Gartner Peer Insights ‘Vendor Spectrum’

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2019 Gartner Peer Insights: A Year in Review(s)

Gartner Peer Insights is a free peer review and ratings platform designed for enterprise software and services decision makers

107
Countries of origin

351
Markets covered

2,794
Vendors covered

6,701
Products reviewed

20% of reviews referred from a growing peer network

35% of reviews did not meet our tough standards

Gartner peerinsights customers' choice 2019

287 Customers' Choice distinctions

2M+ product comparisons

63K+ hours reading reviews

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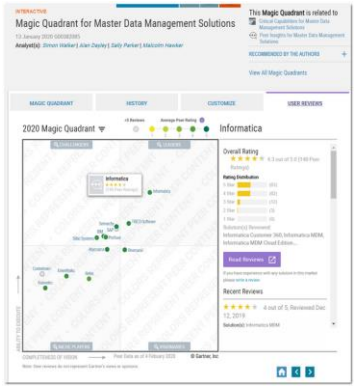
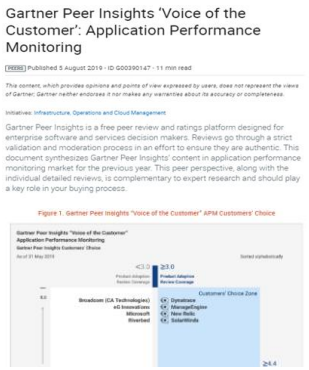
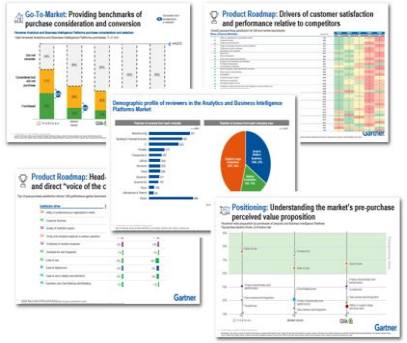
Gartner Peer Insights is a key source for Gartner Research (select examples)

Gartner peerinsights™

For end users

For providers

Document Type	Interactive Magic Quadrant	Voice of the Customer	Peer Lessons Learned	Vendor Spectrum	GMLT (GGM) Deep Dives	Roadmap Priorities
						
Status	**At scale**	**At scale + innovating**	**At scale**	**Piloted first note in April**	**At scale**	**Scaling**

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End users want insights on who their peers are considering and then selecting in their market

1. End users collect and leverage information from **multiple sources** as part of their technology buying and shortlisting process

2. End users want to have **peer-considered providers** on their radar

3. 'Best fit' provider for the end user is dependent on individual use cases; it is **insufficient to focus only on one segment of providers**

End user quotes

"I look at what Gartner is saying, do my own research, and discover new vendors at conferences or from peers and colleagues"

"Today, I use my peer network to help with sourcing the list of vendors I should be considering"

"In some cases, we've gone with small, lesser known players that are great in a highly specialized area, and for others, we need a vendor that has better breadth (vs depth) of capabilities"

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Introducing:
Gartner Peer Insights ‘Vendor Spectrum’

- Written for **end users** to help in technology provider **discovery, shortlisting and buying processes**, particularly in the early phases
- Includes **not only the providers whose products were selected, but also the broader set of providers who were considered** in these decisions
- Consideration is based on responses to the Peer Insights question **“What other vendors did you consider in your evaluation?”**
- Aligned to **Peer Insights markets**
- Available for providers as a **reprint**

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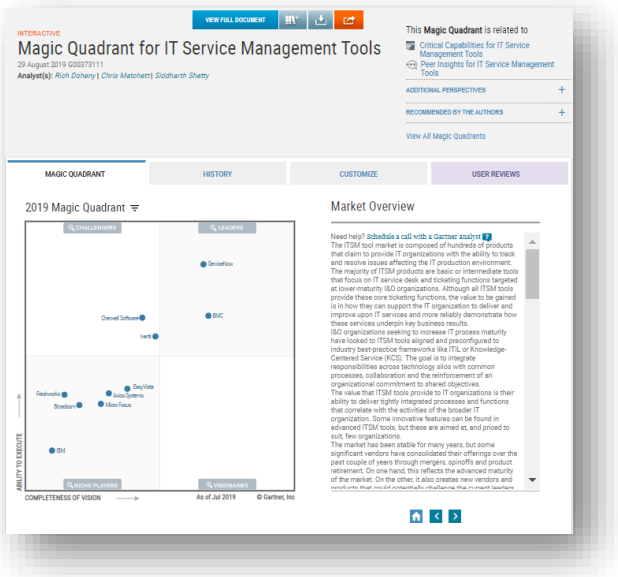
How does this document complement the Magic Quadrant and Voice of the Customer docs?

