

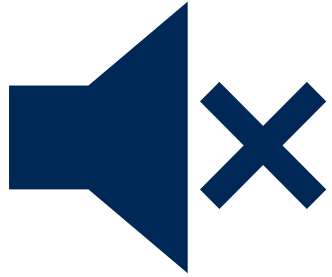


Welcome!

The presentation will begin shortly...



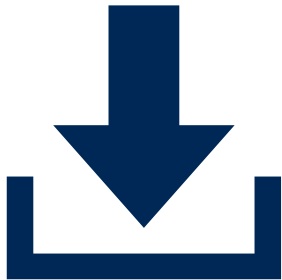
Before we get started...



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



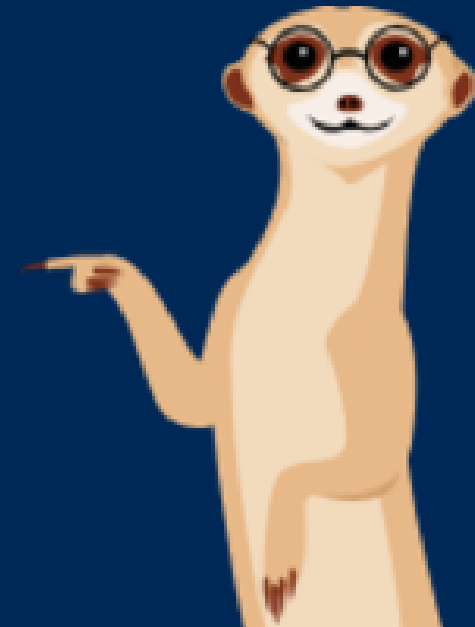
Materials will be posted in the vendor portal for download

See the Tech Provider Blog for additional information on new initiatives

Gartner Peer Insights Technology Provider Webinar

January 2022

Anatoli Olkhovets, Group VP Peer Insights



Agenda

- 2021: Year in Review
 - End User Value
 - Vendor Innovations
- Upcoming 1H 2022 Vendor Innovations
- Q&A

Gartner Peer Insights 2021 in Review:

End User Value

2021: A year of growth

**Broad, in-depth coverage
of enterprise products**

+21%

Published Reviews
(435K reviews, 15m+ data points)

+25%

Vendors Listed
(8.3K now)

+19%

Market Categories
(416 total markets)

**Valuable public site
experience**

+49%

User Sessions

+40%

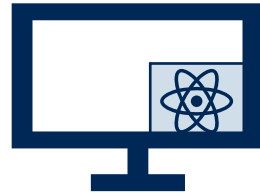
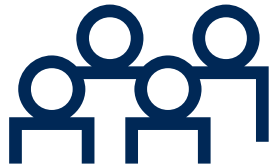
**Hours Reading
Reviews**

+100%

**Product Alternatives
Pageviews**

Based on available data from Dec 2021 vs. Dec 2020

Delivering end user value via multiple channels



**Public (free) platform,
with multiple insights for purchasing
and owning journey, e.g.:**

- Market overview
- Ratings & reviews
- Side-by-side compare

**Synthesized insights
for Gartner clients:**

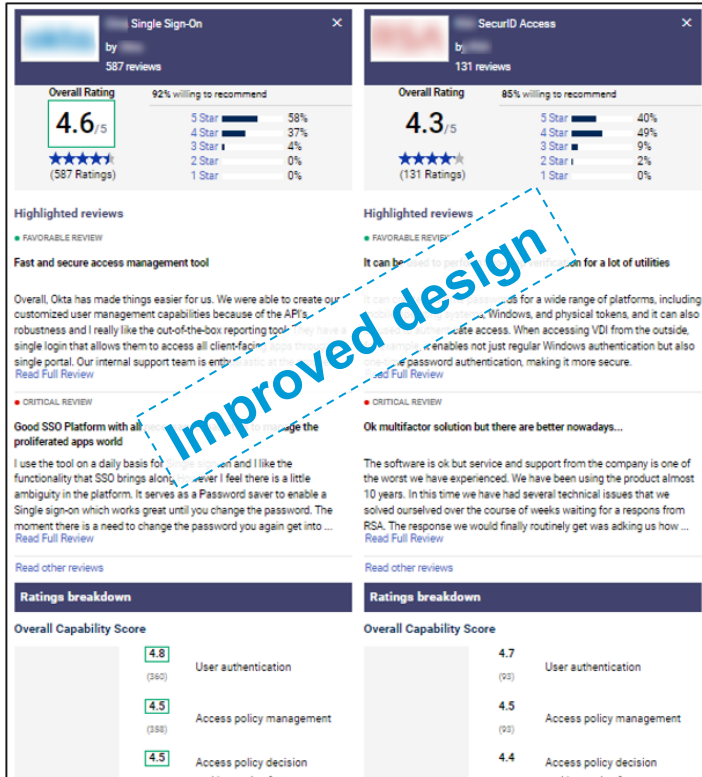
- Research notes
- Integrated into Gartner.com experience

**Supporting key Gartner
research processes:**

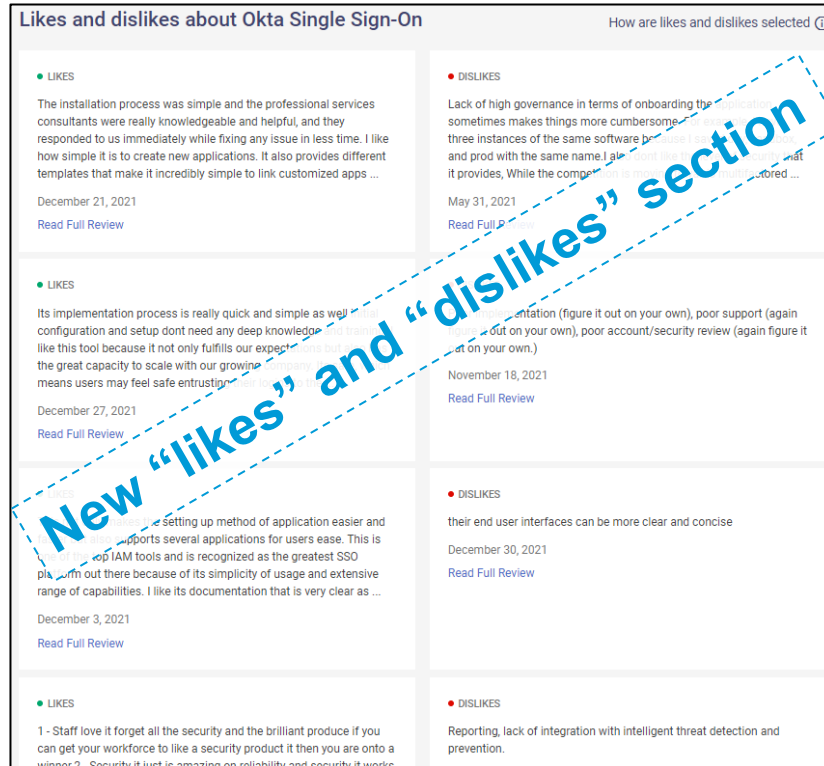
- One source of customer input among others to Magic Quadrant fact base
- Other research publications

