



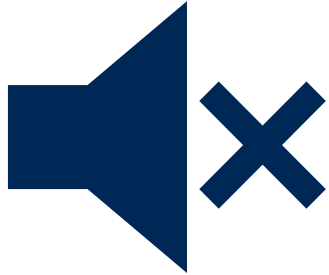
Welcome!

The presentation will begin shortly...

Gartner®

Peer Insights™

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

July 2022



Agenda

- **2022 1H in Review**
 - Key Stats
 - Update on 1H Launches
- **2H 2022 Upcoming Innovations**
- **Q&A**

1H 2022: Peer Insights Reviews in Numbers

Reviews

475K reviews

Published Reviews

+21 new markets

+908 new products

Listed on site

Vendors

8.9K

Vendors on site

+622

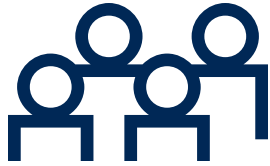
New vendors

1,050+

Vendors enrolled in
Vendor Funded Gift Cards

Reminder: Peer Insights Delivers End User Value via Multiple Channels

1

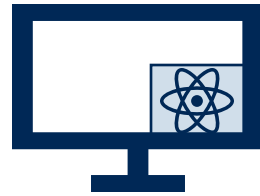


Public (free) platform

- Explore products, markets, comparisons, Q&A, Polls

+

2



Synthesized insights for Gartner clients:

- Research notes, tools
- Integrated into Gartner.com experience

+

3



Supporting key Gartner research processes:

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

Product Profile Recap

100+ Profiles live since launch in Q2 2022

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 'ABC'. At the top, there's a search bar and navigation links for 'Reviews', 'Community', and 'About'. Below the search bar, there are tabs for 'Overview', 'Reviews', 'Alternatives', and 'Likes and Dislikes'. The 'Overview' tab is active, showing 'ABC Ratings Overview' with a 4.8 star rating from 53 reviews. A 'Rating Distribution' chart shows 85% 5-star, 15% 4-star, and 0% for 3, 2, and 1 stars. To the right, 'Customer Experience' scores are listed: Evaluation & Contracting (4.6), Integration & Deployment (4.7), Service & Support (4.9), and Product Capabilities (4.6). Below this is an 'About XYZ' section with company details like 'Company type: Private', 'Year Founded: 2001', 'Head office location: Minneapolis, USA', 'Annual revenue: \$0M-250M USD', and 'Number of employees: 500-999'. The 'Product Information on ABC by XYZ' section includes a 'What is ABC?' description and a 'Pricing Model Description' stating 'User Subscription Model - Users are licensed according to annual subscriptions'. At the bottom, there are three 'Product Screenshots' labeled 'Data Exfiltration Vector', 'Data Exfiltration User', and 'Data Exfiltration Watchlists', each with a small thumbnail image.

LIVE PRODUCT PAGE

Provide Product Information:

Company Description

Product Description

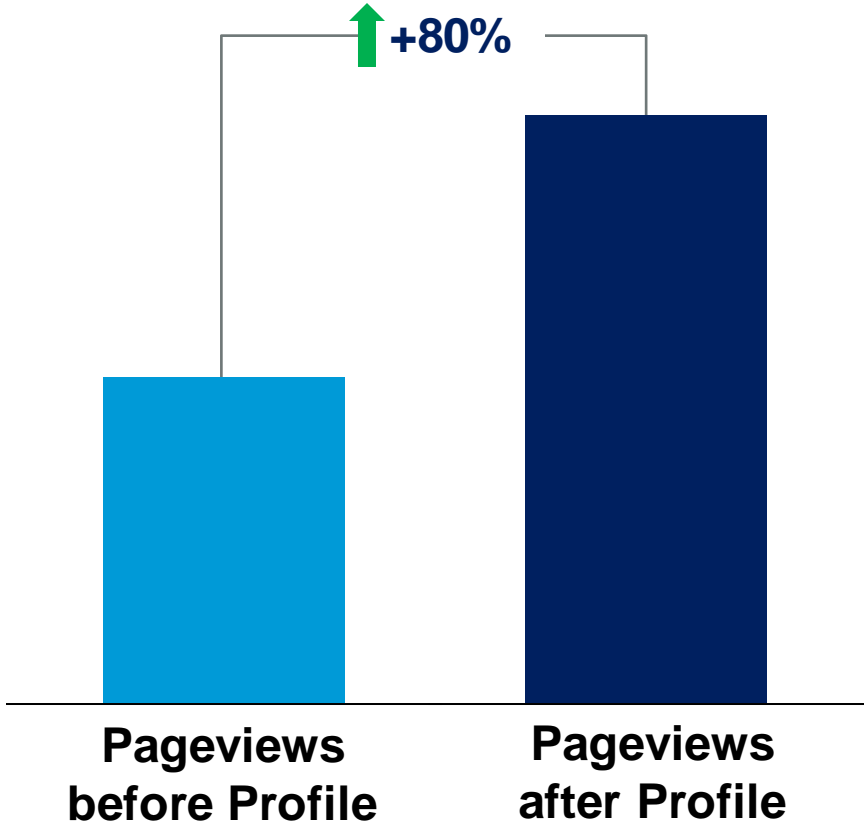
Pricing Description (Optional)

Product Screenshots

Setting up a Product Profile can result in significant increase in Pageviews

100+ Product / Vendor Profiles

Live since Q2 2022



Submit profile request via [this form](#)



Peer Insights team will evaluate your submission



Approved profiles go live on Peer Insights

Quick Tips!

