

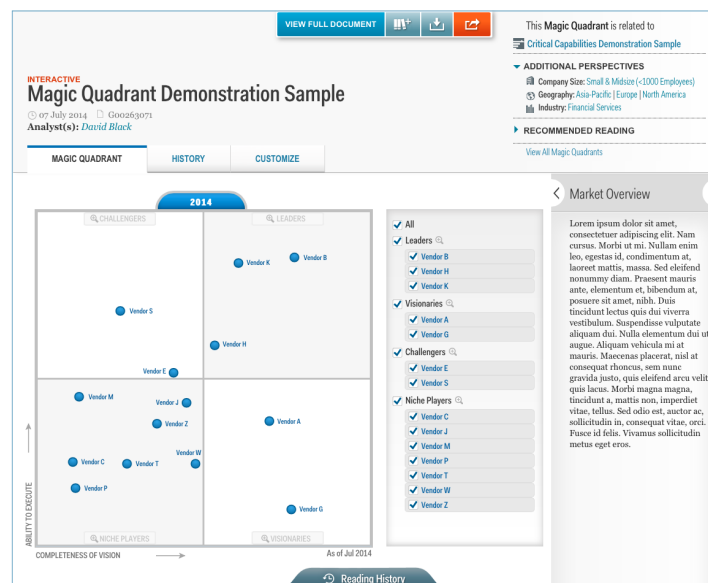
Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

The Gartner Magic Quadrant is established and proven, providing top global organizations with a snapshot of a market to guide their most important technology decisions. Interactive features, including the companion Gartner Critical Capabilities, provide great value to clients and a unique user experience, helping CIOs and IT leaders become more focused and confident in their technology decisions and recommendations.

This document is designed to provide an overview of key interactive features, as well as to answer some of the commonly asked questions about the Gartner Magic Quadrant and Gartner Critical Capabilities.

Select any of the areas below to learn more.



Magic Quadrant and Critical Capabilities Methodologies	2
Enhanced Interactive Experience	3
Focus on Select Vendors	4
Comparing Year Over Year	5
Changes Year Over Year	6
Customized Views	7
Customized Visuals for Organizational Context	9
Gartner Magic Quadrant and Critical Capabilities Home Page	10
Additional Resources	11

Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Magic Quadrant and Critical Capabilities Methodologies

1. Has the underlying Gartner Magic Quadrant methodology been changed with the addition of the interactive features?

No, the underlying Magic Quadrant methodology was not changed. Gartner clients know and trust the Gartner methodology. In fact, they have told us specifically to preserve the methodology and continue to focus on improving the ways they can interact with the Magic Quadrant to gain deeper insights based on their unique needs. For example, by connecting the Magic Quadrant with the companion Critical Capabilities research in the interactive experience, clients can now get a view of the vendors in a market along with the products or services in a market.

