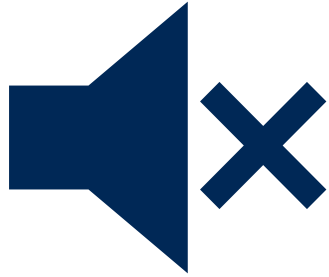


Gartner Peer Insights Technology Provider Webinar

January 2021

Anatoli Olkhovets, Group VP Peer Insights

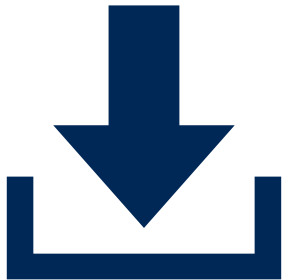
Before we get started...



All lines have been placed on mute to prevent any interruptions during the presentation



Please submit your questions via the Q&A feature to "All Panelists"



This call is being recorded

You will be sent the recording with Q&A via email within 48 hours



Materials will be posted in the vendor portal for download

See the Tech Provider Blog for additional information on new initiatives

Agenda

- **Gartner Peer Insights Update: 2020 in Review**
- **2021 Preview: Site Updates & Content Innovation**
- **Q&A**

Gartner Peer Insights 2020 in Review

2020 Gartner Peer Insights: A Year in Review

Broad coverage of enterprise products

11,600+

Enterprise products
(+10% vs a year ago)

3,900+

Vendors covered
(+14% vs a year ago)

360+

Market categories

370,000+

Published reviews

Used by end-user decision makers

Gartner clients



170+ Peer Insights-based documents published in the past 12 months
(+36% vs prior 12 months)



+94% Gartner client page views of Peer Insights-based documents
(vs prior 12 months)

Public site



+32% average session duration



2.3 million product comparisons
(+15% vs a year ago)

Strong uptake in 2020 Programs



1



Gartner
peerinsights™

ENGAGEMENT PROGRAM



300+ Tech. providers signed up and getting on-boarded

*"Participating in the engagement program shows we are **committed to listening to customers and value all feedback**"*

2



Gartner
peerinsights™

TECHNOLOGY PROVIDER FUNDED GIFT CARDS



400+ Tech. providers signed up and **200+** already using funds

*"This is absolutely amazing...we got a lot of flexibility on how we can just **add funds and incentivize more customers**"*

3



Gartner
peerinsights™ plus

NEW NON-MONETARY INCENTIVE



500+ Tech. providers are using it to thank their customers

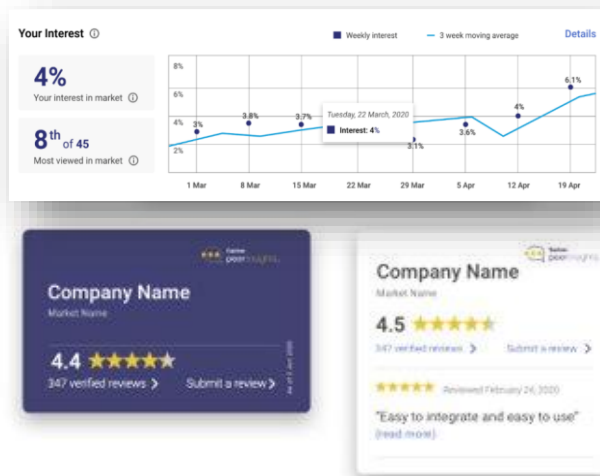
*"Peer Insights Plus and Gartner content is **much more of a value-add and alignment with their interests** for my senior level clients"*

We launched features to enhance your day-to-day Gartner Peer Insights activities

Updates made in 2020:

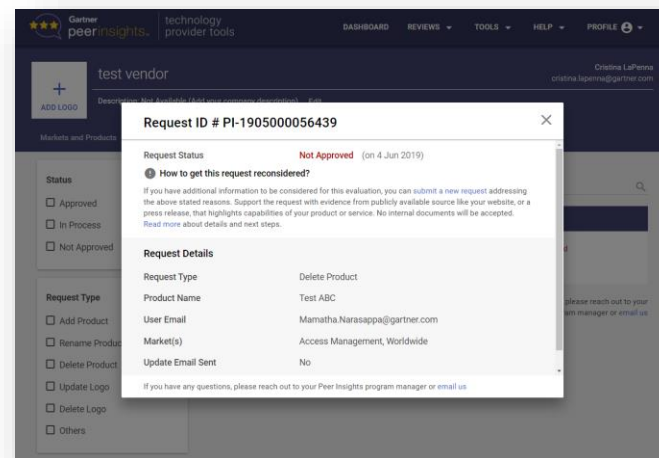
New Marketing Tools

- New Widgets
- Readership Analytics (via Engagement Program)
- Review Sourcing Links options



