

Service Descriptions for BPA Attachment 2 Product and Price List

BPA Attachment 2 Product	Gartner Product Service Descriptions
Core IT Research Advisor	http://sd.gartner.com/sd_core_advisor.pdf
Core IT Research Reference	http://sd.gartner.com/sd_core_reference.pdf
Core Connect Advisor	http://sd.gartner.com/sd_core_connect_advisor.pdf
Core Connect Reference	http://sd.gartner.com/sd_core_connect_reference.pdf
IT Leaders – Advisor	http://sd.gartner.com/sd_itl_individual_advisor.pdf http://sd.gartner.com/sd_itl_advisor.pdf
IT Leaders – Reference	http://sd.gartner.com/sd_itl_reference.pdf
Supply Chain Leaders – Advisor	http://sd.gartner.com/sd_scl_indiv_access_advisor.pdf http://sd.gartner.com/sd_scl_advisor.pdf
Supply Chain Leaders – Reference	http://sd.gartner.com/sd_scl_reference.pdf
IT Leadership Team – Team Leader	http://sd.gartner.com/sd_itl_team_leader.pdf
IT Leadership Team – Advisor Member	http://sd.gartner.com/sd_itl_team_advisor_member.pdf
IT Leadership Team – Cross Function Member	http://sd.gartner.com/sd_itl_team_cf_member.pdf
IT Leadership Team – Role Member	http://sd.gartner.com/sd_itl_team_role_member.pdf
IT Leadership Team – Essentials Member	http://sd.gartner.com/sd_itl_team_essentials_member.pdf
Supply Chain Leadership Team – Team Leader	http://sd.gartner.com/sd_scl_team_leader.pdf
Supply Chain Leadership Team – Advisor Member	http://sd.gartner.com/sd_scl_team_advisor_member.pdf
Supply Chain Leadership Team – Cross Function Member	http://sd.gartner.com/sd_scl_team_cf_member.pdf
Supply Chain Leadership Team – Essentials Member	http://sd.gartner.com/sd_scl_team_essentials_member.pdf
Enterprise for IT Leaders	http://sd.gartner.com/sd_eitl_indiv.pdf http://sd.gartner.com/sd_eitl.pdf
Enterprise for Supply Chain Leaders	http://sd.gartner.com/sd_escl_indiv_member.pdf http://sd.gartner.com/sd_escl.pdf
Enterprise IT Leadership Team – Team Leader	http://sd.gartner.com/sd_eitl_team_leader.pdf

BPA Attachment 2 Product	Gartner Product Service Descriptions
Enterprise IT Leadership Team – Team Advisor	http://sd.gartner.com/sd_eitl_team_advisor_member.pdf
Enterprise IT Leadership Team – Cross Function	http://sd.gartner.com/sd_eitl_team_cf_member.pdf
Enterprise IT Leadership Team – Role	http://sd.gartner.com/sd_eitl_team_role_member.pdf
Enterprise IT Leadership Team – Essentials	http://www.gartner.com/it/sd/sd_eitl_team_essentials_member.pdf
Enterprise Supply Chain Leadership Team – Team Leader	http://sd.gartner.com/sd_escl_team_leader.pdf
Enterprise Supply Chain Leadership Team – Team Advisor	http://sd.gartner.com/sd_escl_team_advisor_member.pdf
Enterprise Supply Chain Leadership Team – Cross Function	http://www.gartner.com/it/sd/sd_escl_team_cf_member.pdf
Enterprise Supply Chain Leadership Team – Essentials	http://sd.gartner.com/sd_escl_team_essentials_member.pdf
Technical Professionals – Advisor	http://sd.gartner.com/sd_techpro_advisor_dept.pdf
Technical Professionals – Reference	http://sd.gartner.com/sd_techpro_reference_dept.pdf
Technology Planner – Per Department	http://sd.gartner.com/sd_tech_planner.pdf
Technology Planner – Essentials	http://sd.gartner.com/sd_tech_planner_essentials.pdf
Executive Programs Leadership Team – Team Leader	http://sd.gartner.com/sd_ep_team_leader.pdf
Executive Programs Leadership Team – Delegate Member	http://sd.gartner.com/sd_ep_team_delegate.pdf
Executive Programs Leadership Team – Delegate Leader	http://sd.gartner.com/sd_ep_team_delegate_leader.pdf
Executive Programs Leadership Team – Partner Member	http://sd.gartner.com/sd_ep_team_partner.pdf
Executive Programs Leadership Team – Partner Leader	http://sd.gartner.com/sd_ep_team_partner_leader.pdf

