

Gartner 2014 Enhancement Preview

Magic Quadrant, Critical Capabilities and More

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



You are invited to attend a Gartner webcast on May 7 to hear about some important enhancements to the Gartner Magic Quadrant and the companion Critical Capabilities that will launch in July 2014.

In this webcast, we will preview our expanded coverage of markets and vendors and the latest enhancements to the Magic Quadrant, the new Interactive Critical Capabilities, and other key research and methodologies.

[REGISTER for May 7, 7:00 a.m. EDT](#)

[REGISTER for May 7, 11:00 a.m. EDT](#)

[REGISTER for May 7, 8:00 p.m. EDT](#)

Additionally, this call will:

- Provide you with an understanding of the enhancements in a Magic Quadrant, Critical Capabilities, Market Guide or Evaluation Criteria document scheduled to publish in 2014
- Inform you about the temporary changes to the vendor review process for Critical Capabilities publishing between May and July 2014
- Help you understand how these enhancements will benefit both end-user and vendor clients
- Answer your questions as an analyst relations professional, and provide you with resources to aid in your communications about these changes to others within your organization



This call contains audio and webcast.

To participate in the audio portion of this call, please check your meeting invitation for local dial-in numbers and the meeting ID.

The content of this call is for the benefit of vendor Analyst Relations professionals and those directly involved with Gartner Magic Quadrant & Critical Capabilities research with Gartner. The content and discussions included in the call are for your internal use only. This recording and the slides used in this presentation, may not be shared outside of your organization.

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Gartner Analyst Relations Community

Community Webcast
May 7, 2014

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AR Community mission: To foster information sharing and best practices with Analyst Relations professionals so clients and non-clients can interact more efficiently and effectively with Gartner.

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Representing Gartner Today



Jeff Golterman
GVP, Gartner High Tech and Telecom Programs
Gartner AR Community Lead



Jim Dunlavey
VP, Gartner High Tech and Telecom Programs



Julie Thomas
MVP, Research Content Strategy



David Black
VP, Content Architecture & Methodology



Claire Dessaux
MVP, Research Content Process

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Agenda

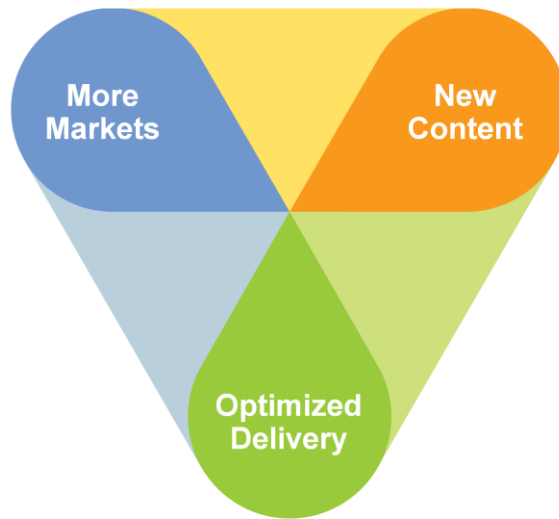
- Gartner Research & Methodology Enhancements 2014
- Feature Preview and Demonstration
- Production & Launch Plan Process
- In Summary
- Appendix: Slide Resources & FAQs

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Must-have Research Content Evolution Strategy 2014



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Essential Research & Advice

Strategic Technology Decision Making



Market Guide



Market & Vendor Dynamics

Magic Quadrant



Market Analysis
Vendor Comparisons

Critical Capabilities



Product & Service Ratings

Evaluation Criteria (GTP)



