

Gartner Model in Technology Management

Technology Management Committee

M. Sotoodeh

Sh. Saleki

What is Gartner?

Gartner®

[Insights](#)

[Expert Guidance](#)

[Tools](#)

[Connect with Peers](#)



[Become a Client ↗](#)

or call +498938035418

**We deliver
actionable,
objective insight
to executives and
their teams.**

Our expert guidance and tools enable faster, smarter decisions and stronger performance on an organization's mission-critical priorities.

[Investor Relations ↗](#)

[Corporate Fact Sheet ↗](#)

[Corporate Responsibility ↗](#)

[Our Leadership ↗](#)

[Newsroom ↗](#)

[Worldwide Offices ↗](#)

About Gartner

\$5B+

We are a \$5.5 billion company and a member of the S&P 500.

~90

We work with businesses in nearly 90 countries.

~19,500

We have over 19,500 associates in ~85 offices globally.

40+

Over 40 years providing insights and expert guidance to clients' enterprises worldwide.

What is Gartner?

- A leading **research and advisory firm** for technology Management
 - **Research:** providing reports on wide variety of technology topics
 - ✓ Market Trend Analysis
 - ✓ Emerging Technologies
 - ✓ Vendor Evaluation
 - **Advisory Services:** Helping businesses implement technology solutions
 - Consulting
 - Training
 - Support
 - **Conferences & Events.**

Gartner Insights Expert Guidance Tools Connect with Peers [Become a Client](#) or call +40855803243

We deliver actionable, objective insight to executives and their teams.

Our expert guidance and tools enable faster, smarter decisions and stronger performance on an organization's mission-critical priorities.

About Gartner

- \$5B+**
We are a \$5.5 billion company and a member of the S&P 500.
- ~90**
We work with businesses in nearly 90 countries.
- ~19,500**
We have over 19,500 associates in ~85 offices globally.
- 40+**
Over 40 years providing insights and expert guidance to clients' enterprises worldwide.

[Investor Relations](#) [Our Leadership](#)
[Corporate Fact Sheet](#) [Newsroom](#)
[Corporate Responsibility](#) [Worldwide Offices](#)

What is Gartner?

- ✓ Market Trend Analysis
- ✓ Emerging Technologies
- ✓ Vendor Evaluation

<https://www.gartner.com/en>

Some limited general content for everyone.

Some free content for clients (Subscribers).

Some priced content for clients.



Gartner Insights Expert Guidance Tools Connect with Peers

Become a Client [↗](#)
or call +40855803245

We deliver actionable, objective insight to executives and their teams.

Our expert guidance and tools enable faster, smarter decisions and stronger performance on an organization's mission-critical priorities.

About Gartner

\$5B+ We are a \$5.5 billion company and a member of the S&P 500.	~90 We work with businesses in nearly 90 countries.
~19,500 We have over 19,500 associates in -85 offices globally.	40+ Over 40 years providing insights and expert guidance to clients' enterprises worldwide.

Investor Relations [↗](#) Our Leadership [↗](#)
Corporate Fact Sheet [↗](#) Newsroom [↗](#)
Corporate Responsibility [↗](#) Worldwide Offices [↗](#)

