



Examples of Acceptable Language by Report Type:

Gartner Cool Vendor

XCORP **designated** a “Cool Vendor” in Gartner’s 2013 Content Management report.

Why is this OK? *It maintains Gartner’s neutrality and does not imply XCORP has been featured, highlighted, or given an “award”.*

Gartner Critical Capabilities

XCORP’s Product (or Service) **received the highest scores for the following 4 out of 7 Use Cases:** IT service catalog administrator, IT service catalog user, cloud catalog and IT leadership.

Why is this OK? *The product scores reflect how important each of the features (or capabilities) is against the various Use Cases. The statement also includes the total number of Use Cases, how many XCORP scored highest, and the names of each, giving the reader a proper perspective.*

Gartner Hype Cycle

Gartner cites XCORP as a **“Sample Vendor”** for Content Management in Hype Cycle.

Why is this OK? *It accurately reflects the vendor mention in the report, as oppose to stating XCORP has been “featured”, “showcased”, “highlighted”, or “profiled”, which all imply an endorsement.*

Gartner Magic Quadrant

XCORP **named a “leader”** in new Gartner Content Management Magic Quadrant for **its ability to execute and completeness of vision.**

Why is this OK? *It notes that XCORP was one of the leaders, not the leader. It also maintains Gartner’s neutrality by referencing the X and Y axis in a generic manner.*

Gartner Market Guide

Gartner cites XCORP as a **“Representative Vendor”** for E-mail Marketing in Market Guide.

Why is this OK? *It accurately reflects the vendor mention in the report, as oppose to stating XCORP has been “featured”, “showcased”, “highlighted”, or “profiled”, which all imply an endorsement.*

Gartner Vendor Rating

XCORP **secured “Positive” overall rating** by Gartner new Vendor Rating report.

Why is this OK? *It accurately reflects the rating and maintains Gartner’s neutrality.*



Examples of Unacceptable Language by Report Type:

Gartner Cool Vendor

XCORP is the “**coolest**” in Gartner’s 2013 Cool Vendor **award** for Content Management.

Why is this not OK? *The report does not rank or rate vendors; it is a selection of vendors all deemed to be innovative, impactful and intriguing. Therefore, the terms “coolest” and “award” are inaccurate and endorsing.*

Gartner Critical Capabilities

Gartner **ranks** XCORP **#1** solution in new Critical Capabilities report.

Why is this not OK? *The ranking and #1 reference imply a “stack ranking” which is inaccurate. The statement is also vague and incomplete, giving the reader very little context.*

Gartner Hype Cycle

Gartner cites XCORP **as leading** Content Management vendor in Hype Cycle.

Why is this not OK? *The Hype Cycle provides a sample listing of vendors; no ratings are associated with this content type. This wording is incorrect and implies an endorsement.*

Gartner Magic Quadrant

XCORP **rated “leader”** in new Gartner Content Management Magic Quadrant **for addressing the most pertinent challenges faced by companies in secure mobile content access space.**

Why is this not OK? *The MQ placement is not a “rating”, it is a positioning within the quadrant. Also, the “leader” reference implies that XCORP is the single leader, as oppose to a leader among others in the quadrant. Lastly, we do not permit vendors to speak on behalf of Gartner analysts why they were recognized. Vendors may say this as part of their own marketing message independent of Gartner’s analysis.*

Gartner Market Guide

Gartner cites XCORP **as leading** E-mail Marketing vendor in Market Guide.

Why is this not OK? *The Market Guide provides a representative listing of vendors; no ratings are associated with this content type. This wording is incorrect and implies an endorsement.*

Gartner Vendor Rating

XCORP cited by Gartner **as the leading** Content Management provider and formidable player in the small and midsize business market.

Why is this not OK? *The Vendor Rating reflects the rating of a single vendor; it does not look at a competitive landscape. This wording is incorrect and implies an endorsement.*