

Gartner Magic Quadrant Corporate Transaction Notifications

24th September 2020

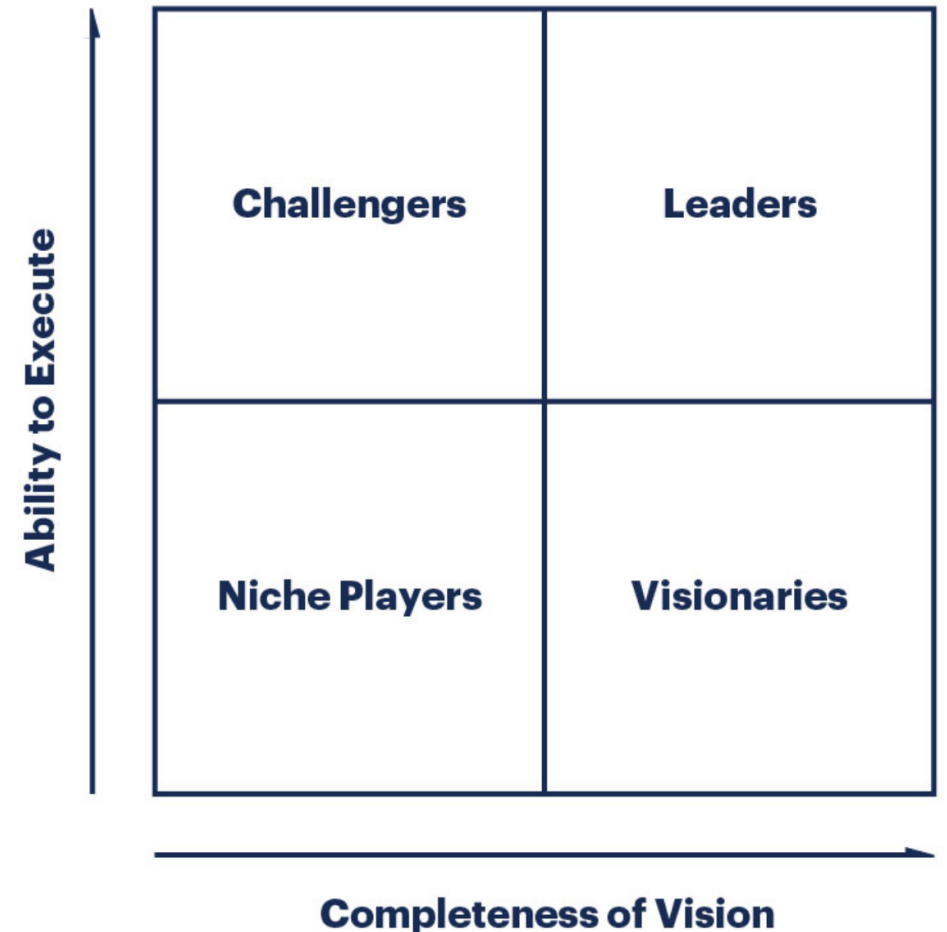
Agenda

- Magic Quadrant - Corporate Transaction Notifications Overview
- Methodology & Process
- Client Experience
- Summary and Q&A

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”](#)



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

The image shows two overlapping screenshots from the Gartner website. The background screenshot is a Magic Quadrant titled "Magic Quadrant for Hyperconverged Infrastructure" dated 02 January 2019. It features a 2x2 grid with various vendors plotted, including Dell EMC, HPE, VMware, Cisco, Nutanix, Microsoft, Scale Computing, StorMagic, DataCore, Red Hat, StarWind, and Xosha. The vertical axis is labeled "ABILITY TO EXECUTE" and the horizontal axis is "COMPLETENESS OF VISION".

The foreground screenshot is a "Corporate Transaction Notification" for "Vendor Name". It includes a search bar, a user profile for Theresa Stuppel, and a detailed text-based notification. The notification text includes:

Published 5 February 2020 - ID G00500034 - 3 min read

Vendor A acquisition of Vendor B Systems extended its risk portfolio. Digital and Risk Management Leaders responsible for, or considering, Vendor B Systems (Magic Quadrant for Digital Continuity Program Solutions) should review the impact of this acquisition and prepare for change.