BPA Attachment 2 Product	Gartner Product Service Descriptions
Executive Programs Leadership Team – Advisor Member	http://sd.gartner.com/sd_ep_team_advisor.pdf
Executive Programs Leadership Team – Advisor Leader	http://sd.gartner.com/sd_ep_team_advisor_leader.pdf
Executive Programs Leadership Team – Cross Function Member	http://sd.gartner.com/sd_ep_team_cf.pdf
Executive Programs Leadership Team – Role Member	http://sd.gartner.com/sd_ep_team_role.pdf
Executive Programs Leadership Team – Essentials Member	http://sd.gartner.com/sd_ep_team_essentials.pdf
Executive Programs Member	http://sd.gartner.com/sd_ep_member.pdf
Executive Programs Member Basic	http://sd.gartner.com/sd_ep_member_basic.pdf
Two Meeting add-on	http://sd.gartner.com/sd_ep_2_addl_meetings.pdf http://sd.gartner.com/sd_eitl_2_onsite_meetings_addon.pdf
CIO Signature	http://sd.gartner.com/sd_ite_cio_sig.pdf
IT Executives CIO	http://sd.gartner.com/sd_ite_cio.pdf
IT Executives CIO Essentials	http://sd.gartner.com/sd_ite_cio_essentials.pdf
IT Executives Delegate Add-on to CIO Signature	http://sd.gartner.com/sd_ite_cio_sig_addl_delegate_addon.pdf
Executive Programs Leadership Team Plus – Team Leader	http://sd.gartner.com/sd_ep_team_plus_leader.pdf
Executive Programs Leadership Team Plus – Delegate Member	http://www.gartner.com/it/sd/sd_ep_team_plus_delegate.pdf
Executive Programs Leadership Team Plus – Delegate Leader	http://sd.gartner.com/sd_ep_team_plus_delegate_leader.pdf
Executive Programs Leadership Team Plus – Partner Member	http://www.gartner.com/it/sd/sd_ep_team_plus_partner.pdf
Executive Programs Leadership Team Plus – Partner Leader	http://sd.gartner.com/sd_ep_team_plus_partner_leader.pdf

BPA Attachment 2 Product	Gartner Product Service Descriptions
Executive Programs Leadership Team Plus – Advisor Member	http://sd.gartner.com/sd_ep_team_plus_advisor.pdf
Executive Programs Leadership Team Plus – Advisor Leader	http://sd.gartner.com/sd_ep_team_plus_advisor_leader.pdf
Executive Programs Leadership Team Plus – Cross Function Member	http://sd.gartner.com/sd_ep_team_plus_cf.pdf
Enterprise IT Leadership Team Plus – Team Leader	http://sd.gartner.com/sd_eitl_team_plus_leader.pdf
Enterprise IT Leadership Team Plus – Advisor Member	http://sd.gartner.com/sd_eitl_team_plus_advisor_member.pdf
Enterprise IT Leadership Team Plus – Cross Function Member	http://www.gartner.com/it/sd/sd_eitl_team_plus_cf_member.pdf
IT Leadership Team Plus – Team Leader	http://www.gartner.com/it/sd/sd_itl_team_plus_leader.pdf
IT Leadership Team Plus – Advisor Member	http://sd.gartner.com/sd_itl_team_plus_advisor_member.pdf
IT Leadership Team Plus – Cross Function Member	http://sd.gartner.com/sd_itl_team_plus_cf_member.pdf
Finance Leaders Team Leader	http://sd.gartner.com/sd_fl_team_leader.pdf
Finance Leaders Team Member Advisor	http://sd.gartner.com/sd_fl_team_advisor_member.pdf
Finance Leaders Team Member Reference	http://sd.gartner.com/sd_fl_team_reference_member.pdf
Finance Leaders Individual Access Advisor	http://sd.gartner.com/sd_fl_indiv_access_advisor.pdf
HR Leaders Team Leader	http://sd.gartner.com/sd_hr_team_leader.pdf
HR Leaders Team Member Advisor	http://sd.gartner.com/sd_hr_team_advisor_member.pdf
HR Leaders Team Member Reference	http://sd.gartner.com/sd_hr_team_reference_member.pdf
HR Leaders Individual Access Advisor	http://sd.gartner.com/sd_hr_indiv_access_advisor.pdf
Legal and Compliance Leaders Team Leader	http://sd.gartner.com/sd_lc_team_leader.pdf
Legal and Compliance Leaders Team Member Advisor	http://sd.gartner.com/sd_lc_team_advisor_member.pdf
Legal and Compliance Leaders Team Member Reference	http://sd.gartner.com/sd_lc_team_reference_member.pdf