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



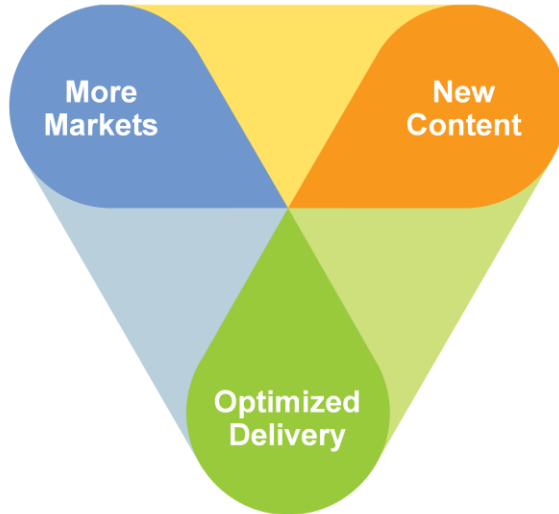
	New Content	More Markets
	Market Guide	100+ new and updated emerging markets <i>New as of February 2014</i>
	Magic Quadrant Contextualization	30+ New Magic Quadrants Contextualization for Industries, Regions or Org Size <i>Launching July 25th 2014</i>
	Interactive Critical Capabilities	40+ New Critical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

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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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Demonstration

Preview of 2014 Magic Quadrant & Critical Capabilities Enhancements

AVAILABLE FOR REPLAY ON THE [AR COMMUNITY PAGE](#)

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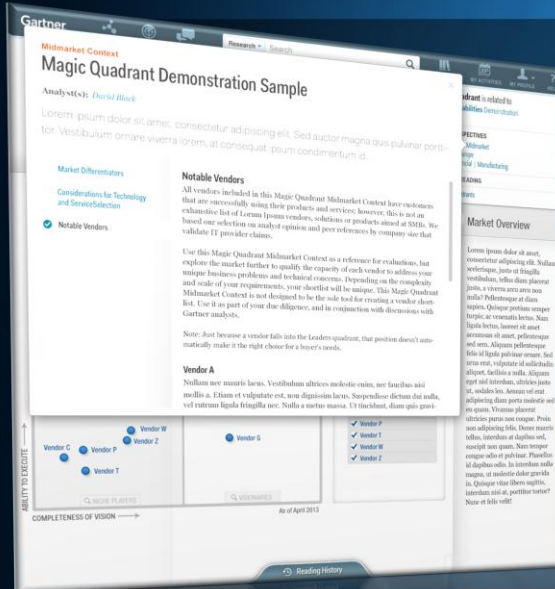
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Gartner Magic Quadrant Contextualization

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

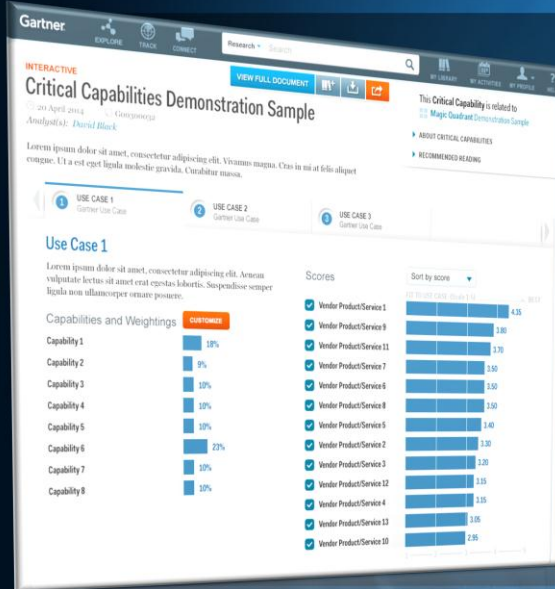
To learn more, visit Gartner.com [Gartner Research Methodologies](#)

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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

To learn more, visit Gartner.com [Gartner Research Methodologies](#)