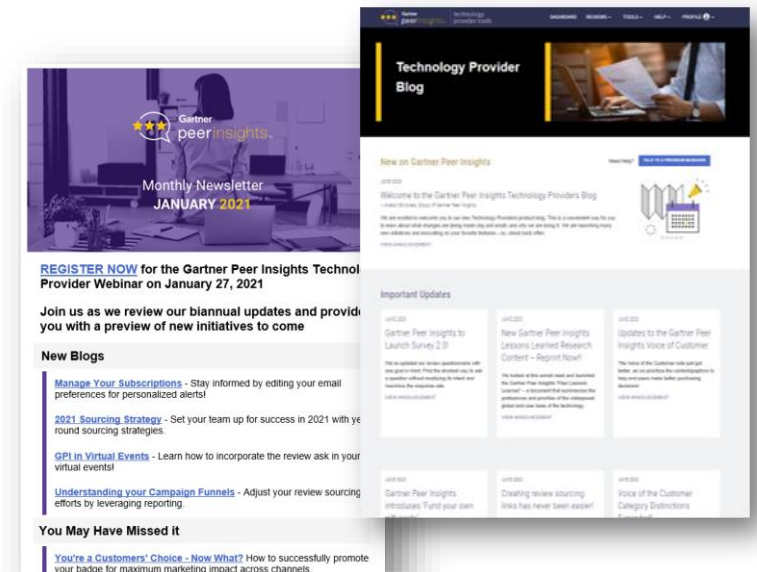
Manage Your Presence

- Request Tracker
- Add/Edit Logos by Market
- Admin Users



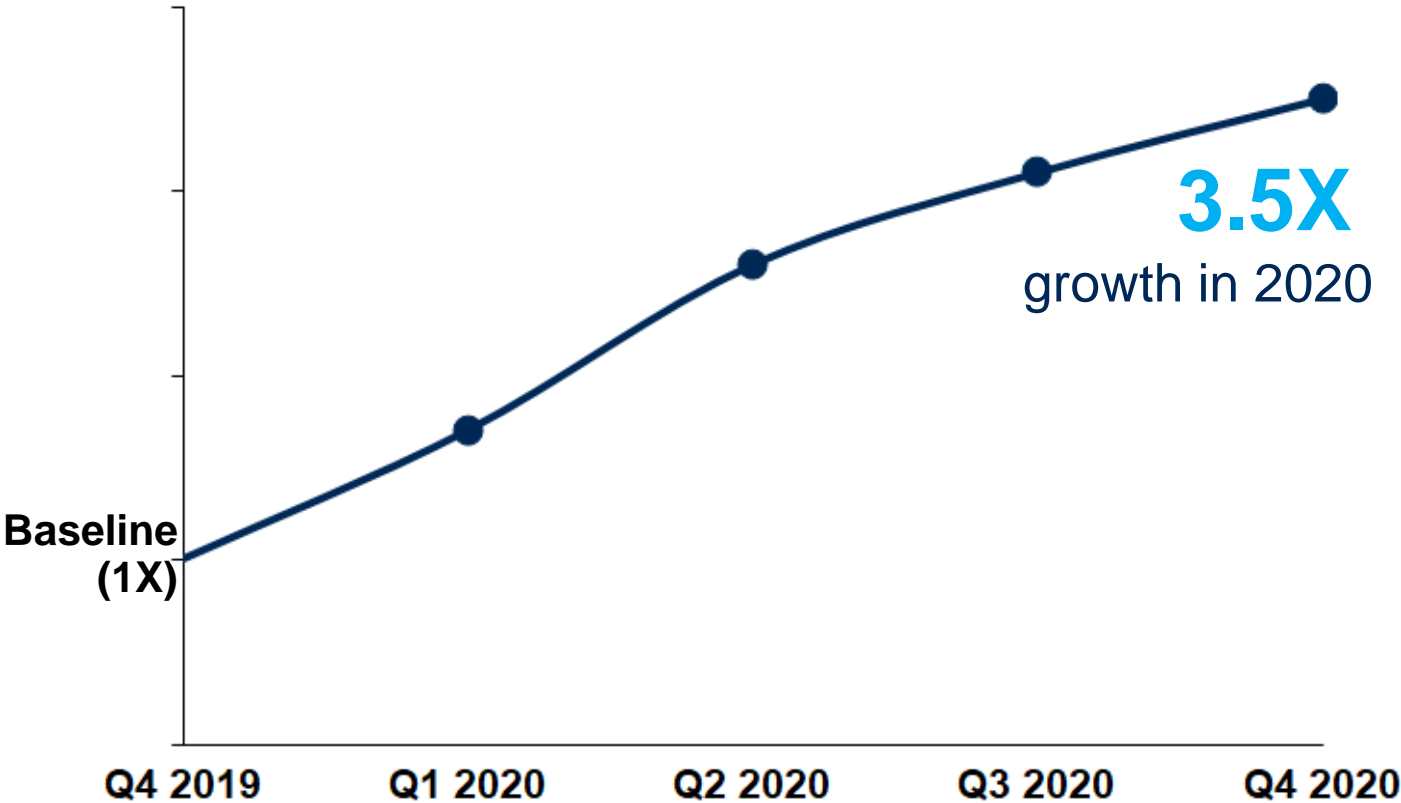
Stay Connected

- New Monthly Newsletter
- New Tech Provider Blog Posts
- Personalized Email Alerts



Thank you for your continued engagement!

Unique pageviews on Technology Provider Tool



Highlights for 2020

2X sourcing activity (vs 2019)
(2k+ vendors sourcing reviews)

2.5k+ vendors subscribed to receive personalized alerts / updates
(Launched in July 2020)

2021 Priorities

Gartner Peer Insights 2021 Priorities



1. Be the undisputed leader for enterprise technology reviews

- *Review quality and integrity*
- *Visitor and Reviewer experience enhancements*
- *Repeat reviewer engagement*



2. Develop new value for end-users and vendors

- *New insights*
- *New programs*
- *Research content for Gartner clients*

1H 2021 updates we will discuss today:

- **Enhancing the Engagement Program**
- **Site Star Rating Calculation Update**
- **Voice of the Customer Methodology Evolution**

Enhancing the Engagement Program


We heard you – Improving the value of Engagement Program

Great adoption:



Gartner
peerinsights™

ENGAGEMENT PROGRAM

 **300+** Tech. providers
signed up and getting on-
boarded

*"Participating in the engagement Program shows we are **committed to listening to customers and value all feedback**"*

Feedback from vendors:

*"The **name** is a bit lukewarm, doesn't mean much"*



1

Change name to
"CUSTOMER FIRST" Program

*"We put in so much work to join the program, it would be nice to get some **recognition**"*



