Technology Provider Webinar Q&A
January 27, 2021

Webinar Recording Information

Where can I find a copy of the deck and the webinar recording?
- The Webinar recording and the copy of the deck presented during the biannual Technology Provider Webinar on January 27, 2021 is available in the Webinar section of your Technology Provider Tools portal. All blog posts mentioned during the webinar are listed within the Technology Provider Blog.

How do I access the Technology Provider Blog?
- The Technology Provider Blog is available for all organizations listed on Gartner Peer Insights to access via the "Help" tab of your Technology Provider Tools portal.

Do I have the option to subscribe for blog updates? How will I be notified when a new blog is posted?
- To keep you up-to-date, we send out a monthly email newsletter to all contacts on the first of every month, highlighting all new blogs recently published and any important updates. We will keep you updated as we develop new features (like the ability to 'Subscribe' to blog posts).

Where can I sign up for emails on other webinars, new features, etc.?
- You are able to edit your email preferences by visiting the Email Preferences section of your Technology Provider Tools portal under the "Profile" tab. Please see our recent blog post on this topic for help and additional details.

Featured Updates and Enhancements

Gartner Peer Insights Customer First Program

Is the Customer First program the new name for the Engagement Program?
- Yes, the Engagement Program is now the Customer First Program. All the requirements to join the program remain the same. Along with the Readership Analytics, vendors who participate in the Customer First Program will receive a badge on their Gartner Peer Insights Profile page, and are able to leverage the badge in marketing when requirements are met. Additional details on the program can be found [here](#).

If we are already part of the Engagement Program, do we need to do anything?
- No. If you are currently part of the Engagement Program, you are now part of the Customer First Program. We will automatically "turn on" the badge on your applicable Gartner Peer Insights pages when the badges launch in March and all requirements are met.

We want to join the Customer First program! What do we need to do to get started?
- To get started, please fill out our [Interest Form](#) to indicate you are interested in joining the program so that our team can reach out to you to discuss participation and requirements in detail. If you have already implemented the required criteria to join the program, please submit the [Agreement Form](#) to confirm your participation. Additional details on the program can be found [here](#).

Are there specific requirements to join the Customer First Program?
- Yes, requirements include the need to insert a "write a review" widget prominently on your external website, and have implemented a programmatic sourcing strategy. To officially join the program, please submit the [Agreement Form](#) to confirm your participation and join the program. To receive the badge on the site and unlock Readership Analytics, you need to source 25+ published reviews in a market in the past 12 months. Additional details on the program can be found [here](#).

We are part of the Engagement Program - When will the new Customer First badges be available for us to promote? When will the badges go live on the site?
- The badges will be displayed on your Gartner Peer Insights profile and applicable product pages starting March 2021. Once the badges are officially launched you will be able to promote your inclusion in the Customer First program. To receive the badge on the site and unlock Readership Analytics, you need to source 25+ published reviews in a market in the past 12 months. Additional details on the program can be found [here](#).

Will the badge show on at the company-level or at the market-level?
- Inclusion in the Gartner Peer Insights Customer First program can either be on a company-level basis, or a market-level. How your organization chooses to participate in the Customer First program will determine the specific product pages and sections of the profile page the badge may show. As soon as you have 25 published reviews from your sourcing efforts in the market in the past 12 months, the badge will be live on the site for the respective product pages in that specific market.

We are part of the Engagement Program today, have met the requirements, but do not yet have 25 published reviews. Will we still get the Customer First badge on the site when it launches if we don't yet have the 25 published reviews?
- To receive the badge on the site and unlock Readership Analytics, you need to source 25+ published reviews in a market in the past 12 months. Additional details on the program can be found here.

Will the new badging replace the widget requirement, or will we need to insert both the badge and the widget on our website?
- The widget requirement remains the same, as it is one of the requirements to officially participate in the Customer First program. Additional details on the program requirements can be found here. As soon as you have 25 published reviews from your sourcing efforts in the market in the past 12 months, the badge will be live on the site for the respective product pages in that specific market. It is not a requirement that you promote your inclusion in the Customer First program or your Customer First badge on your website or marketing materials.

How do I access the widgets? Are there options for widgets?
- We provide you with multiple dynamic widgets to choose from that will automatically update as new reviews are published to your products. You can generate a code from your Technology Provider Tools portal under the "Tools" and "Widget" tab at any time. Please see our widget user guide for more information and next steps.

Can we see reporting for how many reviews are submitted via the widgets?
- When generating a widget, you have the ability to include a custom review sourcing link as part of the "Write a review" CTA (Call-to-action) on the widget. This review sourcing link will give you custom reporting as to how many reviews were submitted via your unique widget. Please see our widget user guide for more information and next steps.

Is joining the Customer First Program required by all vendors listed on Gartner Peer Insights?
- No, participation in the Customer First Program is not a requirement and is voluntary. Organizations can opt out from the program at any time by contacting their Program Manager directly or reaching out to PeerInsightsVendorSucess@gartner.com

How do we unlock Readership Analytics?
- Readership Analytics are only available once you reach 25 published reviews in a market from your sourcing efforts, identifiable by Gartner from sourcing links created with our Technology Provider Tools. After signing up for the Customer First Program and soliciting at least 25 published reviews from your sourcing efforts in a market in the last 12 months, you are able to unlock Readership Analytics for that market. Read more about Readership Analytics.