2. What are the key changes I need to care about or explain to my colleagues and business partners?

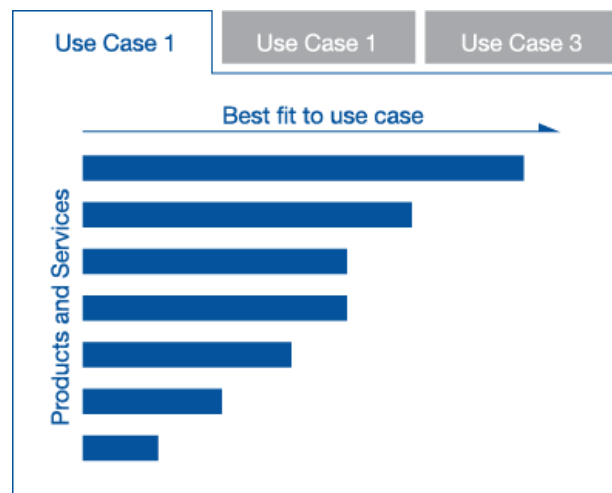
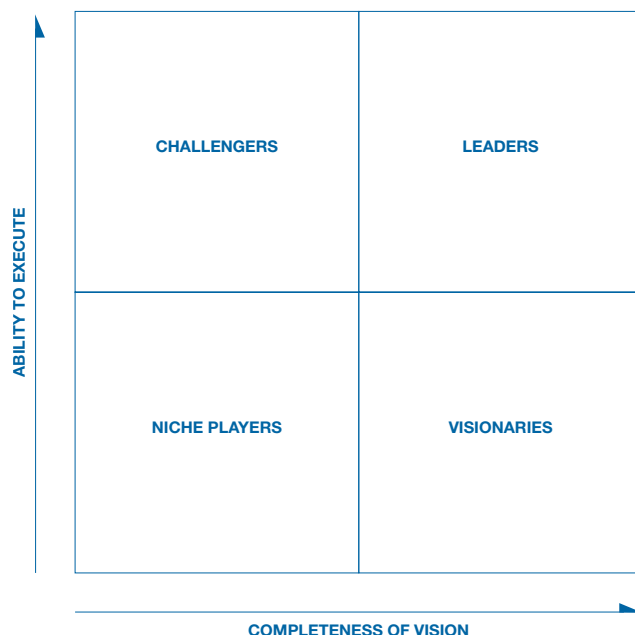
In response to Gartner clients expressing that they would like the ability to drill down to product and service capabilities, clients now have the ability to easily navigate between a Gartner Critical Capabilities and a Magic Quadrant (for those markets that have the coverage of both). In some markets, additional perspectives that provide industry, company size or geographical context are available. However, the vendor and market assessment process is unchanged; there are simply new ways of viewing the information to maximize the relevancy specific to your unique needs.

3. How does a Gartner Critical Capabilities differ from a Magic Quadrant?

A Gartner Magic Quadrant positions vendors in a market, while a Critical Capabilities provides a deeper dive into providers' product and service offerings. The Magic Quadrant contains a broader analysis of the vendors and the market; the companion Critical Capabilities directly focuses on the product/service offering. Gartner Critical Capabilities research complements a Gartner Magic Quadrant by allowing deeper insight into the providers' product or service offerings by identifying which ones are a best fit to various use cases.

4. Has the underlying Gartner Critical Capabilities methodology been changed with the introduction of the interactive features?

The underlying methodology has not changed — how capabilities are weighted and result in a vendor score by use case; however, we removed “product viability” as a stand-alone rating from the Gartner Critical Capabilities methodology. Because the Critical Capabilities note is a companion to the Magic Quadrant, the product viability assesses the vendor's broader strategy and long-term support of a product/service, which is fully covered in the Magic Quadrant. Overall Use Case was removed because, as a generic use case, it did not reflect most clients' specific scenarios.



Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Enhanced Interactive Experience

Enhanced usability, interactivity and styling enable a focus on the information that matters most to you.

KEY VALUE POINTS:

- Significant new interactive features give you additional ways to use the Magic Quadrant and the Critical Capabilities
- Clean and simple design helps busy business and technology professionals quickly get what they need

1. What are the key benefits and features of the new Magic Quadrant user experience?

The new interactive features enable clients to focus on specific vendors of interest, provide an historical year-by-year comparison and allow for customizable criteria weightings. Additionally, improved visual enhancements make using the Magic Quadrant easier, with a larger plot area and fonts, modern high-contrast colors, a quadrant zoom and improved labeling. These features are combined with the integration of Magic Quadrants on a destination page on My Gartner, which includes a robust search capability to find all Magic Quadrants by specific topic, vendor or industry.

