Agenda

- Who is Gartner?
- Core Research – When you should use it
- Technical Research – When you should use it
- Office Hours
Gartner at a Glance

About Gartner

- Founded in 1979
- 15,000 associates in 100+ offices around the world
- 32 consecutive quarters of double digit growth
- Member of the S&P 500
- Deep global insight into every major business function:

Clients we serve

- 300,000+ professionals across all business functions
- 12,000+ distinct organisations in more than 100 countries
- C-suite members from small companies to global, multiinternational enterprises
- 74% of the global 500 rely on Gartner for insight and advice

Trusted insights

- Gleaned from more than 380,000 client interactions each year – including 130,000+ senior executive interactions
- 300,000+ proven best practices
- Quoted by leading business publications worldwide an average of 70 times every week

Strategic advice

- A global team of 2,000+ experts who understand your role, business and industry
- Expert partners to guide you to right insights, when you need them
- Insight backed by our growing team of data scientists, engineers, researchers and psychologists
- More than 2,000 consulting engagements annually

Practical solutions

- 14,000+ peer benchmarks covering IT, finance, sales, marketing and operations
- 1 billion+ learning and development benchmarks
- Maturity diagnostics covering 35+ functional areas
- 75+ global industry events
- 700+ live events designed to foster high-level peer collaboration, plus 220+ exclusive CxO gatherings
- 1,000+ Ignition Guides spanning more than 40 functional areas for accelerating team execution
- 175 Gartner Magic Quadrants, a standard for market analysis in 140 technology segments
Example Topics Important to Your Role

Applications
- Agile & DevOps
- App Integration and Development
- App Frameworks, Platforms & Languages
- Docker and Containers
- Cloud Native Development/ aPaas
- Continuous Integration/Continuous Delivery
- HTML5 & JavaScript
- Release Management
- Microservices Architecture
- Software Development Life Cycle
- Software/Application Testing & QA
- User Interface/User Experience
- API and API Management

Identity and Access Management
- Access Management
- Bimodal IAM
- User Authentication & Identity Assurance
- Consumer Identity
- Directory Services
- IDaaS
- Identity Creation & Management
- Identity Data Services
- Identity Governance & Administration
- Federation
- Privacy & Information Governance
- Single Sign On (SSO)

Security and Risk Management
- Advanced Persistent Threats (APTs)
- Application, Data and Endpoint Security
- Cloud Security
- Audit & Compliance
- Database Security
- Data Center & Cloud Security
- Data Loss Protection & PCI
- Encryption
- Mobile & Endpoint Security
- Network, Perimeter & Infrastructure Security
- Risk Management & Compliance
- Security Monitoring & Response - SIEM
- Vulnerability Assessment, Mitigation & Remediation

Content, Collaboration and Mobility
- SaaS Implementation
- Workstream Collaboration and Social Software
- Cloud Office Suite
- Enterprise Search/ Enterprise Content Management
- Office 365 Implementation and Management
- SharePoint/ SharePoint Online
- VDI/ DaaS/ Windows 10
- Unified Communications
- BYOD
- Enterprise Mobility Management
- Mobile App Architecture, Frameworks
- Mobile Application Development
- Mobile Communication and Collaboration

Cloud and IT Infrastructure
- Computing Hardware
- Data Center Modernization & Consolidation
- Desktop & Server Virtualization
- Disaster Recovery & High Availability
- Hyper-Converged Infrastructure
- Networking
- Multi/ Hybrid Cloud Infrastructure
- Private Cloud Platforms
- Cloud Provider Assessment
- Software-Defined Infrastructure
- Storage & Back Up
- Colocation
- Business Continuity Planning

Cloud and IT Operations
- Cloud Adoption & Exit Strategies
- Cloud Automation and Management
- Cloud Decisions Interactive Tool
- Service Request Management
- Serverless Computing
- Cost Modeling/ Comparisons
- DevOps, AIOps
- Multi/ Hybrid Cloud Management
- Automation
- Operating System Management
- Container Orchestration and Management