Public: We innovated on public (free) user experience

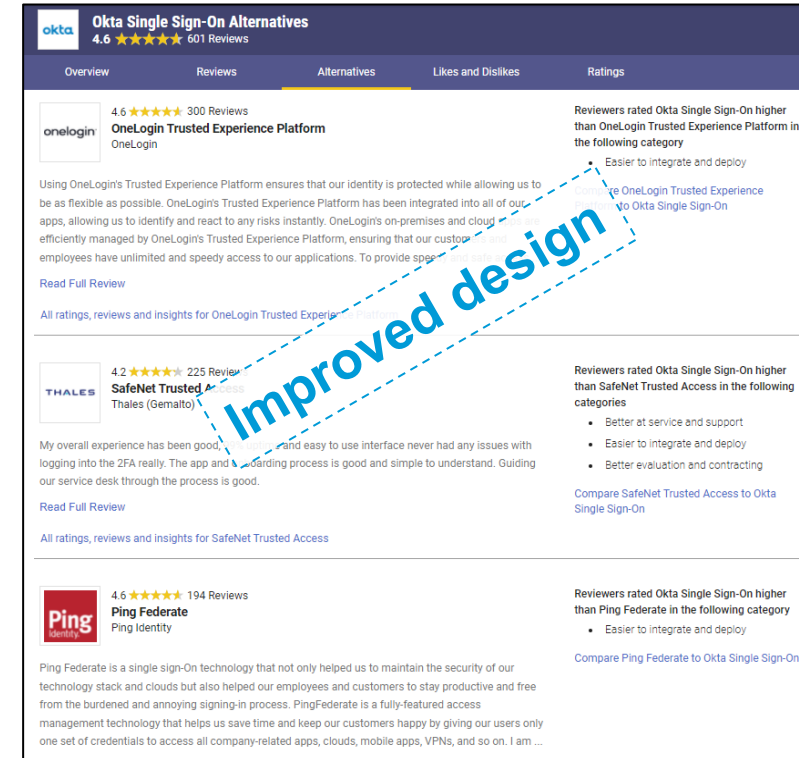
Side-by-Side Compare



Product Overview



Product Alternatives



For Gartner clients, data is synthesized into research content and interactive tools

Integration into Gartner client experience

WSO2 Identity Server

200 results

Critical Capabilities for Full Life Cycle API Management

05 October 2021 | ...container-native and hybrid architectures. WSO2 API Manager provides strong API access control by leveraging its WSO2 Identity Server product and by supporting Okta...use case. WSO2 WSO2's full life cycle API management offering is WSO2 API Manager. It...

By: Fintan Ryan, Kimihiko Iijima, Mark O'Neill, John Santoro, Akash Jain, Shameen Pilla

Magic Quadrant for Full Life Cycle API Management

28 September 2021 | ...stand-alone solutions, as well as a stand-alone identity management platform (WSO2 Identity Server). WSO2 offers its products worldwide. Most of its users...example, WSO2 Identity Server is used for API access control in conjunction with...

By: Shameen Pilla, Kimihiko Iijima, Mark O'Neill, John Santoro, Akash Jain, Fintan Ryan

Hype Cycle for Identity and Access Management Technologies, 2021

27 July 2021 | ...like Gluu, Red Hat and WSO2, almost no access management vendors in the market are promoting UMA. User Recommendations Current identity and access management...delegated administration and decentralized identity approaches. Sample Vendors ForgeRock, Gluu, Welcome, Red Hat...

By: Tiole Philips

Invest Implications: Hype Cycle for Application Security, 2021

20 July 2021 | ...ForgeRock, Jericho Systems, NextLabs, ObjectSecurity, PlainID, Ping Identity, Strya, WSO2, DevSecOps is the integration and automation of security and compliance...dynamic authorization." EAM solutions usually offer a centralized policy server and can implement multiple...

By: Frank Marsala

WSO2

VENDOR COMPARISON

SELECT MARKET

Access Management

Product Reviews: Peer Insights

WSO2 Identity Server Reviews

4.4 ★★★★★ 47 Reviews

5 Star 43%

4 Star 51%

3 Star 2%

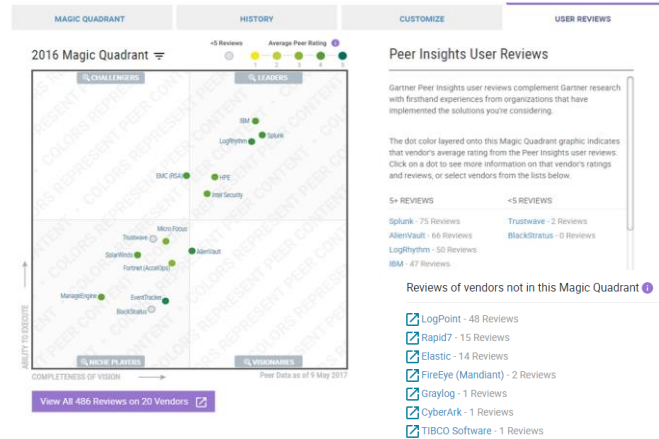
2 Star 4%

1 Star 0%

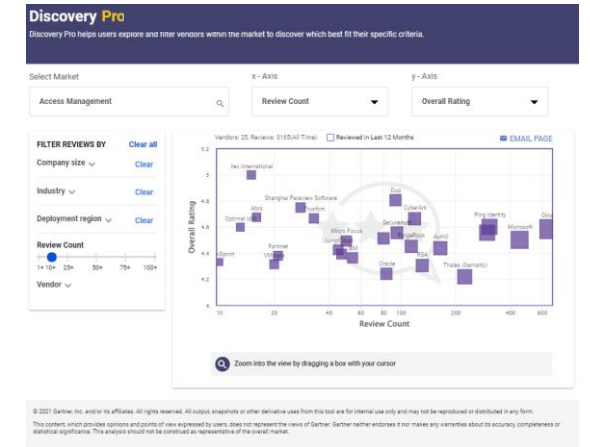
List of Products: WSO2 Identity Server

View Customer Reviews

Interactive Magic Quadrant



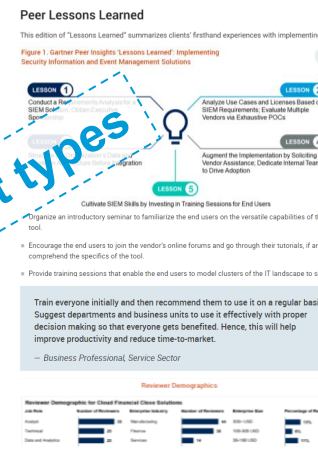
New insights tools (being tested)



“Voice of the Customer”

