

# Gartner Magic Quadrant Tool

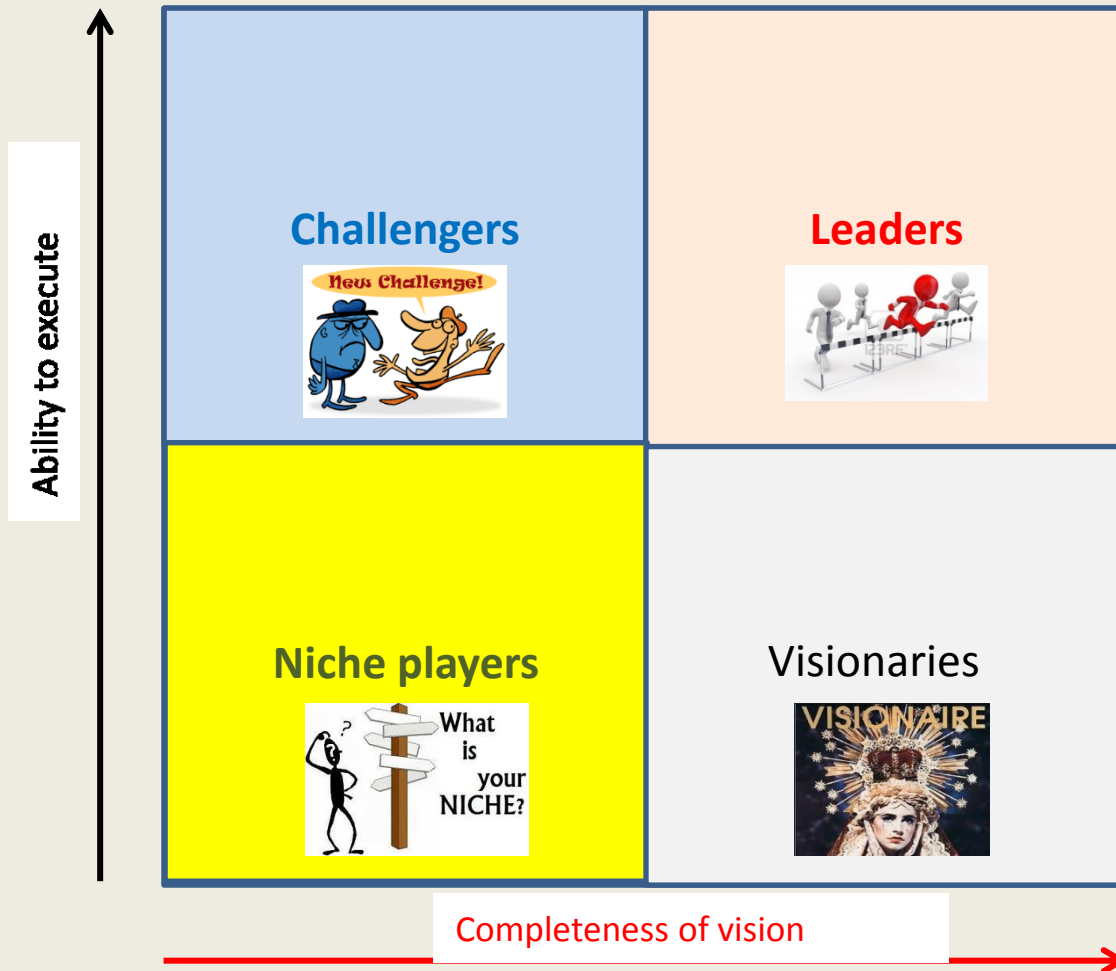
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# Agenda related to MQ Matrix

