

Gartner Magic Quadrant Tool

J.Skorkovský , KPH

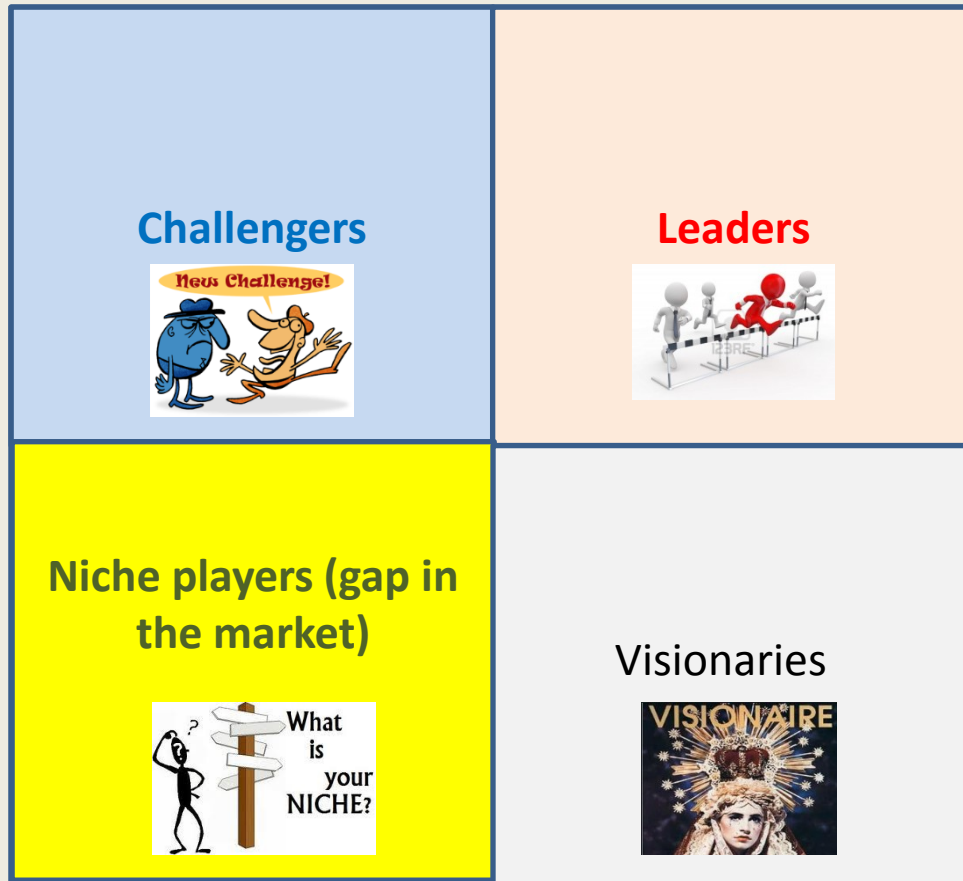
Agenda related to MQ Matrix

- Positioning Technology Players Within a Specific Market
- Giving you a wide-angle view of the relative positions of the market's competitors
- Helps to digest how well technology providers are executing against their stated vision



MQ Matrix

Ability to execute –schopnost řídit firemní procesy



Niche=mezera na trhu

Completeness of vision (míra vizi)