Key Background

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Considerations for Technology and Service Selection

This research is intended to provide relevant contextual information to help you consider and prepare for potential future risk or advantage. It is not a reevaluation of vendors, but rather an update based on publicly available information at a certain point in time. Because the results of corporate reorganizations typically change and evolve over time, our analysts will continue to monitor these changes. The next annual update of the Magic Quadrant will reflect the potential impacts that we determine the corporate reorganization may have on vendor positions.

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Activities, Methodology, and Process

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

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?

Gartner
Publication Date: ID Number:

Corporate Transaction Notification: Vendor A
John Doe

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We encourage you to use this perspective in conjunction with the existing Magic Quadrant as you consider initial resources for vendor evaluations and decision-making. As you assess your unique business and technical requirements, always supplement this research with scheduled analyst inquiries to help you and begin to gain insight on further developments, before making any decision.

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Gartner Recommended Reading

Some documents may not be available as part of your current Gartner subscription.

How to Plan for and Respond to a Strategic Vendor's Merger, Acquisition or Divestiture'

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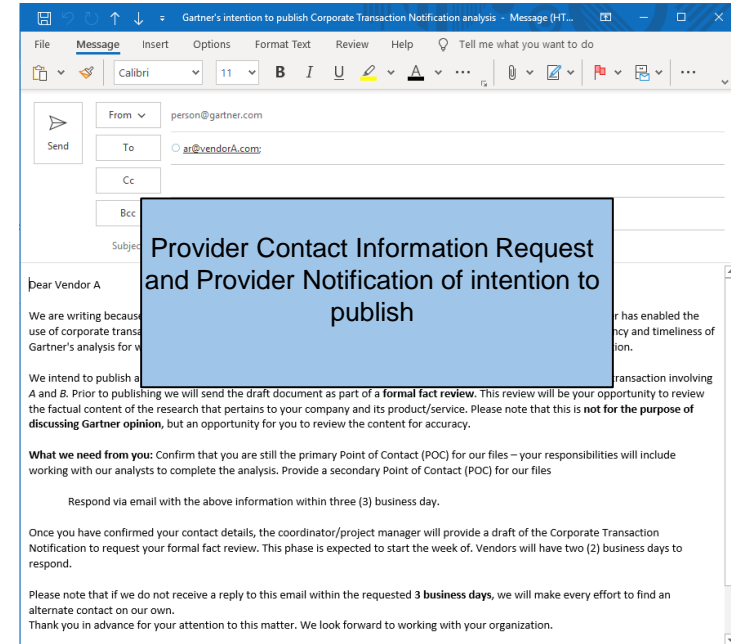
Focus Only on Providers in Magic Quadrant Graphic