2

"BADGE RECOGNITION"
from Gartner Peer Insights



Intuitive
program name



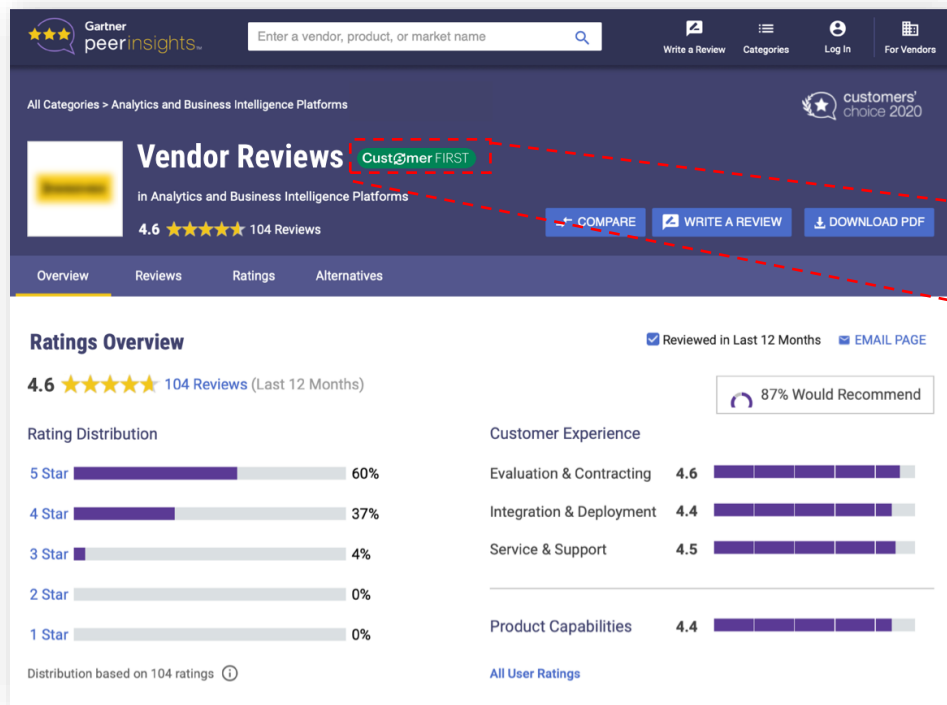
Clear signal
to end users

Badges launching March 2021

Signal your commitment to transparency

Unique "Customer First" Program badge on your Profile & Product pages

Link to the badge from your website to your Gartner Peer Insights profile



Customer FIRST



Marketing templates to be provided March 2021 in "Help" -> "Resources" Tab of portal

Badges launching March 2021

Site Star Rating Calculation Update

Current default view is based on the last 12 months

Current site display:

Default view (last 12 months)

4.5 ★★★★★ 114 Reviews (Last 12 Months)

Reviewed in Last 12 Months

Optional view (un-check filter)

4.4 ★★★★★ 1721 Reviews (All Time)

Reviewed in Last 12 Months

Search engine display:

Google

software xyz reviews

× | 🔊 🔍

robust analytics platform that lets you explore your data, analyze and ...

★★★★★ Rating: 4.5 · 114 reviews

Default filtering not showcasing all your reviews

End User Feedback

*“I’d rather see **more reviews** ... but reviews older than 12 months have reduced weighting for me”*

*- Data Governance Lead,
Insurance*

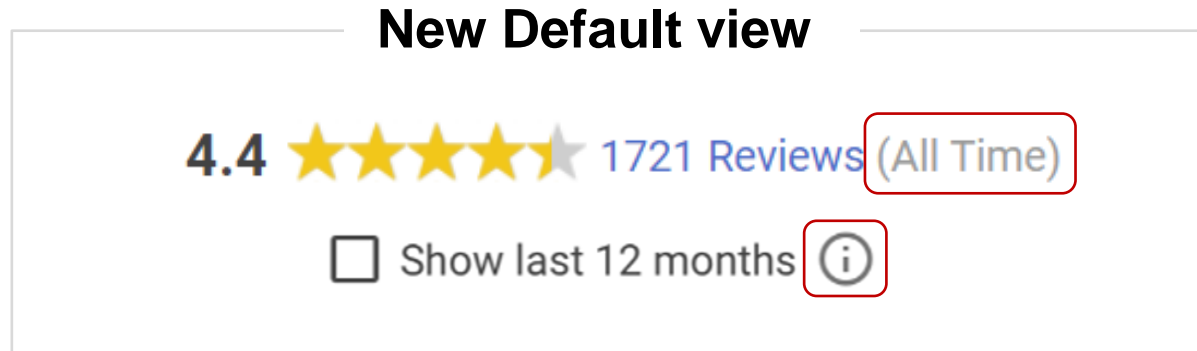
Vendor Feedback

*“I flinch at reviews **just going away**”*

- VP of Performance Marketing

We are updating the site scoring to provide better end user experience and search engine view

New site display:



Launching February 2021

- Default will show **all reviews**
- Older reviews have progressively **less weight** (drop by half each year), tooltip to explain
- Users can still click the checkbox to see 12-month view