Approved Product Profiles...

- ✓ Are factual. All included details must be publicly available
- ✓ Avoid words such as Best, Most, Leading, etc.
- ✓ Have no special characters, links, or CTAs
- ✓ Include actual product screenshots



RECAP: Peer Insights began accepting partner reviews in Q2

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

Partner reviews are **shown** on the site, and reviews are direct-linked as any other review

Partner reviews **labeled** and explained on the website

Partner reviews are **not included** in ratings and sub-ratings, and **not used by analysts** in Magic Quadrant and other research documents

*Non-exclusive partnership relationship || ** Includes Subsidiary / JV / Significant investor*

Partner reviews provide powerful insights for End Users

Commentary by Partners

“The partner engagement is seamless. In the highly competitive Integration and automation tool market; brings the best balance between complexity to support enterprise patterns while maintaining simplicity for the developers/integrators...”

- Consulting Partner

“Implementation is straightforward and easy. The only drawback is regular upgrades which hamper current functionalities...”

- Consulting Partner

“Cost of the platform is very high. A medium level company can't use this. It's made the developer platform dependent. Requires good configuration systems...”

- MSP

Visual Differentiation

The screenshot displays two Gartner reviews. The first review, dated June 9, 2022, is for a 'BI solution for organization' with a 4.0 star rating. It includes a 'Partner' badge and a 'Review Source' badge. A tooltip explains that the review was submitted by a partner and that its qualitative feedback does not contribute to the overall ratings. The review text mentions a steep learning curve and cluttered UI. The second review, dated June 6, 2022, is for a 'BI visualization tool with strong data manipulation' with a 4.0 star rating. It mentions strong back-end manipulation features and decent visualization options. Both reviews have a 'Read Full Review' link. A 'Feedback' button is visible on the right side of the screenshot.

4.0 ★★★★★ Jun 9, 2022 Partner Review Source:
BI solution for organization
Reviewer Role: Analyst Relations
Company Size: 3B - 10B USD
Industry: Services Industry
This review was submitted by a partner of the vendor. It is here for its qualitative feedback on the offering. The rating does not contribute to the overall ratings.
Creating complicated relationships requires a steep learning curve. The user interface seemed cluttered. Getting used to the way formulas are handled took a while to get used to it. If you currently ...
[Read Full Review](#)

4.0 ★★★★★ Jun 6, 2022
BI visualization tool with strong data manipulation
Reviewer Role: Data and Analytics
Company Size: 30B + USD
Industry: Retail Industry
One of the top visualization Business Intelligence tools out there. The peculiar thing about Power BI is that it provides strong back-end manipulation features and has decent visualization options.
[Read Full Review](#)

Continued to expand our market coverage in 2022

21 new markets

Opened for review in 1H 2022

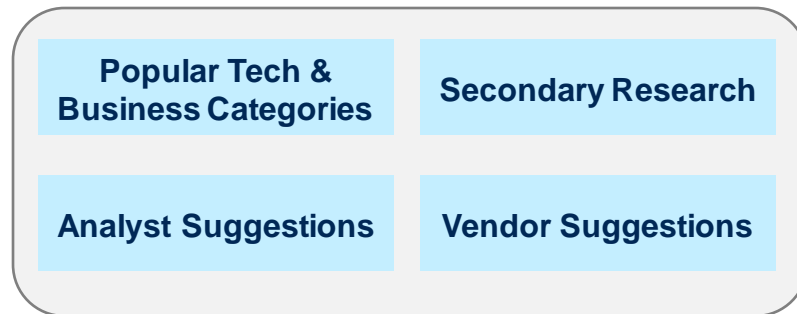
16 new categories

Outside of Gartner Research markets
(Magic Quadrant or Market Guide)

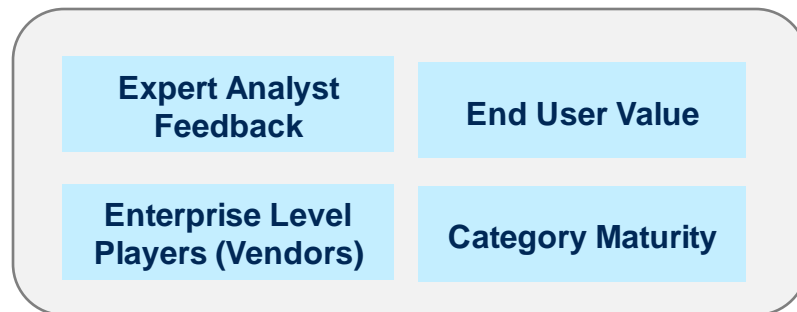
437+

Total markets & categories
open now on Peer Insights

**Multiple
sources**



**Multiple
checks**



**New
categories**



WHAT'S NEW?