Internet of Things
- IoT Strategy and Provider Selection
- IoT Architectures, Platforms and Gateways
- Streaming Ingestion and IoT Analytics
- IoT Security

Enterprise Applications
- Salesforce.com CRM/Sales Cloud
- Salesforce App Cloud/Force.com/Heroku
- Marketing Analytics – Adobe and Google
- Digital Commerce Platforms and Search

Data and Analytics
- Big Data/Hadoop
- Business Analytics & Intelligence
- Cloud Databases and Warehouses
- Data & Information Governance
- Data Integration and ETL Strategies
- Machine Learning and AI
- Master Data Management
- Data Warehouse/Data Lakes/Data Stores
- NoSQL & RDBMS Architecture

Career Development
- Technical Career Guidance
- Learning and Development
### What Gartner means to you

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<th>Partner with me</th>
<th>Equip me</th>
<th>Coach me</th>
<th>Challenge me</th>
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<td><strong>Personalized services</strong>&lt;br&gt;• Dedicated Service Delivery team&lt;br&gt;• On-site briefings&lt;br&gt;• Consultations&lt;br&gt;• Workshops&lt;br&gt;• Board presentation prep</td>
<td><strong>An experienced, objective partner helps you succeed on a major high-risk project. Avoid pitfalls, save time/costs and communicate effectively to your peers.</strong></td>
<td><strong>Get salient points and just-right answers in your context to stay ahead, fuel enterprise growth, optimize assets and be a catalyst for change.</strong></td>
<td><strong>Build and execute your first 100 days plan, validate and evolve your thinking and build confidence and skills in your new role.</strong></td>
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<td><strong>Analyst interaction list</strong>&lt;br&gt;• Analyst consultations&lt;br&gt;• Analyst strategy and reviews&lt;br&gt;• Live analyst inquiries&lt;br&gt;• Written responses to inquiries&lt;br&gt;• Contract reviews</td>
<td><strong>Benefit from practices honed from 250,000+ client interactions/year as you build or review your execution roadmap.</strong></td>
<td><strong>Get contextualized answers from leading experts through one-on-one access to 1,200+ analysts — the same analysts WSJ, Financial Times and others rely on for technology trends and insights.</strong></td>
<td><strong>Master the CIO role and leverage our analysts around people, processes and technology issues to set you and your team up for success.</strong></td>
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<td><strong>Research and tools library</strong>&lt;br&gt;• Research&lt;br&gt;• Assessment tools&lt;br&gt;• Gartner vendor ratings&lt;br&gt;• Emerging trends&lt;br&gt;• Gartner Magic Quadrants</td>
<td><strong>Inform your key decisions with the most comprehensive collection of analysis and advice for technology end users to advance your top priorities.</strong></td>
<td><strong>We turn complex information into insight you can use to solve real business problems and exploit new opportunities. Ask how you can be featured as a case study in Gartner research.</strong></td>
<td><strong>Our impartial advice has helped thousands of CIOs get up to speed quickly, formulate plans, build their teams and stay focused on the right things.</strong></td>
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<td><strong>Peer communities</strong>&lt;br&gt;• 1:1 connections with 7,500+ CxO peers&lt;br&gt;• Online Q&amp;A with 60,000+ technology leaders&lt;br&gt;• Peer templates and knowledge articles&lt;br&gt;• Analyst-led Expert Days&lt;br&gt;• Networking at events</td>
<td><strong>Tap into the collective wisdom of 60,000+ IT practitioners like you. Save time with peer-created templates and curated knowledge articles.</strong></td>
<td><strong>Benefit from brokered one-on-one connections with peers. Leverage other practitioner templates and peer strategies. Share your expertise — co-host interactive sessions.</strong></td>
<td><strong>Learn from the experiences of 5,000+ C-suite executives. Ask questions and make powerful allies to guide you in your CIO journey.</strong></td>
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<td><strong>Gartner events</strong>&lt;br&gt;• CIO-exclusive opportunities&lt;br&gt;• Keynote speaker sessions&lt;br&gt;• Analyst one-on-one sessions&lt;br&gt;• Peer workshops&lt;br&gt;• Analyst-facilitated workshops and roundtables</td>
<td><strong>Each year, 55,000 technology and business professionals attend our 65+ worldwide conferences. At our events, you’ll find the answers and meet the people you need to advance your initiatives.</strong></td>
<td><strong>Gartner Symposium/ITxpo sets the IT agenda for the technology world. Be at the center of it all — meet forward-thinking peers and test-drive relevant new technologies.</strong></td>
<td><strong>Be among the first to learn what is on the typical CIO agenda. Content, community and context come to life and thrive nonstop at Gartner events.</strong></td>
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*To see a full view of our Value Proposition Reference Guide or contact your Service Delivery associate.*

