Technology Provider Webinar Q&A
July 21, 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 July 21, 2021 is available in the [Webinar section](#) of your [Technology Provider Tools](#) portal. All blog posts mentioned during the webinar will be listed within the [Technology Provider Blog](#) and sent out in your August Monthly Newsletter.

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.

General Gartner Peer Insights Questions

Getting Started/Asking Customers for a Review

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 Session](#) with an Onboarding Specialist to get started. During this call your specialist will cover an introduction of Gartner Peer Insights, a view from the reviewer's end and a comprehensive walk-through of your [Technology Provider Tools](#) portal. After your onboarding call you will be assigned a Program Manager to assist you moving forward.

How do I know who my aligned Program Manager is?
- Each organization listed on our site is aligned to a Program Manager on our Vendor Success Team who will work with you to make full use of the Gartner Peer Insights program and support you where needed. If you do not know who your aligned Program Manager is, please reach out to PeerInsightsVendorSuccess@gartner.com. If you have not yet been assigned a Program Manager, your first step is to join an [Onboarding Session.](#).

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, designate products as Legacy, etc.) within the "Profile" then "Markets and Products" tab of the Technology Provider Tool portal. Please see our [Community Guidelines](#) for additional guidance.

Do we have to leverage the email templates you provide in the portal, or can we create our own emails to invite our customers to leave a review?
- While it is suggested to leverage the templates provided to you as a starting point, you can create your own outreach and email campaigns to invite your customers to leave a review. All tech providers must follow the guidelines for sourcing reviews as detailed in [Community Guidelines Section 3.4.2](#)

Can you share the average response rate of users?
- User response rates can vary greatly depending on the pool of users being contacted. A good target for campaigns is between a 2%-5% submission rate (i.e. 1 review per 20-50 users targeted) for a good quality contact list.

When someone submits a review, are they opted-in to emails? Does the reviewer have the option to opt-out?
- The blog post [A Glimpse Into the Reviewer Experience](#) highlights the communication that reviewers may receive after creating a profile and submitting a review. Reviewers can opt-out of email communications through their [Profile Details](#).

Is there a way to know if a customer has completed a survey so we don't continue to ask them for a review?
- 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.
- Vendors are able to leverage [Review Sourcing Links](#) available in the [Technology Provider Tools](#) portal to support your review sourcing efforts. While these links provide you with reporting on the total number of reviews submitted, moderated, published, and not approved (with a high-level reason why the review was not accepted), we will not reveal if someone has submitted a review previously or not. When reaching out to your customers for a review, we suggest using language like, "Submit a new review or update your existing review."

Should we ask past reviewers to update their reviews? If someone updates their review, does the review get a new date?
- 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 read our [Encourage Customers to Update their Reviews](#) blog and [Community Guidelines](#) for additional information.

Do reviewers receive an additional gift card incentive when they update their 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 explain how a sourcing "Do" is to invite customers to leave a review by using review sourcing URLs, but a "Don't" is to not track individual reviewers?
- In Slide 33, the Do's and Don'ts summarize tips to follow when reaching out to your customers to ensure that you are adhering to our [Community Guidelines](#). The "Do" of inviting customers to leave a review by using a review sourcing URL is a best practice to

ensure you are directing your customers to the appropriate product/market to leave a review. Review sourcing links are available within your portal, and allow you to see high level reporting associated with the unique URL (number of reviews submitted, published, etc. from that outreach). A single review sourcing link should be sent to multiple customers.

- The "Don't" of not tracking individual reviewers supports the anonymity of our reviewers and [Community Guidelines](#). As such, tech providers cannot target an individual with an individual review sourcing link to track if a single individual submitted a review or not. Please refer to our [Community Guidelines Section 3.4](#) for Review Sourcing Policies.

When creating review sourcing links, are we able to offer a choice of incentive, ie. the $25 gift card OR Gartner Peer Insights Plus, and the reviewer can select which one they would like?

- At this time, a single incentive type is aligned to each review sourcing link. If you would like to give the customer the option to select which incentive they would like to recieve, please create two separate review sourcing links - one for each incentive. Please see our [Sourcing Template Library](#) for an example outreach.

Can we offer our customers "thank you" gifts for submitting a review outside of the $25 gift cards and Gartner Peer Insights Plus through the portal?

