

Graphics from firms that compete with Gartner

- Why can't we include a vendor-specific graphic from another analyst firm next to a Gartner graphic?
 - We believe placing graphics produced by different research organizations side-by-side Gartner's graphics (such as Magic Quadrants) imply a direct comparison between research methodologies, analysis and conclusions, potentially diminishing and misrepresenting the value of Gartner research.
 - Gartner does not want to appear to endorse, support or be compared to a competitor's work – *ever*.