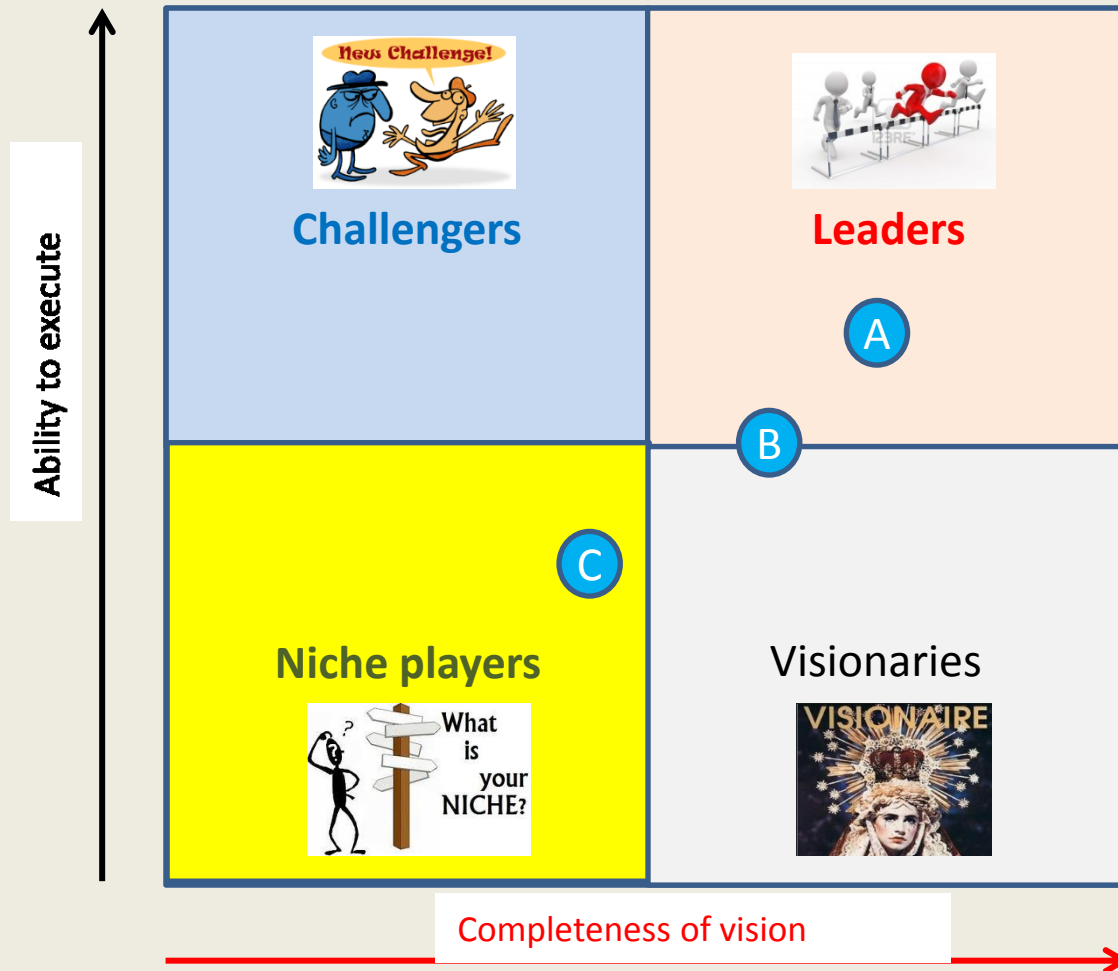


MQ Matrix explanation

- **Leaders** execute well against their current vision and are well positioned for tomorrow (**make money now and in the future - TOC statement**).
- **Visionaries** understand where the market is going or have a vision for changing market rules, but do not yet execute well (stand ups)
- **Niche Players** focus successfully on a small segment, or are unfocused and do not out-innovate or outperform others
- **Challengers** execute well today or may dominate a large segment, but do not demonstrate an understanding of market direction.