- 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

Contact Confirmation and Intention to Publish

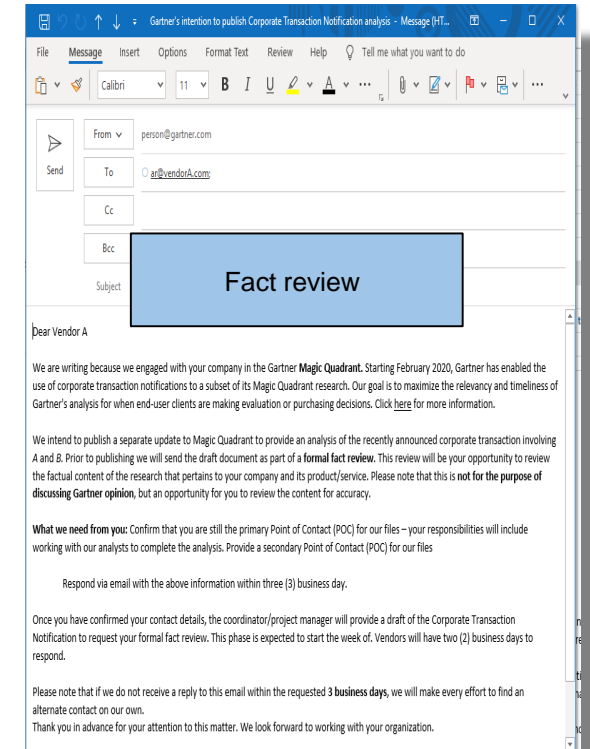
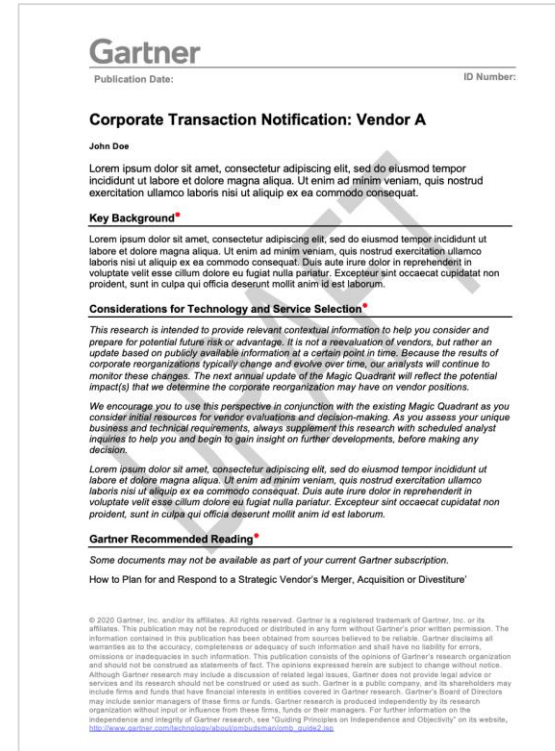
If Gartner decides to publish a Corporate Transaction Notification, it will...

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



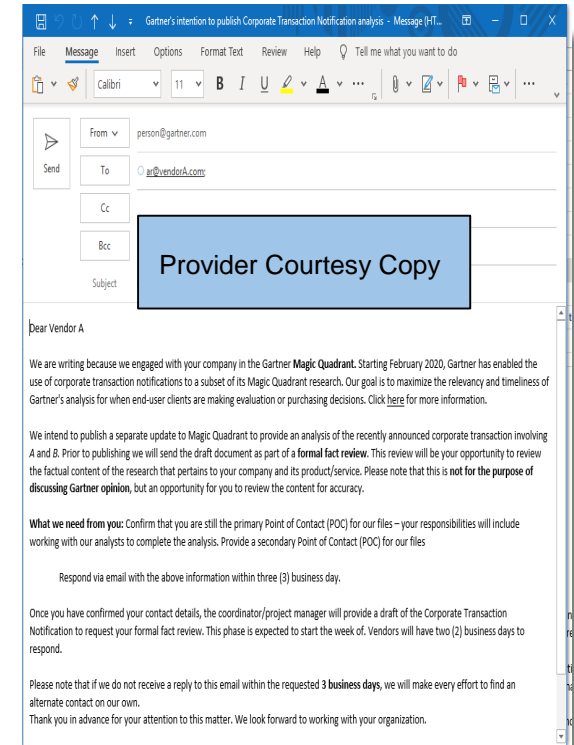
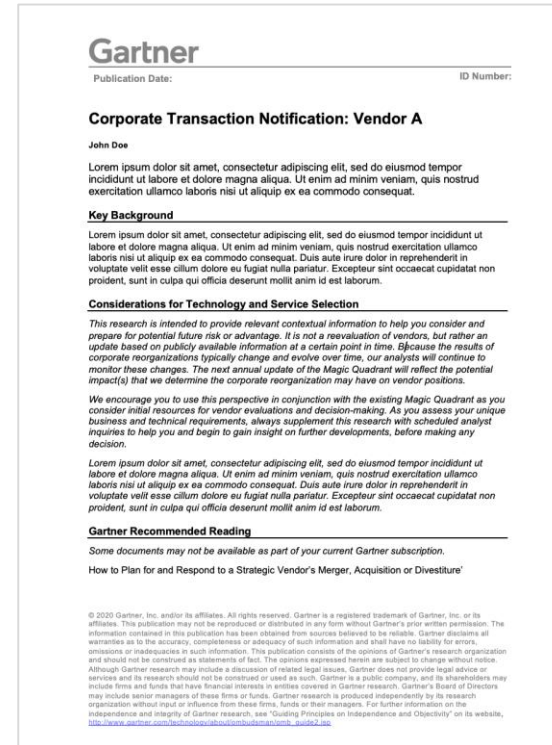
Standard Fact Review