Improve user experience



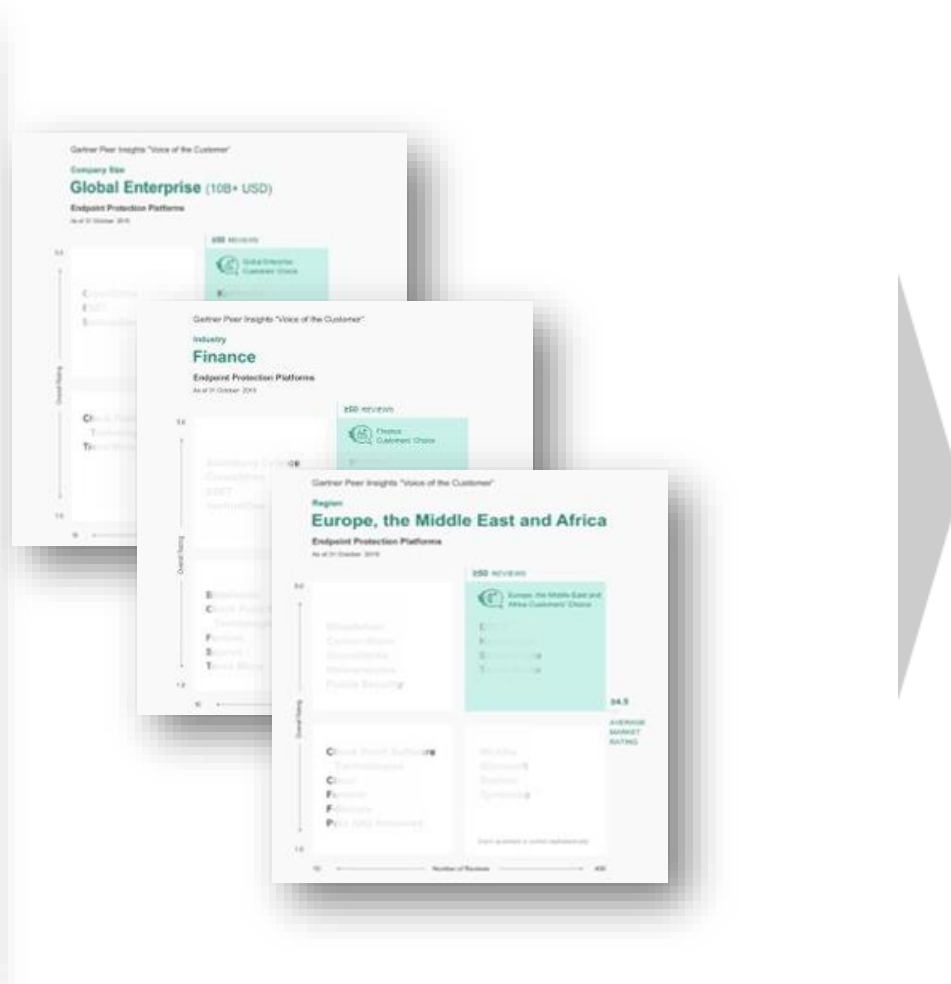
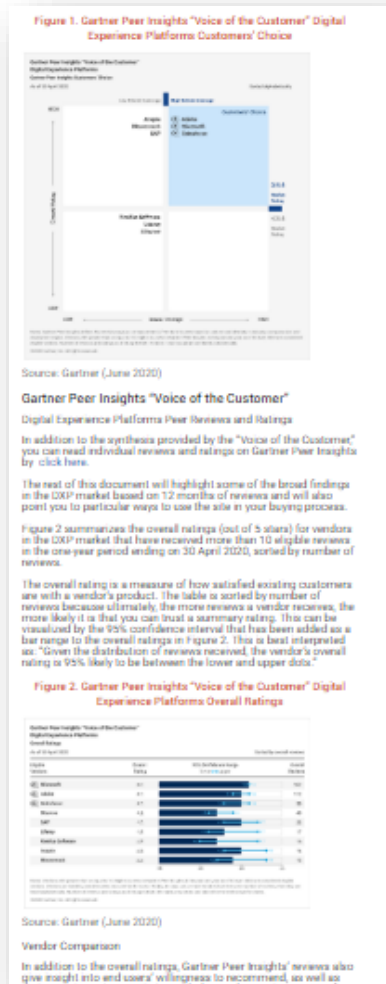
Align with industry common practice



Increase traffic

Voice of the Customer Methodology Evolution

Reminder: 'Voice of the Customer' research document summarizes reviews in a market



Written for end-users to help in **vendor discovery** and **shortlisting**

Synthesizes peer perspectives from Gartner Peer Insights' reviews and ratings data

