



# Gartner Company overview

**Sofia, May 20, 2008.**

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Director  
Calisto/Gartner Adriatic

# Agenda

- Gartner – company facts
- Value for our Clients
- Why Gartner?
- Gartner methodology
- Gartner – services overview
- Gartner events

# Our Clients

**Gartner advises 60,000 business and technology professionals in over 10,000 client organizations around the world.**

**They tell us exactly what issues they are facing.**

# Gartner briefly

- More than 25 years of experience in IT industry (established 1979.; today on Nasdaq)
- Headquarter Stamford, USA; European HQ London, more than 75 countries
- 3800 employees – including 1200 analysts and consultants
- Revenue in 2006. \$1.06 bln. / in 2007. \$1.2 bln.
- More than 220.000 Client Inquiries per year!
- More than 60.000 documents in database
- 65% "Fortune 1000" companies are Gartner clients
- More than 70 specialized events per year

# Gartner Brand Promise

## Ensure Success

As technology propels business in new directions, we are the indispensable partner that turns complex information into insight that ultimately determines the difference between success and failure for our clients.

# Gartner Provides Value to Our Clients Through



# Inside Gartner Research

- **Our primary goal:**

“If we have a single, overriding goal at Gartner, it’s to help our clients make the right decisions, with confidence”

*Peter Sondergaard  
Senior Vice President, Research*



# Every day, you make decisions that determine success or failure.

Grow your business, improve competitive position, manage operational effectiveness

- Get strategic and tactical support
- Validate decisions
- Control costs
- Extend staff

*Gartner delivers the insight you need from strategy through execution.*

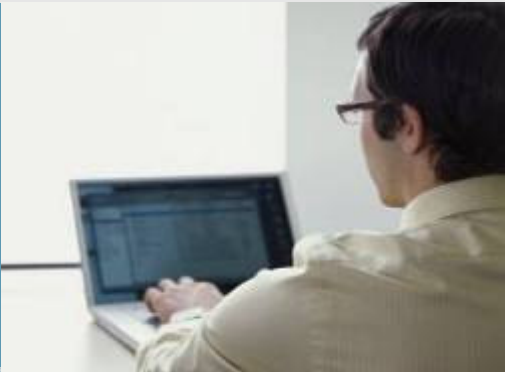
# Making confident IT decisions requires quality insight you can trust.



*Resources are plentiful but are fragmented, inconsistent and often biased.*



# Core Research: Deliverables

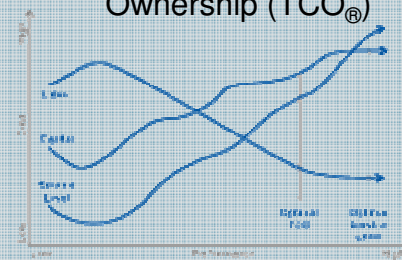


Documented research accessed online  
**MARKETS** **TOPICS**

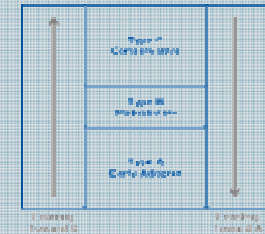
- Qualitative research
- All Core research

## Gartner Research Methodologies

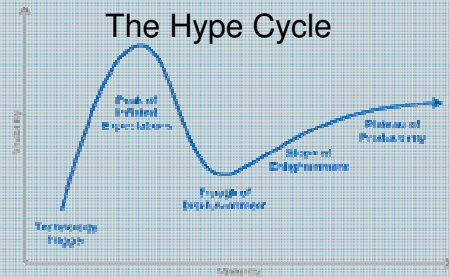
Total Cost of Ownership (TCO<sup>®</sup>)



