Gartner Peer Insights: *July Release Preview*

Shannon Wedding, Director Vendor Success
Euan Cobb, Product Director Peer Insights
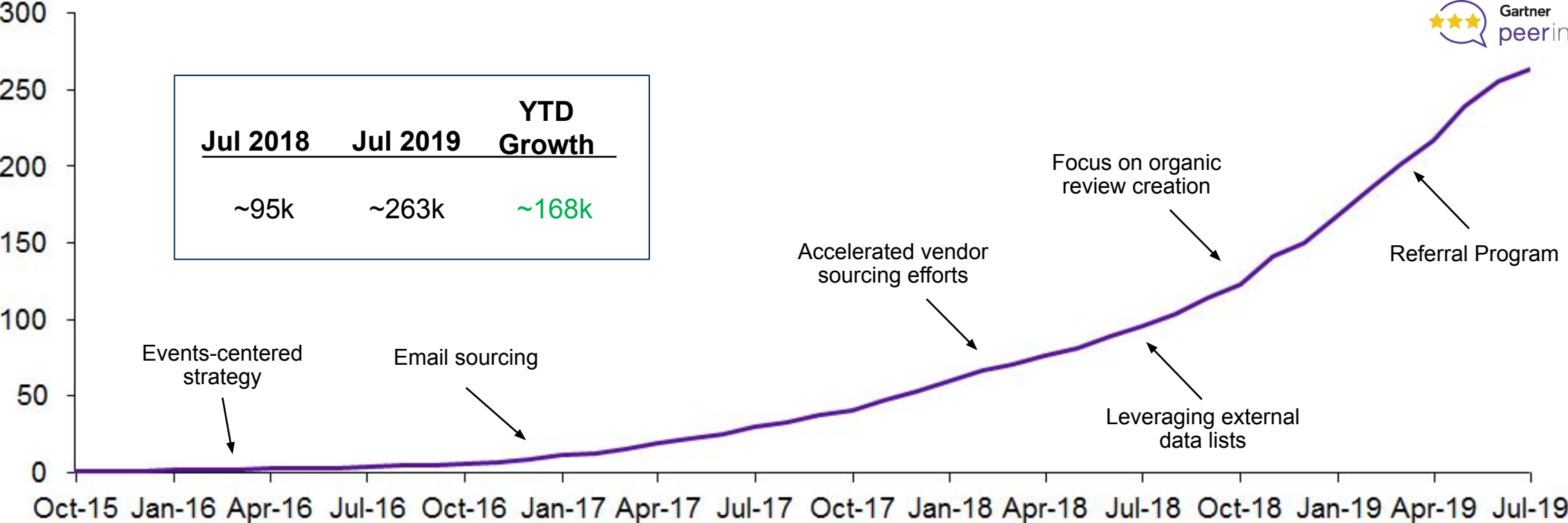
July 2019

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Agenda for today's discussion

- Gartner Peer Insights update

- Biannual Customers' Choice methodology update

- Upcoming enhancements to Technology Provider Tools

- Q&A

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Review growth continues to accelerate

Gartner Peer Insights published reviews & ratings ('000)
As of July 1, 2019

	Jul 2018	Jul 2019	YTD Growth
	~95k	~263k	~168k

Events-centered strategy

Email sourcing

Accelerated vendor sourcing efforts

Focus on organic review creation

Leveraging external data lists

Referral Program

Average Reviews Published:

300/mth 4Q'15	2000/mth 4Q'16	6,600/mth 4Q'17	13,600/mth 4Q'18	15,500/mth 2Q'19

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Review diversity continues to grow

Company Size (revenue)

Gov't/PS/ED 9%
Large Enterprise ($1B+) 30%
SMB (<$50M) 28%
MSE ($50M - $1B) 32%

Industry

All Other (8) 29%
Services 27%
Manufacturing 18%
Finance 15%
Healthcare 6%
Education 6%

