A Gartner G-Cloud 13 Service Definition for
Cloud Digital Leadership — Gartner for Startup CEOs — Individual Access (GSCEOIA)

2022
Gartner G-Cloud 13 Service Definition

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Service Summary

The Gartner for Startup CEOs: Individual Access service is a role-based solution for CEOs designed specifically to support the unique needs of startup tech and service providers that are focused on building innovative and differentiated solutions and getting to market quickly with effective messaging and positioning.

Service Benefits

- Accelerates CEO decision-making

- Provides advice on developing innovative and differentiated solutions

- Access to exclusive Emerging Tech CEO content

- Unmetered access to Gartner research experts

Service Features

- Core IT Research

- Gartner for Business Leaders content

- Tech Go-to-Market Research

- Emerging Markets & Emerging Technology Analysis Reports

- SWOT Analysis Reports

- Gartner Analytics: Readership

- Individual Inquiry

- IT Summit Conference Ticket

- Peer & Practitioner Research

Pricing

- Gartner will bill a firm fixed price of £32,300 excl. VAT, incl. all expenses for this service

- The service is provided to one licensed user for a period of twelve months

- All invoices are payable net 30 days from date of invoice

Full List of Service Features

- Core IT Research — Magic Quadrants, Vendor Ratings, Hype Cycles, and other foundational research on more than 700 topics to help IT and business technology decision makers. Core Research covers a broad set of cross-industry technology topics and helps clients expand knowledge, build competencies, obtain objective viewpoints, and validate decisions to drive business value through technology

- Gartner for Business Leaders content:

  – Tech Go-to-Market Research: Reports that help clients achieve best-in-class results from marketing activities. The goal is to complement Gartner's technology-related

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research and market statistics with tactical advice to ensure success as a marketing leader

- – Emerging Markets Reports: Reports that analyse the key trends and recommendations across multiple dimensions such as technology, channel, vertical, etc. This research provides high-level guidance on countries with rapidly developing technology markets

- – Emerging Technology Reports: Reports that build on the relevant Hype Cycle and provide more in-depth coverage of technologies that will impact clients. The purpose of this research is to educate the reader on the market impact of the emerging technology

- – SWOT Analysis Reports — Documents that explore the strengths, weaknesses, opportunities, and threats (SWOT) of a specific technology and/or service provider

- Gartner Analytics: Readership — Reports that provide visibility into who is consuming a given piece of written research. Statistics are presented by region, industry, enterprise size, and job role

- Individual Inquiry — Inquiry sessions of up to 30 minutes with a research advisor which may be scheduled independent of other Team Members and which may also be used to request reviews of business-related documents

- IT Summit Conference Ticket — The Gartner IT Summit Conference Ticket provides admission to one (1) Gartner IT Summit Conference. Tickets provided as part of a Gartner Research offering are valid only for Gartner conferences that take place during the contract term of the Research offering for which the Ticket has been issued. Ticket may not be used for admission to any conference other than IT Summit

- Peer & Practitioner Research — Includes peer benchmarks, best practices, case studies, tools and templates.

Additional Terms & Conditions

- Limited release service subject to pre-qualification

- Participation in inquiry calls is limited to the Licensed User(s) and the Gartner research expert only (i.e., non-Users, either inside or outside of the client company, may not attend or otherwise participate on the call).

- The Gartner IT Summit Conference Ticket is a numbered identifier (e.g., 424562) that entitles the Licensed User to register for one (1) Gartner IT Summit Conference as specified in the Ticket Letter emailed to Client. Tickets are valid for 12 (twelve) months from the date of issue, per the expiration date on the Ticket Letter. Tickets provided as part of a Gartner research service are valid only for Gartner conferences during the contract term of that research offering. Tickets are transferable within the client company but may not be transferred to another company. A single Ticket may not be used by more than one (1) client employee and may not be used for admission to any Gartner conference other than IT Summit.

- Depending on travel advisories and/or government orders, at Gartner's sole discretion, some meetings and events may be held virtually.

- Use of the Service is governed by the Gartner Usage Policy and the Gartner Copyright and Quote Policy, which are accessible on the Policies section of gartner.com.

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