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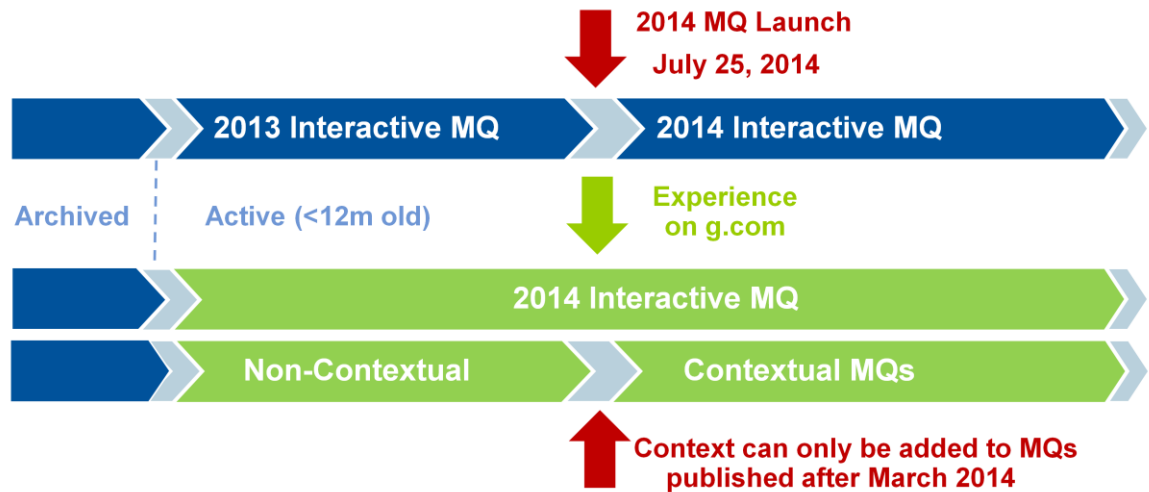
Production & Launch Planning

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Client Experience Before & After Launch

Magic Quadrant Interactive



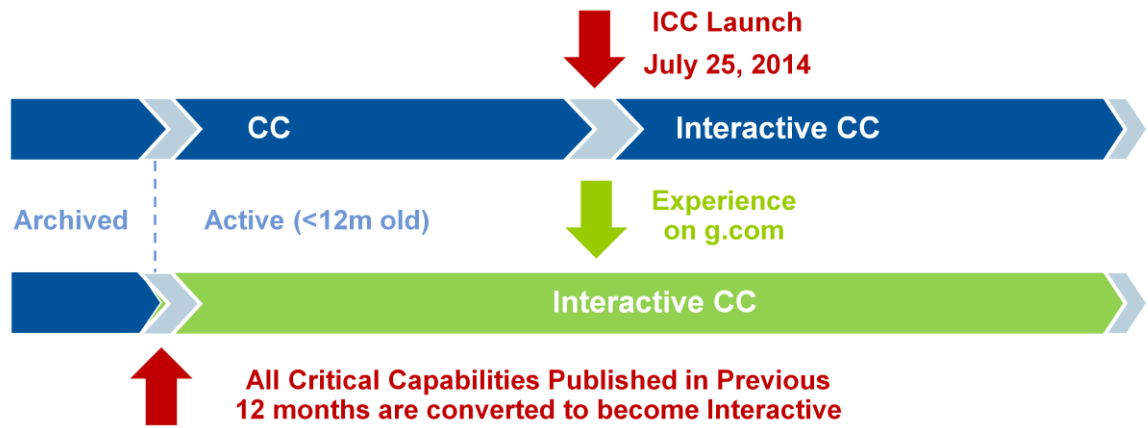
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Client Experience Before & After Launch

Interactive Critical Capabilities



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Summary

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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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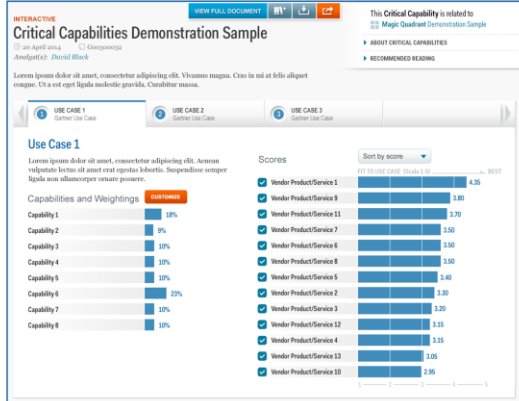
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Sample Slide Resources

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

AR Community Resources

[Link to Gartner AR Community Page](#)

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Analyst Relations Community

Our Mission
To foster information sharing and best practices with Analyst Relations professionals so clients and non-clients can interact more efficiently and effectively with Gartner.