Deployment Region

Latin America 13%
North America 43%
Asia/Pacific 21%
EMEA 23%

Job Role

Senior Leader 13%
Business User 28%
Technical IT 59%

Based on reviews submitted from Jan 2018 – May 2019
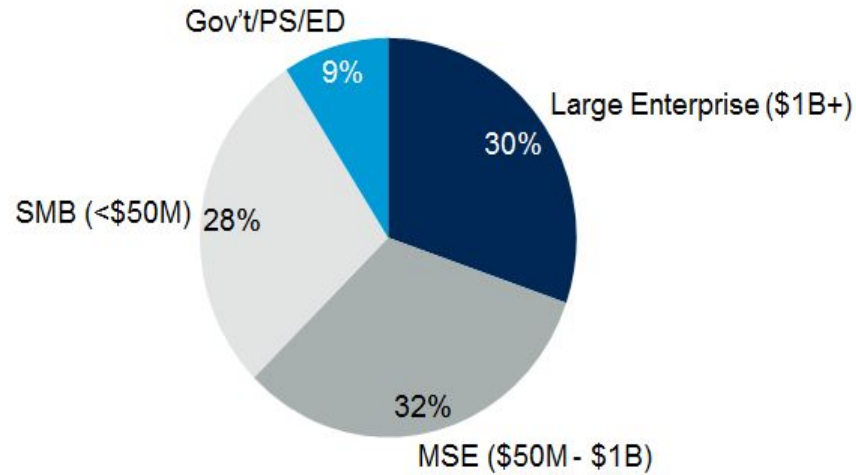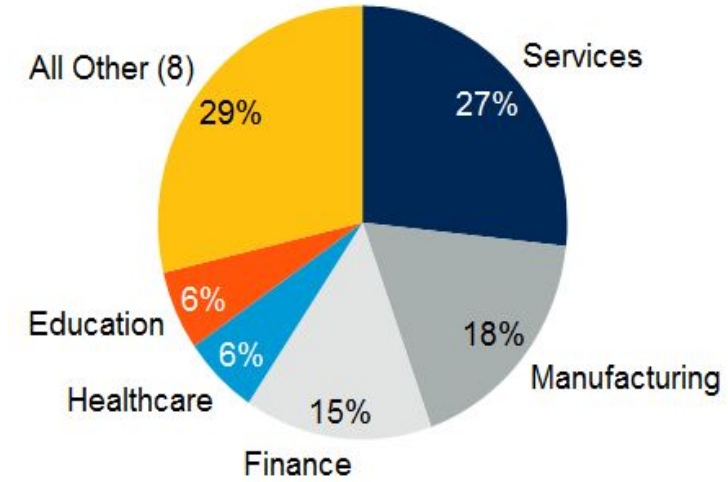