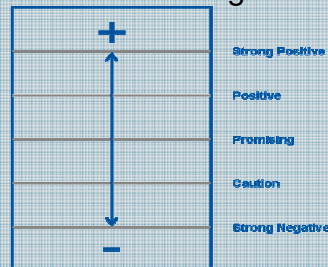
Enterprise Personality Profile



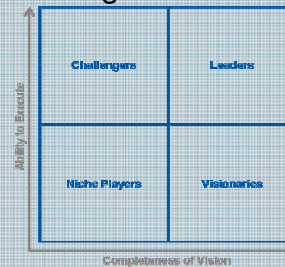
The Hype Cycle



Vendor Ratings



Magic Quadrant



MarketScope

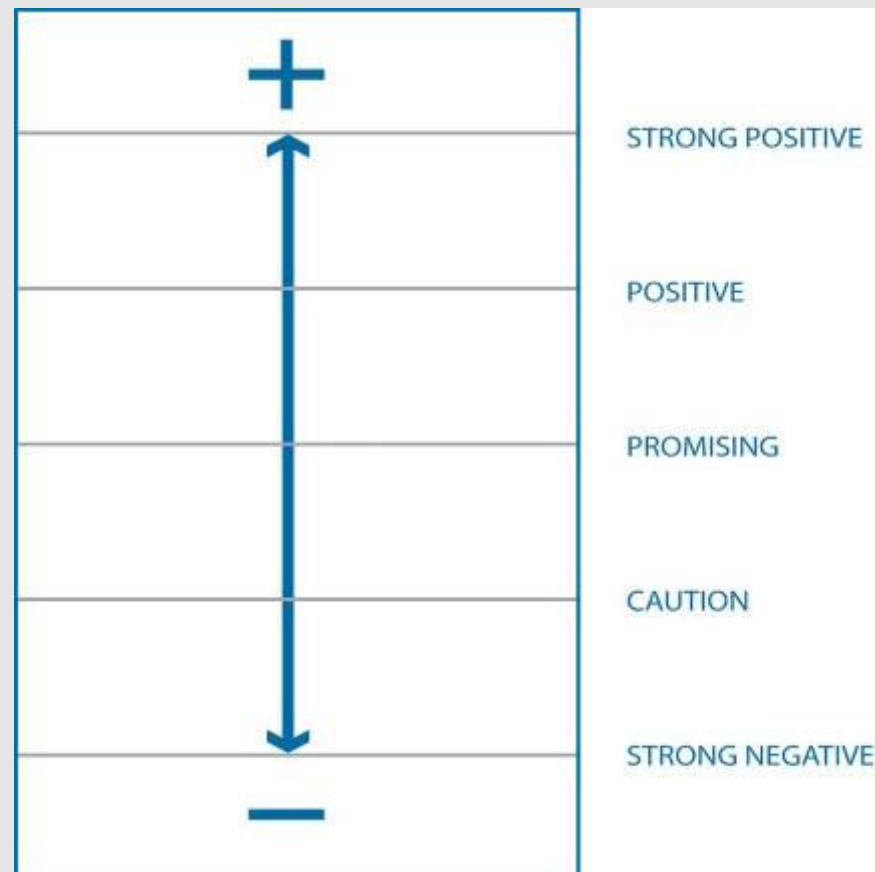
	Strong Negative	Caution	Promising	Positive	Strong Positive
Vendor A					
Vendor B					
Vendor C					
Vendor D					
Vendor E					
Vendor F					

# The Gartner Methodologies & Models – Markets and Vendors

## Vendor Ratings: Player Performance

*Gartner's analysis and evaluation of vendors and technology providers, on the most important parameters:*

- *Strategy*
- *Marketing*
- *Organization*
- *Financial*
- *Market offerings*
- *Product/Service*
- *Technology/Methodology*
- *Pricing*
- *Sales/Distribution*
- *Support/Account Management*
- *Customer Service*
- *....*