2. What are the key features of the interactive Critical Capabilities?

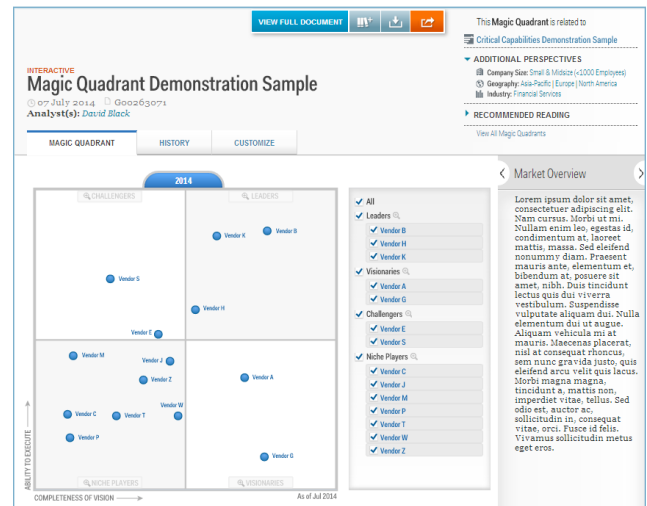
The interactive features enable clients to adjust the use case weightings of the critical capabilities to more accurately reflect their own business needs as well as focus on vendors of interest. The weightings of capabilities in a use case can be modified to create new customized use cases that align to a specific scenario. Gartner-defined or custom use case visuals can be saved and downloaded. For more information about the Gartner Critical Capabilities, see the [Gartner Critical Capabilities methodology page](#) on gartner.com.

3. How does an interactive Gartner Critical Capabilities work with an interactive Magic Quadrant?

A Gartner Critical Capabilities is paired with the related-market Gartner Magic Quadrant. Generally, the experience starts with the Magic Quadrant, from which a shortlist of vendors can be derived using the interactive tools. From there, one can easily navigate to the companion Critical Capabilities and do further analysis on the related products or services.

4. Are the vendors that are included in a Gartner Magic Quadrant the same as those listed in the companion Gartner Critical Capabilities?

They often are, but vendors represented in the Gartner Magic Quadrant and the companion Critical Capabilities may not necessarily match. Inclusion in the Gartner Critical Capabilities and Magic Quadrant notes are based on vendors meeting the inclusion criteria that are specific to each document. Consult each document for the related inclusion criteria.



Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Focus on Select Vendors

Ability to focus on vendors of interest by visually highlighting or minimizing vendors on the Magic Quadrant and Critical Capabilities graphics.

KEY VALUE POINTS:

- Saves time by allowing you to quickly and visually focus on select vendors
- Interactive design allows you to visually highlight the attributes most relevant to your organization's needs

1. In a Gartner Magic Quadrant, can I focus in on specific vendors that are of most interest to my organization?

Yes, you can select any number of vendors to help focus your research and deselect those that are not relevant to your specific needs. This feature keeps all plotted vendor dots intact, but minimizes deselected vendors by changing the color of these dots to gray to target selected ones.