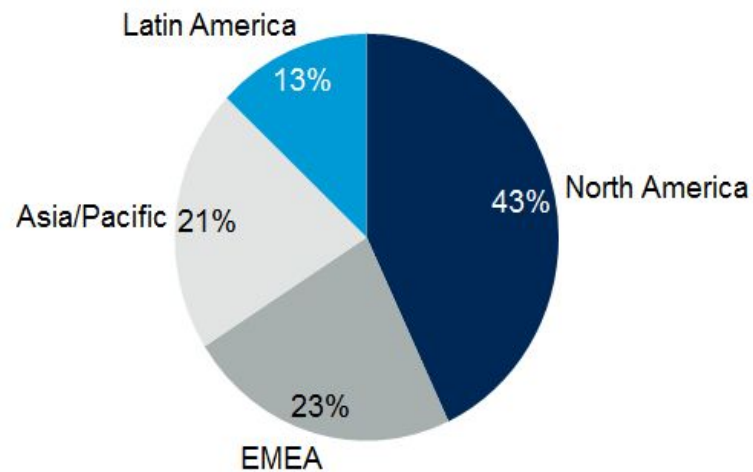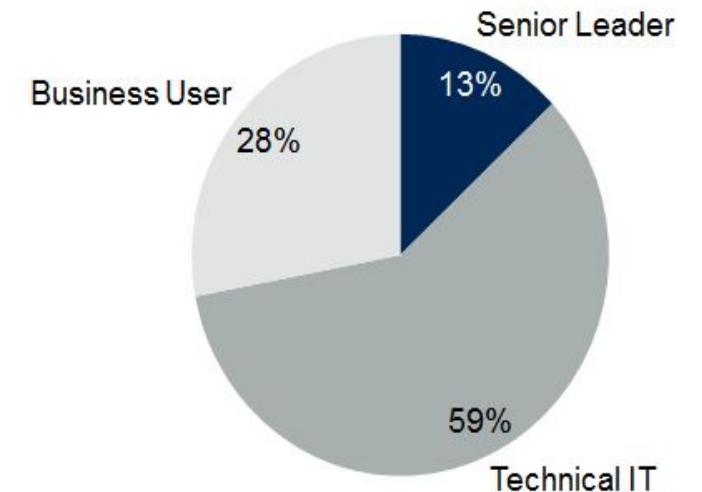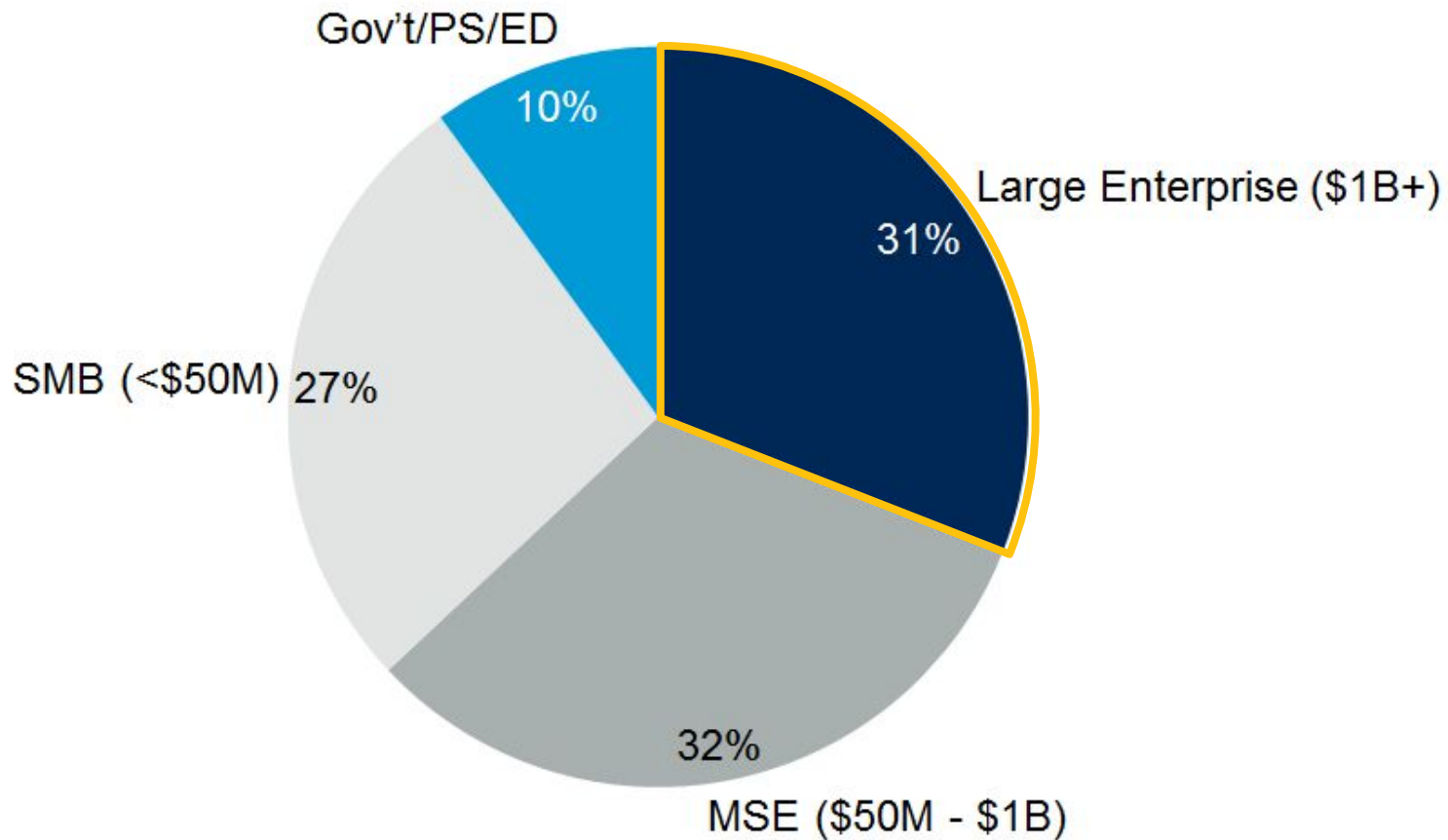
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Over 30% of Gartner Peer Insights readership is from organizations with over $1B in revenue