Is there a cost for the program or for access to the Readership Analytics?
- There are no costs associated with joining the Customer First program. Access to Readership Analytics is available exclusively to technology providers through the Customer First program and is available via the "Tools" tab in your Technology Provider Tools portal.

Site Star Rating Calculation Update

What changes are being made to how our overall star rating is shown on the live Gartner Peer Insights site?
- The new default star rating will factor in all reviews, with reviews older than 12 months weighted progressively less. The weighting of reviews will decrease by half every 12 months, e.g.:
  - Reviews 0-12 months old will be weighted 100%
  - Reviews 12-24 months old will be weighted 50%
  - Reviews 24-36 months old will be weighted 25%
  - Etc.

For the new review display/weighting, how would scores be treated if there were no new reviews for a full 12-months?
- As long as there is at least 1 published review all-time for a product, it will have a score calculated and displayed on the site, with the score calculated following the weighting logic above.

When will these changes go live?
- The new site star rating calculation will go live in February 2021.

Are we able to preview our new scores prior to the February launch?
- No, the new scores will only be visible once this update goes live.

Will only the overall score for each review be used to determine the average rating that is shown, or will you look into the scores given for each area within the review?
- The overall rating for a product will continue to be based only on the overall score responses (i.e. responses to the question "Please rate your overall experience with this vendor"). Additional ratings information for a product can be found under the product "Rating" tab.

Voice of the Customer Methodology Evolution

What are the major changes happening with the new methodology update?
- We are making two major enhancements: changing the name and calculation for the dimension known as "Review Coverage" (X-axis of the graphic) to "User Interest and Adoption" and increasing inclusion review count. For more information, see the detailed methodology, blog post announcement, and recording/slides from the January 27, 2021 Technology Provider Webinar.

When will the new Voice of the Customer methodology go into effect?
- The new methodology will go into effect for all Voice of the Customer documents published in May 2021 and later. The previous methodology will be used for markets published in April 2021 and earlier. A timeline for specific markets is available in the slides from the January 27, 2021 Technology Provider Webinar.

My market is currently in process for a Voice of the Customer and Customers' Choice. Will this methodology update impact me?
- The new methodology will go into effect for all Voice of the Customer documents published in May 2021 and later. The previous methodology will be used for markets published in April 2021 and earlier. A timeline is available in the slides from the January 27, 2021 Technology Provider Webinar.

Will you still publish a Voice of the Customer for Magic Quadrant AND Market Guide markets?
- Yes. See the Voice of the Customer Roadmap for a full calendar of upcoming markets.

Will the X-axis on the Voice of the Customer use reviews from just the past year, or from all time?

- The Voice of the Customer uses reviews from a specified 18-month period for all calculations, including for the X-axis. For more information, see the detailed methodology.

Do reviews older than 18-months have no influence on Voice of the Customer or Customers' Choice in a market?

- Correct, only reviews in the specified 18-month period are included in the Voice of the Customer document. For more information, see the detailed methodology.

Will the scoring be transparent to the vendors, can we see the calculations?

- Details on how scores and market averages are calculated can be found in the full methodology. Vendors can see if they are above, below, or in-range of the market average Overall Rating (X-axis) and User Interest and Adoption (Y-axis) on the Standings Page within their Technology Provider Tools portal, which will go live approximately 60 days prior to the review submission deadline determined, and is updated regularly. Due to the new composite X-axis calculation, which includes asymptotic functions, it is no longer practical for vendors to manually reproduce the X-axis calculation.

With this new methodology, are we correct in that we will not know what the average market rating to meet or exceed is until after the close of the sourcing period?

- The average market rating is determined by all eligible reviews submitted in the 18-month review period, so the market average rating can change until the end of that period as reviews are moderated and published. Vendors can view whether they are above, below, or in-range of market average for both axes on the Standings Page (updated daily). For more information, see the detailed methodology.

How do we calculate the market average if it is constantly shifting as new reviews are published?

- The average market rating is determined by all eligible reviews submitted in the 18-month review period and therefore can change until the end of the review period as reviews are moderated and published. Vendors can view whether they are above, below, or in-range of market average for both axes on the Standings Page (updated daily). For more information, see the detailed methodology.

How much impact does the total number of reviews have on how a vendor is plotted within the Voice of the Customer report? Will each criteria on the X-axis be weighted differently? Is there an emphasis on one area vs. the other two criteria?

- User Interest and Adoption scores incorporate three factors, each given equal weight: review volume, user willingness to recommend, and review market coverage across

industry, company size, and deployment region. For more information, see the [detailed methodology](#).

Do vendors have visibility into the Willingness to Recommend percentage?
- Vendors can view Willingness to Recommend percentage on their product reviews page.

Are reviews from companies with less than $50M revenue still excluded with the new methodology?
- Reviews from companies with less than $50M revenue will continue to be excluded from the Voice of the Customer. For more information on review eligibility, see the [detailed methodology](#).

Will vendors still be listed alphabetically in Figure 1 of the Voice of the Customer document under this new methodology?
- Yes, vendors will be listed alphabetically within each quadrant.

