

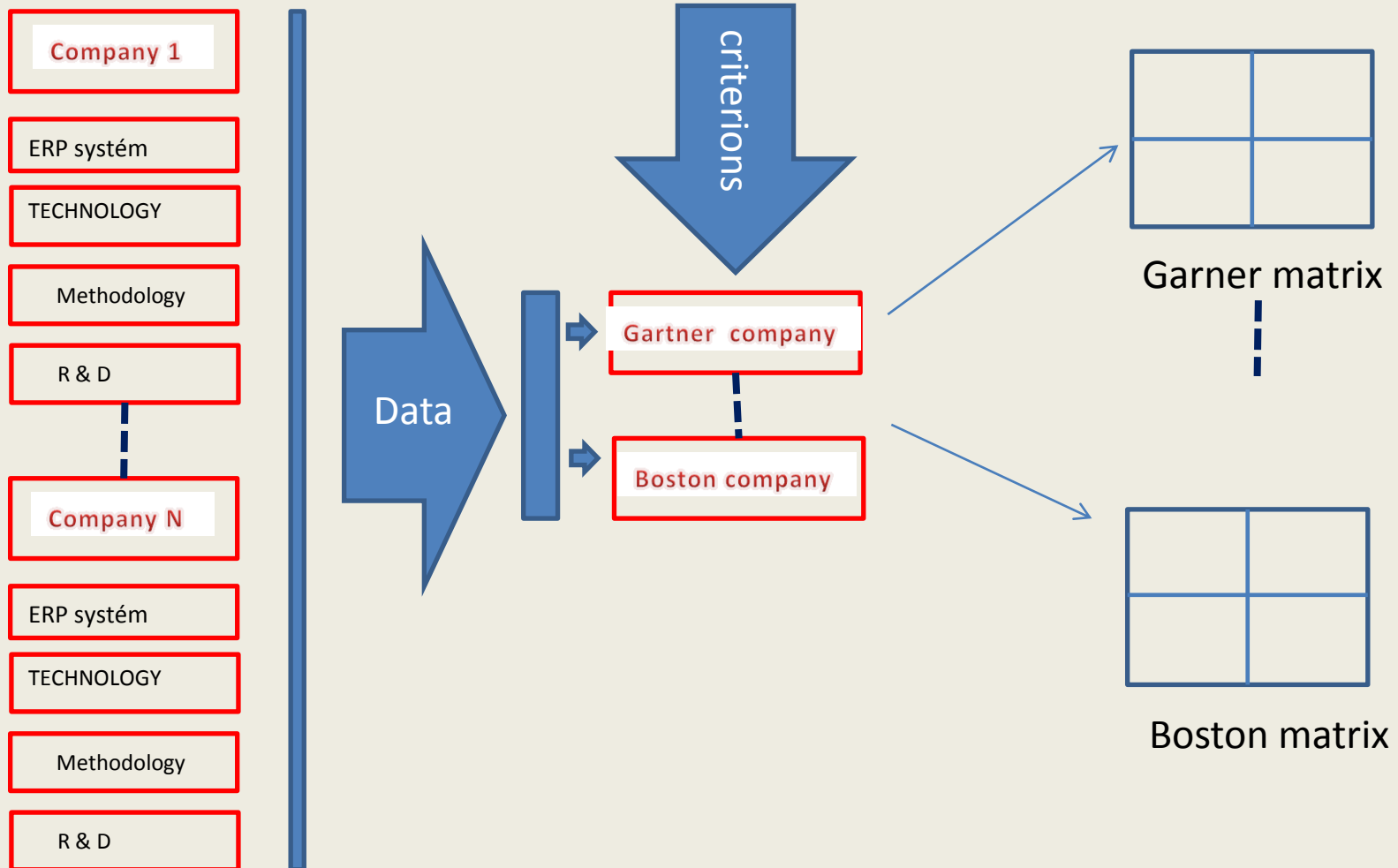
# Gartner Magic Quadrant Tool

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# Principles of creation of these kind of matrixes



# 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
- Even if you are not a big fan of Gartner's MQs though we can respect the fact , that they are widely used by customers as part of the **decision making pack**.



