

# OFFICE OF THE OMBUDSMAN

Our assurance of impartiality

Thoughtful companies deal proactively with potentially contentious issues and have mechanisms to handle disputes and rumors. At Gartner, the Office of the Ombudsman is that mechanism. Our integrity is everything. Safeguarding it continuously protects the interests of our clients.

## GARTNER OFFICE OF THE OMBUDSMAN

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Gartner provides highly qualified, independent, objective and accurate advice to our clients. As the world's foremost authority where business meets technology, we provide insight based on the facts as our analysts see them, without unfair or undue influence.

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## HOW DO WE DO THIS?

Through strict adherence to the highest standards for objectivity and integrity. The Gartner Office of the Ombudsman is the place to go with questions about standards related to specific published research or any aspect of the Gartner business. Our analysts need to know they have the right to be free of compromise to their objectivity as they provide analysis, predictions and recommendations to clients, making sure that our research processes remain separate and distinct from any other Gartner business activities. Our clients need to be assured that our analysts remain free of undue influence. And our sales associates need to feel confident that the products they sell maintain the highest standards for integrity. The ombudsman provides this assurance.

## WHAT IS AN OMBUDSMAN?

The Gartner Office of the Ombudsman has been modeled after that of the news industry, in which the ombudsman takes action on issues of accuracy, fairness, tone and balance submitted by newspaper readers or radio listeners. As in the news industry, the Gartner ombudsman recommends approaches to address these issues via content or process updates.

At Gartner, these issues may be raised by clients, non-clients or our associates. We don't simply react to comments from these audiences — we invite these comments with a dedicated website and staff that address issues as they arise.

Our ombudsman is responsible for ensuring that:

- Gartner analysts are allowed to operate independent of influence
- Analysts' opinions are grounded in a consistent methodology and fact-based analysis
- Any dispute around fairness or accuracy is resolved openly and equitably
- Gartner associates act within acceptable ethical boundaries, and these boundaries are constantly monitored
- People who raise issues about our fairness and objectivity to the Office of the Ombudsman do so in a confidential environment

## WHAT IS THE OMBUDSMAN'S JOB?

In addition to handling disputes, the ombudsman:

- Ensures fairness in the Gartner Code of Conduct, Copyright and Quote Policy, and Gartner Research policies and methodologies
- Follows a framework for consistent application of fairness standards
- Works with Gartner management across the company to ensure responsiveness and compliance

## WHY MAKE THE EFFORT?

Conflict-of-interest issues have, in recent years, emerged in many industries and areas of business. Given the nature of the current environment, we have formalized and publicized our commitment to objectivity to benefit both our associates and our clients. The ombudsman simply makes more public the ethics and standards we established when we were founded in 1979 and that continue to evolve.

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## HOW DO YOU KNOW IT'S TIME TO SEEK OUT THE OMBUDSMAN?

Whether you are an end user, vendor, Gartner associate, client or non-client, the ombudsman is available to help with issues of fairness, objectivity, process, quality and consistency. If you have any doubt, or if you just need clarification, then contacting the ombudsman is the prudent course of action. The ombudsman will listen to what you have to say and guide you through the process of addressing your issues. Bringing clarity and visibility to the task of delivering insight benefits everyone. Ensuring value and service without compromise.

## WHAT SHOULD YOU EXPECT WHEN YOU CONTACT THE OMBUDSMAN?

Prompt, personalized, professional, confidential service. The ombudsman reports outside of the Gartner business unit management chains, providing you with independent problem resolution. Ombudsman staff will listen to your issue and either ensure that you reach the appropriate contact within Gartner, or guide you through a carefully designed process that ensures that both sides of your issue are thoroughly examined. While not every issue can be resolved to the satisfaction of all parties, the ombudsman process offers a balanced, fair approach to resolution.