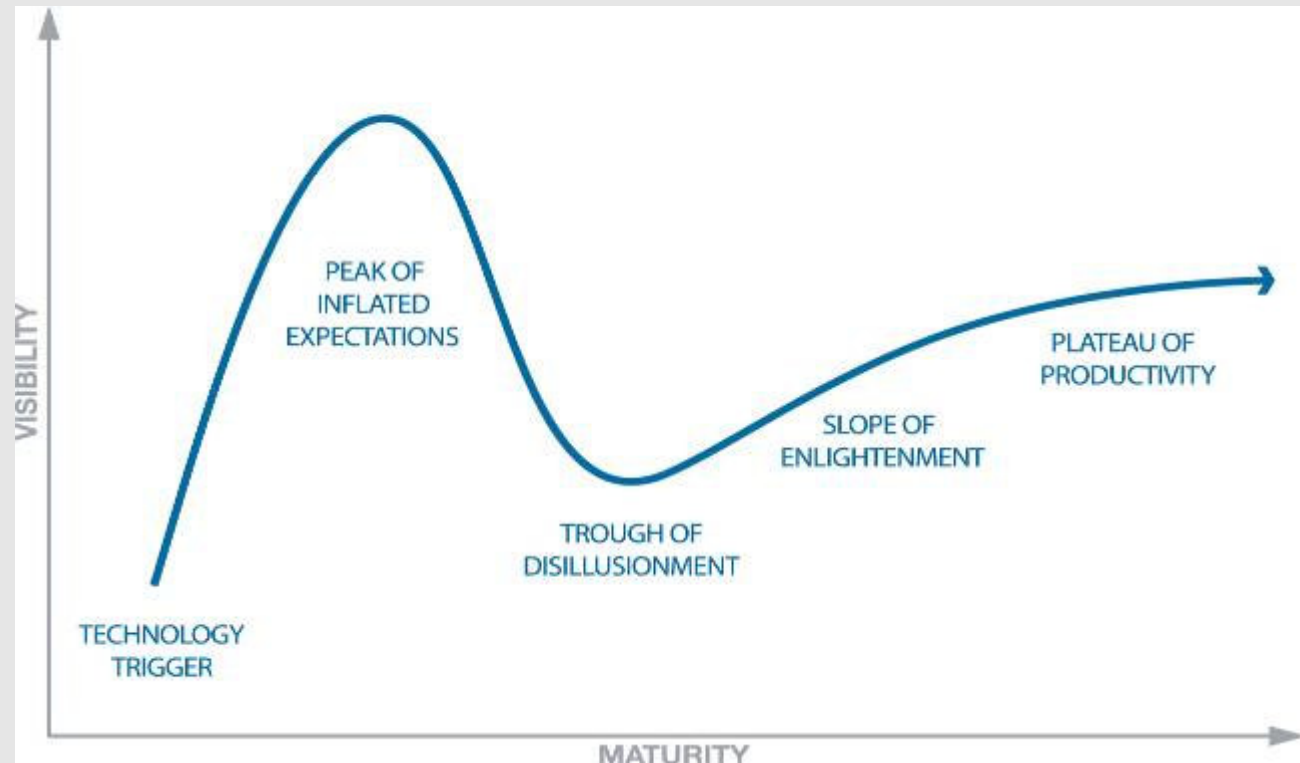


# The Optics: The Gartner Methodologies & Models-Technology

## The Hype Cycle: Time to Maturity and Benefit

*A **Hype Cycle** is a graphic representation of the maturity, adoption and business application of specific technologies.*

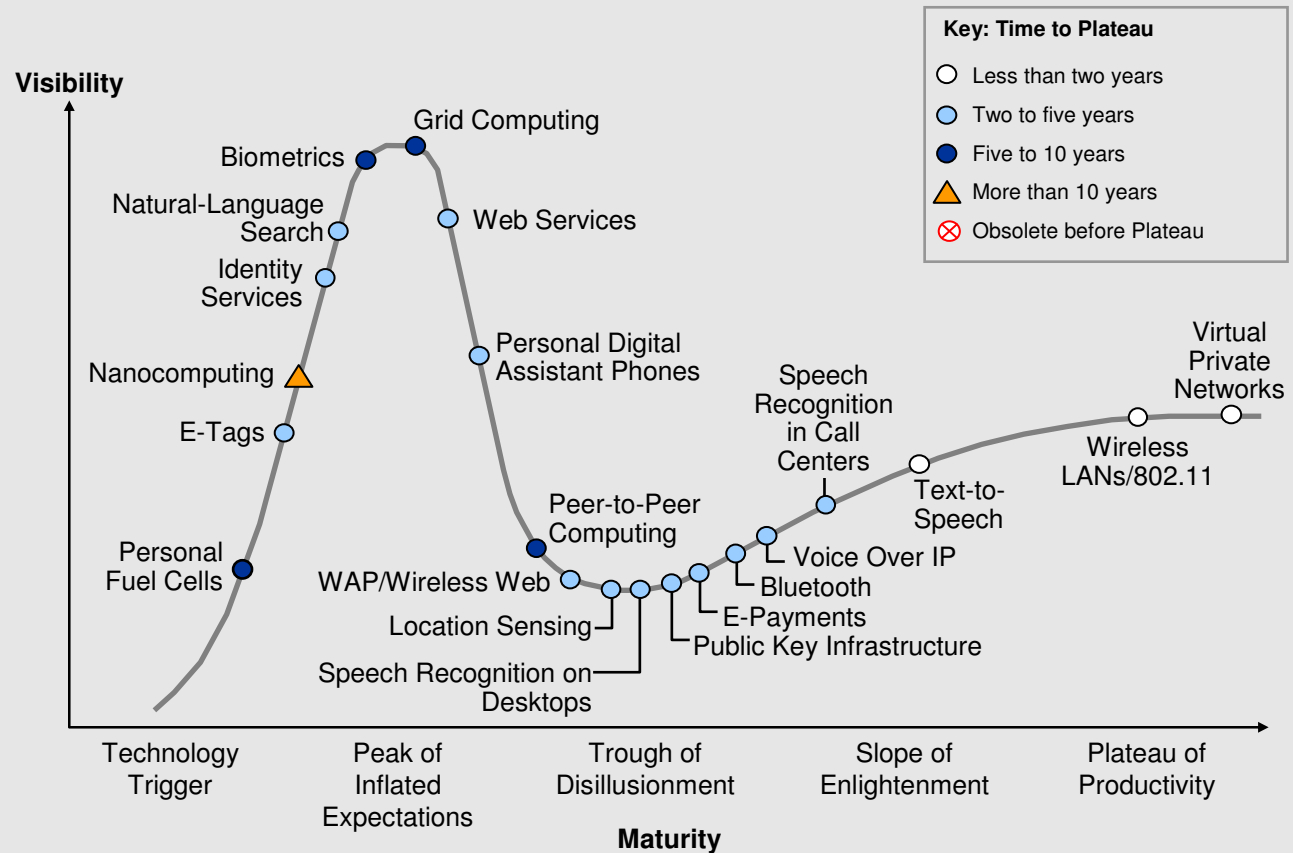
*Since 1995, Gartner has used Hype Cycles to characterize the over-enthusiasm or "hype" and subsequent disappointment that typically happens with the introduction of new technologies. Hype Cycles also show how and when technologies move beyond the hype, offer practical benefits and become widely accepted.*



