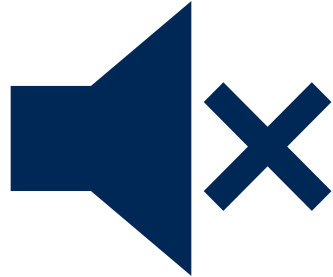


Gartner Peer Insights Technology Provider Webinar: July 2020

Anatoli Olkhovets, Group VP Peer Insights
July 2020

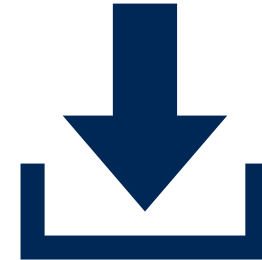
Before we get started...



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 and it will be posted in the vendor portal for download

Before we get started...

We have a lot to cover today!

See the new **Blog** for details
(access via “Help” dropdown within the portal)

Technology Provider Blog

New on Gartner Peer Insights Need Help? [TALK TO A PROGRAM MANAGER](#)

JUNE 2020
Welcome to the Gartner Peer Insights Technology Providers Blog
- Anatoli Oikhovets, Group VP Gartner Peer Insights

We are excited to welcome you to our new Technology Providers product blog. This is a convenient way for you to learn about what changes are being made (big and small) and why we are doing it. We are launching many new initiatives and innovating on your favorite features – so, check back often

VIEW ANNOUNCEMENT

Important Updates

JUNE 2020
Gartner Peer Insights to Launch Survey 2.0!
We've updated our review questionnaire with one goal in mind: Find the shortest way to ask a question without muddying its intent and maximize the response rate.
VIEW ANNOUNCEMENT

JUNE 2020
New Gartner Peer Insights Lessons Learned Research Content – Reprint Now!!
We looked at this unmet need and launched the Gartner Peer Insights "Peer Lessons Learned" – a document that summarizes the preferences and priorities of the widespread global end-user base of the technology.
VIEW ANNOUNCEMENT

JUNE 2020
Updates to the Gartner Peer Insights Voice of the Customer
The Voice of the Customer note just got better, as we prioritize the content/graphics to help end-users make better purchasing decisions!
VIEW ANNOUNCEMENT

JUNE 2020
Gartner Peer Insights introduces 'Fund your own gift cards'

JUNE 2020
Creating review sourcing links has never been easier!

JUNE 2020
Voice of the Customer Category Distinctions Expanded!