Announcements
Important enhancements to the Gartner Magic Quadrant and Critical Capabilities. [Click here >](#)

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[SIGN UP NOW >](#)

Resources
Vendor Research Issue Escalation Process (PDF)
Vendor Briefings
Gartner Policies
Quiet Request Information
Print Promotion Guide (PDF)
Vendor Review Guide (PDF)
Research Organization (PDF)
Research Methodologies
Media Offerings
Gartner Lead Analysts (PDF)
Upcoming Research
HQ & MarketScope Details
Optimizing Your Relationships with Gartner Analysts (PDF)

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Jeff Gotterman
GVP, Gartner High-Tech Telecom Programs

IN THIS ISSUE:

- Introduction
- Magic Quadrant and Critical Capabilities Enhancements
- The Gartner Vendor Rating Methodology
- The Gartner SWOT Methodology
- How Mature is Your AR Program?
- New Analyst Arrivals

Dear Colleague:

Welcome to our May 2014 Newsletter! It's been several months since we've last connected via this Gartner AR Newsletter. While I've met with many of you via inquiries and in face-to-face meetings, we do have a bit of catching up to do for this more formal AR update. I'd like to also mention that I enjoyed meeting with many of you in late April at the KCG Connects mid-year event in Austin, TX, USA, where we updated each other on what's happening at Gartner related to Analyst Relations and goings-on within the broader AR community. Here we'll catch up on a few additional important topics:

Gartner Magic Quadrant and Critical Capabilities Enhancements — As many of you who attended our AR Forums in Orlando and Barcelona heard, Gartner Research is always hard at work providing innovative updates to our research methodologies. This newsletter is well-timed for Julie Thomas and David Black from Gartner Research to share with all of you some upcoming changes to the Gartner Magic Quadrant and companion Critical Capabilities methodologies. Jim Durlavey from our High Tech and Telecom Programs team will also provide additional

- 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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Appendix: Benefits & FAQs

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Market Guide

Description: Insight into the trends, markets and technology & service providers to help support your strategies and initiatives

Sample Market Guide for Mobile Analytics:

Summary
Mobile analytics need better insight to optimize their companies, but the mobile analytics space is still in its infancy. This guide helps support the recent landscape.

Overview
Provides key insight for mobile analytics market from at least four dimensions: Digital touch points, user behavior, app development, in-app advertising, and analytics tools.

Recommendations
Information that helps you understand the mobile analytics solutions. For example, do you have the right technical capabilities of your apps stack to enable in-app advertising from mobile performance back to conversion rates?

Market Definition
Lenses across the market, including emerging, stable, mature and declining markets. For example, and partner choices, your best and worst choices, at least research topics.

Market Direction
Lenses across the market, including emerging, stable, mature and declining markets. For example, and partner choices, your best and worst choices, at least research topics.

Market Analysis
Lenses across the market, including emerging, stable, mature and declining markets. For example, and partner choices, your best and worst choices, at least research topics.

Representative Vendors
Lenses across the market, including emerging, stable, mature and declining markets. For example, and partner choices, your best and worst choices, at least research topics.

Market Recommendations
Lenses across the market, including emerging, stable, mature and declining markets. For example, and partner choices, your best and worst choices, at least research topics.

