

What is acceptable

Why is this OK?

It is a simple listing intended to inform the reader of industry awards and recognition. It does not imply endorsement, but rather informs the reader of documents and sites that include the vendor. This example uses the Gartner logo to link to a Gartner reprint, with access to the full report through the “Read the Report” link.

Also appropriate, the Gartner logo, text and link are clearly separate and distinct from other logos.

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Industry Recognition



ABC Co. named a leader in Gartner's *Magic Quadrant for Property and Casualty Insurance Claims Management Modules* for the second consecutive year. (Research Note G00265172, June 2015)

[Read the Press Release](#)
[Read the Report](#)



ABC Co. positioned as a leader in the *IDC MarketScape: Worldwide Policy Administration Systems 2015 Vendor Assessment*.

[Read the Press Release](#)
[Read the Report Excerpt](#)



ABC Co. named the winner of two 2015 XCelent Awards in Celent's *Claims Systems Vendors: EMEA P&C Insurance* report.

[Read the Press Release](#)
[Read the Report Excerpt](#)

Gartner has removed all identifiable company names for the purpose of showing this as an example.

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What is acceptable

Why is this OK?

It is a simple listing of industry recognition where Gartner is clearly separated from the other research firms. These are appropriate use of the Gartner logo to promote a Gartner reprint, with access to the full report through the “Learn more >” link.

AWARDS & INDUSTRY RECOGNITION

**Enterprise Architecture, IT
Planning & Portfolio
Management, Strategy
Planning**



Recognized as a Leader in the Forrester Wave™: Enterprise Architecture Management Suites, Q3 2015, Forrester Research, Inc.

[Read Report](#)



Recognized as a Leader in the Forrester Wave™: Portfolio Management Tools For The BT Agenda, Q1 2015, Forrester Research, Inc.

[Read Report](#)

Gartner.

Placed in the Leaders Quadrant of the Gartner Magic Quadrant for Enterprise Architecture Tools, 2014

[Read Report](#)

Gartner.

Placed in the Leaders Quadrant of the Gartner Magic Quadrant for Integrated IT Portfolio Analysis Applications, 2014

[Read Report](#)

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What is acceptable

Why is this OK?

It is a simple listing of research recognition using the Gartner logo to promote a Gartner reprint. Access to the full report is provided through the report titles which are active links.

Appropriately, the Gartner logo, text and link are clearly separate and distinct from the other research firms' reports and branding.

analyst reports



Forrester

[The Forrester Wave: Asia Pacific Carrier Ethernet Services, Q4 2013 \(report summary\)](#)



Frost & Sullivan

[Frost & Sullivan 2013 Best Practices Award](#)



Gartner

[Gartner Magic Quadrant for Network Services, Global](#)
[Critical Capabilities for Network Services, Pan-European](#)
[Gartner Magic Quadrant for Communications Outsourcing and Professional Services](#)
[Gartner Magic Quadrant for Managed Machine-to-Machine Services](#)
[Gartner Magic Quadrant for Unified Communications as a Service, Multiregional](#)



IDC

[IDC MarketScape: Asia/Pacific Next-Generation Telcos: Telecom Services 2014-2015 Vendor Assessment](#) *new

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What is not acceptable

Why is this not OK?

This example does not reflect a simple listing of recognition, but instead shows the Gartner logo bundled with the other research firms' logos. Below outlines what is inappropriate about the ABC Corp. text and Gartner logo usage:

- The specific Gartner report(s) is(are) not listed;
- Gartner only permits its logo to be used to promote a licensed reprint made available through a link;
- Gartner does not allow vendors to make claims or assumptions as to why it has been included in our research;
- We do not allow reprint purchases to be referred to as “free”. Instead, we allow it to be called “complimentary”.

What Analysts Say About Us

ABC Corp., Inc. is covered by noted technical and industry analysts because of its ability to help companies deliver enterprise mobile and web applications fast. Our rapid application delivery platform spans many computer industry coverage areas including:

- Rapid application development (RAD) platforms
- Mobile application development platforms (MADP)
- Application platform as a service (PaaS or aPaaS)

Industry analysts across many coverage areas at firms such as **Gartner**, **Forrester**, **IDC**, **451**, **OVUM** and **Bloor** routinely cover ABC Co. . We have made many of these reports available for free, so you can gain insight to evaluate ABC Corp., Inc. our functionality, and our company direction.



See the next slide for what would make this OK.

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Gartner

What is acceptable

Why is this OK?

This example now aligns with a simple listing of recognition by keeping each research firms' reports and branding separate and distinct.

- The specific Gartner report title is now included;
- The Gartner logo is used in association with a licensed reprint made available through the Download Report link;
- An appropriate Gartner summary has been included as a lead-in to the full report;
- The reference to "free" research is no longer visible.

What Analysts Say About Us

The image displays a grid of six analyst report thumbnails. Each thumbnail includes the analyst's logo, a title, a brief summary, and a 'Download Report' button. The reports are from Forrester, Gartner, Ovum, IDC, and 451 Research. The content of the reports is as follows:

- Forrester:** "Forrester Presents: Low-Code Platforms Deliver Customer-Facing Apps Fast, But Will They Scale Up?"
- Gartner:** "Gartner Magic Quadrant for Enterprise Application Platform as a Service"
- Ovum:** "Ovum Names ABC Corp. a Leader in Mobile App Development Platforms"
- IDC:** "ABC Corp. Platform: A Cross-Ecosystem Model-Driven Application Platform and PaaS"
- 451 Research:** "The 451 Take' on ABC Corp. Platform: A Cross-Ecosystem Model-Driven Application Platform and PaaS"
- Forrester:** "ABC Corp. Named a Leader in The Forrester Wave™: Enterprise Public Cloud Platforms Report for RAD Developers"

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