گروه باخت
Bakhtiar Group

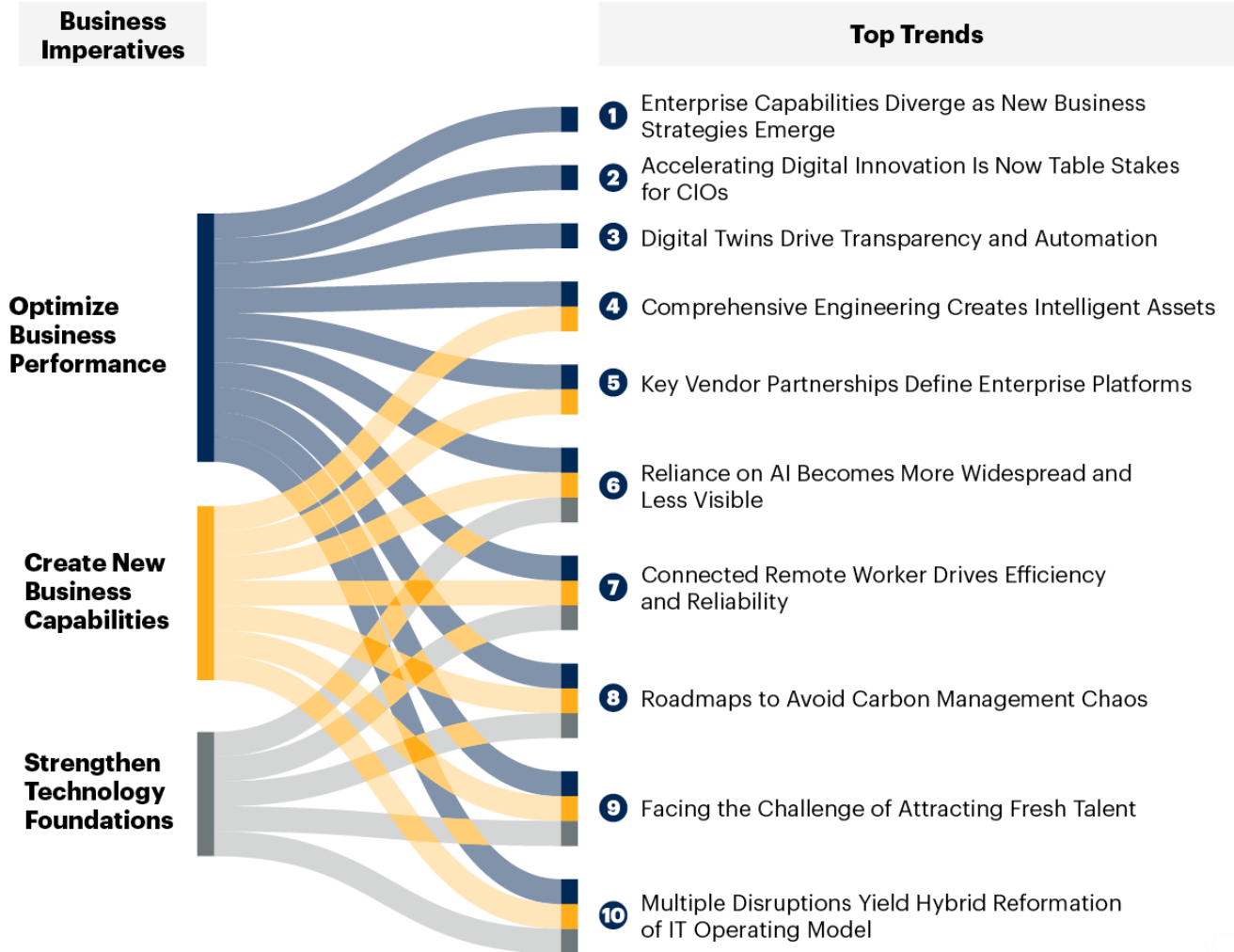
1. Market Trend Analysis

Market Trend Analysis

- Based on their own research



Top 10 Oil and Gas Trends 2021



