

Endorsing or Criticizing

- Why can't we use a positive quote about us? You've stated this in your own research.
 - We acknowledge the company-, product-, or service-specific quote appears within the published research. However, when used within your marketing initiatives – and outside the context of the full, comprehensive report – the objective nature of our research is compromised. This type of use negatively impacts Gartner's integrity.
- Why can't we use research or quotes about our competitors?
 - Gartner adamantly protects its reputation in the market place. One way we do this is by not allowing a technology provider to use content or quotes about a competitor as a “weapon”. We consistently and uniformly enforce this policy for the protection of all technology providers we evaluate.