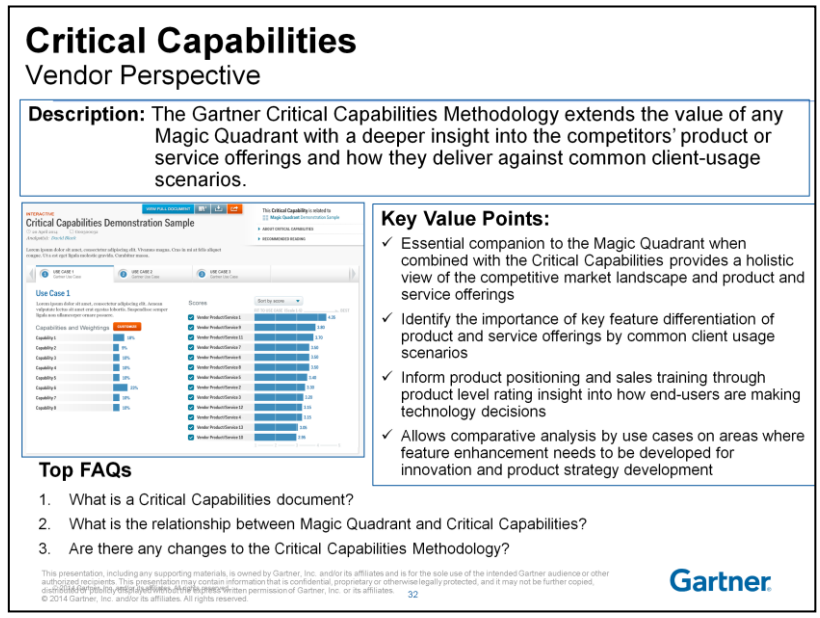

1. What is a Critical Capabilities document?

Critical Capabilities is an essential companion to the Magic Quadrant. A Critical Capabilities document is a comparative analysis which scores competing products/services against a set of critical differentiators that are identified by Gartner. It shows clients which products or services are a best fit in various use cases and provides actionable advice to end-user clients on which products/services they should add to their vendor shortlists for further evaluation.

2. What is the relationship of Critical Capabilities to Magic Quadrants?

An MQ contains a significantly broader analysis of the vendors in a market while a Critical Capabilities document directly focuses on the product offering and shares one of the 15 MQ evaluation criteria:

Ability to Execute product/service criteria includes: "Core goods and services offered by the technology provider that compete in/serve the defined market. This includes current product/service capabilities, quality, feature sets, skills etc., whether offered natively or through OEM agreements/partnerships as defined in the market definition and detailed in the sub criteria."

An MQ positions vendors in a market, not products

3. Are there any changes to the Critical Capabilities Methodology?

Yes, we removed "product viability" as a stand alone rating from the Critical Capabilities Methodology. Since the Critical Capabilities note is a companion to the Magic Quadrant the product viability assesses the vendor's strategy and long-term support of a product/service which is covered in the Magic Quadrant. Overall use case was removed since it represents a generic use case and had low value from a client perspective.

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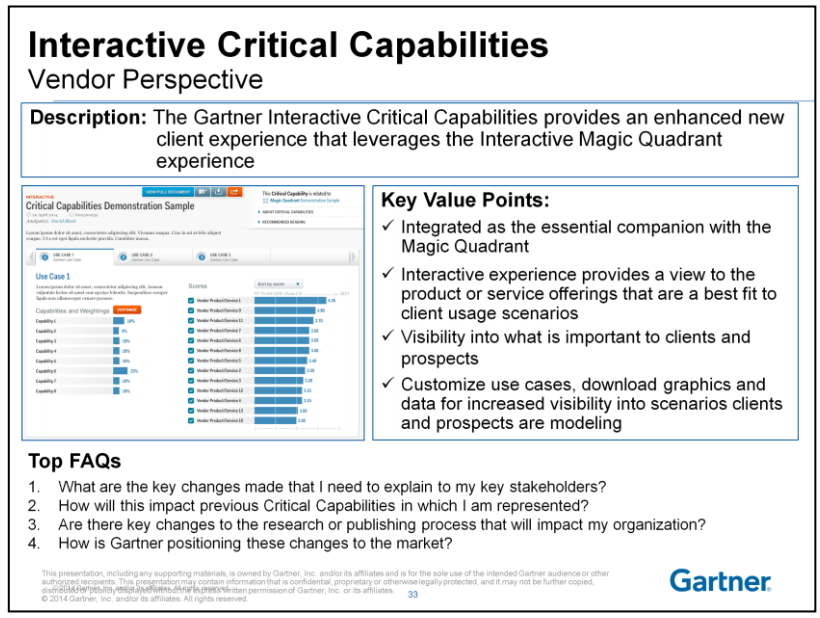

