Gartner for Technical Professionals
Ensuring Successful Execution of Your IT Strategy

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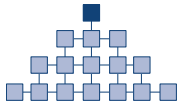# Gartner solutions are tailored to support the unique needs of IT professionals at every level of your organization

	Gartner Offering	Focus	Value Proposition
CIO	Gartner for IT Executives	**Strategy**	Equips CIOs with the role-specific tools and knowledge they need to deliver exceptional business results for their organizations
Senior IT Leaders	Gartner for IT Leaders	**Planning**	Provides IT leaders with just-in-time, role-specific insight from Gartner analysts and peers to drive outstanding results with their critical initiatives and IT purchases
IT Leader's Extended Team	Gartner for IT Leaders — Workgroup	**Management**	Provides an IT leader's extended team with the Gartner resources they need to maximize the value they deliver
Technical Professionals	**Gartner for Technical Professionals**	**Execution**	Provides in-depth technical research and guidance to help technologists advance the initiatives/projects that support execution of the IT strategy

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Different IT stakeholders have common goals, but different questions

Initiative
Cloud Computing

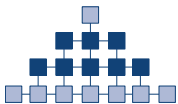|		Question	Targeted Research
	CIO	What is the most effective way to deliver IT services across the business?	*Gartner for IT Executives:* "Optimizing IT Assets: Is Cloud Computing the Answer?"
	IT Leader (and Team)	What is the maturity of cloud computing technologies, and what impact do they have on my road map?	*Gartner for IT Leaders:* "Hype Cycle for Cloud Computing"
	Technical Professionals	How does the internal cloud impact my storage infrastructure?	*Gartner for Technical Professionals:* "Architecting Storage for the Internal Cloud: One Step at a Time"

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Gartner for Technical Professionals provides in-depth technical research to help your teams deliver outstanding results

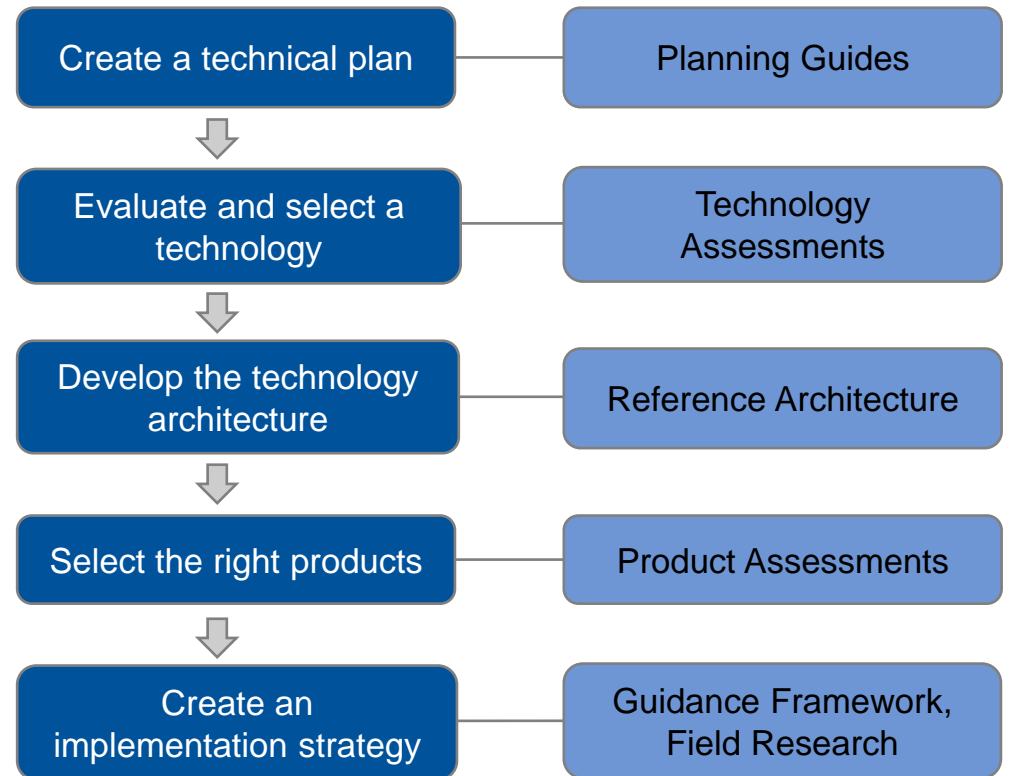| Benefit	How
Accelerate project timelines	• Get teams up to speed quickly through access to in-depth research • Use proven Reference Architecture to develop technology architecture • Receive organization-specific guidance through calls with analysts*
Mitigate risk	• Leverage industry best practices to avoid costly mistakes • Avoid vendor lock-in through unbiased recommendations • Validate and get feedback on project plans through speaking with analysts*
Develop your staff	• Update knowledge and skills through exposure to in-depth technical research • Help them acquire deep expertise on a broad range of topics • Enable them to stay current with changing markets and technologies