Market Trend Analysis



Market Trend Analysis

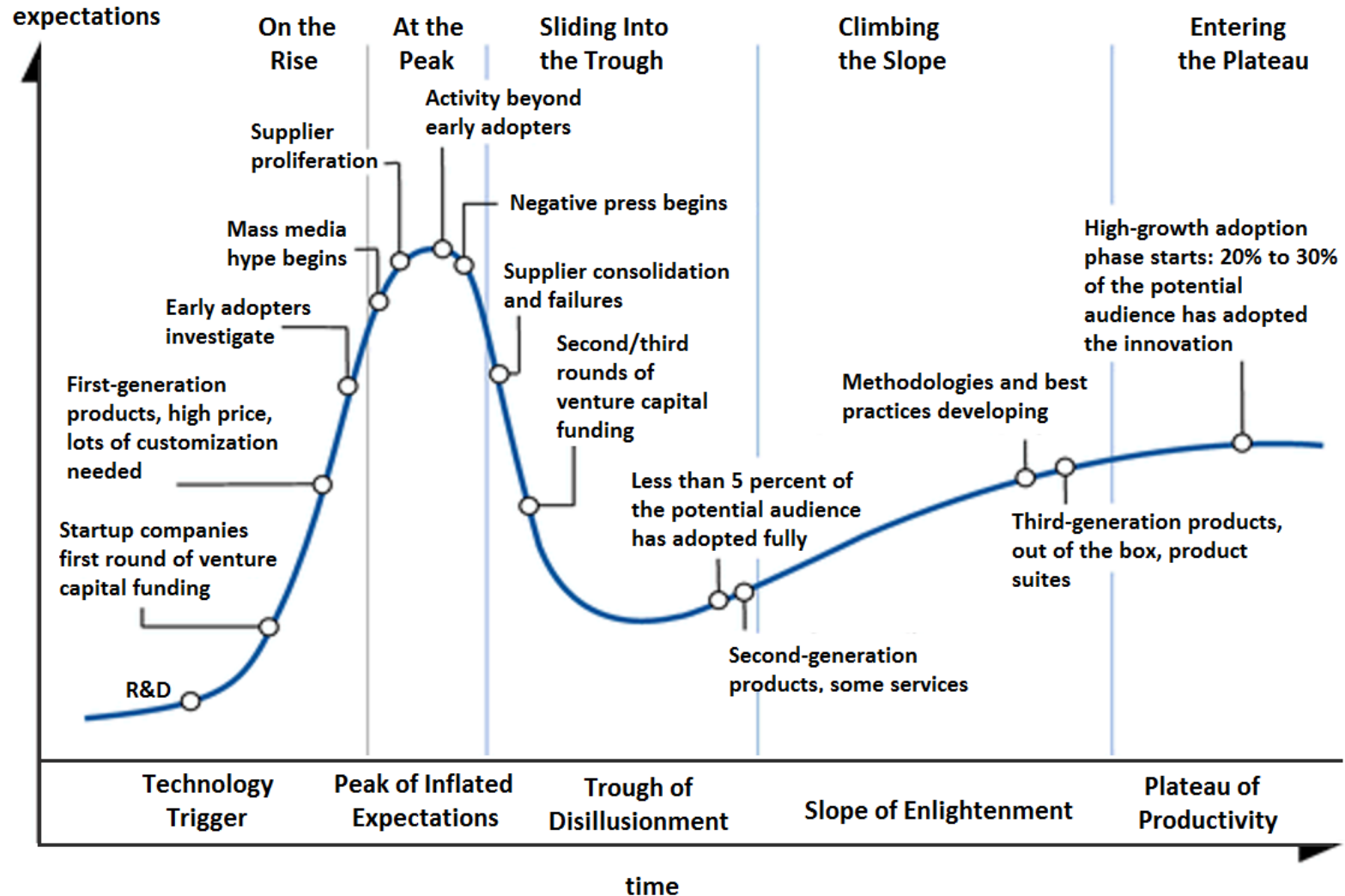
Application:
Strategic Planning



2. Emerging Technologies

Models: 1. Hype Cycle- Cycle?!