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Our mission: Help you

Avoid errors
- Right direction, right away
- Make the right calls
- Additional expert resources
- Global Digital perspective
- Cross-industry best practices

Save Time
- Speed decision making
- Improve partner selections
- Filter information
- Leverage tools and templates
- Speed learning (just-in-time)

Value

Save Money
- Contract review—Ts and Cs
- Knowledge of price points
- Cost avoidance
- Cost Optimization

Gain Support
- Independent validation
- Increase credibility
- Sounding board
- Help with communications
- Professional development
Insight Throughout the Lifecycle of Projects

Strategize
- IT Strategy & Vision
- Business Alignment
- Sourcing Strategy
- Governance
- Portfolio Management
- Business Process

How will this drive business outcomes?
- Do we have business leadership stakeholders?
- Are we making decisions correctly?
- Do we have the people, process and technology?
- Do we have our initiatives prioritized correctly?

Manage
- Measurement & Benchmarking
- Total IT Cost
- IT Customer Satisfaction
- Scorecards
- Optimization

Execute
- Project Management
- Vendor Relationships
- Change Management

Are we selecting the best vendor for us?
- Do we have a proven roadmap?
- Are my resource assumptions reasonable?
- Are we receiving competitive price and terms?

- How do we establish timelines and milestones?
- How do we build, source, configure, integrate?
- Is implementation on time and on budget?
- How do we ensure end-user adoption?
- How do we control scope creep?

- Is the project really complete?
- Is the project achieving the objectives & outcomes?
- Are we measuring internal customer satisfaction?
- What is it really costing us?
- Are we prepared for upgrade management?
Why Our Clients Partner with Us

**Trusted insights**
Independent, rigorously vetted research to build clients’ understanding and inform their strategy
Proven methods and processes, providing information to support your key decisions

**Strategic advice**
Objective, one-to-one guidance from a team that understands your role, priorities and challenges
Comprehensive C-level understanding to ensure all stakeholder perspectives are covered
Professional development, ensuring you and your team excel in your roles

**Practical solutions**
Benchmarking and diagnostics to help you compare against peer organizations and prioritize areas to improve
Toolkits and guides that save time and equip your team to execute
Peer and member-driven insight to broaden your perspective, avoid pitfalls and solve common challenges faster
Sample Topics & Titles

The Future of Work
• The Future of Work Will Demand Changes to Higher Education
• Anticipate and Exploit the Top 12 Future Work Trends
• How We Will Work in 2028
• Predicts 2018: AI and the Future of Work

Skill Development & Leadership
• The Renaissance Developer: Skills Guidance for Modern Application Programmers
• Create a Compelling Vision That Everyone Understands
• New Digital Age Leadership: Guiding People to Engage, Collaborate — and Do Their Best

Maverick* Research
• Maverick* Research: The Edge Will Eat the Cloud
• Maverick* Research: Crypto-Politics and ‘World Wide Ledger’ Will Rock Your Business Competition
• Maverick* Research: Geography Is Destiny — The Rise of Digital Micronations Will Redefine Digital Ecosystems
• Maverick* Research: Space Business — Not So Far Out
Standard Methodologies

- Easy-to-understand summaries of complex ideas
- Extensive, in-depth qualitative and quantitative analysis
- Based on extensive testing
- Dynamic, continually refined frameworks

