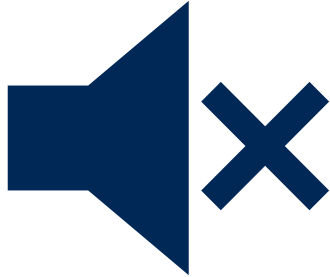


Gartner Peer Insights: *January Release Preview*

Anatoli Olkhovets, GVP Peer Insights

January 2020

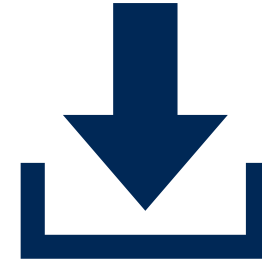
Before we get started...



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

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/>

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**

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



287 Customers' Choice distinctions



2M+ product comparisons



63K+ hours reading reviews

107

Countries of origin

351

Markets covered

2,794

Vendors covered

6,701

Products reviewed

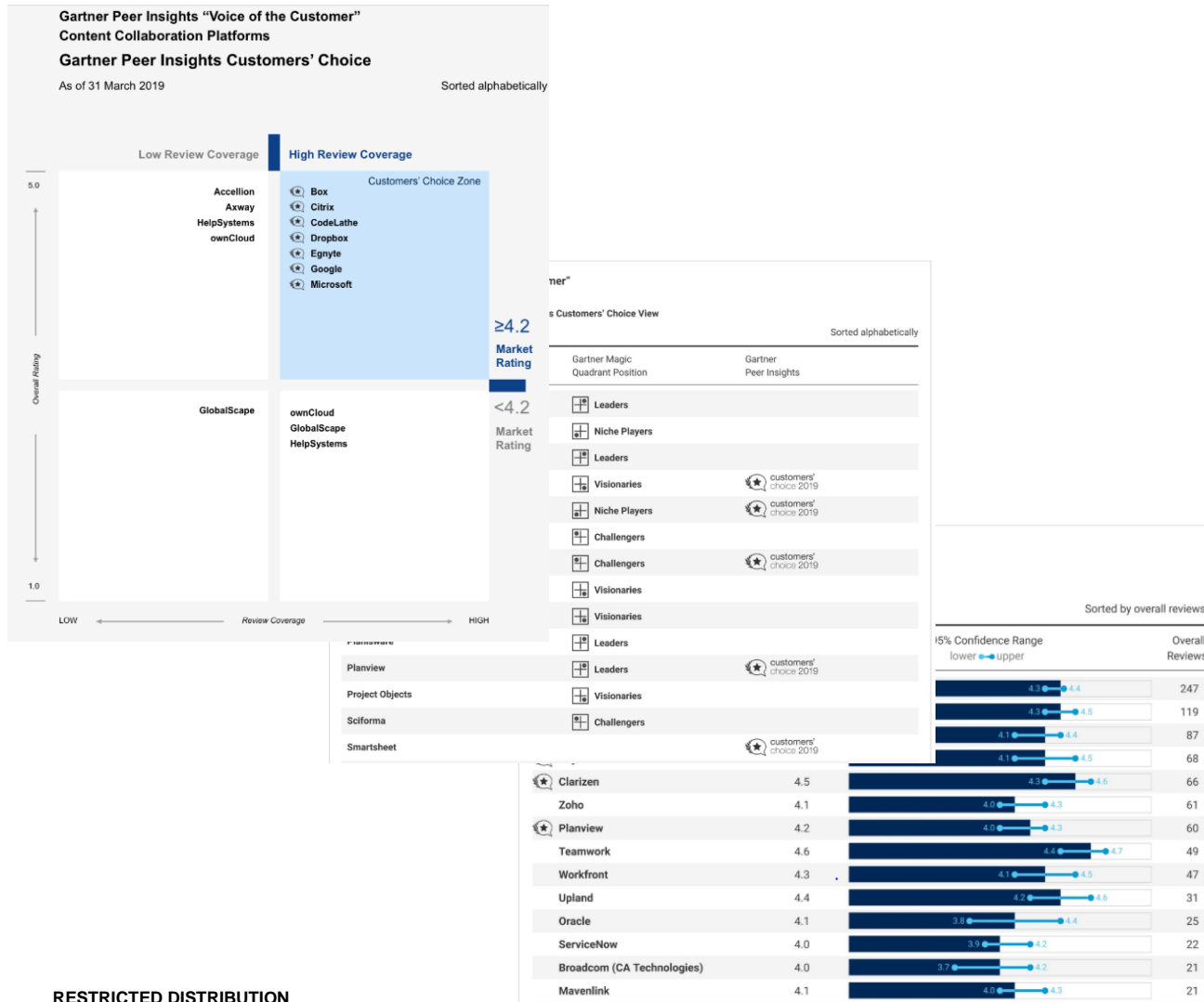


20% of reviews referred from a growing peer network



35% of reviews did not meet our tough standards

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



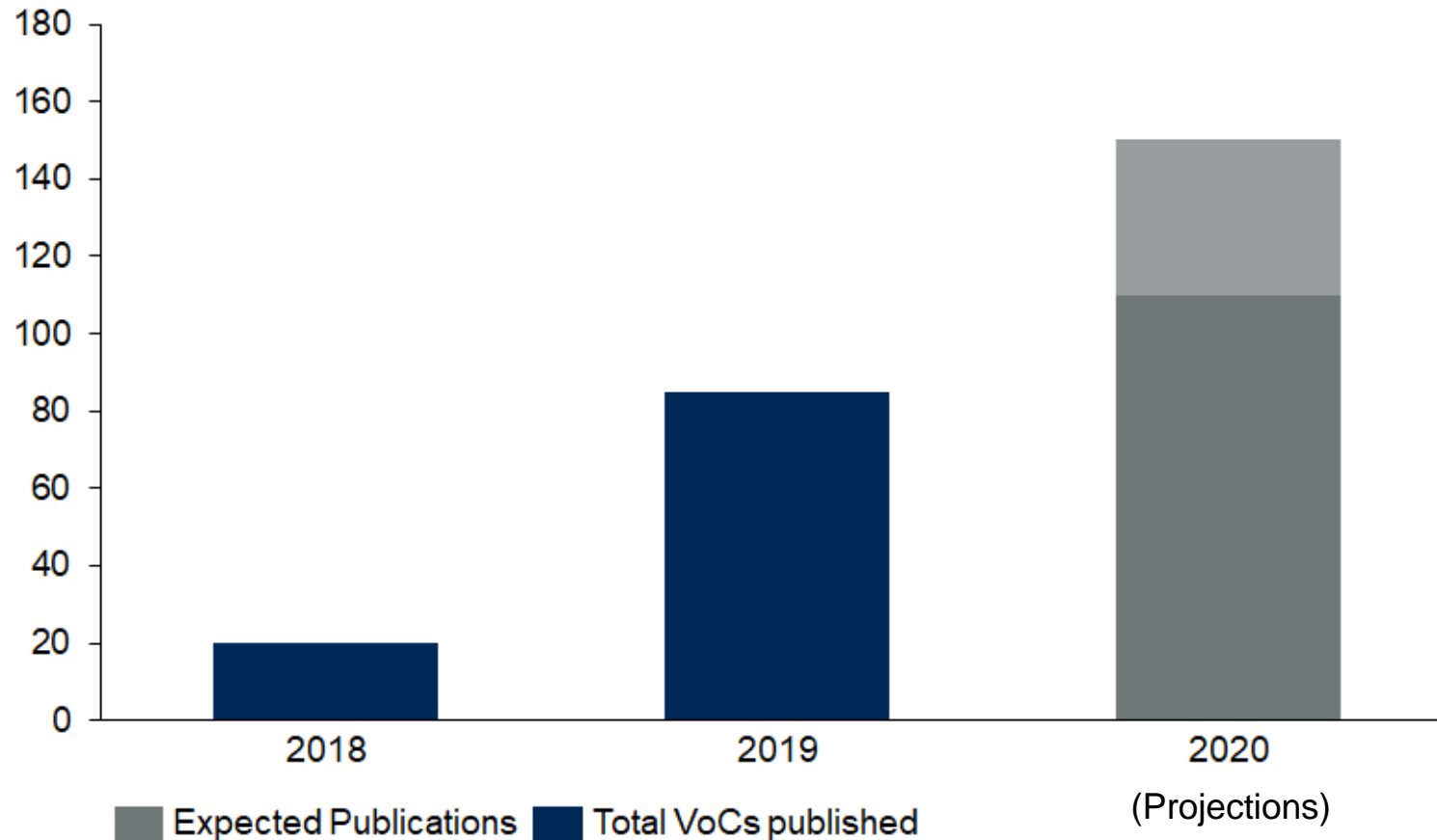
- Written for end-users to help in **vendor discovery** and **shortlisting**
- Synthesizes peer perspectives** from Gartner Peer Insights' reviews and ratings data
- Complement** to analyst-led research and advice such as Magic Quadrants
- Available for vendors to **license as a reprint**

