



# Overview: Gartner for Technical Professionals (GTP)

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# What is Gartner for Technical Professionals?

- A resource delivering, insights, best practices, guidance and tools specifically for technical teams.
- GTP focuses on:
  - Technical strategy
  - Technical architecture design
  - Technology platform selection
  - Deployment strategies
- Supports the development of your technical strategy and execution across the project lifecycle.
- Delivered in a team model expressly designed for technical professionals
- 100+ world-class experts who become your objective technical advisors

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*Client's Who Invest in GTP Tell Us:*



**Accelerate  
project  
timelines**



**Develop  
staff**



**Improve  
project  
outcomes**

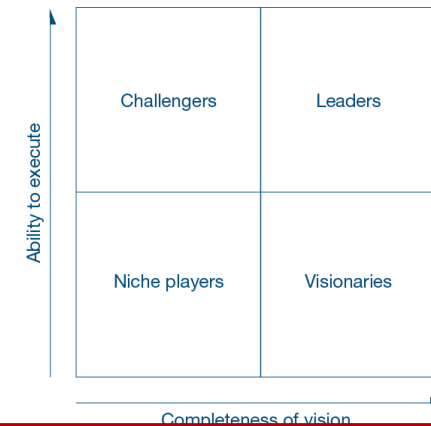
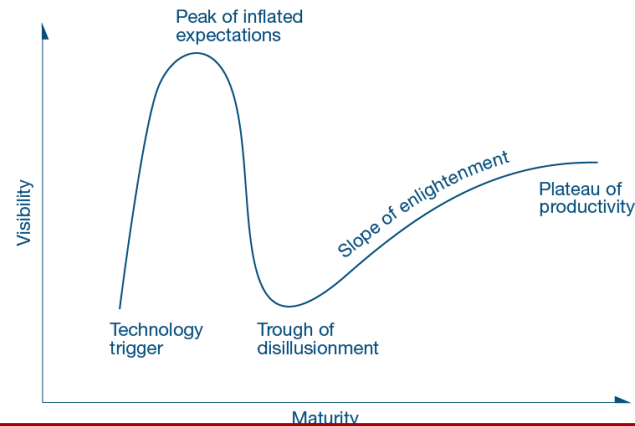
**Gartner®**

# Gartner for Technical Professionals complements and extends our IT Leaders' research

## IT Leaders

Strategic guidance to **LEAD** key initiatives:

- Understand emerging trends
- Develop IT strategy
- Build business case
- Evaluate vendors
- Optimize pricing and contracts



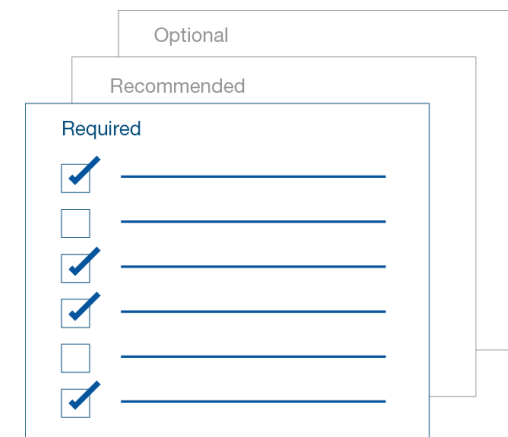
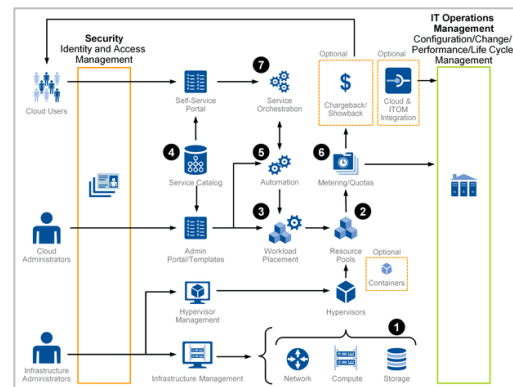
## Branded ITL Leaders Content