Maturity curve of emerging technologies.

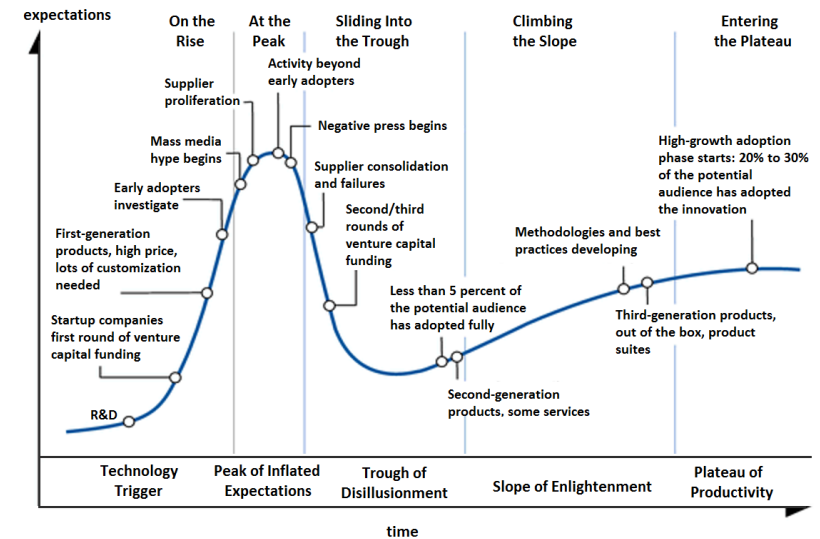


Models: 1. Hype Cycle- Cycle?!

- Based on their own research

The hype cycle claims to provide a graphical and conceptual presentation of the maturity of emerging technologies through five phases:

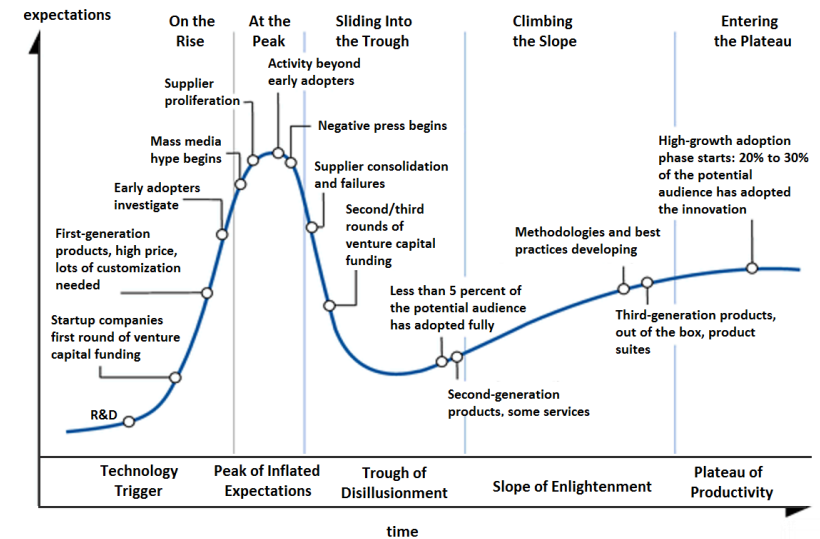
Maturity curve of emerging technologies.



Models: 1. Hype Cycle

1. Technology trigger

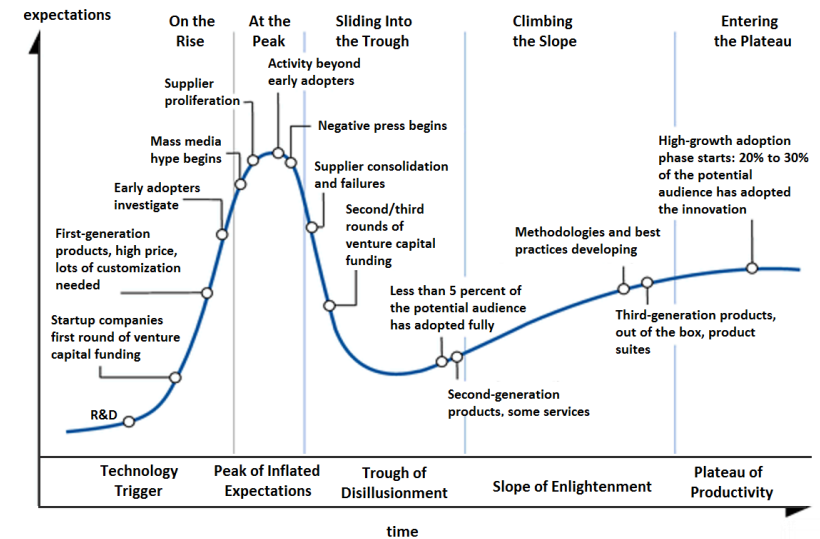
Potential technology breakthrough. Publicity through media by early-proof of concepts. No usable products.