Submit your category suggestions
by filling out this [form](#)

“

Quick Tip!



A good category suggestion...

- ✓ Is for a new technology or business space
- ✓ Is not a subset of an existing market on Peer Insights
- ✓ Has enterprise level competitors and customers
- ✓ Has details or links for better evaluation

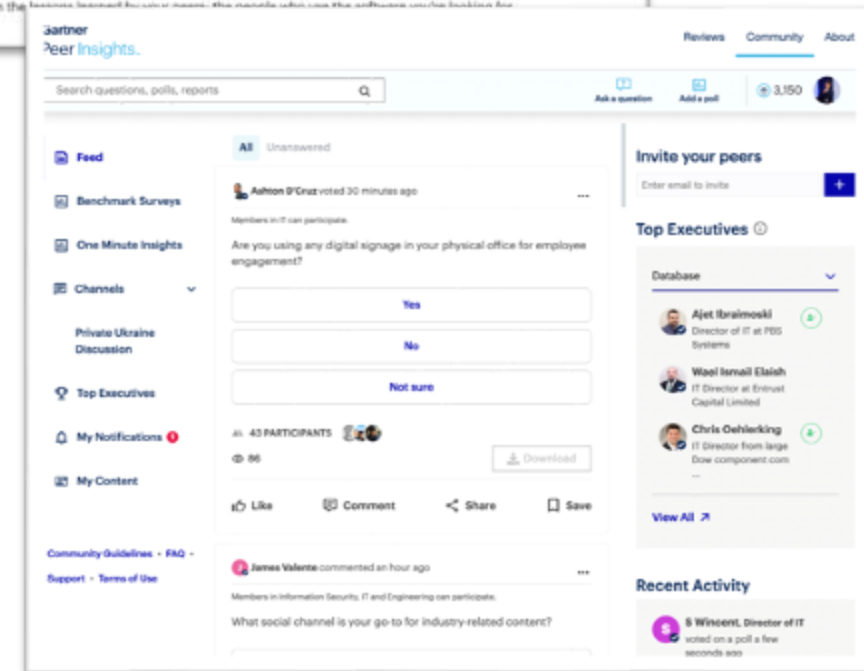
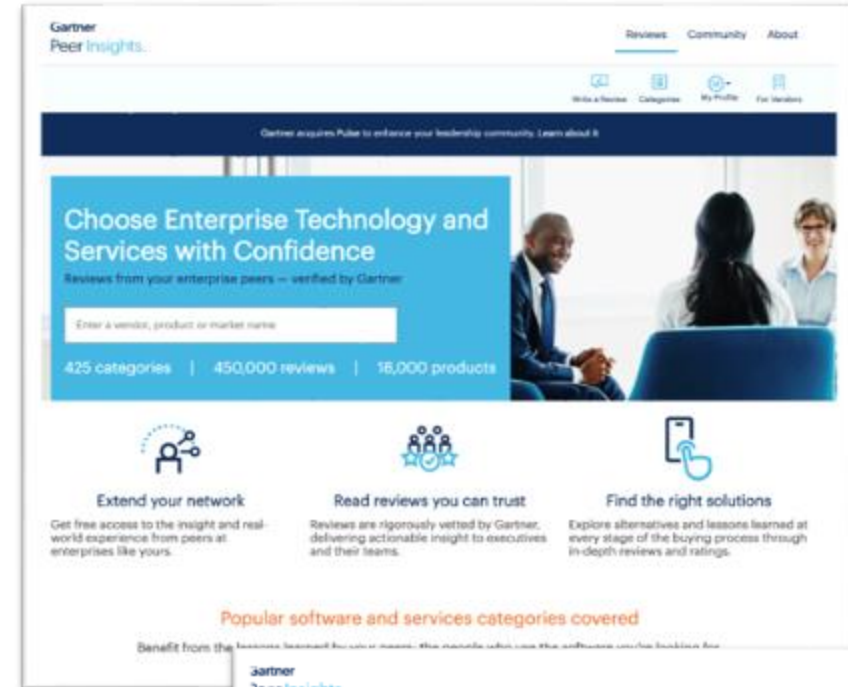
”

Introducing Mayank Mehta

- **New** Gartner Peer Insights Group VP
- **Prior Role:** Gartner Peer Insights GVP for Community
- **Prior Roles:** Founder at Pulse (acq Gartner), Cooliris (acq Yahoo!), Ambient Technologies (acq Zeos)
- **Technical Education:** MBA Wharton (*UPenn*)

Peer Insights Community

- **Integrated Reviews and Community experience for users**
 - Unified platform additionally offers **polls, discussions, and peer connections** (May '21)
 - Users increasingly seeking a **safe space** to learn from each other on vulnerable questions and key topics
 - Currently the community is focused on technology executives (IT, InfoSec, Eng), but will soon be open to **all professionals** including marketing
 - Good citizens will continue to be welcome (**no selling, no recruiting, no self-promotion**), supported by credentialing and community moderation process