- In order to assist vendors with their sourcing efforts, Gartner has created [guidelines](#) to which vendors must adhere when offering incentives to their customers in exchange for submitting a publishable review. Vendors are encouraged to leverage 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, the vendor must adhere to the Gartner guidelines as detailed in the [Community Guidelines Section 3.4.1](#).

Are there any plans to provide enhanced reporting to vendors (or updated Reviews Funnel, Review Sourcing Links) to make it easier to manage Gartner Peer Insights?

- 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 2021 and we will continue to per the feedback we collect from vendors. Any new updates would be announced to vendors in our [Tech Provider Blog](#)

Are you planning to have the survey in other languages?

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

Can reviewers write an answer in their native language and then use Google Translate into English to submit their review?
- As mentioned above, all reviews must be submitted in English to be published. Reviewers may use a variety of tools to prepare their reviews, such as Google Translate, as long as they submit the final text in English.

Moderation Process & Rejected Reviews

Why are reviews not published on Gartner Peer Insights, and how can we prevent reviews from getting rejected?
- 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. We are always evaluating and evolving review moderation processes to support review submissions. 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.

Are technology providers able to get insights into which reviews are not approved, the reason why, and who they 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.
- Vendors are able to leverage Review Sourcing Links available in the Technology Provider Tools portal to support your review sourcing efforts. These links provide you with reporting on the total number of reviews submitted, moderated, published, and not approved (with a high-level reason why the review was not accepted) from your unique review sourcing link. Learn more via our blog post about Review Funnel Reporting.

Are reviewers notified when their review is rejected, and are they given the opportunity to correct/resubmit?

- 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.
- In the case a review cannot be approved, our team will reach out to the customer directly via email, and will wait for the reviewer to respond in order to fully process their review. If the reviewer fails to respond within 5 business days, the review will be rejected. Reviewers can check the status of their review at any time via their My Reviews section of their User Profile. Please see the Community Guidelines for additional information.

What is the typical ratio of the approved and declined reviews per a single product?

- Across all markets and products on Gartner Peer Insights and all sources, we see approximately ~35-40% of reviews that are submitted are not approved. This rate varies greatly with vendor-driven outreach, and fluctuates depending on integrity of the list, method of outreach, number of contacts sent to, etc.

How have you improved review moderation and review acceptance rates?

- 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 email 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, it increases the likelihood that the 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. We strive to maintain the highest integrity platform, and our approval rates are in line with other review platforms in the industry. Please direct reviewers to reach out to PeerInsights@gartner.com with any questions about the status of their review.

Unfortunately we had a very high review rejection rate and have paused requesting reviews as a result. Do you have any advice for vendors who have had that experience?

- Your aligned Program Manager can provide feedback on any past campaigns with areas for potential improvement moving forward, and help you determine the best options for your organization 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.

Why do you only accept reviews from end-users? Are there any plans to allow partners/integrators to leave reviews?

- Reviews play an important part in educating potential software buyers by sharing the opinions of peers and others who have relevant software experiences. Reviews help buyers make more informed decisions and also provide Vendors with feedback and valuable insight into their software or service. We have created a website that maintains high-quality, relevant content written by verified users, which is free of conflicts of interest. 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.

What do you mean when you say Gartner Peer Insights performs audits? Do you alert vendors if reviews are going to be removed as part of an audit?

- We remain committed to ensuring the reviews on Gartner Peer Insights are of the highest quality. This commitment means we not only review current submissions, but conduct ongoing retroactive assessments of previously approved reviews using our most current validation and moderation techniques. Review counts can - and will - change as part of our ongoing moderation and auditing activities, and as the result of reviewer-driven activities (like updating and resubmitting a review). If you have any questions, please reach out to your aligned Program Manager.

What does Gartner Peer Insights do to keep review sourcing fair and ensure vendors are not cherry picking or influencing reviews?

- In an effort to ensure a level playing field for both users and vendors and remain a neutral, trusted platform, Gartner requires vendors to adhere to our Community Guidelines when sourcing reviews. Gartner monitors vendor-sourced reviews via periodic audits, vendor sourcing link monitoring and checking average ratings from vendor invited reviews vs. other sources. Vendors who violate these Guidelines will be notified and may be subject to penalties such as an alert on a vendor's profile, suspension of services and/or removal of reviews.

Gartner Peer Insights Site Questions

Is it possible for a reviewer to give all five stars in all sub-categories within their review, but the overall review itself is scored at four stars?
- Yes, the overall rating is a standalone question and is not an average of the sub-categories. This allows the reviewer to score their overall experience with the solution, vendor, etc. The individual end user feedback is not endorsed or edited by Gartner. For more information please see our [Community Guidelines](#).