# MQ Matrix

Ability to execute (project management mastery)



**Challengers**



**Leaders**



**Niche players (gaps in the market)**



**Visionaries**



Completeness of vision

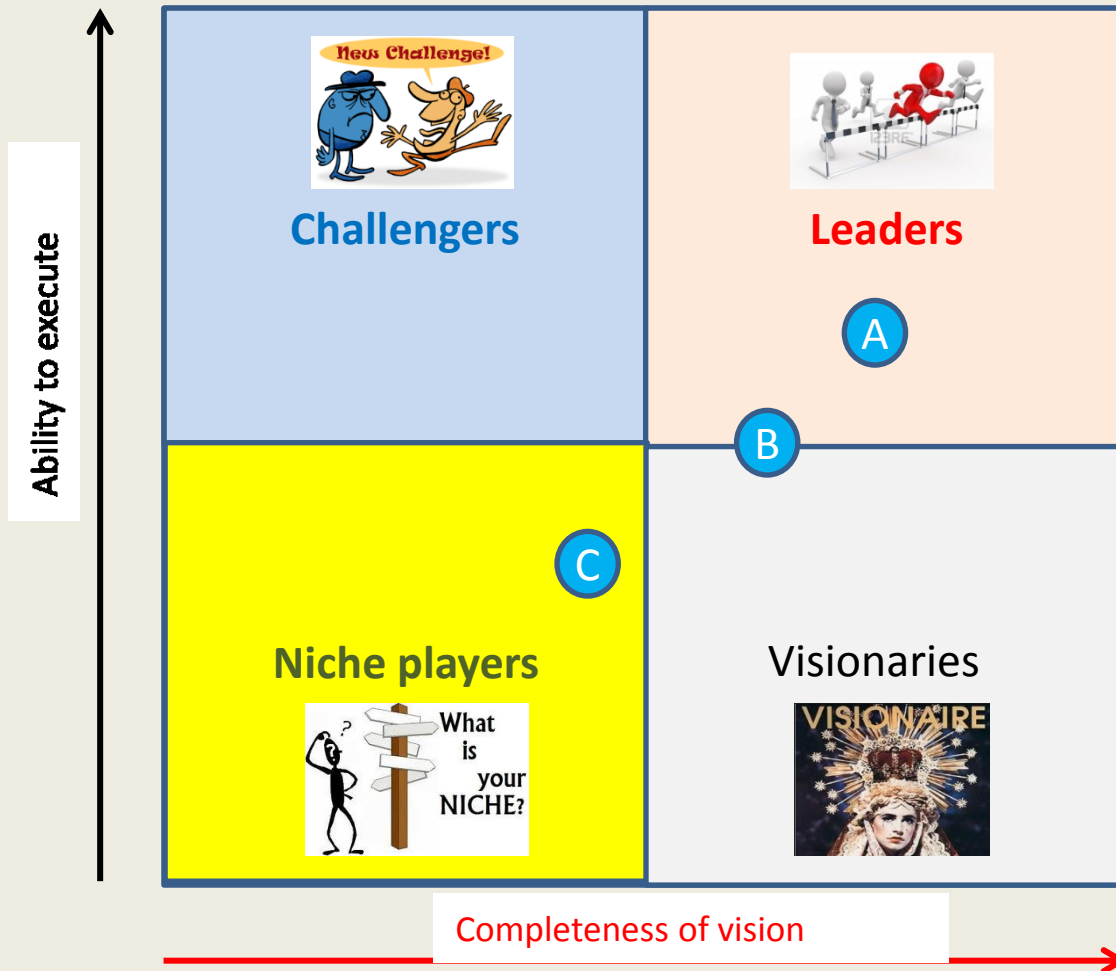


# MQ Matrix explanation

- **Leaders** execute well against their current vision and are well positioned for tomorrow (make money now and in the future see TOC admirers).
- **Visionaries** understand where the market is going or have a vision for changing market rules, but do not yet execute well.
- **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.