BPA Attachment 2 Product	Gartner Product Service Descriptions
Legal and Compliance Leaders Individual Access Advisor	http://sd.gartner.com/sd_lc_team_indiv_access_advisor.pdf
Sales Leaders Team Leader	http://sd.gartner.com/sd_sales_team_leader.pdf
Sales Leaders Team Member Advisor	http://sd.gartner.com/sd_sales_team_advisor_member.pdf
Sales Leaders Team Member Reference	http://sd.gartner.com/sd_sales_team_reference_member.pdf
Sales Leaders Individual Access Advisor	http://sd.gartner.com/sd_sales_indiv_access_advisor.pdf

Gartner Usage Policy

Updated 13 April 2018

This Gartner Usage Policy constitutes a baseline license that is generally applicable to Licensed Users who have purchased a subscription to Gartner Services. Where a specific Gartner product offering includes entitlements that are different from the baseline license, the terms of that product offering will apply. Gartner reserves the right to periodically update this Gartner Usage Policy. 2018 Gartner, Inc. and/or its Affiliates. All Rights Reserved. Update: 13-APRIL-2018

Gartner Usage Policy

Welcome to Gartner!

Thank you for purchasing a License to Gartner Research. We've created this Gartner Usage Policy (formerly the Usage Guidelines for Gartner Services) especially for you, the Licensed User. By continuing to use and access this website, you agree to this new title. Through easy to understand rules and practical scenarios, the Gartner Usage Policy is intended to help you use the Gartner Services within your contractual entitlements; and also get the most value from your Gartner relationship.

This **Gartner Usage Policy** is intended to address the following areas:

- Research Documents for Internal Use (within your company)
- Research Documents for External Use (outside your company)
- Inquiry
- Usernames & Passwords

Baseline License: This Gartner Usage Policy constitutes a baseline license that is generally applicable to Licensed Users who have purchased a subscription to Gartner Services. Where a specific Gartner product offering includes entitlements that are different from the baseline license, the terms of that product offering will apply. Gartner reserves the right to periodically update this Gartner Usage Policy.

Product Specific Usage: As the Gartner product portfolio continues to expand, even baseline usage parameters may slightly vary by the type of Service the client has purchased. If a Licensed User is unclear as to how a usage parameter in this Gartner Usage Policy applies to the Service they have purchased, they should contact their Account Executive for further guidance.

Monitoring of Usage: Please note that Gartner monitors activity on our web site, including use of our Services by Licensed Users. If we see indications that our Services are being used outside of this Gartner Usage Policy, we may contact your organization and ask you to investigate your use of the Services and provide us with information to validate that the Services are being used within your contractual entitlement. In the event of non-compliance, Gartner will issue notice of such non-compliance to client organization. Following receipt of such notice, client organization will have 30 days to correct the non-compliance. In the event client organization fails to correct the non-compliance, Gartner reserves the right at its sole discretion to either terminate (or limit access to) the Services or terminate the Service Agreement in its entirety. If you wish to view the practical scenarios, you may do so at [Gartner Usage Policy](#). Gartner reserves the right to periodically update the practical scenarios to address client feedback and business needs. For any questions, contact usage.guidance@gartner.com.

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Gartner Usage Policy

Research Documents – Internal Use (within your company)

I. While Gartner owns all right, title and interest in the Gartner Research, we are licensing it to you, the Licensed User, under the following conditions:

➤ AS A LICENSED USER, YOU MAY USE THE GARTNER RESEARCH IN THE FOLLOWING WAYS:

1. YOU MAY OPEN IT: You may open as many Gartner Research documents as you like under the terms of your license, provided that such opening is: (i) for your personal use, (ii) within your job, and (iii) within the scope of your Services; and meets the CONDITIONS set forth below.
2. YOU MAY PRINT IT: You may print a Gartner Research document for your personal use in your job role, but not for sharing with any third party either inside or outside the organization, provided that such printing is: (i) for your personal use, (ii) within your job, and (iii) within the scope of your Service; and meets the CONDITIONS set forth below.
3. YOU MAY SHARE IT: You may share an excerpted or derivative version of the Gartner Research (see below), but not the entire Gartner Research document, so long as such sharing is (i) internal within your organization, (ii) in support of your job role; and meets the CONDITIONS set forth below.