RESTRICTED DISTRIBUTION

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



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



Best Unified Communications as a Service, Worldwide Software of 2019 as reviewed by customers

Customers' Choice - Nov 2019

Unified Communications as a Service, Worldwide - Gartner defines unified communications as a service (UCaaS) as supporting the same functions as its premises-based unified communications (UC) counterpart. Only the delivery model is altered. Therefore, Gartner uses the same six broad communications functions for both: • Voice and telephony • Meeting solutions • Messaging • Presence and instant messaging (IM) • Clients • Communications-enabled business processes.

Customers' Choice distinctions as of Nov 2019 [Copy Link](#) Displayed Alphabetically

Google Cloud [Email](#) [Twitter](#) [LinkedIn](#)

Google Product(s)
Hangouts Meet
Hangouts Chat

Google Cloud is widely recognized as a global leader in delivering a secure, open, intelligent and transformative enterprise cloud platform. Google Cloud include

"Google Hangouts pi"
— Software Engineer in I

[Read Reviews](#)

Microsoft

Microsoft Product(s)
Microsoft Skype for Business Online (I enacn)

Microsoft (www.mic mission to empower achieve more. Micros

[PEERS] Published 10 December 2019 - ID G00450936 - 14 min read

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Initiatives: [Digital Workplace Applications](#)

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 in an effort to ensure they are authentic.

Overview

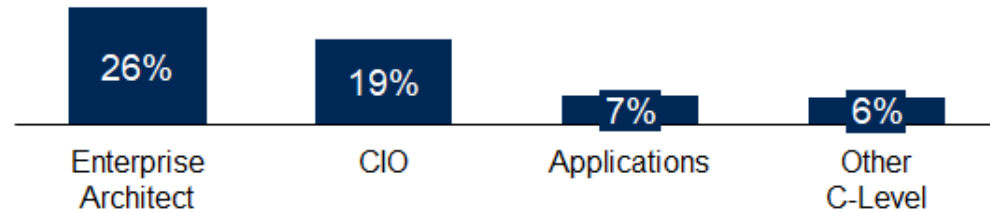
What Is Unified Communications as a Service?

Gartner defines unified communications as a service (UCaaS) as supporting the same functions as its premises-based unified communications (UC) counterpart. Only the delivery model is altered. Therefore, Gartner uses the same six broad communications functions for both:

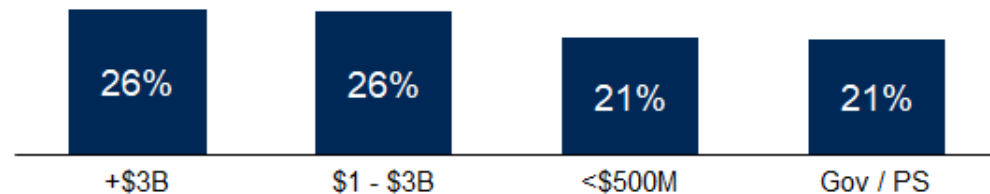
- Voice and telephony
- Meeting solutions