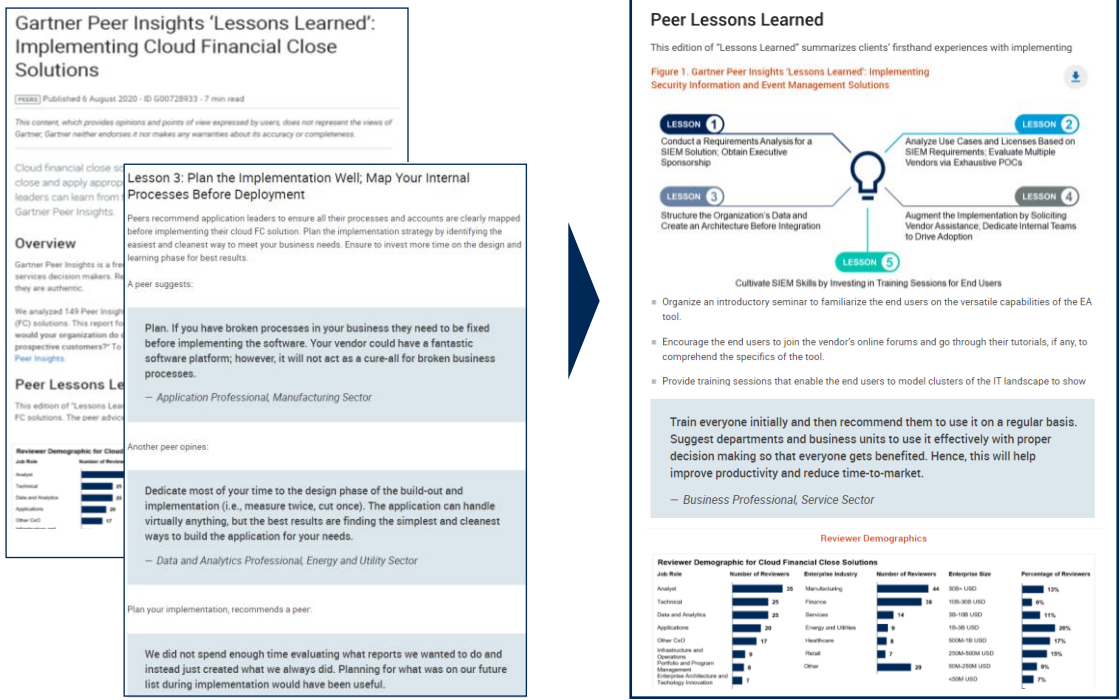


“Peer Lessons Learned”



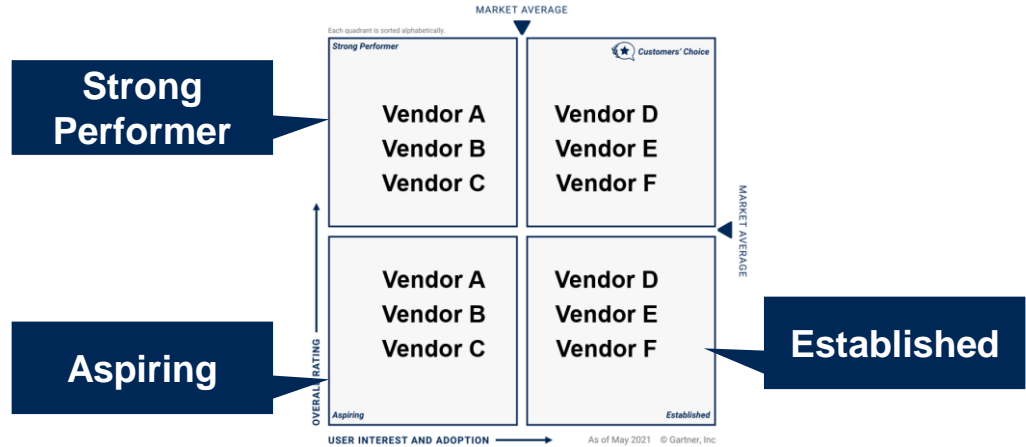
Updates to published research improved user value

“Peer Lessons Learned”: New, Visually Engaging Layout



45% increase in
End user readership

“Voice of the Customer”: New Quadrant Names



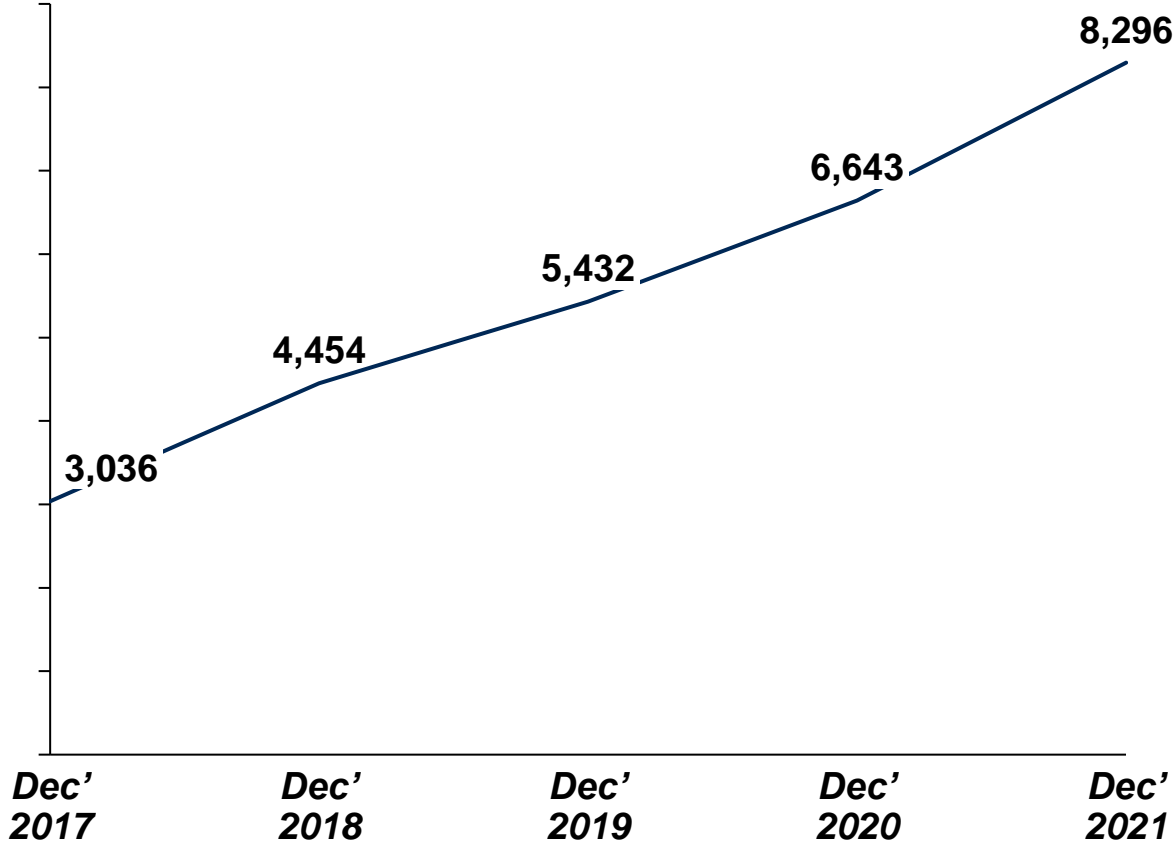
“...those names make sense. And if a vendor were ‘bad’ they would not have made it onto the document in the first place.”
– IT Infrastructure Manager, Manufacturing

