

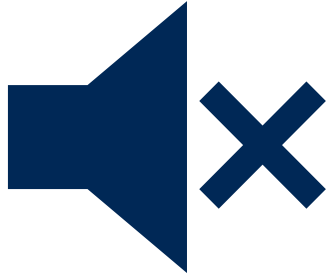


# Welcome!

The presentation will begin shortly...



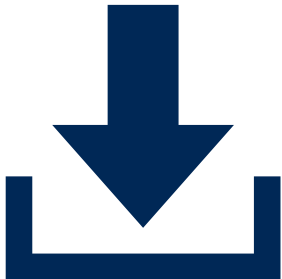
# Before we get started...



**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**



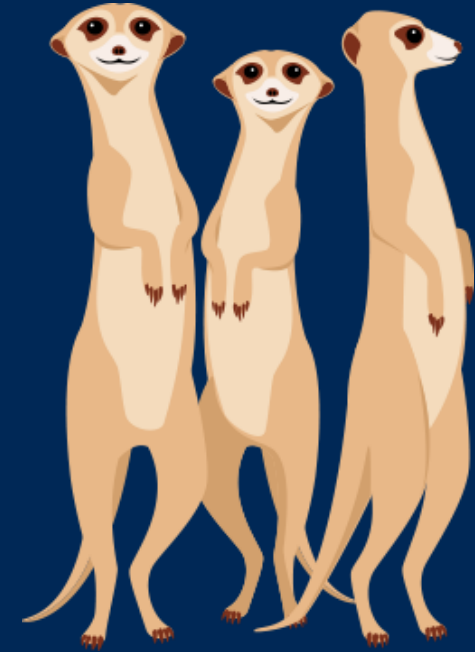
**Materials will be posted in the vendor portal for download**

**See the Tech Provider Blog for additional information on new initiatives**

# Gartner Peer Insights Technology Provider Webinar

**July 2021**

Anatoli Olkhovets, Group VP Peer Insights



# Agenda

- **1H 2021** in Review
- **2H 2021 Preview:** Program & Content Updates
- **Best Practices**
- **Q&A**

# **Gartner Peer Insights 1H 2021 in Review**

# End users get value from Gartner Peer Insights

Broad, in-depth coverage of enterprise products

**400K+**

Published reviews  
(14m+ data points)

**395+**

Market categories  
(+10% vs a year ago)

**7.5K+**

Vendors listed  
(+20% vs a year ago)

Valuable public site experience

**2.5m+**

Annual product comparisons

**87K+**

Hours reading reviews

Research content

**170+**

Peer Insights-based documents published in the past 12 months (e.g., Voice of the Customer, Peer Lessons Learned)

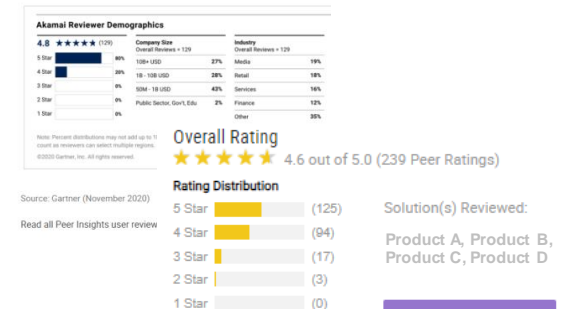


Integrated Gartner client experience

**2/3**

of Gartner end user clients interacted last year

Widgets, search, integrated insights reaching the most senior decision makers



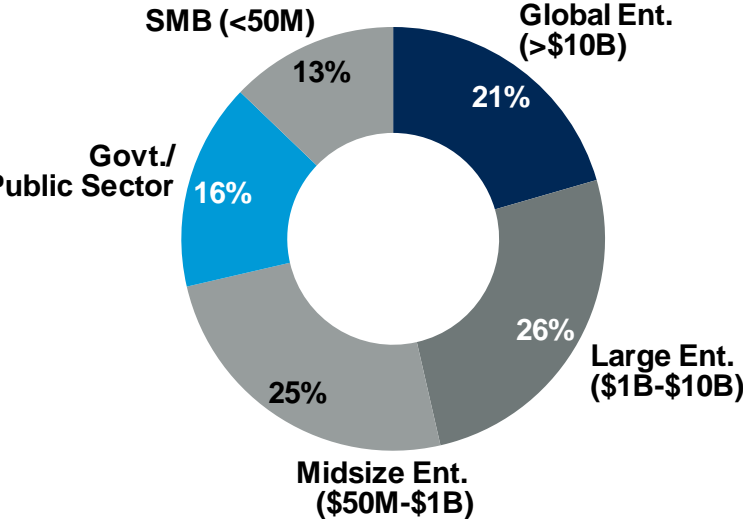
[Read Reviews](#)

If you have experience with any solution in this market please [write a review](#)

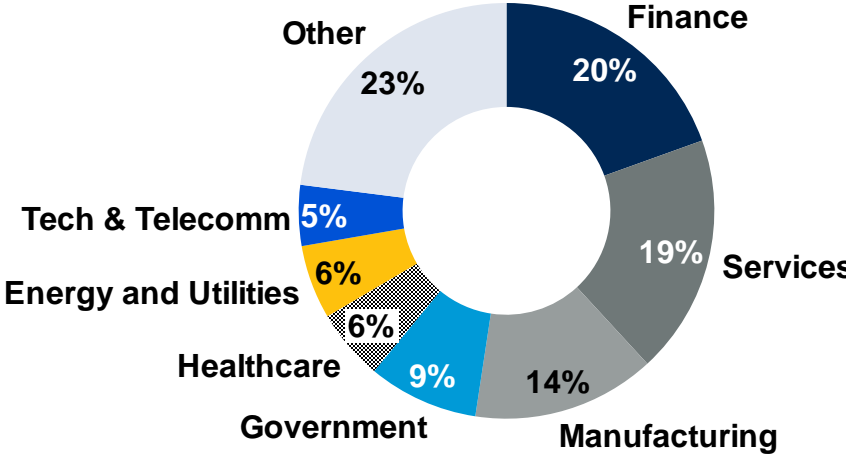
# Who is reading Gartner Peer Insights reviews

Gartner Peer Insights Readership – End Users

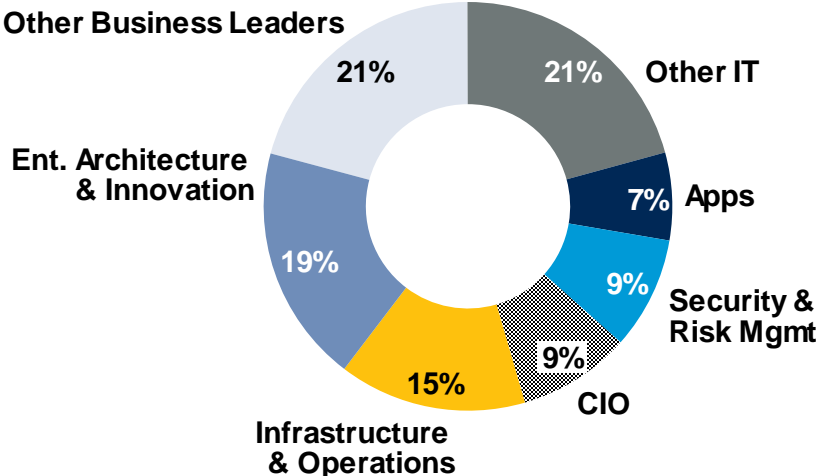
## Firm Size



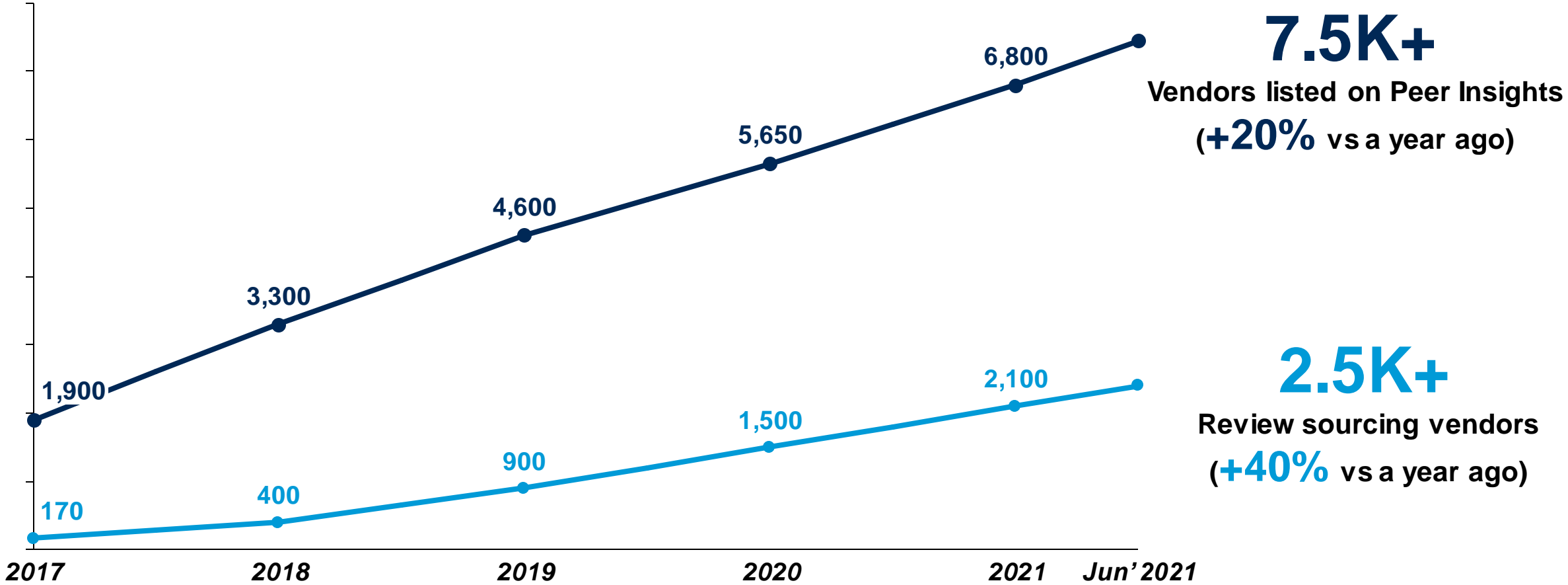
## Industry



## Job Role



# Tech Provider Engagement is growing





# Vendor Programs have strong growth



## CUSTOMER FIRST PROGRAM

Signal your commitment to transparency

**NEW**

**Badge recognition** on your Profile & Product pages

**120+**

Technology providers in the program  
(**2.5X** vs 6 months ago)

[Join the Program](#)



## TECHNOLOGY PROVIDER FUNDED GIFT CARDS

Share a token of appreciation with reviewers

**NEW**

**Allocate funds by market** to source effectively

**320+**

Technology providers added funds  
(**2X** vs 6 months ago)

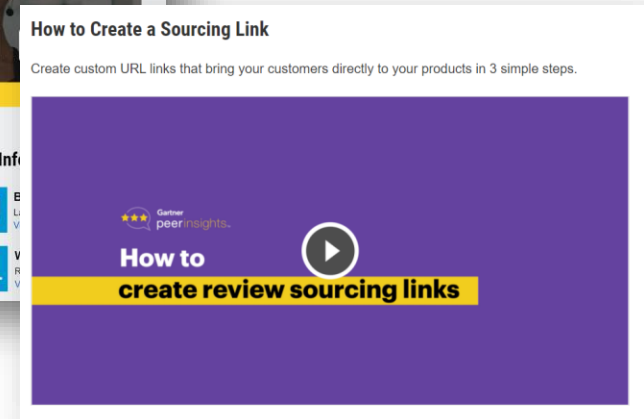
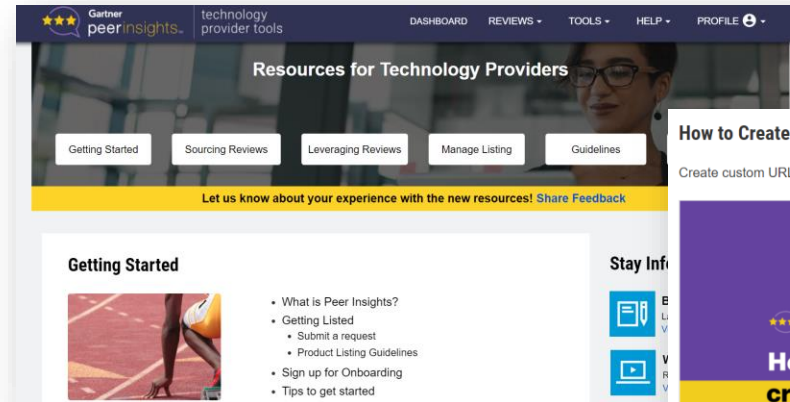
[Claim your account](#) and [add funds](#)

# We focus on improving vendor experience

## Updates made 1H 2021:

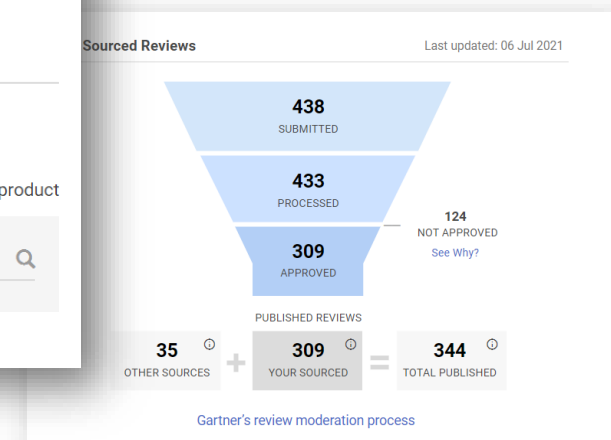
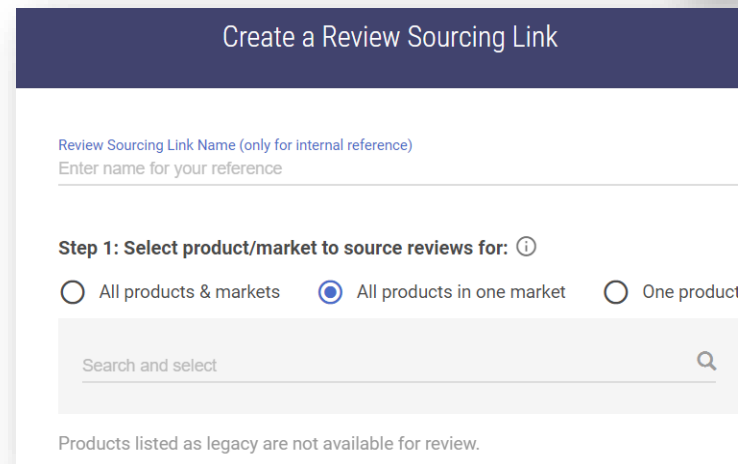
### Get Started Faster

- Revamped Resources page with Vendor Success Playbook
- Weekly Onboarding Webinars
- 1-minute "How To" videos



### Manage Your Program

- Updated Review Funnel reporting
- Simpler Sourcing Link creation
- Quick links to popular resources



# In 1H 2021, we launched updated Voice of the Customer methodology

## New methodology w/ enhanced insights for end users



Vendor summary

Updated VOC quadrants

- **Evolved x-axis** to a combined score from 3 components (Review count, Willingness to recommend, Review market coverage)
- **Updated inclusion criteria** (20+ eligible reviews published during past 18 months)

Learn more [Voice of the Customer Methodology](#)

## End user and vendor feedback

*“Both axes made sense to me. **These dimensions are the right ones to focus on.**”*

- IT Consultant, End user

*“I would definitely **read about the other quadrants but** worry about the bottom left.”*

- Architect, End user

*“**Higher inclusion threshold** is great, and good to learn you’re using a function to **reduce review count sensitivity.**”*

-VP Marketing, Vendor

# Reminder: Gartner Peer Insights' Role in Magic Quadrant Creation Process

## News and Information for Analyst Relations Professionals Working with Gartner

### Update to Customer Experience Data Collection Policy for Magic Quadrant and Critical Capabilities Vendors

Customer experience represents one input among others that informs Gartner's analysts evaluation of a vendor and product. Sources include Gartner clients' interactions, Gartner Peer Insight, Gartner primary research surveys, publicly available information, providers' input to Gartner questionnaires and briefings.

#### What is happening?

Starting **April 28, 2021**, for all existing Magic Quadrant markets, Gartner is making permanent its policy introduced in [March 2020](#) that included a decision for authors of a Magic Quadrant and/or Critical Capabilities to stop asking for customer references. Additionally, Gartner will adopt a hybrid approach to support the expansion of Gartner research coverage into new markets; any research launched prior to this date will not have this option available. In select instances, the authors may request a list of 10 customers to conduct a one-time short survey.

In all cases, Gartner Peer Insights remains the Gartner platform for enterprise reviews. Vendors can encourage their customers to submit a review for their product/service through [Gartner Peer Insights](#). They can also contact [PeerInsightsVendorSuccess@gartner.com](mailto:PeerInsightsVendorSuccess@gartner.com) for more information about sourcing reviews effectively. NOTE: this one-time survey will not replace the Gartner Peer Insights reviews but instead supplement them.

Gartner Peer Insights represents one source of customer input among others that the authors may use to support a Magic Quadrant and Critical Capabilities creation. While end-user feedback is important, it is one aspect among many that are considered. Providers are not negatively impacted for a lack of reviews provided as part of the Magic Quadrant and Critical Capabilities evaluation, nor are they scored higher for providing more reviews.

#### Why these changes?

- Announced [March 2020](#) & made permanent [April 2021](#)
- Authors of Magic Quadrant and Critical Capabilities no longer ask vendors to give them names of customer references
- **Vendors can encourage customers to submit a review on Gartner Peer Insights**
- Gartner Peer Insights represents **one source** of customer input among others
- **Questions?**
  - Review these [FAQs](#)
  - Email [methodologies@gartner.com](mailto:methodologies@gartner.com)

*April 2021 announcement on [Gartner.com](#)*

# 2H 2021 Priorities

# Gartner Peer Insights 2H 2021 Priorities



## 1. Be the undisputed leader for enterprise technology reviews

- 1a Simpler 'Add product to market' request process
- 1b Expand Gartner Peer Insights categories beyond Magic Quadrants/Market Guides
- 1c Updated review per market policy



## 2. Develop new value for end-users and vendors

- 2a Additional Voice of the Customer quadrant naming
- 2b Peer Lessons Learned doc improvements
- 2c Gartner.com client experience update

1a

# **Simpler 'Add product to market' request process**

# Simpler 'Add product to Market' request process

Current: Add product details and then select markets

Step 1.

Tell us about your product or service

Product or service name ⓘ  
Star Product

Type ⓘ  
 Software  Service

Link(s) describing your product features ⓘ  
Hit 'Enter' to add multiple  
Enter links with details about specific product or service, and not the homepage  
www.starproduct.com x

Enhanced: Visibility into required features to provide detail

Add Market(s)  Recommended markets ⓘ  All markets

Market (category) you want us to list your product or service ⓘ Use same link(s) for all selected features

Customer | Select your product features and add supporting links (mandatory) ⓘ

- Application Development Life Cycle Management  
Customer segmentation, data mining, customer value, customer segmentation...
- Application Integration Platforms  
Customer segmentation, data mining, customer value, customer segmentation...
- Customer Relationship Management

Application Development Life Cycle Management

- Communication functionality that reliably moves messages/data among endpoints  
Add links to support features (Hit "Enter" to add multiple) Additional comment (optional)
- Support for fundamental web and web services standards
- Functionality that dynamically binds consumer and provider endpoints
- Message validation, mapping, transformation and enrichment
- Orchestration
- Support for multiple interaction patterns, content-based routing and typed messages

Coming Q4 2021

SAVE DONE

*"We often have to **reach out multiple times** to Peer Insights team to know the market features to get our **product added to markets**" - Vendor*

*"It'd help us **find a suitable category** that would be more aligned with our product" - Pilot vendor*

*"Easy to **comprehend features**. The **process is smooth and thorough**" - Pilot vendor*

**STAY TUNED**

Details will be available via Vendor Blog

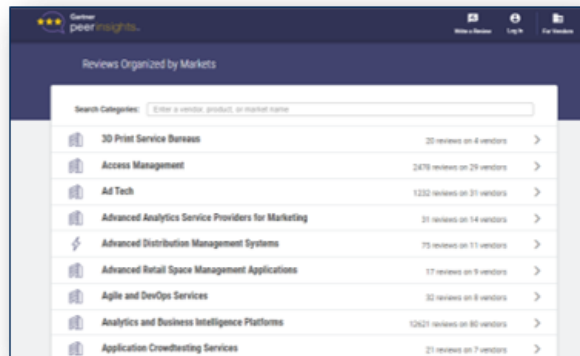


1b

**Expanding Peer Insights  
categories beyond  
Magic Quadrants/  
Market Guides**

# Expanding Peer Insights categories beyond Magic Quadrant and Market Guide markets

Current Peer Insights Market Structure is tied to Magic Quadrant/Market Guide markets



395+ Magic Quadrant & Market Guide markets listed  
(100% of applicable markets)

**STAY TUNED**

Interest for additional categories

*"I was looking for a category X on Peer Insights and couldn't find it. Other reviews platforms have it"*  
– End user

*"My CEO asked me to look into vendor X, I need to validate them and compare to other vendors but could not find the category"*  
- End user

New categories will be opened from Q4 onwards in multiple phases

1c

# Updated Reviews Per Market Policy

# Review multiple products for the same vendor in a market

*“Our customers use several of our product offerings, they should be able to review each product”*

- Senior Manager, Product Marketing



18% of vendors have 2 or more different products in a single market

## Example: Analytics and BI Market Overview:

- 99 unique products, but...
- 74 unique vendors (as many as 6 different products for 1 vendor)



User 1

	Market	Vendor	Product	Current Policy	New Policy
<b>Review 1</b>	Analytics & BI	IT Analytics Inc.	Analytics Pro	Publishable	Publishable
<b>Review 2</b>	Analytics & BI	IT Analytics Inc.	BI Pro	Not allowed	Publishable

**Policy Change**  
(coming August 2021)



# Gartner Peer Insights 2H 2021 Priorities



## 1. Be the undisputed leader for enterprise technology reviews

- 1a Simpler 'Add product to market' request process
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## 2. Develop new value for end-users and vendors

- 2a Additional Voice of the Customer quadrant naming
- 2b Peer Lessons Learned doc improvements
- 2c Gartner.com client experience update

2a

# Voice of the Customer Quadrant Naming

# To improve end user value, we are introducing names for all Voice of the Customer quadrants

End user and vendor feedback on Voice of the Customer document:

*“I like Customers’ Choice because it’s very clear what it means. But need info on **other quadrants**”*

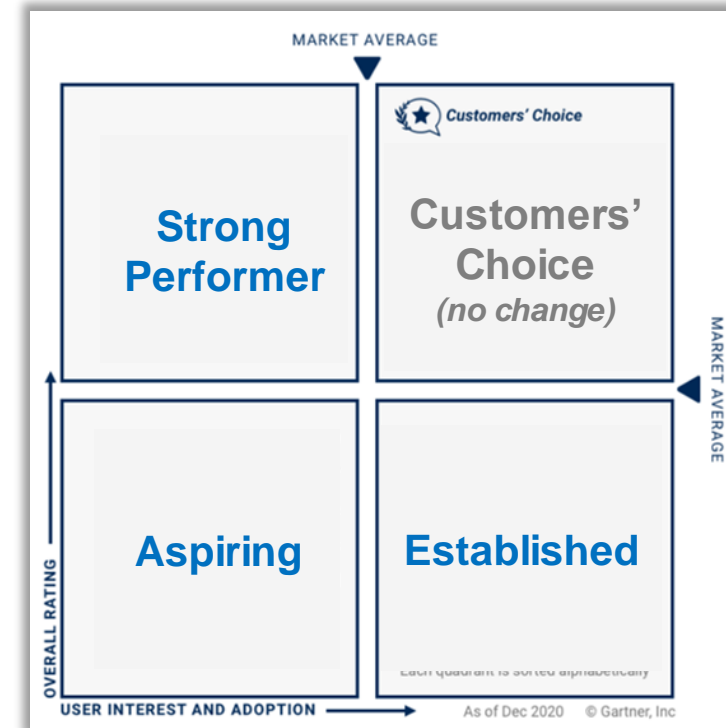
*- Architect, Gov*

*“Not sure how to read **top left and bottom right**”*

*- Architect, Manufacturing*

*“**Hard to interpret** what the quadrants mean.”*

*- VP Marketing, Vendor*



To be used for both Global and Segment views

**Coming in Q4 2021**

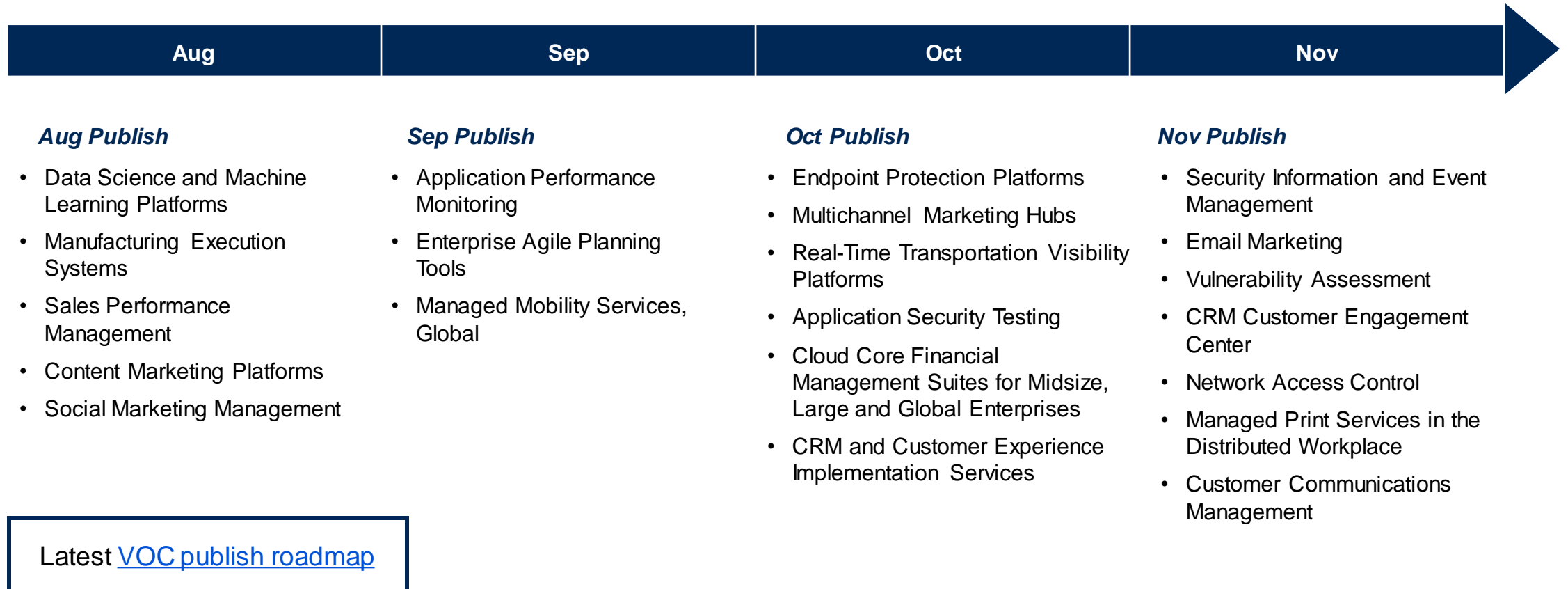
(Quote/media guidelines would be available on the vendor portal)

Details will be available via [Vendor Blog](#)

**Gartner®**

# For Reference: Voice of the Customer publishing calendar

New Quadrant naming: Coming in Q4'21





2b

# Peer Lessons Learned Content Innovation

# Reminder: Peer Lessons Learned is a summary of end user implementation experience

## Peer Lessons Learned document

180+

published since 2019

42

published Year-to-Date

Gartner Peer Insights 'Lessons Learned': Implementing Cloud Financial Close Solutions

Published 6 August 2020 - ID G00728933 - 7 min read

This content, which provides opinions and points of view expressed by users, does not represent Gartner. Gartner neither endorses it nor makes any warranties about its accuracy or completeness.

Cloud financial close solutions help the office of finance manage the financial close and apply appropriate controls throughout the accounting cycle. Leaders can learn from the implementation experience of their peers at Gartner Peer Insights.

**Overview**

Gartner Peer Insights is a free peer review and ratings platform designed for enterprise services decision makers. Reviews go through a strict validation and moderation process to ensure they are authentic.

We analyzed 149 Peer Insights reviews to identify lessons learned implementing cloud financial close (FC) solutions. This report focuses on the responses to the questions: "If you could at would your organization do differently?" and "What one piece of advice would you give prospective customers?" To browse all reviews, see the full list of cloud financial close Peer Insights.

**Peer Lessons Learned**

This edition of "Lessons Learned" summarizes clients' firsthand experiences with implementing cloud financial close solutions. The peer advice results both from successful implementation of projects.

**Reviewer Demographics**

**Reviewer Demographic for Cloud Financial Close Solutions**

Job Role	Number of Reviews	Industry	Number of Reviews	Subgroup Size
Analyst	35	Manufacturing	34	500+ USD
Technical	25	Finance	28	100-500 USD
Cloud and Analytics	20	Services	14	50-100 USD
Applications	19	Energy and Utilities	8	10-50 USD
Other CIO	17	Healthcare	8	5000+ USD
Infrastructure and Operations	11	Retail	7	2000-5000 USD
Partners and Program Managers	8	Other	29	500-1000 USD
Business Development and Technology Innovation	7			<500 USD
Other	1			Government or PIS

**Lesson 3: Plan the Implementation Well; Map Your Internal Processes Before Deployment**

Peers recommend application leaders to ensure all their processes and accounts are clearly mapped before implementing their cloud FC solution. Plan the implementation strategy by identifying the easiest and cleanest way to meet your business needs. Ensure to invest more time on the design and learning phase for best results.

A peer suggests:

**Plan. If you have broken processes in your business they need to be fixed before implementing the software. Your vendor could have a fantastic software platform; however, it will not act as a cure-all for broken business processes.**

— Application Professional, Manufacturing Sector

Another peer opines:

**Dedicate most of your time to the design phase of the build-out and implementation (i.e., measure twice, cut once). The application can handle virtually anything, but the best results are finding the simplest and cleanest ways to build the application for your needs.**

— Data and Analytics Professional, Energy and Utility Sector

**Methodology**

Of the Peer Insights survey data considered for this market, only those responses meeting the following criteria were included in this synthesis:

- Reviews less than 12 months old.
- Responses that pertain to the project experience and are not tied to the capabilities of a vendor.
- Reviews were clustered into the top four most-referenced categories (lessons learned) and then listed in order of relevant phases in the project life cycle.

The results of this synthesis are representative of the respondent base and not necessarily the market as a whole.

End users value synthesized lessons from implementations

*"I want to learn from others' mistakes and successes to inform my own team's approach"*

- Senior Director, IT

*"This kind of document is really useful for a new area"*

- Head of Infrastructure, Finance

# We are updating Peer Lessons Learned document to provide more value to end users

## Current Layout

**Overview**

**Reviewer Demographics**

**Reviewer Quotes and Synthesis**

Gartner Peer Insights 'Lessons Learned': Implementing Cloud Financial Close Solutions

Published 6 August 2020 - ID G00728933 - 7 min read

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Cloud financial close solutions help the office of finance manage the financial close and apply appropriate controls throughout the accounting cycle. Application leaders can learn from the implementation experience of their peers shared on Gartner Peer Insights.

**Overview**

Gartner Peer Insights is a free peer review and ratings platform designed for enterprise software and services decision makers. Reviews go through a strict validation and moderation process to ensure they are authentic.

We analyzed 149 Peer Insights reviews to identify the most common "Lessons Learned" for implementing cloud financial close (FC) solutions. This report focuses on the most common "Lessons Learned" and provides "Peer Insights" to help you and your organization do differently? and prospective customers? To browse all reviews, visit [Peer Insights](#).

**Peer Lessons Learned**

This edition of "Lessons Learned" summarizes the most common peer advice results both from reviews and peer suggestions.

**Lesson 3: Plan the Implementation Well; Map Your Internal Processes Before Deployment**

Peers recommend application leaders to ensure all their processes and accounts are clearly mapped before implementing their cloud FC solution. Plan the implementation strategy by identifying the easiest and cleanest way to meet your business needs. Ensure to invest more time on the design and learning phase for best results.

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Dedicate most of your time to the design phase of the build-out and implementation (i.e., measure twice, cut once). The application can handle virtually anything, but the best results are finding the simplest and cleanest ways to build the application for your needs.

— Data and Analytics Professional, Energy and Utility Sector

Plan your implementation, recommends a peer:

We did not spend enough time evaluating what reports we wanted to do and instead just created what we always did. Planning for what was on our future list during implementation would have been useful.

*“Summary would be useful to share with relevant stakeholders – senior management, team members, or peers.”*

--Enterprise Architect

*“Prefer if synthesized recommendations came first, then quotes from reviews.”*

--Tech Director

*“Reviewer demographics are helpful”*

--IT Endpoint Services Mgr

## Updated Layout (starting late-July 2021)

**Peer Lessons Learned**

This edition of "Lessons Learned" summarizes clients' firsthand experiences with implementing

**Fig 1: Gartner Peer Insights 'Lessons Learned': Implementing Cloud Management Platforms**

**LESSON 1** Evaluate the Needs of Your Cloud Environment to Render Business Objectives of the CMP

**LESSON 2** Gauge the Capabilities of the Suitable CMP Vendors Through a POC

**LESSON 3** Employ Professional Services to Assist During the Implementation

**LESSON 4** Prioritize Critical Applications in the CMP; Avoid Extensive Customizations in the Final Build

Peer recommendations include:

- Organize an introductory seminar to familiarize the end users on the versatile capabilities of the EA tool.
- Encourage the end users to join the vendor's online forums and go through their tutorials, if any, to comprehend the specifics of the tool.
- Provide training sessions that enable the end users to model clusters of the IT landscape to show

Train everyone initially and then recommend them to use it on a regular basis. Suggest departments and business units to use it effectively with proper decision making so that everyone gets benefited. Hence, this will help improve productivity and reduce time-to-market.

— Business Professional, Service Sector

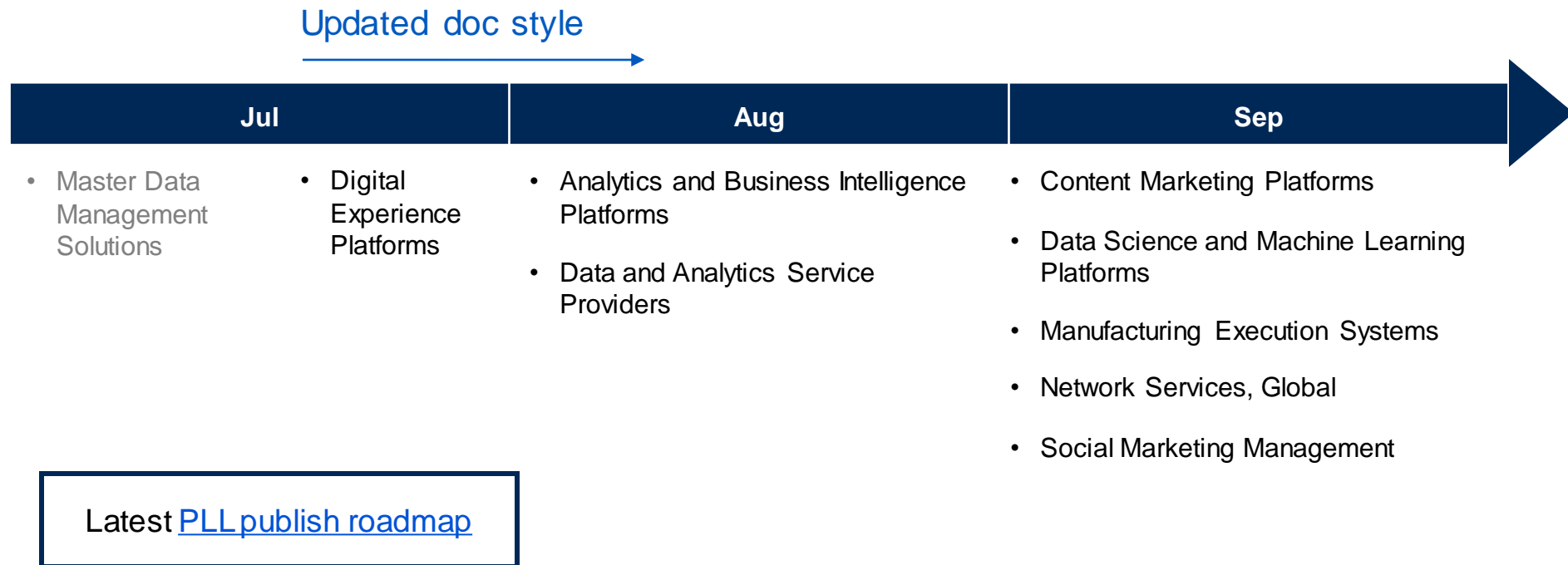
**Reviewer Demographics**

**Reviewer Demographic for Cloud Financial Close Solutions**

Job Role	Number of Reviewers	Enterprise Industry	Number of Reviewers	Enterprise Size	Percentage of Reviewers
Analyst	35	Manufacturing	44	300+ USD	13%
Technical	25	Finance	38	100-300 USD	9%
Data and Analytics	25	Services	14	30-100 USD	11%
Applications	20	Energy and Utilities	9	10-30 USD	20%
Other CxO	17	Healthcare	8	500M-1B USD	17%
Infrastructure and Operations	9	Retail	7	250M-500M USD	15%
Portfolio and Program Management	8	Other	29	50M-250M USD	9%
Enterprise Architecture and Technology Innovation	7			<50M USD	7%
Other	3			Government or PS	2%

# Peer Lessons Learned is published 6 months after the Magic Quadrant/Market Guide

## PLL publishing calendar:



Questions about reprinting Peer Lessons Learned? Ask your **Program Manager**.  
If you are not aligned to a Program Manager, please reach out to  
[PeerInsightsVendorSuccess@gartner.com](mailto:PeerInsightsVendorSuccess@gartner.com).

2c

# **Gartner.com Client Experience Innovations**

# Peer Insights is integrated into end user client Gartner.com Experience

Example needs addressed (and more to come):

Vendor Discovery – Shortlisting – Due Diligence – Negotiation and Contracting

## Interactive Magic Quadrant integration



## Search integration

**Vendor A**  
 Appears in 6 markets

- Select a market category  
 IT Service Management Tools
- Select a use-case  
 Compare Vendors | Compare Products  
 Peer Reviews Summary | Peer Reviews

Peer reviews for Atlassian  
 Gartner Peer Insights is a peer review and ratings platform designed for enterprise software and services decision makers.

Reviews for **Analytics and Business Intelligence Platforms**

Vendor	Number of Reviews	Overall Peer Rating
Tableau	2974 reviews	4.4
Microsoft	2520 reviews	4.4
Qlik	1495 reviews	4.3

[View All 13713 Reviews on 74 Vendors](#)

## Links on homepage

Get Advice  
 Need help answering your questions or validating your thinking?

- Peer Advice
- Peer Product Reviews

Manage My Tracks  
 Talk With a Gartner Expert  
 Schedule a Vendor Briefing  
 Advice on tech purchases/renewals  
 Visit Gartner BuySmart

Peer Connect Community  
 Peer Insights Reviews

## Document interlinking

This Magic Quadrant is related to

- Peer Insights for IT Service Management Tools

SIGNIFICANT EVENTS +

RECOMMENDED BY THE AUTHORS +

[View All Magic Quadrants](#)

**Akamai Reviewer Demographics**

Company Size	Industry
10k+ USD	Media
1k - 10k USD	Retail
50k - 100k USD	Services
Public Sector, Govt, Edu	Finance
Other	38%

Source: Gartner (November 2020)  
[Read all Peer Insights user reviews for Akamai](#)

### Overview

Gartner Peer Insights is a free peer review and ratings platform designed for enterprise software and services decision makers. Reviews go through a strict validation and moderation process to ensure they are authentic.

We analyzed 3111 Peer Insights reviews to identify lessons learned while implementing master data management (MDM) solutions. This report focuses on the responses to the questions: "If you could start over, what would your organization do differently?" and "What one piece of advice would you give other prospective customers?" To browse all reviews, see the full list of Master Data Management Solutions reviews on Peer Insights.

# **Review Sourcing Best Practices**

# Reviewers are highly satisfied with Gartner Peer Insights experience

Survey Length:

**16 Required Questions**  
(4 text, 6 ratings, 6 selections)



**30 Optional Questions**

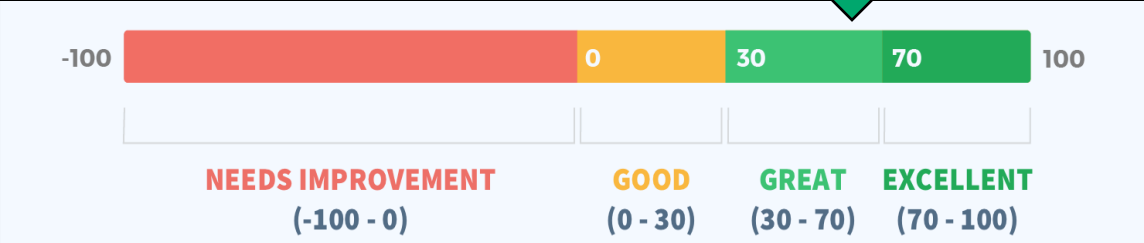


Typical Completion Time:

**8-15 minutes**

High Reviewer Satisfaction

Reviewer NPS: **59** (1H '21 average)





# You are encouraged to invite all eligible customers to leave a review



## Gartner monitors vendor-sourced reviews via:

- Periodic audits
- Monitoring vendor links
- Rating from vendor invites vs. other sources

## DO'S

- ✓ Invite a wide, **representative sample**
- ✓ Encourage **honest** feedback
- ✓ Execute **multiple sourcing strategies** simultaneously
- ✓ Invite customers **year-round**
- ✓ Leverage **Gartner-provided templates** and best practices
- ✓ Invite customers to leave a review by using **review sourcing URLs**

## DONT'S

- ✗ **Cherry-pick** only a few, select customers for a review (e.g., those with high NPS)
- ✗ Invite customers to leave a **"5-star" or "positive"** review
- ✗ **Coach** review answers (e.g., providing recommended wording)
- ✗ Incentivize reviews outside of Gartner-defined **incentive policies**
- ✗ Track **individual reviewers**

# We monitor and enforce vendor Do's and Don'ts



Violation

How we caught it

Our action

Outcome

## Case Study 1

Vendor explicitly asked for **5-star reviews** via email campaign

A **customer reported the email** to the Peer Insights team

**Full audit** of all reviews submitted, with participation of the vendor

After investigating, we **removed 46 reviews** associated with this outreach

## Case Study 2

Vendor provided customers with a "**suggested answer**" to each question

Moderation team noticed the reviews all used **similar phrases**, words, and themes

**Sampled customers**; all confirmed being coached

**Removed 17** associated reviews

# Summary: Take advantage of enhancements to key programs and insights

## Program Enhancements

**Simpler 'Add product to market' request process**



- Have more clarity and up-front details at the **market-feature level**

*Coming Q4 2021*

**Expand markets beyond MQs/MGs**



- Heads-up on **new categories opening** outside of Magic Quadrants / Market Guide

*Starting Q4 2021 in phases*

**Updated review per market policy**



- Ask for reviews on **multiple products** in the same market

*Starting August 2021*

## New / Enhanced Value

**New Voice of the Customer 2x2 naming**



*Coming Q4 2021*

- Ability to **quote your placement** in the Voice of the Customer doc, beyond Customers' Choice

**Peer Lessons Learned content innovation**



*Starting late-July 2021*

- **Updated layout** provides more value to end users, making it a more attractive reprint

**Gartner.com client experience**



*Ongoing*

- Having presence on Peer Insights exposes you to **Gartner clients**

# Help us evolve Gartner Peer Insights!

Take the Survey:

<https://gtnr.it/survey>



We want to hear your feedback!

*Time Needed:*  
**~5 minutes**

*Due:*  
**August 15**

★★★ Rate your experience

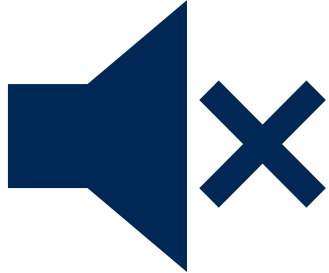
⚙️ Share where we can improve

📋 Tell us what is critical to your needs

**Where else can I  
access the survey?**

- ✓ Included in the follow up email
- ✓ Live in your vendor portal
- ✓ In the “Chat” function now!

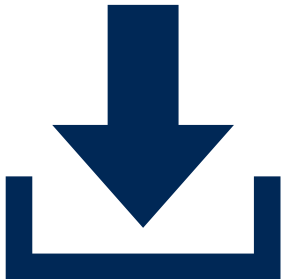
# Q&A



**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"**



**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

# Thank you,

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