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



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

Magic Quadrant Interactive View

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

2019 Magic Quadrant

BlueJeans

ADDITIONAL PERSPECTIVES

- Corporate Transaction: Blue Jeans Network (17 June 2020)

Peer Insights
(No Peer Ratings)

Since the initial publication of this Magic Quadrant (5 September 2019), BlueJeans has been a party in the following significant corporate transaction(s). For Key Background and Considerations for Technology and Service Selection, see: "Corporate Transaction Notification: BlueJeans" (17 June 2020). Analysis within this Magic Quadrant remains as originally published.

BlueJeans offers its BlueJeans Meetings and Events solutions as SaaS, along with partner endpoints for conference rooms and a cloud-based video interop gateway for Microsoft Teams.

Strengths

BlueJeans has a robust video meeting service and is looking to expand its business through strategic partnerships with Dolby (including a Rooms-as-a-Service option), Microsoft and Facebook.

BlueJeans has demonstrated that it is listening to its customers by developing new capabilities, such as more efficient meetings processes through its smart meetings initiative.

Service reliability and improved ease of use were mentioned by BlueJeans reference customers as strengths of its meeting



Corporate Transaction Notification: BlueJeans

Published 17 June 2020 - ID G00469329 - 4 min read

Initiatives: Digital Workplace Applications and 1 more

Verizon Business has acquired BlueJeans, creating an opportunity for application leaders to consider a network-centric service provider in the market ("Magic Quadrant for Meeting Solutions"). Existing BlueJeans customers should review the impact of this transaction and prepare for potential change.

Get the full story
This content is part of a larger body of research on this topic. [Magic Quadrant for Meeting Solutions](#)

Key Background

On 16 April 2020, Verizon Business announced that it had entered into a definitive agreement to acquire BlueJeans, a cloud-based enterprise video meetings and virtual events company. The acquisition process successfully completed on 15 May 2020. In this transaction, BlueJeans' 390 employees, including its founding executives, have joined Verizon Business.

Considerations for Technology and Service Selection

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



Magic Quadrant Static View

The image shows a Gartner Magic Quadrant for Meeting Solutions. The main article title is "Magic Quadrant for Meeting Solutions", published on 5 September 2019. A callout box highlights the "Additional Perspectives" section, which includes a link to "Corporate Transaction Notification: BlueJeans (17 June 2020)". Another callout box highlights the "BlueJeans" section of a profile, which contains a paragraph stating: "Since the initial publication of this Magic Quadrant (5 September 2019), BlueJeans has been a party in the following significant corporate transaction(s). For Key Background and Considerations for Technology and Service Selection, see: 'Corporate Transaction Notification: BlueJeans' (17 June 2020). Analysis within this Magic Quadrant remains as originally published." A red arrow points from the callout box to the profile section, and another red arrow points from the profile section back to the callout box.

Additional Perspectives

- [Corporate Transaction Notification: BlueJeans](#) (17 June 2020)

BlueJeans

Since the initial publication of this Magic Quadrant (5 September 2019), BlueJeans has been a party in the following significant corporate transaction(s). For Key Background and Considerations for Technology and Service Selection, see: "Corporate Transaction Notification: BlueJeans" (17 June 2020). Analysis within this Magic Quadrant remains as originally published.

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

Summary

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

Resources for You

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

- Background materials
- Recording for sharing

Contacts for questions and assistance:

- methodologies@gartner.com

Gartner Magic Quadrant

Positioning technology players within a specific market

Which are the competing players in the major technology markets? How are they positioned to help you over the long haul? A Gartner Magic Quadrant is a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market's competitors.

By applying a graphical treatment and a uniform set of evaluation criteria, a Magic Quadrant helps you quickly ascertain how well technology providers are executing their stated visions and how well they are performing against Gartner's market view.