Will the Standings Page still only be live for the 60 days leading up to the review sourcing deadline, or will it be live for longer?
- The Standings Page will go live approximately 60 days (8 weeks) leading up to the specific review sourcing deadline.

Does the overall market rating on the Y-axis use the same calculations as what we will see with the new site scoring updates?
- Voice of the Customer Y-axis calculations use a specified 18-month time period with a lower weight for the oldest 6 months of that period. The star rating displayed on the Gartner Peer Insights reviews page shows either past 12 months or an all time average, with a lower weight for earlier years. Thus, the time periods for the Voice of the Customer and the Gartner Peer Insights reviews page will typically be different. For more information, see the [detailed methodology](#).

Are there new requirements to be a Customers' Choice, or is it still 50 reviews?
- Customer's Choice criteria in the new methodology is different, vendors who meet or exceed both the market average Overall Rating and the market average User Interest and Adoption score are recognized through Customers' Choice distinctions. For more information, see the [detailed methodology](#).

Does the timeframe for Customers' Choice also change from taking into account reviews from the last 12 months to now looking at the last 18 months?
- Yes. Customers' Choice is the recognition for vendors who are placed in the upper-right quadrant of the Voice of the Customer. Only reviews in the specified 18-month period are included in the Voice of the Customer document. For more information, see the [detailed methodology](#).

Are you still limiting Customers' Choice to up to 7 companies, or will there no longer be a limit to the number of Customers' Choice within the Voice of the Customer document?
- There is no longer a limit to the number of Customer's Choice vendors, however only a maximum of 25 vendors will be included in a Voice of the Customer document. For more information, see the detailed methodology.

How does diversity in company size work for Customers' Choice if you are not including any reviews less than $50M revenue?
- Company sizes are grouped based on reviewer profile details as entered by reviewers in one of the following categories:
  - 10B+ USD
  - 1B – 10B USD
  - 50M – 1B USD
  - Public Sector, Gov't, Edu

For an industry specific vendor, will we still be included in the Voice of the Customer?
- To be included in the Voice of the Customer report for a Gartner Peer Insights market, a vendor must have a product that aligns to that market as determined by Gartner Peer Insights and have 20 or more eligible reviews during the specified 18-month submission period. If an industry-specific vendor meets these requirements, the vendor will be included. For more information, see the detailed methodology.

Doesn't this new methodology cater to larger enterprise providers because they tend to get a larger number of reviews?
- Review count is one of three equally weighted factors in determining the X-axis score, along with review market coverage (firmographic diversity) and user willingness to recommend. An asymptotic function is applied to reduce sensitivity to small changes in review count, especially for vendors with a large number of reviews. Voice of the Customer methodology and inclusion criteria enable any size enterprise vendor to be included in the document, and end up being placed in any quadrant in the Voice of the Customer graphic.

Will reviews that are updated by the reviewer count towards Customers' Choice and Voice of the Customer eligibility?
- Yes, if a reviewer updates a review that was previously submitted outside of the Customers' Choice eligibility timeframe, it will count as submitted within the Customers' Choice timeframe and your overall eligibility count if it meets the overall review eligibility requirements for inclusion.

Do Gartner analysts review the Voice of the Customer document before it is published?
- Gartner Peer Insights Voice of Customer represents aggregated peer content. Analysts are aware of, but not involved in the creation of the content.

Voice of the Customer Roadmap & Cadence

How do I access the Roadmap of markets for Voice of the Customer and Customers' Choice?
- The Roadmap for upcoming Voice of the Customer markets can be found within the Voice of the Customer tile in the Resources tab of the Technology Provider Tools portal. Kindly note that this list and schedule are tentative and subject to change at the discretion of Gartner Peer Insights. It is updated frequently, so be sure to check often.

Are Voice of the Customer documents published for all markets? How do you determine which markets will go for Voice of the Customer?
- Gartner reserves the right to selectively publish a Voice of the Customer document based on our determination of the value of that document to our end users. Currently we will only consider a Voice of the Customer document in markets where there is a certain level of market maturity (representing vendors and number of reviews) on the Gartner Peer Insights platform, and more than 5 vendors represented in the document. Only vendors with more than 20 reviews during the 18-month submission eligibility period are included in a Voice of the Customer research document. For more information, see the detailed methodology and Voice of the Customer Roadmap.

Is the Voice of the Customer still an annual document under this updated methodology? Is there any opportunity for a Voice of the Customer document to refresh more often?
- The calendar for the Voice of the Customer document is based on the research publication calendar. After the Magic Quadrant or Market Guide publishes, the Gartner Peer Insights team will determine if the market meets the minimum review requirements for a Voice of the Customer document. Typically the Voice of the Customer document publishes 5 months after the corresponding Magic Quadrant or Market Guide publication. If the Magic Quadrant or Market Guide publication is delayed, the Voice of the Customer will be delayed accordingly. See the Voice of the Customer Roadmap for a full calendar of upcoming markets.

How do I know when the 18-month window starts for my markets?
- The start and end dates for upcoming markets are noted within the Voice of the Customer Roadmap. Alternatively, the 18-month period is retrospective from the deadline displayed on the Standings Page dashboard for the market.