CONDITIONS

- a. It is not done on a systematic or routine basis (e.g., by a Licensed User who consistently distributes a periodic summary or excerpt of Gartner Research or who leverages a company business process that allows non-Users to routinely approach the Licensed User to meet their Gartner Research needs);
- b. It is limited to an internal audience only of no more than 15 people; and
- c. It is not done with the intent or effect of avoiding the purchase of additional User licenses.

The following uses constitute ACCEPTABLE SHARING of Gartner Research:

- EXCERPTED USE: You may include a small excerpt of Gartner Research (e.g., a few lines of text not to exceed 5 sentences, a paragraph, or a specific graphic) in an internal report or presentation (attributing Gartner as the source).
- DERIVATE USE: You may briefly summarize the Gartner Research in your own words for your project team or senior-level decision makers (attributing Gartner as the source).

The following uses constitute UNACCEPTABLE SHARING of Gartner Research:

- You may not share Gartner Research in either printed or electronic format with any third party individual either internal or external to your organization.
- You may not share Gartner Research with any third party groups either internal or external to your organization via email, intranet posting, or other information storage & retrieval systems.

II. Because Information Technology is rapidly evolving and changing, Gartner Research should only be relied on as of a certain date and time:

➤ AS A LICENSED USER, ONCE YOUR LICENSE TERM HAS ENDED, YOU MUST ADHERE TO THE FOLLOWING RULES:

1. You must delete all soft copies of Gartner Research documents from your internal system. Storing Gartner Research is prohibited.
2. You must destroy all printed copies of Gartner Research documents.

REMINDER: This is a baseline license that may vary depending on your purchased product. [Click here](#) for further guidance.

This Gartner Usage Policy constitutes a baseline license that is generally applicable to Licensed Users who have purchased a subscription to Gartner Services. Where a specific Gartner product offering includes entitlements that are different from the baseline license, the terms of that product offering will apply. Gartner reserves the right to periodically update this Gartner Usage Policy. 2018 Gartner, Inc. and/or its Affiliates. All Rights Reserved. Update: 13-APRIL-2018

Gartner Usage Policy

Research Documents - External Use (outside your company)

We welcome you, the Licensed User, to open as many Gartner Research documents as you like: for your personal use within your job and within the scope of your Service.

Gartner Research documents cannot be shared (a) outside your company, or (b) via email, internet posting, or other external information storage & retrieval systems.

If your job role requires you to share Gartner Research outside of your company, you may:

- Excerpt or reference with prior written approval from quote.requests@gartner.com and in compliance with the Gartner [Copyright & Quote Policy](#).
- Purchase a Reprint License for External Use. [Click here](#) for more information on Reprint Licenses.

REMINDER: This is a baseline license that may vary depending on your purchased product. [Click here](#) for further guidance.

This Gartner Usage Policy constitutes a baseline license that is generally applicable to Licensed Users who have purchased a subscription to Gartner Services. Where a specific Gartner product offering includes entitlements that are different from the baseline license, the terms of that product offering will apply. Gartner reserves the right to periodically update this Gartner Usage Policy. 2018 Gartner, Inc. and/or its Affiliates. All Rights Reserved. Update: 13-APRIL-2018

Gartner Usage Policy

Inquiry

We welcome you to call us if you are a Gartner Licensed User with Inquiry Service.

You may use our Inquiry sessions (or Written Responses, as applicable and approved) to discuss:

- Key questions or decisions you are facing
- Interpretation of Gartner Research
- Document reviews of business-related documents (up to twenty (20) pages max including its attachments)
- Contract reviews for technology purchases such as IT outsourcing contracts (up to twenty (20) pages max per contract including its attachments)

NOTE: Non-Users, inside or outside the Client company, may not participate on Inquiry sessions or receive copies of Written Responses. For the avoidance of doubt, "participate" in this context means Non-Users:

- May not physically attend an Inquiry session
- May not listen in to an Inquiry session

Inquiry entitlements beyond the baseline service described hereunder may vary by service purchased. For additional guidance on your service-specific entitlements, please consult your account representative.