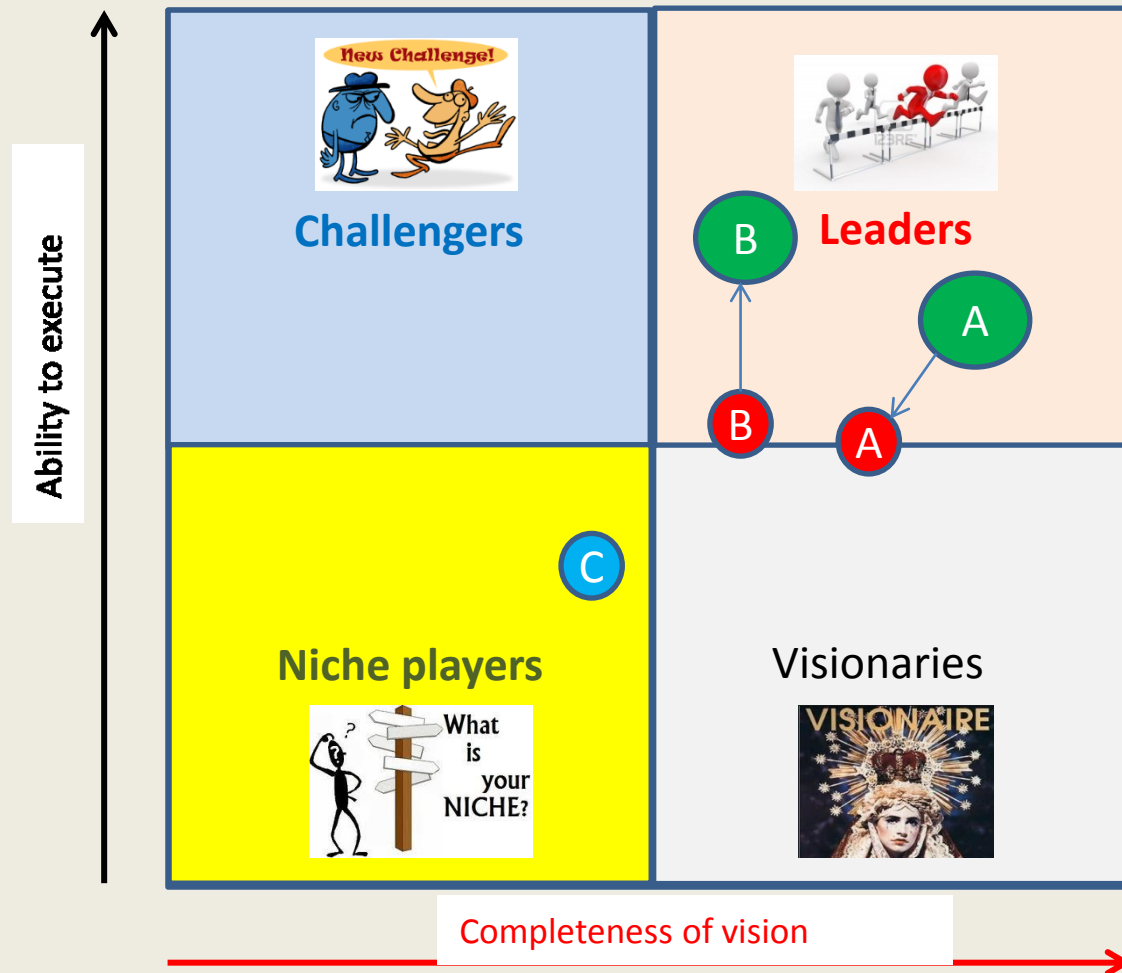
# MQ Matrix

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



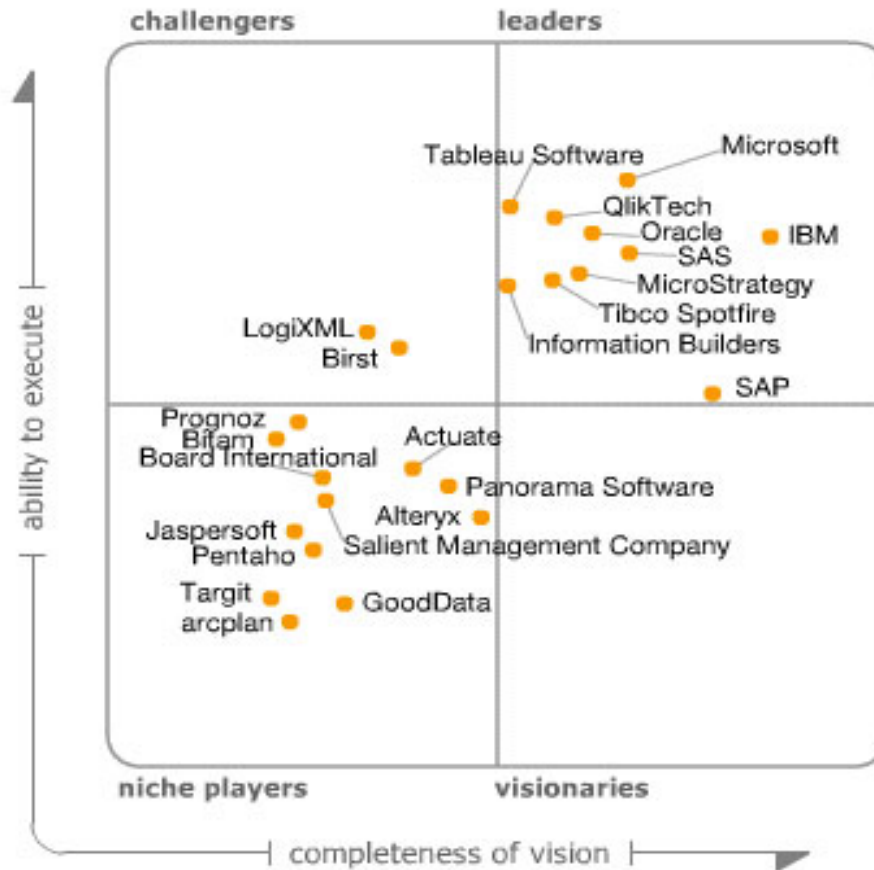
# MQ Matrix

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



# Leaders specification for BI

- Leaders are vendors that are strong in the breadth and depth of their BI platform capabilities and can deliver on enterprise-wide implementations that support a broad BI strategy
- **BI strategy and principles will be presented next session !!!!!**

# Verdicts

- After reading this magic quadrant for BI you should ask one crucial question :

## Why customers selected a BI vendor ??????

### – Ease of Use

Chosen BI application offers an intuitive, visual-based interactive data exploration experience that customers rate highly and that competitors, large and small, try to imitate.” Want to bring in a list of sales numbers from Excel? **Easy!!!**. How about importing information from an online source? **Easy !!!**