Incentive Programs

Gartner Peer Insights Plus Content Incentive

What is Gartner Peer Insights Plus
- Gartner Peer Insights Plus is a content incentive developed to better align the value we deliver with the needs of the reviewers and users. The Gartner Peer Insights Plus membership is a specially curated set of research and functionality giving eligible reviewers who submit an approved review access to select Gartner research, alerts on markets and vendors, weekly industry news roundup, and exclusive Gartner Peer Insights website features. Read more in our [Gartner Peer Insights Plus Blog Post](#).

I understand that Gartner Peer Insights Plus members will, among other things, get access to select Gartner research. What does this include? (MQ's, MG's, Hype Cycles, etc.?)
- While Gartner Peer Insights Plus members will indeed get access to select Gartner research, this access will not include Magic Quadrants, Market Guides, or Hype Cycles. The select Gartner research that they can access will include broad-interest IT role-based research (Infrastructure & Operations, Enterprise Architecture, Data & Analytics, Security & Risk, etc.) and industry-focused research (Banking, Insurance, Manufacturing, Utilities, etc.). [Learn more here.](#)

How do I offer my customers the membership in exchange for a review? Is it through the review sourcing links? Do you have templates available?
- You can opt-in to have Gartner offer Garter Peer Insights Plus to your customers in exchange for approved reviews by selecting the "Gartner Peer Insights PLUS membership" as the incentive choice when creating a review sourcing link in the [Technology Provider Tools](#) portal. [Learn more here.](#)

Is there a cost associated with offering my customers the Gartner Peer Insights Plus membership?
- No, there is no cost associated with offering Gartner Peer Insights Plus memberships to your customers in exchange or an approved review. This non-monetary incentive is offered by Gartner Peer Insights to reviewers as a thank you for writing a review.

Technology Provider-Funded Gift Cards

What are the Technology Provider-Funded gift cards?
- We are pleased to share that all organizations listed on Gartner Peer Insights have the option to fund gift cards to offer to their customers in exchange for a review. Technology Providers will be able to fund up to $5,000 in gift cards, per market, per calendar year, through their Technology Provider Tools portal to allow for a hassle-free way to source additional reviews from your customers. Learn more about Technology Provider-Funded Gift Cards.

I am interested in signing up for the Technology Provider-Funded Incentives. How do I get started? How quickly can we set up these incentives?
- Great! To get started now, please claim your account. You can start adding funds as soon as you claim your account. You can also visit our comprehensive resources and FAQs to learn more about Technology Provider-Funded Gift Cards.

Will the option to have people donate the incentive to charity still exist? Can you offer a charity donation for the customers who cannot accept gift cards?
- Yes, when creating a review sourcing link you will be given the option to select either a $25 International Visa gift card or a $25 charity donation. This option will be applicable to all the reviews submitted using the review sourcing link. Please see available charity options given to reviewers after their review is approved here.

Our organization supports a local charity that is not listed as an option. Can we have this charity added to the list?
- At this time, we cannot add local charities. Please see available charity options given to reviewers after their review is approved here.

Will we be able to fund gift cards by market? More specifically, will the gift cards go into a general pool like it is now or do we have to allocate dollars to each market?
- Currently, the funds added to your Technology Provider-Funded gift card account act as a general pool for an organization to use to provide gift cards for all review sourcing links created for any product/market. However, Gartner will only fulfill a maximum of $5,000 USD (equivalent to 200 gift cards) per market per calendar year. If you would like to offer incentives for published reviews in a specific market only, it is advisable to create review sourcing links offering "Your Funded Incentives" only for those markets.
- We are pleased to share that starting March 1, 2021, vendors will be able to allocate funds at the market-level, up to $5,000 USD (equivalent to 200 gift cards) per market, per calendar year. Please reach out to your Program Manager for additional information and next steps.

Can funding for a campaign be made incrementally during the year, or do we need to pay a lump sum of $5,000 at once?

- Funding can be done incrementally and multiple times as per your requirements. You will need to add a minimum of $25 USD to your gift card account to start. Gartner will only fulfill a maximum of $5,000 USD (equivalent to 200 gift cards) per market per calendar year. Any unused funds will automatically carry over to the next calendar year. [Learn more here](#).

Are other incentives available, or can vendors incentivize customers outside of the Gartner Peer Insights portal? For example, we'd like to give discounts for in-house training in exchange for a review.

- Vendors are encouraged to leverage the available Gartner-approved incentive programs if they choose to offer incentives to their customers. If a vendor opts to offer their customers incentives outside of a Gartner-approved incentive program, they should work with their legal department to ensure legal compliance, and work with their aligned Program Manager to ensure that the incentive is in line with the Gartner Peer Insights incentive policy. Please see the [Community Guidelines](#) for additional information.

General Site & Review Questions

Getting Started with Gartner Peer Insights

How do I know who my aligned Program Manager is?
- Each organization listed on our site is aligned to a Program Manager who will work with your organization directly to make full use of the Gartner Peer Insights program and support you wherever needed, at no cost to you. If you do not know who your aligned Program Manager is, please reach out to PeerInsightsVendorSuccess@gartner.com

I am new to the platform and am just getting started - What are my first steps?
- New vendors are encouraged to set up an Onboarding Call with our Onboarding Specialist to get started. During this call your specialist will cover an introduction of Peer Insights, a view from the reviewer's end and a comprehensive walk-through of your Technology Provider Tools portal and the tools available to you. After your Onboarding Call you will be assigned a Program Manager to assist you moving forward.