REMINDER: This is a baseline license that may vary depending on your purchased product. [Click here](#) for further guidance.

This Gartner Usage Policy constitutes a baseline license that is generally applicable to Licensed Users who have purchased a subscription to Gartner Services. Where a specific Gartner product offering includes entitlements that are different from the baseline license, the terms of that product offering will apply. Gartner reserves the right to periodically update this Gartner Usage Policy. 2018 Gartner, Inc. and/or its Affiliates. All Rights Reserved. Update: 13-APRIL-2018

Gartner Usage Policy

Username & Passwords

As a Licensed User, you will receive a unique Username and Password, which is for your personal use only, and may not be shared inside or outside your company.

There are two exceptions where your Username and Password may be reassigned to another within your company:

- If your job responsibilities substantially change so that you no longer require access to the Gartner Services; or
- If you permanently leave your company.

NOTE: When your company substitutes a Licensed User, the new Licensed User must be located in the same country as the original Licensed User. Where not possible, please consult your Account Executive for an appropriate solution.

NOTE: When your company designates Licensed Users based in the United States, your company acknowledges and agrees that those licenses are offered, sold, provided and serviced solely by Gartner, Inc.

NOTE: In situations where your company desires to assign a license to a contractor/sub-contractor

- The contractor must be a full-time equivalent, meaning they have a company assigned email address, company business cards and function for all intents and purposes as a full-time employee (as opposed to a temporary contractor for a discrete term);
- Company must contractually agree to pass on to contractor the Gartner Usage Policy and to be liable in the event of any misuse or non-compliance with the Services;
- Contractor must agree to only use the Services for your company (i.e., the company that issued the license);
- In no instance is it ever acceptable for a Licensed User to share their Username and Password with the contractor; and
- Upon termination of the contractor's service term with your company please arrange to reassign the User License to another within your company per Gartner Usage Policy referenced above.

REMINDER: This is a baseline license that may vary depending on your purchased product. [Click here](#) for further guidance.

This Gartner Usage Policy constitutes a baseline license that is generally applicable to Licensed Users who have purchased a subscription to Gartner Services. Where a specific Gartner product offering includes entitlements that are different from the baseline license, the terms of that product offering will apply. Gartner reserves the right to periodically update this Gartner Usage Policy. 2018 Gartner, Inc. and/or its Affiliates. All Rights Reserved. Update: 13-APRIL-2018

Gartner Usage Policy

Best Practices for using Gartner Research

What if I want to use Gartner Research internally within my company:

For my own personal use or for a colleague?

Acceptable Use:

Dawn (Licensed User) can open and access as many Gartner Research documents as she wants within the scope of her company's purchased Service. Dawn can also print one hard copy of any individual Gartner Research document for her personal use - so long as such use is in connection with her job role at her company.

Frank (Licensed User) has read a Gartner Research document that he would like to share with his colleagues, Joan and Larry. Gartner permits such sharing through its "SHARE" option located in the icon bar on the Gartner Research document page. Please note, in order for Joan and Larry to access the Gartner Research document, they must be Licensed Users with the same level of access as Frank. Regardless of whether the recipient is a Licensed User, Gartner as a general rule does not permit the downloading and forwarding of the PDF of the Gartner Research document.

As a summary with a small group of colleagues in a business meeting?

Acceptable Use:

Frank (Licensed User) read an interesting Gartner Research document on Strategic Cost Management which he would like to share in a business meeting with 10 of his colleagues. Rather than copying and distributing the Gartner Research document in its entirety, he summarizes the main points in a memorandum that he provides to his colleagues. This is an acceptable use so long as the summarizing is not done on a systematic or routine basis (e.g., by preparing and distributing a periodic summary of Gartner Research) and so long as distribution is limited to an internal audience only of no more than 15 people.

Unacceptable Use:

Dawn (Licensed User) is the only Licensed User in her department. She has the sole function of reviewing Gartner Research documents and distributes summaries on (1) a recurring basis and/or (2) to a large number of people in her department. This is an unacceptable use because Dawn is sharing her summary of the Gartner Research document (1) on a systematic or routine basis and/or (2) to an audience of non-Users that extends beyond a 15-person project team. While permitted on an occasional and non-routine basis, Dawn's sharing in this instance is being done on a routine and systematic basis (which eliminates the need to purchase additional User Licenses). If a Licensed User is unclear as to what level of summarizing is permitted under a particular Service, they should consult with their Gartner Account Representative.

