

# Copyright and Quote Policy

## Gartner Magic Quadrant Press Release Example

### ABC Company positioned as a Leader in the Gartner Magic Quadrant for Analytics and Business Intelligence Platforms

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

**STAMFORD, CT – 1 November 2018:** ABC Company (NYSE: ABC), a global leader in rapid-fire, easy-to-use business analytics software, today announced that Gartner has positioned ABC Company as a Leader in its 2018 Magic Quadrant for Analytics and Business Intelligence Platforms.<sup>1</sup> 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 report evaluated 27 different software vendors on 17 criteria and placed ABC Company in the Leaders quadrant.

A complimentary copy of the full report is available from the ABC Company website at <http://www.abccompany.com/gartner-magic-quadrant-2018>.

“We believe ABC Company has been recognized 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, “Modern analytics and business intelligence platforms represent mainstream buying, with deployments increasingly cloud-based. Data and analytics leaders are upgrading traditional solutions as well as expanding portfolios with new vendors as the market innovates on ease of use and augmented analytics.”

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.”

<sup>1</sup> Gartner, “Magic Quadrant for Analytics and Business Intelligence Platforms,” Cindi Howson, Rita L. Sallam, James Laurence Richardson, Joao Tapadinhas, Carlie J. Idoine, Alys Woodward, February 26, 2018.

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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).

**###**

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