**65% of readers are IT professionals**

Top 8 job roles of IT users:

- Infrastructure & Ops
- Enterprise Architect
- Data & Analytics
- Applications
- CIO
- Security & Risk Mgt
- CTO
- System Integrator

Based on available data from Jul 2018 – Jun 2019; Users are not required to enter all demographic info

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Gartner Peer Insights is increasingly being used as a reference in media

Cumulative mentions of "Gartner Peer Insights" in social media and the news*
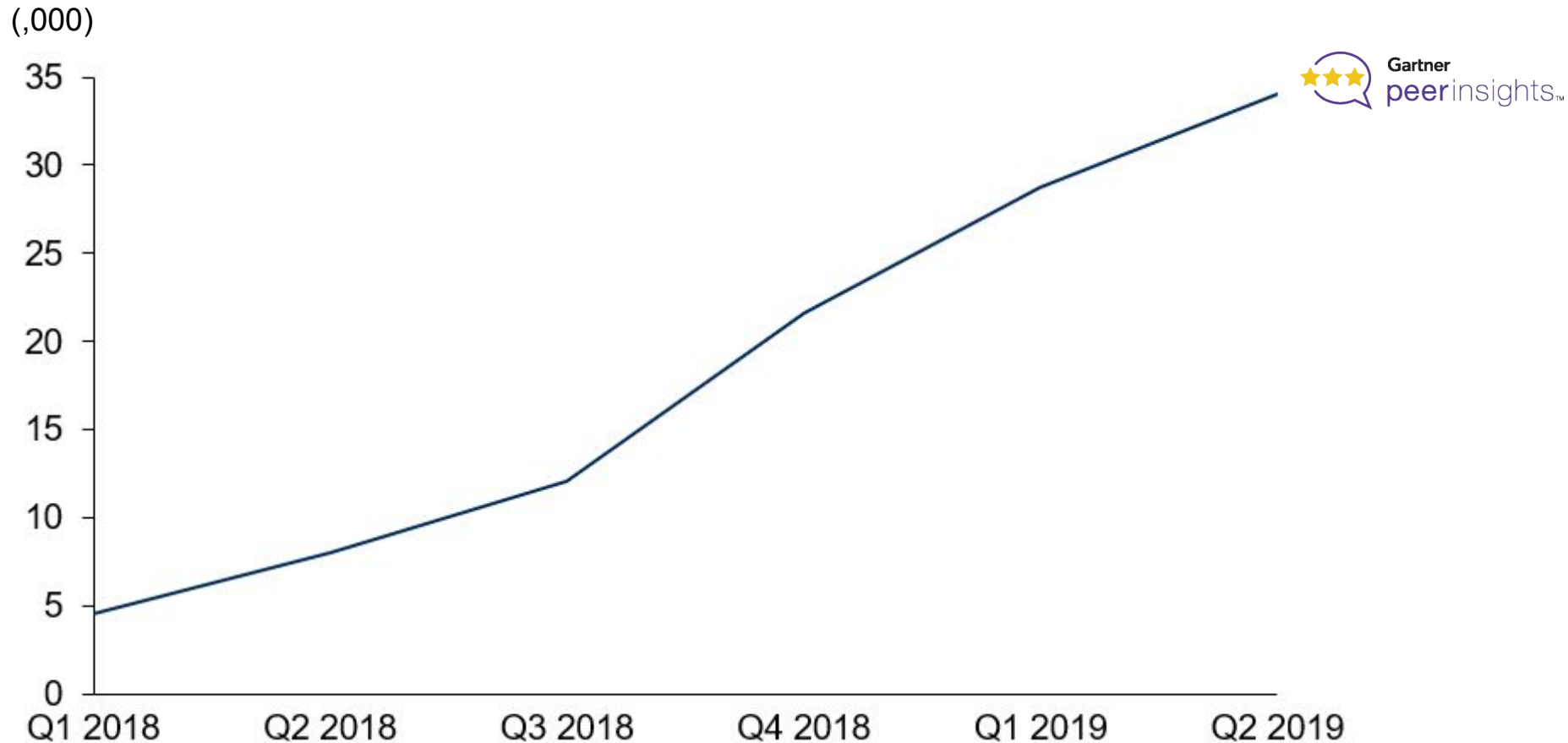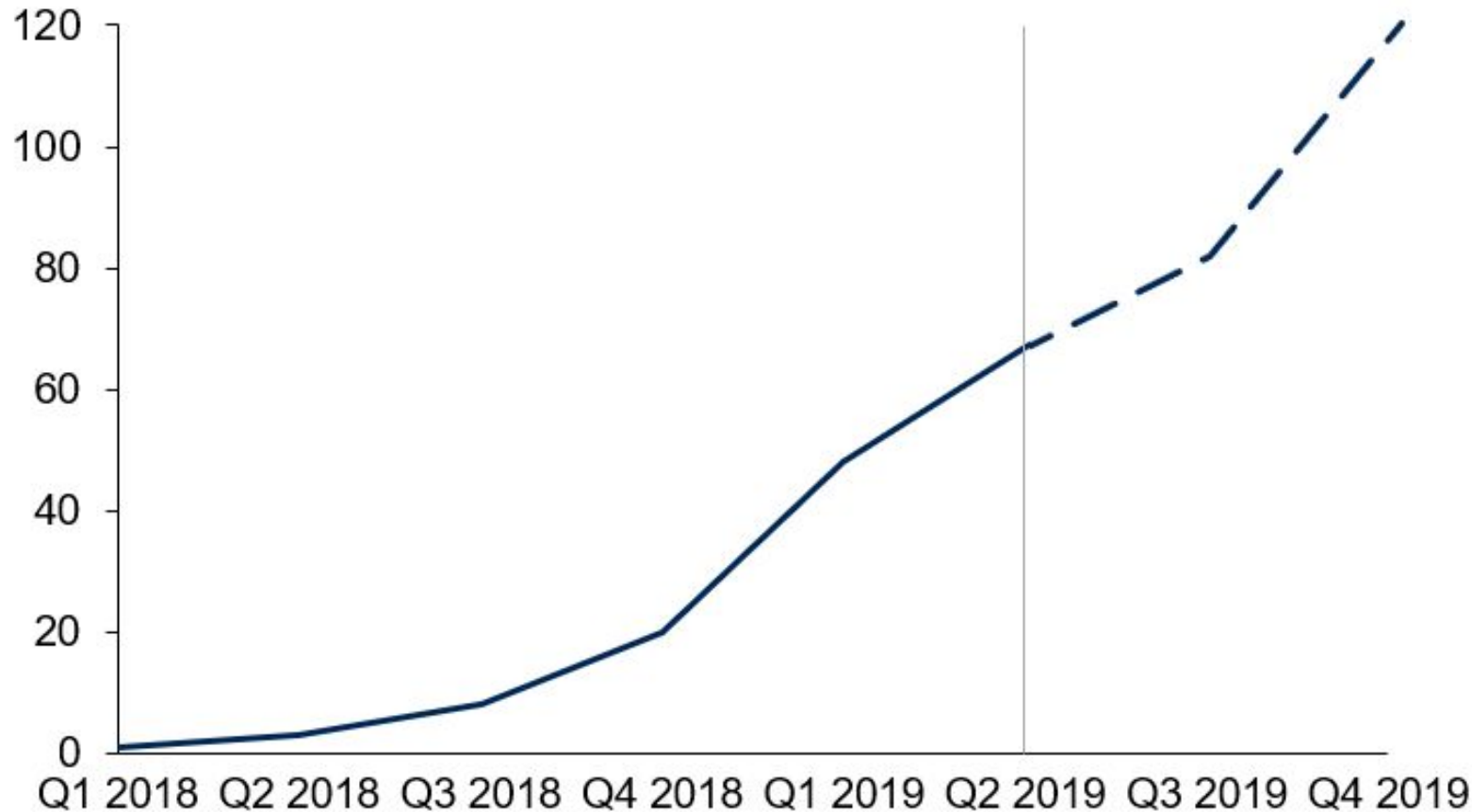
*Based on mentions in open news sites and social media channels eg.,Twitter.

