Gartner Magic Quadrant

Corporate Transaction Notifications

24th September 2020
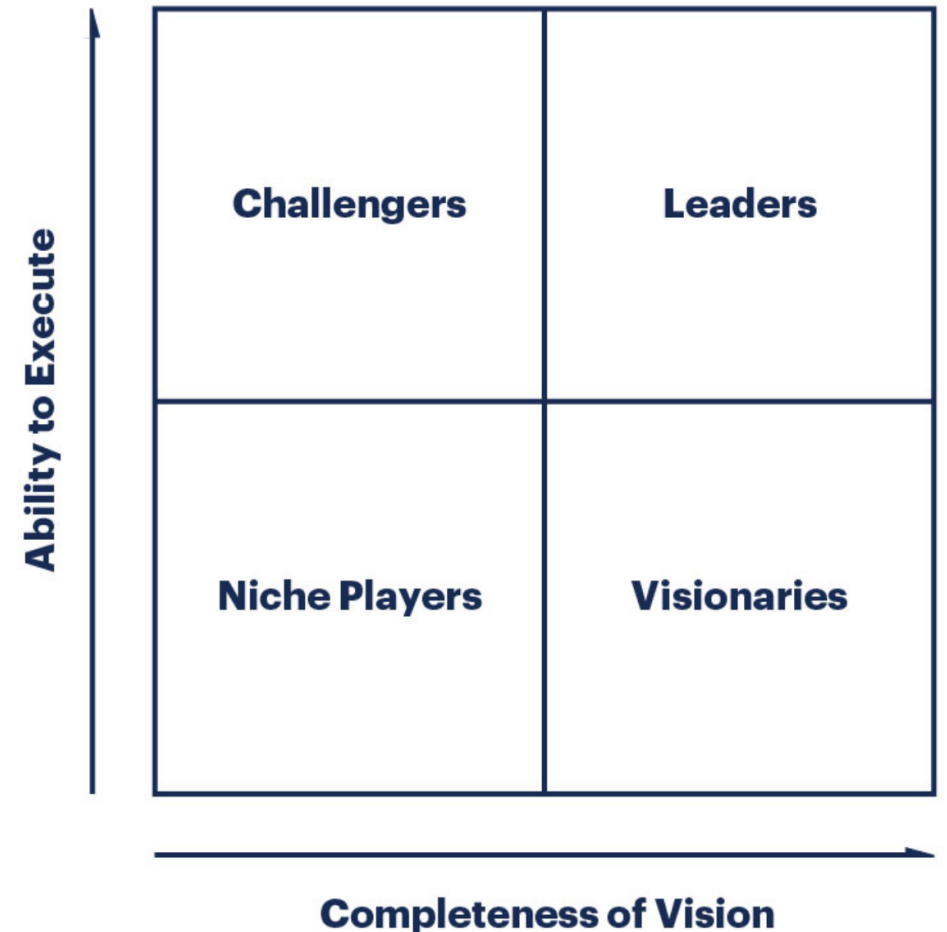
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Agenda

- Magic Quadrant - Corporate Transaction Notifications Overview

- Methodology & Process

- Client Experience

- Summary and Q&A

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Magic Quadrant Overview

Helps answer the key client question: which providers may I consider for a specific investment opportunity?

- Offer snapshots of markets and their participants

- Provide a graphical comparative positioning of providers where market growth is high and provider differentiation is distinct

- Helps clients map provider strengths against their current and future needs

- See "How Markets and Vendors Are Evaluated in Gartner Magic Quadrants"

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The Corporate Transaction Notifications

The notifications aim to meet Gartner clients' evolving needs by:

- Reflecting merger, acquisition or divestiture to a provider featured in a Magic Quadrant graphic

- Highlighting only significant corporate transactions most relevant to technology portfolio decisions

- Providing updates consistently assessed against a common framework

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Activities, Methodology, and Process

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What We`re Doing

- Gartner is releasing the Corporate Transaction Notifications to complement its Magic Quadrant Research in all markets from 4Q20 forward

- Corporate Transaction Notification is per provider with new write-up:
  - Provider features in Magic Quadrant graphic
  - Magic Quadrant scoring remains unchanged
  - Honourable Mention providers are excluded
  - Write-up will be updated as corporate transaction closes or ceases

- Focus on where end-user decision making impact appears most significant

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Structure and Content

3 main sections:
- Key Background
- Considerations for Technology and Service Selection
- Recommended Reading

Considerations for Technology and Service Selection addresses four key questions for clients
- Why is the transaction significant?
- Is the transaction characteristic of market trends?
- Who (from an IT buying perspective) will be impacted by the transaction?
- How should buyers change their approach (if at all), and why?

