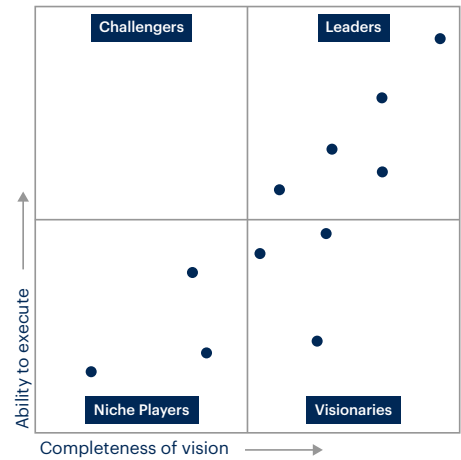


# Gartner Magic Quadrant

## Frequently Asked Questions



**Q. What is the internal approval process for a new Gartner Magic Quadrant?**

**A.** If an analyst wants to create a new Magic Quadrant, he or she proposes the research as part of a specific research agenda.

The proposal includes:

- The market definition
- Draft inclusion criteria
- Draft evaluation criteria
- Project team and time involved

The proposal goes through several internal levels of review, ending with the Content Leadership Board, to ensure that we look across research agendas when we define a new market. Once approved, the new Magic Quadrant is added to the Publication Calendar available on the Magic Quadrant and Critical Capabilities page on [gartner.com](http://gartner.com). Magic Quadrants are reviewed annually, and the title of the Magic Quadrant, along with its refresh date, is noted on the planned research list on [gartner.com](http://gartner.com).

**Q. How does a vendor get included in a Magic Quadrant?**

**A.** Providers are included in a Magic Quadrant if they meet its inclusion criteria, which are defined by Gartner analysts. We always recommend that providers start the evaluation process via a Vendor Briefing. Information on how to submit a briefing request can be found [here](#). Providing a Vendor Briefing does not guarantee or increase the likelihood of inclusion; it is a chance to educate analysts on your organization's capabilities and successes. If the team believes your organization potentially meets the Magic Quadrant inclusion criteria, they will reach out when the research process begins. This will be followed by a review process to determine whether you meet the criteria. Read more about [How Markets and Vendors Are Evaluated in Magic Quadrants](#) and view upcoming research on the [Publication Calendar](#).

**Q. What is the process for an annual update to a previously published Gartner Magic Quadrant?**

**A.** To ensure a current reflection of market conditions, an analyst proposes updating the Magic Quadrant as part of the agenda planning for the upcoming year for a specific research key initiative. The update will include changes from the previous year to refine the market definition, vendor inclusion criteria and evaluation criteria, if required. The proposal must be accepted by the relevant content leader and team manager and the analyst's team manager. No change is needed to the list on [gartner.com](http://gartner.com), unless the update falls beyond the one-year anniversary of the document, the target publication date is updated or the name of the Magic Quadrant is updated. If the proposed new market definition, vendor inclusion criteria and evaluation criteria vary beyond the normal evolution of the market, the process for creating a new Magic Quadrant for a new market is followed and the existing Magic Quadrant follows the retirement process.

**Q. How do you consolidate two or more previously published Gartner Magic Quadrants?**

**A.** Analysts who want to consolidate two or more Magic Quadrants are asked to retire the existing research documents and create a proposal for a new one. The proposal process is roughly the same. The new market definition explains why the markets will be consolidated.

The Magic Quadrants to be replaced are retired (archived) 12 months from the publish date. The Publication Calendar on [gartner.com](http://gartner.com) will show "retired" for the previously published documents. The consolidated Magic Quadrant is considered new research and listed as "new" research in the Publication Calendar on [gartner.com](http://gartner.com).