We've published 67 Voice of the Customer documents as we continue to ramp up coverage

Cumulative number of Voice of the Customer documents published

333 Customers' Choice distinctions and counting

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Feedback from end-users on the Voice of the Customer has been positive

How it's being used today

"**Early on in the shortlisting process we want to look at the main players**… this format will help me focus in on the solutions to look at first"

- Information Security Office, State & 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

Areas to strengthen/explore in future iterations

"Having a stricter criteria on the distribution of the reviews makes sense… **I don't want to spend time looking a vendor that I'm not going to be able to work with**"

- CIO Manufacturing

"**I'd like to be able to customize this** and see the rating for other universities"

- VP of IT, Higher Ed

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We heard you - We're acting on feedback from the vendor community

How it's being used today

"The biggest bang we get for our buck we get with Gartner is sincerely Peer Insights. For our level of growth someone putting an unbiased voice into the market is of extreme value for us" - **CEO Industrial IoT Platforms**

"We couldn't be happier to see how our hard work paid off when a call in prospect noted to the Business Development Rep that they put us on their shortlist after reading Peer Insights" - **Marketing Professional Security**

"Using the Customers' Choice distinction in our marketing has given us an edge as the only designee in the market. As a new player in the space, our Customers are telling our story for us." - **VP Product Marketing**

Areas to strengthen/explore in future iterations

"PARC is complicated and impossible to achieve. We can't get our teams onboard because they don't get it." - **Marketing Specialist PPM**

"When we have to engage with third party firms to assist in the preparation of our press for Customers' Choice and we only have days to get it done it puts an incredible stress on the team." - **CMO IT Service Management**

"Gartner Peer Insights has become to difficult for our team to manage. The cadence for Customers' Choice when we are in so many markets puts too much stress on our teams and our Customers". -**AR VP Security**