Focus Only on Providers in Magic Quadrant Graphic

- Corporate Transaction Notification only for providers included in the Magic Quadrant graphic

- Not adding or removing providers from Magic Quadrant

- Gartner will monitor provider releases

  - Providers can alert Gartner to changes by using [Gartner standard vendor briefing process](#)

- Gartner will notify providers *(corporate transaction actors)* of its intention to publish a Corporate Transaction Notification

- Accelerated fact review process

- Courtesy copies sent to all providers featured in the Magic Quadrant graphic upon publication

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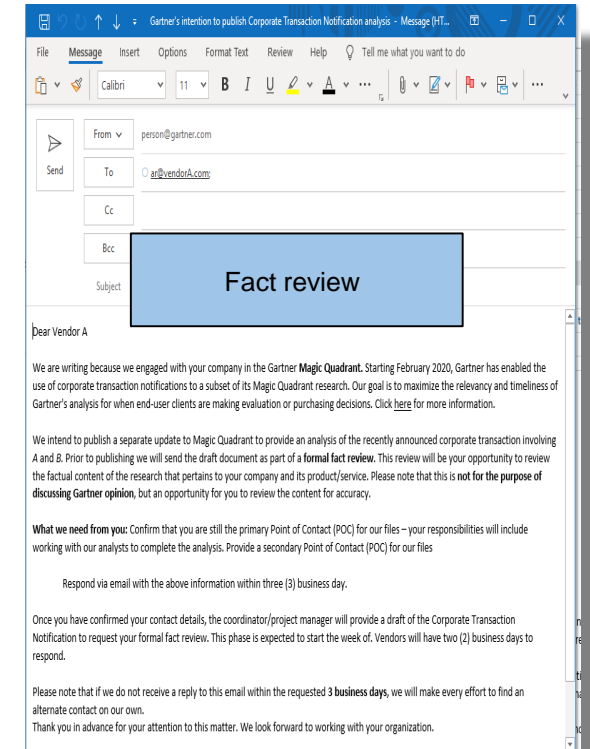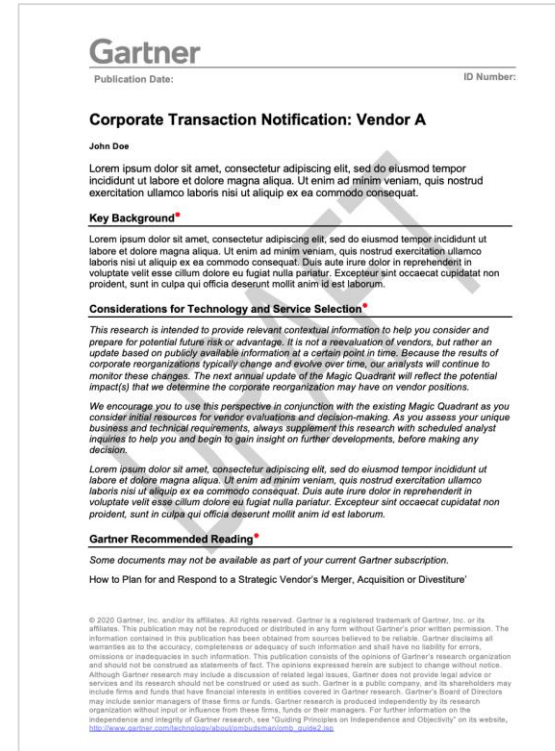
Contact Confirmation and Intention to Publish

If Gartner decides to publish a Corporate Transaction Notification, it will...

- Notify the providers involved in the transaction
- Confirm provider(s) contact details
- Communicate timeline for Fact Review
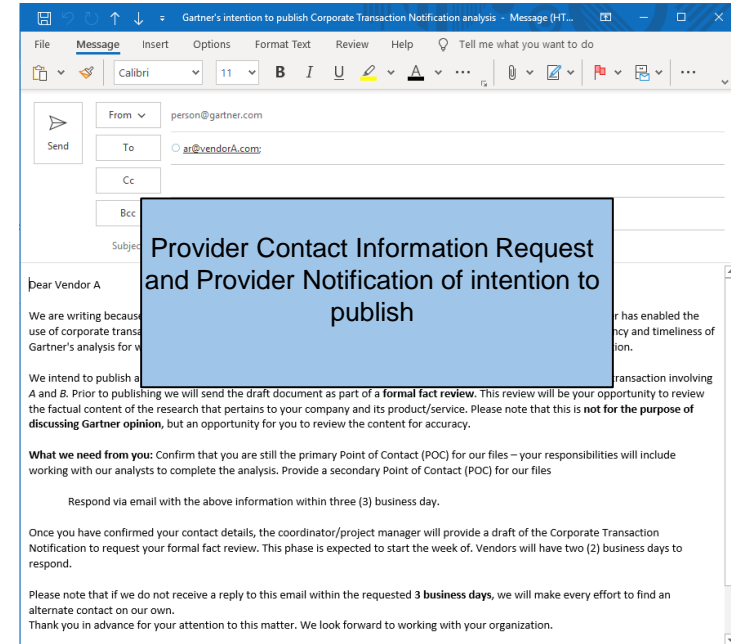
Standard Fact Review