[View all Magic Quadrants](#)

Resources

- [Interactive Magic Quadrant with Peer Insights User Reviews](#)
- [Gartner Magic Quadrant FAQs](#)
- [Magic Quadrant and Critical Capabilities: Methodologies Evolution Presentation \(PDF\)](#)
- [Magic Quadrant and Critical Capabilities: Methodologies Evolution Presentation \(Video\)](#)
- [Gartner Magic Quadrant Publication Calendar](#)
- [How Markets and Vendors Are Evaluated in Gartner Magic Quadrants](#)

Contact Gartner

- methodologies@gartner.com
- [General Contacts](#)
- [Become a Gartner Client](#)

How do I use a Gartner Magic Quadrant?

Use a Gartner Magic Quadrant as a first step to understanding the technology providers you might consider for a specific investment opportunity.

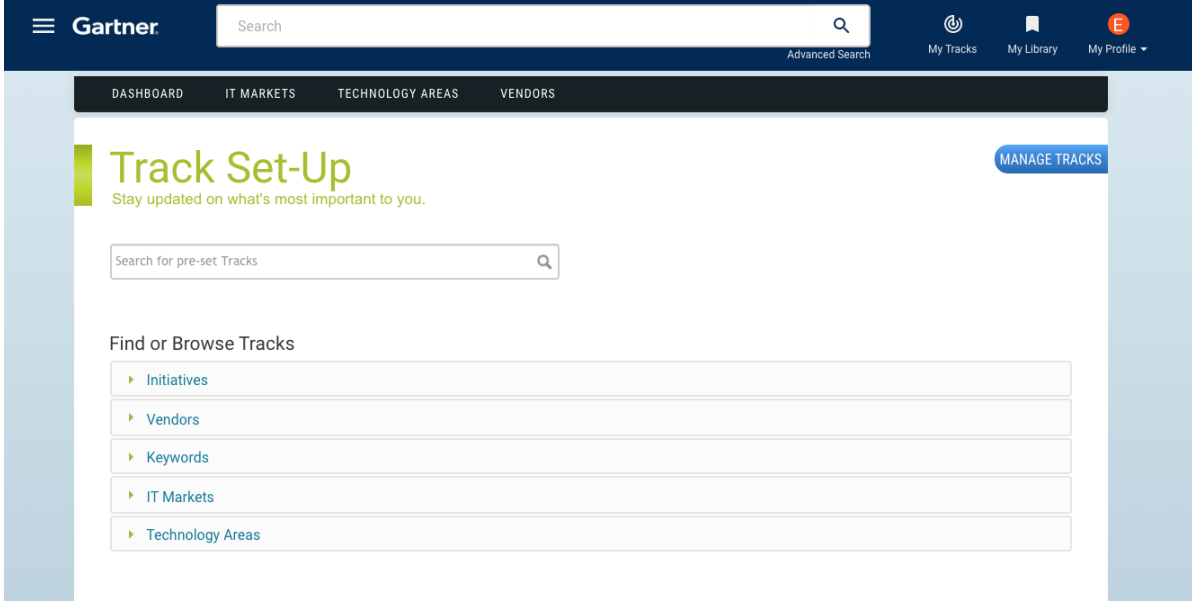
Keep in mind that focusing on the leaders' quadrant isn't always the best course of action. There are good reasons to consider market challengers. And a niche player may support your needs better than a market leader. It all depends on how the provider aligns with your business goals.

Appendix

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:



The screenshot shows the Gartner Track Set-Up page. At the top, there is a navigation bar with the Gartner logo, a search bar, and links for My Tracks, My Library, and My Profile. Below the navigation bar, there are tabs for DASHBOARD, IT MARKETS, TECHNOLOGY AREAS, and VENDORS. The main content area is titled "Track Set-Up" with the subtitle "Stay updated on what's most important to you." and a "MANAGE TRACKS" button. A search bar for pre-set Tracks is present. Below this, there is a section "Find or Browse Tracks" with a list of categories: Initiatives, Vendors, Keywords, IT Markets, and Technology Areas.

Keywords Track:



The screenshot shows the Gartner Keywords Track page. It features a list of keywords: Software-Defined Networking (SDN), Storage, Tablets, Toolkits and Metrics, and Virtual Desktop Infrastructure (VDI). At the bottom, there is a section titled "Didn't find what you were looking for?" with a search bar containing the text "analytics" and a green plus icon button.