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PI Content is being expanded to ALL ready markets with predictable schedule linked to MQ/MG
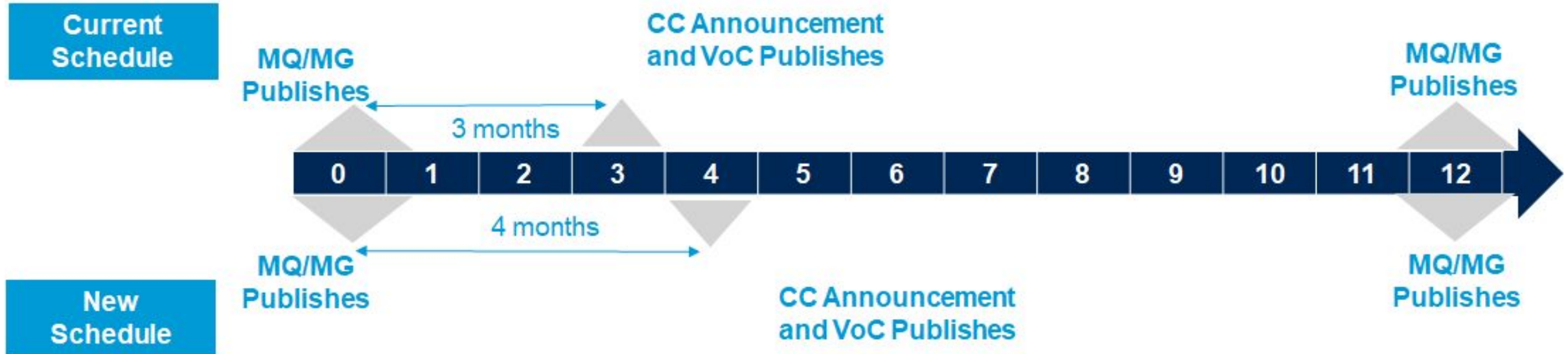
When new schedule will be effective?
- Switch to new schedule **will be effective starting Jan 2019 CC announcements** i.e. for MQ publications in Sept 2018, CC announcement will be done in Jan 2019 (instead of Dec 2018)

Why are we changing the schedule?
- Gives adequate time for vendors to plan for review sourcing post MQ publication
- More predictable schedule as per feedback from vendors

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VoC iterations focused on driving end-user value
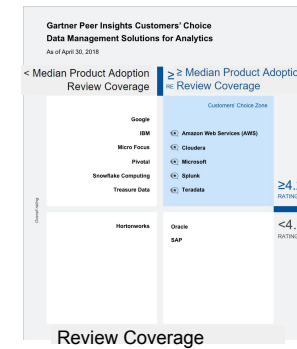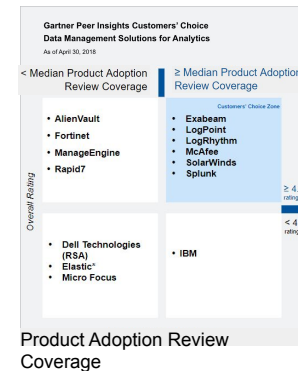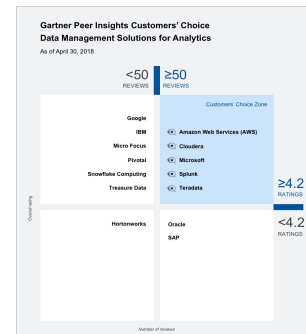
Release

| May-Jun '18 Voc v1.1 | Aug '18 VoC v1.2, v1.3 **"CC Zone"** | Q1 '19 VoC v. 1.4 **"Product Adoption Review Coverage"** | Q3 '19 VoC v. 1.5 **"Review Coverage Criteria"** |

Ongoing product iterations limited to twice per year

Design Example
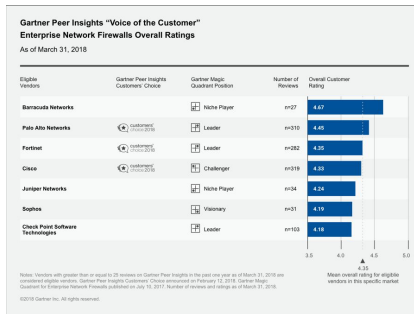
Release Design Principles

Create value to enterprise buyers by providing a transparent view of end-user rankings

Increase analytical rigor - move to a 2x2 to define Customers' Choice

Drive diverse, vendor-sourced review volume and enable further category distinctions

Drive diverse, vendor-sourced review volume and enable further category distinctions

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Biannual Customers' Choice Methodology Update: Version 1.5

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You can now learn more about the Customers' Choice round in one place

Customers' Choice Standings in:

Blockchain Consulting and Proof-of-Concept Development Services

To qualify for a Customer's Choice distinction in this market you must meet the following criteria from reviews submitted and published during the 12 month eligibility period (retrospective from sourcing deadline). Excludes reviews on legacy products and reviews from companies with revenues of less than $50M USD.