2. What are the key features of the interactive Critical Capabilities?

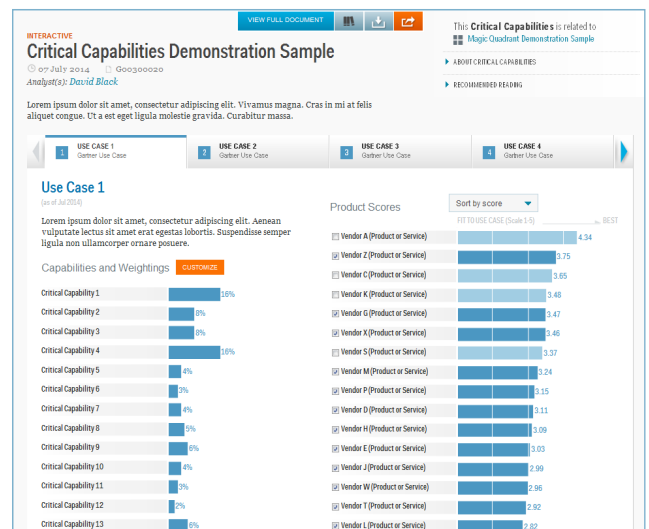
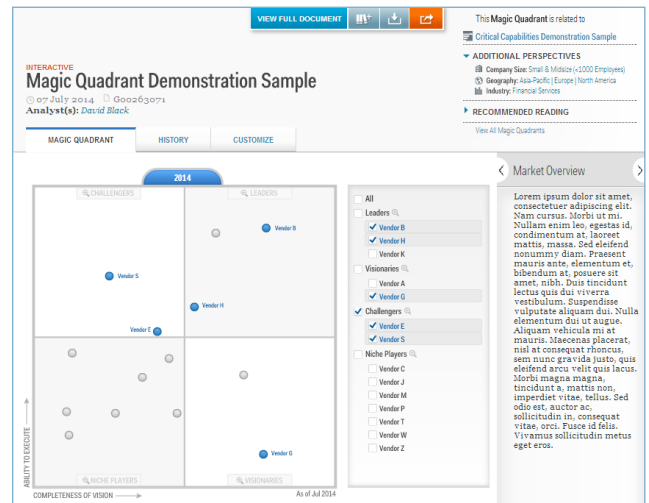
One key feature is the ability to check or uncheck the vendor selection box or click a vendor name to focus on specific vendors. Deselected vendors are not deleted, but their score bars are changed to light blue to better highlight those of interest.

3. May I save the vendors I selected to view at a later time?

You may save the customized and focused views with the customize features, but the selected/deselected vendors will not be retained. When you return to your saved view of the customized Magic Quadrant or Critical Capabilities, you will need to select/deselect the vendors of interest again.

4. Can I select or deselect some of the critical capabilities, too?

No, but you can create a customized use case and provide zero weighting to a specific capability to factor it out.



Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Comparing Year Over Year (Magic Quadrant Only)

A current and historical view of a Magic Quadrant over a one- to three-year period on a single interactive page.

KEY VALUE POINTS:

- A historical year-over-year comparison is quickly and easily accessible to save you time; easily identify changes and market progression over time
- Understand how the vendors in which you are interested have performed in a market over time

1. Will all Magic Quadrants have an historical view?

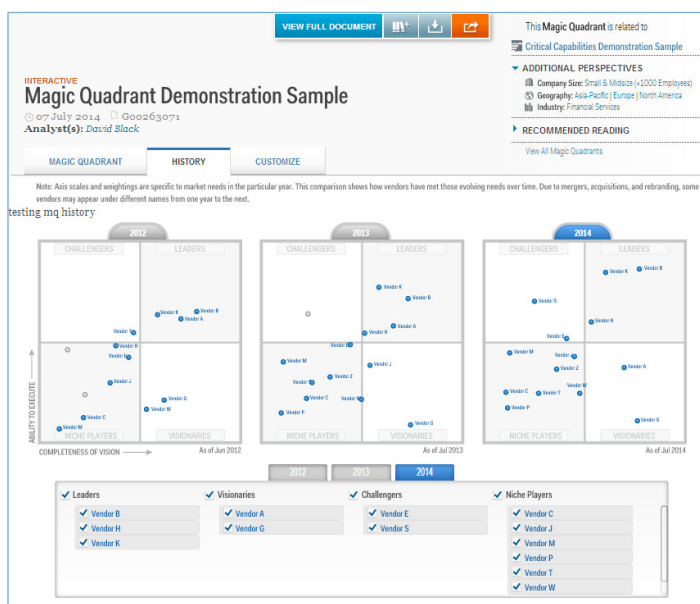
The historical view of a Gartner Magic Quadrant is available when the Magic Quadrant has been consistently published for a specific market for two or three years. Occasionally due to disruptive market conditions, if an analyst determines the market has changed or shifted substantially, causing markets to merge, or a Magic Quadrant is retired, the historical view or one of the previous years' Magic Quadrant may be unavailable.