- Standard fact review of write-up
- Shorter 2 business days review cycle

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Courtesy Copy

- Courtesy copy of the Corporate Transaction Notification sent to all providers featured in relevant Magic Quadrant(s)

- *Use the Track feature on gartner.com to set up an automated alert*

Client Experience

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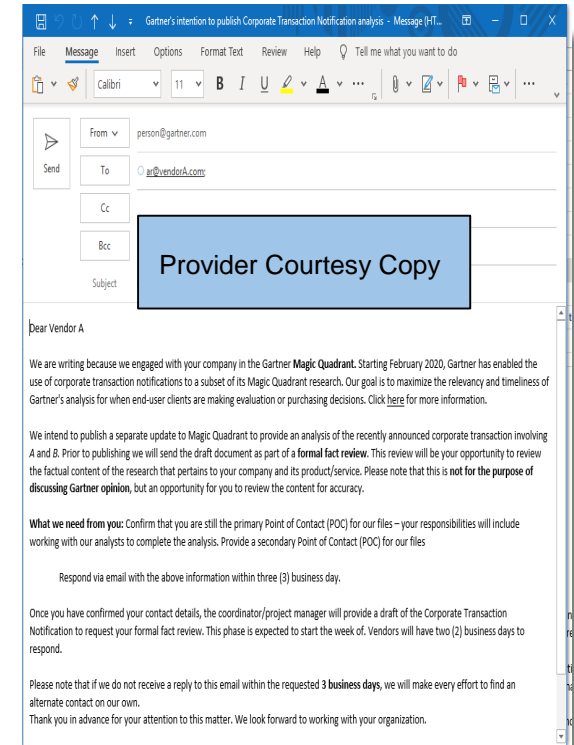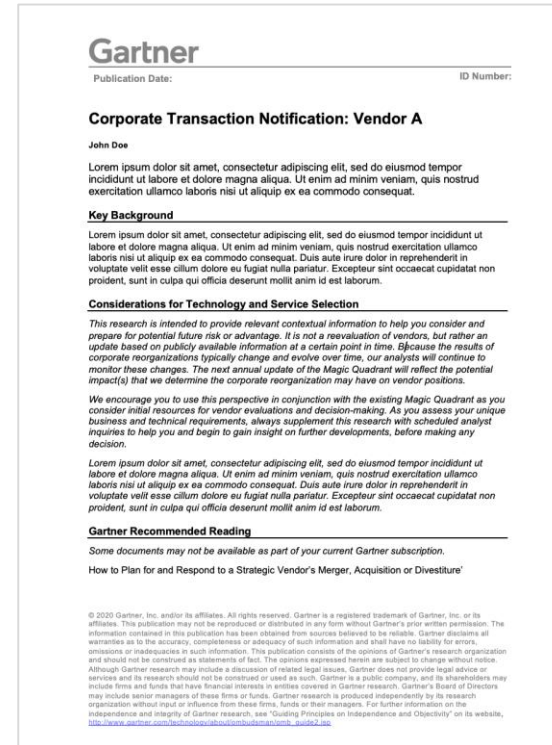
Magic Quadrant Interactive View

Corporate Transaction Notifications are linked to the Magic Quadrant as "Additional Perspectives"

Link to relevant Corporate Transaction Notification added at the top of the provider`s profile

Magic Quadrant Static View

Corporate Transaction Notifications linked to Magic Quadrants as additional perspectives and link added in Magic Quadrant provider`s profile section

Summary

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Summary

- Focused on significant corporate transactions that pertain to providers featured in a Magic Quadrant graphic
  - Excludes Honorable Mention providers
  - Magic Quadrant graphic/scoring remain unchanged

- Analysts decide if write-up is necessary
  - Will inform providers (corporate transaction actors) of Research process
  - Accelerated fact review process

- Write-up will be updated as corporate transaction closes or ceases whilst current Magic Quadrant is active on gartner.com

- Annual Magic Quadrant process remains unchanged

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Resources for You

[Magic Quadrant methodologies page on gartner.com](gartner.com)

- Background materials
- Recording for sharing

Contacts for questions and assistance:

- methodologies@gartner.com

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Appendix

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Tip: Track Updates

- Use the Track feature on gartner.com to set up an automated alert

- Click on the Create new tracks button

- Use Vendors track and choose the appropriate vendor name(s)

- Use Keywords track and set up appropriate keywords, e.g.
BI and analytics

Vendor Track:

Keywords Track: