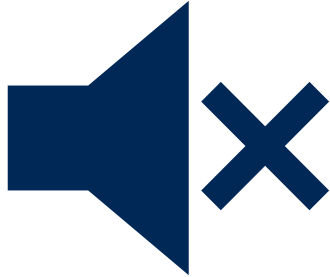# Gartner Peer Insights: *January Release Preview*

Anatoli Olkhovets, GVP Peer Insights

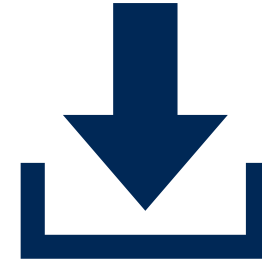January 2020

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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
document via email within 48
hours and it will be posted in
the vendor portal for
download

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Anatoli Olkhovets: Intro

- **New** Gartner Peer Insights Group VP

- **Prior Gartner Role**: Data Products & Reprints for Technology providers

- **Prior Roles:** Engineering, Product Management, Consulting *(IBM Watson, Opera Solutions, McKinsey & Co, Lucent Bell Labs)*

- **Technical Education**: PhD in Physics *(Cornell U)*

 https://www.linkedin.com/in/aolkhovets/

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Agenda

- **Gartner Peer Insights**: 2019 in review

- **End User updates:** Voice of the Customer innovation

- **Vendor experience updates:** Best practices & self-service

- **2020 Priority areas**

- **Q&A**

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2019 Gartner Peer Insights: A Year in Review

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

Gartner peer insights customers' choice 2019

10K+ 2016
60K+ 2017
160K+ 2018
340K+ 2019

Total cumulative reviews at the end of each year

107 Countries of origin

351 Markets covered

2,794 Vendors covered

6,701 Products reviewed

287 Customers' Choice distinctions

2M+ product comparisons

63K+ hours reading reviews

20% of reviews referred from a growing peer network

35% of reviews did not meet our tough standards

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Recap: 'Voice of the Customer' research document summarizes reviews in a market
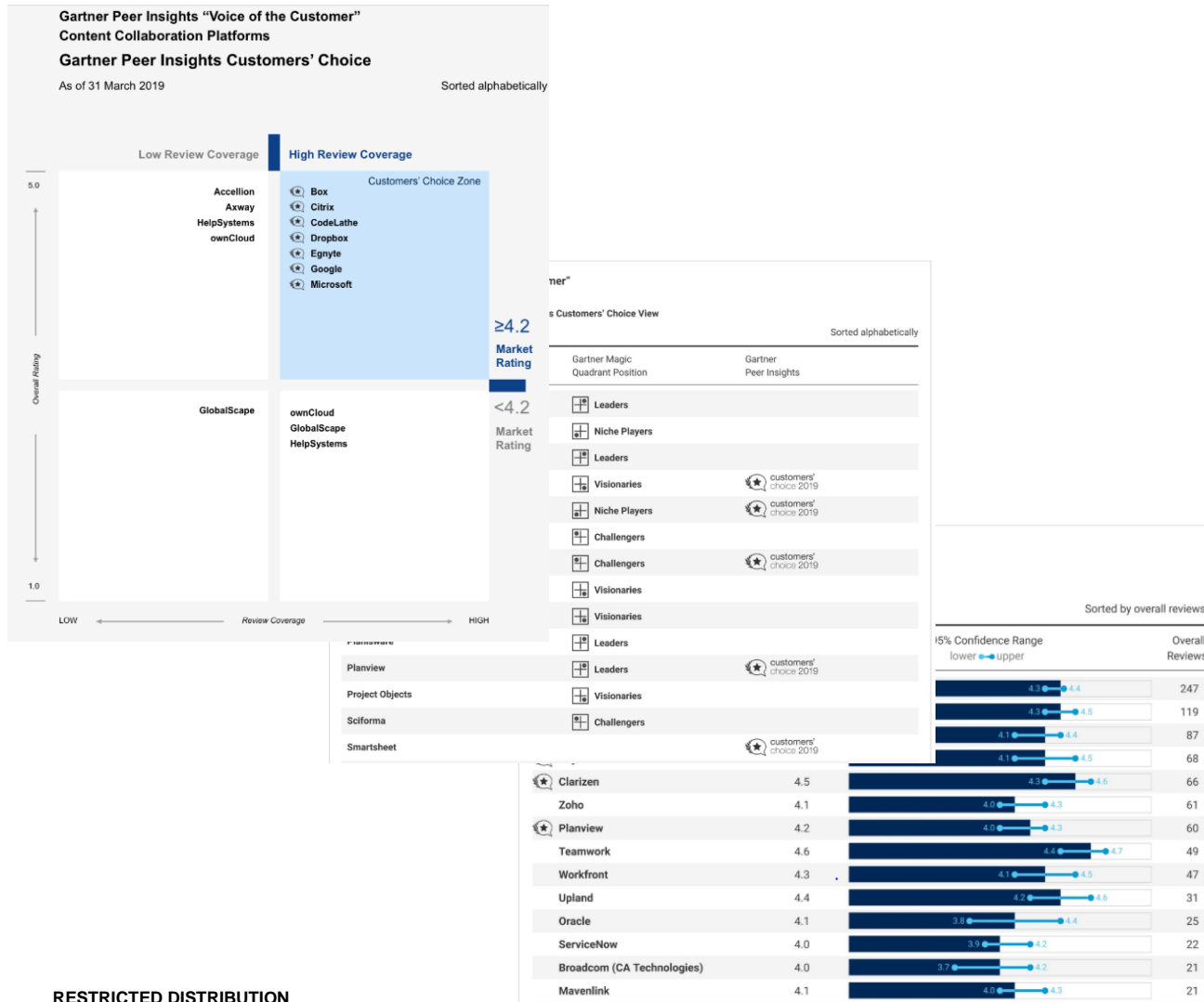
- Written for end-users to help in **vendor discovery** and **shortlisting**

- **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**

We are continuing to scale Voice of the Customer document coverage to more markets

Cumulative number of Voice of the Customer documents published per year   As of December 2019

Legend: Expected Publications | Total VoCs published

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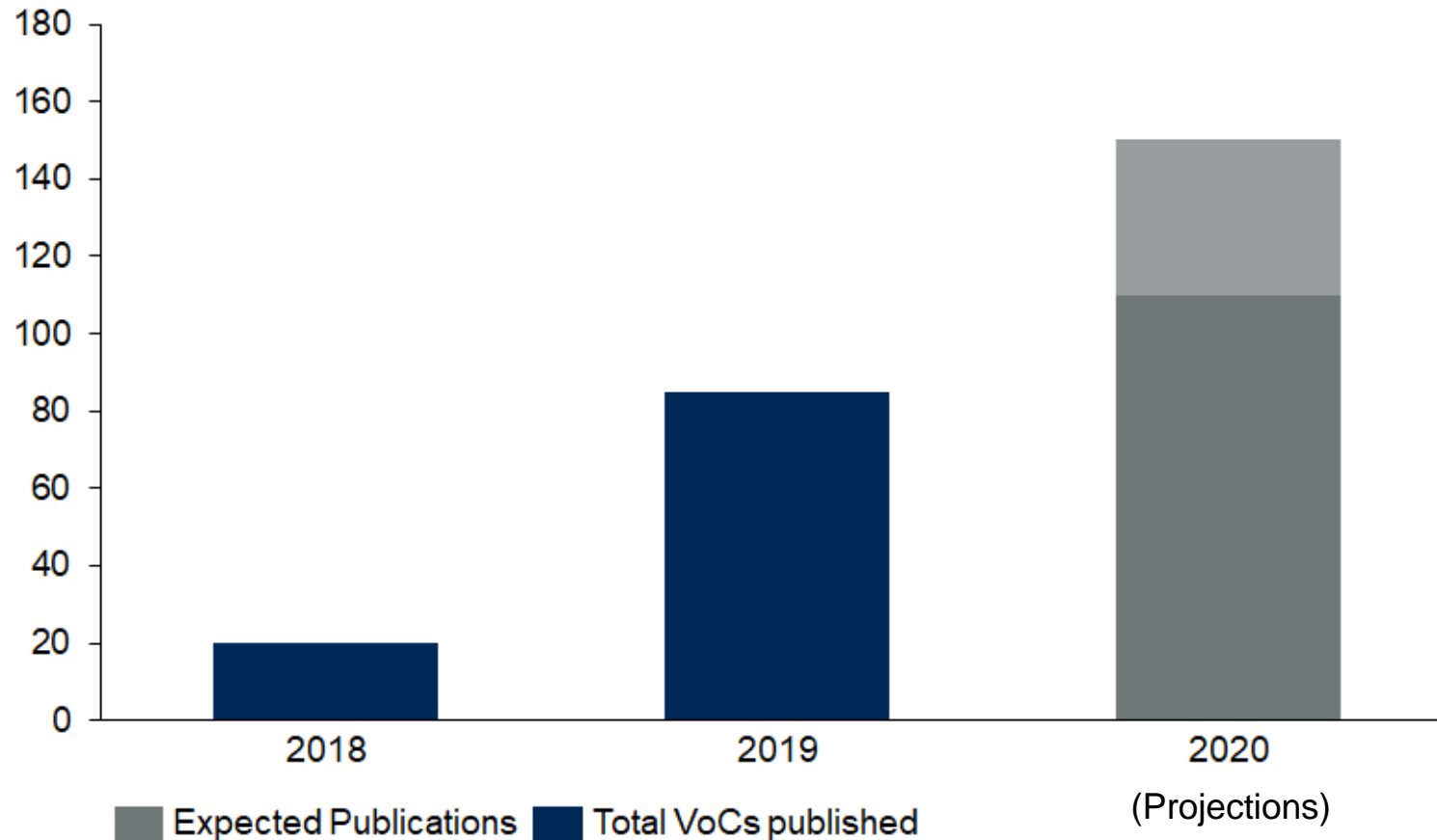
Customers' Choice methodology remains the same in first half of 2020

Methodology

- Have enough review coverage - At least 50 reviews from enterprise ($50M+) with sufficient review diversity

- Be above average in overall rating

Voice of the Customer Publication Schedule

- In markets where there is enough data, Customers' Choice sourcing begins 1 month after publication of Magic Quadrant

- Voice of the Customer publication target is 4 months after Magic Quadrant

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This document is getting broad readership across enterprise decision makers

VOC Readership Top 4 by Role

Enterprise Architect	CIO	Applications	Other C-Level
26%	19%	7%	6%
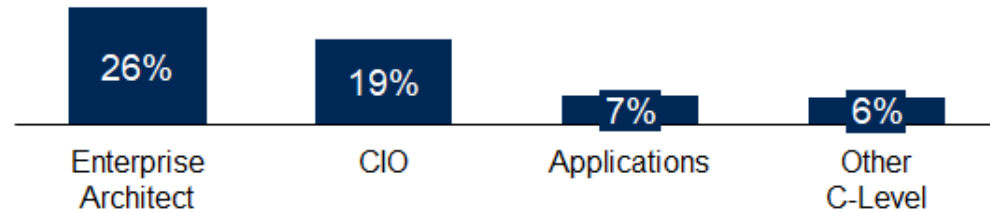
VOC Readership Top 4 by Firm Size

+$3B	$1 - $3B	<$500M	Gov / PS
26%	26%	21%	21%

VOC Readership Top 4 by Region

NorthAM	EMEA	APAC	LATAM
46%	32%	14%	5%
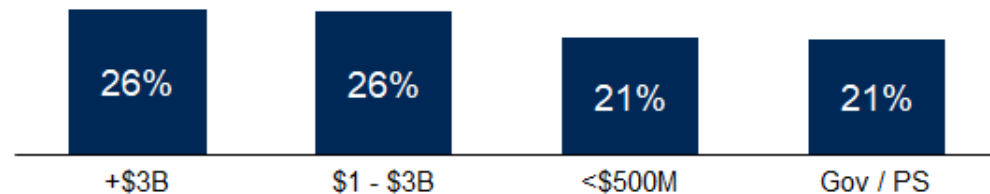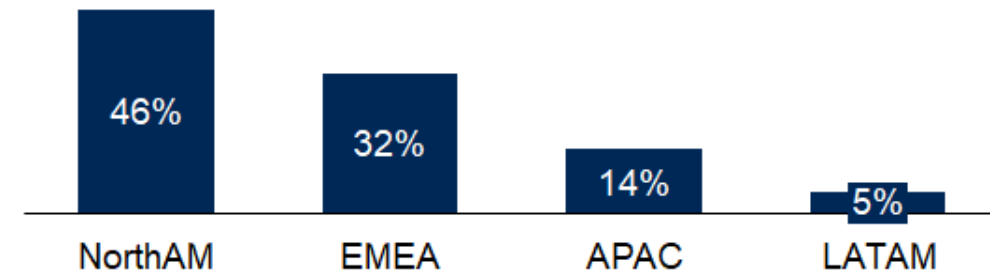
"This content is another puzzle piece **providing a different viewpoint that will help make the vendor picture much clearer in addition to the analyst calls I already do**."

- Information Security Officer, State and Local Gov't

"I used the Voice of the Customer **after reading the MQ to help narrow down the initial vendors we'd engage with**. The positioning helped validate that we're looking at the top players."

- Infrastructure Director, Energy and Utilities

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To help narrow down short list, end users want insights from "others like me"

Gartner Peer Insights "Voice of the Customer"
Endpoint Protection Platforms
Gartner Peer Insights Customers' Choice
As of 31 October 2019

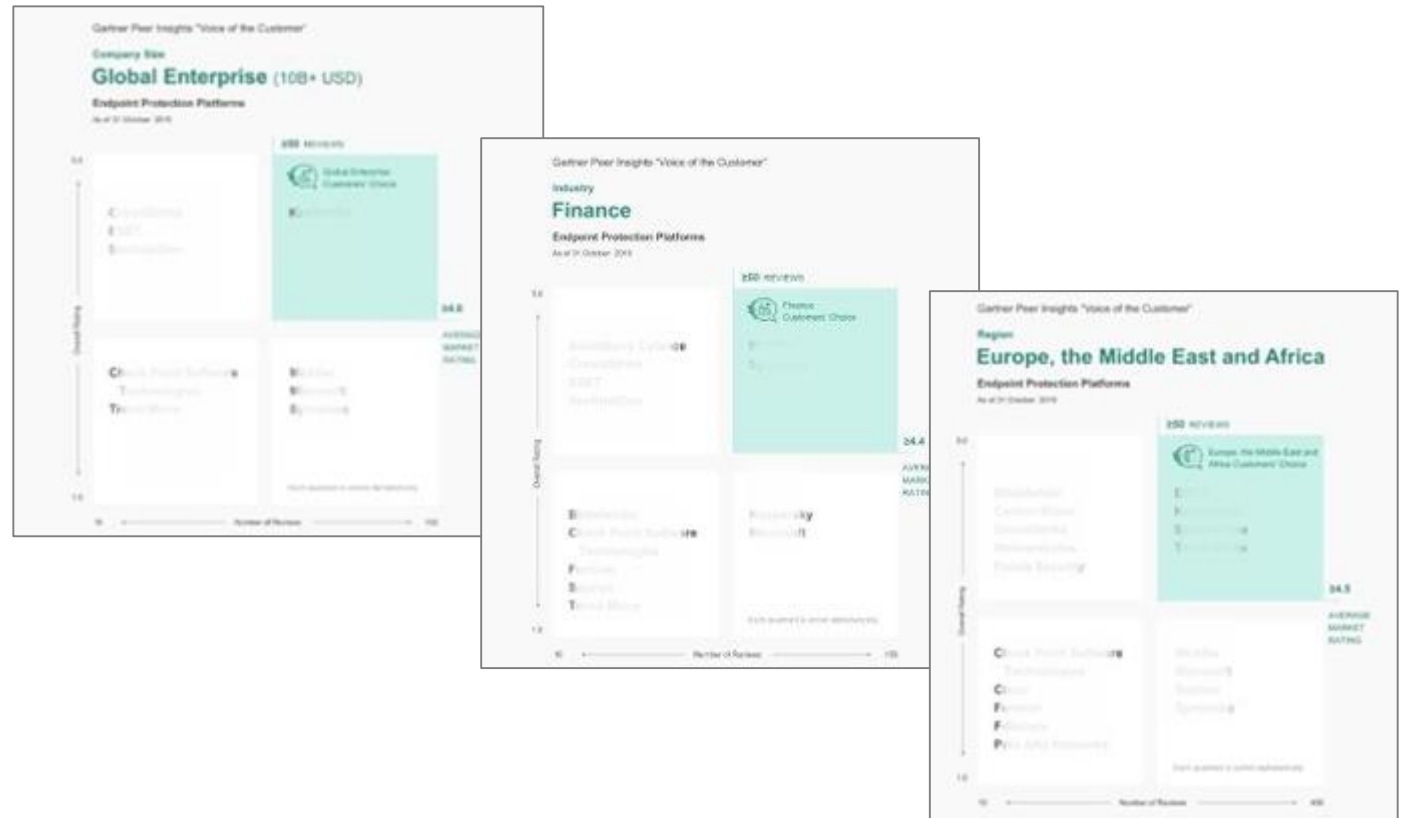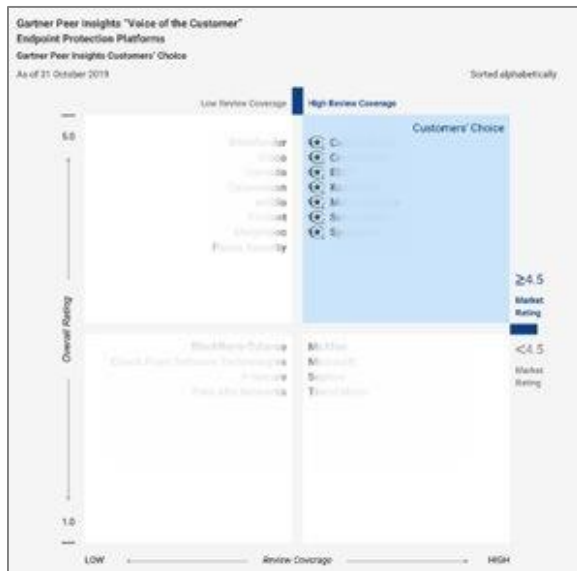*"Having 7 vendors here **doesn't help me narrow much**."*- IT Director, Healthcare
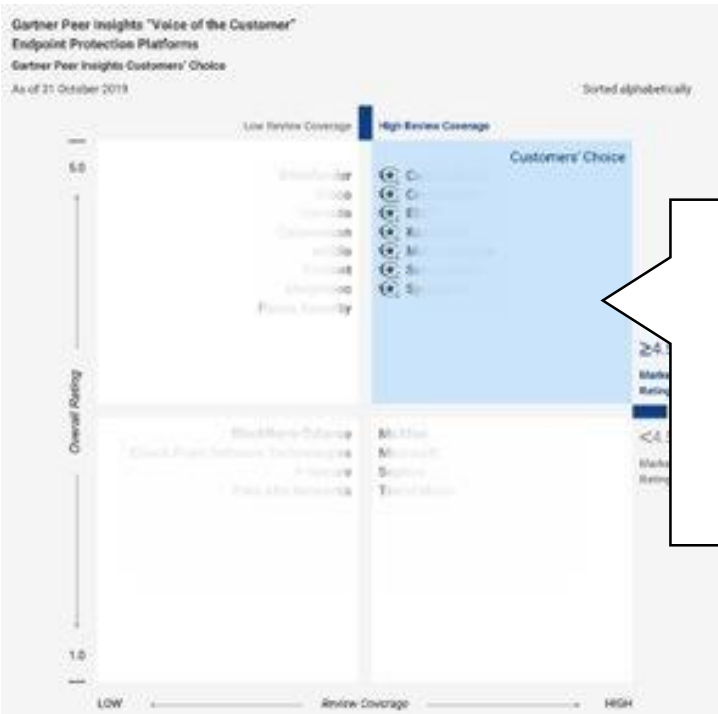
Need for:
industry, region, and firm size views