2. Gartner has said that Magic Quadrants from year to year shouldn't be compared, but then why does the historical view provide this capability?

Although markets change year over year, clients want to see shifts and trends in positioning over time to help inform their selection decisions. Through the historical view, we make it easier for clients while also ensuring that the integrity of the research stays intact. Additionally, for all Magic Quadrants, the published research will include an account of market conditions and changes so that clients can rationalize vendor placement from one year to another.

3. Can different markets be compared using the historical view?

No, the historical view shows from one to three years for a single market for a single Magic Quadrant.



Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Changes Year Over Year (Magic Quadrant Only)

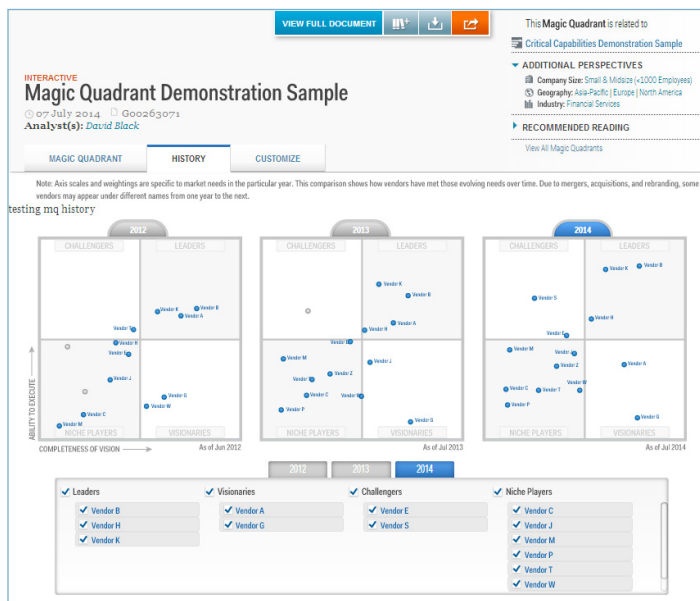
1. The vendor in which I am interested is moving (dot position) year over year. What does that mean?

The absolute dot position of a vendor between any two Magic Quadrants is not meaningful in any way. By its very nature, the Magic Quadrant is a plot of vendor achievement in a specific market in a specific year. The criteria used to assess the market and measure the achievement can, and do, vary from year to year. However, the relative position of a vendor dot year over year is highly relevant and reflects the competitive positioning of a vendor across multiple market years relative to its competitors. A vendor that is placed in the Leaders quadrant across three years is showing a consistently strong performance, responding to the underlying market. A vendor dot that has transitioned from the Niche Players to the Leaders quadrant across the three years is likely to be outperforming the market and its competitors over time.

2. How does Gartner account for significant changes in the inclusion and evaluation criteria?

Each Magic Quadrant is uniquely assessed against the most relevant and meaningful criteria for the given year. Vendors may be included in a Magic Quadrant in one year, but removed the next year as the updated inclusion criteria reflects changes in the market. Therefore, vendors will appear in the historical year-over-year comparison only in the years in which they were included. This is a natural effect of a maturing market where, over time, a smaller number of vendors evolve the most market-significant products.

Similarly, with changes to evaluation criteria, the most significant vendors stay competitive and relevant in the market, and others do not. Dot position in one year is not interchangeable with dot position in any other year.



Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Customized Views

The ability to customize a Magic Quadrant or Critical Capabilities enables clients to generate a relevant view of the market based on the unique needs of their business.

1. How do I customize the evaluation criteria weightings in the Magic Quadrant interface based on the needs of my business?