*Available to Advisor-level clients.

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Your teams get the knowledge and best practices to advance the initiatives and projects that support your IT strategy

In-depth research

- Reports typically 25 to 40 pages in length

- How-to frameworks and best practices

- Unbiased vendor recommendations

- In-the-trenches perspectives (field research)

- Reusable templates/graphics for your internal documentation

Guidance for each phase of your project life cycle

Phase	Guidance
Create a technical plan	Planning Guides
Evaluate and select a technology	Technology Assessments
Develop the technology architecture	Reference Architecture
Select the right products	Product Assessments
Create an implementation strategy	Guidance Framework, Field Research

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Gartner for Technical Professionals delivers comprehensive insight across the following areas

Roles	Key Functions	Topics
Security & Risk Management	Security & Risk Management	• Application and data security • Cloud security • Mobile security • Perimeter and infrastructure security
	Identity & Privacy	• Identity creation and management • Identity verification and use • Privacy
Infrastructure & Operations	Data Center	• Computing hardware • Cloud and virtualization • Physical data center • Storage
	Network & Telecom	• Mobile device management • Network performance optimization • Real-time and unified communications • WANs and LANs • Wireless and mobility
Business Intelligence & Information Management	Data Management	• Big data • Business intelligence • Data management • Database management
	Collaboration & Content Management	• Collaboration and social initiatives • Communication, email, IM • Content management • SharePoint and portals
Applications	Application Platform	• Application overhaul • Applications in the cloud • Mobile applications • Software development • SOA and integration strategies

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Gartner for Technical Professionals delivers in-depth, technical research that complements Gartner for IT Leaders

Gartner for IT Leaders

Strategic guidance to help lead key initiatives:

- Understand emerging trends
  - Develop IT strategy
  - Build business case
    - Evaluate vendors
- Leverage hard data to make fact-based decisions
  - Optimize pricing and contracts

Gartner for Technical Professionals

How-to guidance to help execute projects and initiatives:

- Assess new technologies at a technical level
- Develop technical architecture and design
  - Evaluate products
  - Create implementation strategy
- Overall project execution

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Differentiation by Formats and Focus
Gartner for Technical Professionals(GTP) and Gartner for IT Leaders (ITL)

		Strategize	Evaluate	Execute	Manage
ITL	Focus	• Explore emerging trends • Scenario planning • Cross business unit coordination	• Business case and funding • Vendor Selection • Risk assessment • Portfolio Planning	• Contract negotiation; cost savings; terms and conditions analysis • Technical best practices	• Governance • IT mgmt best practices • Continuous process improvement • Monitor and evaluate processes and functions
	Documents	• **Hype Cycle** • **Gartner Predicts**	• **Magic Quadrant** • **MarketScope** • **Toolkits** • **Critical Capabilities** • **Vendor Ratings**	• **ITScore** • **Role Content** • **Toolkits**	• **IT Key Metrics** • **Case Studies** • **Toolkits** • **Best Practice** • **IT Budget**
GTP	Focus	• Track new trends • Project architecture	• Project scope and dependencies • Technical specification • Technical Design • Detailed insight into vendor products	• Build architecture • Detailed design methodology analysis • Improve software development process	• Technical systems operations • Communicate with the CIO or EA • Detailed project monitoring

