

# Company-specific quotes

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- Why doesn't Gartner allow us to use a quote about our company or our products/services?
  - This rule is designed to protect Gartner's objectivity and neutrality. When company-, product-, or service-specific quote is included in a technology provider's marketing materials, there is an appearance of endorsement.
- We are simply quoting what Gartner has written in its own research, why don't you stand by your words?
  - We acknowledge the company-, product-, or service-specific quote appears within the published research. However, when used within your marketing initiatives – and outside the context of the full, comprehensive report – the objective nature of our research is compromised. This type of use negatively impacts Gartner's integrity.