I would like to talk to someone about how to better implement strategies to source reviews. Who should I reach out to?
- If you are new to Gartner Peer Insights, please set up an Onboarding Call with our Onboarding Specialist to get started. After your Onboarding Call you will be assigned a Program Manager who will be able to discuss review sourcing strategies with you in more depth. If you know who your aligned Program Manager is, please reach out to them directly to discuss.

Do you have any templates that we can use to help introduce the value of writing a review to our customers?
- Please visit our Template Library under the Resources tab of your Technology Provider Tools portal.

How does a vendor get their first review in a market?
- You can guide your customers to write a review on Gartner Peer Insights by taking advantage of our Review Sourcing Links for customer outreach. When creating these links you can choose which category/market to drive your customers towards. Learn the basics of how to Get Started, and feel free to reach out to our Onboarding Specialist to learn more.

Reviews and Rejected Reviews

What does Gartner do to gather new reviews from end-users, and how frequently?
- Gartner Peer Insights continuously reaches out to individuals through a variety of channels for new review submissions. This includes (and is not limited to) exposure and links to Gartner Peer Insights within Gartner research, organic review submission from SEO, integration with our research process, review presence at Gartner events, vendor agnostic email campaigns, prior reviewers, and our review referral program.

Is Gartner Peer Insights only sourcing reviews for markets that have a Voice of the Customer document?
- No. All invitations to leave a review on Gartner Peer Insights provide access to any solution in any market the reviewer would like to comment on. While we may prioritize Voice of the Customer markets with incentives or more prominent placement within the invitation, all campaigns are product and vendor neutral.

Who is eligible to submit a Gartner Peer Insights review? Or, who is not eligible to submit a review?
- Gartner is committed to providing a platform for high-quality reviews and has developed and maintained a robust reviews Quality Assurance (QA) process in order to achieve that goal. Prior to publishing, all reviews go through a rigorous QA process in an effort to ensure published reviews are from verified sources, and provide helpful content. In addition to verifying reviewer identity, we assess review content to determine whether or not a review meets Gartner Peer Insights' standards for context, quality, and relevance. Reviews must meet the guidelines listed in Section 1.4.1 Verifying Reviewers on GPI and Section 1.4.2 Content Guidelines on GPI within our Community Guidelines to be published. Please reach out to your aligned Program Manager with any specific questions.

Can reviews be submitted in other languages?
- At this time, Gartner Peer Insights is supported in English only. All reviews must be submitted in English to be published.

Do you have plans to optimize the review survey? How do you plan to increase the review survey completion rate?
- When we moved our survey to a simpler questionnaire flow and less cluttered experience in 2020, we found that reviewers left more responses to detailed, high-value questions, improvement in completion rate, reduction in completion time, and consistent fill rates for optional questions. We will continue to optimize survey experience to get both breadth and depth of the responses.

Many of our customers are also MSPs, technology partners or integrators. Are there future plans to accept reviews written by these customers?

- At this time, we do not publish reviews from those employed by a company with an association with the vendor (employee, partner, competitor, etc.) or association with the product being reviewed (reseller, value-added reseller, system integrator, MSP, consultant, etc.). Please see the Community Guidelines for additional information.

How does Gartner confirm that the reviewer is a real customer of ours? What is the process to ensure that non-customers are not submitting false reviews on our products?

- Gartner is committed to providing a platform for high-quality reviews and has developed and maintained a robust reviews Quality Assurance (QA) process in order to achieve that goal. Prior to publishing, all reviews go through a rigorous QA process in an effort to ensure published reviews are from verified sources, and provide helpful content. All reviews adhere to the Community Guidelines and are treated equally during the verification process, regardless of rating or Vendor. In addition to verifying reviewer identity, we assess review content to determine whether or not a review meets Gartner Peer Insights' standards for context, quality, and relevance. Please see the Community Guidelines for additional information.

Can our customers submit reviews for different products for the same vendor in the same market? If so, will each product be counted as one review?

- Today, reviewers are only able to have one published review, per market per vendor. Reviewers are however able to have published reviews across multiple markets per vendor. Please reach out to your aligned Program Manager with any specific questions.

Should we inform our reviewers that they need to create a login/account in order to submit a review?

- Yes, we encourage you to set expectations with your customers appropriately. All reviewers are required to create a Gartner Peer Insights account to be able to submit a review as part of our moderation process. They will be prompted to create a profile when they click on any link to write a review. The data provided in the user profile is not used for any other purpose within or outside of Gartner. Please see our Privacy Policy for additional details.

Is there an option to filter reviews based on date?

- Yes. Please go to the "Reviews" and then "Published Reviews" tab within your Technology Provider Tools portal to filter reviews by date. You also have the ability to see all published reviews in one view, and filter all reviews received by market, product, date, rating, org size, industry, region, and/or job role.

We have already reached out through email campaigns and leverage our sales team as sourcing strategies. What are some additional strategies we can try out to achieve more reviews?

- Multiple review sourcing strategies are possible, for example, adding a link to your customer newsletters, adding a request to submit a review in your customer portal, sending invitation emails as part of the standard onboarding process for new customers, etc. Your aligned Program Manager can help you determine the best options for your organization and offer best practices when reaching out to customers for a review. Please reach out to PeerInsightsVendorSuccess@gartner.com to identify who your Program Manager is to discuss review sourcing strategies.

