














**Fuel the
future of
your business**

We equip leaders with indispensable insights, advice and tools to achieve their mission-critical priorities and build the successful organizations of tomorrow.

We work with you to tackle and technology challenges tomorrow's possibilities

User Note: If desired, you may click on a tile to display a sample value prop for your audience. At this time there is no additional information for Product Management, R&D and Strategy, so those three items are not clickable.

Leaders of every major function across the enterprise

 Customer Service & Support	 Finance	 Human Resources	 Information Technology	 Legal & Compliance	
 Marketing & Communications	 Product Management	 Research & Development	 Sales	 Strategy	 Supply Chain

at more than 15,600 organizations of every size, including 73% of the Global 500

User note: If desired, you may click on a tile to display support for how we help with each of these five leadership needs.

Succeeding today and preparing the future is grounded in five fundamental approaches



Know what “great” looks like so that you focus on what matters and what works



Stay on top of your game and empower your team to do the same



Benchmark to determine what’s working — and prioritize areas to improve



Choose the right technologies and get the best pricing and terms



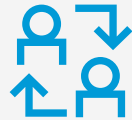
Learn from a community of true peers to benefit from their insights

We distill the data and expertise you need into a unique combination for making the right decisions and acting on them



Trusted insights

A clear picture of where you stand today — and how to lead your organization into the future



Strategic advice

One-to-one guidance to help you focus on the issues and opportunities that truly matter



Practical tools

Tools and programs to help you turn strategy into decisions, and execute for measurable results

We work with you to create a service plan for achieving your mission-critical priorities

Support your decisions with our objective research

- Proprietary methodologies that produce leading-edge business and technology insights to inform your decisions
- Exclusive peer briefings on the freshest findings and insights from our practitioner research
- The technology industry's largest data repository, with current data from 950 technology vendors across 400 tech markets

Talk to an expert

- 2,000+ Research & Advisory experts engaging in 300,000+ one-to-one client interactions in more than 100 countries each year — includes 10,000+ contract reviews and advising clients in >40 industry sectors
- Advisors who have the experience and knowledge to provide specific guidance for your role and your critical priorities
- A high-touch, 1:1 consultative approach that leaves you with not only ideas, but also the skills to implement them

Learn from peers

- A global network of peers from 15,600 organizations with whom you can exchange ideas, share perspectives and expedite solving shared challenges
- Opportunities such as structured meetups at conferences to interface with other C-level executives and heads of functions, getting a uniquely useful window into your most important challenges
- Peer benchmarks covering every major function to help you measure and improve performance

Deploy toolkits and guides

- Practical toolkits and guides that enable you to save time, empower your teams and effectively upgrade your processes
- Best-practice templates and step-by-step work plans that address common challenges across all major functions
- Maturity diagnostics that cover 45+ functional areas across the enterprise and apply a consistent methodology that uniquely factors capability and organizational importance

Engage a consultant

- More than 2,500 IT strategy consulting, benchmarking and contract optimization engagements annually
- Unbiased comparisons of technology performance relative to competitors and those considered best in class
- Enhanced negotiation leverage for purchasing across hardware, software, services and telecom
- Proven contract optimization advice by our Consulting team, producing measured hard-dollar savings running into hundreds of millions annually for clients each year

Attend conferences

- 75+ global conferences to help you master your role, transform your business and tap into an unsurpassed peer network
- 1:1 connections with Gartner experts to learn what you need to know now and what lies ahead
- Learnings from visionary leaders and unconventional thinkers who reveal surprising connections between life, business and technology

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Our offering for you

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Appendix: Gartner at a Glance

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Gartner at a Glance

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About Gartner

- The world's leading research and advisory company, founded in 1979
- **15,000+ associates** in 100+ offices around the world
- **\$4B** revenue in 2018
- 35+ consecutive quarters of **double-digit growth**
- Member of the **S&P 500**
- Deep **global business and technology** insight into every major function in the enterprise:



Customer
Service &
Support



Finance



Human
Resources



Information
Technology



Legal &
Compliance



Marketing &
Communications



Product
Management



Research &
Development



Sales



Strategy



Supply Chain

Clients we serve

- **15,600+ distinct organizations** in more than 100 countries
- **C-suite leaders and their teams across all enterprise functions** in every industry around the world
- Enterprises **large and small, in public and private sectors, including** 73% of the Global 500

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Gartner at a Glance

Last updated 28 February 2019

Trusted insights

- Developed through rigorous proprietary research methodologies to ensure our insights are **independent and objective**
- Created by a global team of **2,000+ experts** who understand your role, business and industry
- Complemented by **peer perspectives and advice** accessed through:
 - The **Gartner Peer Connect client community** of 85,000+ finance, HR, IT and supply chain members
 - **75+ global industry conferences and more than 700 live events** for high-level peer collaboration
 - **The Gartner Peer Insights public community**, where 90,000+ enterprise IT users have shared over 150,000 online reviews covering more than 6,000 IT products
- **Quoted by leading business publications worldwide** an average of 70 times every week

Strategic advice

- Delivered in **more than 300,000 one-to-one client interactions each year**
- Provided by **experts, many of who are former practitioners**, to help challenge conventional thinking and accomplish critical activities
- Informed by an **annual average of 230+ new, thoroughly vetted practitioner-sourced best practice cases**
- **2,500+** annual strategic consulting, benchmarking and contract optimization engagements with IT leaders through our Consulting business

Practical tools

- Maturity diagnostics that cover **more than 45 functional areas across the enterprise** and apply a consistent methodology that uniquely factors capability and organizational importance
- **170+ Gartner Magic Quadrants**, a standard for objective market analysis covering more than 1,600 technology and technology service vendors
- **600+ Gartner Ignition Guides** spanning more than 40 functional areas, for accelerating team execution
- Gartner TalentNeuron™ for workforce and recruitment planning, supported by more than **40 billion data points covering talent supply, demand and cost**
- The Gartner L2 Digital IQ index, including reports on the **performance of 2,200+ brands benchmarked across 1,250 data points**

To learn more about how Gartner fuels the future of business, visit [gartner.com](https://www.gartner.com).

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**Support: Gartner
serves leaders
of every major
function**

Why Gartner for Customer Service & Support?



Customer Service & Support

Frontline service representatives must provide increasingly tailored, high-quality service experiences at every point in the customer journey. As frontline productivity gaps grow, service organizations must build modern strategies and invest in a range of evolving technologies. We equip you with the intelligence and tools to do just that — and keep your support function at the forefront of your industry.

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- Groundbreaking insights like those shared in our book “The Effortless Experience,” which continues to be featured in leading industry magazines such as Harvard Business Review
- Proprietary datasets and benchmarks, including the Effortless Experience™ Dashboard and Ignition Diagnostic for Customer Service
- Global network of peers from more than 400 organizations

Why Gartner for Finance?



Finance

The primary mandate for finance leaders today is efficient growth — sustained, long-term revenue growth with simultaneous margin improvement. To achieve this, you must address both the attitudes and processes that govern how you invest. We'll equip you to help your organization grow with our array of financial insights, our strategic guidance on issues like technology and finance organizational structure, and our suite of practical tools.

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- “First Quarterly” journal on finance, risk and strategy helps organizations address the problems that require broad mobilization of organizational leaders
- Finance 2020 Competency Model helps you develop your staff for future needs of the function
- Finance performance benchmarks (spend and head count, organizational structure and performance metrics) include data from more than 800 companies
- Global network of finance peers from more than 1,750 client organizations

Why Gartner for HR?



Human Resources

As talent is increasingly discussed on investor calls, HR has come into the spotlight. Our expert analysis and insight on HR best practices, applied technology and the function's role in digital transformation mean you are equipped with the depth, breadth and scale of objective information, strategic advice and practical tools you need to ensure your organization succeeds today and thrives tomorrow.