This document is getting broad readership across enterprise decision makers

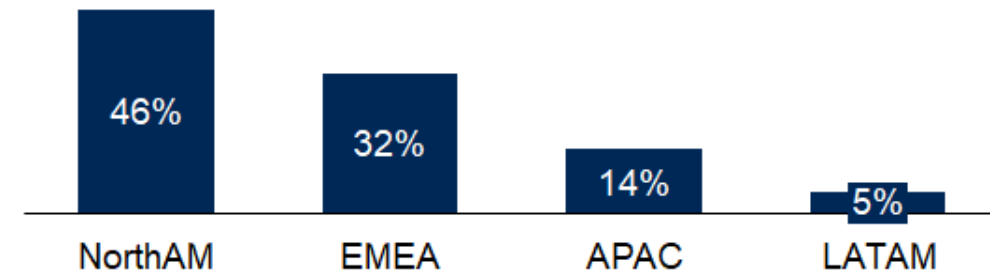
VOC Readership Top 4 by Role



VOC Readership Top 4 by Firm Size



VOC Readership Top 4 by Region



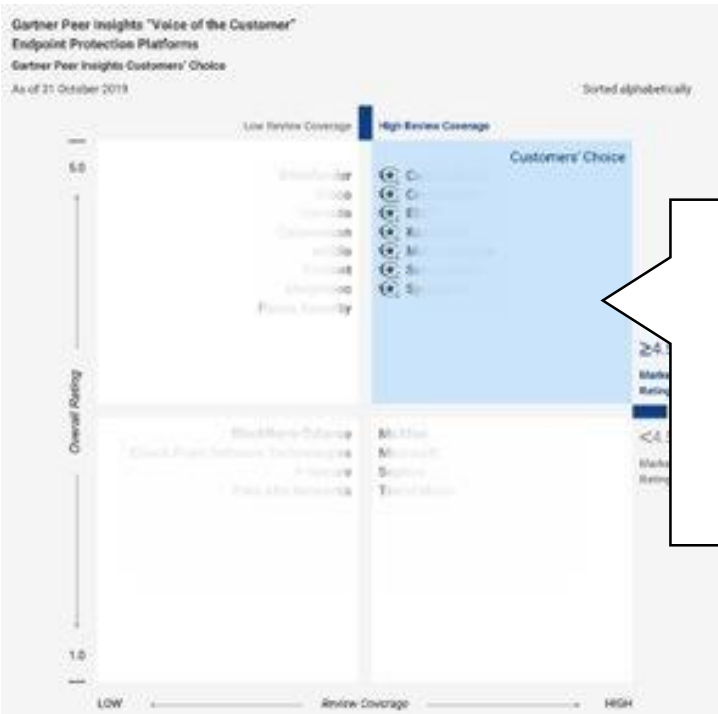
“This content is another puzzle piece providing a different viewpoint that will help make the vendor picture much clearer in addition to the analyst calls I already do.”

