



# About Gartner Technology Research

Created for Gartner University Games

# Why Research Matters

- There are many ways to inform decisions about technology. One way is with research. Gartner's proven research framework, supported by rigorous methodologies, differentiates our insights from other ways of getting information.
- The goal of our research is to create independent insight that is reliable and actionable. We sustain this goal by drawing on the most diverse community of technology users, providers and investors in the world.

# How we sustain our unique position



## **An independent, unbiased approach**

Gartner offers actionable advice from a qualified, unbiased source. As an independent research organization, we're not obligated to any external agenda and we put solid stakes in the ground about how technology is impacting the future.

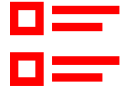
# How we sustain our unique position



## Peer review and collaboration

The insight authored by any single Gartner analyst is subject to a peer review process before it is published. Each document is reviewed by multiple sets of objective eyes to fully test and challenge the conclusions, as well as the relevance and business value of the research.

# How we sustain our unique position



## Rigorous, proven methodologies

Research methodologies, based on repeatable, proven processes, prescribe logical steps that must be taken each and every time a methodology is executed. Our methodologies, which are continually updated and improved, play a quality assurance role that is never compromised.

# How we sustain our unique position



## Finely tuned, role-based insight

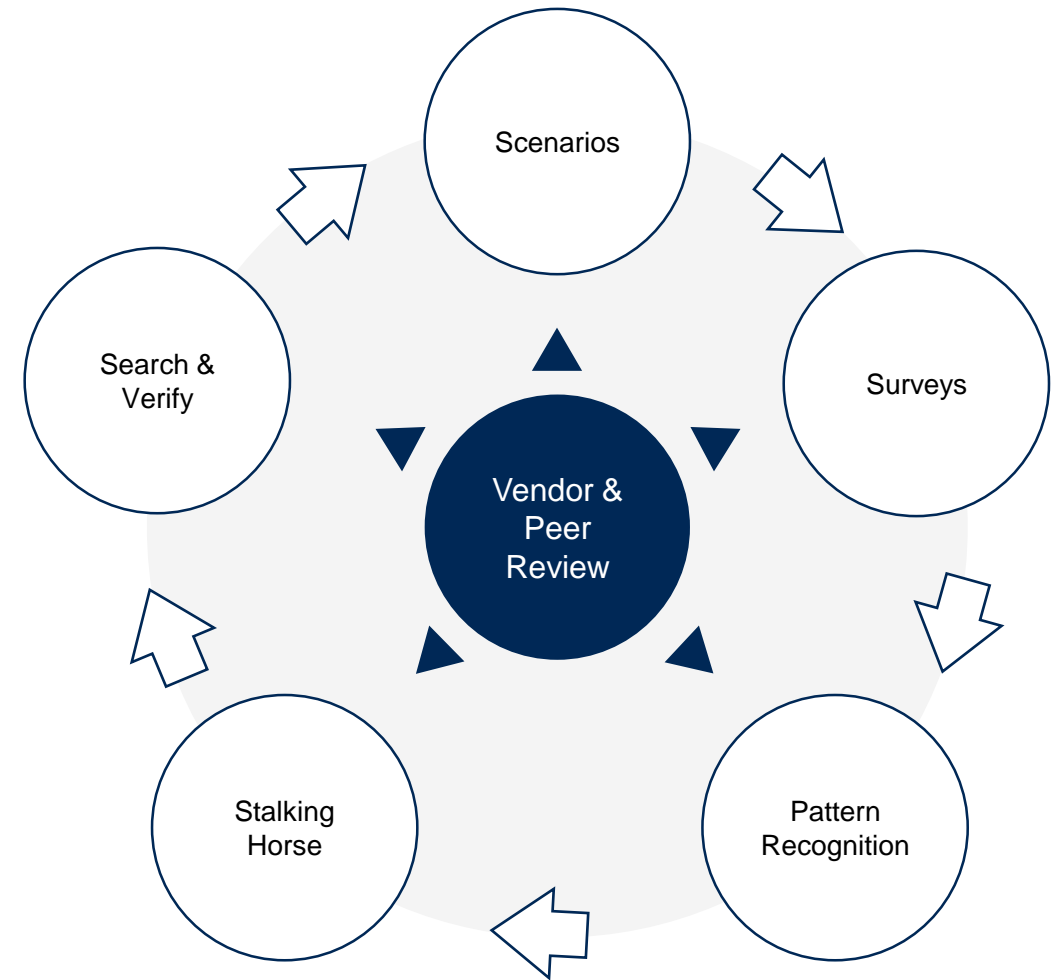
We organize our insight around key IT leadership roles, helping clients individually and collectively deliver the business outcomes they expect from key disciplines such as:

- Security
- Sourcing
- Enterprise architecture
- Application management
- Business intelligence
- Information management

# Our process

## Turning complex information into actionable advice

The Gartner research process involves input from a variety of market and client sources, enabling us to view technology topics from every angle. When a complex topic arises, analysts form a research community to discuss the subject and eliminate uncertainties.

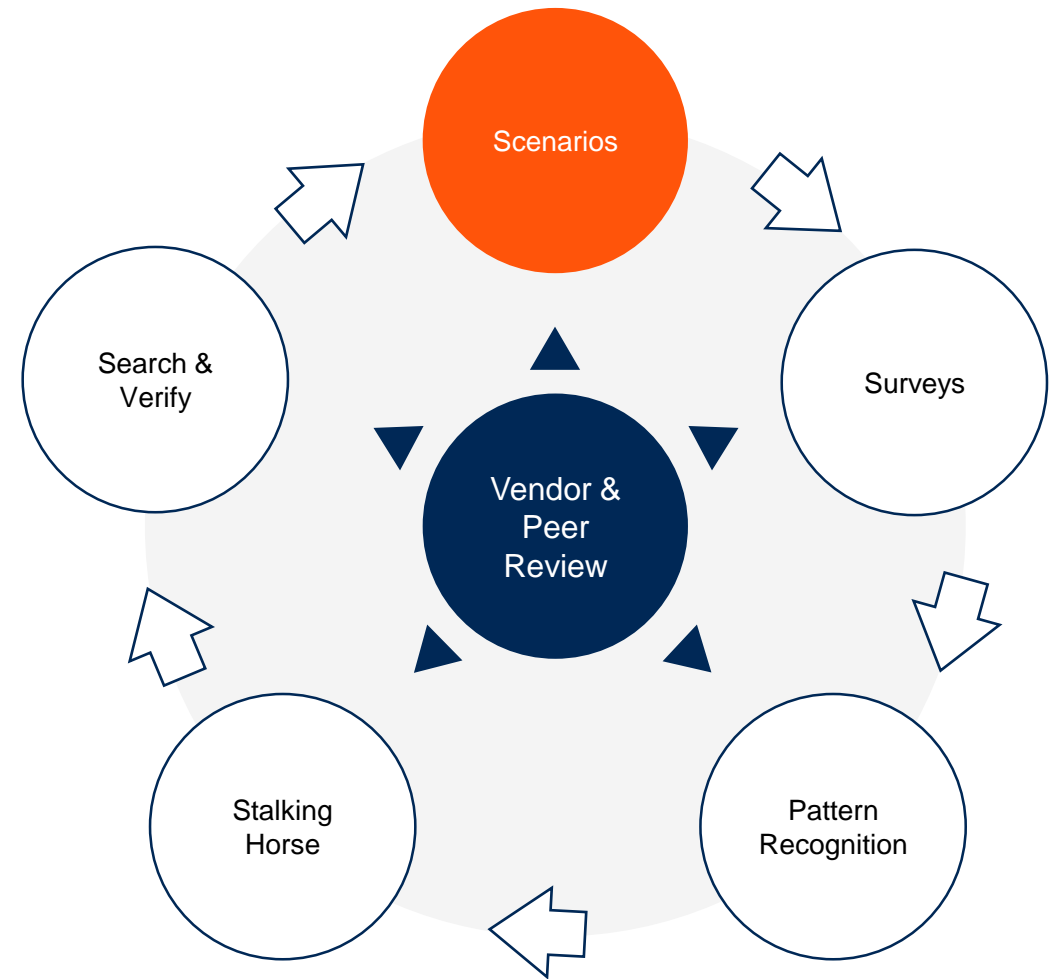


# Our process

## Scenarios

We set our research objectives by asking questions such as, “What disruptions in technology will take place over the next five to 10 years? What kind of impact will they have?”

