

How Gartner Analysts Interact with Vendors

At Gartner, we are committed to maintaining the independence and objectivity of our insights and have put policies and procedures in place to ensure vendors are treated fairly, regardless of client status. This document serves to clarify and reinforce Gartner's longstanding guidance on the different ways Gartner analysts interact with vendors and the principles that guide those interactions.

Gartner engages with vendors in two distinct and separate ways: through evaluating vendors and their offerings as part of its research processes and through providing strategic advice to vendor clients.

Vendor Evaluations – Gartner evaluates vendors and their offerings to provide end-user clients with advice for using technology and finding solutions that meet their specific needs. Evaluative content includes the Magic Quadrant (MQ), Critical Capabilities (CC), and other content that evaluates vendor products and services in a market for end-user buyers. As documented in our [Methodologies](#), vendors are included and evaluated based on criteria that reflect end-user needs in that market. Vendors cannot request to be included or omitted from content, and client status does not influence which vendors are, or are not, included in evaluations.

Information regarding in-progress or upcoming evaluative content, including the details about the process, market definitions, or inclusion/evaluation criteria for example, is shared concurrently with all vendors who are part of the research process. Analysts may only discuss the details of in-progress research within the communication channels permitted by the methodology. [Vendor Briefings](#) feed the research process and are open to all vendors (clients and non-clients), subject to analyst coverage and interest.

Strategic Advice – Gartner provides vendor clients with strategic advice on market trends and go-to-market decisions that help them achieve their strategies and business goals. Strategic advice is delivered to clients through client engagements such as [Inquiry](#) and Strategic Advisory Services (SAS). Valid topics may include discussing the vendor's challenges, how its capabilities compare with others in the market broadly and alignment to end-user buyer needs, how it can be competitive within a market segment, role-specific guidance on go-to-market strategies or feedback on the different business and sales approaches that are resonating with the market. This is different from a SWOT (Strengths, Weaknesses, Opportunities, Threats) assessment deliverable, which Gartner analysts do not publish or prepare for SAS, Inquiry or other engagements.

Strategic Advice is for Gartner clients only. Client inquiry is confidential; Analysts will never share confidential information learned in inquiry or provide advice on how to improve in evaluative content.

Frequently Asked Questions (FAQs) for Vendors

- **Can Gartner analysts discuss how our company can improve its position in the Magic Quadrant (MQ), other evaluative content or how to be included in future content?**

- No. Gartner analysts cannot discuss or provide guidance on specific actions that a vendor can take to improve its position or be included in a Magic Quadrant or any other evaluative content. This is to maintain the independence and objectivity of Gartner insights.
- **Are Gartner's vendor clients given any advantage in Gartner's evaluative content due to their client status?**
 - No. Client status has no bearing on inclusion or performance in Gartner content. All vendors included in Gartner content are treated equally. Evaluative content is driven by end-user needs and rigorous and objective [methodologies](#).
- **As a Gartner client, may we use inquiry to update the analysts on our strategy, product roadmap and new capabilities?**
 - No. Inquiries should not be used for vendor briefings. Inquiry is reserved for advice regarding the vendor's specific business challenges or strategy. For example, you may share your strategy, roadmap, or capabilities to receive advice on your go-to-market strategy or if something is missing from your roadmap, but the purpose of an inquiry must not be to update the analyst about those capabilities, strategies or roadmaps. Vendor Briefings are on the record and may be used to update an analyst on your strategy, product roadmap or new capabilities. Vendor Briefings are open to any vendor regardless of client status.
- **As a Gartner client, may we use inquiry to discuss how our company was scored in the Magic Quadrant or Critical Capabilities?**
 - No. Gartner analysts may not disclose details of proprietary methodologies, specific scores, or details about other vendors. Inquiry is reserved for advice regarding a vendor's specific business challenges or strategy and will remain confidential.
- **As a Gartner client, may we use inquiry to discuss the details of in-progress, evaluative content with the MQ analyst?**
 - No. Gartner analysts may only discuss in-progress, evaluative content, including the details about the process, market definition or inclusion/evaluation criteria for example, with included vendors within the communication channels permitted by the methodology. They cannot discuss topics related to in-progress research beyond these channels, including inquiry or SAS. This ensures all vendors are treated fairly and consistently.
- **As a Gartner client, may we use inquiry to request feedback on our vendor's briefing materials?**
 - No. Gartner analysts cannot provide feedback on presentation materials used in a vendor briefing session with a Gartner analyst, and they may never discuss how a vendor might improve its performance in Gartner content. As coverage and analyst expertise allows, in inquiry, analysts may provide insights on how a vendor client's messaging and strategy may resonate with a specific end-user audience.
- **As a Gartner client, may we schedule an internal or remote SAS (Strategic Advisory Services) engagement during an in-progress MQ?**
 - Vendor clients included in an MQ may schedule an Internal or remote SAS engagement with an MQ author or co-author during an in-progress MQ *before or after* the closed-period window. The closed-period window includes the MQ's publication month and the preceding two months, for a total of three

months. To ensure the objectivity and consistency of our research, MQ authors or co-authors may not conduct an internal or remote SAS engagement with a vendor client represented in that Magic Quadrant during the closed-period. Client inquiry is not included in the Closed-Period and may be scheduled any time upon availability of the analyst and in accordance with this guidance.

- **Where do I ask further questions about analyst interactions with vendors?**
 - Email the Office of the Ombuds at ombuds@gartner.com