- 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

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



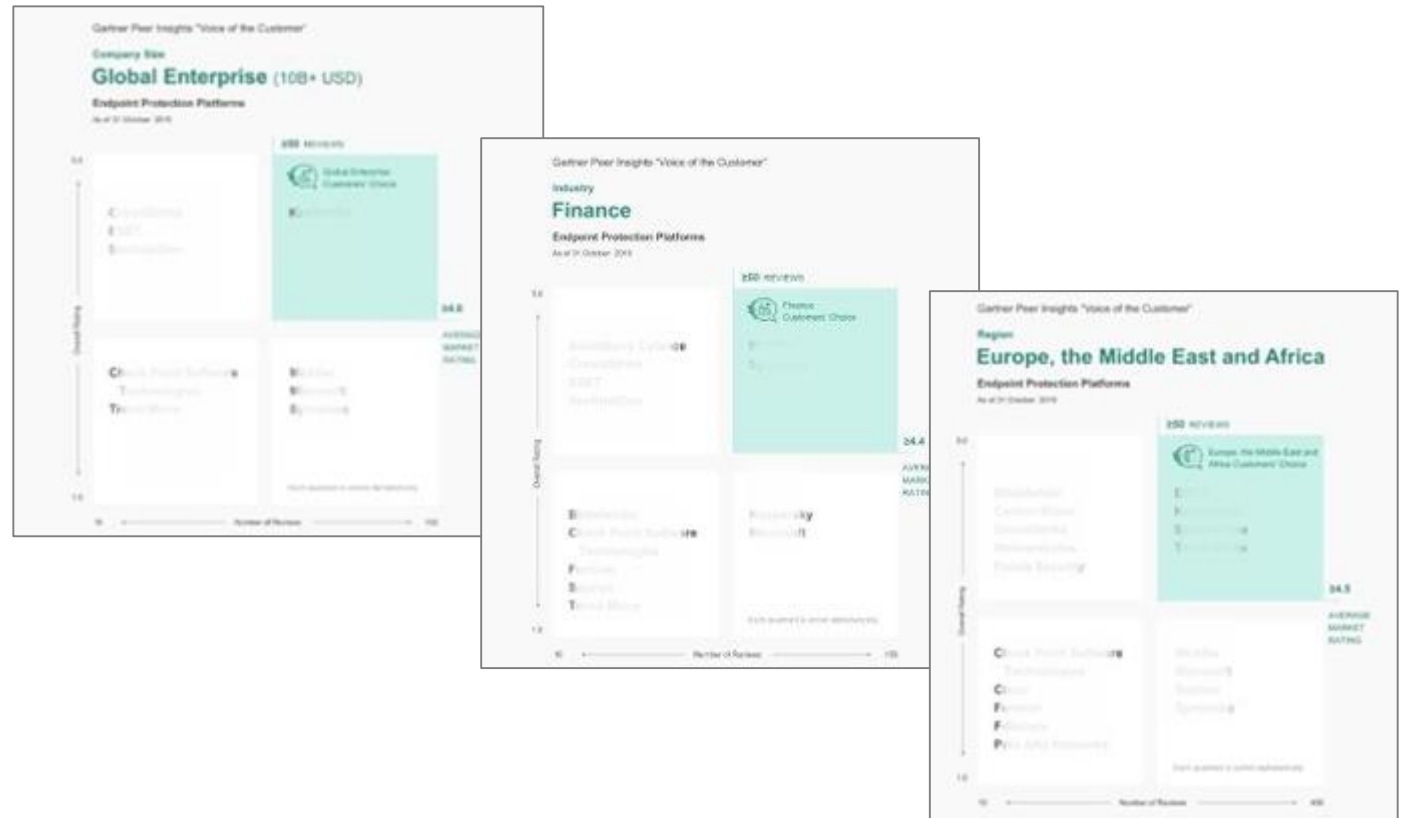
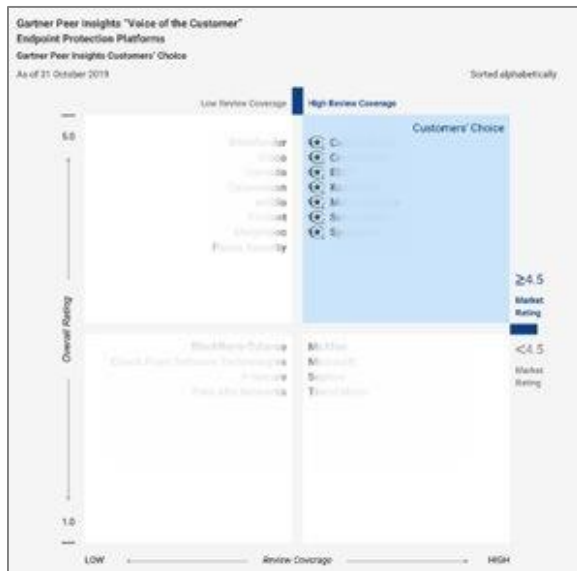
Need for:
industry, region, and firm size views

*"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*

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

Additional Category Quadrants included as additional figures within the document



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

All Markets > Enterprise Architecture Tools

Enterprise Architecture Tools Market

What are Enterprise Architecture Tools?
Enterprise architecture (EA) tools are software applications designed to support enterprise architects and other business and IT stakeholders with strategically driven planning, analysis, design and execution. EA tools support strategic and tactical decision making by capturing and connecting context and information across ... See More

EMAIL THIS PAGE Download as PDF

Related Gartner Research

- Magic Quadrant
- Critical Capabilities
- Voice of the Customer

Personalize Your View of Vendors in the Enterprise Architecture Tools Market

Personalize Your Search: SELECT COMPANY SIZE SELECT INDUSTRY SELECT REGION

<50M USD 50M-1B USD 1B-10B USD 10B+ USD Gov't/PS/Ed

1 - 10 of 20 vendors | View by Product Display: Reviewed in Last 12 Months Sort by: number of ratings, high to low

Customers' Choice 2019

4.5 ★★★★★ 90 Ratings

5 Stars 53%
4 Stars 42%
3 Stars 4%
2 Stars 0%
1 Stars 0%

Orbus Software
Products: iServer

"i-Server ensuring a great return on investment through successful business outcomes"

From pre-purchase enquiries to procurement, contract negotiation, implementation and configuration Orbus are client-focused. They partner with you to ensure success, bringing their vast knowledge into play in guiding and advising in such a way as to ...