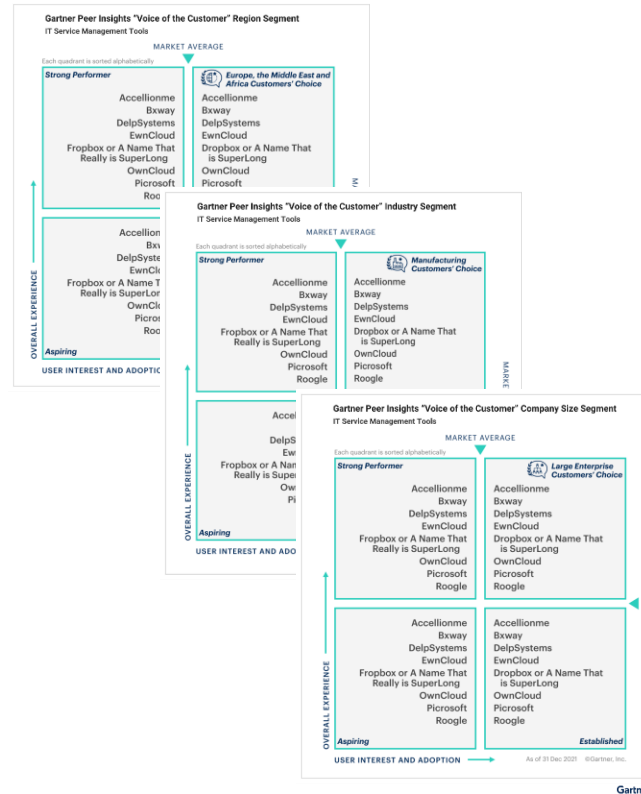
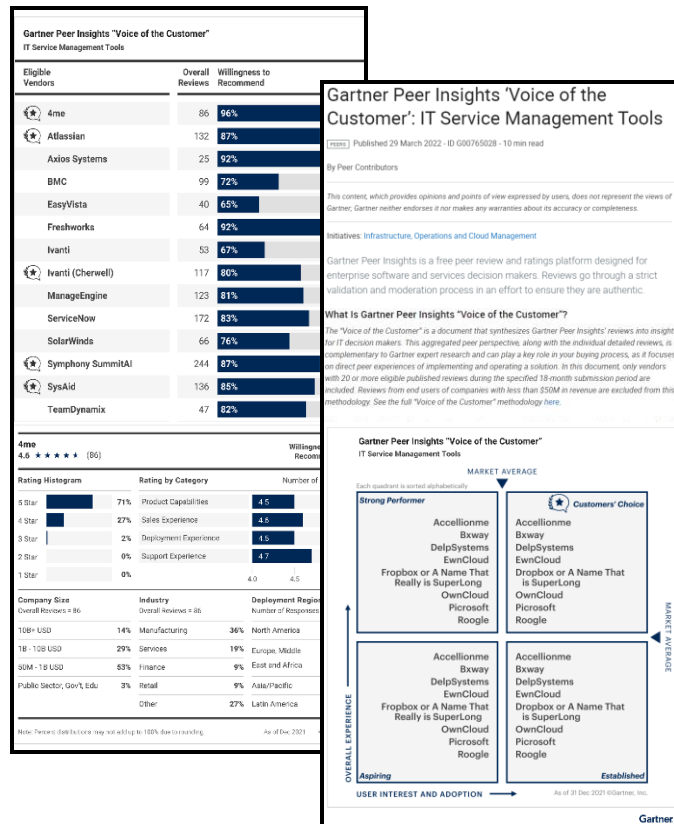


2H 2022 Innovations

Voice of the Customer Methodology Evolution

Recap: “Voice of the Customer” is a market-level synthesis of Peer Insights reviews