- Magic Quadrant
- Hypo Cycles
- Market Guide
- Critical Capabilities
- Vendor Ratings
- IT Score
- IT Key Metrics
- IT Budget
- Gartner Predicts

## Technical Professionals

How-to guidance to **EXECUTE** your projects:

- Technical planning
- Detailed technology assessments
- Architecture and design
- Technical product evaluation
- Create deployment strategy



## Branded GTP Content

- Planning Guides
- Solution Paths
- Decision Points
- Evaluation Criteria
- In-Depth Assessments
- Comparison Assessments
- Guidance Frameworks

# Typical Deep Coverage Areas for Gartner for Technical Professionals

## Applications

- Agile & DevOps
- App Integration and Development
- App Frameworks, Platforms & Languages
- Docker and Containers
- Cloud Native Development/ aPaas
- Continuous Integration/Continuous Delivery
- HTML5 & JavaScript
- Release Management
- Microservices Architecture
- Software Development Life Cycle
- Software/Application Testing & QA
- User Interface/User Experience
- API and API Management

## Identity and Access Management

- Access Management
- Bimodal IAM
- User Authentication & Identity Assurance
- Consumer Identity
- Directory Services
- IDaaS
- Identity Creation & Management
- Identity Data Services
- Identity Governance & Administration
- Federation
- Privacy & Information Governance
- Single Sign On (SSO)

## Content, Collaboration and Mobility

- SaaS Implementation
- Workstream Collaboration and Social Software
- Cloud Office Suite
- Enterprise Search/ Enterprise Content Management
- Office 365 Implementation and Management
- SharePoint/ SharePoint Online
- VDI/ DaaS/ Windows 10
- Unified Communications
- BYOD
- Enterprise Mobility Management
- Mobile App Architecture, Frameworks
- Mobile Application Development
- Mobile Communication and Collaboration

## Security and Risk Management

- Advanced Persistent Threats (APTs)
- Application, Data and Endpoint Security
- Cloud Security
- Audit & Compliance
- Database Security
- Data Center & Cloud Security
- Data Loss Protection & PCI
- Encryption
- Mobile & Endpoint Security
- Network, Perimeter & Infrastructure Security
- Risk Management & Compliance
- Security Monitoring & Response - SIEM
- Vulnerability Assessment, Mitigation & Remediation

## Cloud and IT Infrastructure

- Computing Hardware
- Data Center Modernization & Consolidation
- Desktop & Server Virtualization
- Disaster Recovery & High Availability
- Hyper-Converged Infrastructure
- Networking
- Multi/ Hybrid Cloud Infrastructure
- Private Cloud Platforms
- Cloud Provider Assessment
- Software-Defined Infrastructure
- Storage & Back Up
- Colocation
- Cost Modeling

## Cloud and IT Operations

- Cloud Adoption & Exit Strategies
- Cloud Automation and Management
- Cloud Decisions Interactive Tool
- ITSM
- Serverless Computing
- Business Continuity Planning
- Managed Service Provider (MSP)
- DevOps, AIOps
- Multi/ Hybrid Cloud Management
- Automation
- Operating System Management
- Container Orchestration and Management

## Internet of Things

- IoT Strategy and Provider Selection
- IoT Architectures, Platforms and Gateways
- Streaming Ingestion and IoT Analytics
- IoT Security

## Enterprise Applications

- Salesforce.com CRM/Sales Cloud
- Salesforce App Cloud/Force.com/Heroku
- Marketing Analytics – Adobe and Google
- Digital Commerce Platforms and Search

## Data and Analytics

- Big Data/Hadoop
- Business Analytics & Intelligence
- Cloud Databases and Warehouses
- Data & Information Governance
- Data Integration and ETL Strategies
- Machine Learning and AI
- Master Data Management
- Data Warehouse/Data Lakes/Data Stores
- NoSQL & RDBMS Architecture

## Career Development

- Technical Career Guidance
- Learning and Development

# Our world-class experts become your objective technical advisors

## Analyst Facts

- 100+ analyst experts
- Average of 25 years of industry experience
- Collectively: 32+ books, 55+ patents
- Deep technical expertise in architecture and deployment challenges

**Advice on demand** – consider analysts as an extension of your team and an opportunity to avoid short-term consulting projects.