- 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

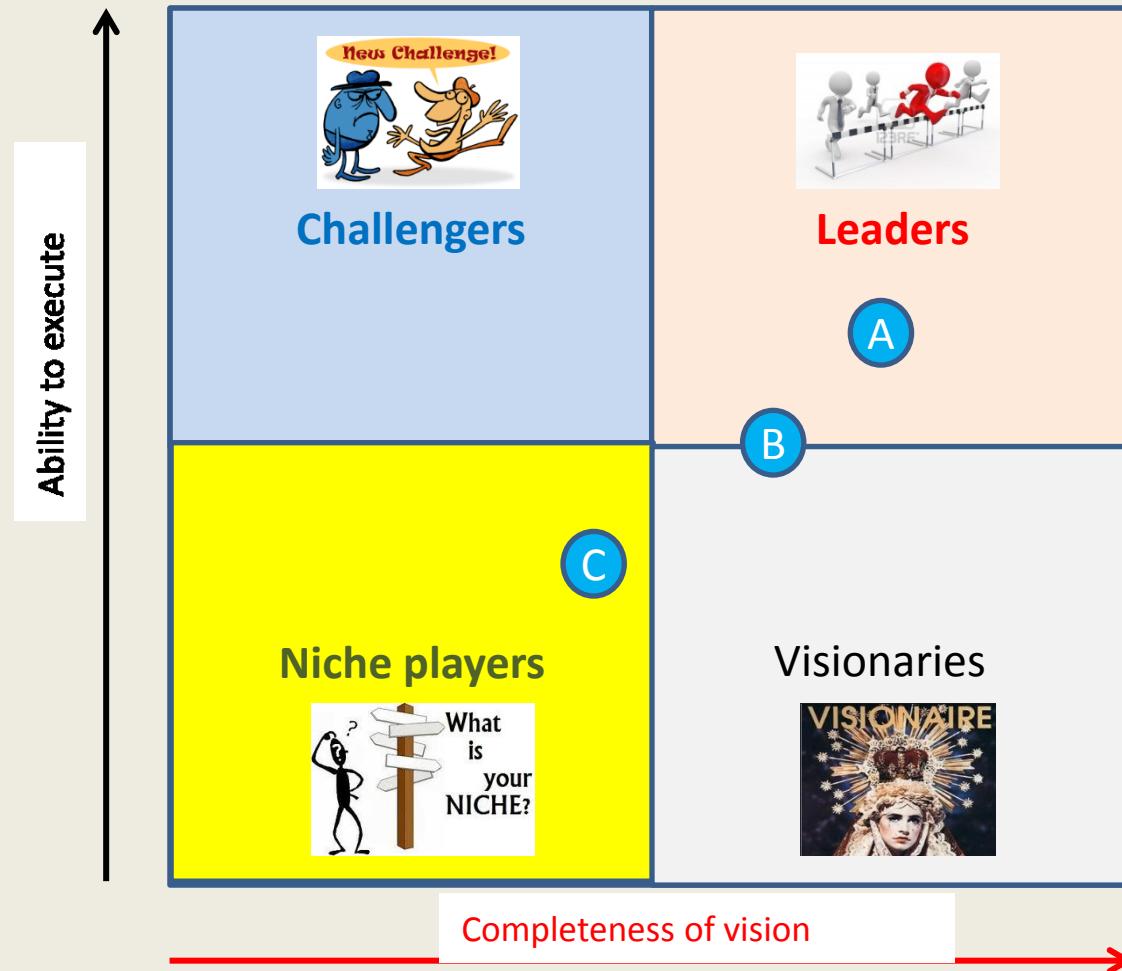


# MQ Matrix explanation

- **Leaders** execute well against their current vision and are well positioned for tomorrow.
- **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.