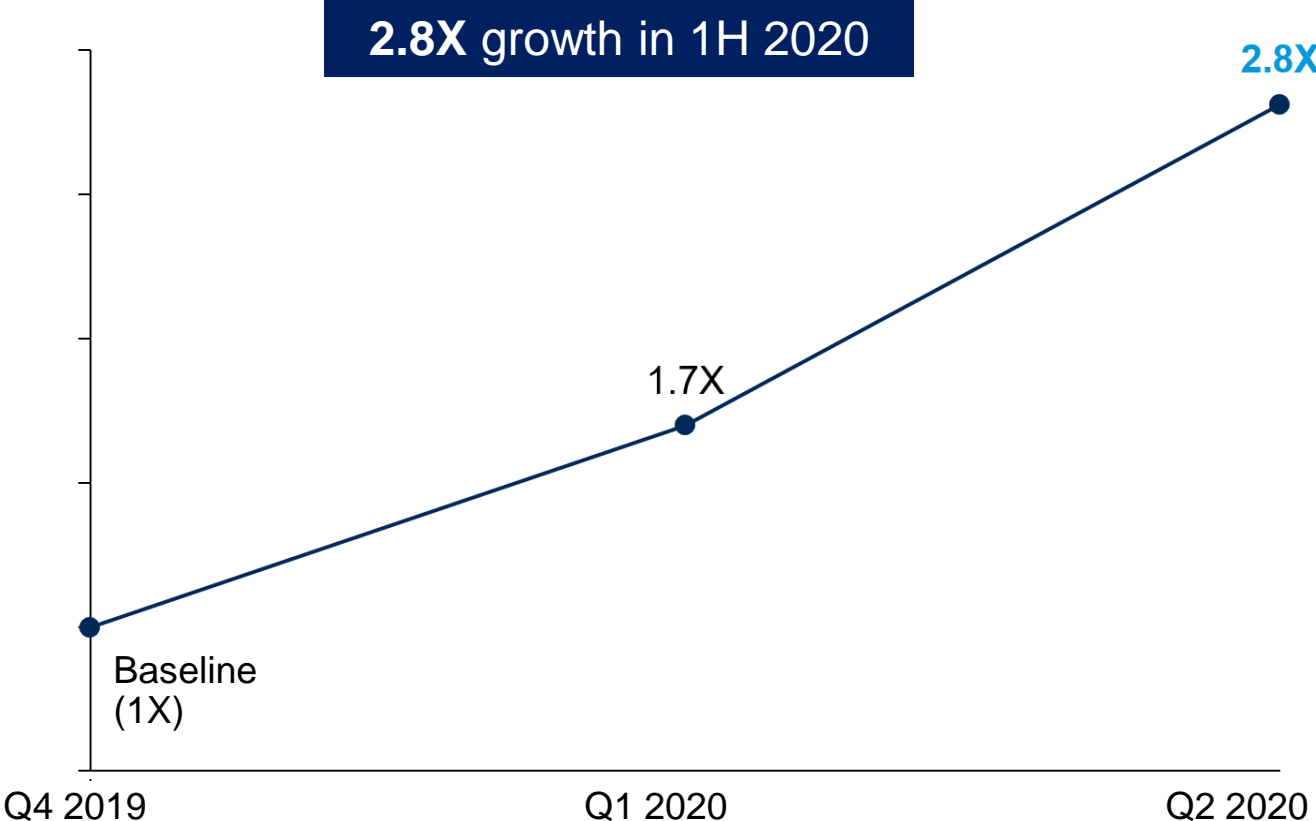
Agenda

- **Gartner Peer Insights Update:** 1H 2020 in review
- **End user updates:** Site Updates & Content Innovation
- **Technology provider updates:** New Programs
- **Q&A**

Gartner Peer Insights 1H2020 Update

Thank you for your continued engagement with the platform!

Unique pageviews on Technology Provider Tool



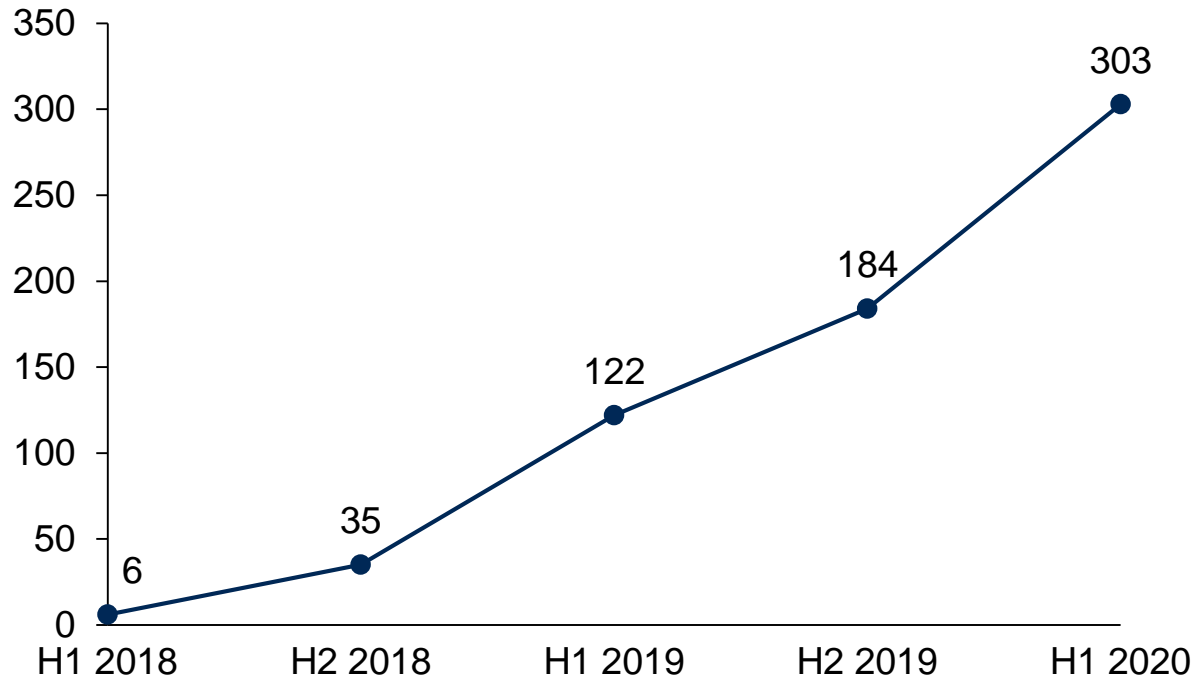
Highlights for 1H 2020

600+ new Technology Providers added
Total: 6,000+

1,400+ new enterprise products listed
Total: 17,000+

Published 300+ documents as we continue to increase coverage and innovate on content

Cumulative number of documents* published



* Include Voice of the Customer (139), Peer Lessons Learned (123), Product Roadmap Priorities (20), Voice of the Customer with Category Cuts (9), Emerging Tech: Adoption Growth Insights (7), Market Pulse: Buyer Interest Signals (4), and Vendor Spectrum Consideration (1)

Content Innovation in H1 2020

For Technology Providers

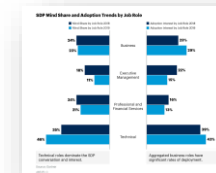
Product Roadmap Priorities
(120 markets, via research notes and toolkits)



Market Pulse: Interest Signals
Bi-weekly notes started in May



Emerging Technologies: Adoption Growth Insights
7 notes published



For End Users

Voice of the Customer with Category Distinctions
Published 8 documents



Lessons Learned
100+ notes to date
(now available for reprint)



Vendor Spectrum
Published first note



Gartner Peer Insights is increasingly leveraged in Research and Inquiry

One source of Customer Input to Magic Quadrant process

News and Information for Analyst Relations Professionals Working with Gartner

The COVID-19 pandemic has had a profound impact on all of us, requiring that we act with flexibility, responsiveness, and respect towards our providers community and their end-user clients.

What is happening:

As of March 31, 2020 and until further notice, **Gartner is no longer requiring providers to submit customer references to support its Gartner Magic Quadrant and Critical Capabilities research.** We will process the ones that have already been submitted in conjunction with analyzing other sources of customer input available to Gartner analysts. In cases where references haven't already been submitted, we may use other sources of customer input to support our evaluation of your organization. Those providers who didn't give customer reference names will not be disadvantaged in the analysis.

Gartner is also increasing the flexibility of its Magic Quadrant and Critical Capabilities project timeline to **allow certain deadline extensions for provider responses**, whilst ensuring Gartner's Research process isn't delayed indefinitely. This accounts for providers' resource limitations in the current uncertain environment.

Why:

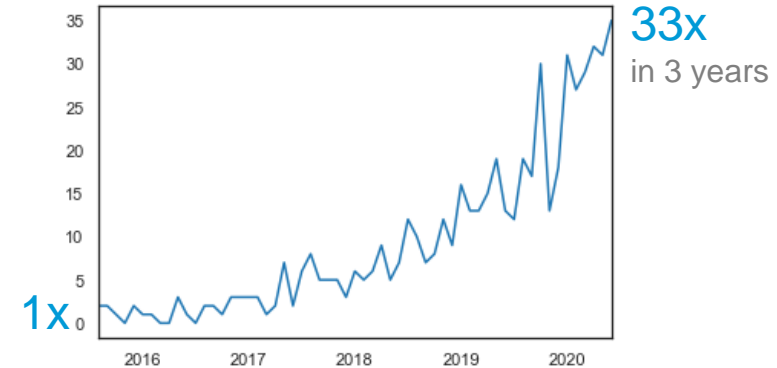
We are sensitive to the resource constraints and prioritization resulting from the COVID-19 crisis, which may preclude you or your customers from engaging in certain aspects of the Magic Quadrant and Critical Capabilities research process. While end-user feedback is important, it is only one aspect in an area of criteria that are considered. As always, Gartner may consider other sources of customer input information such as [Gartner Peer Insights](#), analysts' inquiries with Gartner end user clients, and primary research survey results. These supplement or substitute customer references where they are not possible.

Gartner analysts will review their research timeline over the next few weeks, and revise it as needed to give providers the appropriate flexibility to respond, but still ensures Gartner's Research process isn't delayed indefinitely. The Magic Quadrant and Critical Capabilities project managers will contact the providers to communicate changes to the schedule and/or process. Gartner is committed to continually producing quality research that provides its clients the third-party, independent insight they expect and need, specifically at times like this. If you feel that you are not able to fully participate in our research projects please let us know. We will continue to use publicly available information to support our evaluation. The draft research will

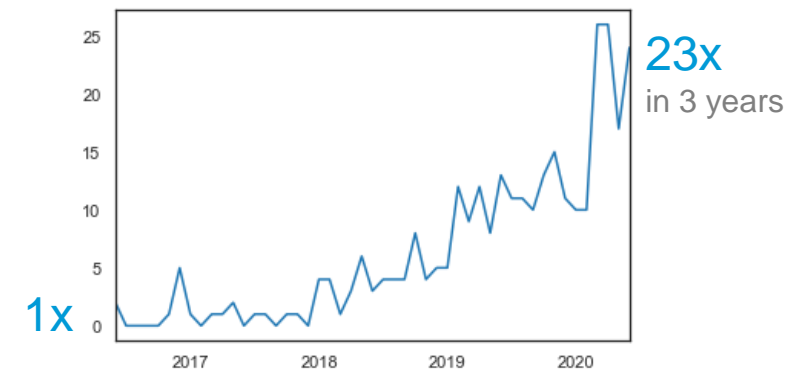
Multiple data sources to be considered, including Peer Insights, Inquiries, and many others

And inquired by clients (mentions of "Peer Insights")

End User normalized inquiry volume



Technology Provider normalized inquiry volume



End User Updates & Content Innovation

Launched Improved Product Overview Page

Old page: List of reviews

The old page displays a list of reviews for CompanyABC. On the left, there are filters for 'Show Only' (Last 12 months), 'Products', 'Overall Rating' (5 stars to 1 star), 'Reviewer's Industry' (Healthcare, Education, Automotive), 'Reviewer's Role' (CFO, CIO, CTO), 'Licensed Users' (100, 100-249, 250-499), and 'Reviewer's Company Size' (50M, 50M-250M, 250M-500M). The main content area shows several reviews with titles like 'Easy implementation, but Policies are not as flexible', 'If this is new technology for your org, spend the money on professional services', and 'Good solution if all components are cloud based, hybrid solution still have some challenge'.

