

Ranking descriptors and terminology

- What ranking descriptors do I need to include, and why?
 - You must include the region, time frame, basis of ranking, and terminology in your statement. We require these four elements to ensure the reader has the full context to understand the market forecast or analysis. See examples below.
- Why is it so important to include all rankings and match Gartner market segment and sub-segment terminology?
 - We insist that you use Gartner terminology so the reader may easily validate the statement against the Gartner source report. If you use different terms to describe the market or sub-market segments, the reader may be confused and unable to validate the correct data.

Example 1: Incomplete ranking descriptors

Statement submitted:

Gartner, a research and advisory firm, has estimated IT services spending by the financial services industry to be \$486 billion in 2015, and that it will reach \$559 billion in 2019, reflecting 3.6% growth.

Were the following included?

Time frame? **Yes, "2015" and "2019".**

Region? **No, no region identified.**

Basis for ranking? **No, IT services spend is inaccurate.**

Are the Gartner market segment terms used? **No, "financial services" is the client's term.**

* Forecast: Enterprise IT Spending by Vertical Industry Market, Worldwide, 2013-2019, 2Q15 Update, July 20, 2015.

VerticalMarket1	Segment 1	Data	Year							
			2013 YR	2014 YR	2015 YR	2016 YR	2017 YR	2018 YR	2019 YR	
Banking & Securities	Internal Services	Sum of End-User Spending(\$M)	90,319	90,832	92,276	94,433	96,925	99,505	102,257	
		Growth %		0.57%	1.59%	2.34%	2.64%	2.66%	2.77%	
	Software	Sum of End-User Spending(\$M)	60,936	65,536	67,179	71,624	76,602	81,820	87,455	
		Growth %		7.55%	2.51%	6.62%	6.95%	6.81%	6.89%	
	IT Services	Sum of End-User Spending(\$M)	177,738	182,941	177,523	185,473	194,482	204,004	214,176	
		Growth %		2.93%	-2.96%	4.48%	4.86%	4.90%	4.99%	
	Telecom Services	Sum of End-User Spending(\$M)	104,886	106,186	100,278	101,412	103,061	104,581	105,732	
		Growth %		1.24%	-5.56%	1.13%	1.63%	1.47%	1.10%	
	Data Center	Sum of End-User Spending(\$M)	22,969	23,571	22,789	23,121	23,397	23,542	23,563	
		Growth %		2.62%	-3.32%	1.46%	1.20%	0.62%	0.09%	
	Devices	Sum of End-User Spending(\$M)	31,237	29,311	26,233	26,122	25,978	25,643	25,824	
		Growth %		-6.17%	-10.50%	-0.43%	-0.55%	-1.29%	0.71%	
	Banking & Securities Sum of End-User Spending(\$M)			488,085	498,377	486,278	502,184	520,446	539,094	559,007
	Banking & Securities Growth %				2.11%	-2.43%	3.27%	3.64%	3.58%	3.69%

See the next slide for the correct version.

Example 1: Corrected

Statement submitted:

*Gartner, a research and advisory firm, has estimated **worldwide end-user IT services spending in the banking and securities industry to be \$486 billion in 2015, and expects it to grow to \$559 billion by 2019, reflecting 3.6% CAGR.****

Were the following included?

Time frame? **Yes, "2015" and "2019".**

Region? **Yes, "worldwide".**

Basis for ranking? **Yes, "end-user IT services spend".**

Are the Gartner market segment terms used? **Yes, "banking and securities".**

* Forecast: Enterprise IT Spending by Vertical Industry Market, Worldwide, 2013-2019, 2Q15 Update, July 20, 2015.

VerticalMarket1	Segment 1	Data	Year							
			2013 YR	2014 YR	2015 YR	2016 YR	2017 YR	2018 YR	2019 YR	
Banking & Securities	Internal Services	Sum of End-User Spending(\$M)	90,319	90,832	92,276	94,433	96,925	99,505	102,257	
		Growth %		0.57%	1.59%	2.34%	2.64%	2.66%	2.77%	
	Software	Sum of End-User Spending(\$M)	60,936	65,536	67,179	71,624	76,602	81,820	87,455	
		Growth %		7.55%	2.51%	6.62%	6.95%	6.81%	6.89%	
	IT Services	Sum of End-User Spending(\$M)	177,738	182,941	177,523	185,473	194,482	204,004	214,176	
		Growth %		2.93%	-2.96%	4.48%	4.86%	4.90%	4.99%	
	Telecom Services	Sum of End-User Spending(\$M)	104,886	106,186	100,278	101,412	103,061	104,581	105,732	
		Growth %		1.24%	-5.56%	1.13%	1.63%	1.47%	1.10%	
	Data Center	Sum of End-User Spending(\$M)	22,969	23,571	22,789	23,121	23,397	23,542	23,563	
		Growth %		2.62%	-3.32%	1.46%	1.20%	0.62%	0.09%	
	Devices	Sum of End-User Spending(\$M)	31,237	29,311	26,233	26,122	25,978	25,643	25,824	
		Growth %		-6.17%	-10.50%	-0.43%	-0.55%	-1.29%	0.71%	
	Banking & Securities Sum of End-User Spending(\$M)			488,085	498,377	486,278	502,184	520,446	539,094	559,007
	Banking & Securities Growth %				2.11%	-2.43%	3.27%	3.64%	3.58%	3.69%

Example 2: Complete ranking descriptors

Statement submitted:

According to Gartner, a research and advisory firm, **Middle East and Africa** has seen the greatest market share increase between **2013** and **2014** for **contact center end-user spend**, up by **29.3%**. This includes software and hardware, including telephony infrastructure and end-points.*

Were the following included?

Time frame? **Yes, "between 2013-2014"**.

Region? **Yes, "Middle East and Africa"**

Basis for ranking? **Yes, "market share"**

Are the Gartner market segment terms used?

Yes, "contact center / end-user spend"

*Market Share: Contact Centers, Worldwide, 2014, Drew Kraus, March 19, 2015.

Table 1-2

Contact Center End-User Spend by Region, Worldwide, 2013-2014 (Thousands of Dollars)

Region	2013	2014	Change 2013-2014	Market Share	
				2013	2014
Asia/Pacific	385,554	336,309	-12.8%	20.1%	19.6%
Eastern Europe	60,061	58,009	-3.4%	3.1%	3.4%
Japan	60,093	48,143	-19.9%	3.1%	2.8%
Latin America	137,528	136,563	-0.7%	7.2%	8.0%
Middle East and Africa	100,713	130,215	29.3%	5.3%	7.6%
North America	759,437	653,667	-13.9%	39.7%	38.1%
Western Europe	410,588	351,486	-14.4%	21.5%	20.5%
Total	1,913,973	1,714,391	-10.4%	100.0%	100.0%

Note: This table measures end-user spend. This includes software and hardware, including telephony infrastructure and end-points.

Source: Gartner (March 2015)