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## Gartner Magic Quadrant — Frequently asked questions

### **Q. What is the process for retiring a previously published Gartner Magic Quadrant? Why would that happen?**

**A.** Retirement of a Gartner Magic Quadrant follows a clearly defined process. The analyst and relevant key content leader review whether a Magic Quadrant should be retired. Retirement can be based on several factors, such as research showing a decreased client interest in the overall market, changes that have occurred in the overall market, and so on. If the decision is made to retire the research, the “Refresh Date” field on [gartner.com](https://www.gartner.com) will say “retired,” and the document will be archived a year after its publication date. The lead author will notify all vendors that participated in the now-retired Magic Quadrant that it will no longer be published.

### **Q. Why doesn't Gartner share specific rating results of vendors?**

**A.** Magic Quadrant analysts collaborate to evaluate and rate each vendor against each of the weighted criteria that are described within the methodology. The resulting scores are used to generate a Magic Quadrant position rating. Gartner does not provide specific scores because scores are based on not just quantitative elements, but qualitative as well, so they are not strictly mathematical calculations. A vendor might earn a relatively high score in Product/Service because the quality, uniqueness and integration of its product/service elements are higher than other vendors', even if it lacks some of the features of other vendors. In other words, scores are comparative to the other vendors in the MQ and are not a reflection solely of that one vendor's capabilities. Generally, the rationale behind scoring is explained in the Evaluation Criteria section of the document. The strengths and cautions sections highlight key areas where a vendor scored particularly high and low.

### **Q. When and how are vendors contacted directly about a Gartner Magic Quadrant?**

**A.** A project manager sends vendors an email letting them know of the creation of a Magic Quadrant and requesting the appropriate contact to work with through the research process. (If the analyst already knows the contact at a vendor, this step may not be necessary.) Once the contact is confirmed, the project manager sends an email that explains the market definition and inclusion criteria, and requests that the vendor verify that they satisfy these criteria. Lastly, the analyst sends an email that lists the previously verified inclusion criteria, and explains the evaluation criteria and weights, research process and timeline. For a new Magic Quadrant, this initial vendor notification usually occurs 25-30 weeks before the planned publication date. This time frame varies based on project complexity. The timing is typically shorter for Magic Quadrants that have been published more than once.

### **Q. Are vendors contacted if they are dropped from a Gartner Magic Quadrant when it is updated?**

**A.** Yes, vendors are notified in advance of publication that they will not be represented in the updated research, along with an explanation of why they will not be included. The published document will note that the vendor has been dropped and include a brief explanation of why that vendor no longer meets the inclusion criteria.

### **Q. Can a vendor “opt in” or “opt out” of a Gartner Magic Quadrant?**

**A.** Vendors are included in the research only if they meet the market definition and inclusion criteria established by the research team. If a vendor meets the inclusion criteria, our process requires that it be represented in the Magic Quadrant. If a vendor does not meet the criteria, it will not be included as a participating vendor in the Magic Quadrant. Vendors therefore cannot choose to either opt in or opt out. However, a vendor may choose not to participate in the process or respond to Research requests for information, in which case the analysts will gather as much current information as possible from publicly available sources to determine inclusion and to evaluate the vendor. The vendor's profile in the published document will contain a disclaimer indicating that the vendor did not participate in the research process.

### **Q. Are analysts required to ask vendors for information when creating a Gartner Magic Quadrant project?**

**A.** Analysts are not required to solicit information from vendors when creating a Magic Quadrant. The research team determines whether they have sufficient information through regular contact with vendors and customers in that market to develop the document without this input. Analysts may request information from vendors in the form of a questionnaire or a request for a briefing or a product demo; often, the content from these requests is used for other research deliverables in addition to the Magic Quadrant. Also, if the vendors supply excessive information, the analyst may choose to use only a limited subset.

### **Q. Are analysts limited in the number of questions they can ask in their surveys?**

**A.** No. Analysts are not restricted in the number of questions they can ask in their surveys, but there is suggested guidance that they keep the questions to a minimum and only ask for details that will help to fill in the gaps. An analyst may gather response data for use in the Magic Quadrant as part of a larger surveying exercise intended for use in multiple deliverables.