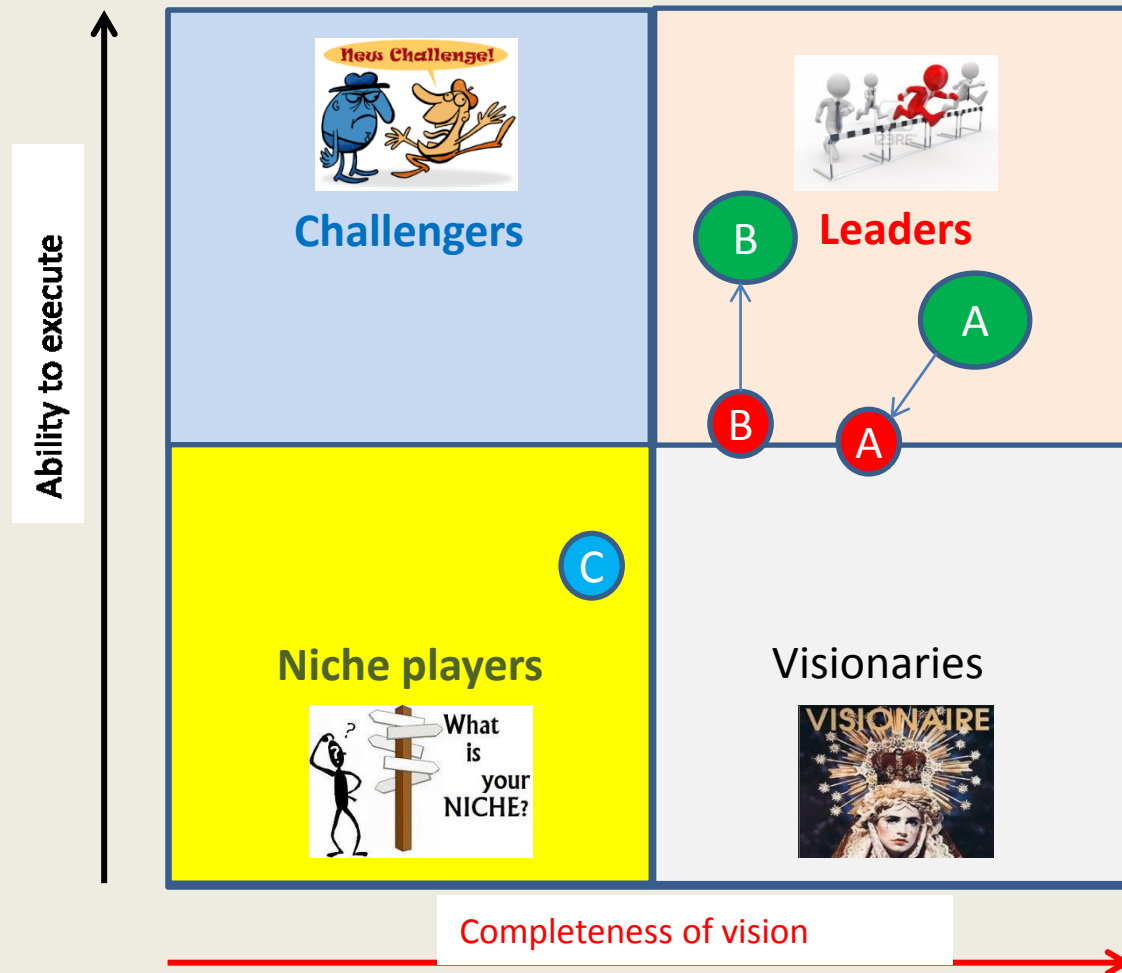
MQ Matrix

„A“ better than „B“ and „B“ Better than „C“



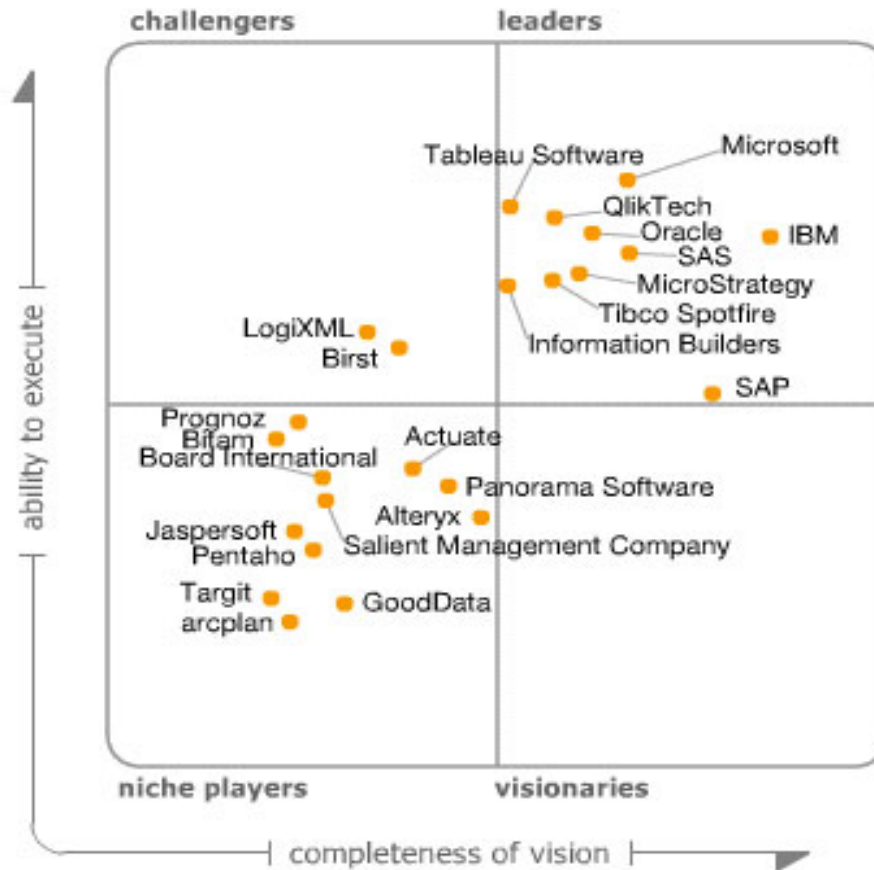
MQ Matrix

Using colors in order to show progress (Red = bad, Green = good)



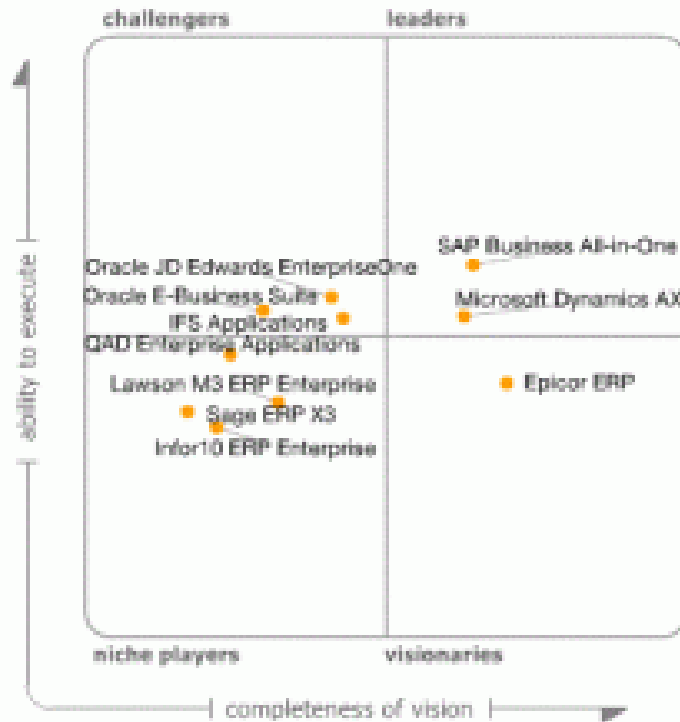
MQ for BI

2013 Magic Quadrant for Business Intelligence and Analytics Platforms



As of February 2013

MQ for ERP



As of June 2012

Source: Gartner (June 2012)

MQ for Network Services

Figure 1: Magic Quadrant for Network Services, Global



Source: Gartner (February 2022)

Studie Magic Quadrant pro oblast archivace podnikových informací



Front runners

FrontRunners has four sub-quadrants:

- **Upper Right = Leaders:** Leaders are all-around strong products. They offer a wide range of functionality to a wide range of customers. These products are considered highly valuable by customers.
- **Upper Left = Masters:** Masters may focus more heavily on certain key features or market segments than Leaders do. If you need a more specialized set of functionality without bells and whistles, then a product in the Masters quadrant might be right for you.
- **Lower Right = Pacesetters:** Pacesetters may offer a strong set of features, but are not rated as highly on value. For example, a Pacesetter might offer greater functionality, but cost more.
- **Lower Left = Contenders:** Contenders may focus on a more specialized set of capabilities that are priced at a higher point. This makes them ideal for companies willing to pay more for specific features that meet their unique needs.