READ REVIEWS

Competitors and Alternatives

- Sparx Systems
- Software AG
- MEGA International
- Compare Alternatives

- New filtering capabilities throughout the site
- Default view filtered to show most recent reviews (last 12 months)

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

Feedback from vendor community

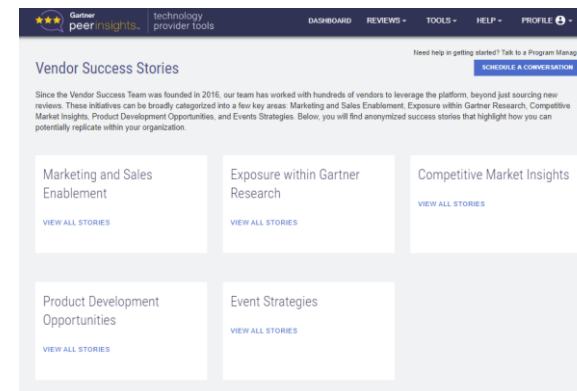
"How are other vendors sourcing reviews?"

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

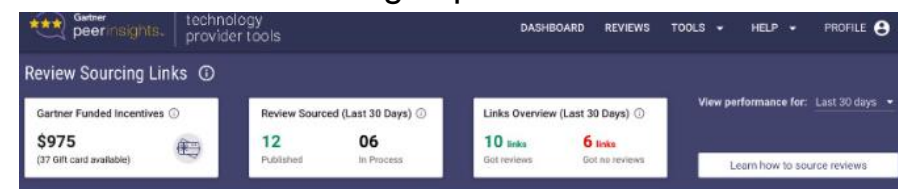
"This is the first time I've tried to source reviews, it's not my day job, I don't know where to start"

Enhancements

NEW Vendor Success playbook and Success Stories repository



NEW Review sourcing experience



How to source reviews?



Create

Create review sourcing link for the product or market you want to source reviews



Share

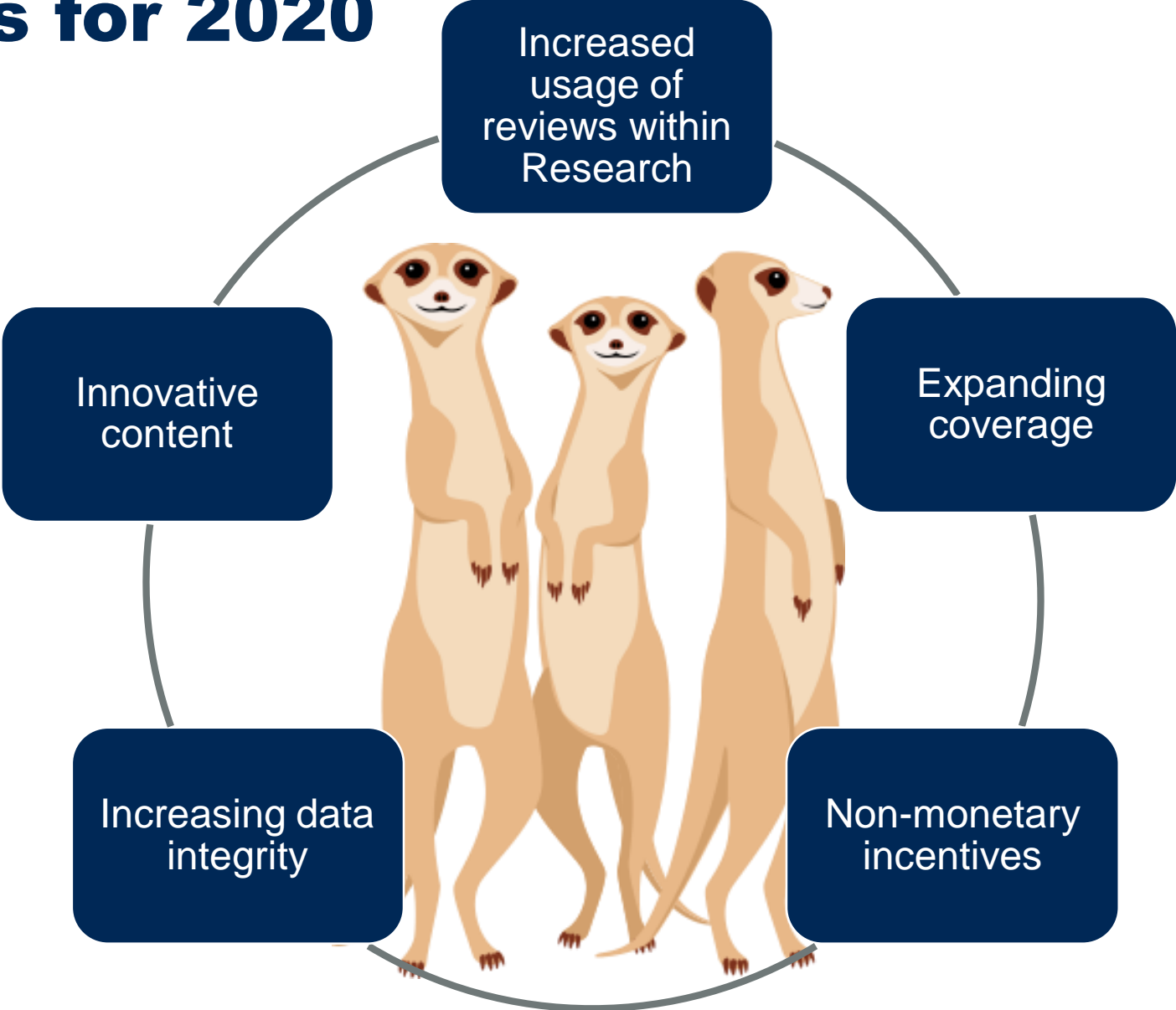
Share the link with your customers using different channels and ask for reviews. [Read more](#)