"I need stats to help make a decision"



"I need summary data to present to stakeholders"

New Page: additional sections

The new page provides a comprehensive overview of Product1. Key sections include:

- Overall Rating:** 4.4 stars (1199 reviews), with 82% of reviewers recommending it.
- Rating Distribution:** 5 Star (45%), 4 Star (48%), 3 Star (7%), 2 Star (0%), 1 Star (0%).
- Customer Experience:** Evaluation & Contracting (4.1), Service and Support (4.3), Integration & Deployment (4.3).
- Product Capabilities:** 4.4.
- Helpful Reviews:** Displays both positive (5.0 stars) and critical (3.0 stars) reviews.
- Top 3 Competitors and Alternatives:** Lists other vendors considered by reviewers, such as Company123 (34% considered), BusinessABC (27% considered), and EnterpriseMN (14% considered).
- Reviewer Demographics:** A table showing the distribution of reviewers by company size, industry, and deployment region.
- Product Reviews for Product1:** A list of individual reviews with details like reviewer role and company size.

← Summary stats

← Most helpful positive and critical reviews

← Quick links to popular compares

← Customer demographics

We streamlined Voice of the Customer document to make it more useful for end users

From

"It has too much text upfront. I just need a simplified document. Want to jump to figures directly."

- IT Supervisor

"Some charts did not help me, not giving any new information."

- CISO

To



Highlights the most valuable figures



Simpler text



Reduced document length



No changes to Methodology

Based on the Gartner Peer Insights Customer's Choice criteria, Figure 1 shows a list (in alphabetical order) of vendors in different segments based on their overall score relative to the market rating and their Review Coverage (see the Methodology section for details). Customer's Choice vendors appear in the box on the top right. Ranked with a Customer's Choice badge. A maximum of 7 vendors can qualify.

Figure 1. Gartner Peer Insights "Voice of the Customer" WAN Edge Infrastructure Customers' Choice



Source: Gartner (April 2020)

Use Customer Reviews and Expert Research to Supplement Your Analysis
Along with the historical peer-based perspective represented in this document, Gartner covers the WAN edge infrastructure market with expert-led research, primarily through the related Magic Quadrant and associated Critical Capabilities research documents.

Magic Quadrants are forward-looking, to help clients identify vendors likely to keep up with or even stay ahead of the overall market. Our analysts look broadly at customer feedback across markets, as well as a company's forward-looking strategy, trackings and capabilities. Their reviews are drawn solely by the specific experience relative to the unique needs of reviewers' organizations. Hence, there may be a difference in analyst opinions about vendors, products and services versus our research as represented in peer reviews. For more information on how markets and vendors are evaluated in Magic Quadrants, please see "How Markets and Vendors Are Evaluated in Gartner Magic Quadrants."

Figure 2 shows the vendor position in the Magic Quadrant as of 26 November 2019, and Customer's Choice vendors as of 26 March 2020. These vendor lists are not necessarily identical to the Magic Quadrant chart with additional Customer's Choice vendors listed in Peer Insights, sorted alphabetically.

Figure 2. Gartner Peer Insights "Voice of the Customer" WAN Edge Infrastructure Magic Quadrant and Peer Insights Customer's Choice View



Source: Gartner (April 2020)

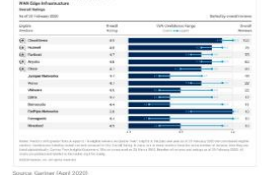
Gartner Peer Insights "Voice of the Customer"

WAN Edge Infrastructure Peer Reviews and Ratings

In addition to the synthesis provided by the Customer's Choice, our individual reviews and ratings within Gartner Peer Insights can be a valuable source of insight learned for those working in the market for the WAN edge of their organization. In particular, if you can find and read reviews from end users like you (for example, those that share your technology adoption pace, company industry or geography).

While the confidence interval can offer a useful perspective, reading individual reviews from end users that you can relate to can be a great way to learn more about the market. The insights you can glean from these reviews can be used to help you make decisions about your organization's WAN edge infrastructure. For more information on how to use these reviews, see the "How to Use Peer Insights" section of the Gartner Peer Insights for WAN Edge of their organization. For more information on how to use these reviews, see the "How to Use Peer Insights" section of the Gartner Peer Insights for WAN Edge of their organization.

Figure 3. Gartner Peer Insights "Voice of the Customer" WAN Edge Infrastructure Overall Ratings



Source: Gartner (April 2020)

Vendor Comparison

Figure 1. Gartner Peer Insights "Voice of the Customer" Digital Experience Platforms Customers' Choice



Source: Gartner (June 2020)

Gartner Peer Insights "Voice of the Customer"

Digital Experience Platforms Peer Reviews and Ratings

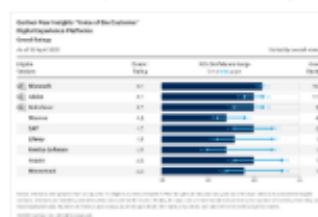
In addition to the synthesis provided by the "Voice of the Customer," you can read individual reviews and ratings on Gartner Peer Insights by [click here](#).