Are older reviews automatically removed from the Gartner Peer Insights website?
- The Gartner Peer Insights site shows all reviews submitted and published to the platform from all time by default. While we do not remove any published reviews regardless of age, the default star rating for a vendor is based on all published reviews, with reviews older than 12 months weighted progressively less (decreased by half every 12 months). Readers also have the option to apply a filter to see reviews and data from the past 12-months.

One of my products relates to a Magic Quadrant and a Market Guide but in two different categories. Is there a way to make sure reviews are shown in both categories?
- Different markets have different characteristics and capabilities, and reviewers are writing the review in this context and comparing solutions to others in the same market. Because of this different context, reviews written for a specific category are not shown in other categories or shared across other categories.
- Creating a review sourcing link at the market (category) level will guide your customers to leave a review in the market of your choice. Otherwise, the choice is up to the reviewer to select which market they feel best fits the context of their product review.

Site and Program Enhancements

Updated Review Per Market Policy

What is the new policy that will be introduced about reviews per market? Can you please explain again?
- Currently, users are only allowed to review 1 product for a single vendor in a single market. For a vendor that has multiple different products in a single market, the new policy will allow users to write a seperate review for each product that they use from the vendor, even if both products are in the same market.

- For example, if "Vendor A" has 3 different products in the "Meeting Solutions" market, the new policy will allow a user to write a seperate review for each of these 3 products.

What is the projected date this policy will go live?
- We anticipate that this new policy and functionality will be implemented in August 2021.

Expansion of Gartner Peer Insights Categories beyond Magic Quadrant/Market Guides

Can you provide more information on the new market categories that will be added from Q4+? Any preliminary list we can take a look at?
- We are currently in the process of finalizing new categories to be opened on Gartner Peer Insights. Any new categories opening on the site will be shared via our Monthly Newsletter and [Tech Provider Blog](#) in Q4. To subscribe to the Monthly Newsletter, please follow the steps outlined in the blog post [Subscribe to stay on top of what's happening!](#)

What process or criteria will Gartner Peer Insights use to add new categories?
- New categories will be evaluated based on our determination of the value to end users. Some of the factors that would be evaluated include end-user interest, popularity of the market, emerging vs mature space, etc. We will also utilize a combination of automatic tools (e.g., search analytics) and community suggestions to source new categories.
- Technology providers are invited to email their aligned Program Manager with any new category suggestions, which will be sent directly to and evaluated by our experts.

Will analysts be involved in defining the criteria/feature lists for category inclusion? Will there be non-analyst experts or SME's involved in the process? Will it primarily be driven by vendor input?
- Both analysts and non-analyst experts on the Gartner Peer Insights team will be involved in the new category creation process. While new category creation will be primarily managed by the Gartner Peer Insights team, analysts may be involved on a case-to-case basis.
- While technology providers are invited to email their aligned Program Manager with any new category suggestions, the process of defining and opening categories will be driven by, and at the discretion of, Gartner Peer Insights.

If a vendor moves their product to one of these new categories, will the existing reviews also transfer to the new category?
- In order to add any product to a category on Gartner Peer Insights, the Gartner Peer Insights team will ensure that the product/solution meets the minimum requirements of

the market. Each case is unique and depending on the fit of the solution in the existing market category and the fit of the solution in the new category, we may or may not migrate reviews.

There are currently very few BPO markets included on Gartner Peer Insights. Are there any plans to add more BPO categories?
- Gartner Peer Insights continues to enhance coverage for both products and services, and will continue to evaluate and prioritize based on end-user demand. For example, we recently opened the new Customer Service BPO category for review on Gartner Peer Insights.
- Technology providers are alerted to all new markets opening via the Monthly Newsletter and Tech Provider Blog. Please reach out to your aligned Program Manager with suggestions for new categories.

For the new market categories, will you publish a Voice of the Customer, or will Voice of the Customer reports continue to only be available to markets with recent Magic Quadrants and Market Guides?
- 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. We will only consider a Voice of the Customer document in new categories where there is a certain level of market maturity (representing vendors and number of reviews) on the Gartner Peer Insights platform. For more information, see the Voice of the Customer Methodology and Voice of the Customer Roadmap.