Gartner Peer Insights 2021 in Review:

Vendor Value

Thank you - Strong vendor growth in 2021

8.3K Vendors listed on Peer Insights
(+25% vs a year ago)



Customer First Program

Signal your commitment to transparency



+260% growth YoY
(165 Tech Providers in the program)

[Join the Program](#)

Technology Provider Funded Gift Cards

Thank reviewers for their contributions



+130% growth YoY
(883 Tech Providers in the program)

[Add Funds Now](#)

Expanded Coverage in 2021

+19% growth in markets, with **66** new markets launched in 2021
(bringing total to **416**)

<i>Market Areas</i>	<i>New</i>	<i>Examples</i>
ERP and Corporate Management	18	Background Check Software Corporate Travel Management Software
Customer Relationship Management	11	Account-Based Marketing Platforms B2B Customer Community Platforms
Vertical Industries	8	CAD Software Virtual Care Solutions
Security Solutions	6	Insider Risk Management Solutions Security Service Edge
Data and Analytics	6	Revenue Data Solutions Video Platform Services
Application Development, Integration and Management	5	Application Portfolio Management Tools Prototyping Software
IT Infrastructure and Operations Management	5	Outsourced Digital Workplace Services Service Integration and Management Services
...

Key Takeaways:

- ✓ **100% coverage** of the applicable Magic Quadrant and Market Guide markets
- ✓ Opened first wave of 5 new categories* **outside of Gartner expert Research coverage** (Magic Quadrant or Market Guide), with more to come

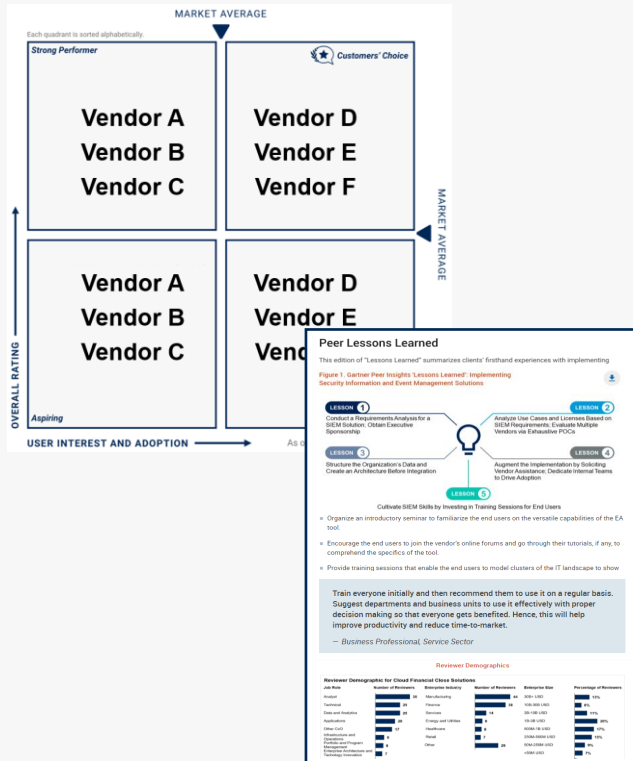
Submit your new category suggestions [here](#)

For Gartner Tech Provider Clients, review data is synthesized into assets, tools and insights

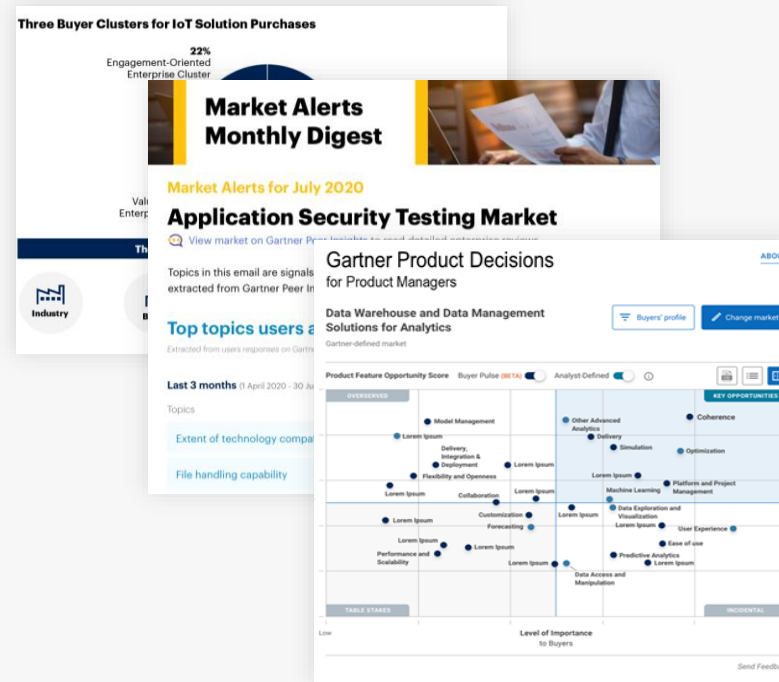
Examples

Content Marketing (Reprints)

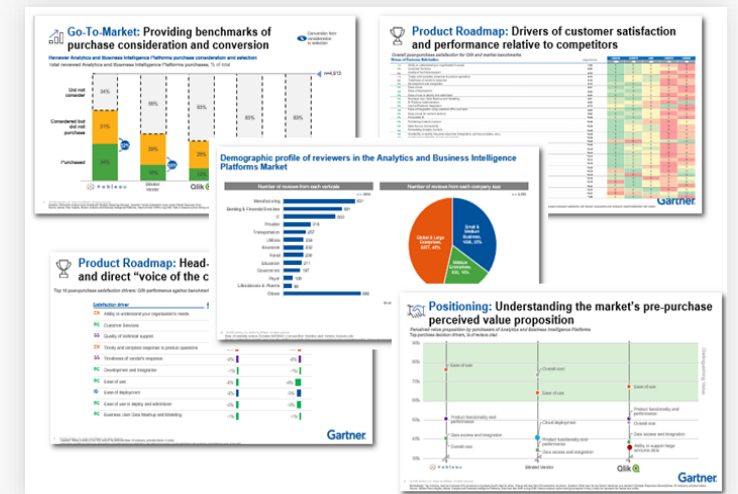
- Voice of the Customer
- Peer Lessons Learned



- Research Notes & Toolkits
- Product Decisions Tool
- Market Alerts



Gartner Peer Insights deliverable for Gartner for General Managers



Peer Insights continues to be one source of customer input among others to Magic Quadrant fact base

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 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

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

1H 2022 Priorities

Thank you for your feedback! – What is working well

What is working well	Vendor Comments
 Review Sourcing Capabilities	"I like the <i>process of creating new sourcing links.</i> "
 Enhancements in Voice of the Customer (VOC)	"I like the <i>new quadrant diagram for the Voice of the Customer / Customers' Choice</i> "
 Quality of Reviews	" <i>High quality reviews, long/detailed</i> and better than those I see on other platforms for our products."
 Resources and Support	"The <i>content library is very helpful, great resources for vendors</i> "

Number of Responses to vendor feedback survey: [161](#)