Key Value Points:

- ✓ Visibility into trends, markets and technology & service providers
- ✓ Evaluate emerging markets and notable vendors to assess their potential impact
- ✓ Gain insight into market direction and dynamics to understand time-to-impact
- ✓ Objective & actionable advice to help shape strategies and decision making

Top FAQs

1. Why is Gartner offering this new Research?
2. What is different about Market Guides as compared to other market research Gartner publishes such as Magic Quadrants?
3. How do Market Guides help me to plan and make decisions about my key initiatives and priorities?



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 that 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.

Magic Quadrant

Description: The Gartner Magic Quadrant Methodology is established and proven in the Market, showing vendors in a market rated against each other in relative terms on two dimensions – Completeness of Vision and Ability to Execute. The Interactive MQ, gives clients the ability to gain insight aligned to unique needs and requirements.



Key Value Points:

- ✓ Most proven and established market and vendor evaluation methodology
- ✓ Vendors in a market rated against each other in relative terms on two dimensions – Completeness of Vision and Ability to Execute
- ✓ Essential resource for organizations, enabling their strategic technology decisions
- ✓ Interactive Magic Quadrant on Gartner.com allows clients to gain unique insight aligned to their needs and priorities

Top FAQs

1. Is the proven Magic Quadrant underlying methodology changing?
2. What are the key changes I need to care about or explain to my key stakeholders?
3. Will I see any changes in vendor positioning from prior years?
4. Are there any new dimensions Gartner is introducing in the methodology?

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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.

Magic Quadrant Contextualization

Description: Magic Quadrant Contextualization provides actionable advice on the market direction, technology selection, and notable vendors from an industry, region or company-size perspective.




Key Value Points:

- ✓ Enhancement to the Magic Quadrant provides industry, geography and company size context for increased relevancy
- ✓ Considerations for technology & service selection, including notable vendors
- ✓ Delivered within MQ for a single, dynamic reading experience
- ✓ Complements the overall analysis and findings of the MQ

Top FAQs

1. What is Magic Quadrant Contextualization?
2. What is the relationship between a Magic Quadrant and contextualization?
3. Does contextualization include vendors not featured in the overall Magic Quadrant?

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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.

Critical Capabilities

Description: Extends the value of a Magic Quadrant with deeper insight into the vendors' product & service offerings with product ratings, and the critical differentiating usage scenarios and key capabilities.



Key Value Points:

- ✓ Essential companion to the Magic Quadrant
- ✓ Provides deeper insights into vendor product and service offerings
- ✓ Product level ratings for a Magic Quadrant market split out by the critical differentiating use cases
- ✓ Comparative analysis to help with software, technology or service offering for input into your strategic technology decisions when developing an RFP

Top FAQs

1. What is the Gartner Critical Capabilities?
2. What is the relationship between Magic Quadrant and Critical Capabilities?
3. Are there any changes to the Critical Capabilities Methodology?

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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.

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.



Use Case 1

Capabilities and Weightings

Capability	Weighting
Capability 1	10%
Capability 2	10%
Capability 3	10%
Capability 4	10%
Capability 5	10%
Capability 6	10%
Capability 7	10%
Capability 8	10%
Capability 9	10%
Capability 10	10%

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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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.

Appendix: Benefits & FAQs

Vendor Perspective

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Market Guides

Vendor Perspective

Description: Highlights the significant trends and providers in a market that influence your investment and product strategies.

Sample Market Guide for Mobile Analytics: State

Summary
 Enable audiences and better insight to optimize their campaigns, but the mobile analytics space remains dense. This guide helps navigate the vendor landscape.

Overview
 Key findings:
 - Providers have entered the mobile analytics market from at least four directions: digital marketing and sales, app development, in-app advertising, and business intelligence.

Market Definition
 Lenses upon a set of users, interactions, and devices. It measures provider engagement. The market will continue to evolve, with new entrants likely.

Market Analysis
 Lenses upon a set of users, interactions, and devices. It measures provider engagement. The market will continue to evolve, with new entrants likely.