	Documents	• **Planning Guides**
		• **Technology Assessments**
			• **Reference Architectures**
			  • **Decision Points**
			  • **Templates**
			• **Product Assessments**
				• **Field Research**
				• **Guidance Framework**
					• **Decision Points**
					• **Field Research**

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Complementary Research Focus And Content
Gartner ITL and GTP - Side by Side

|	GTP	ITL
Topics Focus	Emphasis on technology architecture and technical evaluation criteria	Emphasis on IT strategy, emerging trends and technology, vendor strategy, pricing, and contracts
Technical detail/depth	Extensive detail including specifics by protocol. Can approach step-by-step instruction.	Focuses on the critical details that have most strategic impact
Vendor Coverage	In-depth analysis that compares and contrast product offerings for a technology need.	Explicit value judgments are made (e.g. "positive", "leader", "niche"), ratings applied and methods are documented including high-level financial assessments.
Tools	In-depth decision frameworks (100+ pages across multiple documents) for architecture decisions; editable block diagrams / templates.	Role based user tools (RFP, Job descriptions, business case). Diagnostic tools – IT Score (Maturity Models) Server evaluation model, etc.
Length of Documents	20-40+ pages	3-10 pages typical
Typical Document Life	Multiple use documents with evergreen lifespan	Single use document with one year lifespan

Reference Architecture: A proven decision-making tool that provides tailored architecture recommendations

Architecture guidance from three key perspectives:

Principles define your core IT values to accelerate planning and decision making

Decision Points help you design your IT architecture and set technical requirements using tailored guidance

Templates build an architectural blueprint of the infrastructure and critical relationships between systems through reusable graphics

Foundation

then

if

otherwise

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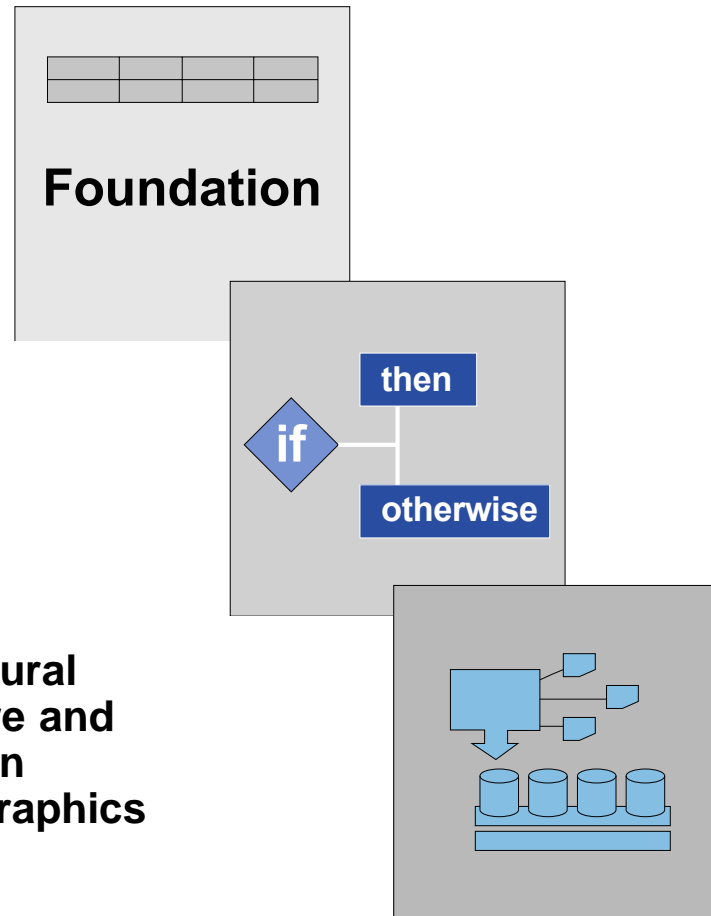
Through 60-minute analyst calls, our world-class experts become your objective architecture advisors

Analyst facts

- 50+ analyst experts
- Average of 23 years' industry experience
- Collectively: 32 books, 37 patents
- Deep technical expertise in architecture and deployment challenges