“Voice of the Customer” Report

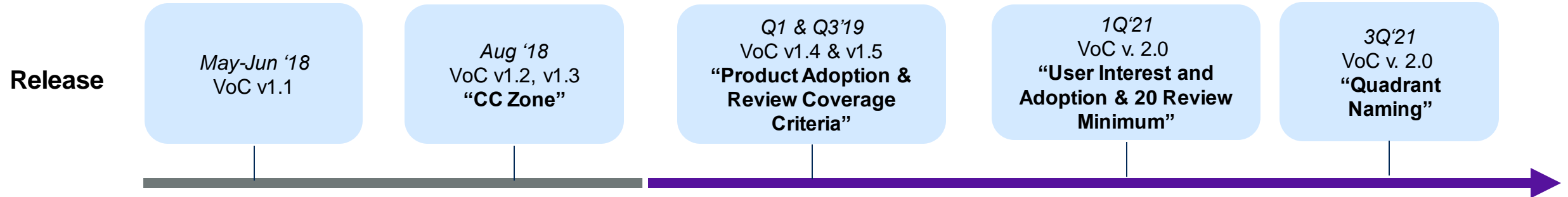


Written for end-users to help in **vendor discovery** and **shortlisting**

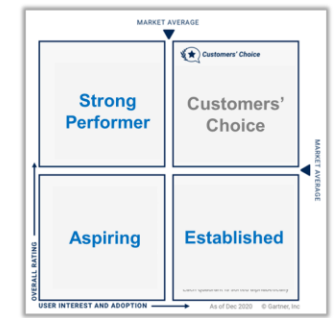
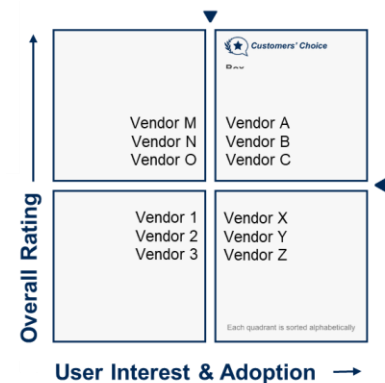
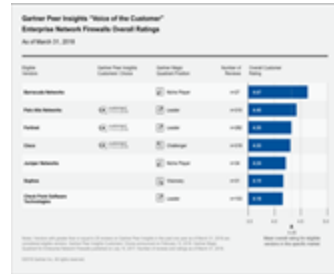
Synthesizes peer perspectives from reviews and ratings data

Complement to analyst-led research and advice such as Magic Quadrants

"Voice of the Customer" (VoC) iterations focused on driving end user value



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
- Reflect end user buying criteria and more robust data set** for end user consideration
- Clear quadrant naming** to further enable distinction

End users want “Voice of the Customer” Y-axis to include more data points than just “Overall Rating”

End Users find all ratings in survey important ...

“All of the ratings in the review survey are important. Even one that may not seem to matter as much can be a deal breaker.”

– Director of IT, Healthcare

... but Capabilities & Support/Delivery ratings stand out in addition to “Overall”

“We look for product features and capabilities that match our business problem, so these are most important.”

– VP, Engineering

“Better support from the vendor is worth more than a handful of features”

– Senior Manager, Manufacturing

We continue to evolve “Voice of the Customer” Y-axis based on end user feedback

Current (VoC 2.2)

Y-axis

- Calculation:



- Name: **Overall Rating**



New (VoC 3.0)

Y-axis

- Calculation:



- Name: **Overall Experience**

Updated "Voice of the Customer" dashboard will reflect new inclusion criteria for the VoC

Eligibility

Inclusion status (with updated criteria)

Inclusion Criteria Explanation

Analytics and Business Intelligence Platforms

Last updated May 11, 2022 6:19 AM (EST). Check back regularly as standings are dynamic and subject to change.

[Source Reviews](#)

Your current status: **Inclusion criteria not met**

Requirement for Inclusion	Status	
20+ Eligible Reviews	✘	View Eligible Reviews
15+ Capabilities Ratings	✔	
15+ Support / Delivery Ratings	✔	

Review Eligibility Window
1 Jan 2021 12:00 AM EST - 30 Jun 2022 11:59 PM EST

50 day(s) left!

Tentative VOC Publish Date
Aug 2022

VOC Inclusion Criteria

You must meet these inclusion criteria to be included in the Voice of the Customer.

- **20+ Eligible Reviews** submitted and published during the 18-month eligibility period
- **15+ Capabilities Ratings** within the 20+ eligible reviews (excludes "n/a" answers)
[What is the Capabilities rating?](#) ^
For software markets it is **overall rating of product capabilities**.
For service markets it is **overall rating of service capabilities**.
- **15+ Support / Delivery Ratings** within the 20+ eligible reviews (excludes "n/a" answers)
[What is Support / Delivery rating?](#) v

Note: This excludes reviews on legacy products, reviews from companies with revenues less than \$50 M USD, and reviews from reviewers with an exclusive partnership with the product or vendor being reviewed.

[Read VOC Methodology](#)

Option to source more reviews

Window for VoC reviews and time remaining

Further explanation of inclusion criteria

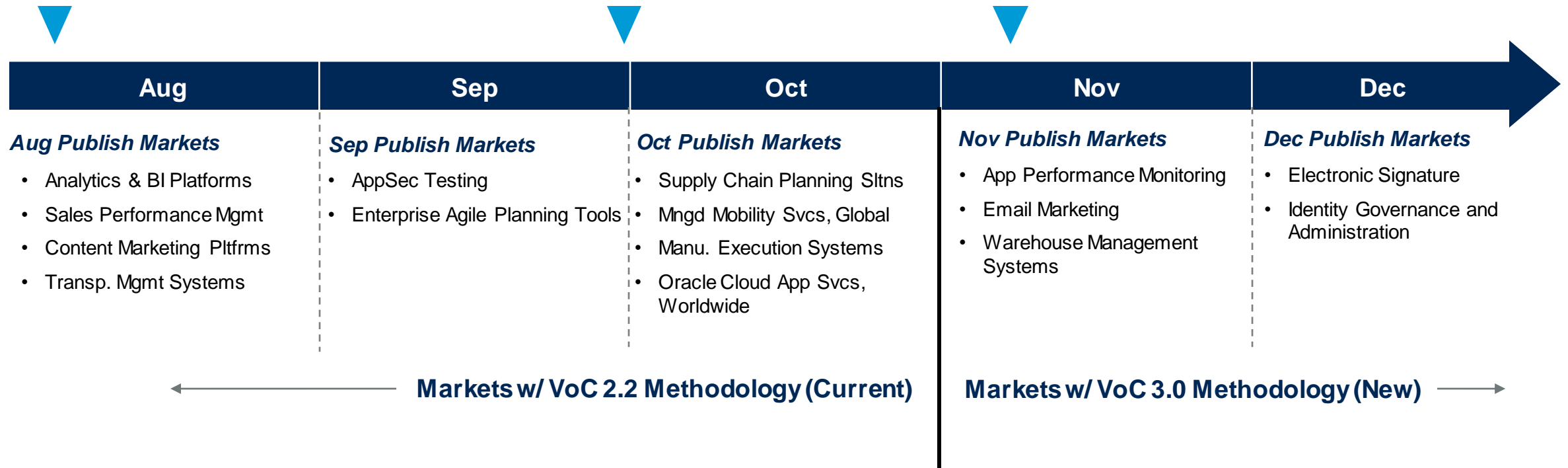
New methodology will begin applying for Nov '22 publishing documents