# Hype cycles help you determine when a technology will pay off

“Gartner helps us to distinguish bleeding edge from leading edge.”

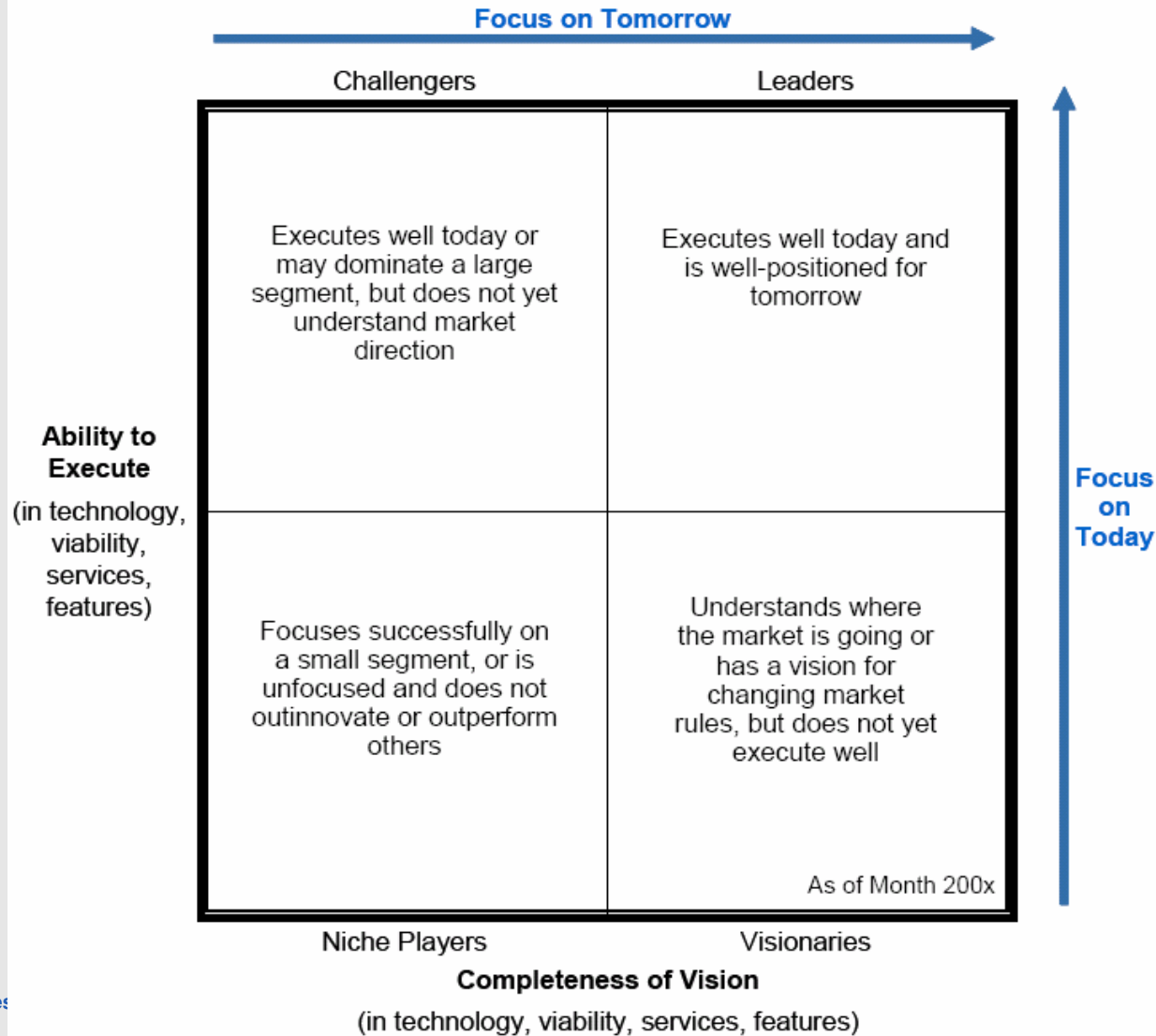
Mutual Fund Manager



# Magic Quadrants help you position the leading players

“Gartner provides vendor insights like no other.”