From the “Customize” tab, you can interact with and customize each of the evaluation criteria through the use of interactive sliders. Adjusting or customizing the evaluation criteria will allow you to focus on the criteria that most closely align with your business needs. For example, in a fast-evolving market, significant weighting may be attached by Gartner to innovation and marketing strategies, as these are often the most significant determiners of performance over the immediate future (the next three years). But as a client, your focus may be on best-in-class products and vendor viability for an immediate deployment, so you might use the criteria-weighting slider to “dial up” Offering Strategy, Products and Services and Customer Experience to see which vendors emerge in a stronger position than others. If other elements are important to you, the criteria sliders will allow you to model those scenarios as well.

2. What is the logic behind the Magic Quadrant custom evaluation criteria sliders?

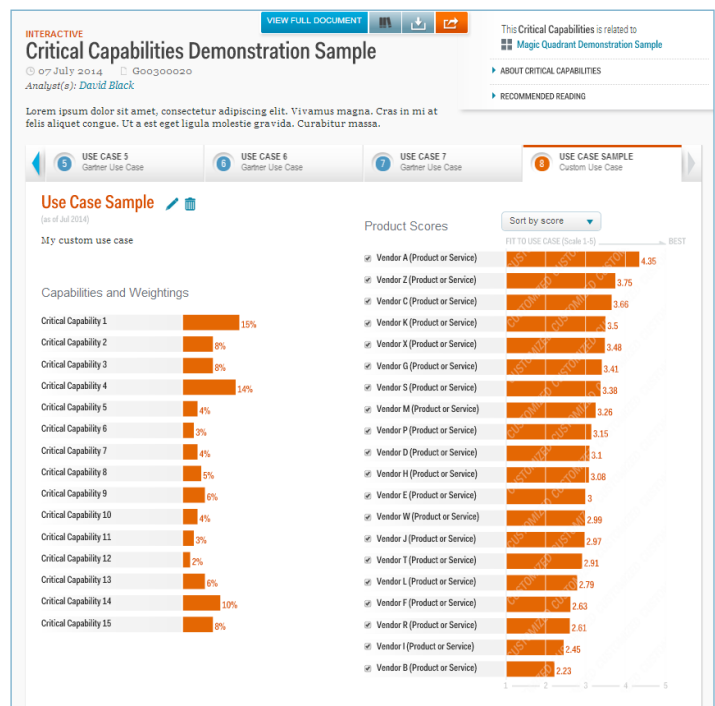
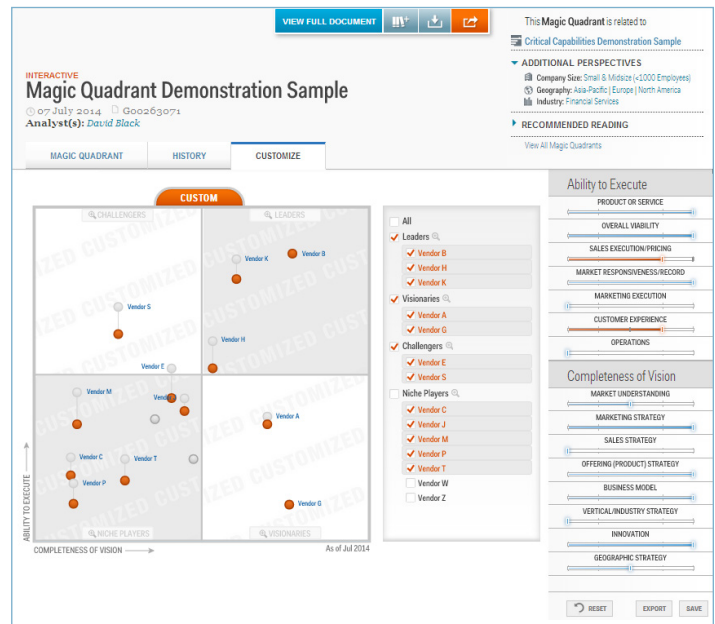
The custom criteria sliders include a five-point scale from low to high as represented by the “ticks” on the slider bar. Clients may adjust the sliders based on these five levels to create “custom” views of the market based on the unique needs of their organization.