Timeline for new methodology:

New VoC Dashboard live with new inclusion criteria





Cut-off date for reviews for November publications

New methodology in published documents



Vendor Experience Updates

Thank you for your feedback! – What is working well

What is working well	Vendor Comments
 Review Sourcing Capabilities	<i>"The ability to create review sourcing links is a step above the rest."</i>
 Gift Card Functionality	<i>"The gift card integration with Tango has been easy"</i> <i>"Links are easy to create. Gift cards are helpful"</i>
 Quality of Reviews	<i>"Vendors and customers alike appreciate the comprehensive reviews."</i>
 Resources and Support	<i>"I am new to the Peer Insights platform so I'm just learning. I have a terrific program manager, who guides me and helps me when I get stuck."</i>

Number of Responses to vendor feedback survey: 204

Thank you for your feedback! – Areas of improvement

Themes	What Can We Improve?	Vendor Comments	Planned Action
1. Ease of Doing Business	Website & Email Experience	<i>"The user experience is truly not intuitive."</i>	<ul style="list-style-type: none">✓ Improved Product Update Forms✓ Improved Product Profile✓ Improved Email Templates
2. Reviewer Experience	Email Messaging	<i>"A lot a reviews are discarded, nobody knows the reason, and we are disturbing happy customers "</i>	<ul style="list-style-type: none">✓ Improved Review Rejection Flow
3. Review Sourcing	Invite Customers	<i>"Better direction on how to invite customers to participate and what is expected of them"</i>	<ul style="list-style-type: none">✓ Pilots planned for H2 2022 – Exploring ways to make it easier & better

Number of Responses to vendor feedback survey: 204

Vendor Experience updates: better submission guidance and next steps

Product Profile Updates

Email Updates

Previous

Tell us about your company

Company Name
 Address
 Company Description
 Tell us about your company
 Show guidelines
 Parent Company
 Head Office Location
 Number of employees
 Annual Revenue
 Year Founded
 Company Type

Current

Step 1
Share your Product or Service details with us

Product or Service Name
 Type your listed product or service name
 If you are unable to find your product in the drop-down list, please click the link to add your product to Peer Insights.
 Market
 Select a market linked to the product

Step 2
Add your Product & Pricing Description

Product or Service description
 Do not use words like best, most, leading, award-winning, leader etc.
 Add about your product or service features, what it does and the business problem it solves.
 Sample Description
 Gartner Peer Insights is a ratings and review platform for enterprise software designed to help senior IT and business decision makers in Enterprises make informed software purchases. With over 300k in-depth reviews that have been validated and verified by Gartner, users can compare software capabilities, service and support, and integration and deployment ratings across more than 6,000 products in 300+ Gartner-defined markets.
 Pricing Model Description
 Add a pricing description for the Peer Insights Product Profile.

Step 3
Upload Product or Service screenshots

Upload screenshots of Product or Service diagrams
 Provide actual product screenshots (not marketing material). For services, screenshots are optional, but you can add service architecture diagrams.
 Upload
 Enter Title of the uploaded file
 Screenshots of your product or service architecture diagrams should be in .jpg, .png, or .svg format. File should not exceed 1024 KB.
 Sample screenshots

- 1. Clear Guidelines
Specific guidance for each input
- 2. Example responses
To inform, what good looks like

Previous

Gartner peerinsights.

Your request has been received

Hi ,

Thank you for your interest in Gartner Peer Insights Technology Provider Tools portal.

We have received your request with Reference ID PI-2107000266714. Please note that we are experiencing a busy period and request processing time is approximately 8-10 business days.

VIEW STATUS

Resources | FAQs | Community Guidelines

Please let us know if you have any additional questions, we are happy to help.

Regards,
Gartner Peer Insights Team

Gartner.
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Privacy Policy | Contact Us
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Current

Gartner Peer Insights.

Your Remove Product request has not been approved!

Hi Auto-API,

Your Remove Product request with Reference ID PI-2205000288238 has not been approved.

You can view details by clicking the button below.

View Details

If you have any questions about Remove Product request, you can visit our FAQs and Guidelines pages. For further assistance or additional information, contact us at PeerInsights@gartner.com.

We're always looking for ways to improve, which is why we'd love your help in answering 3 quick questions highlighting your experience on the request. We promise it will take you less than a minute.

