

Promotion on Third-Party Websites that Compete with Gartner

Guidelines for Providers

Gartner does not allow promotion of Reprints and Newsletters on third-party websites that compete with Gartner. Often times, a provider wishes to drive readers to their Reprint or Newsletter landing page on a third-party website. If the third-party website is deemed a competitor of Gartner, the request will not be approved.

1 What is a third-party website?

A third-party website is one that is owned or operated by a company outside of the requesting provider and Gartner. Providers may seek to host its material on one of these for greater reach and visibility. Gartner does not allow promotion on some third-party websites.

2 Why doesn't Gartner allow promotion on some third-party websites?

Gartner does not allow its IP to be used to compete against its competitors. This parameter was established as a consistent decision point and process for considering the placement of these competitive companies.

3 How does Gartner determine if a company is a competitor?

Gartner reserves the right to determine competitor status. Consideration will be given to a provider's products and services mix and its competitiveness. Gartner maintains a list of third-party websites that have been determined as competitors (see right-hand column for a non-exhaustive list).

4 How does Gartner evaluate new third-party websites?

While Gartner maintains a list established by a cross-of-line Governance Committee, when Gartner is asked to make a decision on a third-party website with which it is not familiar, it can take time and multiple rounds of reviews facilitated by the Quote Requests, Reprints, and/or additional Gartner teams.

Non-Exhaustive List of Competitors	
IDC	Simpler Media
Krebs on Security	CIO magazine
datacenterknowledge.com	CIO Executive Council
datacenterfrontier.com	

Not Acceptable



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Gartner strongly defends its intellectual property from improper use. This includes situations where others may use Gartner IP in a manner that competes against Gartner.