Magic Quadrant

Authoritative, expert research



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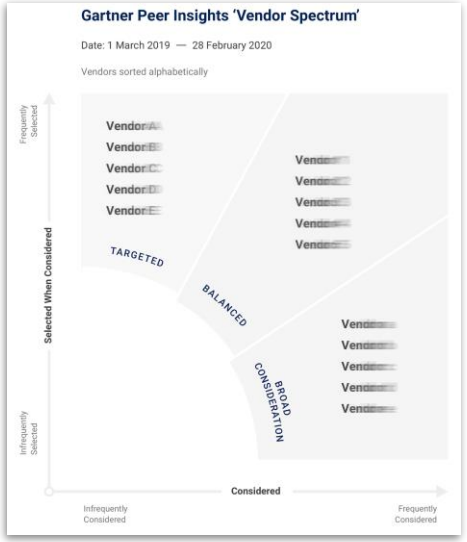
Voice of the Customer

Synthesized peer perspective

+

Vendor Spectrum

Peer landscape on provider selection activity



Complementary expert and peer views to help end-user clients make informed strategic decisions in the technology purchasing process

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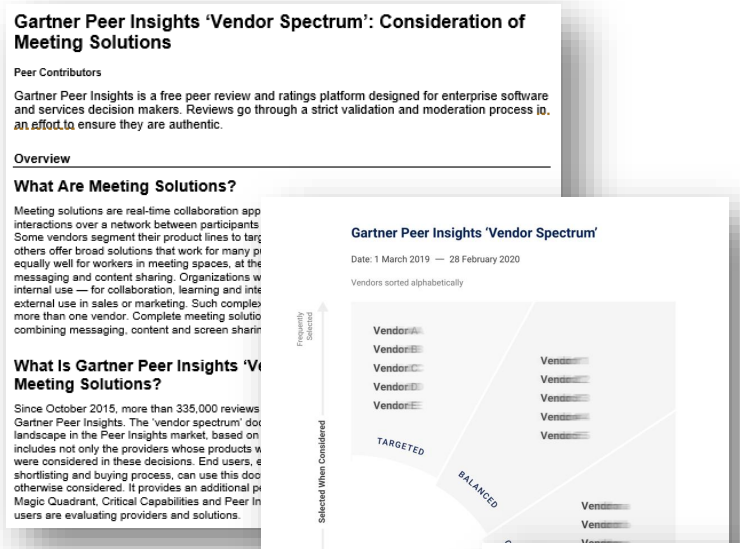
Document Structure

Overview of the market



Gartner Peer Insights 'Vendor Spectrum': Consideration of Meeting Solutions

Peer Contributors

Gartner Peer Insights is a free peer review and ratings platform designed for enterprise software and services decision makers. Reviews go through a strict validation and moderation process in an effort to ensure they are authentic.

Overview

What Are Meeting Solutions?

Meeting solutions are real-time collaboration app interactions over a network between participants. Some vendors segment their product lines to targ others offer broad solutions that work for many pu equally well for workers in meeting spaces, at the messaging and content sharing. Organizations w internal use — for collaboration, learning and inte external use in sales or marketing. Such complex more than one vendor. Complete meeting solutio combining messaging, content and screen sharin

What Is Gartner Peer Insights 'Ve Meeting Solutions?

Since October 2015, more than 335,000 reviews Gartner Peer Insights. The 'vendor spectrum' doc landscape in the Peer Insights market, based on includes not only the providers whose products w were considered in these decisions. End users, e shortlisting and buying process, can use this doc otherwise considered. It provides an additional pe Magic Quadrant, Critical Capabilities and Peer In users are evaluating providers and solutions.

Gartner Peer Insights 'Vendor Spectrum'

Date: 1 March 2019 — 28 February 2020

Vendors sorted alphabetically

Vendor A
Vendor B
Vendor C
Vendor D
Vendor E

TARGETED
BALANCED

Frequently Selected
Selected When Considered
Infrequently Selected
Infrequently Considered

Notes: The providers shown in the graphic are ba 28 February 2020 and published. The calculation and responses to the question "What other vend Providers that are below market median for "cons Providers in each group are listed alphabetically.

