

Copyright and Quote Policy

Gartner Hype Cycle Press Release Examples

ABC Company listed as Sample Vendor in Gartner Hype Cycle reports

Company believes it provides transactional controls monitoring and operational performance intelligence that improves an organization's ability to identify risks, prevent loss and assure business outcomes

STAMFORD, CT – 1 November 2018: ABC Company, the market leader in continuous, real-time Enterprise Business Controls Monitoring software announced today that it was mentioned as a sample vendor in three recent Gartner Hype Cycle reports: Hype Cycle for Emerging Technologies, 2017¹; Hype Cycle for Digital Insurance, 2017²; Hype Cycle for Education, 2017³.

Gartner identified ABC Company as a sample vendor for transaction operational intelligence platforms as well as for controls monitoring. According to the Gartner Hype Cycle for Emerging Technologies, "Organizations will continue to be faced with rapidly accelerating technology innovation that will profoundly impact the way they deal with their workforces, customers and partners. In particular, four emerging technologies are poised to be the highest priority: ecosystem-expanding technologies such as Blockchain; Brain-Computer Interface, which further entrenches humans into technology; Commercial UAVs (Drones), which challenge how goods and services are delivered; and intelligent API-driven Software-Defined Security, which enables a more secure digital world."

In the Hype Cycle for Education report, Gartner states "This Hype Cycle for education highlights the unmistakable progress of several technologies with wide-ranging potential impact on K-12 and higher education. Education CIOs are increasingly recognizing the critical importance of getting clarity on the organization's highest priority goals, and are expected to develop strategies that leverage the power of technologies to meet those toughest challenges. This Hype Cycle spotlights several with that kind of potential."

"We believe our recognitions certainly validates the importance and value that organizations can realize by implementing an enterprise business controls monitoring solution," stated John Doe, CEO and Founder of ABC Company. "By using ABC Product, business stakeholders will now have the visibility into the actual financial impact of risks to the organization."

ABC Company's enterprise business controls monitoring solution analyzes business transactions and user activities to detect as well as prevent risks that can materialize into compliance violations, financial loss or that can negatively affect business performance outcomes. ABC Company's solution detects violations and enforces policies in real-time, which provides timely notification of issues and risks so that the organization can course correct.

¹ Gartner, "Hype Cycle for Emerging Technologies, 2017" Mike J. Walker, July 21, 2017.

² Gartner, "Hype Cycle for Digital Insurance, 2017" Laurie Shotton, July 20, 2017.

³ Gartner, Inc. "Hype Cycle for Education" Kelly J. Calhoun Williams, July 24, 2017.

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About ABC Company

ABC Company provides the industry's most comprehensive, real-time enterprise business control monitoring software solution that enables effective compliance and risk management for user access and transaction events across all applications. Leading Global 2000 organizations rely on ABC Company to reduce the complexity and operational overhead associated with achieving compliance with regulations and to ensure the integrity of business transactions. For more information on ABC Company, please visit www.abccompany.com or call 555-522-2222.

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