Models: 1. Hype Cycle

1. Technology trigger
2. Peak of inflated expectations

Viral success stories often accompanied by failures.

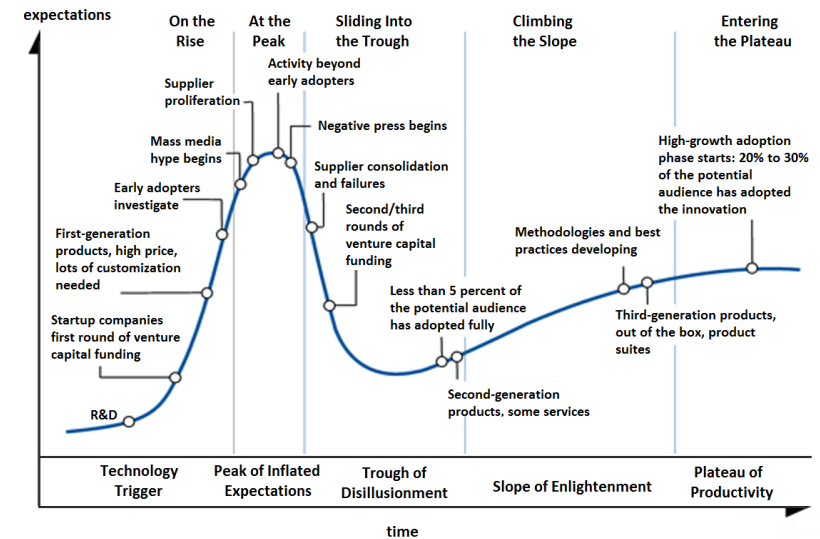


Models: 1. Hype Cycle



1. Technology trigger
2. Peak of inflated expectations
3. Trough of disillusionment

Declining interest by more failing experiments and implementations.

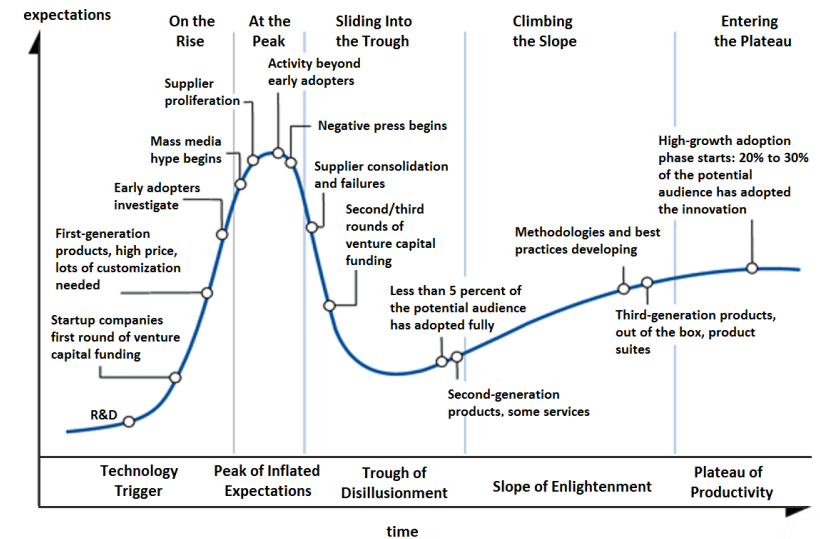


Models: 1. Hype Cycle

1. Technology trigger
2. Peak of inflated expectations
3. Trough of disillusionment
4. Slope of enlightenment



More instances of how the technology can benefit the enterprise start to crystallize and become more widely understood. Second- and third-generation products appear from technology providers. More enterprises fund pilots; conservative companies remain cautious.