- Magic Quadrants
- Market Scopes
- Hype Cycles
- Vendor Ratings
- Market Forecasts
- Market Share Analysis
Learn About Emerging Technologies

Hype Cycles help you:

- Use facts to drill down through the emotion of hype and publicity that accompany the early claims of a technology breakthrough.
- Make more informed investment decisions.
- Compare your understanding of a technology’s evolution against that of Gartner.
Evaluate Market Players

Magic Quadrants help you:

- Get educated quickly about a market’s participants, maturity and direction.
- Focus on the subtle differences between vendors in markets that are highly mature or newly emerging.
- Map vendor strengths against your specific need.
What is Gartner for Technical Professionals?

Research service for IT Practitioners and technical teams focused on
Technical Strategy and Planning
Architecture and Design
Project Execution
In-depth Product Evaluation
Professional Effectiveness

Delivered in a model designed for your technical professionals
Broad access for your teams
Unmetered, one-hour inquiry calls with analysts as individuals or project teams
Document Review for road map, planning, RFP and architecture review

Our coverage
Application Platforms and Development
Security and Risk Management
Identity and Access Management
Cloud Computing
Mobile Strategy and Architecture
Data Center Modernization
Big Data and Information Management
Content and Collaboration
Internet of Things (IoT)
Professional Effectiveness
GTP research covers the topics most important to you

**Application Platforms**
- Agile Development, DevOps
- Containers and Docker
- Application Development, Integration
- Application Platforms, Languages
- HTML5 and JavaScript
- Mobile Application Development
- SOA, Microservices, App Architecture
- SDLC, Web API Development
- Cloud App Development

**Mobility and Unified Workspace**
- BYOD, COPE
- Enterprise Mobility Management
- Mobile Application Development
- Mobile Application Management
- Mobile Security and Identity
- Mobile Strategy and Governance

**Cloud and Virtualization**
- Cloud Application Development
- Desktop Virtualization
- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Private Cloud
- Public Cloud
- Cloud Computing
- Server Virtualization

**Data Center**
- Data Center Network Architecture
- Data Protection, Backup and Replication
- Server Selection
- DR, Service Continuity
- Hyperconverged Integrated Systems
- Hybrid Cloud Computing
- Software Defined Data Center
- Software Defined Networks
- Storage – DAS, NAS, SAN
- Solid State Arrays
- Flash

**Internet of Things**
- Comparing and Selecting IoT Architecture
- Components and Providers
- Designing and Architecting IoT Solutions
- Developing and Advancing IoT Strategies
- Developing IoT Solutions and Products
- Operating and Managing IoT Solutions
- Architecting for Machine Learning and AI

**Identity and Access Management**
- Access Management
- Authentication
- Directory Services
- Identity Creation and Management
- Identity Federation
- Privileged User and Access Management
- User Provisioning

**Security and Risk Management**
- Application & Database Security
- Cloud Security
- Data, Content Security
- Host and Endpoint Protection
- Mobile Security and Identity
- Security Monitoring
- Incident Response
- Threats and Vulnerabilities
- Network & Data Center Security
- Security & Risk Management

**Data Management**
- Big Data Management
- Business Intelligence, Analytics
- Data Integration
- Database Management
- Data Governance

**Collaboration and Content**
- Collaboration, Communication
- Messaging
- Content Management, Search
- Email
- Mobile Collaboration
- Office 365, Google Apps
- Productivity Tools
- SharePoint
- UC, Web Conferencing

**CRM & User Experience**
- Assessing API-centric Enterprise Apps
- Choosing Cloud Architecture for Commerce
- CRM and Identity Management
- Enterprise CRM and AI
- Implementing Adobe Analytics
- Implementing Google Analytics 360
- Implementing Digital Commerce
- Implementing Digital Commerce Search
- Sales Cloud & Agile
- Sales Cloud Integration tools
- Sales Cloud Security
- Salesforce Platform
Who are the GTP Analysts?