Partner, Management Consulting Firm

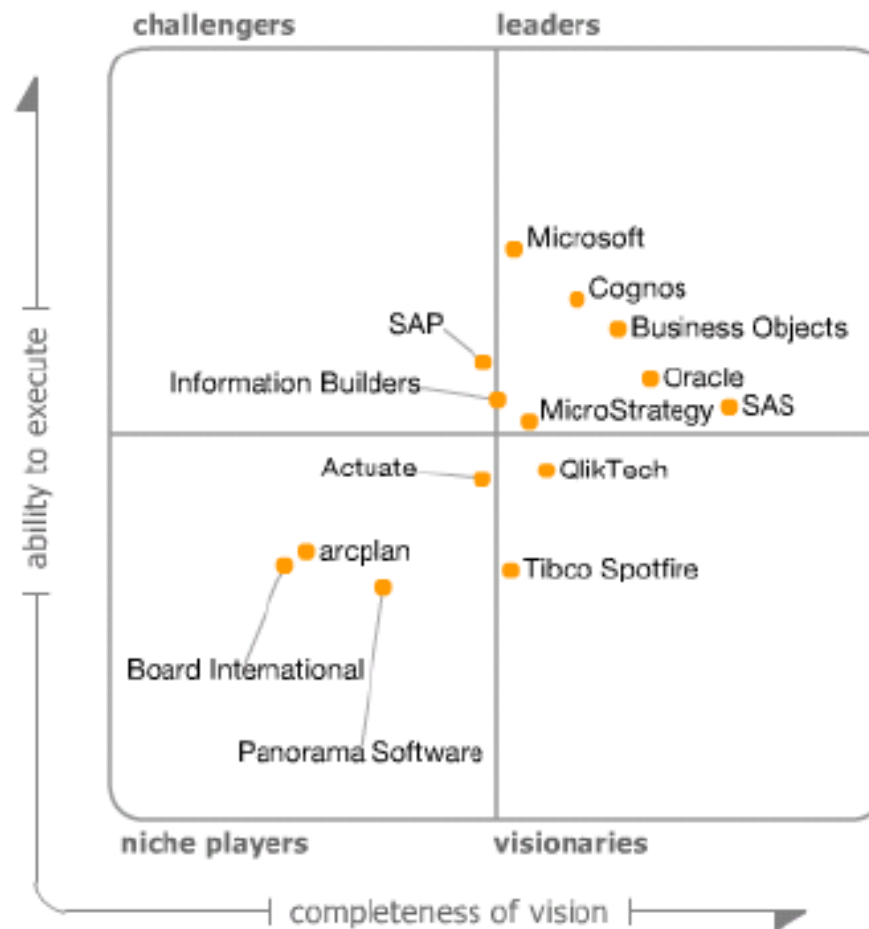


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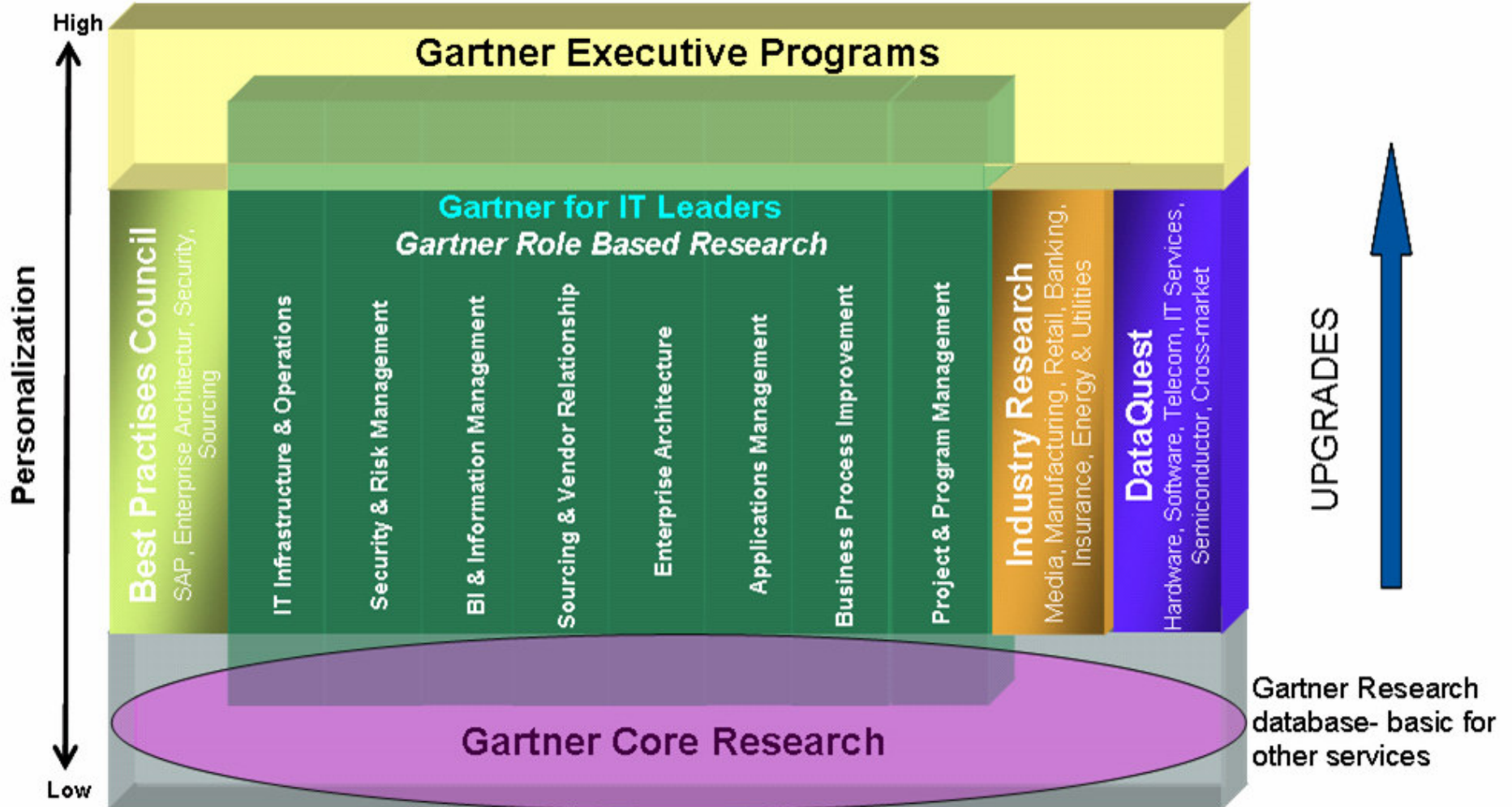
Partner, Management Consulting Firm