**Course-correct** or validate your technical strategy, architecture and project plans.

**Catalyst Conferences** – meet our analysts every year in San Diego and London.

Apply **best practices** your peers have used to implement technologies.

## Meet some of our analysts

### Matt Brisse

- 36 years in the IT industry
- Office of the CTO for Dell and Quantum
- Long-serving SNIA Leader



### Kirk Knoernschild

- 25 years in the IT industry
- Open source contributor and author of Java Application Architecture



### Ramon Krikken

- 23 years in the IT industry
- Previously Security Architecture Manager at TD Bank



### Mindy Cancila

- 21 years in the IT industry
- Previously at Dell Enterprise Strategy Group researching cloud adoption patterns



# GTP empowers IT teams at 4 phases of project lifecycle

## **Plan** Phase: Create Technical Strategy

- What trends should we consider when **planning for initiative**?
- How do we **prioritize** our planning?
- How do we create a **project roadmap**?
- How do we **analyze the business case**, impact and plan for an initiative?

*Research Frameworks: Planning Guides/Solution Paths*

## **Design** Technical Architecture Phase

- How do we **design and architect** a technology?
- How do we **select the right path** for our org?
- How do we **evaluate alternate** options?
- How do we **set standards**?
- How do we know we have **considered all decisions**?
- How do we make sure we **don't miss critical decisions**?

*Research Framework: Decision Points/Guidance Frameworks*

## **Assess** Technology Phase

- How do we assess the **right methodology** to use?
- What **framework** is best for us?
- How do we understand and **assess technology** options?
- How do we assess and determine best **use cases**?

*Research Framework: Comparison Assessments*

## **Select** Technology & Deploy Phase

- How do we **select the right technologies** to meet our needs?
- How can we **gather all of the requirements** to make a decision?
- How do we know **what criteria** to evaluate?
- How do we avoid **over buying or under buying**?
- How can we evaluate the **strengths/weakness of products**?

*Research Frameworks: Evaluation Criteria/In-Depth Assessments*

How GTP  
Helps

**Gartner**

# Detailed research through every phase of the projects to insure success of your IT strategy – exclusive to Technical Professionals

## Plan & Prioritize

### Planning Guides:

Market trends and priorities

### Solution Paths:

Roadmap to implement new solutions

## Discover & Assess

### Single Assessments

Discovery and assessment of a single technology or solution

### Comparison Assessments

Side-by-side technology or solution comparison

## Design & Architect

### Decision Points:

Choose technical architecture

### Reference Architecture Blueprints:

Editable architecture diagrams

## Select & Deploy

**Evaluation Criteria:** Prioritized product requirements

### Product Assessments:

Product scored against the criteria

**Guidance Framework:** Step-by-step guidance to tackle a specific challenge or implementation

*Save on consulting, retained learning on staff ● Fill in skills and knowledge gaps.*



## Accelerate Project Timelines

Plan and ramp projects faster  
Develop sound technical architectures more rapidly  
Expedite time to value



## Improve Project Outcomes

Mitigate risk and pitfalls  
Minimize project delays, overruns and missed deadlines  
Meet business expectations and IT goals more effectively



## Develop Your Staff

Close skill gaps through in-depth how-to technical guidance  
Keep staff up to date on new technologies and skills to keep pace in today's IT workforce.  
Develop "soft skills" needed to collaborate and influence business partners.