Thank you for your feedback! – Areas of improvement

Themes	What Can We Improve?	Vendor Comments	Planned Action
1. Additional Product Details/Analytics	Product Profile	"Provide access to our corporate and software profiles "	✓ Product Profile capability: Educate potential buyers about your brand and your product (free capability)
	Partner Reviews	"Partners will have way more perspective on implementation and integration challenges"	✓ Partner reviews: Updating policy to accept some partner reviews, with special treatment
2. Review Approval Process	Review Moderation	"The process still feels somewhat opaque , particularly why some customer reviews have been rejected, even when following the guidelines"	✓ Tech-based verification improvements (recently introduced)
	Incentive Options for Reviewers	"Would like to give my customers multiple incentive options to choose incentive type"	✓ Introduce multiple-incentive sourcing links for end users to choose incentive type
3. Ease of Doing Business	Review Tracking	Lack of tracking options on platform , would help us to focus our review collection efforts	Actions being planned
	Website Experience	"It's very complicated to navigate the site, especially for managing multiple products "	Actions being planned

Number of Responses to vendor feedback survey: 161

Product Profile

Product Profile

Educate prospective buyers about your brand and products

✓ Complimentary offering for all vendors

"Trying to navigate large vendor sites is really hard, they're built by marketers to make a sale"

- Business Optimization Manager, Retail

The screenshot shows a Gartner Peer Insights product profile for 'Product Y' by 'Company X'. The profile includes a search bar at the top, navigation tabs for Overview, Reviews, Alternatives, Likes and Dislikes, and Ratings. The main content area features a 'Product Y Ratings Overview' section with a 4.3 star rating, 818 reviews (last 12 months), and an 82% would recommend rate. Below this is a 'Rating Distribution' bar chart showing 64% 5-star, 51% 4-star, 4% 3-star, 0% 2-star, and 0% 1-star ratings. To the right is a 'Customer Experience' section with scores for Evaluation & Contracting (4.8), Service and Support (4.3), and Integration & Deployment (4.3). Below that is a 'Product Capabilities' section with a score of 4.6. The 'About Company X' section provides details like company type (Private), year founded (January 2007), head office location (Los Angeles, CA), parent company (Company ABC), annual revenue (1.1 billion USD), and number of employees (1,000-5,000). The 'Product Information on Product Y by Company X' section includes a 'What is Product Y?' description, a 'Pricing Model Description', and 'Product Screenshots' showing a map, a line chart, and a bar chart.

Provide Product Information:

Company Description

Share what you do and who you are

Product Description

How your solution helps customer and what its most powerful features are

Pricing Description

(Optional) Explain how deals are typically structured

Product Screenshots

Visually showcase your product

Specific guidelines will be provided to help you craft the profile

Example guidelines:

DO'S

- ✓ Share **factual information** about your company and product to educate end-users (vs aspirational statements)
- ✓ Write in 3rd person (e.g., no “I”, “we”)
- ✓ Share **actual screenshots** of your product (not designs or marketing concepts)

DONT'S

- ✗ Do not use **hyperboles** to describe your company or product (e.g., “the best”, “industry-leading”)
- ✗ Do not mention **recognition / awards** conferred to your company/ product
- ✗ Do not include **calls to action**
- ✗ Do not include **links**



✓ Developed by **interviewing 50+ end users** across industries and roles

STAY TUNED

Launching Q1 2022

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

Partner Reviews

Conflict of interest checks will be changing to accept partner reviews

	<u>Current policy</u>	<u>Future policy</u>
User	✓	✓
Partner*	X	Policy update ✓ (special treatment)
Competitor product	X	X
Own** product	X	X

85% of End Users would find vendor partner insights to be **valuable** when considering a software or service providers.

“Partners will have **way more perspective** on implementation and integration challenges”

“I expect they would know the **biggest challenges** with a product”

* Non-exclusive partnership relationship

** Includes Subsidiary / JV / Significant investor

Partner reviews will be shown on site, with special treatment

Illustrative

Most helpful Tableau Desktop Alternatives reviews [See all 1436 product reviews](#)

4.3 ★★★★★ Dec 21, 2021 [Review source](#)

Easy Implementation, but Policies are not as flexible

Reviewer role: Applications Company size: 250M -- 500M USD Industry: Services Industry

Responsive to new feature requests. Professional services in Europe and its availability requires improvement. Expertise sits in US this can impose some challenges. Like with any of the cloud services integration know how must be within the own organisation.

[Read full review](#)

4.3 ★★★★★ Dec 21, 2021 [Partner](#) [Review source](#)

Easy Implementation, but Policies are not as flexible

Reviewer role: Applications Company size: 250M -- 500M USD Industry: Services Industry

Responsive to new feature requests. Professional services in Europe and its availability requires improvement. Expertise sits in US this can impose some challenges. Like with any of the cloud services integration know how must be within the own organisation.

[Read full review](#)

4.3 ★★★★★ Dec 21, 2021

Easy Implementation, but Policies are not as flexible

Reviewer role: Applications Company size: 250M -- 500M USD Industry: Services Industry

Responsive to new feature requests. Professional services in Europe and its availability requires improvement. Expertise sits in US this can impose some challenges. Like with any of the cloud services integration know how must be within the own organisation.

[Read full review](#)

- Partner reviews will be **shown** on the site, and reviews can be direct-linked as any other review
- Partner reviews will be **labeled** and explained
- Partner reviews will **not be included** in ratings and sub-ratings, and **not used by analysts** in Magic Quadrant and other research documents

STAY TUNED

Coming Q1 2022

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

Incentive Options for Reviewers

End-users will self-select "thank you" gift via a single Review Sourcing Link

Current: Tech Providers pre-select the incentive type for reviewers

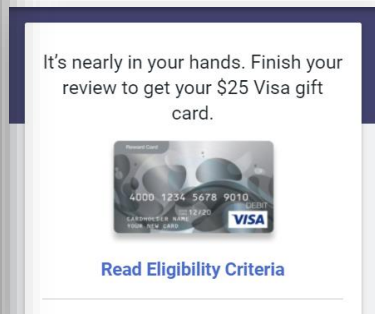
Create a Review Sourcing Link

Review Sourcing Link Name (only for internal reference)
Enter name for your reference

Step 1: Select product/market to source reviews for: All products & markets All products in one market One product
Products listed as legacy are not available for review.

Step 2: Provide incentives to customers who write reviews: Your Funded Incentives - \$25 gift cards (Not available) [Add Incentives](#)
 Gartner Peer Insights PLUS 3-month memberships (unlimited) [Learn more](#)
 Do not provide any incentives

Step 3: Where do you want to use this sourcing link?: Online Event



Enhanced: Reviewers self-select the incentive type

Choose the gift you would like to receive for your review

Exclusive Resources Gartner peerinsights.plus
3 months of select Gartner research, market/vendor alerts, and weekly news. [Learn more](#)

Gift cards \$25 gift card

Gift cards Charity gift card
\$25 donation to a charitable cause in the U.S.

Your gift selection is final. Incentives cannot be transferred.