Figure 1. Magic Quadrant for Business Intelligence Platforms, 2008



As of January 2008

# Gartner Research Portfolio: summary



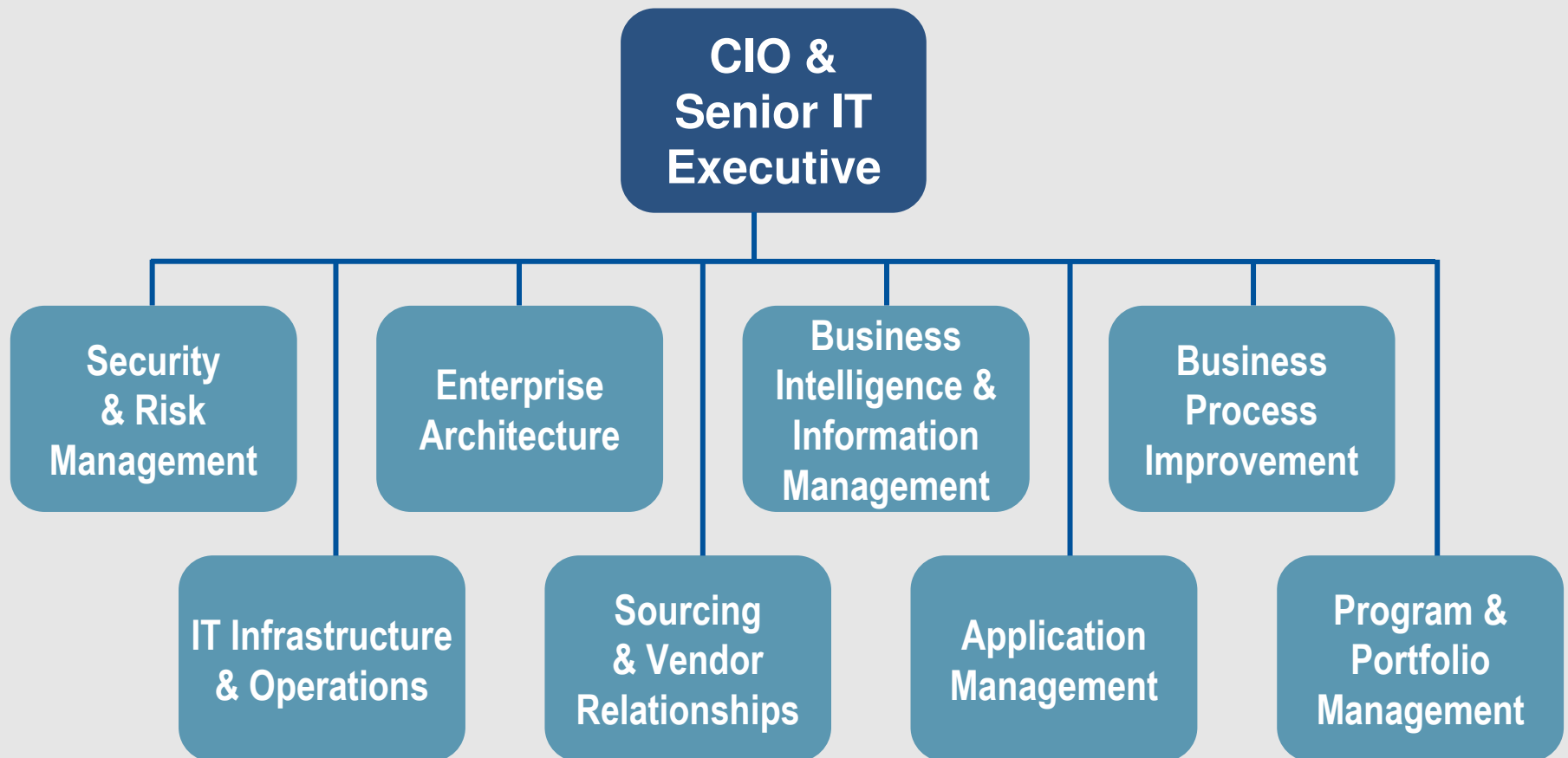
# Gartner Role Based Research - Gartner for IT Leaders

## *Gartner for IT Leaders*

is a Gartner research offering designed to provide new, unique value to IT professionals working in specific roles.

*Gartner for IT Leaders* combines Core Research with a role-specific landing page, role-specific tools, exclusive role-relevant research, community functions, and other elements. Together, these elements will help drive success for the user and the user's organization.