Manage

Track your sourcing links and manage performance regularly on the dashboard

Key Focus for 2020



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



Gartner
peerinsights™

Technology Buyers

Technology Providers

Voice of the Customer Monitoring

Published 5 August 2019 | ID: G00290147 | 11 min read
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Industry: Infrastructure, Operations and Cloud Management

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 in an effort to ensure they are authentic. This document synthesizes Gartner Peer Insights' content in application performance monitoring market for the previous year. This peer perspective, along with the individual detailed reviews, is complementary to expert research and should play a key role in your buying process.

Overview
What is Application Performance Monitoring?
Gartner defines application performance monitoring (APM) suites as one or more software and/or hardware components that facilitate monitoring to meet three main functional dimensions:



At scale
+Innovating

Peer Lessons Learned

Peer Lessons Learned: Implementing Server Virtualization Solutions
Published 11 September 2019 | ID: G00484023 | 4 min read
This content, which provides opinions and points of view expressed by users, does not represent the views of Gartner. Gartner neither endorses nor makes any warranties about its accuracy or completeness.

Industry: Infrastructure

Server virtualization solutions enable enterprises to improve server availability and reduce hardware costs. Infrastructure and operations 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.

Peer Lessons Learned
This addition of 'Lessons Learned' summarizes clients' firsthand experiences with implementing server virtualization solutions. The peer advice results both from successful implementation projects and lessons learned on what went wrong. This peer perspective, along with the individual detailed reviews, is complementary to expert research and provides a holistic view to the implementation process. Reviews who indicated they learned lessons represent a cross-section of small- to midsize and large organizations. (See Figure 1.)



At scale

Consideration landscape

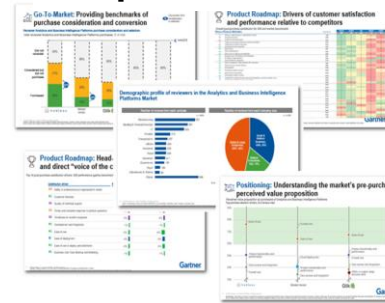


Key Themes	Peer Insights Links
Group X: Based on peer reviews of this group, Group X vendors are most commonly considered for "..."	Vendor 1 Vendor 2
Group Y: Based on peer reviews of this group, Group Y vendors are most commonly considered for "..."	Vendor 3 Vendor 4
Group Z: Based on peer reviews of this group, Group Z vendors are most commonly considered for "..."	Vendor 5 Vendor 6

Methodology
This document synthesizes reviewer data that

Innovating

Vendor-specific deep-dives



At scale

Roadmap Priorities



Scaling

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



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 track your efforts

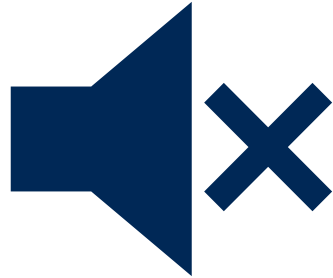
Customer Recognition

- 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!

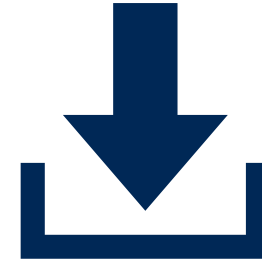
Q&A



**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!