How our analysts help you

- Evaluate and get up to speed quickly on new technologies
- Learn about best practices your peers have used to implement a technology
- Validate and get feedback on your technical strategy, architecture and project plans

Meet some of our analysts:

Richard Watson	• 19 years in the IT industry • Previously application architect at Credit Suisse
Larry Cannell	• 27 years in the IT industry • Previously workstream lead for collaboration and business intelligence for Ford Motor Co.
Svetlana Sicular	• 19 years in the IT industry • Previously a VP for Visa, responsible for data interoperability, oversight and standards.
Marcus Collins	• 29 years in the IT industry • Previously data architect at Novartis
Ramon Krikken	• 17 years in the IT industry • Previously security architecture manager at TD Bank

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Gartner for Technical Professionals Topic Coverage

- Application and Database Security
- Application Integration
- Application Development
- Application Platforms, Languages and Frameworks
- Application Overhaul
- Audit and Compliance
- Big Data
- Business Continuity Management
- Business Intelligence
- Business Process Management
- Collaboration
- Communication
- Contact Center
- Content Management
- Content Security
- Data Analytics
- Data Center Computing Hardware

- Data Center Consolidation and Modernization
- Data Loss Prevention
- Data Management
- Database Management
- Desktop Virtualization
- Disaster Recovery
- Host and Endpoint Protection
- Identity Creation and Management
- Identity Verification and Use
- Internal Cloud Computing
- iPad and Mobile Devices
- Mobile Application Development
- Network Operations and Performance Management
- Perimeter and Infrastructure Security
- Physical Data Center

- Privacy
- Public Cloud Computing
- Risk Management and Compliance
- Security Monitoring
- Server Virtualization
- SharePoint and Portals
- SOA and Application Architecture
- Social Initiatives
- Software Development Life Cycle
- Storage
- VoIP and Unified Communications
- WANs and Provider Network Services
- Web Conferencing
- Wireless and Mobility

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Application Platform Research

Audience: Application delivery organization (architects, managers, project leaders and developers)

Major issues

- Projects are late, over budget or not what was wanted

- Application portfolio is bloated, inflexible and expensive

- New demands: mobile, social, contextual and cloud computing

Key coverage areas

- Improving the software development process

- Mobile and social computing

- Improving the user experience

- Application architecture (e.g., SOA, WOA, EDA, cloud)

- Application portfolio modernization (including cloud migration)

- Application platform modernization (including hybrid cloud)

Analysts: Anne Manes, Richard Watson, Sean Kenefick, Kirk Knoernschild, Danny Brian, Eric Knipp

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Collaboration and Content Management Research

Audience: Communication, collaboration and content management architects, managers and project leaders

Major issues	Key coverage areas
• Improving the productivity of information workers • When to use the new delivery models: virtualization and SaaS • Business demands for increased mobile and social software support	• Communication (e.g., email, IM, Web conferencing, unified communications) • Collaboration (e.g., workspaces, SharePoint) • Social software (e.g., social networking, blogs, wikis) • Content (e.g., document management, Web content management, search, taxonomies, text analytics) • 3C SaaS solutions (e.g., Google Apps, Microsoft 365)

Analysts: Craig Roth, Guy Creese, Larry Cannell, Bill Pray, Darrin Stewart

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Data Center Research

Audience: IT infrastructure organization (data center architects, virtualization/ storage/compute IT staff, enterprise IT professionals, directors and VPs of IT)

Major issues

- Data center power and space at a premium

- Virtualization, storage reduction and server economization efforts changing the face of the data center

- These efforts are enough to stem the tide of data center growth — thus, IT organizations are building internal and hybrid clouds

Key coverage areas

- Server/client virtualization, internal cloud computing, hybrid clouds

- Storage virtualization, platforms, deduplication, data protection, backup, archive, cloud storage

- Server platforms, HA, DR, OSes, facilities, operations

Analysts: Drue Reeves, Chris Wolf, Richard Jones, Kyle Hilgendorf, Alessandro Perilli, Matt Brisse, Werner Zurcher, Gunnar Berger