[CONTINUE](#)

“Different users have different incentive motivations... I would like sourcing links where the customer can select the reward based on what is desired”

STAY TUNED

Coming Q1 2022

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

Best Practices – Rejected Reviews

To ensure high quality reviews our validation and moderation process focuses on four key areas

REVIEWER AUTHENTICATION

Determine if the reviewer is **who they say they are**

CONTENT VALIDATION

Assess the **quality and originality** of the review content

CONFLICT OF INTEREST

Identify any **conflict of interest** that may bias the review

FRAUDULENT PATTERNS

Reject reviews up-front or retroactively based on **patterns of activity**

A single review will pass **39 unique checks** before being published to Gartner Peer Insights

Example: Fake profile with credentials copied from a real person

Fake LinkedIn Profile – Attempted to Register on GPI

amazon web services

Software Development Engineer II at Amazon Web Services (AWS)
Dublin, County Dublin, Ireland · 317 connections · [Contact info](#)

Experience

- Amazon Web Services (AWS)**
2 yrs 10 mos
- Software Development Engineer II**
Full-time
Mar 2020 – Present · 1 yr 1 mo
County Dublin, Ireland
CloudWatch Metrics API
 - Maintain CloudWatch API authentication, authorisation, proxying, validation and throttling
 - Maintain metering service for CloudWatch APIs
 - Responsible for CloudWatch Metrics ingestion
- Software Development Engineer I**
Full-time
Jan 2019 – Feb 2020 · 1 yr 2 mos
Ireland
CloudWatch Metrics API

Education

- Institute of Technology, Carlow**
Bachelor of Science - BS, software development
- University College Dublin**
Master of Science - MS, Computer Science

FAKE

Copied professional and educational credentials

- List of companies
- Role/titles
- Tenure
- Educational Institution
- Educational Degrees

Genuine LinkedIn Profile – Not Registered on GPI

aws

Software Development Engineer II at Amazon Web Services (AWS)
Greater Dublin · 500+ connections · [Contact info](#)

Experience

- Amazon Web Services (AWS)**
2 yrs 9 mos
- Software Development Engineer II**
Full-time
Apr 2020 – Present · 1 yr
Dublin, Ireland
CloudWatch Metrics API
 - Maintain CloudWatch API authentication, authorisation, proxying, validation and throttling
 - Maintain metering service for CloudWatch APIs
 - Responsible for CloudWatch Metrics ingestion
- Software Development Engineer I**
Full-time
Feb 2019 – Mar 2020 · 1 yr 2 mos
County Dublin, Ireland
CloudWatch Metrics API

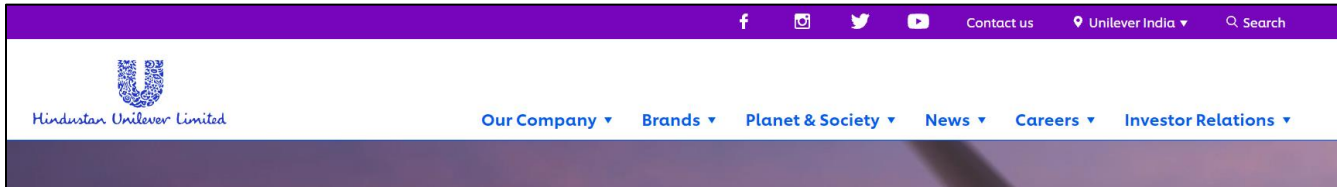
Education

- University College Dublin**
Master of Science, Computer Science
2018 – 2020
- Institute of Technology, Carlow**
Bachelor of Science (Honours), Software Development
2014 – 2018
Activities and Societies: President of Chinese Students and Scholars Association

GENUINE

Example: Legitimate companies are spoofed using fake domains

Authentic Unilever India Site



Find out how we're taking action on the Global Goals

Caution Notice for Prospective Distributors

29-05-2020

Our attention has been drawn by certain members of the public that they have received communication(s) through e-mails/websites/telephonic calls/SMS for appointment as distributors of Hindustan Unilever Limited (HUL). We understand that certain unscrupulous person(s) has been demanding cash deposit(s) in certain specified bank(s) before such appointment. These people are also unauthorizedly using the name, trademarks and logo of HUL with a view to tarnish the reputation of HUL.

The general public is advised not to fall prey to such fraudulent activities. HUL has not authorized any person to collect any payment/cash deposit from any individual as a pre-formality for being appointed as a distributor. HUL bears no responsibility for amounts being deposited / withdrawn therefrom in response to such frauds.

In particular, it has come to our notice that some individuals are posing themselves as the employees/distributor of HUL have been corresponding through fake websites <http://hul.org.in/>, hulcare.co.in, unilvercare.co.in, unilevercare.in, www.unilvercare.in, www.unilevers.in, www.dailyproductscare.in, www.hulcare.co.in and e-mail addresses being info@hul.org.in, info@hulcare.co.in, support@dailyproductscare.in, unilvercare.net@gmail.com, info@unilevercare.org.in, info@unilevercare.in, infor@unilever.com, info@unilevercare.co.in and mobile numbers 9570779316, 7091685891, 91-9007847480/4240007, 8002847181, 9163835973, 9088996583, 9748771604, 7044635528 which sometimes appear on the websites itself. Please be warned that these are not acting at HUL's instructions and the websites/e-mail IDs mentioned hereinabove, and the bank account details communicated by them do not belong to HUL.



Reviews should highlight specific user experiences

Generic

Specific

**Review
Headline**



“Great vendor”

“My account rep is great”

“Company X works”



“Complete and mature Marketing Automation Solution for large B2B organizations.”

“Advanced analytics delivered on a secure and stable platform.”

**Overall
Commentary**



“Great”

“Perfect relationship”

“Company X is an excellent company”



“The Product delivered on all promises made.... there was a very short learning curve and XXX has excellent documentation. Vendor assigned customer success manager to shepherd our company through the deployment and provided quick responses to any risk items...”

Pattern checks are applied to identify suspect or fraudulent activity

Time per Review



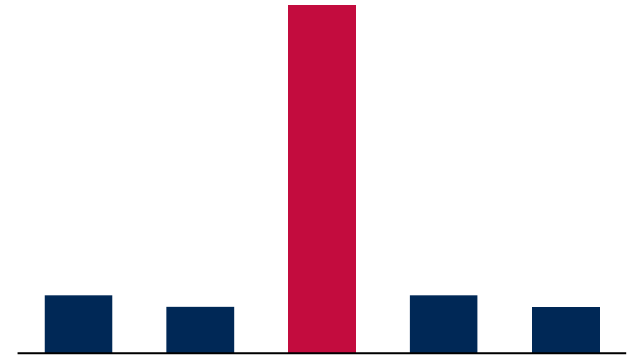
- Multiple reviews initiated within seconds
- Time between creation and submission

Straight-lining



- Identical / similar answers to all questions (e.g., “great product”) or identical ratings to all sub-questions