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## Gartner Magic Quadrant — Frequently asked questions

### **Q. If an analyst does not require specific input from vendors, when are vendors notified that they will be represented in a Gartner Magic Quadrant report?**

- A.** Vendors that meet the inclusion criteria and market definition are notified at the beginning of a Magic Quadrant project. A project manager sends all included vendors an email notifying them of their inclusion. The email includes the market definition, inclusion criteria, evaluation criteria, weightings for each criterion and expected publish date of the research.

Vendors are also sent a copy of the draft content relevant to their company and are asked to check it to ensure accuracy prior to publication; they are given five business days for this factual review. The review is not an opportunity for the vendor to disagree about placement within a quadrant. Vendor responses back to the analyst need to be in writing. Analysts are encouraged to notify vendors once they have a sense of the approximate date that the draft will be sent for factual review.

### **Q. What happens if a vendor declines to provide information requested by the analyst?**

- A.** Analysts work with the information available to them from other sources, including publicly available information, feedback from end-user customers (such as Gartner Peer Insights) and industry contacts. The draft Magic Quadrant graphic, along with specific content related to that vendor, is still sent for factual review, following the standard process.

A disclaimer is also added to the document:

**<Vendor X> did not respond to requests for supplemental information and/or to review the draft contents of this document. The Gartner analysis is therefore based on other credible sources, including (insert any sources that apply, such as the following):**

- Public information
- <Y> discussions with users of this product

Vendor nonparticipation has no bearing on the vendor's inclusion in the document or in how it is evaluated — that is determined by the inclusion criteria, evaluation criteria and analysis alone.

### **Q. Will vendors be required to submit customer references for the Magic Quadrant and Critical Capabilities authors to survey?**

- A.** Authors of a Magic Quadrant and/or Critical Capabilities will not ask vendors to provide customer reference names. In select circumstances, primarily for the expansion of Gartner research coverage into new markets, they may request customer references to support a one-

time survey effort. NOTE: This one-time survey will not replace the Gartner Peer Insights reviews but rather will supplement them. In all cases, vendors can encourage their customers to submit feedback for their product/service through [Gartner Peer Insights](#). Vendors can contact [peerinsightsvendorsuccess@gartner.com](mailto:peerinsightsvendorsuccess@gartner.com) for more information about sourcing reviews effectively. Gartner Peer Insights represents one source of customer input among others that the authors may use to support Magic Quadrant and Critical Capabilities creation. 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 analysts' inquiries with Gartner end-user clients and primary research survey results. Providers are not negatively impacted for a lack of reviews provided as part of the Magic Quadrant and Critical Capabilities evaluation, nor are they scored higher for providing more reviews.

### **Q. When do customer reviews need to be submitted to Gartner Peer Insights for the analysts to consider them as part of the Magic Quadrant process?**

- A.** Analysts leverage relevant Gartner Peer Insights reviews that were submitted prior to the end of the Magic Quadrant data submission period, which is the date of the RFI input deadline as stated in the Welcome Packet. Note that submitting a review to Gartner Peer Insights isn't an ask of Magic Quadrant and Critical Capabilities authors. Gartner Peer Insights is not intended to be a one-to-one replacement for carefully curated references that vendors (and analysts) want to guide through the process. Gartner Peer Insights is the platform Gartner uses to capture anonymous enterprise reviews. It has guidelines and processes in place to ensure its position as a neutral, objective web platform.

### **Q. Can you clarify the time frame on which analysts will be pulling and reviewing Gartner Peer Insights reviews? Will they be looking at the past 6 months or 12 months? Do you have any standard guidance for this?**

- A.** Analysts follow Gartner's methodological guidelines, which instruct them to utilize Gartner Peer Insights reviews that are sufficiently current and relevant based on trends in the market they are evaluating. So it isn't a defined amount of time, but a method for ensuring the analysts are only looking at the most relevant reviews and information. If it is a high-growth market with lots of movement, then analysts might use data provided within the past six months only. If it is a maturing market, then looking at data within the past 12 months might be appropriate.