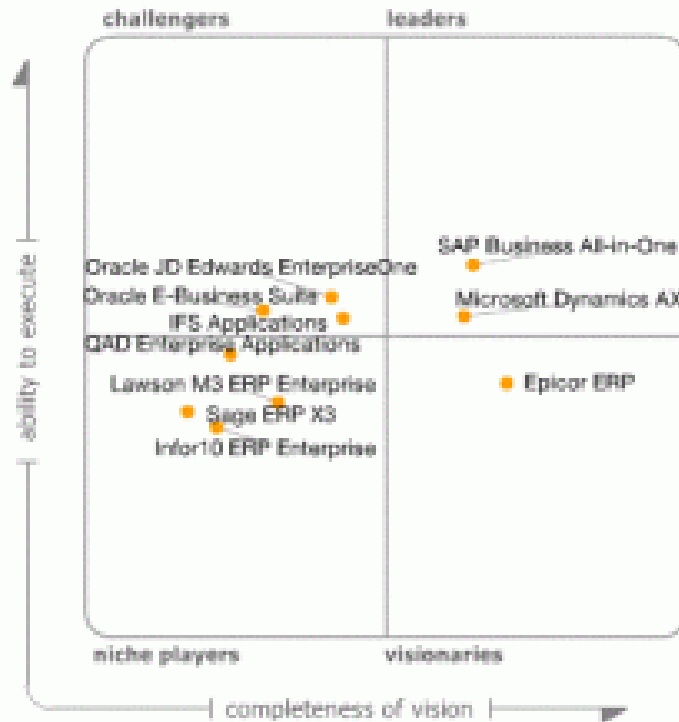
### – Data Discovery Capabilities

Ability to create custom table calculations add quick filters and parameters and drill in to specific data points (see e.g. NAV calculated fields)

### – Cloud & Mobile Based Analytics

Vendors want to simplify a method for end users to access their data from anywhere at any time

