

# News and Information for Analyst Relations Professionals Working with Gartner

The COVID-19 pandemic has had a profound impact on all of us, requiring that we act with flexibility, responsiveness, and respect towards our providers community and their end-user clients.

## What is happening:

As of March 31, 2020 and until further notice, **Gartner is no longer requiring providers to submit customer references to support its [Gartner Magic Quadrant](#) and [Critical Capabilities](#) research.** We will process the ones that have already been submitted in conjunction with analyzing other sources of customer input available to Gartner analysts. In cases where references haven't already been submitted, we may use other sources of customer input to support our evaluation of your organization. Those providers who didn't give customer reference names will not be disadvantaged in the analysis.

Gartner is also increasing the flexibility of its Magic Quadrant and Critical Capabilities project timeline to **allow certain deadline extensions for provider responses**, whilst ensuring Gartner's Research process isn't delayed indefinitely. This accounts for providers' resource limitations in the current uncertain environment.

## Why:

We are sensitive to the resource constraints and prioritization resulting from the COVID-19 crisis, which may preclude you or your customers from engaging in certain aspects of the Magic Quadrant and Critical Capabilities research process. While end-user feedback is important, it is only one aspect in an area of criteria that are considered. As always, Gartner may consider other sources of customer input information such as [Gartner Peer Insights](#), analysts' inquiries with Gartner end user clients, and primary research survey results. These supplement or substitute customer references where they are not possible.

Gartner analysts will review their research timeline over the next few weeks, and revise it as needed to give providers the appropriate flexibility to respond, but still ensures Gartner's Research process isn't delayed indefinitely. The Magic Quadrant and Critical Capabilities project managers will contact the providers to communicate changes to the schedule and/or process. Gartner is committed to continually producing quality research that provides its clients the third-party, independent insight they expect and need, specifically at times like this. If you feel that you are not able to fully participate in our research projects please let us know. We will continue to use publicly available information to support our evaluation. The draft research will

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then be sent to you, as per standard practice, for fact review. For providers who are unable to fully participate, the published research will contain a disclaimer noting that fact.

## Action:

- For research in progress:
  - Work with Gartner Magic Quadrant and Critical Capabilities project managers to understand which of your customer references have responded to the Gartner survey. If any of your customer references have not responded, we will remind them to complete the survey, but only at your request and if you are comfortable with us doing so.
  - Do not send customer reference names to the Magic Quadrant and Critical Capabilities project manager. Should you want to still send some along voluntarily, direct them to [Gartner Peer Insights](#) to submit their feedback for your product/service. Gartner Peer Insights represents one source of customer input among others that the authors may use to support a Magic Quadrant and Critical Capabilities creation.
- For planned research - familiarize yourself with these changes to support your planning activities.

## Contacts for questions and assistance:

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