Because Gartner is independent and not tied to any predetermined outcome, we explore tough situations or outcomes that other firms might not want to approach.

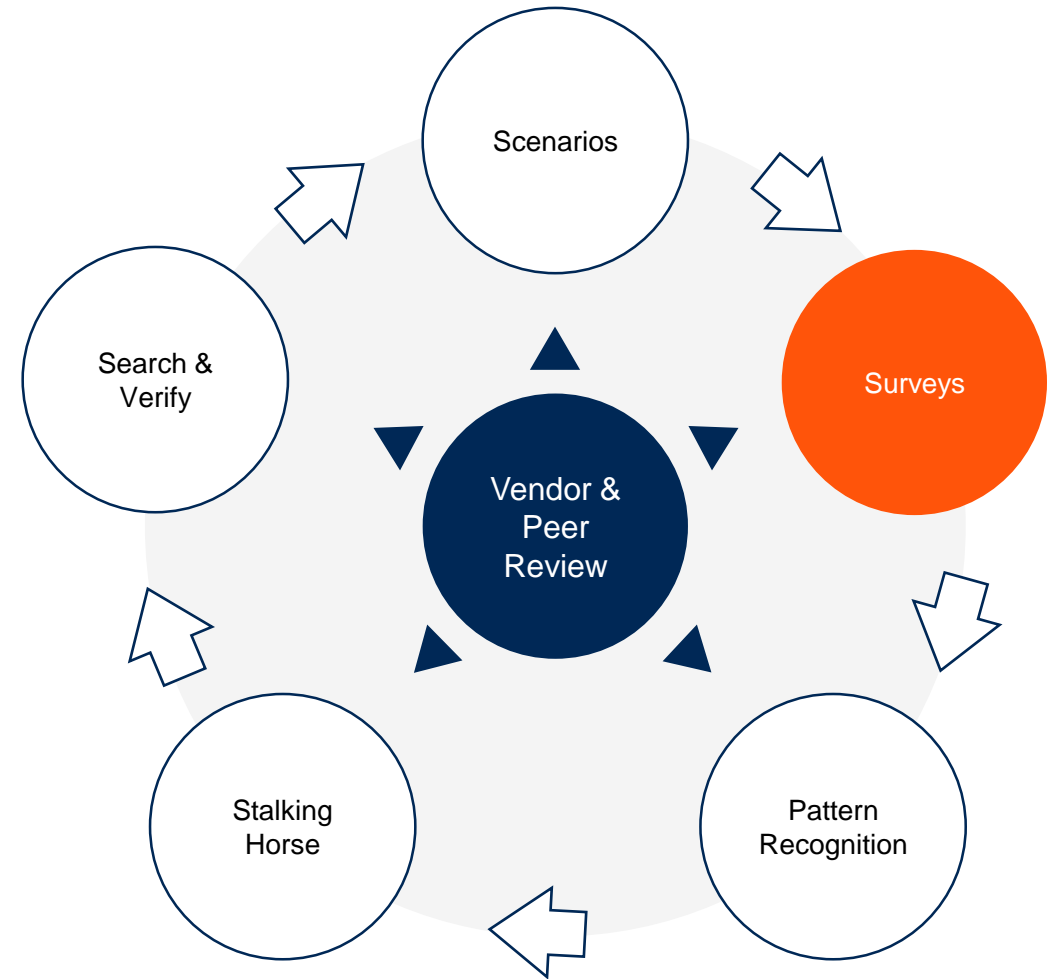


# Our process

## Surveys

Once an objective is set, our analysts conduct formal and informal surveys of IT users, technology providers, investors, business people, academicians and other researchers.