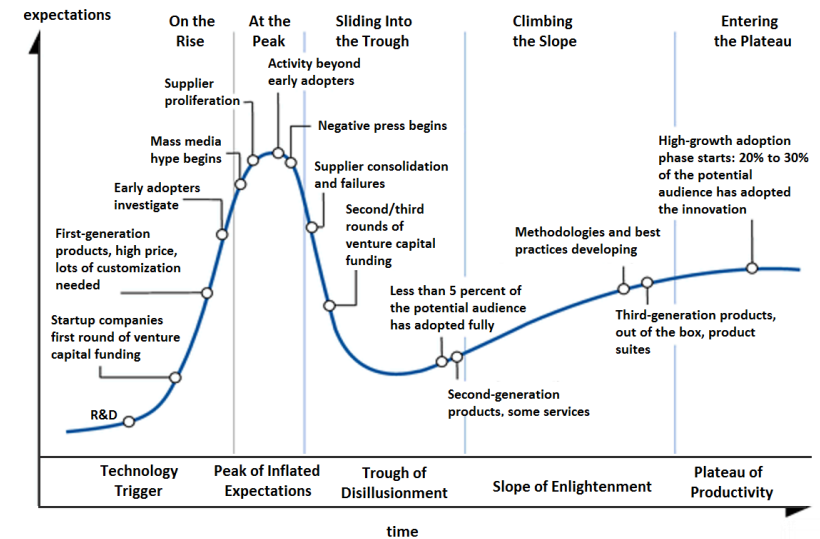


Models: 2. Hype Cycle

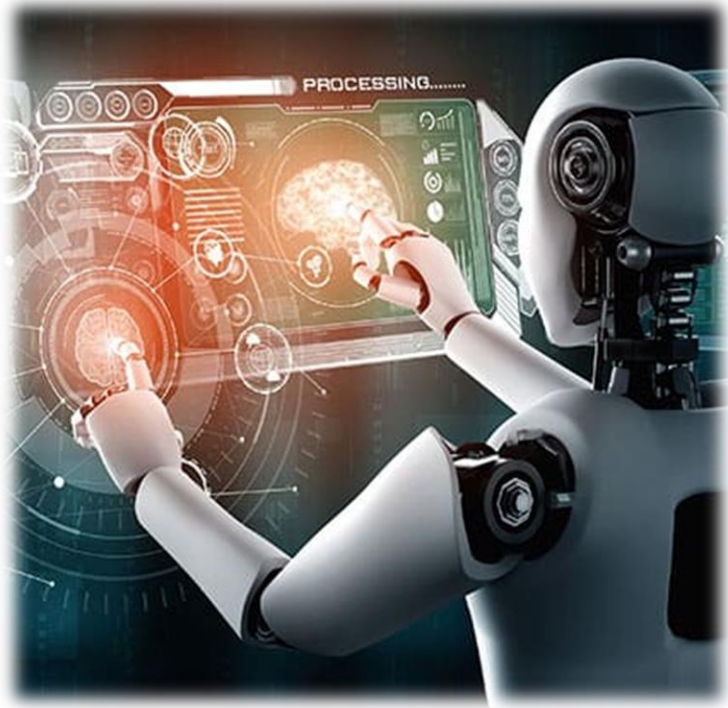


1. Technology trigger
2. Peak of inflated expectations
3. Trough of disillusionment
4. Slope of enlightenment
5. Plateau of productivity

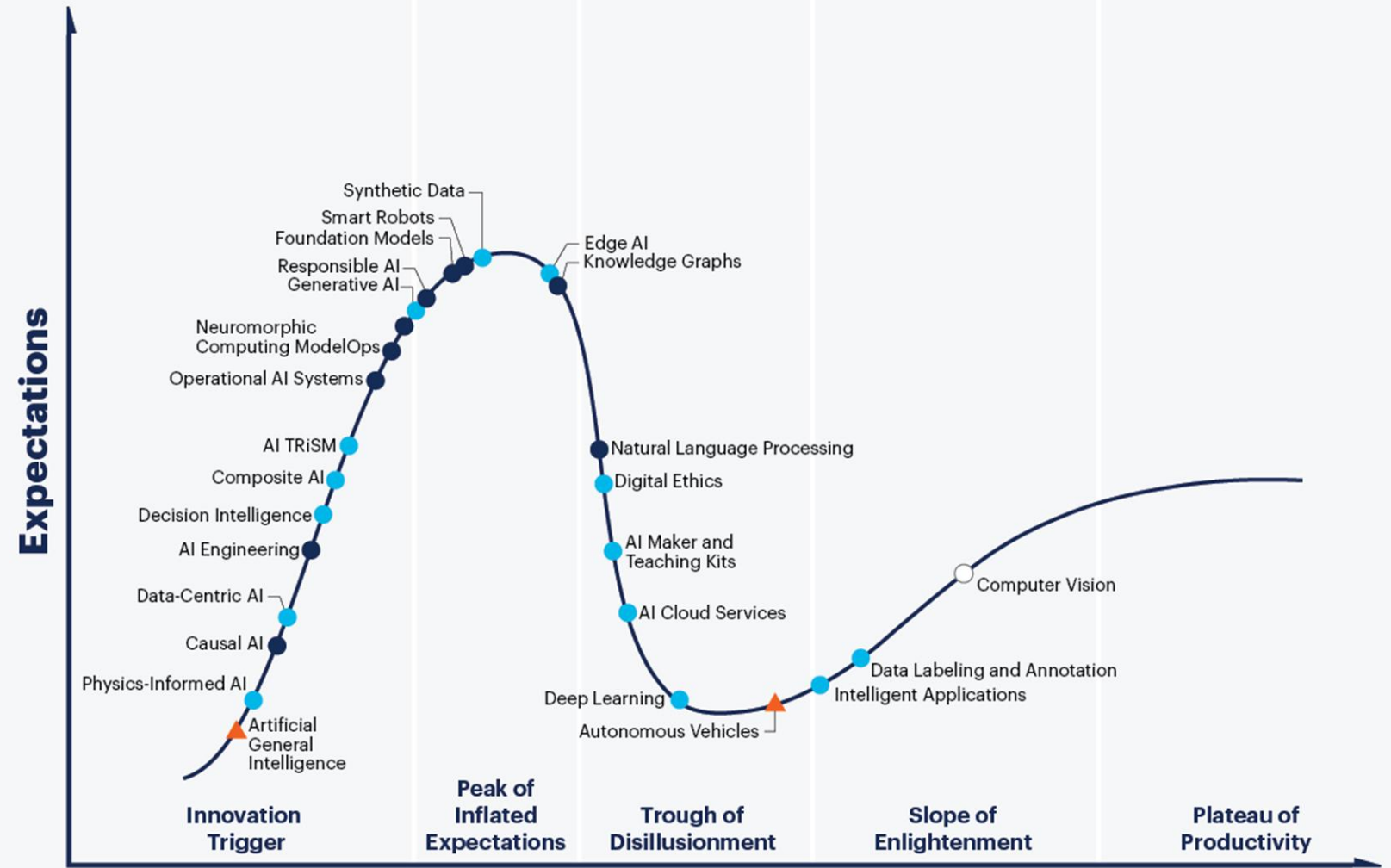
Mainstream adoption starts to take off. Criteria for assessing provider viability are more clearly defined. The technology's broad market applicability and relevance are clearly paying off. If the technology has more than a niche market then it will continue to grow.