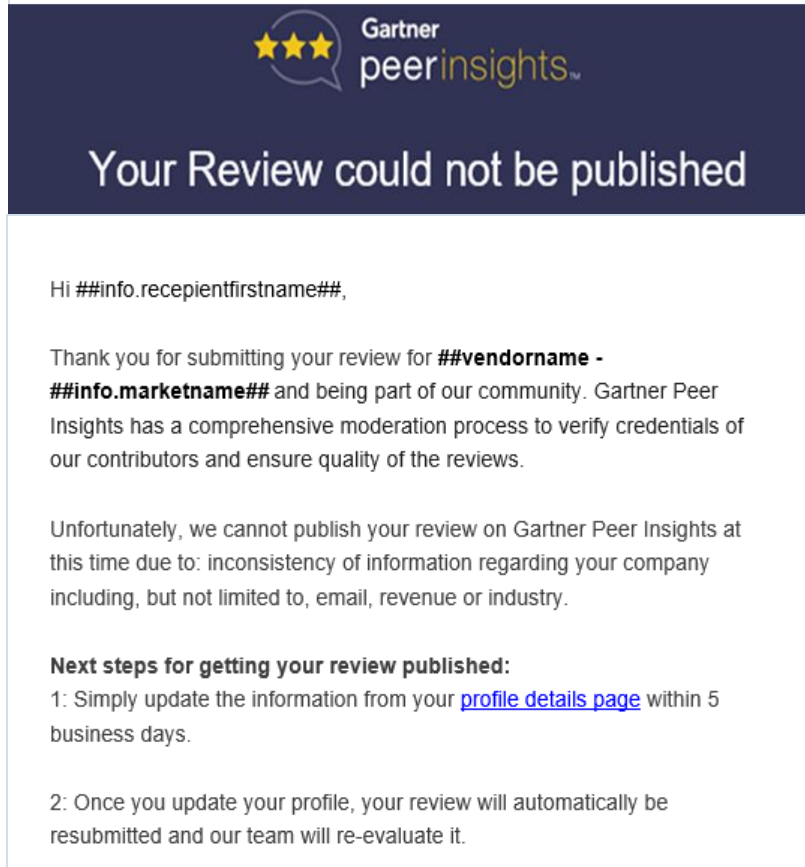
Click here to begin the survey.

Regards,
Gartner Peer Insights Team

- 1. Specific Details
Added Request Type
- 2. Actionable
Direct link to details, FAQs, Guidelines

Reviewer experience updates: better next-steps direction

Current Email Messaging



The current email template features a dark blue header with the Gartner Peer Insights logo and three stars. Below the header, the main text is white on a dark background, stating "Your Review could not be published". The body of the email is white with black text, providing a general explanation of the moderation process and listing two steps for getting the review published.

Hi **##info.receipientfirstname##**,

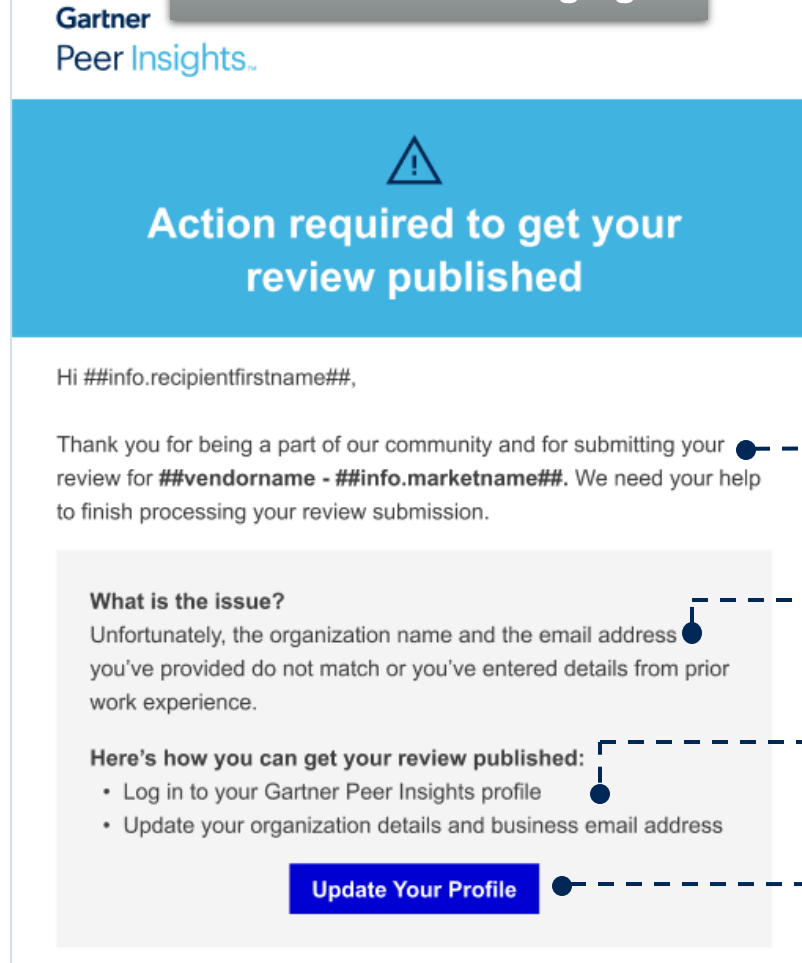
Thank you for submitting your review for **##vendorname - ##info.marketname##** and being part of our community. Gartner Peer Insights has a comprehensive moderation process to verify credentials of our contributors and ensure quality of the reviews.