The next of this document will highlight some of the broad findings in the DXEP market based on 12 months of reviews and will also point you to particular ways to use the site in your buying process.

Figure 2 summarizes the overall ratings (out of 5 stars) for vendors in the DXEP market that have received more than 10 eligible reviews in the one-year period ending on 30 April 2020, sorted by number of reviews.

The overall rating is a measure of how satisfied existing customers are with a vendor's product. The table is sorted by number of reviews because ultimately, the more reviews a vendor receives, the more likely it is that you can trust a summary rating. This can be visualized by the 95% confidence interval that has been added as a bar range to the overall ratings in Figure 2. This is best interpreted as: "Given the distribution of reviews received, the vendor's overall rating is 95% likely to be between the lower and upper dots."

Figure 2. Gartner Peer Insights "Voice of the Customer" Digital Experience Platforms Overall Ratings



Source: Gartner (June 2020)

Vendor Comparison

In addition to the overall ratings, Gartner Peer Insights' reviews also give insight into end users' willingness to recommend, as well as

Consolidated & Simplified Content

We will continue to expand Category Views in 2H2020



Progress to date

- ✓ Published in 7 Markets
- ✓ Positive feedback from end users & vendors

"The category breakdown was helpful to narrow down my vendor selection."
- Sr. Architecture Director

"I'd rather look at 10 reviews in my industry than 100 overall"
- Associate CIO

Planned for 2H 2020



Scale up to all applicable markets



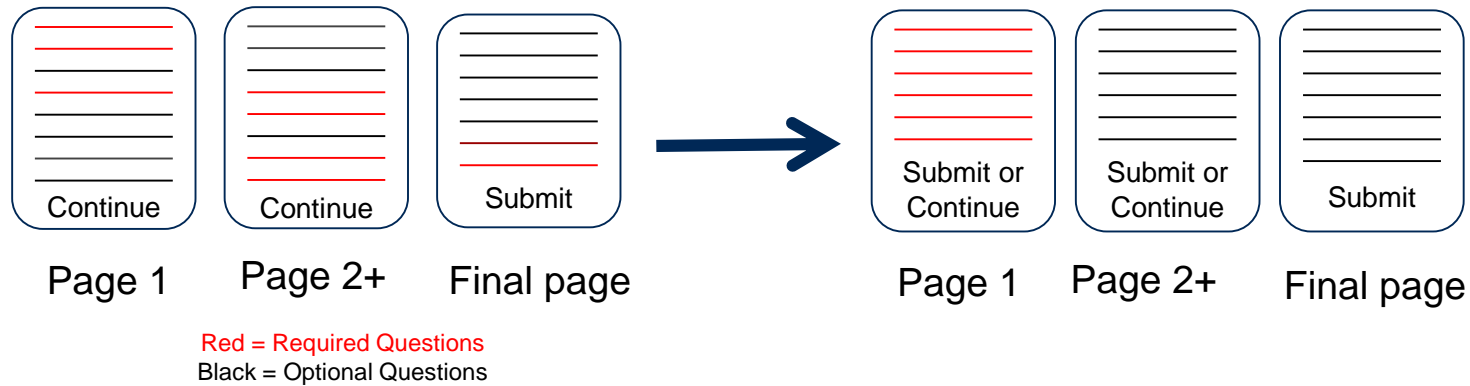
25-review threshold for category distinction



Continue to innovate on user experience

We simplified the reviewer experience while maintaining the richness of the review

Simpler questionnaire flow:



More responses to detailed, high-value questions



Improvement in completion rate



Reduction in completion time



Similar fill rates for optional questions

Less cluttered experience:



Technology Provider Experience Updates & New Offerings

All parties in the Gartner reviews ecosystem value unbiased, representative reviews



**Technology Buyers
(End-Users)**

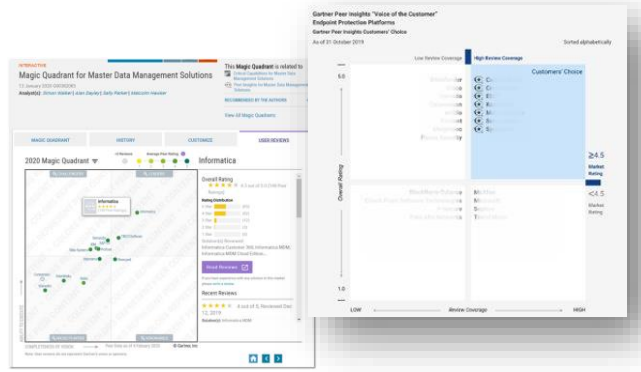
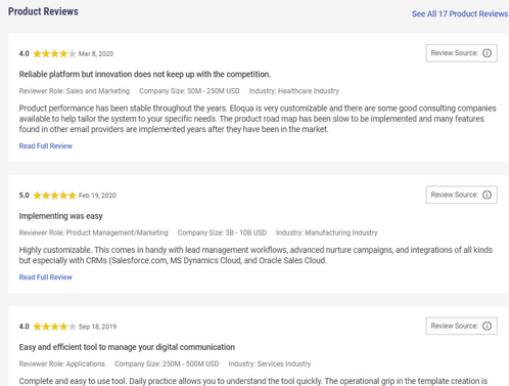
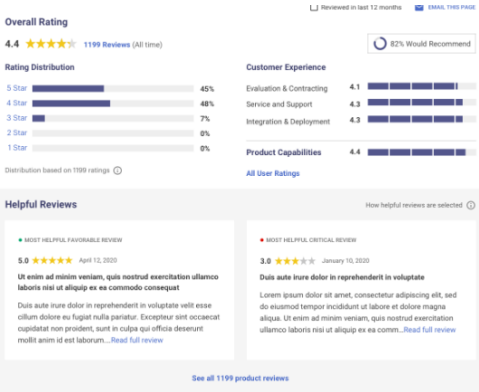
Want confidence that reviews are valid and representative