Complement to analyst-led research and advice such as Magic Quadrants

Available for vendors to **license as a reprint**

End users want “Voice of the Customer” axes to better reflect their buying criteria, with more robust dataset

X-axis: User Interest and Adoption, from “Review Coverage”

*“When considering a vendor, I care about the **count of reviews**, but also that their reviews come from **different regions and industries**. And it's important to know **if users would recommend the vendor**.”*

-Principal Technologist, Insurance

More Robust Dataset

*“A dozen reviews is small, a **bigger number** is better.”*

-IT Director - Operations, Public Sector/Gov

We're evolving "Voice of the Customer" X-axis and inclusion criteria based on end user feedback

Evolving X-axis definition

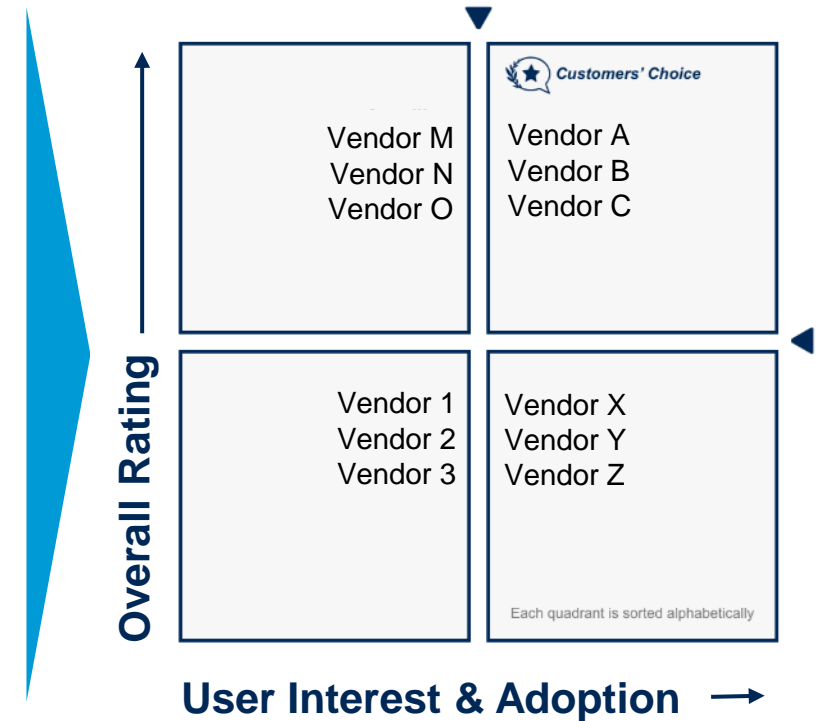
- Instead of "review coverage", move to a combined score from 3 components:
 1. Review count
 2. Willingness to recommend
 3. Review market coverage (reviewer firmographic) – *measures how the reviews are distributed across multiple industries, regions, and company sizes*
- Asymptotic ("diminishing returns") function is applied to convert raw counts into a score

More Robust Dataset

- Updated inclusion criteria: from current 10 reviews in 12 months, to **20+ eligible reviews** published during past **18 months**; (reviews older than 12 months will have lower weight)

Other Details (*Full methodology page to be published soon on the site*)

- *Y-axis is overall rating, same as current*
- *Customers' Choice Designees must be **above market average on both axes***



Updated Vendor Portal dashboard will give you visibility to where you stand

Eligibility

● Voice of the Customer

| Requirement for Inclusion | Status | |
|--|------------|--|
| 20+ Eligible Reviews ⓘ Get reviews from companies with over \$50M USD annual revenue | ✔️ 22 / 20 | Great, you met inclusion criteria! Continue sourcing reviews to help improve below metrics for Customers' Choice Distinction |

Dynamic recommendations with directions

Your Standing
(updated daily)

● Customers' Choice Distinction

| Metrics | Current Status (Dynamic and subject to change) | |
|---|--|--|
| User Interest & Adoption ⓘ Meet or exceed the market average User Interest & Adoption score | ↓ Below market average x-axis | |
| Overall Rating ⓘ Meet or exceed the market average overall rating. | ↑ Above market average y-axis | |

View your progress against each goal

Standings Page live February 2021

New methodology would apply from May'21 publishing documents

Timeline for new methodology:

Dashboard Standings
Page live with new methodology

Cut-off date for reviews for May publications

New methodology in published documents



Markets published:

Markets w/ VOC 1.5 methodology (current)

February Publish

- Data Integration Tools
- Ad Tech
- Email Security
- WAN Edge Infrastructure
- CPQ Application Suites
- Enterprise Low-Code App.
- Product Mngt & R. Tools

March Publish

- Meeting Solutions
- Dist. File Sys & Storage
- Enterprise Info. Arch.
- Cloud Access Sec. Brokers
- Web Application Firewalls
- IT Service Mngt Tools
- Cloud FP&A Solutions
- Procure-to-Pay Suites
- Enterprise IPaaS

April Publish

- Access Management
- Content Services Platforms
- Cloud HCM Suites
- Unified CaaS, Worldwide
- Network Firewalls

Markets w/ VOC 2.0 (new methodology)

May Publish

- Wired & Wireless LAN Access Infra
- Hyperconverged Infra. Software
- Enterprise Architecture Tools
- Identity Gvrn. and Administration
- Primary Storage Arrays

Summary: Take advantage of enhancements to programs and content

Key updates & highlights:



Enhancements to Engagement Program

Launching March 2021



- Name changed to “**Customer First**” program
- **Badge recognition** and ability to **externally promote** participation

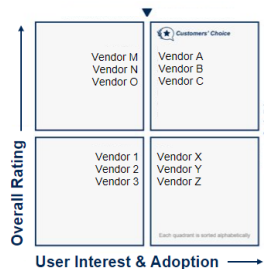


Site Scoring Update

Launching February 2021



- Default view will include **all reviews**
- Older reviews will have **progressively less weight** toward star rating



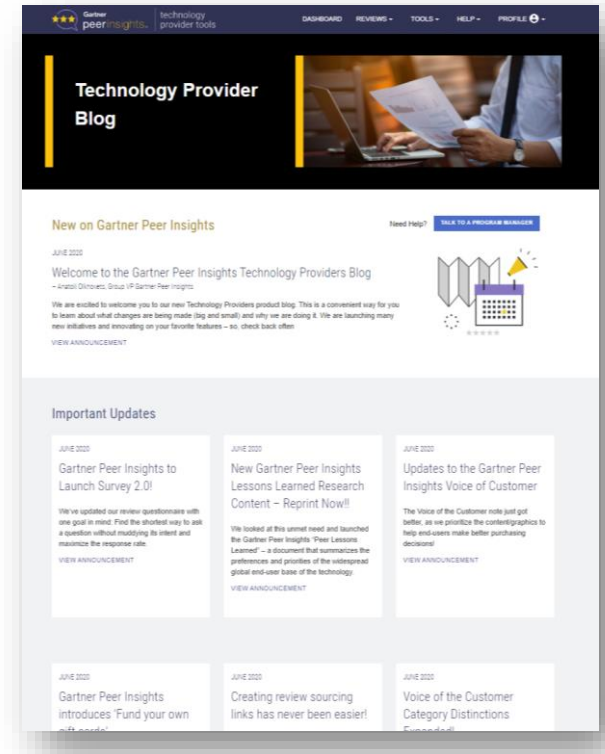
Voice of the Customer Methodology

For May 2021 publishing & docs



- X-axis move to **User Interest & Adoption score**
- Updated inclusion criteria: **20+ eligible reviews, over 18 months**
- To get Customers’ Choice Designation, need to be **above market average on both axes**

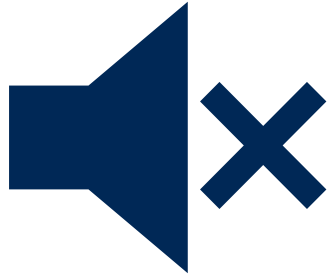
All initiatives will be covered via blog posts in the [Technology Provider Blog](#)



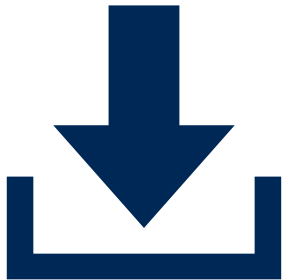
Access via the "Help" dropdown within Peer Insights portal



Q&A



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Thank you,

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Appendix