Unfortunately, we cannot publish your review on Gartner Peer Insights at this time due to: inconsistency of information regarding your company including, but not limited to, email, revenue or industry.

Next steps for getting your review published:

- 1: Simply update the information from your [profile details page](#) within 5 business days.
- 2: Once you update your profile, your review will automatically be resubmitted and our team will re-evaluate it.

New Email Messaging



The new email template features a blue header with a warning icon and the text "Action required to get your review published". The body of the email is white with black text, providing a specific explanation of the issue and a list of steps for getting the review published. A blue button labeled "Update Your Profile" is prominently displayed at the bottom.

Gartner
Peer Insights™

Action required to get your review published

Hi **##info.receipientfirstname##**,

Thank you for being a part of our community and for submitting your review for **##vendorname - ##info.marketname##**. We need your help to finish processing your review submission.

What is the issue?
Unfortunately, the organization name and the email address you've provided do not match or you've entered details from prior work experience.

Here's how you can get your review published:

- Log in to your Gartner Peer Insights profile
- Update your organization details and business email address

[Update Your Profile](#)

1. Succinct
Shortened and direct messaging

2. Specific
Unique message for each case

3. Directional
Specific guidance on next steps

4. Actionable
Direct linkage to the CTA

Help us make Gartner Peer Insights better!

Take the Survey:

<https://gtnr.it/vendor-survey-july-2022>



We want to hear your feedback!

Time Needed:
~5 minutes

Submit By:
August 15

★★★ Rate your experience

⚙️ Share where we can improve

📋 Tell us what is critical to your needs

Where else can I access the survey?

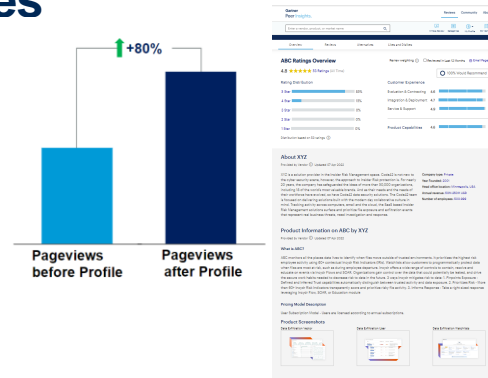
- ✓ Included in the follow up email
- ✓ Live in your vendor portal
- ✓ In the “Chat” function now!

Summary & Next Steps:

Product and Vendor Profiles

Submit your details [here](#)

- Setting up a Product Profile can result in **80% increase in pageviews**
- Follow [best practices](#) for quick approvals



Partner Reviews Now Accepted

Create [Review Sourcing Link](#)

- Partner reviews are now accepted on Peer Insights, [learn more here](#)
- Partner reviews are **not included** in ratings and sub-ratings, and **not used by analysts** in Magic Quadrant

	Previous policy	Current policy
User	✓	✓
Partner*	X	✓ (special treatment)



Peer Insights Community

Visit [Community FAQ](#)

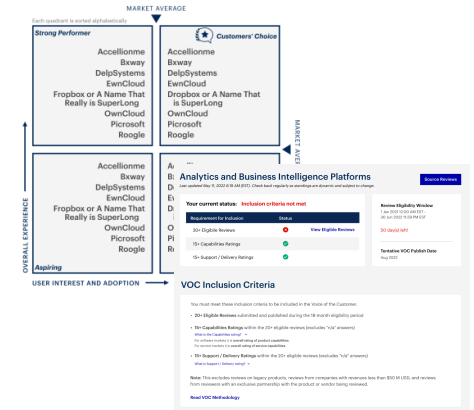
- Unified Reviews + Community platform offers **polls, discussions, and peer connections** (May 2021)
- Will soon be open to **all professionals** including marketing



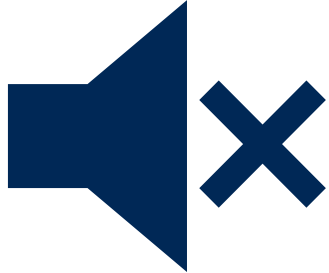
Voice of the Customer Methodology 3.0

For November 2022 publishing docs
Access [Methodology 3.0](#)

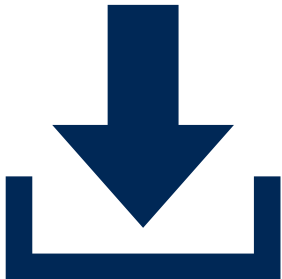
- Y-axis moves to **Overall Experience** (composite score of Overall Rating, Capabilities, and Support/Delivery)
- (Details will be published on the methodology page)



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



Please submit your questions via the Q&A feature to "All Panelists"



Materials will be posted in the vendor portal for download

See the Tech Provider Blog for additional information on new initiatives