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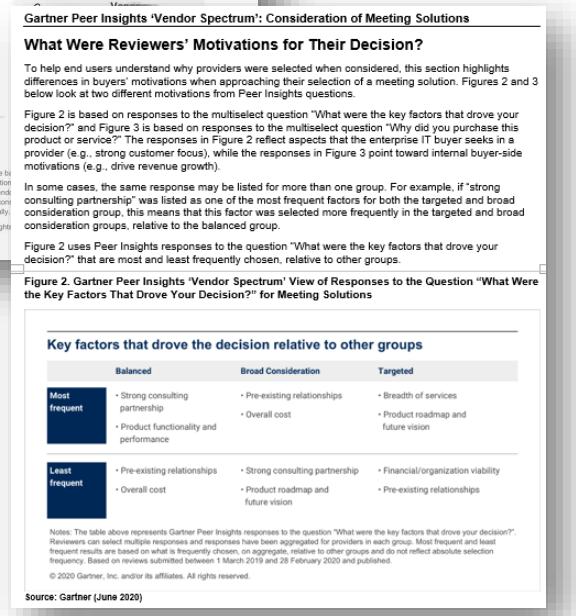
Vendor Spectrum graphic



Gartner Peer Insights 'Vendor Spectrum': Consideration of Meeting Solutions

What Were Reviewers' Motivations for Their Decision?

To help end users understand why providers were selected when considered, this section highlights differences in buyers' motivations when approaching their selection of a meeting solution. Figures 2 and 3 below look at two different motivations from Peer Insights questions.

Figure 2 is based on responses to the multiselect question "What were the key factors that drove your decision?" and Figure 3 is based on responses to the multiselect question "Why did you purchase this product or service?" The responses in Figure 2 reflect aspects that the enterprise IT buyer seeks in a provider (e.g., strong customer focus), while the responses in Figure 3 point toward internal buyer-side motivations (e.g., drive revenue growth).

In some cases, the same response may be listed for more than one group. For example, if "strong consulting partnership" was listed as one of the most frequent factors for both the targeted and broad consideration group, this means that this factor was selected more frequently in the targeted and broad consideration groups, relative to the balanced group.

Figure 2 uses Peer Insights responses to the question "What were the key factors that drove your decision?" that are most and least frequently chosen, relative to other groups.

Figure 2. Gartner Peer Insights 'Vendor Spectrum' View of Responses to the Question "What Were the Key Factors That Drove Your Decision?" for Meeting Solutions

Key factors that drove the decision relative to other groups

	Balanced	Broad Consideration	Targeted
Most frequent	• Strong consulting partnership • Product functionality and performance	• Pre-existing relationships • Overall cost	• Breadth of services • Product roadmap and future vision
Least frequent	• Pre-existing relationships • Overall cost	• Strong consulting partnership • Product roadmap and future vision	• Financial/organization viability • Pre-existing relationships

Notes: The table above represents Gartner Peer Insights responses to the question "What were the key factors that drove your decision?". Reviewers can select multiple responses and responses have been aggregated for providers in each group. Most frequent and least frequent results are based on what is frequently chosen, on aggregate, relative to other groups and do not reflect absolute selection frequency. Based on reviews submitted between 1 March 2019 and 28 February 2020 and published.

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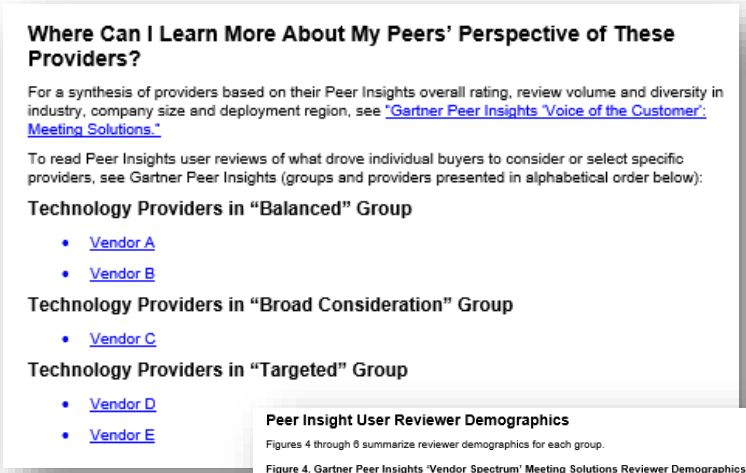
Source: Gartner (June 2020)

Reviewers' motivations

Peer Insights links



Where Can I Learn More About My Peers' Perspective of These Providers?

