FAQs: Gartner Peer Insights 'Vendor Spectrum'

Gartner Peer Insights "Vendor Spectrum":

What is Gartner Peer Insights "Vendor Spectrum"?

- Gartner Peer Insights "Vendor Spectrum" is a new Gartner Peer Insights based document that offers enterprise IT buyers a view of the provider landscape in the market, based on who end-user reviewers considered and selected.

- It includes not only the providers whose products were selected, but also the broader set of providers who were considered in these decisions.

- In the main graphic, providers have been placed in three groups - balanced, broad consideration and targeted, - based on their "consideration" and "selection when considered" percentages and market medians:
  - **Balanced:** At least market median for consideration, at least market median for selection when considered
  - **Broad Consideration:** At least market median for consideration, below market median for selection when considered
  - **Targeted:** Below market median for consideration, at least market median for selection when considered

- The three groups are indicative of different profiles of providers that serve different IT buyer needs.

Who is the audience for this document?

- This document is aimed at enterprise IT buyers, especially those in the early phases of their technology shortlisting and buying process. These buyers can use this document to learn about providers that they may not have otherwise considered.

What is the publishing timeline for this document in markets moving forward?

- The first document was published in April. We are continuing to produce this information for other markets in Q3 2020.

What is the inclusion criteria?

- The analysis includes providers with a product that is aligned to the market on Gartner Peer Insights, have at least ten qualifying reviews from buyers or 0.5% share of all published reviews in the market (whichever is larger of the two), and are mentioned as considered in at least five reviews where other providers were selected (within the set of qualified reviews). Reviews for providers who did not match this criterion were excluded from all calculations.

- Reviews submitted in a 12-month timeframe (e.g., Feb 1, 2019 through Jan 31, 2020) and published.

- Reviews from end-user companies of at least $50M USD where there was a response (of one or multiple provider names) to the question "what other providers did you consider in your evaluation?" are included in the analysis.

How is end-user reviewer consideration and selection identified?

- The Gartner Peer Insights reviews and responses to the question "what other providers did you consider in your evaluation?" were used to calculate "consideration" and "selection when considered" percentages. Consideration percentages are therefore broadly defined and may not mean the provider was included in buyers' full product selection processes.

- "Consideration" percentage is calculated by the number of reviews that claim they purchased or considered a provider, relative to all reviews in a market. "Selection when considered" is calculated by the number of reviews where a provider was purchased as a proportion of the number of reviews where the provider was either considered or purchased.

- For example: If a given provider is reviewed 50 times and mentioned as considered 200 times in a market with 1000 reviews, their consideration and selection percentages would be 25% and 20%, respectively. The consideration percentage of 25% is calculated as ((provider reviews + provider considerations) / (total market reviews), or ((50 + 200) / 1000). The selection percentage of 20% is calculated as (provider reviews) / (provider reviews + provider considerations)), or (50 / (50 + 200)).

How does this document complement existing content such as MQ and VoC?

- This document provides an additional perspective that complements the Gartner Magic Quadrant, Critical Capabilities, and Gartner Peer Insights Voice of the Customer documents when end users are evaluating providers and solutions.

- While the Gartner Magic Quadrant provides a view of expert-led research about vendors' positionings in a market, this document provides the peer perspective based on provider consideration and selection activity.

- The Voice of the Customer document provides an additional view based on Gartner Peer Insights reviews. It represents the views of end users about the products they are using in a given market and provides an aggregated view as calculated under the Gartner Voice of the Customer methodology.

Can a provider be included in this document but not be included in the MQ and VOC for this market?

- Yes. Provider inclusion and placement within each document is based on their specific Methodology. You should not consider or eliminate a provider from your selection process based on its inclusion (or otherwise) in these reports alone.

Will providers be able to review the document before publication?

- The data used in the report is entirely based on end-user reviews that are available on Gartner Peer Insights. As a courtesy, the draft is shared in advance

of publishing so that providers are aware and can ask any questions during a specified time. However, no modifications will be made to the document based on provider comments.

Can a provider reprint this document?

- Yes. To purchase reprints rights, please reach out to your Account Executive or aligned Gartner Peer Insights Program Manager, or email PeerInsightsVendorSuccess@gartner.com.

What do I do if I want to quote or excerpt from this document but not reprint it?

- All external use of Gartner intellectual property must comply with the Gartner Copyright and Quote Policy. To excerpt or quote from this document, submit a request to Gartner Quote Requests at quote.requests@gartner.com.

Gartner Peer Insights:

What is Gartner Peer Insights?
- Gartner Peer Insights is a free website available for Gartner clients and non-clients with software and services reviews by enterprise professionals. Reviews go through a rigorous verification and validation process and has grown to over 350k+ reviews of 6k+ providers.

Are beta products included in Gartner Peer Insights' product list?
- Yes, beta products can be included. The reasoning is that Gartner Peer Insights is direct client feedback and can be valuable to users who have or are considering the product. For Gartner expert led research, beta products are not part of the evaluation when it comes to execution. Beta products are part of a product roadmap that can add the evaluation of a company's vision for their product line.

What is the process for a technology provider to request to have their products or services added to Gartner Peer Insights?

- Technology providers can submit their request through the Gartner Peer Insights' Technology Providers Tool. If you do not have access, please reach out to your aligned Gartner Peer Insights Program Manager, or contact PeerInsightsVendorSuccess@gartner.com.