**Technology Providers
(Vendors)**

Want availability of high-volume, honest, data-rich reviews for prospects to explore

Gartner Research

Want rich, trustworthy reviews to support research deliverables (for end users and vendors)



Review quality remains a key priority as trust matters for enterprise buyers

Top Reasons for Review Rejection:

What You Can Do:

REVIEWER AUTHENTICATION	Unable to determine if the reviewer is who they say they are	→	Inform customers their professional background/identity will be verified
CONTENT VALIDATION	Gibberish, generic comments, plagiarism, etc - resulting in a review that is not helpful to readers	→	Advise your customers to leave specific, helpful, original responses
CONFLICT OF INTEREST	Potential conflict of interest that would bias the review	→	Do not ask partners such as VARs or System Integrators to provide reviews
FRAUDULENT PATTERNS	E.g., multiple profiles, excessive review contribution from a reviewer, company, IP address	→	Use multiple channels to ask a broad base of customers for reviews

REMINDER - Reviewer anonymity is our policy.

We will only communicate with the reviewer and will not confirm any details to vendor representatives on a rejection.

Introducing: Gartner Peer Insights Engagement Program



Gartner
peerinsights™
**ENGAGEMENT
PROGRAM**

*Organization's commitment to unbiased, representative reviews
by **programmatically asking customers** to complete a review
on Gartner Peer Insights*

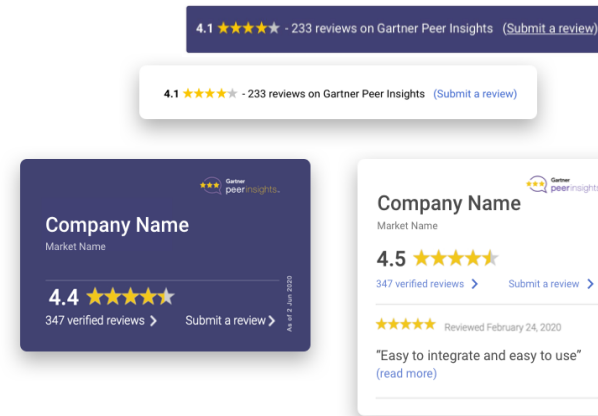
How it works

Meet the following required criteria:

How the Engagement Program works:

- 1 Senior-level commitment to the program via online form
- 2 Insert "write a review" Widget prominently on external website
- 3 Implement Gartner approved programmatic sourcing strategy
- 4 Source 25+ reviews per market (last 12 months)

Multiple New Widgets

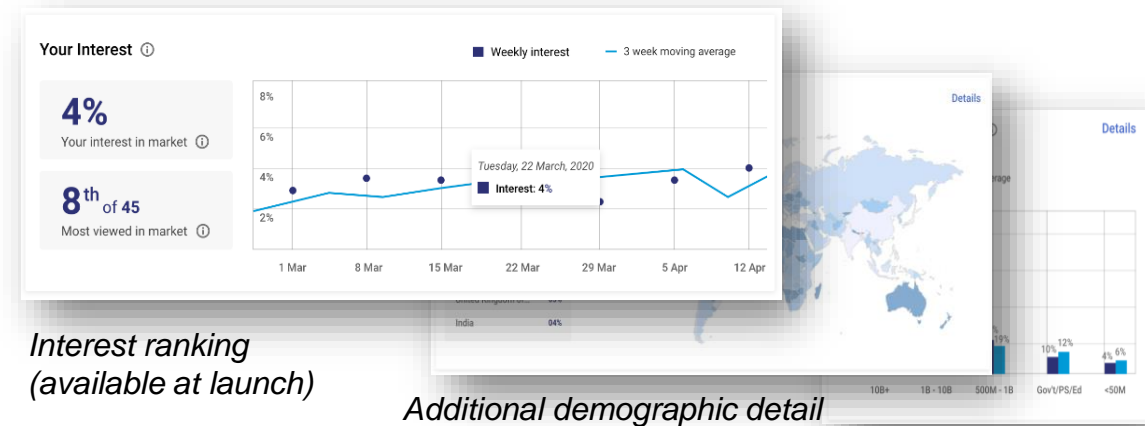


Example Programmatic Strategies:

- Regular email campaigns
- Part of customer onboarding process
- Integration with customer newsletters / portal
- (6+ tactics available)

What you get:

- ✓ High volume of data-rich, representative reviews available for your prospects to explore
- ✓ Unlock exclusive **Readership Analytics** data for your products



Interest ranking (available at launch)

Additional demographic detail (to be added over time)

New incentive options make it easier to source honest, unbiased reviews from all customers

Update to Existing Program:

“We are not sending campaigns as we are concerned about running out of gift cards” - Marketing Manager

Gartner-Funded Incentives
50 Gift Cards (\$1,250) Repositioned to **“Sourcing Starter Fund”** for new vendors recently added to the site

2-month transition period:

Existing sourcing links valid until September 15th (new link creation available to only new vendors, which joined Peer Insights in the past 6 months)

New Incentive Programs:

1. Fund Your Own Gift Cards



Gartner
peerinsights™

**TECHNOLOGY PROVIDER
FUNDED GIFT CARDS**

200 gift cards (\$5K) per market per year



2. New Content Incentive



Gartner
peerinsights™ plus

3-month access for approved review

(Available for reviewers from end user companies)

Gartner®

Technology Provider Funded gift cards: A scalable way to thank your customers for their time



Gartner
peerinsights™

TECHNOLOGY PROVIDER FUNDED GIFT CARDS

- ✓ Add up to **200 gift card** incentives (**\$5K**) per market, per calendar year
- ✓ **Track** incentive summary directly from your Technology Provider Portal

How it works:

1. Claim an Account

We will set up an account with our Trusted 3rd party gift card provider Tango Card

2. Add Funds

Transfer up to \$5,000 per market using your account number provided via ACH, wire transfer or credit card (funds don't expire)

3. Source Reviews

Use incentivized review sourcing link to invite customers

Content incentive for reviewers: Subscription to Gartner research & more - “Peer Insights Plus”



3-month access for approved review
(Available for reviewers from end user companies)

1

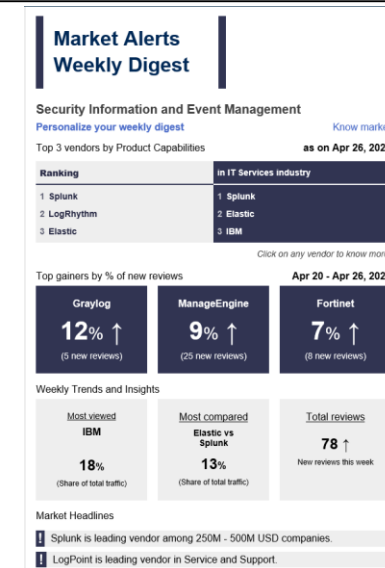
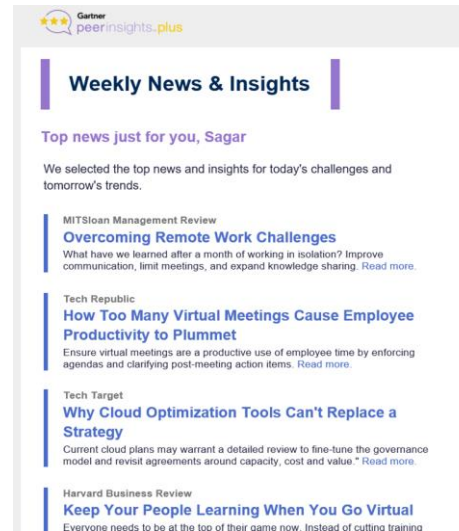
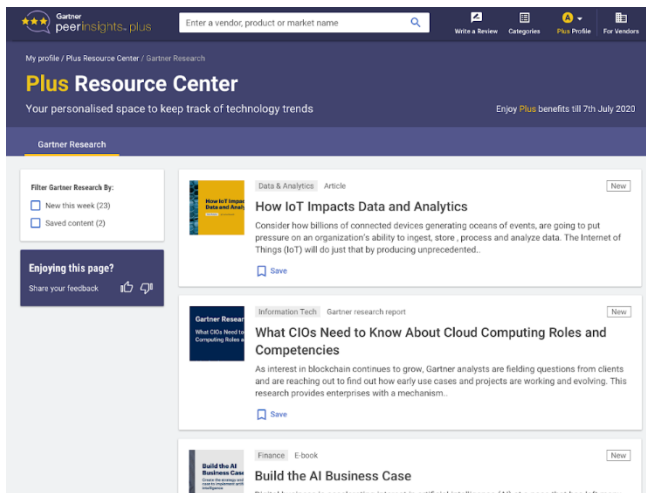
Select Gartner Research
(Mix of new & foundational research for tech professionals)

2

Curated External News
(E.g. CIO Dive, Information Age, NYT, HBR etc.)

