

# Gartner Magic Quadrant: Corporate Transaction Notifications

## Frequently Asked Questions

The Gartner Magic Quadrant offers snapshots of markets and their participants. This content provides a graphical comparative positioning of providers where market growth is high and provider differentiation is distinct. Magic Quadrant research helps Gartner clients quickly ascertain how well technology providers are executing their stated visions and how well they are performing against Gartner's market view.

The Gartner Corporate Transaction Notification focuses on significant corporate transactions (mergers, acquisitions and divestments) that occur while a Magic Quadrant is active on gartner.com. It complements Gartner Magic Quadrant research to further assist organizations' provider selection process

This FAQ document is designed to provide an overview of the Corporate Transaction Notification research, and to answer some commonly asked questions.

For answers to questions relating to Gartner Magic Quadrant and the Magic Quadrant Corporate Transaction Notification please contact [methodologies@gartner.com](mailto:methodologies@gartner.com)

# Gartner Magic Quadrant: Corporate Transaction Notifications

## Frequently Asked Questions

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# Gartner Magic Quadrant: Corporate Transaction Notifications

## Frequently Asked Questions

### **What Is a Corporate Transaction Notification?**

A Corporate Transaction Notification focuses on significant corporate transactions (i.e., mergers, acquisitions and divestments) that pertain to a provider featuring in a Magic Quadrant graphic while the Magic Quadrant is active on gartner.com.

### **Why Is Gartner Introducing Corporate Transaction Notifications?**

Gartner is introducing its Corporate Transaction Notification research to complement its Magic Quadrant research, and to further assist organizations' provider selection process. When a corporate transaction is announced, it typically takes months if not quarters for details and impact to come to light. In the interim, existing and prospective buyers of the providers concerned frequently ask Gartner for advice on the best course of action. Gartner Corporate Transaction Notifications address this need. It can be further augmented through an inquiry with Gartner analysts as required.

### **What Will the User Experience Be Like?**

Gartner Corporate Transaction Notifications are published as separate documents linked to the relevant Magic Quadrant as an additional perspective. They are event-driven rather than calendar-driven, and do not affect providers' dot positions in a Magic Quadrant graphic (i.e., Gartner will not update its Magic Quadrant graphic as a result of a Corporate Transaction Notification).

### **What Triggers a Corporate Transaction Notification?**

Gartner monitors corporate transactions involving providers named in a Magic Quadrant graphic that is active on gartner.com. Those can be either announced or closed. There isn't a revenue threshold, which will be applied to the reporting of a corporate transaction. Analysts decide if its significance requires a Corporate Transaction Notification by assessing its market impact alongside client interest. Transactions where only a simple change of ownership is taking place (i.e., where the business and market strategy of each party will not change) are rarely significant.

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### **What Are the Likely Volumes of Corporate Transaction Notifications Required?**

Gartner is not setting a limit for the number of Corporate Transaction Notifications that it will provide throughout the year. The number will depend on how many significant corporate transactions there are in a market during the year that involve a provider named in a Magic Quadrant graphic and require Gartner analysts to write the notification accordingly.

### **What Can Providers Do to Ensure Gartner Becomes Aware of Corporate Transactions That They Are Part Of?**

Corporate transactions will be identified through ongoing market coverage and supplemented using a variety of secondary information sources, including Capital IQ. A provider can request to brief Gartner about a transaction through the normal Gartner Vendor Briefing process <https://www.gartner.com/en/contact/vendor-briefings> . Gartner may also request a briefing to support its decision making about a particular transaction.

### **If a Corporate Transaction Impacts a Provider Featured in Multiple Magic Quadrant Graphics, Will Gartner Produce a Corporate Transaction Notification for All of Them?**

It will depend. Gartner may not produce a Corporate Transaction Notification for all the Magic Quadrants that feature the providers involved in a corporate transaction. Gartner will specifically focus and prioritize on Magic Quadrant markets where impact on end-user client decision making appears the most significant.

### **Will Gartner Amend Its Corporate Transaction Notification as More Information About the Transaction Becomes Available?**

Yes, a published Corporate Transaction Notification is subject to further update should the transaction close or cease while the relevant Magic Quadrants are active. Other events, such as a transaction experiencing a substantial time delay, can be included as an update to the published notification --- at the discretion of the lead author and fully considering the client impact of such an event. The existing Corporate Transaction Notification will be archived and a new one published.