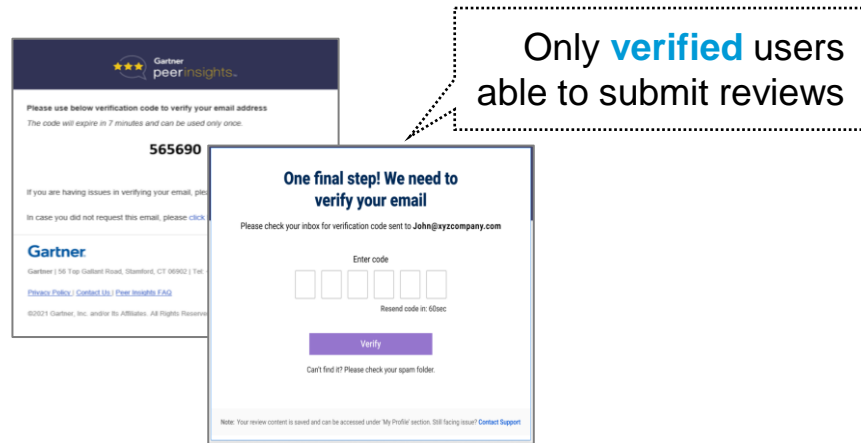
Volume



- Abnormalities in review in-flow
- Example metadata considered: reviewer, company, campaign, country of origin, IP address, etc

We introduced automations to improve reviewer experience and reduce unnecessary “technical” rejections

Code-based email Verification



Only **verified** users able to submit reviews

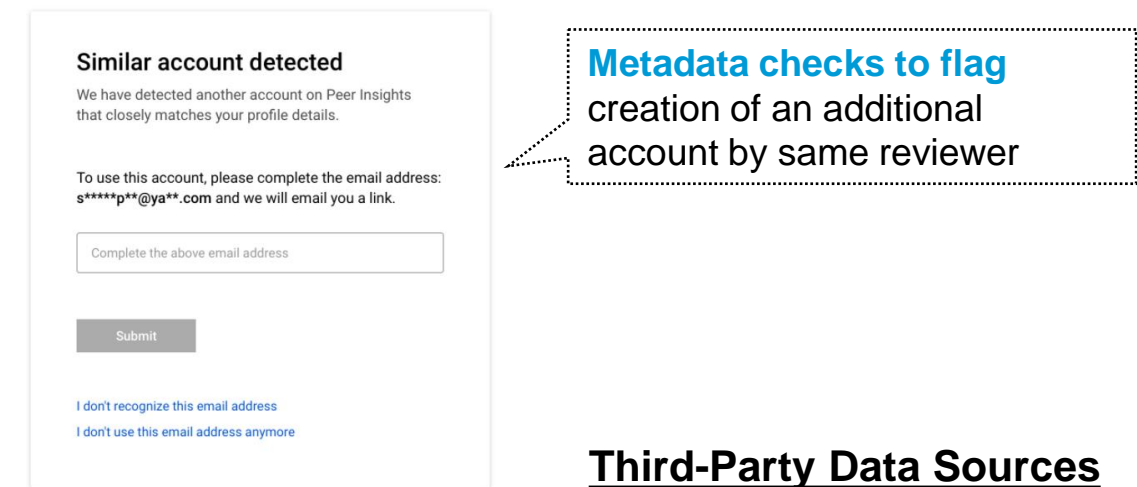
565690

One final step! We need to verify your email

Enter code

Verify

Multi-Account Identification



Similar account detected

We have detected another account on Peer Insights that closely matches your profile details.

To use this account, please complete the email address: s****p**@ya**.com and we will email you a link.

Complete the above email address

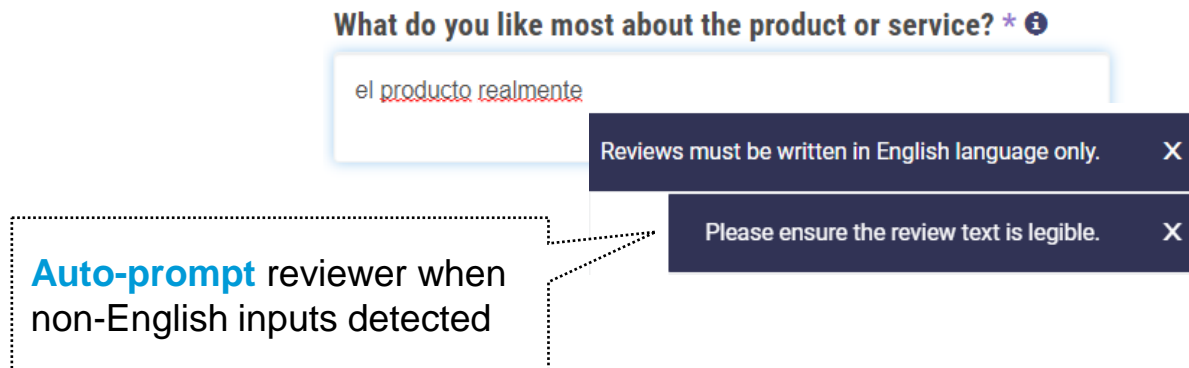
Submit

I don't recognize this email address

I don't use this email address anymore

Metadata checks to flag creation of an additional account by same reviewer

Foreign Language Detection



What do you like most about the product or service? * ⓘ

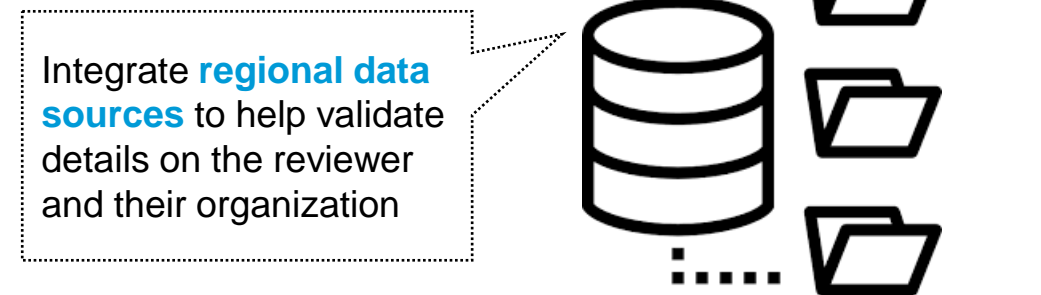
el producto realmente

Reviews must be written in English language only. ✕

Please ensure the review text is legible. ✕

Auto-prompt reviewer when non-English inputs detected

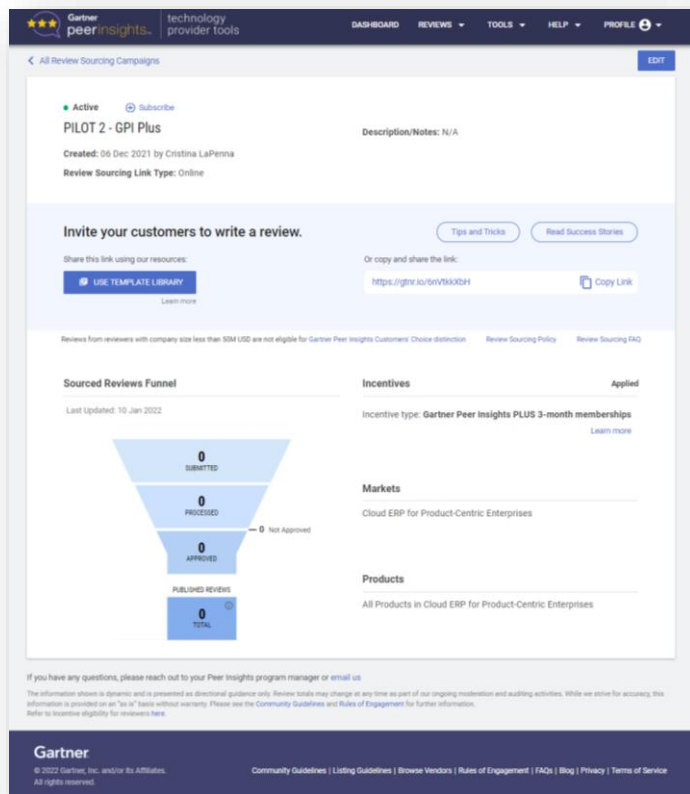
Third-Party Data Sources



Integrate **regional data sources** to help validate details on the reviewer and their organization

