

Editorial style

- **In general:**

- Apply the full exact name of any cited report or recognition upon first reference
- Apply the exact name of any “branded” research methodologies: Critical Capabilities (not “CC”), Magic Quadrant (not “MQ”), Hype Cycle (not “HC”), etc. This is because these terms are federally registered trademarks.
- If applicable, place the year in front of the report title (not at the end), e.g. 2018 Magic Quadrant for Hyperconverged Infrastructure
- When the vendor is referring to its inclusion in the report, particularly in the case of positioning, please apply the exact terminology that is found in the referenced report, e.g. the vendor names found in the Magic Quadrant graphic. If there is a difference due to merger, etc., please include this detail in a footnote
- Apply quote marks around Gartner-related content only with verbatim quotes
- When the vendor is referring to themselves as the “only” Leader, “sole” is permitted as an alternative, if accurate
- When the vendor is referring to their first-time position, “debut” is not permitted. Please apply “included for the first time” or “first-time inclusion in” or “entrant”.

Editorial style (continued)

- **Magic Quadrant:**

- Apply uppercase to the names of the quadrant and their associated positions: Leaders quadrant, Visionaries quadrant, Niche Players quadrant, Challengers quadrant, Leader, Visionary, Challenger, Niche Player
- Apply lowercase to the names of the axes: completeness of vision, ability to execute
- A vendor may choose to list its recognition in the Magic Quadrant graphic as follows: [a Leader / Challenger / Visionary / Niche Player in XXX market], for example, “Vendor A named a Leader in Privileged Access Management” or “Vendor A is positioned as a Challenger for its Privileged Access Management solution”

- **Market Guide:**

- Apply uppercase to the following terminology: Representative Vendor, Representative Provider, or similar terminology

- **Critical Capabilities:**

- Apply uppercase to use case names
- Use ‘highest’ to describe Critical Capabilities rankings; words such as ‘best’ or ‘top’ are not advised as they could imply endorsement, for example, “Vendor A scored highest in the Midsize Enterprise/Regional WAN Use Case in a 2018 Gartner report”

- **Vendor Rating:**

- Apply uppercase to the rating categories: Strong Positive / Positive / Promising / Caution / Strong Negative