*"The overall view is crowded - it'd be great to have a view from **other utility companies.**"* - Project Manager, Energy and Utilities

*"I need to find solutions that would work well in similar sized orgs, **in the past I've wasted time looking at vendors that don't work in orgs like mine**"* - Security Manager, State and Local

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We're expanding to "Category Distinctions" with an initial v1 launch in select markets

Additional Category Quadrants included as additional figures within the document

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We have updated the main site to address the need to "find reviews from users like me"

- New filtering capabilities throughout the site

- Default view filtered to show most recent reviews (last 12 months)

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We heard you - We're acting on feedback to make the tools more self service

Feedback from vendor community

"How are other vendors sourcing reviews?"

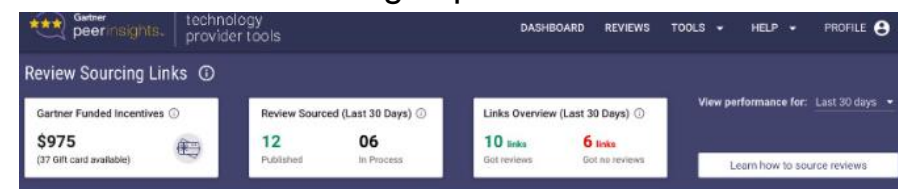*"Do you have a playbook for sourcing reviews? What are the best practices?*

"This is the first time I've tried to source reviews, it's not my day job, I don't know where to start"

Enhancements

NEW Vendor Success playbook and Success Stories repository
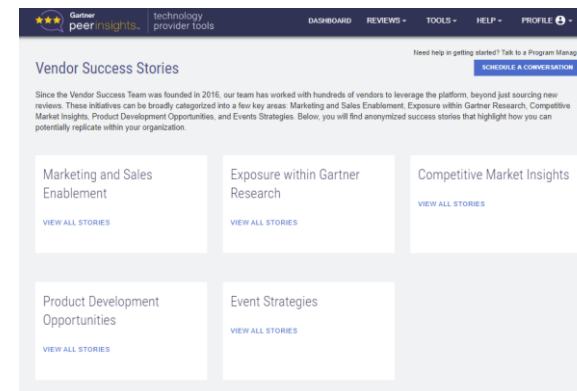
NEW Review sourcing experience

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Key Focus for 2020

Increased usage of reviews within Research

Expanding coverage

Non-monetary incentives

Increasing data integrity

Innovative content

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Gartner Peer Insights is increasingly used a source for Gartner Research (examples)

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peerinsights™

Technology Buyers

Voice of the Customer

Peer Lessons Learned

Consideration landscape

At scale +Innovating

At scale

Innovating

Technology Providers

Vendor-specific deep-dives
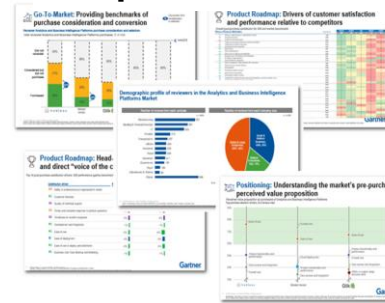
Roadmap Priorities

At scale

Scaling

Note: Connect with your Gartner representative to learn which capabilities are available in what products

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Resources for your Gartner Peer Insights program:

Getting Started	Customer Recognition	Housekeeping

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 track your efforts

Customer Recognition

- Customers' Choice 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

- 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!
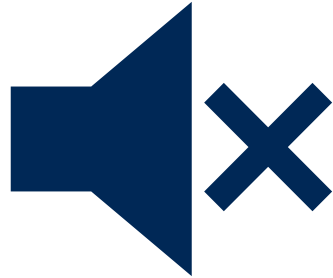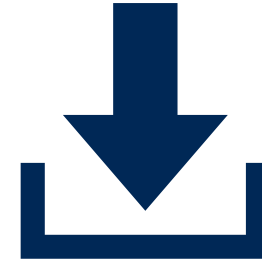
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Q&A

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

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Thank You!

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