Read the Methodology   Read Eligible Reviews   Start a Campaign

Track Your Standings

Last updated 11pm EST [...], 2019. **Check back regularly**, standings are dynamic and subject to change.

REQUIRE[...]   YOUR PROGRESS

Sourcing Deadline
May 31, 2019

20 DAYS LEFT

Planned Distinction Announcement Date
June 2019

12   active vendors in this market
3   vendor(s) meet requirements

You have not yet met all requirements to earn distinction

Gartner peer insights customers' choice 2019

Information on sourcing timeline and key deadlines

Overview of status of round highlighting the number vendors in contention

Link to view reviews that contribute to Customers' Choice

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We've updated the core methodology to focus on 3 key areas

REQUIREMENTS TO EARN DISTINCTION

50+ qualified reviews

Get reviews from companies with over $50M USD annual revenue

Have enough reviews to be statistically significant

High review diversity

At least 20% of reviews (or 25 reviews, whichever is smaller) must be from outside of what is determined to be your *primary* company size, industry, and region.

Primary is defined as the region, company size or industry with the most reviews

Demonstrate review diversity by having a spread of reviews across different regions, company size and industries

Above average market rating

Maintain or exceed the calculated market rating

Be above average in the overall rating in the market

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You'll be able to clearly see where you stand and what you need to do to improve

REQUIREMENTS TO EARN DISTINCTION	YOUR PROGRESS

50+ qualified reviews

Get reviews from companies with over $50M USD annual revenue

✓ **39** / 50+   🔔 Get 11 more reviews *

> Dynamic recommendations with direction on number of reviews required

High review diversity

At least 20% of reviews (or 25 reviews, whichever is smaller) must be from outside of what is determined to be your *primary* company size, industry, and region.

Primary is defined as the region, company size or industry with the most reviews

✓ **48%** Company Size

✓ **60%** Industry ⌄

✓ **53%** Region ⌄

Above average market rating

Maintain or exceed the calculated market rating

✓ **4.6** / 4.5 Overall Market Rating

> Clear view on your progress against each goal

* All recommendations are dynamically generated, calculated based on the [...]ible review data we have for the vendor

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In markets where more than 7 vendors meet the core criteria PARC will be the tiebreaker

When active in the market Product Adoption Review Coverage score becomes a way to distinguish between vendors' review diversity

Additional Requirement: NOT CURRENTLY ACTIVE

Designation is given to **no more more than 7** vendors per market. In markets where more than 7 vendors meet the eligibility criteria, the 7 vendors with the **highest PARC score** within the submission period will earn a distiction.

| ADDITIONAL REQUIREMENT FOR DISTINCTION	YOUR SCORE
Product Adoption Review Coverage (PARC) Score Keep your score high enough to ensure you are one of the top 7 vendors.	✓ **4.3** 3 of 12 qualifying vendors in this market have met all requirements View your score details

