Gartner Magic Quadrant Tool

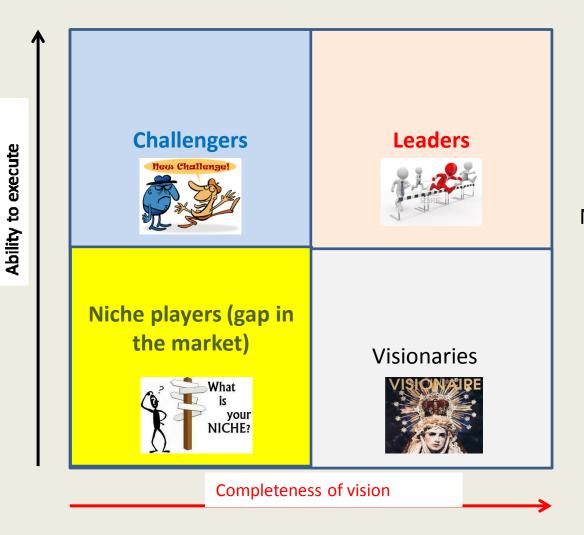
J.Skorkovský, KPH

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



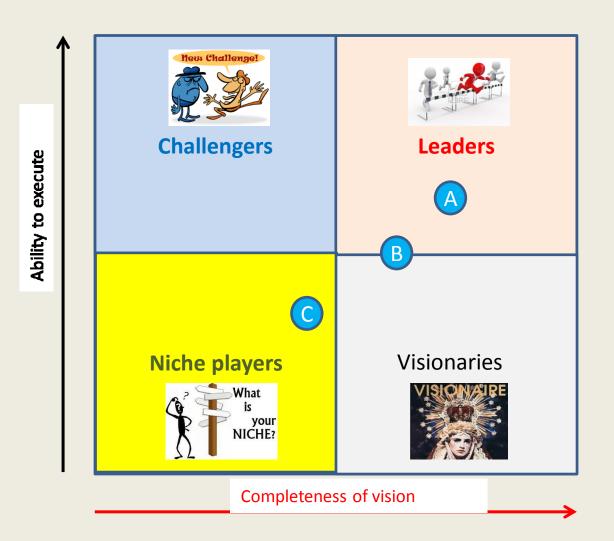
Niche=mezera na trhu

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.
- 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.

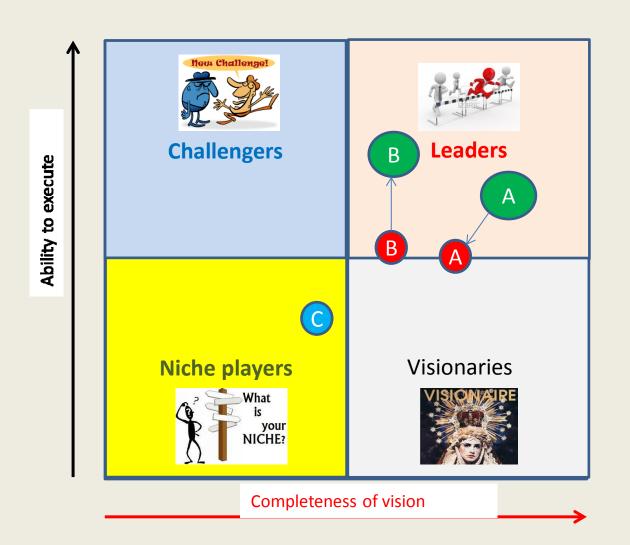
MQ Matrix

"A" better than "B" and "B" Better than"C"



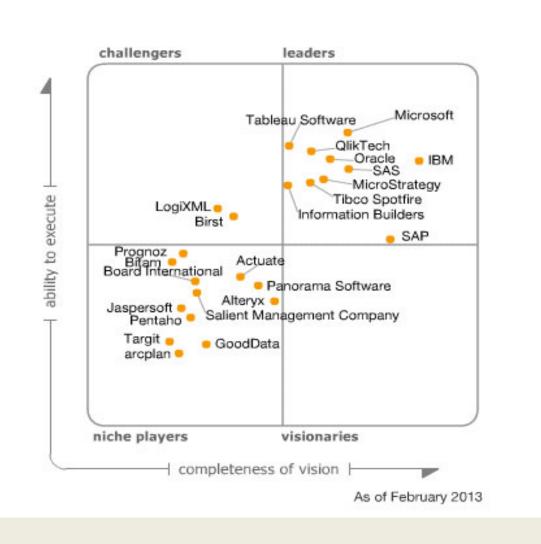
MQ Matrix

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

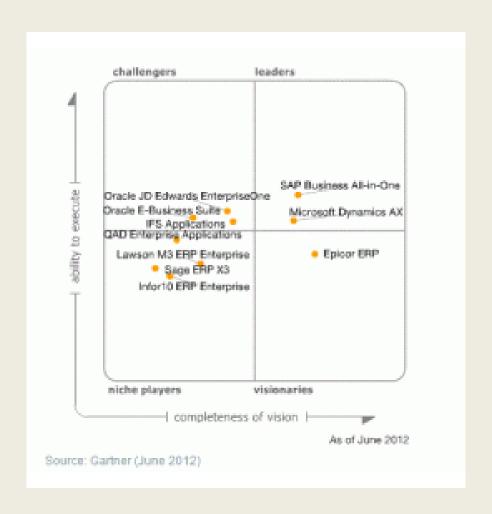


MQ for BI

2013 Magic Quadrant for Business Intelligence and Analytics Platforms



MQ for ERP



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 value. For example, a Pacesetter might offer greater

 Lower Left = Contenders: Contenders may focus higher point. This makes them ideal for companies unique needs.

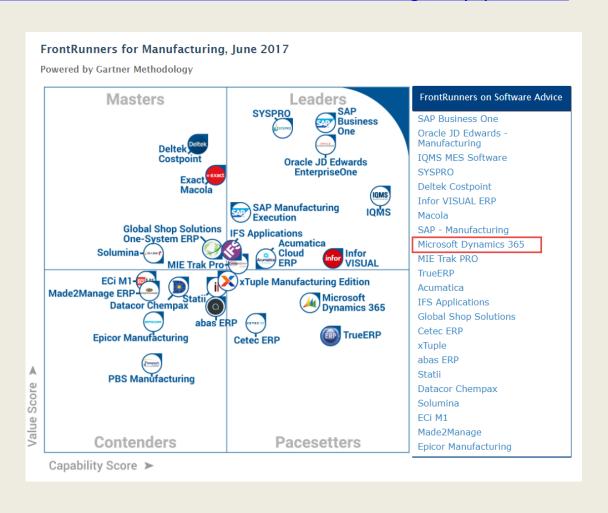
Contender- uchazeč, protivník

Pacesetter= tahoun, společnost udávající směr vývoje

fe te is	Masters	Leaders	hly on riced at a their
	Conteders	Pacesetters	

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
- 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)

https://www.softwareadvice.com/erp/#top-product