Are there plans to enable vendors to more easily track efforts of individual sales and customer success representatives in sourcing reviews? We have hundreds of sales representatives and it is a lot of manual labor to generate a sourcing link for each individual. Or any plans to enhance vendor self reporting?

- We are consistently developing new features in the Technology Provider Tools portal to support vendors when managing their Gartner Peer Insights presence. Review link creation and management is an area we have enhanced across 2020 and we will continue to in 2021 per the feedback we collect from vendors. Any new updates would be announced to vendors in our Tech Provider Blog

Since all the reviews are anonymous, is there a way for us to receive confirmation on which clients have provided a review so we can stop targeting them in our sourcing efforts?

- We are very careful to shield the identity and ensure the anonymity of our reviewers in order to encourage them to be as candid as possible and provide all relevant details about the products and services they review. There are no plans to change this. Once a reviewer signs into the platform, the information about the reviewer and the review is treated as private and confidential information owned by the reviewer. Gartner Peer Insights does not have permission to share this information. Please see the Community Guidelines for additional information.
- We suggest using language like, "Submit a new review or update your existing review" when reaching out to a broader list of customers. Reviewers are able to update their reviews at any time via their User Profile. We will auto-populate their previous answers so they can easily update their review with relevant information where applicable. After they update their review, it is then resubmitted to our moderation team for processing. If the review meets our moderation requirements, it will be published and will receive a new, more recent date. Please reach out to your Program Manager with any questions.

The review funnel lacks transparency into why reviews are rejected. Will there be any updates to this funnel to provide more details on rejected reviews? Can you please provide a detailed document explaining what all of the rejection reasons mean and how we can prevent reviews getting rejected for these reasons in the future?

- Gartner is committed to providing a platform for high-quality reviews and has developed and maintained a robust reviews Quality Assurance (QA) process in order to achieve that goal. Prior to publishing, all reviews go through a rigorous QA process in an effort to

ensure published reviews are from verified sources, and provide helpful content. All reviews adhere to the Community Guidelines and are treated equally during the verification process, regardless of rating or Vendor. In addition to verifying reviewer identity, we assess review content to determine whether or not a review meets Gartner Peer Insights' standards for context, quality, and relevance. Please see the [Community Guidelines](#) for additional information.
- To see additional information on reasons why a review may not be approved, please visit our published [blog post on rejected reviews](#), [moderation guidelines](#), and the [Community Guidelines](#).

Many of our customers who we asked to complete reviews had their reviews rejected because they did not receive the validation email to confirm their email address. Do you have new methods in place to ensure real, legitimate reviewers are not rejected?
- We are always evaluating and evolving review moderation processes to support review submissions. Whenever a review is not accepted we send the reviewer [email communications](#) at the address they used to create their Gartner Peer Insights profile. In addition, we send all new users an email confirmation when they create a profile, as well as alert them to this on their screen prior to allowing them to go into the review process. When a reviewer has email rules in place, this increases likelihood that Gartner Peer Insights email confirmation is sent to their Spam folder. A reviewer also can check their [Peer Insights profile](#) at any time and see their submitted reviews and the status. If their review is not accepted, they will see this status and they can make the necessary identity or content changes needed to resolve and resubmit their review. Please direct reviewers to reach out to PeerInsights@gartner.com with any questions about the status of their review.

Can we receive additional assistance in following up with customers who had their reviews rejected since we do not have visibility into who these customers are?
- As part of the moderation process, our review moderation team reaches out to all reviewers before a rejection occurs via email. Within the email, we provide the reviewer with the reason why we were not able to approve their review and next steps they can take to ensure their review can be resubmitted and published. We allow 5 business days for response. After the 5 business days, we then reject their review. It is important to advise your customers early on that they should be attentive to their email inbox and Spam folder when they create a Gartner Peer Insights profile and submit a review to avoid these types of situations. You can work with your Program Manager to adapt your review outreach to support this. Please direct reviewers to reach out to PeerInsights@gartner.com with any questions about the status of their review.

Updating Reviews

Can a customer update their published review?
- Yes. Reviewers are able to update their reviews at any time via their User Profile. We will auto-populate their previous answers so they can easily update their review with relevant information where applicable. After they update their review, it is then resubmitted to our moderation team for processing. If the review meets our moderation requirements, it will be published and will receive a new, more recent date. Please see the Community Guidelines for additional information.

How do reviewers access their previously submitted reviews?
- Reviewers can go to their Gartner Peer Insights profile under the 'Your Reviews' section to see all reviews they have submitted to date. Here they can select a review and update it to resubmit.

What is the process for a reviewer to update their review? Is it the same process as submitting a new review?
- Updating a review is not the same process as submitting a new review. The reviewer can access their review by going to their Gartner Peer Insights profile under the 'Your Reviews' section. Here they can select the review they would like to update, update their review with their new, relevant experience and resubmit for remoderation. When moderate and approved, the review would be updated on the site with the new feedback and receive a new, updated publish date. Please see the Community Guidelines for additional information.