Hype Cycle Example



Hype Cycle for Artificial Intelligence, 2022



Plateau will be reached:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

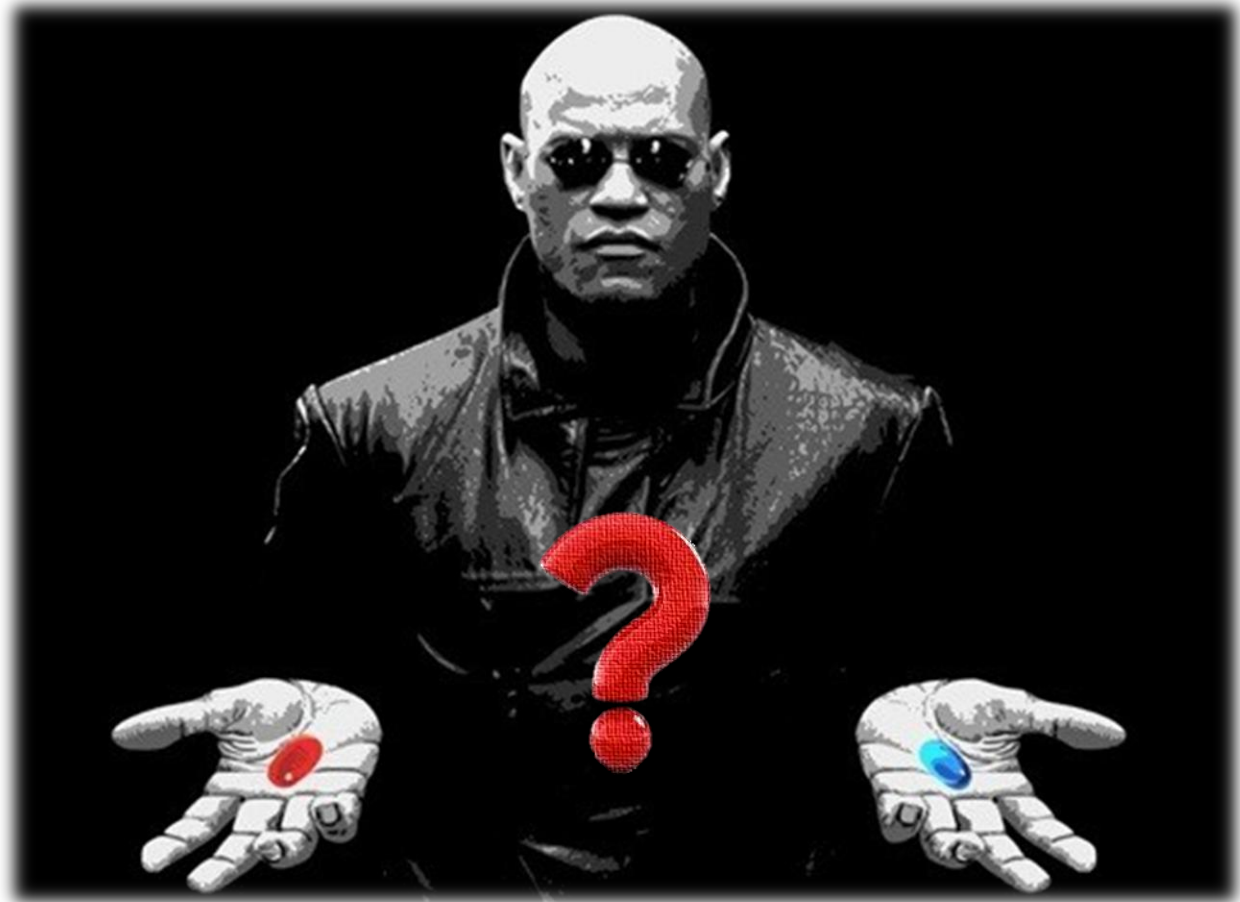
▲ more than 10 years

⊗ obsolete before plateau

As of July 2022

Models: 1. Hype Cycle

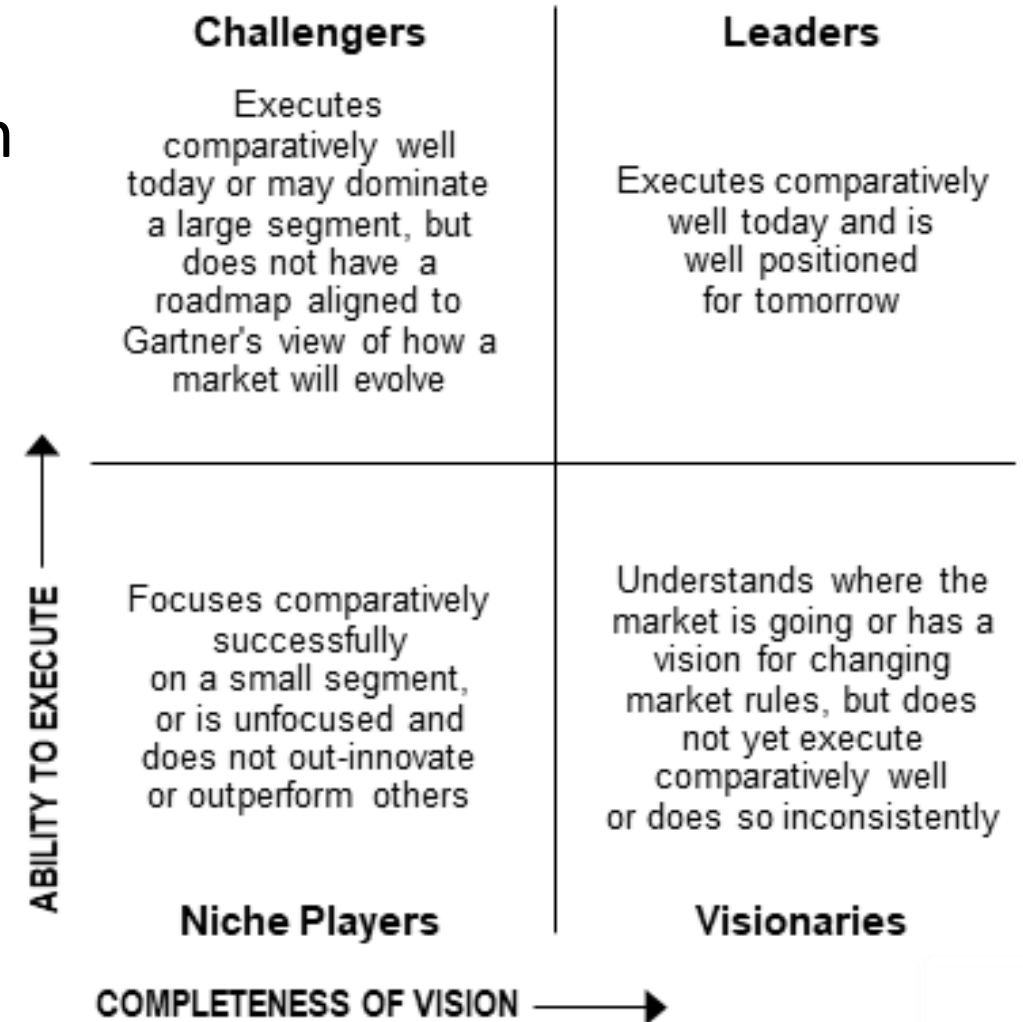
- Application
 - Getting educated about **the promise of an emerging technology** within the context of their appetite for risk.