3. Is it possible to see the Magic Quadrant vendor criteria weightings/scores?

No. The original Gartner weightings are shown, but the underlying assessment scoring is not accessible.

4. Is it possible that dots can occupy the same space and overlap?

Yes. Vendors can have equally competitive offerings in the specific market and may overlap.



Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Customized Views, cont'd

5. Can I customize my Magic Quadrant based on geography?

No. You may customize based on the standard Gartner evaluation criteria used for the specific Magic Quadrant only. While some Magic Quadrant markets are specific to a region, geography is not a criterion used to assess vendors and therefore cannot be customized. However, Magic Quadrants may feature additional perspectives that provide industry, organization size and geography context. These additional perspectives are shown at the top right area of the Magic Quadrant interactive interface or in the document view.

6. In a Gartner Critical Capabilities, what can I change to customize the Gartner view to be more specific to my organizational context?

Gartner-defined use cases reflect important, common, but differentiated, client usage scenarios. The individual critical capabilities weightings will vary from use case to use case. Accordingly, vendor scores will vary across use cases.

You can change the weightings of critical capabilities in use cases to closely reflect your organization's usage scenario.

7. How is the Gartner Magic Quadrant or Critical Capabilities for a given market differentiated from a customized version?

Customized Magic Quadrants and Critical Capabilities use a different color scheme (orange) and contain a digital watermark on the online and exported views. Focused vendor selection in a customized Magic Quadrant shows the Gartner dot position in gray with a line linking it to the customized dot position.



Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Customized Visuals for Your Organizational Context

1. Can I save the Magic Quadrant graphic containing the view I am interested in for inclusion in my own materials?

Yes, you may export and save your own customized version of a Gartner Magic Quadrant to use in your own internal materials. Your customized version of a Gartner Magic Quadrant will always export along with the Gartner published version of the same Magic Quadrant. Published Gartner Magic Quadrants are covered by the limited license rights applicable to all Gartner image content per your Gartner service agreement. This specifically prohibits the use and redistribution of Gartner content for commercial and promotional purposes, but generally permits limited use in internal presentations.

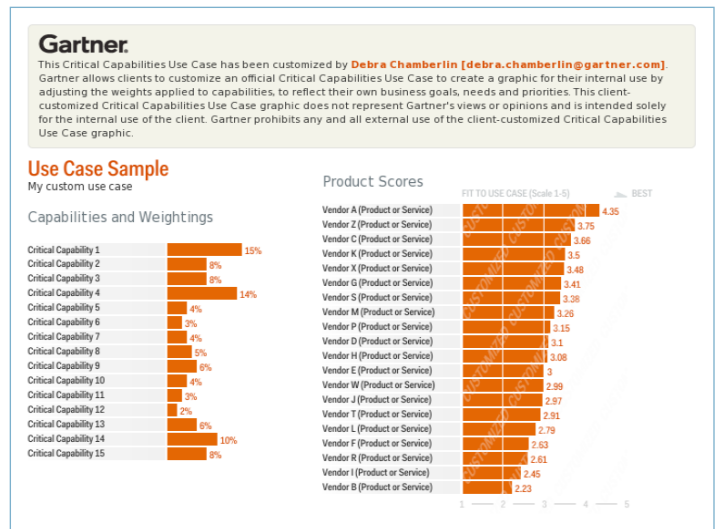


2. Can the historical year-over-year view in Gartner Magic Quadrants be exported?

The historical year-over-year view on a given Magic Quadrant cannot be exported or saved. Gartner clients have access to the archived Gartner Magic Quadrant reports that contain the full information about the market factors used to construct each specific Magic Quadrant, as well as the Magic Quadrant images from each year.

3. Can I use the visuals and data from my customized Gartner Critical Capabilities use case?

After creating a customized use case, you can download the customized image for use in your own workflow. Usage restrictions similar to the Magic Quadrant apply, and the customized view cannot be used for external use or for promotional purposes. If you want to go further, you can download all the Gartner scoring data as a reference for use in your own assessment processes.