Representative Vendors
 Lenses upon a set of users, interactions, and devices. It measures provider engagement. The market will continue to evolve, with new entrants likely.

Market Recommendations
 Lenses upon a set of users, interactions, and devices. It measures provider engagement. The market will continue to evolve, with new entrants likely.

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Key Value Points:

- ✓ Visibility into trends, markets and technology & service providers and competitors
- ✓ Evaluate emerging markets and notable vendors to assess their potential impact
- ✓ Gain insight into market direction and dynamics to understand time-to-impact
- ✓ Objective & actionable advice to help shape market and product strategies

Top FAQs

1. Why is Gartner offering this new content type about markets?
2. What is different about Market Guides as compared to other market research Gartner conducts such as Magic Quadrants?
3. Do Market Guides show how we and others are perceived or positioned in the market?
4. How will Market Guides help providers to plan and make decisions about markets they are currently involved or are considering entering or exiting?

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 that 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.

Magic Quadrant Vendor Perspective

Description: The Gartner Magic Quadrant Methodology is established and proven in the Market, showing vendors in a market rated against each other in relative terms on two dimensions – Completeness of Vision and Ability to Execute. The Interactive MQ, gives clients the tools to gain unique insight aligned to business priorities.



Key Value Points:

- ✓ Compelling view into the competitive landscape of a Market.
- ✓ Manage reputation and build credibility in the market.
- ✓ Inform market positioning and sales training through insight into the analysis end users are using to make technology decisions.
- ✓ Inform innovation and product strategy.

Top FAQs

1. Is the proven Magic Quadrant underlying methodology changing?
2. What are the key changes I need to care about or explain to my key stakeholders?
3. Will I see any changes in vendor positioning from prior years?
4. Are there any new dimensions Gartner is introducing in the methodology?

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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.

Magic Quadrant Contextualization Vendor Perspective

Description: Magic Quadrant Contextualization provides actionable advice on the market direction, technology selection, and notable providers/competitors from an industry, region or company-size perspective.



Key Value Points:

- ✓ Enhancement to the Magic Quadrant provides industry, geography and company size context for increased relevancy
- ✓ Visibility into the considerations for technology & service selection, including notable vendors/competitors
- ✓ Delivered within MQ for a single, dynamic reading experience
- ✓ Complements the overall analysis and findings of the MQ

Top FAQs

1. What is Magic Quadrant Contextualization?
2. What is the relationship between a Magic Quadrant and contextualization?
3. Does contextualization include vendors not featured in the overall Magic Quadrant?
4. Doesn't Gartner already publish Magic Quadrants that are region- or industry-focused?

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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.

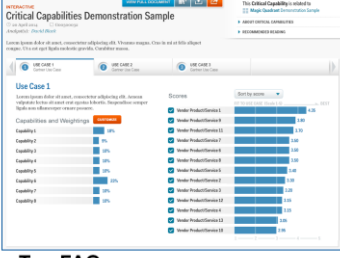
4. Doesn't Gartner already publish Magic Quadrants that are region- or industry-focused?

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.

Critical Capabilities

Vendor Perspective

Description: The Gartner Critical Capabilities Methodology extends the value of any Magic Quadrant with a deeper insight into the competitors' product or service offerings and how they deliver against common client-usage scenarios.



Top FAQs

1. What is a Critical Capabilities document?
2. What is the relationship between Magic Quadrant and Critical Capabilities?
3. Are there any changes to the Critical Capabilities Methodology?