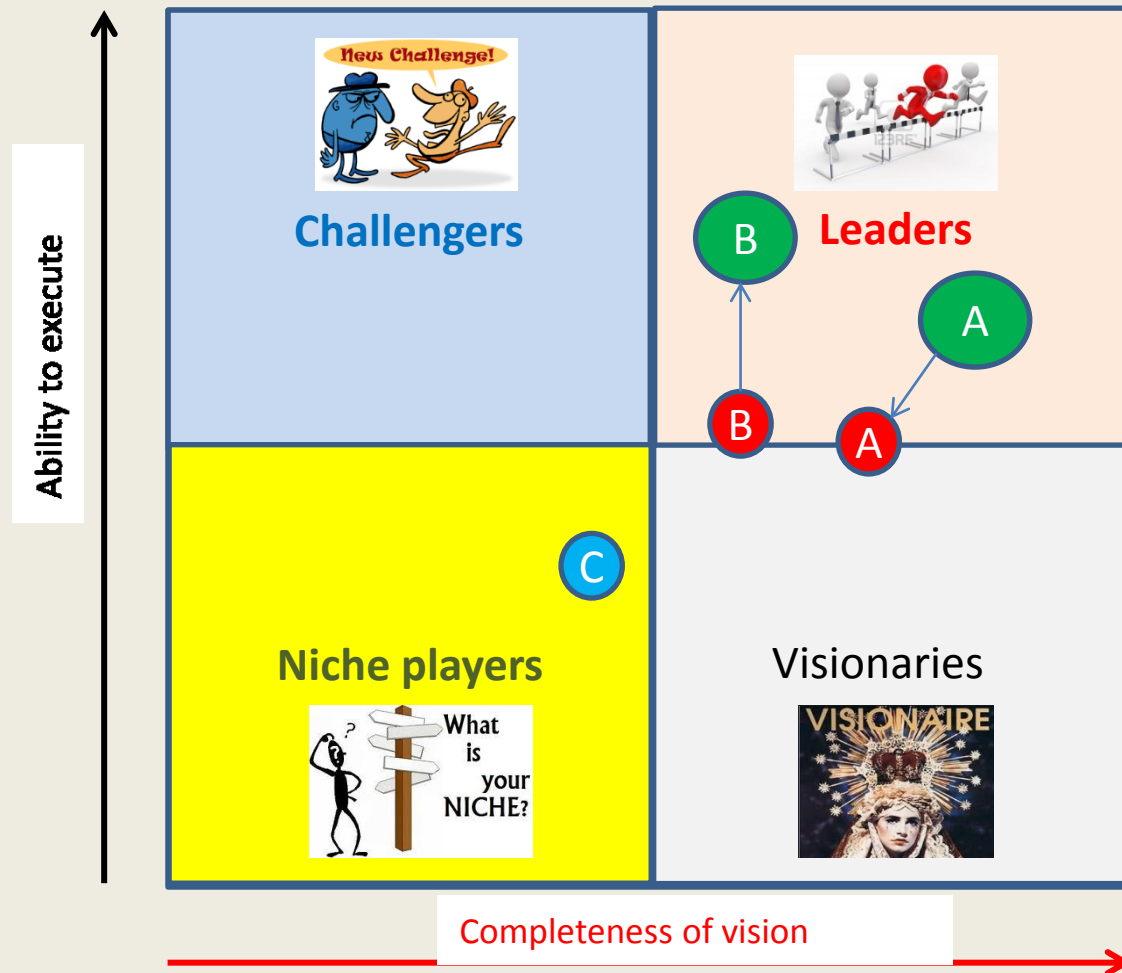
# MQ Matrix

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



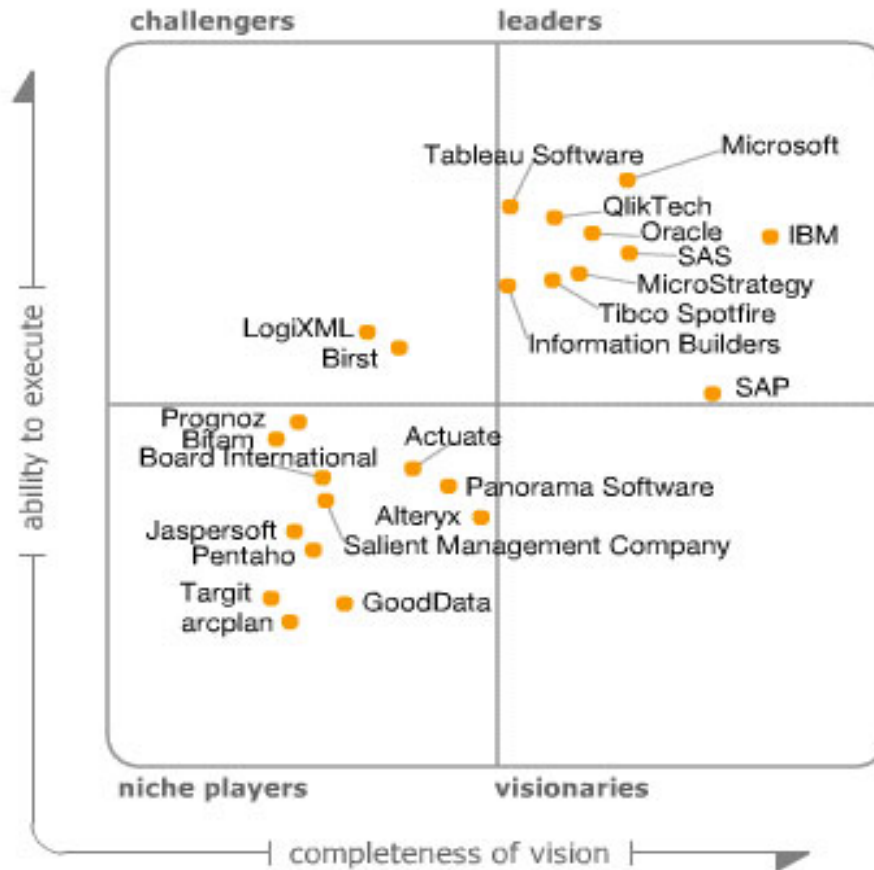
# MQ Matrix

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



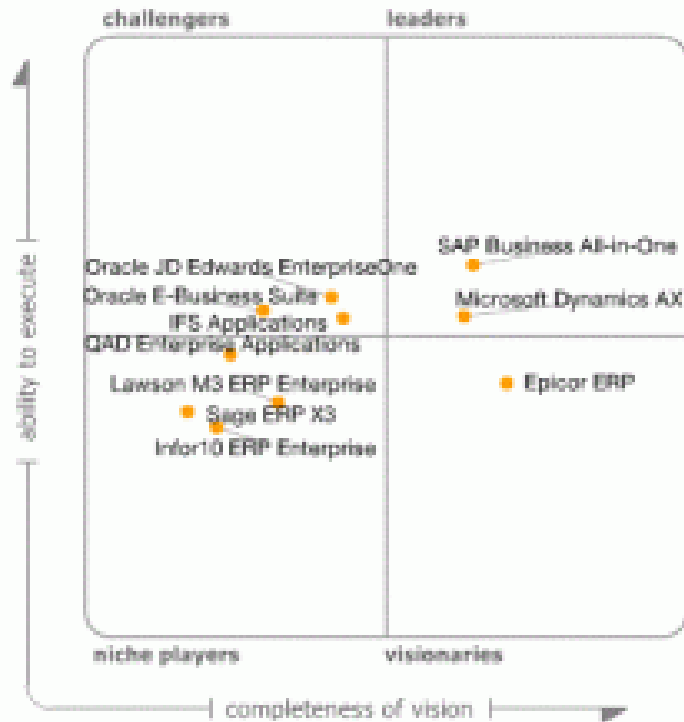
# MQ for BI

2013 Magic Quadrant for Business Intelligence and Analytics Platforms



As of February 2013

# MQ for ERP



As of June 2012

Source: Gartner (June 2012)