# Our insight is aligned to roles prevalent in most user IT organizations



# Gartner Research – licencing models

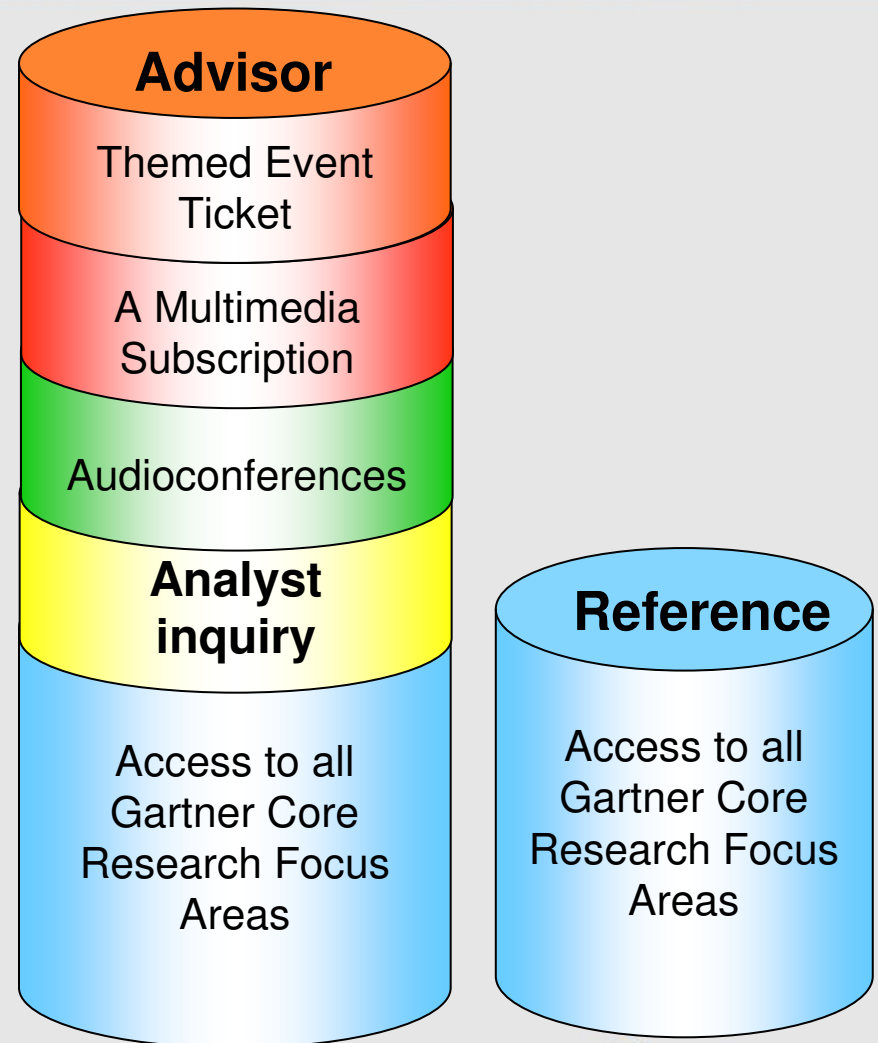
Gartner Core Research is client's primary window to the Gartner data and analysis that will help clients to plan, implement, and manage on a day-to-day basis.

It is the foundation of most client relationships at Gartner, the point of access to our analysts and their advice.

There are two service options within Core Research:

**Reference** gives you self-serve access to Gartner Core Research, including focus area topics, Gartner blogs, Gartner Fellows, and our legendary Magic Quadrants and Hype Cycles.

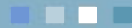
Upgrading to **Advisor**, a more personalized option, puts you in direct contact with our Core Research analysts.



# Gartner Events

We are the leading ICT conference provider:  
41,000 technology/business professionals  
attend our 74 annual events.

# Europe Gartner Events 2008 Calendar



More information on  
[gartner.com/events](http://gartner.com/events)

- Business Intelligence Summit** 5 – 7 February, Amsterdam
- Customer Relationship Management Summit** 18 – 19 March, London
- Enterprise Networking Summit** 23 – 24 April, London
- Wireless & Mobile Summit** 23 – 24 April, London
- Business Process Management Summit** 28 – 30 April, London
- Outsourcing and IT Services Summit** 2 – 4 June, London
- Midsize Enterprise Summit** 17 – 19 June, Barcelona
- Identity & Access Management Summit** 23 – 24 June, London
- Application Integration & Web Services Summit** 25 – 26 June, London
- Portals, Content & Collaboration Summit** 10 – 11 September, London
- Enterprise Architecture Summit** 26 – 27 September, London
- IT Security Summit** 29 September – 1 October, London
- Financial Services Technology Summit** 7 – 8 October, London
- Data Center Summit** 21 – 23 October, Amsterdam
- Project & Portfolio Management Summit** 3 – 5 December, Vienna
- Symposium/ITxpo** 11 – 14 May, Barcelona
- Symposium/ITxpo** 3 – 7 November, Cannes



# Gartner Adriatic – contacts

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