Do vendors need to send the reminders to reviewers to update their reviews? How can vendors accomplish this if we do not know who the reviewers are?
- We are very careful to shield the identity and ensure the anonymity of our reviewers in order to encourage them to be as candid as possible and provide all relevant details about the products and services they review. There are no plans to change this. Once a reviewer signs into the platform, the information about the reviewer and the review is treated as private and confidential information owned by the reviewer. Gartner Peer Insights does not have permission to share this information. Please see the Community Guidelines for additional information.
- We suggest using language like, "Submit a new review or update your existing review" when reaching out to a broader list of customers. Reviewers are able to update their reviews at any time via their User Profile. We will auto-populate their previous answers so they can easily update their review with relevant information where applicable. After they update their review, it is then resubmitted to our moderation team for processing. If the review meets our moderation requirements, it will be published and will receive a new, more recent date. Please reach out to your Program Manager with any questions.

Do reviewers receive an additional gift card incentive when they update a past review? Or do they only receive the incentive when they submit a new review for the first time?
- Reviewers do not receive an additional gift card when they update a past review. Please see the [Community Guidelines](#) for additional information.

Can you elaborate on what is meant by multiple reviews can be submitted by the same customer organization? Previously, we were told only one review could be submitted per customer organization.
- You may source more than one review from an organization for as many users you have at the customer organization. For example, if you have 100 end users at Customer XYZ, potentially all 100 end users would be able to submit their own unique review to Gartner Peer Insights. Please see the [Community Guidelines](#) for additional information on who is eligible to leave a review.

When a review is updated and resubmitted, will the re-published review be counted as a recent review with the new, updated publish date?
- Yes, when the review is updated, the previous review and date is rewritten/updated to the new date in which the review was updated.

Product and Market Alignment:

What is the inclusion criteria to be available for review in a category on Gartner Peer Insights? Does Gartner decide or can we add ourselves to a market at any point?
- Please see our [Community Guidelines](#) for full detail of the inclusion criteria. All market categorizations of vendor products and services are at the sole discretion of Gartner Peer Insights. Please reach out to your aligned Program Manager with any questions.

We have rebranded our solution name and have a new platform available. How can we update the site to reflect our recent changes?
- Technology Providers can submit requests to update how they are listed on Gartner Peer Insights (markets, product names, etc.) within the "Profile" then "Markets and Products" tab of the [Technology Provider Tool](#) portal. Please see our [Community Guidelines](#) for additional guidance.

What is your process for determining, adding, updating and removing market categories?
- In keeping with our goal to expand Gartner Peer Insights to cover many more markets, we will continue to roll out new markets in a controlled fashion, prioritizing those markets with a high readership in our expert research. Per our [Community Guidelines](#), if there is

a change in the definition of the Magic Quadrant market or the Market Guide market (due to a merger, split, etc.), Gartner will re-assess the fit of product(s) in the newly evolved market(s). Based on product alignment, reviews for that product would move along with the product.

If my company is requesting the creation of a new market, other than enough vendors in that market, what are the key requirements needed to open the market?
- All markets on Gartner Peer Insights align directly to Gartner-defined markets (Magic Quadrants and Market Guides). Among key requirements are alignment to Gartner-defined markets, clear inclusion criteria, number of vendors, interest on Gartner.com and analyst coverage.

Will Gartner be moving away from the criteria of MG, MQ for new category creation? Are there any plans to create markets based on other research documents or products with similar capabilities/use-cases?
- Currently, all existing Gartner Peer Insights markets use market definitions that are published in Gartner Magic Quadrant (MQ) or Gartner Market Guide (MG) documents. Through interviews and testing, end-users have expressed the need for additional markets. As part of our effort to expand Gartner Peer Insights to cover additional products/solutions that have high user interest, we are piloting expanded markets and new markets on Gartner Peer Insights that Gartner Research has defined, analyzed and advised users about but that are currently represented in research and documents other than MQs and MGs.
- For more information, please reach out to your Program Manager directly or email PeerInsightsVendorSuccess@gartner.com

Others

Gartner Magic Quadrant and Critical Capabilities

Will Gartner Peer Insights continue to be used for gathering customer feedback for Gartner Magic Quadrants?
- Gartner Peer Insights reviews are one of the sources of customer input information that may be considered, along with a variety of other factors, by Gartner experts as part of Gartner's rigorous research process. Note that 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. Click here for more information on how markets and vendors are evaluated in Gartner Magic Quadrants, and click here for Gartner Peer Insight FAQs

Are references no longer required in Magic Quadrant assessments?
- 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. Do not send customer reference names to the Magic Quadrant and Critical Capabilities project manager. Should you want to still send some along voluntarily, direct them to Gartner Peer Insights to submit their feedback for your product/service.

Do analysts only look at reviews from the past 12-months, or does it vary from analyst to analyst?
- Gartner's methodological guidelines instruct analysts to utilize Gartner Peer Insights reviews that are sufficiently current and relevant based on trends in the market we are evaluating. So it isn't a defined amount of time, but a method for ensuring we are only looking at the most relevant reviews and information. If it is a high growth market with lots of movement then analysts might use data provided within the past six months. If it is a maturing market, then looking at data within the past 12 months might be appropriate

How does Gartner ensure that Gartner Peer Insights reviews are taken into consideration by analysts authoring the Magic Quadrant?
- Gartner's methodological guidelines instruct analysts to utilize Gartner Peer Insights reviews that are sufficiently current and relevant based on trends in the market we are evaluating. Gartner analysts have access to all approved and published reviews that appear on Peer Insights which includes review updates. They leverage relevant Gartner Peer Insight reviews that were published prior to the end of the Magic

Quadrant data submission period, which corresponds to the RFI input deadline as stated in the Welcome Packet. Reviews that have been submitted to Gartner Peer Insights but have not been validated and published by this date will not be considered.

