

## **GARTNER POSITIONS ABC COMPANY AS A "LEADER" IN MAGIC QUADRANT REPORT FOR BUSINESS INTELLIGENCE AND ANALYTICS PLATFORMS**

*ABC Company positioned as a Leader for the second year in a row*

CITY, STATE – DATE: ABC Company (NYSE: ABC), a global leader in rapid-fire, easy-to-use business analytics software, today announced that Gartner, Inc. has positioned ABC Company as a “Leader” in its 2014 Magic Quadrant for Business Intelligence and Analytics Platforms\* report. This is the second year in a row that ABC Company has appeared in the Leaders quadrant. Gartner defines a business intelligence (BI) and analytics platform as a software platform that delivers 17 capabilities across three categories: information delivery, analysis and integration. The full report is available at no charge from the ABC Company website at <http://www.abccompany.com/gartner-magic-quadrant-2014>.

The report evaluated 27 different software vendors on 17 criteria and placed ABC Company in the Leaders quadrant.

“We believe ABC Company has landed in the Magic Quadrant for a second year in a row because we’ve fundamentally changed how people see and understand data,” said John Doe, ABC Company’s Chairman, CEO and co-founder. “Customers are recognizing our disruptive and fresh approach to business intelligence.”

According to Gartner, “It is very likely that 2014 will be a critical year in which the task of making ‘hard types of analysis easy’ for an expanded set of users, along with ensuring, governance, sales and performance for larger amounts of diverse data, will continue to dominate BI market requirements.”

ABC Company customer Jane Doe, Director, Strategy and Decision Support, XYZ Pharmaceutical said, " ABC Company was instrumental in helping us move from a siloed to a collaborative way of working. Our people are now working across organizational boundaries to discover new insights. It is because we are now putting data in the hands of our people, who know the data best, to analyze and visualize the information. We are happy to be an active member of the ABC Company community."

\*Gartner “Magic Quadrant for Business Intelligence and Analytics Platforms” by Rita L. Sallam, Joao Tapadinhas, Josh Parenteau, Daniel Yuen, Bill Hostmann. February 20, 2014.

### **About the Magic Quadrant**

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### **About ABC Company**

ABC Company (NYSE: ABC) helps people see and understand data. ABC Company helps anyone quickly analyze, visualize and share information. More than 17,000 customer accounts get rapid results with ABC Company in the office and on-the-go. And tens of thousands of people use ABC Product to share data in their blogs and websites. See how ABC Company can help you by downloading the free trial at [www.abccompany.com/trial](http://www.abccompany.com/trial).

Press Contacts:

#### **ABC Company**

John Doe

555-522-2222

[john.doe@abccompany.com](mailto:john.doe@abccompany.com)