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### **What Happens If the Provider Initiating the Transaction Is Not Featured Within an Magic Quadrant Graphic but the Other Party in the Transaction Is?**

Subject to the transaction qualifying as significant, Gartner may produce a Corporate Transaction Notification for the Magic Quadrant that includes the other party.

### **Will Providers Be Notified if Gartner Intends to Publish a Corporate Transaction Notification?**

Yes, following an affirmative decision to author and publish a Corporate Transaction Notification, the respective providers (protagonist and/or target where appropriate) will be notified by email. This communication will include a timeline of when each provider will be sent the research for external review.

### **Will Providers Be Able to Review Corporate Transaction Notifications Before Publication?**

Gartner will allow providers to review the factual content of a Corporate Transaction Notification to a Magic Quadrant before publication. A standard fact review of the write-up will be carried out by the provider covered in the notification. This review will have a shorter (two-day) review cycle because of the limited amount of content that will need to be reviewed. All providers included in the graphical analysis of a particular annual Magic Quadrant will also receive a courtesy copy of each Corporate Transaction Notification once published.

### **Can I Buy Corporate Transaction Notification Reprints From Gartner?**

Corporate Transaction Notification notes will not be available as part of the reprint service. You may, however, continue to purchase a reprint for the main Magic Quadrant report. You also may continue to quote or reference from the main report. For questions on how to properly reference from this type of research, or other Gartner Intellectual Property, contact Gartner Quotes Requests at [quote.requests@gartner.com](mailto:quote.requests@gartner.com) or review the [Gartner Copyright and Quote Policy](#).

### **What Happens to the Annual Magic Quadrant Reports?**

The process for creating the annual Magic Quadrant reports remains the same. But the annual report (once published on [gartner.com](http://gartner.com)) can now be appended with Corporate Transaction

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Notifications as “Additional Perspectives.” The “Additional Perspectives” are separate reports linked to the main Magic Quadrant report and referenced at the top of its PDF version. The interactive view of the Magic Quadrant will feature Corporate Transaction Notifications included within the Additional Perspectives drop-down and be listed by provider and date.

### **What is The Shelf-Life of These Notifications? Will They Be Retired as The Magic Quadrant is Updated?**

Yes, the Corporate Transaction Notification will archive on gartner.com as its associated Magic Quadrant archives. Information covered in the Corporate Transaction Notification will be incorporated into the next iteration of the Magic Quadrant as appropriate

### **Will the Corporate Transaction Notification Trigger Any Update to the Accompanying Critical Capabilities Report?**

A Gartner Corporate Transaction Notification will not necessarily trigger an off-cycle update to the accompanying Critical Capabilities report. Gartner analysts will assess whether the merger, acquisition or divestiture has a significant impact on the capabilities of the product or service within the context of the various use cases the analysts have identified. If the impact is determined to be significant, they will revise the scoring and issue an "Additional Perspective" update. Click [here](#) for more details on Gartner Critical Capabilities event driven updates.

### **What Do I Do If I Have Concerns About the Corporate Transaction Notification Creation Process?**

If you have concerns about the processes or methodology being followed during the creation of a Corporate Transaction Notification, do not hesitate to reach out to the author. If at any time you believe that your concerns about process or methodology are not being given appropriate consideration, know that Gartner has a formal escalation process, which starts with the lead analyst's Team Manager.

### **How Will You Handle New Providers Entering the Market?**

Gartner will only provide Corporate Transaction Notifications, where appropriate, on providers that are already included in published and relevant annual Magic Quadrant reports. Should a significant corporate transaction take place between providers currently not featured in active Magic Quadrant research, then analysts will use other research, such as Impact Appraisals, to provide information on the transaction.

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### **How Will I Know That Gartner Has Issued a Corporate Transaction Notification for a Magic Quadrant?**

Providers included within a specific Magic Quadrant will receive a courtesy copy of a Corporate Transaction Notification appended as an “Additional Perspective” to the main report they feature in. Use the My Tracks feature on gartner.com to set up an automated alert. This feature allows you to keep on top of research that's important to you. Click on the Create New Tracks button and then use either the providers track and choose the appropriate provider name(s) from the drop-down list, or the Keywords track and set up appropriate keywords, such as “BI and analytics”.

### **How Are You Notifying Clients That There's Updated Information to Complement the Magic Quadrant Report?**

Clients are encouraged to use the My Tracks feature on gartner.com to set up an automated alert. This feature allows Gartner clients to create and manage tracks to keep on top of research that's important to them. Links in the interactive, and HTML versions of the Magic Quadrant will also direct Gartner clients to the latest Corporate Transaction Notification information.