What is being done to standardize the weight that reviews have within Gartner research, like Magic Quadrants?
- Gartner Peer Insights plays a role in validating other customer inputs and will continue to do so. It would however not be appropriate for Gartner to standardize the weight that its reviews have within its Research. It is one of many data sources analysts may use, along with Gartner clients` interactions, publicly available information, providers input to Gartner questionnaire, briefings, other Gartner research, and analyst knowledge. Gartner will continue to provide flexibility to its analysts in determining the appropriate data inputs, criteria, and weightings – including Gartner Peer Insights reviews – because each market is different and the relevance, importance, and availability of customer feedback is not standard across all industries and markets. Customer reference survey feedback is also useful in gathering specific customer input, but it is a limited data set on its own. Even without it, the Magic Quadrant team has sufficient information to support analyst opinions and form an accurate assessment of each vendors' comparative capabilities.

How is Gartner Peer Insights utilized or referenced by analysts for Magic Quadrants and Market Guides?
- Gartner Peer Insights reviews are one of the sources of customer input information that may be considered, along with a variety of other factors, by Gartner experts as part of Gartner's rigorous research process. While end-user feedback is important, it is one aspect in a number of criteria that are considered. As always, Gartner may consider other sources of customer input information such as analyst's inquiries with Gartner end-user clients, and primary research survey results. These supplement customer references where needed.

What is the difference between Gartner Peer Insights Voice of the Customer, the Gartner Magic Quadrant and the Gartner Critical Capabilities?
- The Voice of the Customer document represents the views of end users about the products that they are using in a given market. It provides an aggregated view of those reviews published on Gartner Peer Insight as calculated under the Gartner Voice of the Customer methodology. A Gartner Magic Quadrant positions vendors in a market. It contains broader analysis of the vendors in a given market, as identified by the inclusion criteria. The Magic Quadrant is a snapshot in time that assesses the vendors' vision and Ability to Execute. Gartner Critical Capabilities complements Magic Quadrant analysis to offer deeper insight into the products and services offered by multiple vendors. Magic Quadrant, Critical Capabilities and Voice of the Customer documents are complementary perspectives to help end users making technology purchase decisions

with their shortlisting process. They provide a view of expert-led research about vendors' positioning in a market (Gartner Magic Quadrant) and their products (Gartner Critical Capabilities), and the peer perspective on the use of individual products in their own organizations (Gartner Peer Insight).

What if there is a difference between how a vendor and product is rated in Peer Insights and Gartner research such as Magic Quadrants and Critical Capabilities?
- Gartner Peer Insights reflects the individual opinions and experiences of end users who have submitted reviews and ratings through a rigorous verification, validation and moderation process. Analysts draw upon a large base of information from multiple sources to contribute to their research. While end-user feedback is important, so is feedback and input from vendors, references, public sources, investors, the press and social media. Lead authors of Magic Quadrants and Critical Capabilities will get access to Peer Insights review data that has been verified, validated and moderated. Analysts will be able to see data throughout the year to review crowd sentiment. A single Gartner Peer Insights review will not affect the placement of a vendor or product in a Magic Quadrant or Critical Capabilities. The Magic Quadrant and Critical Capabilities research process is based on a structured methodology to maintain independence and objectivity and to provide unbiased advice to clients.

Gartner Digital Markets

How is Gartner Peer Insights related to Gartner Digital Markets? Will you share reviews across these sites?
- Gartner Digital Markets is made up of the Gartner-owned review platforms Capterra, Software Advice, and GetApp. While the Gartner Digital Markets focuses on serving the SMB buyer, Gartner Peer Insights focuses on the enterprise technology buyer. At this time, the reviews are not shared across Gartner Peer Insights and Gartner Digital Markets sites.

Do I have one point contact for both Gartner Peer Insights and Capterra, or do I work with different individuals?
- Technology Providers are aligned to specific specialists for each platform, Gartner Peer Insights and Gartner Digital Markets (Capterra, SoftwareAdvice, GetApp). Please reach out to your Program Manager directly with any questions.

Technology Provider Profile Page

As a vendor who services large enterprise customers, we have multiple products across various markets. Do you have plans to create simple visibility or profile pages to all the products?

- You are able to access a live view of all products and markets where your organization is reviewed via the [Browse Vendors](#) function.

After reading about our product on Gartner Peer Insights and liking what they see, how do visitors click through to our site to engage with us? Are you considering an option where vendors can provide content such as reports, white papers, case studies, etc.?

- Currently on Gartner Peer Insights technology providers are not able to include links to their websites, or add in descriptions or other details onto the profile pages. However, as part of ongoing innovations on the end user site experience, we are in the process of developing new concepts based on end user feedback to introduce certain vendor-provided information onto the site that will help them better understand the vendor and the product listed on the site. We will be announcing innovations as they become available.