3. Vendor Evaluation

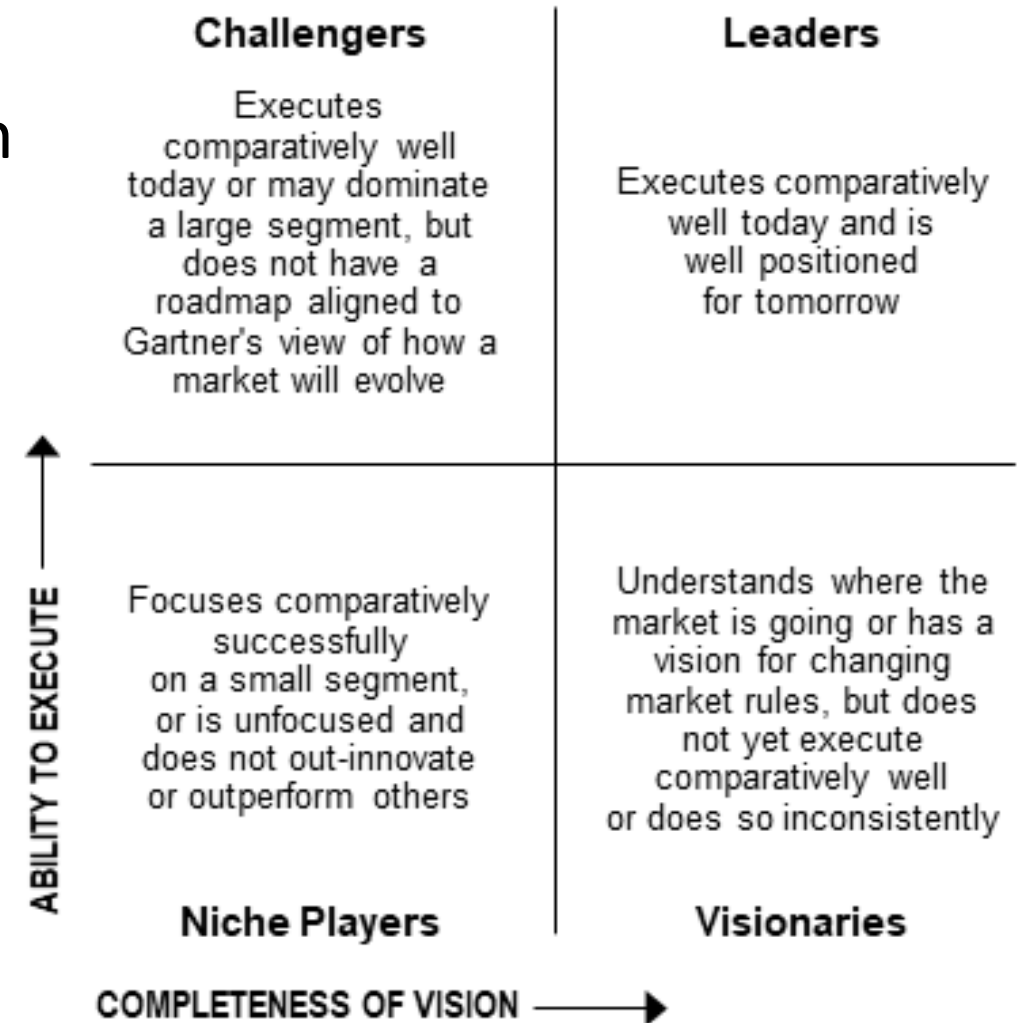
Models: 2. Magic Quadrant

- Positioning technology players within a specific technology market
 - Based on their own research

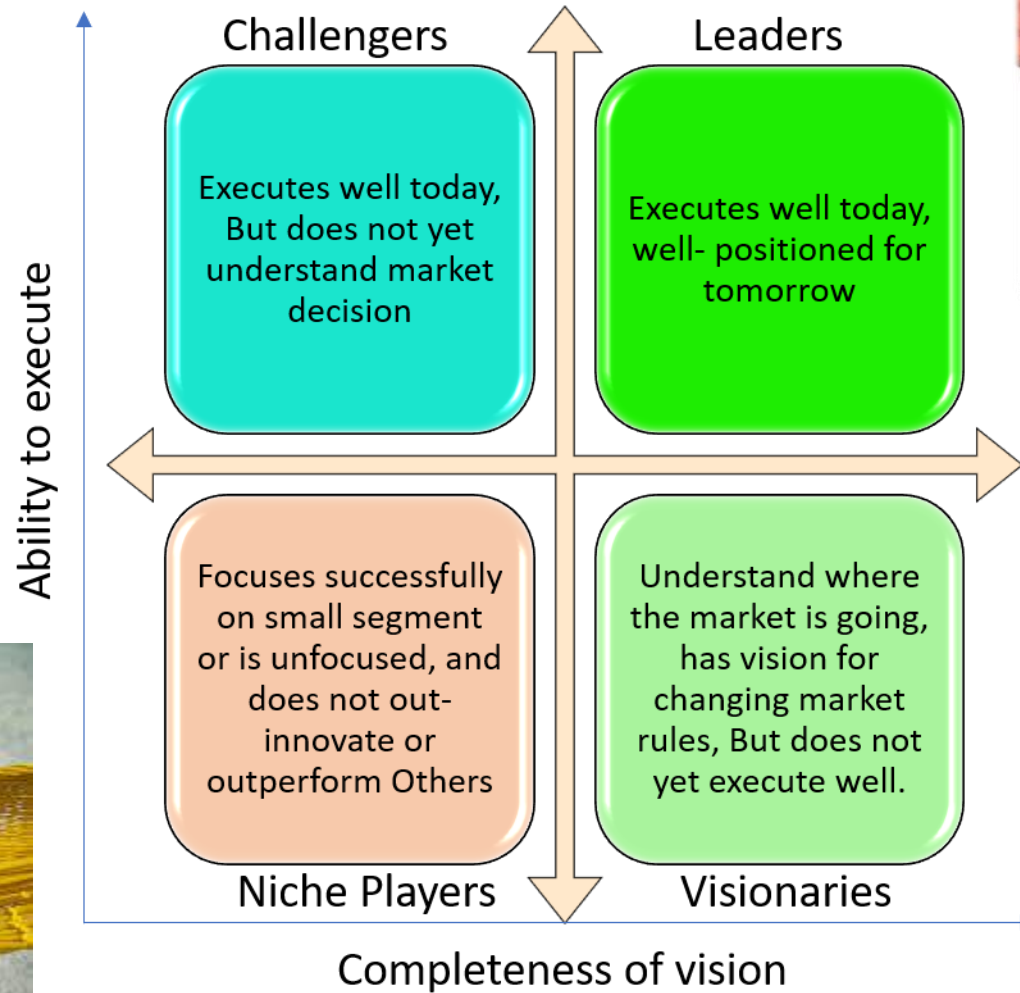


Models: 2. Magic Quadrant

- Positioning technology players within a specific technology market
 - Based on their own research
- **Completeness of vision** – Reflects the vendor's innovation, and whether the vendor drives or follows the market.
- **Ability to execute** – Summarizes factors such as the vendor's financial viability, market responsiveness, product development, sales channels and customer base.



Models: 2. Magic Quadrant



Models: 2. Magic Quadrant Example

Figure 1: Magic Quadrant for Enterprise Backup and Recovery Software Solutions



Models: 2. Magic Quadrant

- Application

- Get quickly educated about a market's competing technology providers and their ability to deliver on what end users require today and in the future.
- Understand how a market's technology providers are competitively positioned and the strategies they are using to compete for end-user business.
- Compare a technology provider's strengths and challenges with your specific needs.



Lets Wrap up!

Conclusion

- Gartner contents and tools



- Can not be used for designing the framework of our approach for technology management.



- ✓ Can be used in strategic planning to understand the trends in a specific market.
- ✓ Can be used to get educated about emerging technologies and their maturity.
- ✓ Can be used to know and choose from technology vendors in a specific field.

Thanks for your patience...