

# **A Gartner G-Cloud 14 Service Definition for Cloud Digital Leadership — Gartner for Chief Marketing Executives Team: Reference Team Member (GCMETRM)**

2024

Gartner G-Cloud 14 Service Definition

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## Service Description

Gartner for Chief Marketing Executives Team: Reference Team Member permits client to identify a reference team member, typically an individual reporting to the senior-most marketing executive. The Service provides access to the insight, tools and expertise that marketing organisations need to succeed in today's rapidly evolving digital world.

## Service Benefits

- Real-time, personalised advice from Gartner research advisors
- Unequalled insight on digital marketing and technology issues
- Concise, targeted research focused on key initiatives
- Supports team members business success, personal knowledge, and productivity
- Evaluation on latest trends, emerging technologies, and strategic vendors
- Cut through the information overload and make better decisions
- Benchmark marketing performance and evaluate technology options
- Foundational research helps decision makers build knowledge and competencies
- Obtain objective viewpoints to validate decisions and drive value
- Digital executive and team guidance, insights and skills transfer

## Service Features

- Assigned Service Delivery Team
- Marketing Leaders Research and Related Content
- Digital Performance Benchmark Content
- Consumer Insight Content
- Peer & Practitioner Research
- Tools and Templates
- Relevant IT Research and Related Content
- Webinars and Peer Experiences
- Team Analyst Inquiry

## Invoicing

- 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

- Assigned Service Delivery Team — A client success manager, who is a member of the Assigned Service Delivery Team, will serve as the Licensed Users' primary point of contact for this Service. The client success manager is an experienced service professional who understands the Client's context and priorities; helps the Client understand their Service entitlements; provides personalised, proactive, concierge-level service; and helps the team leverage the most relevant Gartner resources. The

client success manager facilitates a coordinated service approach for the team, as well as alignment between Team Members and the Leader

- **Team Inquiry** — The Team Leader must schedule and attend the Team Inquiry sessions which are up to 30 minutes. Team Members may lead the discussion or pose questions to the research advisor on behalf of the team, provided all such questions and discussions advance the Team Leader's agenda
- **Marketing Leaders Online Experience** — Access to Gartner's latest digital marketing research, news commentary, blogs posts, and analyst-selected "must read" content. Includes daily, weekly, and monthly editorial updates
- **Marketing Leaders Research and Related Content** — Concise, targeted research written specifically for today's digital marketing professional
- **Digital Performance Benchmark Content** — Includes Gartner Digital IQ Index Reports, Insight Reports, Intelligence Reports, and videos/presentations from past Gartner Digital Performance Benchmarks events. Also includes self-service Intelligence Tools that enable brand benchmarking comparisons for all brands included Gartner Digital IQ Index reports
- **Consumer Insight Content** — Consumer and customer insights that help marketers stay ahead of trends that matter. Research is built upon our proprietary, values-based methodology that allows us to identify, explain and predict shifts in consumer behaviour
- **Relevant IT Research** — Actionable research and related content focuses on the technology areas upon which marketers are envisioning, building, and executing their digital strategies, including: social media platforms, mobile application development, content management, and content analytics
- **Communications Research and Insight** — Concise, targeted research and tools to help business leaders evaluate new issues and challenges around Communications initiatives
- **Diagnostic Tools** — Interactive web-based tools that allow clients to apply Gartner methodologies to their specific situations. Diagnostic Tools deliver a customised set of recommended actions based on the clients' answers to a series of questions
- **Peer & Practitioner Research** — Includes peer benchmarks, best practices, case studies, tools, and templates
- **Peer Experiences** — Gartner provides opportunities for peer engagement in a variety of ways. Licensed Users have access to Gartner assets that enable rating and reviews, connecting with qualified peers, access to community features, and exclusive features specific to client role
- **Webinars** — Periodic web conferences where Gartner research advisors speak on timely topics in information technology and then solicit questions from listeners
- **Facilitated Networking** — Service Delivery Team will, upon request, arrange meetings with peers around a specific topic to discuss best practices or areas of expertise

## Additional Terms & Conditions

- One (1) Leader plus a minimum of three (3) and a maximum of Ten (10) additional members are required for this product option. All Team Member licenses must be coterminous with the Leader license
- 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 an inquiry call). For Team Inquiry

sessions: (i) the Team Leader must schedule and attend the sessions; and (ii) Team Members may lead the discussion or pose questions to the research expert on behalf of the team, provided all such questions and discussions advance the Team Leader's agenda.

- 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](https://gartner.com).