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Data Management Research

Audience: Data management organization (data architects, information managers and enterprise IT professionals)

Major issues	Key coverage areas
• Data is replicated, overproduced and undermanaged	• Master data management, data warehousing, business intelligence, information life cycle management, information governance
• Databases are neither quantified nor qualified	• Big data goes beyond the capacity of traditional database technology
• Available information is underutilized by business people	• Real-time data tells how things are instead of how things were
	• Shared data is accessible beyond the silo(s) that created it
	• High-fidelity data preserves the context, detail, relationships and identities of important business information

Analysts: Marcus Collins, Lyn Robison, Svetlana Sicular, Jamie Popkin

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Identity and Privacy Research

Audience: Identity management organization, privacy organization (architects, project leaders, developers, privacy officers and data stewards)

Major issues

- Projects are late, over budget or not what was wanted

- Creating, managing and using identities are expensive

- IdM systems don't handle partner, contractor and customer identities well

- Security and privacy regulations are complex and rapidly changing

- Mobile, social, contextual and cloud computing; federation, data protection

Key coverage areas

- Identity and access management program

- Creating and managing identities

- Verifying and using identities

- Privacy program

Analysts: Lori Rowland, Kevin Kampman, Mark Diodati, Robin Wilton, Ian Glazer

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Network and Telecom Research

Audience: Networking and security organization (architects, administrators and network management staff)

Major issues

- Securing and managing mobile endpoints
- Providing adequate wireless service levels

Key coverage areas

- Wireless technology — 802.11, 3G/4G, NFC, Bluetooth, TV white space
- Mobile services — voice/data, location, SMS, Mobile UC, Wi-Fi/cellular roaming
- Mobile management — MDM (tools, services, vendors), WLAN management
- Enterprise mobility strategy — endpoint independence methodology
- Security — wireless LAN security
- Application performance optimization — WANs, mobile networks

Analysts: Ken Agress, Paul DeBeasi, Eric Siegel, Mark Cortner, Jack Stackhouse, Jim Berenbaum

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Security and Risk Management Research

Audience: Security and risk management organization (architects, administrators and risk management staff)

Major issues	Key coverage areas
• Information security risk from outsiders (hackers, thieves, etc.) • Information security risk from insiders • New demands from business: mobility, cloud computing, social media	• IT risk management • Application, data, endpoint and network security • Information security program management • Compliance • Threat and vulnerability management

Analysts: Anton Chuvakin, Mario de Boer, Ramon Krikken, Dan Blum, Phil Schacter, Eric Maiwald, Trent Henry

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Cloud Computing Research

Audience: IT organization in general; procurement and legal

Cloud computing touches every part of the IT organization, including infrastructure, application development, security, applications and data

Major issues

- Driven by desire to cut capital cost to host applications and data in internal data centers and increase IT agility

- Cloud computing has issues in security, liability, reliability, compliance, performance, market immaturity and other areas

Analysts: Drue Reeves, Kyle Hilgendorf, Dan Blum, Alessandro Perilli, Eric Siegel, Richard Watson, Chris Wolf

Key coverage areas

- SaaS, infrastructure as a service (IaaS), platform as a service (PaaS)

- Cloud strategy, cloud security and risk management, cloud storage, cloud application development/optimization, SaaS email

- Internal/private clouds, hybrid clouds, public cloud provider evaluation, cloud brokers

- IT risk management

- Application, data, endpoint and network security

- Information security program management

- Compliance

- Threat and vulnerability management

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Professional Effectiveness Research

Audience: IT practitioners and IT managers in all organizations (applicable to various technical domain backgrounds)

Major issues

- Understanding the business context of technical decisions

- Improving business-relevant communication and influencing skills

- Improving cross-discipline decision making and outcomes

- Practitioner career planning and expectations

Key coverage areas

- The drivers that influence business technology adoption and application

- Engaging common, cross-functional initiatives effectively

- Developing the IT professional to become a leader

- Improving cross-competency maturity, decision making and outcomes

- Effects of human behavior and social change on organizational and individual performance

Analysts: Jack Santos, Mike Rollings, Chris Howard

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