Our unmatched level of client exposure offers the broadest survey base available in the industry.

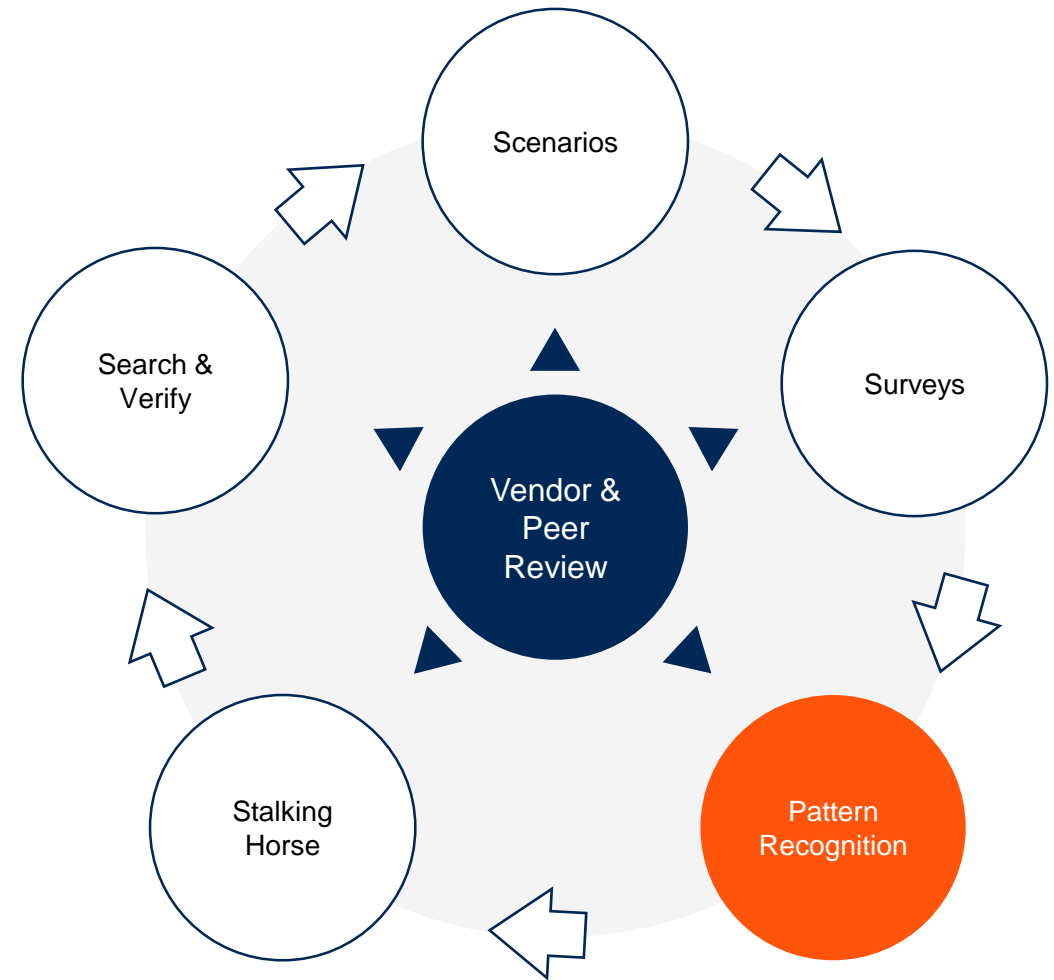


# Our process

## Pattern Recognition

By analyzing data from multiple sources, we identify emerging patterns within markets, modify assumptions and update the scenarios.

Proprietary methodologies bring structure and standardization, enabling us to deliver a full, accurate picture.

