

## Gartner Inc.

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City of Aurora

Gartner is a unique company providing one-of-a-kind services to our clients. Gartner serves an enormous industry with a wide variety of clients who have a wide variety of needs and expectations. ***Unlike any other research company***, we cover both the Supply side as well as the Demand side of the marketplace. Our clients are both the provider of technology and the supplier of technology. Clients, such as government agencies, look to Gartner for advice and objectivity. Gartner studies every aspect of technology, from learning management systems to services with the largest team of research analysts assembled in the world. Combine our size and scope with our rigorous and trade-marked research processes and you have a company that is known globally as the thought leader.

What makes Gartner truly unique in the marketplace?

- With nearly 1,200 research analysts and consultants, we are able to study every aspect of technology. No company can bring the breadth and depth of thought leadership. Our clients interact with teams of researchers, not just a single analyst.
- Gartner's 25 years of providing independent and unbiased information to clients who depend on our consistent assurance make the Gartner relationship unique. No research company has the history of excellence to compare to Gartner.
- We are in constant contact with our 45,000 clients, representing 10,000 distinct organizations. Our analysts answer 203,000 client inquiries every year. Through this powerful client base, using our internal infrastructure, we are able to see patterns and trends that other companies don't and won't see. Our clients get unique Gartner insights from the intersection of technology users, vendors and investors. No other company can provide that.
- Gartner has an uninterrupted access to a vast network of fact and opinion. We review hundreds of academic, journalistic and scientific sources. We continually study all major vendors and have formal and informal relationships with the premier technology-oriented academic institutions around the world as well as government research sites.

Unique services provided in the Gartner license:

- Over 500 proprietary toolkits to execute on strategy and key initiatives
- Executive Partners and/or Leadership Partners that have role experience – i.e., former CIO or CISO
- Magic Quadrant and Hype Cycle to accurately view the strengths and weaknesses of vendors
- Contract reviews on key vendors to save on average 14% on 75% of the contracts reviewed
- Over 75 worldwide IT conferences around the world

Other unique characteristics of Gartner include our trade-marked research methodologies. For our clients, that means a more qualified opinion and greater insight into their business needs across the full, interconnected spectrum of technology. Examples of our unique and proprietary methodologies include:

## The 360-Degree Feedback Loop

- This process is geared to discovering likelihoods. Clients want a picture of how current trends are likely to become future events and what effect those events are likely to have on their technology investments. We go through 5 steps including: 1) Scenarios; 2) Surveys; 3) Pattern Recognition; 4) Stalking Horse; and 5) Search and Verify

## Magic Quadrant

- The Magic Quadrant depicts a technology market using a two-dimensional matrix. Vendors are evaluated based on their completeness of vision and ability to execute using weighted criteria to plot their relative positions in the market today as well as where it is headed in the future. This is a tool that is used extensively by both government as well as civilian agencies.

## MarketScope: Emerging and Mature Markets

- MarketScopes rate vendors in emerging and mature markets. MarketScopes help clients understand both the dynamics of a market and the strengths and weaknesses of its vendors.

## Vendor Ratings

- Vendor Ratings give clients a single, focused perspective to support investment and strategic planning decisions around the overall corporate viability, products and services and customer support.

## The Hype Cycle

- The Hype Cycle is our method of analyzing the viability of emerging technologies. It is a graphic representation of the maturity, adoption and business application of a technology, illustrating along a predictable path the over enthusiasm, or “hype” and subsequent disappointment that typically happen in the introduction of new technologies.

## Total Cost of Ownership: The Real Cost of Investment

- This tool is the industry standard for understanding the total cost of ownership associated with an IT investment over time.

Other unique discriminators of Gartner include:



- Gartner is leveraged by every major industry vertical. As a result, we have a clear understanding of the variables that are effecting technology decisions by both commercial and federal decision-maker
- Gartner is the only technology research and advisory firm with a focus on the unique issues of public sector in addition to all of the day to day technology decisions of an IT organization.
- Gartner is leveraged by every Cabinet level group in the Federal Government. As a result, Gartner provides dependable objectivity backed with more research than any company in the world.

Gartner is the only company that can provide objective research and advisory services that are focused on the specific roles of IT leaders today. Gartner services at the City of Aurora will provide exclusive research and unlimited access to analysts who have deep expertise into the challenges and responsibilities of the CIO and Senior Leadership. Additionally, users have access to an online network of peers from other organizations to leverage best practices. The combination of access to role-based expertise through Gartner analysts as well as the exclusive, objective research, and collaboration within the network of role-based peers is a unique combination of services that will support the City of Aurora. No other company can provide this level of support without organizational or product bias. As such, Gartner represents the only source.

On behalf of Gartner, we look forward to an ongoing partnership with the City of Aurora and look forward towards working together.