Gartner Usage Policy

As an excerpt/quote for an internal project?

Acceptable Use:

Henry (Non-User) is working on a project and seeks advice from his colleague, Dawn (Licensed User). Dawn jots down some information she learned from Gartner Research documents, including a small excerpt from a Gartner report, and sends it to Henry. The excerpt is properly attributed to Gartner.

Dawn (Licensed User) schedules a meeting with her project team and inserts one quote, consisting of 2 sentences, and one graphic from a Gartner Research document into her PowerPoint presentation. She is careful to properly attribute Gartner per section 6.1 of the Gartner Copyright and Quote Policy.

Unacceptable Use:

Frank (Licensed User) purchased a Gartner service that he hopes to use to compile a regular weekly "IT Newsletter" for his Non-User colleagues. His plan is to include in that newsletter excerpts from numerous Gartner Research documents that he believes will be of interest to the group. This is unacceptable use. While permitted in connection with an occasional internal report, Frank's sharing may not be done on a routine or systematic basis (which eliminates the need to purchase additional User Licenses). If a Licensed User is unclear as to what level of excerpting or quoting is permitted under a particular Service, they should consult with their Gartner Account Representative.

As the entire Gartner Research document or summaries for my colleagues in a way that is aligned to my entitlements?

Acceptable Use:

Dawn (Licensed User) is working on a strategic initiative for her company's management. As part of this short-term project, she needs to share pertinent Gartner Research with her Senior Managers. Since Dawn subscribes to a product that includes the right to share a discrete number of documents internally within her company, she is able to share this research with her Senior Managers.

Frank (Licensed User) has read a Gartner Research document that he would like to share with his colleagues, Joan and Larry. Gartner permits such sharing through its "SHARE" option located in the icon bar on the Gartner Research document page. Please note, in order for Joan and Larry to access the Gartner Research document via "SHARE," they must be Licensed Users with the same level of access as Frank. Regardless of whether the recipient is a Licensed User, Gartner as a general rule does not permit the downloading and forwarding of the PDF of the Gartner Research document.

Gartner Usage Policy

Henry (Licensed User) has been tapped to head up a new team to investigate Cloud Computing for his company. He has found several Gartner Research documents that he would like to share with his team at their next project meeting. Each of the Gartner Research documents that Henry wishes to share contains a watermark with "This Research note is restricted to the personal use of henry.campbell@company.com." Because the service to which Henry subscribes allows him to share 10 Gartner Research documents internally, he can disregard the watermark messaging and use the Gartner Research documents in the manner set forth in the relevant Service Description.

Unacceptable Use:

Sally (Non-User) is responsible for numerous projects throughout the year and often seeks information from her colleague, Frank (Licensed User). Frank researches Sally's project topics on gartner.com and forwards the relevant Gartner Research document(s) in their entirety to Sally. Each of the documents that Frank forwards to Sally contains a watermark with "This Research note is restricted to the personal use of frank.smith@company.com." This is an unacceptable use because Frank does not subscribe to a product that permits this type of sharing and Sally is not a Licensed User. In order for Sally to view a Gartner Research document in its entirety, Client should contact their Account Executive to purchase an additional User License. The Account Executive will make sure to find an appropriate solution to meet Sally's requirement.

As part of a presentation for his project team, Frank (Licensed User) excerpts multiple graphics from a Gartner Research document and inserts full pages of the document into the appendix of his presentation which he plans to share with his project team. This is an unacceptable use because Gartner does not permit wholesale copying or sharing of its Research documents. Gartner does, however, permit the internal use of small excerpts of text and single graphics from Gartner Research documents, so long as there is proper attribution per section 6.1 of the Copyright and Quote Policy. Alternatively, Frank could purchase a Reprint License so that he could use the entire document, per the terms of his Reprint License.

Because Sally (Licensed User) is the only Licensed User in her department and/or within her organization, non-Users across the organization ask Sally to provide summaries, excerpts and/or simple data points from Gartner Research for their personal business use. As a Licensed User, Sally can only excerpt from or summarize Gartner Research on a non-routine basis. By servicing non-Users across her department or organization, Sally's excerpting and summarizing may be viewed as routine (either because she is leveraging a company business process that allows non-Users to routinely approach her to fulfill their Gartner Research needs or because she is servicing so many one-off requests from non-Users that her use of the Service in this manner may be considered routine). These are unacceptable uses because they have the intent or effect of avoiding the purchase of additional licenses.