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- Respected trade magazines and reports, including “CHRO Quarterly” and “Talent Analytics Quarterly”
- Insights supported by more than 40 billion data points covering talent supply, demand and cost
- Gartner ReimagineHR conference, the largest event for senior HR executives, with more than 1,250 executives attending in 2018
- Global network of HR peers from more than 3,000 organizations

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Why Gartner for IT?



Information Technology

As digitalization and innovation put more emphasis on the information, rather than the technology, in “IT,” the CIO’s role is transforming from delivery executive to business executive — from controlling costs and re-engineering processes to driving revenue and exploiting data. We equip you to identify opportunities for innovation and tackle your mission-critical priorities, turning you into an indispensable strategist and value generator for your organization.

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- Annual Gartner CIO Agenda Report, developed from responses of more than 3,100 CIOs in 89 countries representing approximately \$15 trillion in revenue/public-sector budgets and \$284 billion in IT spending, provides insight into trends in CIO priorities and investments
- End users, technology providers and investors use the Gartner Hype Cycle® to track and monitor the commercial viability of more than 1,700 technologies in 111 IT, business and consumer markets
- Clients continually monitor their provider portfolios with the Gartner Magic Quadrant®, a methodology that has become a standard for market analysis in 140 technology segments
- Gartner IT Symposium/Xpo™ is the world’s most important gathering of CIOs and senior IT executives®

Why Gartner for Legal & Compliance?



Legal & Compliance

As the regulatory and enforcement landscape continues to evolve, business leaders are demanding that you provide faster and less risk-averse guidance to aid them in making their decisions. At the same time, your budgets are decreased or held flat. We equip you to develop and communicate your strategy and establish the most efficient processes for an adaptive, intelligent legal and compliance function.

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- World's largest network of in-house counsel and compliance leaders, 500 organizations strong
- Recurring Gartner State of the Function survey that benchmarks spend, staff, structure and activities in legal, compliance and privacy departments
- Ignition Diagnostic functional maturity assessment and State of the Function assessment of budget, scope and productivity
- RiskClarity: A Corporate Integrity Service™, a comprehensive risk assessment service that evaluates organizational culture and misconduct

Why Gartner for Marketing & Communications?



Marketing & Communications

Gartner equips marketers with the objective, expert advice and proven tools they need to seize the right opportunities with clarity and confidence, and stay ahead of the trends that matter. Benchmark your performance with data-driven insights. Prioritize investments and areas of improvement. Execute your mission-critical priorities with speed and confidence. Connect with peers. Our personalized, high-touch service is focused on your success.

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- Recognized research, including the Gartner CMO Spend Survey, Gartner Magic Quadrant® and Gartner Hype Cycle®
- Customized, brand-specific insights delivered through the Gartner Digital Deep Dive
- Digital IQ reports and performance of 2,200+ brands benchmarked across 1,250 data points
- U.S. Consumer Insights from Gartner Iconoculture®
- Global network of leading B2B and B2C marketing organizations provides rich perspective
- Our in-person and virtual events, like Gartner Marketing Symposium/Xpo™ and executive and research briefings, offer unparalleled access to Gartner experts and peer networking

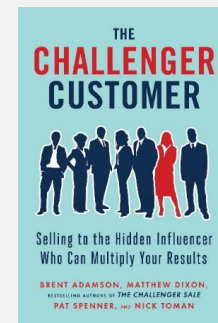
Why Gartner for Sales?



Sales

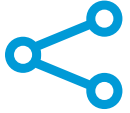
Typically, customers are spending about 27% of their time in digital channels from the beginning to the end of their buying journeys. It's crucial that sales teams manage both in-person and online experiences — and influence the technology decisions that unleash business growth. Our expertise in sales best practices and technology means you gain uniquely effective guidance for shaping your sales strategies.