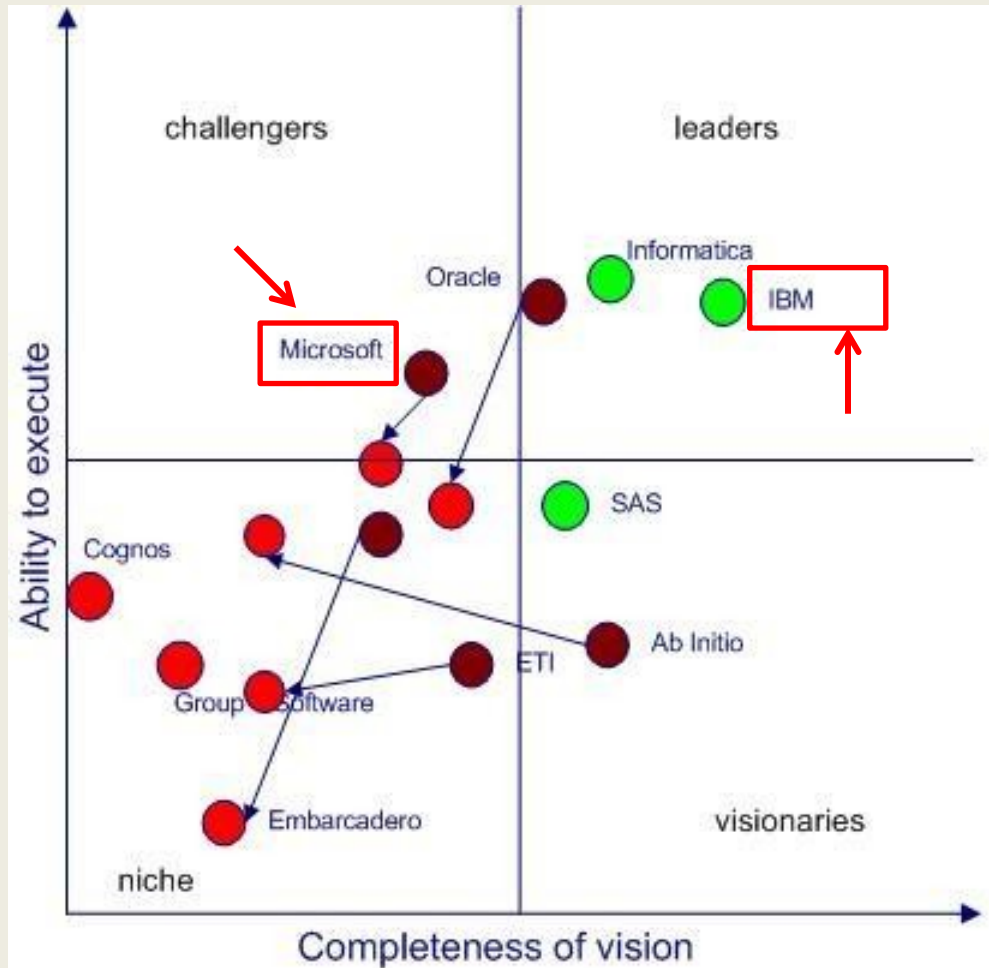
# MQ for ERP



As of June 2012

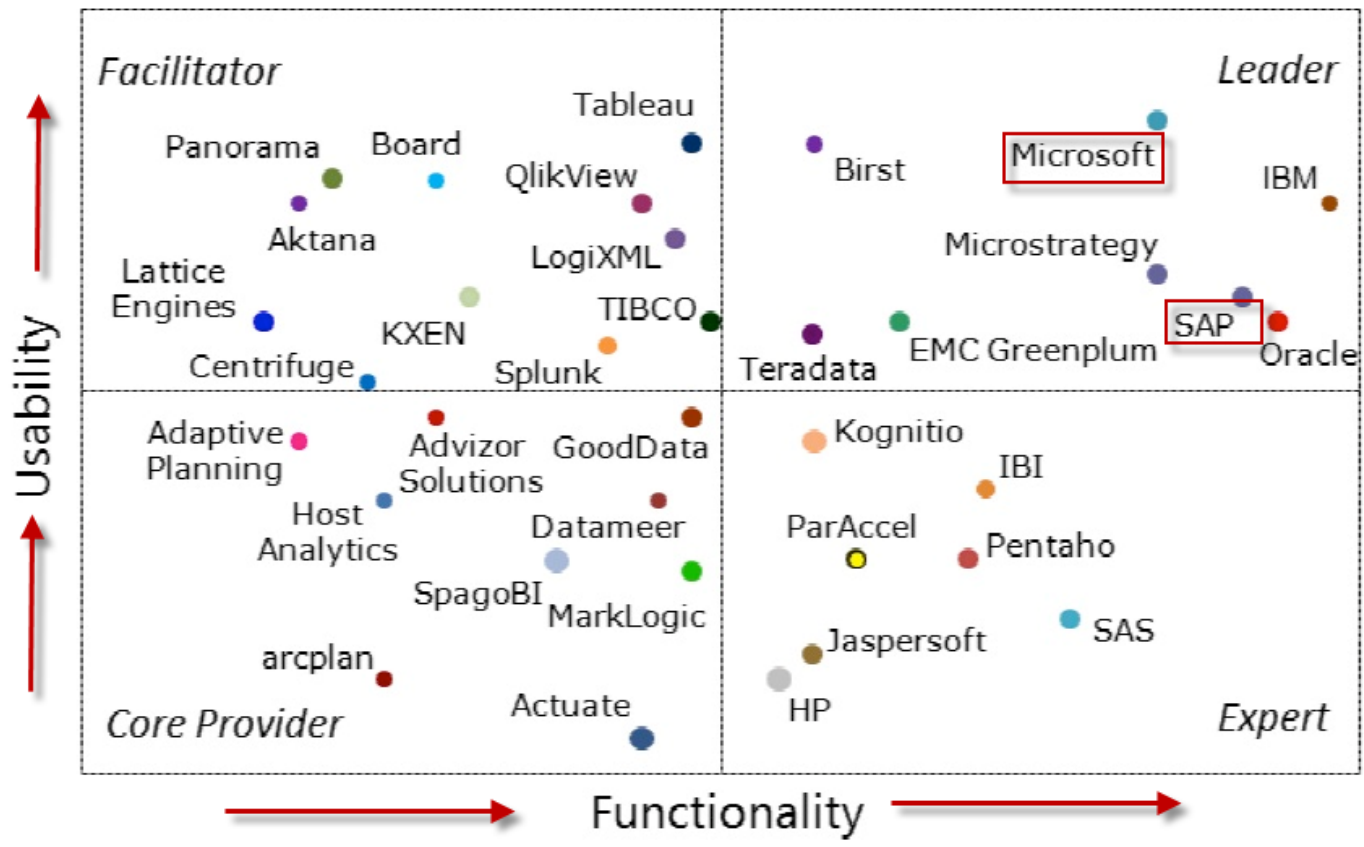
Source: Gartner (June 2012)

# MQ Matrix for IT companies



# Not all MQs are created equal....

## ANALYTICS VALUE MATRIX



# Thanks for your attention