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## Gartner Magic Quadrant — Frequently asked questions

**Q. We have customer references lined up to talk to Gartner. What shall we do?**

**A.** Do not send customer names to the Magic Quadrant and Critical Capabilities project manager, unless requested to support a one-time survey for a new Magic Quadrant. Instead, direct them to Gartner Peer Insights to submit their feedback for your product/service. Consider creating review sourcing links as a way to strategically reach out to your known customers and provide them the most straightforward way to leave a review. For more information, contact [peerinsightsvendorsuccess@gartner.com](mailto:peerinsightsvendorsuccess@gartner.com). Gartner Peer Insights represents one source of customer input among others that authors may use to support their Magic Quadrant and Critical Capabilities creation.

**Q. Are there particular customer profiles that Gartner is most interested in to support the creation of Magic Quadrant and Critical Capabilities reports?**

**A.** The analysts may use input from any customers using the product evaluated in their Magic Quadrant and Critical Capabilities reports. Gartner Peer Insights employs a rigorous validation process to ensure that reviews are factual and relevant to the market and vendor being evaluated; therefore, we consider feedback from all customers to be informative.

**Q. Can you clarify how many references you require for us to submit on Gartner Peer Insights?**

**A.** Gartner does not require any specific number of references. More reviews provide clients with a range of insight; therefore, we do encourage vendors to ask their clients to provide feedback on Gartner Peer Insights, but it is not a requirement. We are more concerned with having high-quality, informative reviews that are of great value to clients than we are of the number of reviews. Providers are not negatively impacted for a lack of reviews provided as part of the Magic Quadrant evaluation, nor are they scored higher for providing more reviews. Finally, all Peer Insights reviews are informative, and only one source among many others that analysts consider.

**Q. Will Gartner Peer Insights reviews gain more weight in determining scoring in the absence of customer reference submissions?**

**A.** Gartner Peer Insights will not carry more weight; it already plays a role in validating other customer inputs and will continue to do so. It is one of many data sources we may use, along with Gartner clients' interactions, publicly available information, providers' input to Gartner questionnaires, briefings, other Gartner research and analyst knowledge. Customer reference survey feedback is also useful in gathering specific customer input, but it is a limited dataset on its own. Even without it, the Magic Quadrant team has sufficient information to support analyst opinions and form an accurate assessment of each vendor's comparative capabilities.

**Q. A number of the customers I lined up to submit reviews on Peer Insights for an upcoming Magic Quadrant were rejected. How can I get clarity on my customers' review submission status so that I can properly guide them should they receive a request for additional information?**

**A.** Gartner is very careful to shield the identity and ensure the anonymity of our reviewers to encourage them to provide honest reviews. Individual reviewers can contact [peerinsights@gartner.com](mailto:peerinsights@gartner.com) to work directly with Gartner Peer Insights to complete their reviews. We do not reveal either the reviewer's full identity or their organization's name on our website. We only have the reviewer's permission to publish or share the following with the review: reviewer role, industry, title and company size. Gartner Peer Insights is not a one-to-one replacement for carefully curated references that vendors (and analysts) want to hand-hold through the process. Gartner Peer Insight is the platform Gartner uses to capture anonymous enterprise reviews. It has guidelines and processes in place to ensure its position as a neutral, objective web platform that is business and legally compliant in that space. All reviews go through a strict moderation process, and the reasons for rejections vary. In some cases, reviewers may have not completed validation of their identity but in others, the reviews are generic in content and do not meet our guidelines for publication. Vendors can read more on the review content requirements in the [Peer Insights Community Guidelines](#). Also, although Gartner cannot discuss review status and reviewer details with vendors, vendors can access a report on the Gartner Peer Insights portal for vendors that provides visibility on overall rejection, not individual rejections. For help accessing this report, please contact [peerinsightsvendorsuccess@gartner.com](mailto:peerinsightsvendorsuccess@gartner.com).