1. What are the key changes made that I need to explain to my key stakeholders?

The changes are overall a result of an improved client experience. A new, clean design, interactive experience, larger fonts and modern design result in an easy-to-use interface to allow clients to get what they need quickly and move on. The interactive display allows for new ways of viewing the key information to maximize the relevancy to a specific client need.

2. How will this impact previous Critical Capabilities in which I am represented?

All current, active CCs will be updated in the new CC design. Archived CCs will still be available in the prior look, feel and format. The visible change you may notice to your previously published CCs is that the graphic has been redesigned to simplify the bar chart look and feel to more easily identify which products and services are a best fit to various use cases of your competitors.

3. Are there key changes to the research or publishing process that will impact my organization?

There are no changes to the process that will affect the workflow, interaction or research process currently established based on these enhancements. It is important for all those who support an CC or use the content to be aware of the changes and to become familiar with them.

4. How is Gartner positioning these changes to the market?

Gartner clients will be contacted to communicate the new user experience enhancements. These updates are in direct response to client feedback from focus groups and other research requesting that we update specific user experience features to improve the usefulness and utility of the research. This update is part of an evolutionary process to improve the way in which our clients consume Gartner research and to increase the value of Gartner services for clients.

5. Can the customized CCs be saved, printed or used in client materials?

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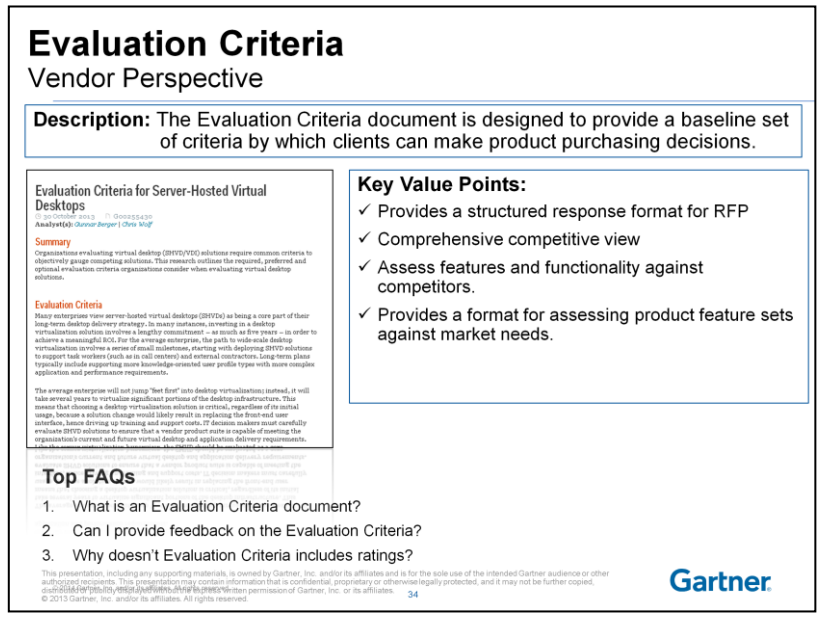

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2. Can I provide feedback Evaluation Criteria?

Yes, vendors can provide feedback during the initial stages of the research when the analysts are developing the list of core capabilities. When there is also a Magic Quadrant being created for the same market, the Evaluation Criteria lead author will participate in the vendor outreach allowing the chance to provide feedback.

3. Why aren't ratings included in the Evaluation Criteria?

Evaluation Criteria is a framework for clients to use to assess and determine which features and functions based on their business needs.

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