Leverage Gartner-provided resources for best reviewer experience

Review Sourcing Links Resources linked within page



Example Templates 17+ outreach examples

Sourcing: Offer Your Funded Gift Cards ↓

Hi <Customer Name>

Thank you so much for being a valued <Vendor Name> customer!

Your opinion is important to us, and we value your feedback. Please take a moment to write a review on Gartner Peer Insights about your experience with <Vendor Name>. Reviews are anonymous and take approximately 10 minutes.

As a thank you for your review, you will receive a \$25 Visa gift card shortly after your review is published.

[Start your review](#)

- Things to keep in mind:**
- **Reviews are anonymous:** Only demographic details (role, industry, organization size) will be displayed with your comments.
 - **Personal email addresses are not accepted:** Gartner Peer Insights only accepts business email addresses for account creation.
 - **All Submissions Must Be Approved by Gartner:** Gartner staff carefully review each survey to ensure validity and maintain the integrity of the forum. You are not permitted to review your own, your competitors', or your affiliates' products or services.
 - **Approved Reviews Are Posted Within Two Weeks:** Should your review fail to appear in this time, you may contact Gartner directly at peerinsights@gartner.com.

You can [check your review](#) at any time.

What is Gartner Peer Insights? Peer Insights is an online IT review platform where IT professionals can share their insights and experiences with various products and services. It is a place where you can share your insights and experiences with various products and services. It is a place where you can share your insights and experiences with various products and services.

Need help? Reply to this email or contact your account manager. We are happy to answer your questions.

Thank you,
The <Vendor Name> Team

Blog Post ↓

We Want to Hear From <Vendor> Users!

Are you a <Vendor> customer?

Let us know how we're doing by sharing your experiences with <Vendor> products on Gartner Peer Insights. We really appreciate your time, as your feedback helps us deliver the highest quality software to you and your peers.

[Start your review](#)

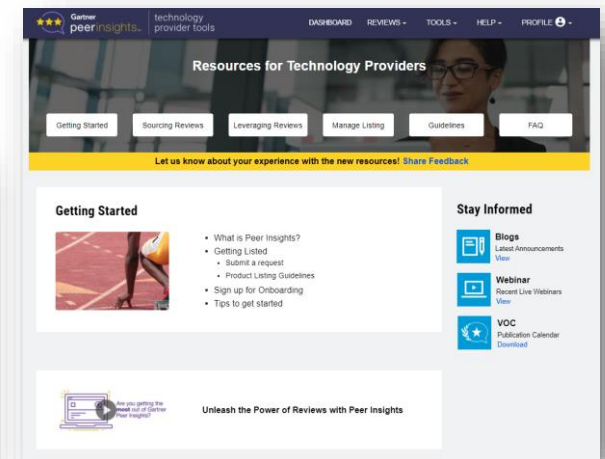
How to Submit a Survey:

1. [Click here](#) to access <Vendor> survey on Gartner Peer Insights
2. Allow approximately 10 minutes to complete your survey
3. Follow the prompts to share feedback on our customer service, support, capabilities, and product implementation.

As you complete your survey, please keep the following in mind:

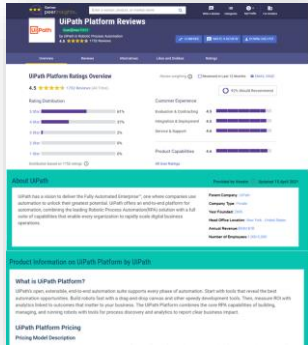
- **Reviews are Anonymous:** Though you will be asked to create an account, your name and company will not be attached to your review. Only demographic details (role, industry, organization size) will be displayed with your comments.
- **Personal Email Addresses are Not Accepted:** Gartner Peer Insights only accepts business email addresses for account creation.
- **All Submissions Must Be Approved by Gartner:** Gartner staff carefully review each survey to ensure validity and maintain the integrity of the forum. You are not permitted to review your own, your competitors', or your affiliates' products or services.
- **Approved Reviews Are Posted Within Two Weeks:** Should your review fail to appear in this time, you may contact Gartner directly at peerinsights@gartner.com.

Visit the Resources Tab in your Technology Provider Tools vendor portal for more:



- [Moderation Guidelines](#)
- [Blog Posts](#)
- [Vendor Success Stories](#)
- [FAQ's](#)

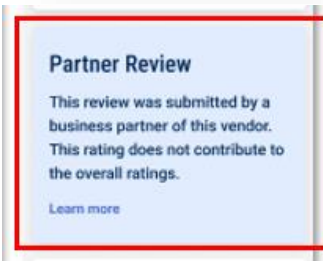
Summary: Prepare now to take advantage of upcoming site and policy enhancements



Product Profile Launching Q1



- **Collect product information now** so you are ready to submit for approval at launch



Partner Reviews Starting Q1



- **Identify partner contacts** and prepare campaigns to invite partners to leave a review



Multi-Incentive Sourcing Links Coming Q1



- Identify where you can **update existing review sourcing links** to new incentive-option links
- **Consider funding \$25 incentives** to provide reviewers with additional options

Help us make Gartner Peer Insights better!

Take the Survey:

<https://gtnr.it/vendor-survey>



We want to hear your feedback!

Time Needed:
~5 minutes

Submit By:
February 15

★★★ Rate your experience

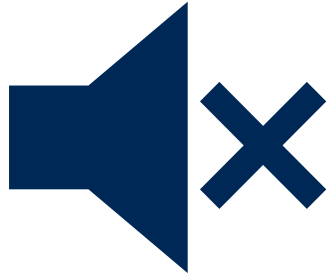
⚙️ Share where we can improve

📋 Tell us what is critical to your needs

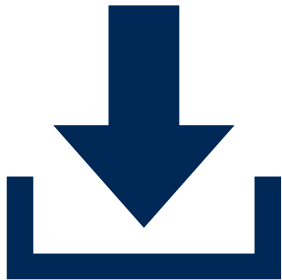
**Where else can I
access the survey?**

- ✓ 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



This call is being recorded
You will be sent the recording with Q&A via email



Materials will be posted in the vendor portal for download
See the Tech Provider Blog for additional information on new initiatives