**Q. What are the legal terms and usage rights for the information that Gartner obtains from vendors?**

**A.** Gartner is dedicated to the right of your privacy and data security. All information you provide will be used for research purposes only. The information you provide may be referenced in Gartner research deliverables (including reports, client inquiry and presentations.) Please refer to the [Gartner Privacy Policy](#) for more information, and also the [Gartner Code of Conduct](#) and [Gartner Vendor Briefing guidance](#).

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## Gartner Magic Quadrant — Frequently asked questions

### **Q. What opportunity do vendors have to review the Gartner Magic Quadrant before it is published?**

- A.** Vendors are given five business days to review relevant draft content, including the complete graphic (for example, with all named “dots” in the Magic Quadrant) and vendor-specific commentary for factual accuracy. If a Magic Quadrant contextualization is created, vendors will be given the opportunity to review the vendor-related content for factual accuracy. In most cases this will occur at the same time as the full Magic Quadrant review process, but in some instances it could be separate.

Vendors review the published Magic Quadrant image only. Client-generated views of the interactive Gartner Magic Quadrant are not relevant to the review process and are not included.

### **Q. Is the data collection and review process the same for all vendors, even if they are not Gartner clients?**

- A.** Yes, it is exactly the same. Client status has no bearing on our research processes.

### **Q. What if a participating vendor disagrees with its position or the analyst’s comments?**

- A.** The first point of escalation is the analyst who created the research being questioned. Vendors should approach analysts with issues regarding facts, processes, methodologies or opinions expressed in research. The second point of escalation is the analyst’s manager, whose role is to verify that all required methodologies and processes were followed by the analyst(s) and that all Research positions have been appropriately supported. The third is the [Office of the Ombuds](#).

### **Q. Is there any attempt to coordinate the timing for a Gartner Magic Quadrant in related topic areas?**

- A.** No, because of the breadth of coverage of the various topic areas and complexity of the underlying markets, it is not possible to coordinate the related topics between the analysts who cover these areas and their other commitments. However, information gathered during the preparation of a Magic Quadrant is often shared across related topic areas.

### **Q. What is Gartner Magic Quadrant contextualization, and where can I find it?**

- A.** Magic Quadrant contextualization is an additional perspective added to a Magic Quadrant for a specific industry, company size or geography where market differences that affect strategic planning or technology investment decisions could exist. For each context, analysis is added that provides market differentiators, considerations for selecting a service provider and a list of notable vendors. There are no ratings or comparative analysis provided for the notable vendors.

A Magic Quadrant context analysis can be found on the Interactive Magic Quadrant in the top right of the page under the heading “Additional Perspectives” or at the end of the full document when viewed either as a PDF or in the HTML version.

### **Q. How do you decide if Gartner Magic Quadrant context will be added to a market?**

- A.** This decision is based on whether or not market differences exist that could significantly affect decision making for a specific industry, company size or geography.

### **Q. Where can I find more information about the Gartner Magic Quadrant and other Gartner methodologies on gartner.com?**

- A.** For more details about methodologies, go to the [Magic Quadrant methodology](#) page. Additional information and FAQs about the interactive Magic Quadrant features are available on [the Interactive Magic Quadrant With Peer Insights User Reviews](#).

### **Q. What do I do if I want to excerpt research or buy reprints of it?**

- A.** To excerpt research, email [quote.requests@gartner.com](mailto:quote.requests@gartner.com), call +1 203 316 6178 or access the Copyright and Quote Policy on [gartner.com](#). To purchase reprints, contact [reprints@gartner.com](mailto:reprints@gartner.com).