For a synthesis of providers based on their Peer Insights overall rating, review volume and diversity in industry, company size and deployment region, see "Gartner Peer Insights 'Voice of the Customer': Meeting Solutions."

To read Peer Insights user reviews of what drove individual buyers to consider or select specific providers, see Gartner Peer Insights (groups and providers presented in alphabetical order below):

Technology Providers in "Balanced" Group

- Vendor A
- Vendor B

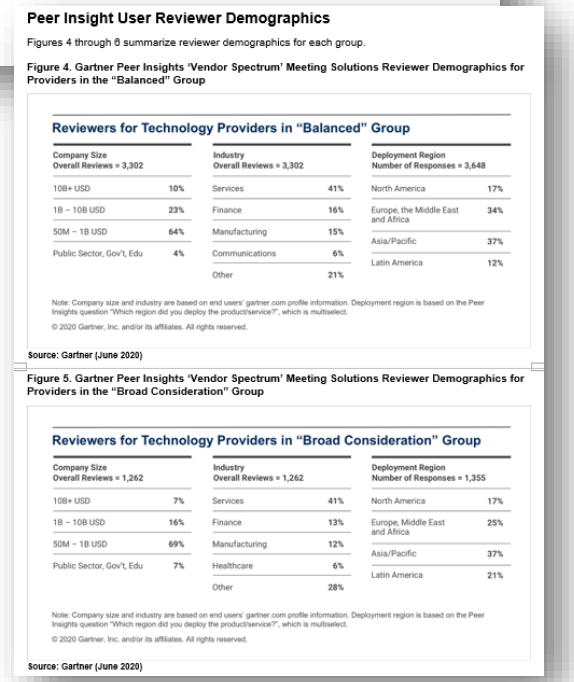
Technology Providers in "Broad Consideration" Group

- Vendor C

Technology Providers in "Targeted" Group

- Vendor D
- Vendor E

Reviewer demographics



Peer Insight User Reviewer Demographics

Figures 4 through 6 summarize reviewer demographics for each group.

Figure 4. Gartner Peer Insights 'Vendor Spectrum' Meeting Solutions Reviewer Demographics for Providers in the "Balanced" Group

Reviewers for Technology Providers in "Balanced" Group

Company Size Overall Reviews = 3,302		Industry Overall Reviews = 3,302		Deployment Region Number of Responses = 3,648	
10B+ USD	10%	Services	41%	North America	17%
1B – 10B USD	23%	Finance	16%	Europe, the Middle East and Africa	34%
50M – 1B USD	64%	Manufacturing	15%	Asia/Pacific	37%
Public Sector, Gov't, Edu	4%	Communications	6%	Latin America	12%
		Other	21%		

Note: Company size and industry are based on end users' gartner.com profile information. Deployment region is based on the Peer Insights question "Which region did you deploy the product/service?", which is multiselect.

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Source: Gartner (June 2020)

Figure 5. Gartner Peer Insights 'Vendor Spectrum' Meeting Solutions Reviewer Demographics for Providers in the "Broad Consideration" Group

Reviewers for Technology Providers in "Broad Consideration" Group

Company Size Overall Reviews = 1,262		Industry Overall Reviews = 1,262		Deployment Region Number of Responses = 1,355	
10B+ USD	7%	Services	41%	North America	17%
1B – 10B USD	16%	Finance	13%	Europe, Middle East and Africa	25%
50M – 1B USD	69%	Manufacturing	12%	Asia/Pacific	37%
Public Sector, Gov't, Edu	7%	Healthcare	6%	Latin America	21%
		Other	28%		

Note: Company size and industry are based on end users' gartner.com profile information. Deployment region is based on the Peer Insights question "Which region did you deploy the product/service?", which is multiselect.

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Source: Gartner (June 2020)

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Vendor Spectrum Groups Overview

Targeted

Not as frequently considered relative to providers in other groups. However, when these providers are considered, they are frequently selected.

Balanced

Often considered relative to providers in other groups. When these providers are considered, they are frequently selected.

Broad Consideration

Not as frequently selected relative to providers in other groups. However, these providers are frequently considered.

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Next Steps

- Providers that are included in the main graphic will receive the full document preview several days prior to publication (process will be the same as with the Voice of the Customer)
- The document can be leveraged to understand the competitive environment, as well as for market positioning
- For any questions, please reach out to **PeerInsightsVendorSuccess@gartner.com**

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