3

Premium Peer Insights Features
(E.g. market alerts, advanced search)



Pick and manage your incentive options within your Technology Provider Tools portal

Create custom links using specific incentives


Step 2: Provide incentives to customers who write reviews: ⓘ

- Your Funded Incentives - \$25 gift cards (200 available) [View details](#)
- Gartner Peer Insights PLUS 3-month memberships (unlimited) [Learn more](#)
- Do not provide any incentives

Available July 17

- ✓ Select desired incentive option
- ✓ Follow links to learn more

Track your incentive status

 **Incentive Balance** ⓘ ×

Account Summary for 2020 Last updated February 11, 2020 23:59 (EST)

Account Type	Available in US\$
Gartner Funded Incentives	\$200 (\$1050 used) ⓘ
Your Funded Incentives (with Tango Card) Learn more	\$3000 (\$0 used) ⓘ
Total incentives	\$3000 or 120 gift cards

Account no : **AE4555432** [Copy](#) You can add upto
US\$ 12000 more [ADD FUNDS](#)

If you have any questions, please reach out to your Peer Insights program manager or [email us](#)

Available July 17

Summary: Make the most of your Peer Insights program

Your Next Steps:



Gartner
peerinsights™
**ENGAGEMENT
PROGRAM**



Submit [Interest Form](#) to meet with your Program Manager to discuss requirements for the program

[Read more](#) about the program



Gartner
peerinsights™
**TECHNOLOGY PROVIDER
FUNDED GIFT CARDS**



Submit [Claim Account Form](#) to begin the process to add incentives to your account

[Read more](#) about funding gift cards



Gartner
peerinsights™ plus

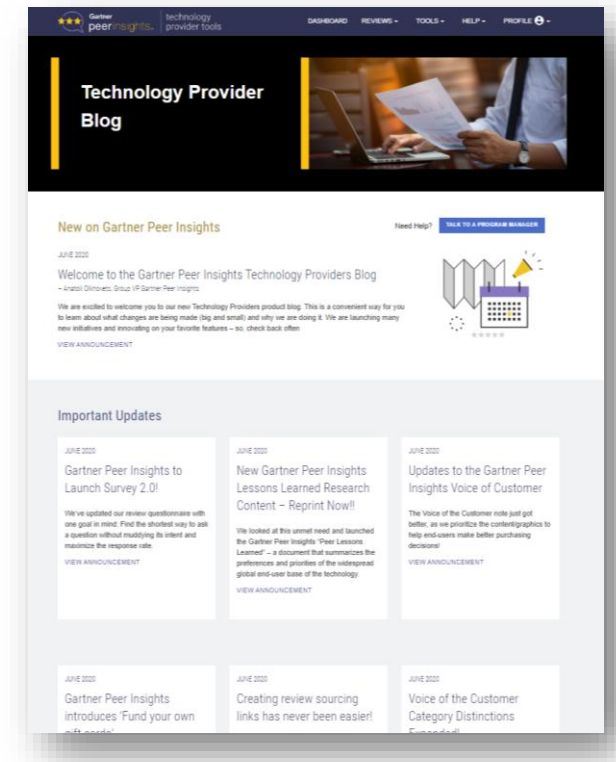


Create [review sourcing links](#) with GPI+ incentive offering

[Read more](#) about GPI+

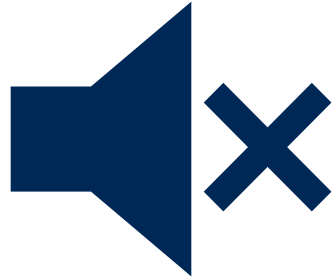
Available July 17

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



Access via the "Help" dropdown within Peer Insights portal

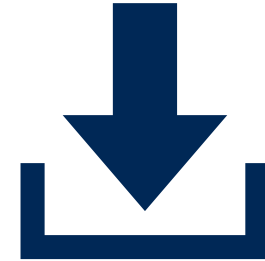
Q&A



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"



We will not get to all questions during the Q&A section

After the call, you will receive a copy of the recording and a Q&A document answering all questions

Thank you,

Gartner[®]



Gartner
peerinsights[™]

Appendix

Resources for your Gartner Peer Insights program:

Getting Started

- [Schedule a call](#) with our Onboarding Specialist for a comprehensive introduction
- Monitor your overall presence on your [Vendor Dashboard](#)
- Gather insights into your [reviews](#) and reporting
- Create custom [review sourcing links](#) to source reviews and track your efforts
- [Subscribe](#) to your markets and update [email preferences](#) to receive regular updates
- Host [Peer Insights widget](#) on your website for your products

Voice of the Customer

- Voice of the Customer [Roadmap](#) of upcoming markets
- What is Customers' Choice and how to [set yourself up for success](#)
- What is the [Voice of the Customer](#) document?
- Start [marketing your reviews](#) to customers and prospects

Housekeeping

- [Technology Provider Blog](#)
- [FAQs](#)
- [Resources](#)
- [Community Guidelines](#)
- Add/edit [product listing](#) on Gartner Peer Insights
- Add/edit [colleagues](#) who have access to the backend vendor platform
- PeerInsightsVendorSuccess@gartner.com for any and all questions!