Gartner Usage Policy

As the entire Gartner Research document with a department or company wide audience in a way that is aligned to my entitlements?

Acceptable Use:

Frank (Licensed User) reads a Gartner Magic Quadrant where his company is positioned in the Leader's quadrant for that particular technology. Eager to display this Magic Quadrant on his company's public facing website, Frank purchases a Reprint License of the Magic Quadrant from Gartner. Gartner thereafter sends to Frank a formatted Reprint version of the Magic Quadrant that he may post on his company's intranet site per the Reprint License.

Unacceptable Use:

Frank (Licensed User) is responsible for researching emerging technologies for his department. When he finds a Gartner Research document of interest he either places the document(s) in a team folder on a shared server or sends out a group e-mail with the attached PDF version of the document(s). This is an unacceptable use because Gartner does not permit Licensed Users to post the PDF version of a Gartner Research document on department or company-wide servers or team share folders. Frank can summarize the relevant Gartner Research document(s) for his team or alternatively he can purchase a Reprint License for the relevant Gartner Research documents.

By storing on my laptop or office computer/device?

Acceptable Use:

Dawn (Licensed User) is often called upon to travel in her job role. As such, she likes to read Gartner Research documents on her laptop computer while en route. As a Licensed User, you are allowed to download a PDF version of the Gartner Research document for your own personal use (where PDF capability is an option on gartner.com). As a general rule, however, Gartner does not permit Licensed Users to download a PDF version of the Gartner Research document for the purpose of distributing to others, inside or outside of their company and regardless of whether the recipient is a Licensed User.

Frank (Licensed User) found a Gartner Research document that he thought would be interesting to read on a future date. Because he often travels he decided to store the Gartner Research document on his laptop so that he may access it while offline. This is an acceptable use so long as the storage is for Frank's personal use only (i.e., not intended for re-distribution) and so long as Frank deletes all of the Gartner Research documents stored on his device in the event he chooses not to renew his license.

Gartner Usage Policy

Unacceptable Use:

Sally (Licensed User) is an administrator in the IT department of her company and is responsible for providing research access to her department. Often times she likes to forward Gartner Research documents to others in her department working on key projects. To facilitate this distribution, she has downloaded and stored a number of Gartner Research documents to a shared server. As a general rule, Gartner does not permit the downloading and storing of Gartner Research documents on internal storage and retrieval systems for others to access (e.g., interdepartmental servers, company-wide intranet or bulletin boards, SharePoint or other information storage & retrieval systems).

Frank (Licensed User) has decided not to renew his Gartner license due to budget constraints. Two weeks prior to his contract end date, Frank peruses gartner.com and downloads a large number of Gartner Research documents that he thinks he will need for future reference. All Gartner content including Gartner Research documents is owned and copyrighted by Gartner. Client companies are permitted to access and view the Gartner Research for the license term set forth in their Service Agreement. Once that license term has ended, the Licensed User is no longer permitted to use or store the Gartner Research and will be expected to delete all remaining copies of Gartner Research documents on its internal systems.

And am willing to purchase additional entitlements?

Acceptable Use:

Sally (Licensed User) subscribes to a Gartner for IT Leadership Team Plus: Team Leader License and is concerned because the terms in her Service Description for that product are different from the baseline License described in the Gartner Usage Policy. In instances where a specific Gartner product offering includes entitlements that are different from the baseline license in the Gartner Usage Policy, the terms of that product offering will apply (and take precedence over the baseline License in the Gartner Usage Policy) for the duration of Sally's Service Agreement.

Gartner Usage Policy

For Gartner forecast and/or market share data?

Acceptable Use:

Bill (Licensed User) is responsible for Market Intelligence at his organization. For this quarter's result only (e.g., once), he would like to share with his company's India country manager the Gartner market share data that shows their #1 competitor's revenue results for the quarter in the PC market in India. Bill plans on sharing this excerpt internally only with his company's India Country manager and will appropriately source Gartner (i.e., stamped "company name" Internal Use Only) and send to the country manager via email. This is an acceptable use because it's a summary-level, small excerpt of data from a Gartner market share report reflecting no more than five (5) competitors, is done on an ad hoc basis (one-time only) and is for occasional use (one-time only) by an individual non-User (the India country manager).