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- Leading business books, including “The Challenger Sale” in and “The Challenger Customer,” which continue to be featured in leading industry magazines such as Harvard Business Review
- Proprietary solutions, including Gartner Sales Manager Coaching resources, Gartner Ignition Diagnostic for Sales, and commercial value proposition and messaging development
- Our annual Gartner Sales Conference is attended by over 1,200 senior executives
- Global network of peers from nearly 700 organizations

Why Gartner for Supply Chain?



Supply Chain

As digital business continues to shape the supply chain function, modernization and transformation have become operating imperatives. At Gartner, we equip you to turn those imperatives from potential sources of risk into significant opportunities for driving corporate strategy and value across your business.

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- Join a peer network with more than 2,500 supply chain leaders and executives
- Learn from Gartner experts who conduct thought-provoking research on the supply chain initiatives that matter the most to you
- Access an expansive library of peer-contributed videos and case studies to see how others like you have achieved supply chain excellence
- Attend the world's largest gathering of supply chain executives at our annual Gartner Supply Chain Executive Conference



Support: Five fundamental approaches of successful leaders



Know what “great” looks like so that you focus on what matters and what works

We help you:

- Cut through the clutter to quickly focus on what’s essential and what works (best practices)
- Create a fact-based plan of action
- Use your resources more efficiently and see results faster



Get unmatched breadth and depth of insight to keep you on the right track

- Insights from 300,000+ one-on-one client interactions per year
- Proactive service delivered in a way that is relevant to you
- An average of more than 230 new, rigorously vetted practitioner-sourced best practice cases each year
- 600+ Ignition Guides for accelerating team execution, plus ready-to-use templates and tools — never work from scratch

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Stay on top of your game and empower your team to do the same

We help you:

- Imagine and articulate a vision for a world-class organization
- Assess performance and upgrade talent and processes for growth
- Coach and prepare your leadership team for continuous improvement
- Develop agility to shift strategies when needed

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Our role-based professional development strengthens your entire organization with:

- Self-service research that equips you to stay at the top of your game
- One-on-one executive coaching to enhance your success
- Guidance and support for your transformational decisions and projects
- Individual and interactive conference sessions that challenge you to be a better leader

Benchmark to determine what's working — and prioritize areas to improve

We help you:

- Check your thinking against what others have done and build a strong case for your plans
- Measure your spending and operations against peers'
- Identify capability and performance gaps to prioritize investments that improve business performance, drive growth and affect the bottom line
- Align technology to your business goals

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Save real money with:

- Peer benchmarks to help you measure and improve performance
- Maturity assessments spanning 45+ functional areas across the enterprise, applying a consistent methodology that uniquely factors capability and organizational importance
- 1 terabyte of continually updated market data covering 950 vendors across 400 technology markets

Choose the right technologies and get the best pricing and terms

We help you:

- Use objective research and insights to ensure your decisions are solid before you buy
- Explore smarter investments and options
- Negotiate money-saving terms and conditions — buy only what you need and pay only what's necessary

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Insight into thousands of distinct vendors

- The technology industry's largest data repository, with current data from 950 technology vendors across 400 tech markets
- More than 170 Gartner Magic Quadrants, a standard for objective market analysis covering more than 1,600 technology and technology service vendors
- 10,000+ contract reviews performed by our Research & Advisory experts
- Enhanced negotiation leverage provided by our consultants for purchasing across hardware, software, services and telecom

Learn from a community of true peers and benefit from their insights

We help you:

- Test your thinking, try new ideas and benefit from others' experiences
- Expand your network — and your idea of what's possible
- Solve shared challenges faster and without reinventing the wheel

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Tap into a peer network that is the most influential of its kind

- Gartner Peer Connect: An online global community of 85,000+ members that today includes leaders from finance, IT, HR and supply chain
- Exclusive membership programs and peer briefings
- Structured meetups at Gartner conferences
- Peer and practitioner-based research revealing what the best companies do to advance their capabilities and processes
- Candid, objective reviews of the solutions you're considering