Will vendors products be automatically listed in a new category, or will we need to request to be added? If we are automatically included, will we be notified?
- When opening a new category, the Gartner Peer Insights team looks to add products based on our research and alignment outcomes. In case you do not see your product initially listed, you can request for your product to be added via the Technology Provider Tools vendor portal. Any new categories opening on the site will be shared via our Monthly Newsletter and Tech Provider Blog in Q4.

New/Enhanced Value for End Users and Vendors

New Voice of the Customer Quadrant Naming

What are the new names that will be featured in the Voice of the Customer documents?
- New names for the quadrants in the Voice of the Customer report are as follows:
  - Upper-Left: Strong Performer
  - Upper-Right: Customers' Choice (no change)
  - Lower-Left: Aspiring
  - Lower-Right: Established
- We articulate definitions of each quadrant in our [Voice of the Customer Methodology](#).
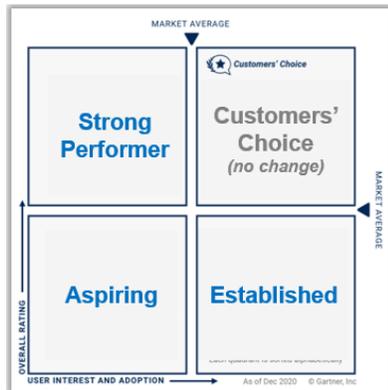
Will vendors be shown according to their "position" in the quadrant similar to the Magic Quadrant?
- There is no change to the current [Voice of the Customer Methodology](#). Vendors featured in the Voice of the Customer are listed in alphabetical order in the appropriate quadrant.

Will you be updating Voice of the Customer reports that came out earlier this year with the new names for the quadrant sections?
- No. The new quadrant names will be applicable to new reports only, beginning in Q4 2021. Details will be available to you via the [Tech Provider Blog](#).

The 2x2 naming seems to replicate the Magic Quadrant with its value proposition. Can you elaborate on how you see the use cases being different?
- The Voice of the Customer is a document that synthesizes Gartner Peer Insights reviews into insights for IT decision makers. This aggregated peer perspective, along with the individual detailed reviews, is complementary to Gartner expert research and can play a key role in the buying process, as it focuses on direct peer experiences of

implementing and operating a solution. The axes and methodology for calculating vendor positioning is different on these two reports. End users appreciate multiple perspectives to help them with buying decisions, as their needs and context are different. The new quadrant naming in the Voice of the Customer is meant to provide clarity to readers of the report as they assess vendors in their software buying journey.

Other Voice of the Customer Questions

How do I see the Voice of the Customer report as a Technology Provider?
- The Gartner Peer Insights team provides a courtesy preview of the report prior to publication to all technology providers who will be featured in the report. After publication, technology providers who are Gartner license-holders are able to view the Voice of the Customer reports via Gartner.com for their internal use. The Voice of the Customer report is available to license as part of our reprint program to leverage in your external marketing and lead generation initiatives.

What is the inclusion criteria for a Voice of the Customer report?
- 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. Details are listed within the Voice of the Customer Methodology.

Is there a minimum number of vendors in a market required to publish a Voice of the Customer report?
- 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 5 or more vendors represented in the document. Only vendors with 20 or more reviews during the 18-month submission eligibility period are included in a Voice of the Customer research document. For more details, please go to the Voice of the Customer Methodology.

I'm seeing an "Audit in Progress" note for a market in our Dashboard view. When is an audit done and why? What are possible outcomes?
- 'Audit in Progress' is the stage after the submission deadline for reviews for a Voice of the Customer has passed. Our team performs document production activities including final calculations of the review scores, final review moderation, validation of reviews, Gartner Peer Insights guidelines, etc., before creating the Voice of the Customer report.

How will Gartner reconcile the differences between a Voice of the Customer and a Magic Quadrant, especially when a vendor may be a Leader in one and not in the other? What conclusions should a Gartner end-user make of the market in this case?

- 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, forward-looking analysis of the vendors in a given market, as identified by the inclusion criteria, with multiple sub-dimensions contributing to each axis (Completeness of Vision and Ability to Execute). Magic Quadrant 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 the peer perspective on the use of individual products in their own organizations (Gartner Peer Insight). If an end user notices a difference in outcomes of the two reports they may choose to clarify that in their internal analysis or POCs.

Peer Lessons Learned Document Improvements

How can vendors access Peer Lessons Learned documents?