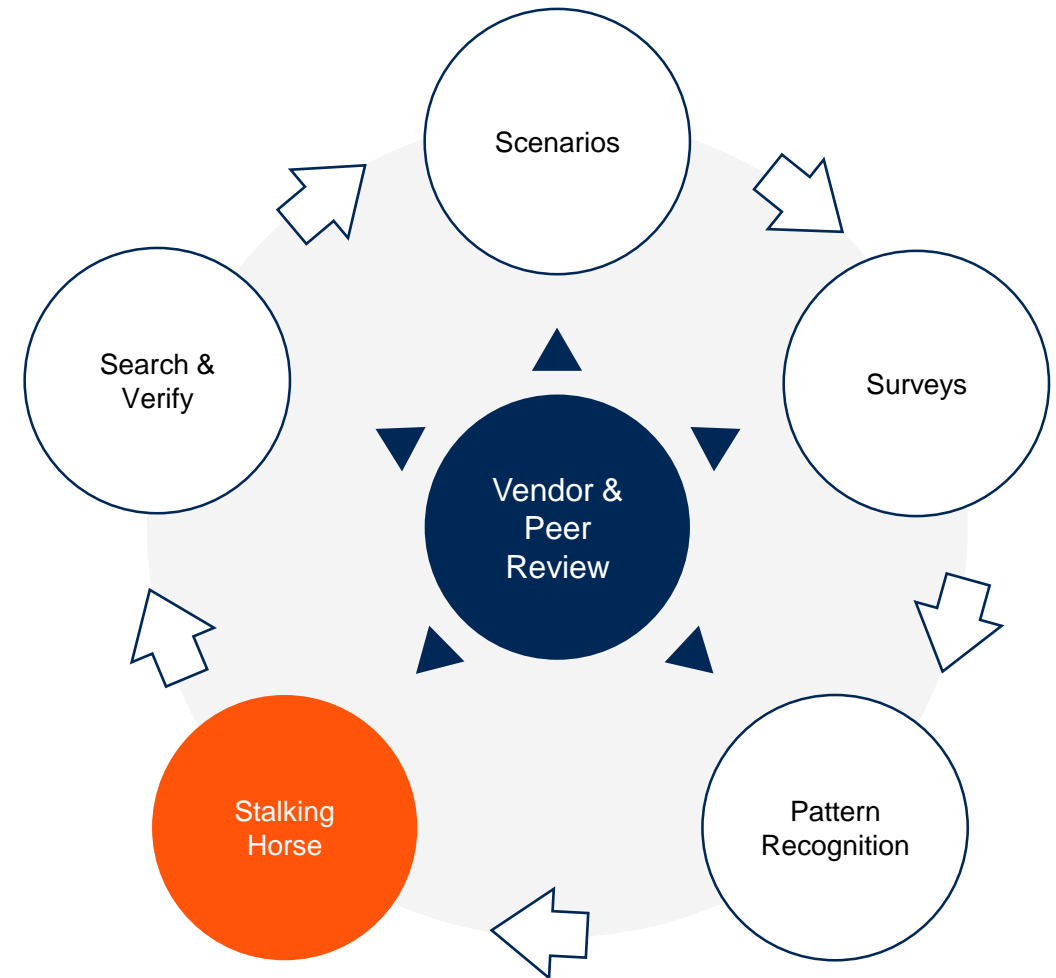


# Our process

## Stalking Horse

A “stalking horse” is a position released into the analyst community to be examined and debated from divergent viewpoints. We adjust this position, test it and readjust it until it appears to be the strongest conclusion to offer clients.

The unique size, scope and expertise of our analyst community ensure that clients get the most comprehensive analysis of every position.