Clear indication of current Customers' Choice standings

Link to details of full PARC calculation and reviews

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The new Customers' Choice methodology and the Voice of the Customer document
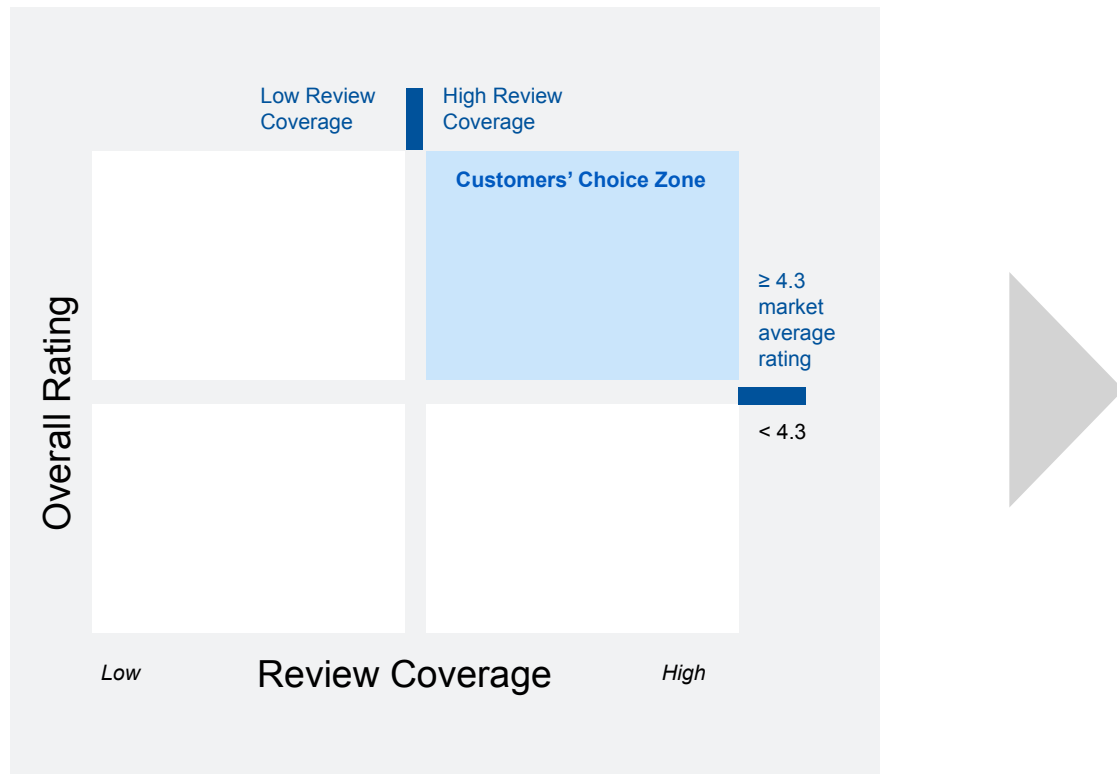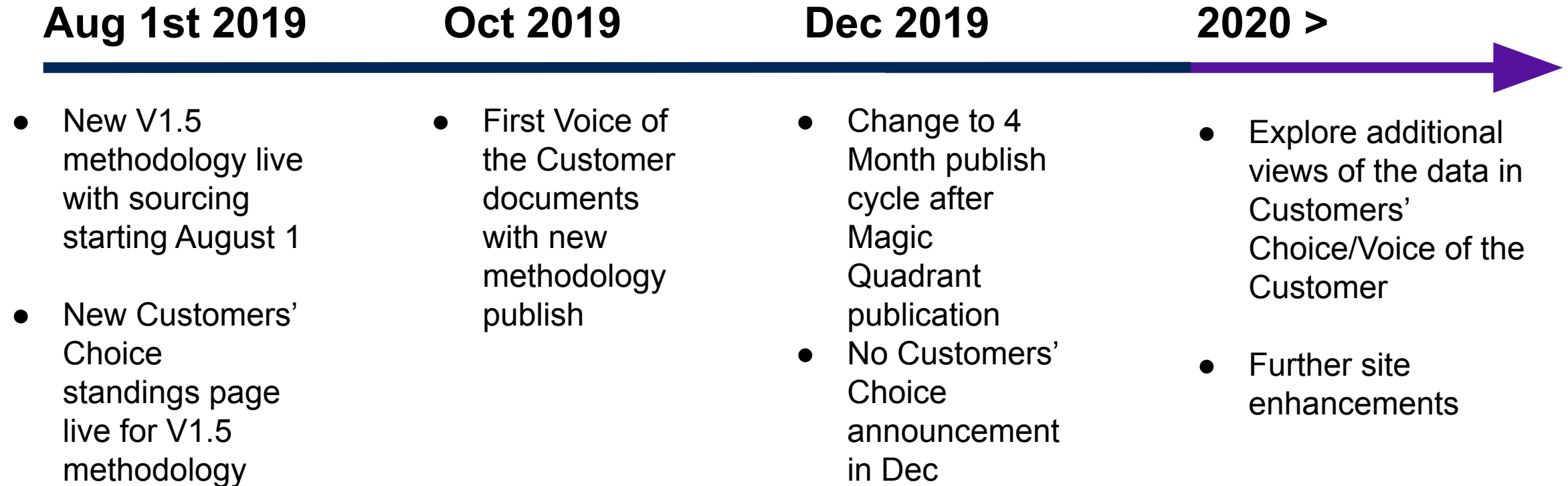

X Axis:

Review Coverage Criteria
- 50 reviews from enterprise ($50m+)
- Meet diversity criteria
- PARC tiebreaker when more than 7 meet core criteria

Y Axis:

Overall Rating
- Designees achieve above **market average** taken at the time of sourcing announcement

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Timeline of changes and what to expect in 2020

Aug 1st 2019   **Oct 2019**   **Dec 2019**   **2020 >**

- New V1.5 methodology live with sourcing starting August 1

- New Customers' Choice standings page live for V1.5 methodology

- First Voice of the Customer documents with new methodology publish

- Change to 4 Month publish cycle after Magic Quadrant publication
- No Customers' Choice announcement in Dec

- Explore additional views of the data in Customers' Choice/Voice of the Customer

- Further site enhancements

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Thank You!

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