- The Peer Lessons Learned research note can be accessed through Gartner.com and requires a Gartner license to read. To confirm whether a Peer Lessons Learned note has been published for your market, you can search for "Peer Lessons Learned" and your market name in Gartner.com, or check the [Peer Lessons Learned Publication Calendar](#) for recent and upcoming publications.

Which markets are Peer Lessons Learned reports published?

- Peer Lessons Learned is a thought leadership document that synthesizes lessons learned from end users who have implemented a software or IT service. The report is created for a Gartner Peer Insights market for a software or IT service, and does not refer to specific vendors. Peer Lessons Learned reports are published 6 months after the corresponding Magic Quadrant/Market Guide. Please check the [Peer Lessons Learned Publication Calendar](#) to see the list of markets we plan to publish a Peer Lessons Learned document.

What is the source of the "lessons" featured in the report?

- The report focuses on the responses to the questions in the Gartner Peer Insights review questionnaire: "If you could start over, what would your organization do differently?" and "What one piece of advice would you give other prospective customers?" You can learn more about this report [here](#).

Do you only quote end user reviews in the Peer Lessons Learned document, or do you feature vendor quotes as well?
- The Peer Lessons Learned report features responses written by end user reviewers only. We do not feature vendor quotes within this document.

Is there a fee to leverage the Peer Lessons Learned document within our marketing?
- To leverage the Peer Lessons Learned report as a piece of marketing collateral for content marketing, lead generation, etc. a reprint license is required. Please reach out to your aligned Gartner Account Executive for more information and next steps.

Are we able to use the Peer Lessons Learned report if we currently have a reprint license?
- If you currently have a reprint license, please reach out to your aligned Reprint Client Success Partner directly so they can assist you with leveraging the document as part of your reprint program. If you do not know who your aligned reprints contact is, please reach out to your aligned Gartner Account Executive.

Others

Gartner Magic Quadrant and Role of Gartner Peer Insights Reviews

How is Gartner Peer Insights utilized or referenced by analysts for Magic Quadrants and Market Guides? What are the other sources of customer input, if Gartner Peer Insights reviews are only one of them?
- 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. Click here for more information on how markets and vendors are evaluated in Gartner Magic Quadrants, and click here for additional Gartner Magic Quadrant FAQs.

Do analysts only look at reviews from the past 12-months, or does it vary from analyst to analyst? Is there a standardized duration of time that analysts will consider reviews? Are reviews older than 12-months considered?
- 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

When do customer reviews need to be submitted to Gartner Peer Insights for the analysts to consider them as part of the Magic Quadrant process?
- Analysts leverage relevant Gartner Peer Insights that were submitted prior to the end of the Magic Quadrant data submission period, which is the date of the RFI input deadline as stated in the Welcome Packet. Note that submitting a review to Gartner Peer Insights isn't an ask of Magic Quadrant and Critical Capabilities authors. Gartner Peer Insights is not intended to be a one-to-one replacement for carefully curated references that vendors (and analysts) want to guide through the process. Gartner Peer Insights is the platform Gartner uses to capture anonymous enterprise reviews. It has guidelines and processes in place to ensure its position as a neutral, objective web platform.

How do we direct our customers to exclusively leave a review in a market where we are participating in an upcoming Magic Quadrant?
- Gartner Peer Insights provides all technology providers listed on the platform with access to the [Technology Provider Tools](#) portal. Within the portal, technology providers are able to generate custom URLs called [Review Sourcing Links](#) to send to customers. When creating a Review Sourcing Link, technology providers are able to customize the link to direct customers to only be able to submit a review for a specific market. When asking customers to complete a review, please send them a Review Sourcing Link customized to that specific market on Gartner Peer Insights. Please reach out to your aligned Program Manager for help, or email PeerInsightsVendorSuccess@gmail.com

If I invited my customers to leave a review on Gartner Peer Insights in anticipation of an upcoming Magic Quadrant last year, should I be asking the same customers to update their reviews each year?
- 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. We suggest using language like, "Submit a new review or update your existing review" when reaching out to a broader list of customers.

Does Gartner maintain a calendar of when Magic Quadrants are scheduled to publish?
- You can view upcoming research on the publicly available [Publication Calendar](#).

Gartner Digital Markets (Capterra, Software Advice & GetApp)

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 Gartner Digital Markets focuses on serving the small to medium-sized business 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. Learn more about [Gartner Digital Markets](#).

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 aligned Program Manager directly with any questions.