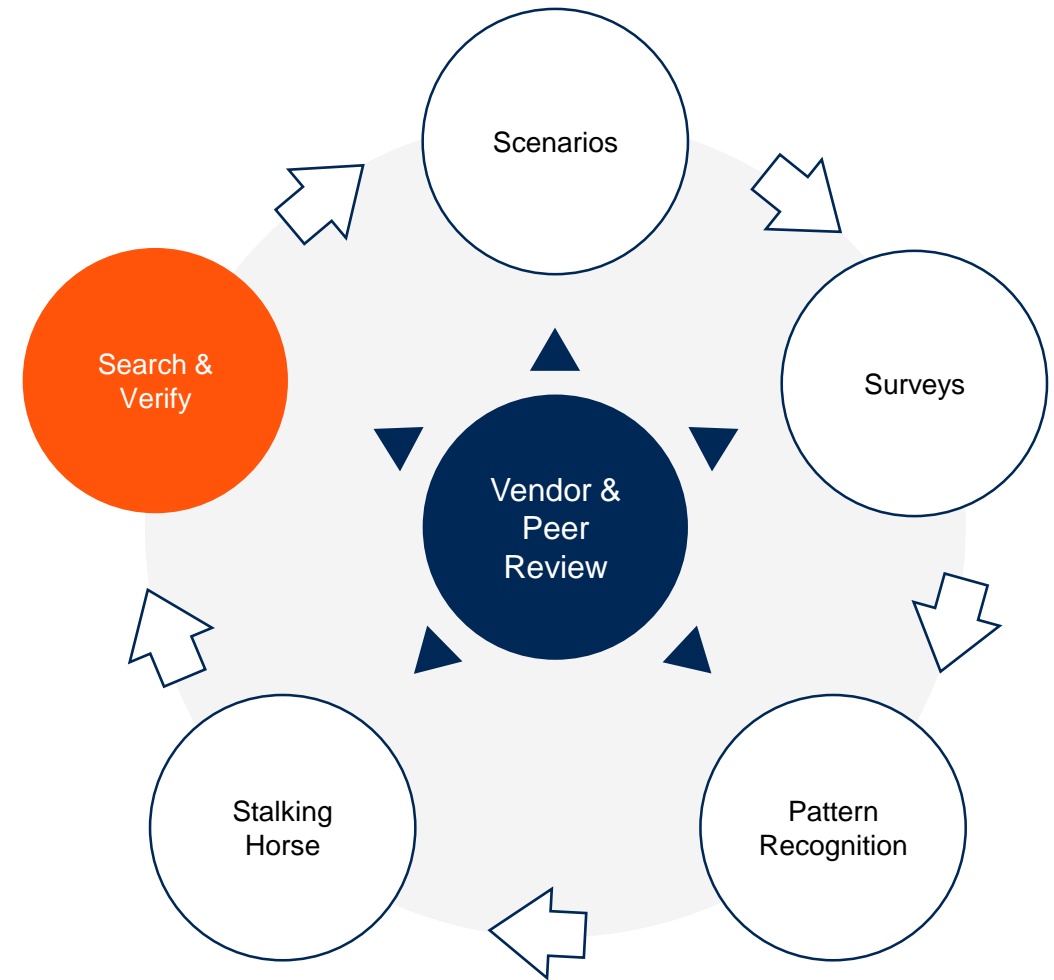


# Our process

## Search & Verify

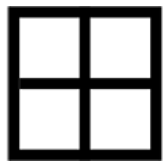
In this final step, we validate our findings against multiple internal and external sources and hold intense internal debates over the conclusions. Either we reach consensus or the position is discarded.

Continual updating and validation ensure that the insights we generate keep pace with the rapid changes in business and technology.



# Gartner proprietary methodologies

Our methodologies help clients discern crucial information from market noise so they can advance their initiatives and find answers to their most important questions. Clients value the underlying methodologies of our research process because these methodologies bring simplicity to complex situations.



Magic Quadrant



Critical Capabilities



Hype Cycle



IT Market Clock



Market Guide



Vendor Rating



ITScore



Market Share



Market Forecast

# Summary

Research is essential to any business because it:

- Informs decisions
- Reduces risk
- Helps us understand how others are responding to change

For research to add real value and confidence to decision making, it must derive from an unbiased source with no interest in any predetermined outcome.

The Gartner research process is driven by an agenda that considers input from a variety of market and client sources. It is designed to accommodate change while considering topics that may not always be intuitively obvious or mainstream.