Background

80+ analysts

Average of 23 years industry experience

Collectively: 47 books, >55+ patents

Deep technical expertise in architecture and deployment challenges

How our analysts help you

“Advice On-Demand” – consider GTP as an extension of your team, and an opportunity to avoid short-term consulting projects.

Course-correct or validate your technical strategy, architecture and project plans

Catalyst Conference – meet our analysts every year in San Diego

Apply best practices your peers have used to implement technologies

Meet some of your advisors

Matt Brisse
• 38 years in the IT industry
• Office of the CTO for Dell and Quantum
• Long-serving SNIA Leader

Kirk Knoernschild
• 23 years in the IT industry
• Open source contributor; Author of Java Application Architecture

Ramon Krikken
• 21 years in the IT industry
• Previously Security Architecture Manager at TD Bank

Mary Ruddy
• 29 years in the IT industry
• Founding member of the OASIS Electronic Identity Credential Trust Elevation Methods Technical Committee

Carlton Sapp
• 21 years in the IT industry
• Former Director and BI Systems Engineer
• National Science Foundation Enterprise BI

Elias Khnaser
• 19 years in the IT industry
• Forbes, InformationWeek; author of six books
• Prior SI CTO specialized in cloud, DC and EUC.

Darin Stewart
• 22 years in the IT industry
• Former University director of research and collaboration systems
• Author of “Building Enterprise Taxonomies.”

Anton Chuvakin
• 16 years in the IT industry
• Authored “PCI Compliance”, “Information Security Management Handbook”
• Noted blogger – “Security Warrior”
Gartner for Technical Professionals complements and extends our IT Leaders research

IT Leaders

Strategic guidance to LEAD key initiatives:
• Understand emerging trends
• Develop IT strategy
• Build business case
• Evaluate vendors
• Optimize pricing and contracts

30 minute analyst inquiry calls
Research generally 10-15 pages

Technical Professionals

How-to guidance to EXECUTE your projects:
• Technical strategy and planning
• Detailed technology assessments
• Architecture and design
• Technical product evaluation
• Create deployment strategy

One hour analyst inquiry calls
Research generally 30-50 pages
Professional Effectiveness

- Professional Effectiveness helps organizations be successful by providing specific, practical knowledge regarding the skills & responsibilities for the most common technical roles in IT

- Written by actual architects who have been successful in these roles

Recent Professional Effectiveness Research:

**Applications**
- Extend IT’s Reach with Citizen Developers
- Skills Guidance for Modern Application Programmers

**Cloud**
- Analyzing the Role and Skills of the Cloud Architect
- Building an IT Business Case for Public Cloud IaaS or PaaS
- The Cloud’s Impact on the Future of Your IT Job
- An Emerging IT Role: The Cloud Architect

**Identity**
- Leading as an IAM Architect in the Digital Era

**Data Center**
- The Future Role and Skills of the Infrastructure Architect in a Public Cloud World
- Adapting to the Cloud: Work and Career Strategies for IT Infrastructure Professionals

**Security**
- A Step-by-Step Guide to Becoming a CISO

**General IT Professional Effectiveness**
- Changing Your IT Career to Adapt to Cloud Services
- The Forces Reshaping IT Skills, Talent and Leadership
- Technical Professionals Must Learn How To Effectively Communicate Business Opportunities
- Top Skills for IT’s Future: Cloud, Analytics, Mobility and Security
- 10 Essentials Skills of the Modern Software Architect
Your Service Delivery Team for GTP

Kathy Rebello, Account Manager
- Manages the relationship between you and Gartner
- Collaborates with the Service Delivery Team to ensure that you’re aligned with the appropriate services and are receiving the maximum value
- Handles all contract-related questions and issues
Contact: +1 774-432-5056 | Katherine.Rebello@gartner.com

Jamilee Delgado, Relationship Specialists (GTP)
- Helps clients leverage their service entitlements, and provides proactive, quality service to ensure the team benefits from the most relevant GTP resources.
- Single point of contact for coordinating service delivery for the team.
Contact: +1 239-561-4000 | jamilee.Delgado@gartner.com
Thank You!