

# **A Gartner G-Cloud 14 Service Definition for Cloud Research — Gartner for Product Teams: Leader (GBLPTL)**

2024

Gartner G-Cloud 14 Service Definition

## Service Description

Gartner for Product Team: Team Leader enables access to Gartner research and experts related to working in a product team environment.

## Service Benefits

- Achieve Success in Product Management
- Helps clients separate the hope from the hype
- Avoid costly mistakes
- Delivers critical insights
- Insights on buyer needs
- Explores market dynamics
- Provides go-to-market strategies
- Increase flexibility and reduce time to market

## Service Features

- Product Management role-based content
- Gartner for IT Leaders Research
- Marketplace Analysis and Statistics
- IT Key Metrics Data
- Gartner for Business Leaders Research
- Hardware quarterly market share: worldwide, regional, and country
- Gartner Analytics (Search & Inquiry)
- Peer Experiences
- Individual and Team Analyst Inquiry
- IT Summit Event Ticket

## Invoicing

- The service is for one licensed user for a period of 12 months
- Gartner will bill for 100% of the fees at contract signing
- All invoices are payable net 30 days from date of invoice

## Full List of Service Features

- Gartner for IT Leaders Research (includes Core IT Research and Role-Specific IT Research, plus IT Initiative based Research)
- Individual Analyst Inquiry — Includes 30-minute sessions with Gartner analysts to ask questions based on published research or request reviews of business-related documents
- Team Analyst Inquiry — Includes 30-minute sessions with Gartner Analysts to ask questions based on published research or request reviews of business-related

documents. Team members may lead the discussion or pose questions to the analyst on their behalf or on behalf of the team, provided the sessions are scheduled and attended by the Leader to advance the Team Leader's agenda

- Tech Go-to-Market research — Fundamental messaging best practices research that complements Gartner's technology-related research and market statistics.
- Market Analysis and Statistics Research (not including Industry cuts) — Research that delivers analysis and advice about trends, opportunities, competitive analysis, and technology in the hardware, software, IT services, communications, and semiconductor markets.
- 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.
- 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.
- Gartner for Technical Professionals Research — Covers application platforms, collaboration and content management, data center, data management, identity and privacy, network and telecom, and security and risk management.
- IT Summit Conference Ticket — 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 offering 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.
- Search Analytics Online — Robust, web-delivered tool that provide easy access to end-user search trends.
- Hardware Quarterly Market Share - worldwide, regional, and country. Semis Quarterly Forecast – worldwide — Access to worldwide, region, and country level detail for disk array storage, PCs, Servers, and Printer-Copier/MFPs. Includes access to Semiconductor Forecast: Worldwide.
- Readership Analytics — 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.
- Emerging Technology Benchmark for High Tech Leaders — Tool helps product leaders evaluate their internal resource allocation, approach to innovation, and use case and partnership strategies -- three critical elements of successful emerging tech development.

- My Gartner — A personalised, intelligent homepage that recommends the most relevant research and resources based on the user's key initiatives, activity, role, and profile information

## **Additional Terms & Conditions**

- This service is subject to eligibility criteria.
- This service requires the separate purchase of Gartner for Product Teams Product Team Cross Market Member.
- This Service is not available for analyst relations, market intelligence or leaders with solely frontline sales responsibility. This Service is only available to full-time direct employees of client company ("Client"). Employees of third-party companies, including agencies or contractors, who provide services, tools, consulting, or advisory to Client are not eligible for this Service.
- 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).