Key Value Points:

- ✓ Essential companion to the Magic Quadrant when combined with the Critical Capabilities provides a holistic view of the competitive market landscape and product and service offerings
- ✓ Identify the importance of key feature differentiation of product and service offerings by common client usage scenarios
- ✓ Inform product positioning and sales training through product level rating insight into how end-users are making technology decisions
- ✓ Allows comparative analysis by use cases on areas where feature enhancement needs to be developed for innovation and product strategy development

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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

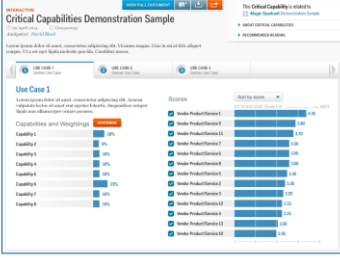
3. Are there any changes to the Critical Capabilities Methodology?

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.

Interactive Critical Capabilities

Vendor Perspective

Description: The Gartner Interactive Critical Capabilities provides an enhanced new client experience that leverages the Interactive Magic Quadrant experience




Key Value Points:

- ✓ Integrated as the essential companion with the Magic Quadrant
- ✓ Interactive experience provides a view to the product or service offerings that are a best fit to client usage scenarios
- ✓ Visibility into what is important to clients and prospects
- ✓ Customize use cases, download graphics and data for increased visibility into scenarios clients and prospects are modeling

Top FAQs

1. What are the key changes made that I need to explain to my key stakeholders?
2. How will this impact previous Critical Capabilities in which I am represented?
3. Are there key changes to the research or publishing process that will impact my organization?
4. How is Gartner positioning these changes to the market?



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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?

The redistribution of Gartner content for promotional activity is strictly controlled. Clients are able to export the customized image for use in their internal workflow and presentations subject to Gartner's license restrictions. Standard Gartner CCs 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. Gartner clients have access to the archived Critical Capabilities reports that contain the full information about the product and service factors used to construct each specific CC as well as the CC images from each year. Reprints are available for purchase and reuse per the standard Gartner service agreement.

Evaluation Criteria

Vendor Perspective

Description: The Evaluation Criteria document is designed to provide a baseline set of criteria by which clients can make product purchasing decisions.

Evaluation Criteria for Server-Hosted Virtual Desktops

Updated: 2013 | 11 December 2013

Analyst(s): Steve Jager, Chris King

Summary

Organizations evaluating virtual desktop (VDI)/VDI solutions require consistent criteria to identify, gauge competing solutions. This research outlines the required, preferred and optional evaluation criteria organizations consider when evaluating virtual desktop solutions.

Evaluation Criteria

Many enterprises view server-hosted virtual desktop (SHVD) as being a core part of their long-term desktop delivery strategy. In many instances, investing in a desktop virtualization solution involves a lengthy commitment – as much as five years – in order to achieve a meaningful ROI. For the average enterprise, the path to virtual desktop virtualization involves a series of small milestones, starting with deploying VDI solutions to support task workers (such as call centers) and external contractors. Leaders please typically include supporting more knowledge-oriented user profile types with more complex applications and performance requirements.

The average enterprise will not jump “feet first” into desktop virtualization; instead, it will take several years to virtualize significant portions of the desktop infrastructure. This means that choosing a desktop virtualization solution is critical, regardless of its initial usage, because a solution change would likely result in replacing the front-end user interface, basic desktop up training and support costs. IT decision makers must carefully evaluate VDI solutions to ensure that a vendor product suite is capable of meeting the organization's current and future virtual desktop and application delivery requirements.

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Key Value Points:

- ✓ Provides a structured response format for RFP
- ✓ Comprehensive competitive view
- ✓ Assess features and functionality against competitors.
- ✓ Provides a format for assessing product feature sets against market needs.

Top FAQs

1. What is an Evaluation Criteria document?
2. Can I provide feedback on the Evaluation Criteria?
3. Why doesn't Evaluation Criteria includes ratings?

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1. What is an Evaluation Criteria document?

The Evaluation Criteria document is designed to provide a baseline set of criteria by which clients can make product purchasing decisions. The Evaluation Criteria document answers the question, “What product or solution is right for my specific technical requirements?” The criteria are broken down into Required “must have” features, Preferred “nice-to-have” features, and Optional “use-case driven” features.

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.