4. Will reprints be available for a customized Gartner Magic Quadrant or Critical Capabilities?

No. Reprints will not be available for purchase of a customized Gartner Magic Quadrant or Critical Capabilities. Only the static Gartner published view of the market is made available for reprints.

See Gartner's [Quote and Copyright Policy](#) for usage guidelines.

Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Gartner Magic Quadrant and Critical Capabilities Home Page

The destination page, accessible from My Gartner, for all current Gartner Magic Quadrants and Critical Capabilities includes the ability to browse by topic, vendor or industry, along with access to an upcoming publication schedule.

KEY VALUE POINTS:

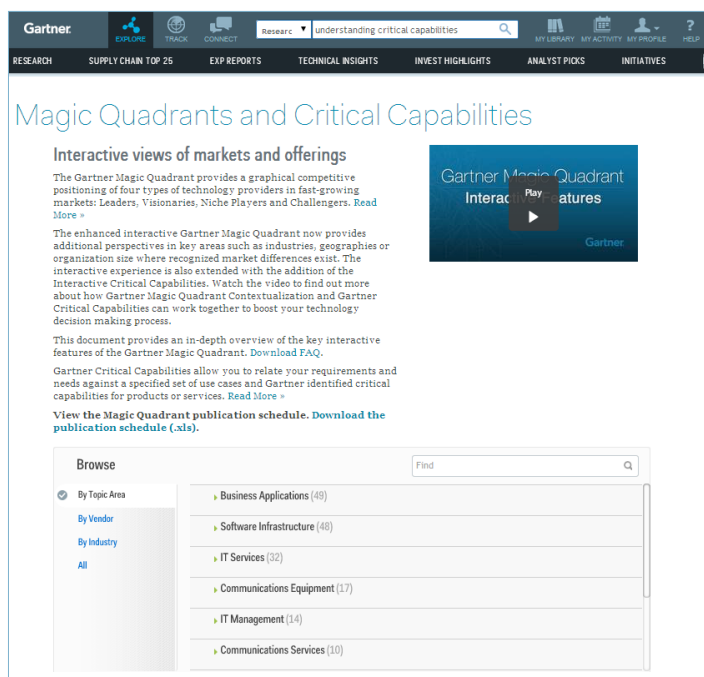
- Confidence knowing you can find the vendors for the markets in which you are interested
- Enhanced search and browse allows you to easily find all Magic Quadrants and Critical Capabilities by vendor, topic, industry and more
- A publication schedule provides visibility into future and planned Magic Quadrants and Critical Capabilities to help clients align projects and vendor selection

1. How do I find all the Magic Quadrants in which my vendor of interest is included?

The search and browse functionality on the Magic Quadrant Home Page allows you to locate all Magic Quadrants that feature a specific vendor.

2. How do I know when a Magic Quadrant will be updated?

The Magic Quadrant publication schedule, accessible from the Gartner Magic Quadrant and Critical Capabilities Home Page, lists all upcoming Magic Quadrants and their anticipated publication dates.



Interactive Gartner Magic Quadrant and Gartner Critical Capabilities

FEATURES, BENEFITS AND FREQUENTLY ASKED QUESTIONS

Additional Resources

For answers to questions relating to the Gartner Magic Quadrant and Gartner Critical Capabilities methodologies and related content, see these resources:

[Gartner Magic Quadrant methodologies page](#)

[Gartner Critical Capabilities methodology page](#)

[How Markets and Vendors Are Evaluated in Gartner Magic Quadrants](#)

[How Products and Services Are Evaluated in Gartner Critical Capabilities](#)

[Gartner Magic Quadrant Frequently Asked Questions](#)

[Gartner Magic Quadrant and Critical Capabilities Home Page](#)

Contact methodologies@gartner.com with additional questions or comments.