Frank (Licensed User) is looking to provide his product marketing team of three (3) people the forecast data for mobile devices for an upcoming strategy meeting. His PowerPoint presentation includes three (3) years of forecast data for two (2) segments and he will appropriately source Gartner (i.e., stamped "company name" Internal Use Only). This is an acceptable use because it's a summary-level, small excerpt of data from a Gartner forecast report, is done on an ad hoc basis (one-time only) and is for occasional use (one-time only) by an internal audience only of no more than 15 people.

Unacceptable Use:

Susan (Licensed User) is the only Licensed User in her Marketing department. She has the sole function of preparing Competitive Analysis for her company. She primarily supports the product management executives. She is repeatedly asked (i) for more than a summary data excerpt OR (ii) to import or otherwise enter Gartner Market Share data into an internal data warehouse or other internal system OR (iii) to post the data set, summaries of the data or excerpts of Gartner Market Share to her company's internal intranet or external website. Each of these is an unacceptable use because Susan is being asked to share Gartner Market Share data on a systematic or routine basis, or import Gartner Market Share Data to an internal data warehouse or other system/tool or post Gartner Market Share data on a company intranet or external website (i.e., the i, ii and iii requests referenced above). For proper use of Gartner Market Share or Market Forecast data contact usage.guidance@gartner.com.

Gartner Usage Policy

Research Documents - External Use (Outside your Company)

What if I want to use Gartner Research outside my company as a Gartner-approved excerpt/quote for an external use?

Acceptable Use:

Frank (Licensed User) is planning a presentation at a local business seminar and wants to incorporate into his PowerPoint quotes from a Gartner Research document. Prior to the presentation, Frank consults the Copyright and Quote Policy and emails quote.requests@gartner.com for approval of his proposed use of the Gartner quotes. Following receipt of the Gartner approval, Frank delivers a knock-out presentation.

Frank (Licensed User) is not sure how much Gartner content he is allowed to excerpt/quote or otherwise reference in his upcoming article he is publishing for an IT conference. He is struggling with how much he is permitted to quote or reference under the Gartner Copyright and Quote Policy. Wanting to be in compliance, Frank reviews the policy and emails quote.requests@gartner.com.

Unacceptable Use:

Dawn (Licensed User) who is responsible for issuing her company's press releases, incorporates content from a Gartner Research document into the company's press release without first obtaining written approval from Gartner. This is unacceptable because the Copyright and Quote Policy requires that all external use of Gartner content receive prior written approval from Gartner. Dawn should review the policy and email quote.requests@gartner.com.

Gartner Usage Policy

What if I want to use Gartner Research outside my company and am willing to purchase a Reprint License to share the entire Gartner Research document outside my company?

Acceptable Use:

Laura (Licensed User) is the head of Public Relations and recently purchased a Reprint License which provides her with distribution rights to a Magic Quadrant in which Gartner placed her company in the Leaders quadrant. Laura would like to share the evaluation with her prospects and clients. After working with and receiving approval from the Gartner Reprints team for the promotional language in her email, Laura may send her email (containing the link to the Reprint) to her prospects and clients. Everyone thoroughly enjoyed reading the Magic Quadrant report in its entirety.

Dawn (Licensed User), an Analyst Relations director at her company, purchases a Reprint License of a Vendor Rating Gartner Research document where her company is favorably positioned. Dawn shares the Reprint externally in accordance with the terms of her company's Reprint License with Gartner.

Unacceptable Use:

Frank (Licensed User), who works for a Public Relations firm, is responsible for researching technology trends on behalf of his clients. When he finds a Gartner Research document of interest he sends to his clients a group email with the copyrighted PDF version of the document(s) as an attachment. This is an unacceptable use because Gartner does not permit Licensed Users to forward via email a PDF version of a Gartner Research document. While Frank cannot share the full Gartner Research document via his group email, he does have two choices; he may either (i) purchase a Reprint License so that he could use the entire document, per the terms of his Reprint License, or (ii) select a few key sentences from the Gartner Research document to share via his group email. If Frank opts for choice (ii) he should email to quote.requests@gartner.com his draft email containing the few key sentences. Once he receives approval from Quote Requests, he may then email the approved quote to his Clients provided that this quoting is done on a non-routine basis.