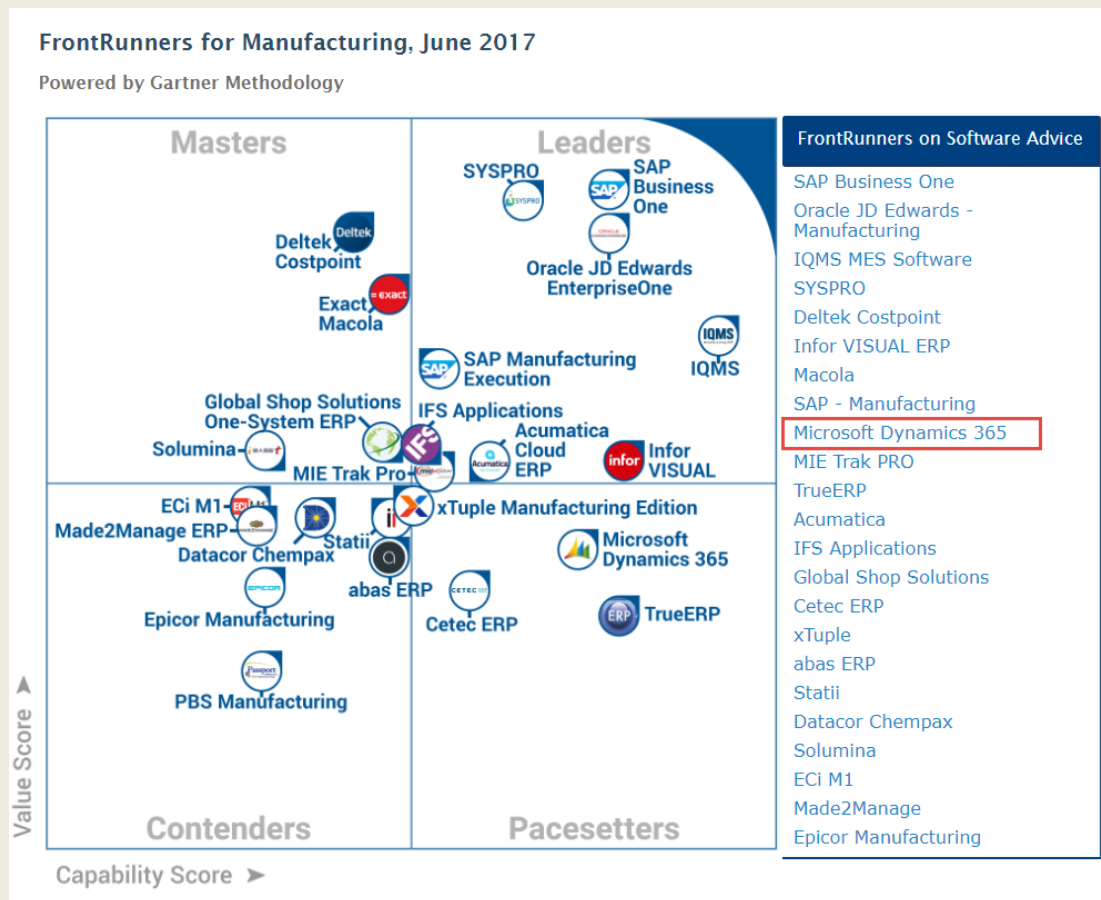
Contender- uchazeč, protivník

Pacesetter= tahoun, společnost udávající
směr vývoje




Frontrunners for manufacturing SW

- <https://www.softwareadvice.com/manufacturing/#top-products>



Evaluations and review and templates

- **EASE –OF – USE** 
 - Pros - **Once you are comfortable working in NAV it is very easy to navigate**
 - Cons
- **FUNCTIONALITY** 
 - Pros – **Posibility to add 3rd party application to increas function horizon**
 - Cons
- **PRODUCT QUALITY** 
 - Pros
 - Cons
- **CUSTOMER SUPPORT** 
 - Pros
 - Cons
- **VALUE FOR MONEY** 
 - Pros
 - Cons - **Often bad advice is received, where the NAV consultants don't even know how their own system works (Example)**

FrontRunners for Enterprise Resource Planning, October 2017

Powered by Gartner Methodology

FrontRunners History: October 2017 (current)