# How clients build GTP into their Workflow

*Daily, weekly, monthly, GTP resources become an “on-demand” and flexible resource to meet your needs.*



## Learn From Research

2,500 research docs across 9 domain areas  
Unique branded research content  
300+ documents published annually

Deep technical content focused on:

- Technical architecture design
- Technology platform selection
- Deployment challenges



## Talk to an Expert

100+ analysts, become extended, on demand resources for your technical teams  
1 hour long inquiry calls

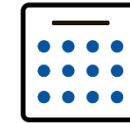
Contextualize our unique research frameworks with guidance for your specific environment.



## Network With Peers

Exchange ideas, expertise and best practices with peers

Connect with a growing community of peers drawn from our clients in 10,000 distinct enterprises



## Attend our *Catalyst* Conferences

Aug. San Diego, CA  
2018 Theme: Architecting Your Digital Ecosystem

Join 2,000+ of your peers to network, learn and stay ahead of the curve.

***GTP ROI: Accelerate your project timelines, mitigate risk, develop your staff and deliver overall better business outcomes.***





# In a complex IaaS market, take the guesswork out of cloud selection.

Make smarter cloud vendor decisions with a **comprehensive data lake** that lets you:

- **Compare** features, pricing, performance and availability.
- **Control costs** by leveraging data and tools to inform cloud purchasing decisions.
- **Verify** performance and availability of cloud services – independently and on demand.

Real-time and historical availability

	Amazon EC2	Microsoft Azure Virtual Machines
Firewall?	✓	✓
IPv4 Per VM?	✓	✓
Multi IP?	✓	✓
IPv6?	✓	✓
IPv6 Per VM?	✓	✓

- Features
- Options
- Pricing
- Performance
- Availability
- Comparisons

	Amazon EC2	Microsoft Azure Virtual Machines
Availability	us-west-2	us-west2
7 Days	100%	100%
14 Days	100%	100%
30 Days	100%	100%
60 Days	100%	100%
90 Days	100%	100%

- Public cloud services covered:**
- Compute
  - Storage
  - Content delivery network (CDN)
  - Domain name system (DNS)



# In a complex IaaS market, take the guesswork out of cloud selection.

Leverage this **powerful automation tool** to:

- **Build** cloud application architectures visually.
- **Customize** against hundreds of in-depth criteria.
- **Find** the best possible instance size for your workload.
- **Optimize** for performance, cost, or availability within or across providers.
- **Generate** recommendations in minutes instead of months.

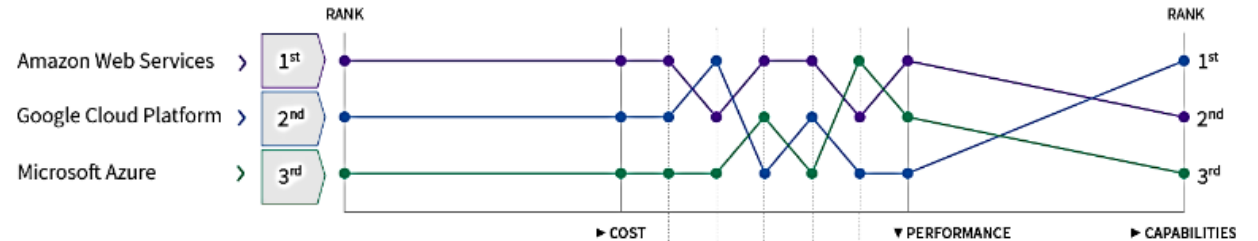
## DR and DP Performance

Billions of combinations analyzed

Alerts when recommendations change

► Settings

▼ Comparisons



▼ Solutions

COMPARE	✓ Microsoft Azure 1 <span>!</span>	✓ Amazon Web Services 1 <span>!</span>
Cost	\$148.85/month	\$140.66/month
► Object Storage 1 <span>!</span>	Azure Blob Storage (GRS Hot)	Amazon S3 / Standard
Cost <span>!</span>	\$152.73/month	\$143.06/month