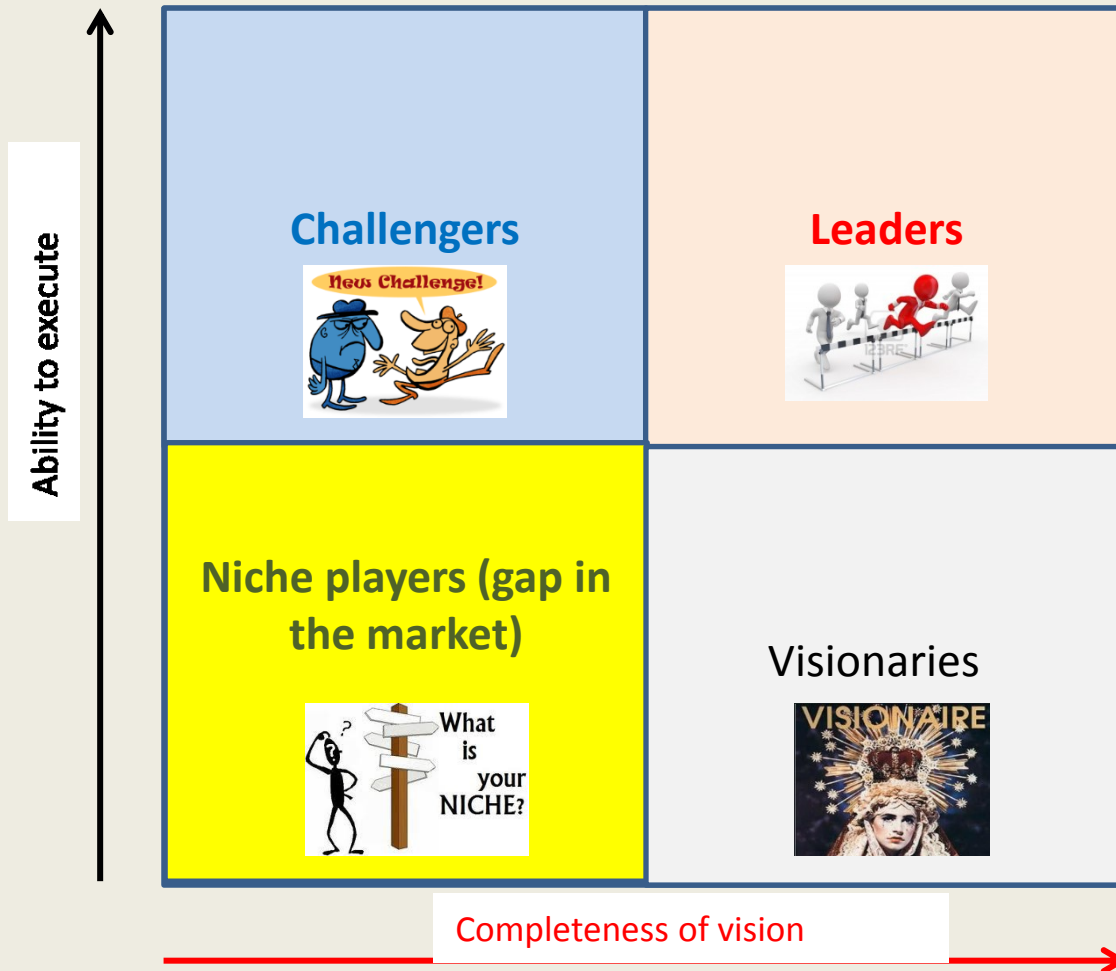# Gartner Magic Quadrant Tool

J.Skorkovský

Department of Business Economy

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
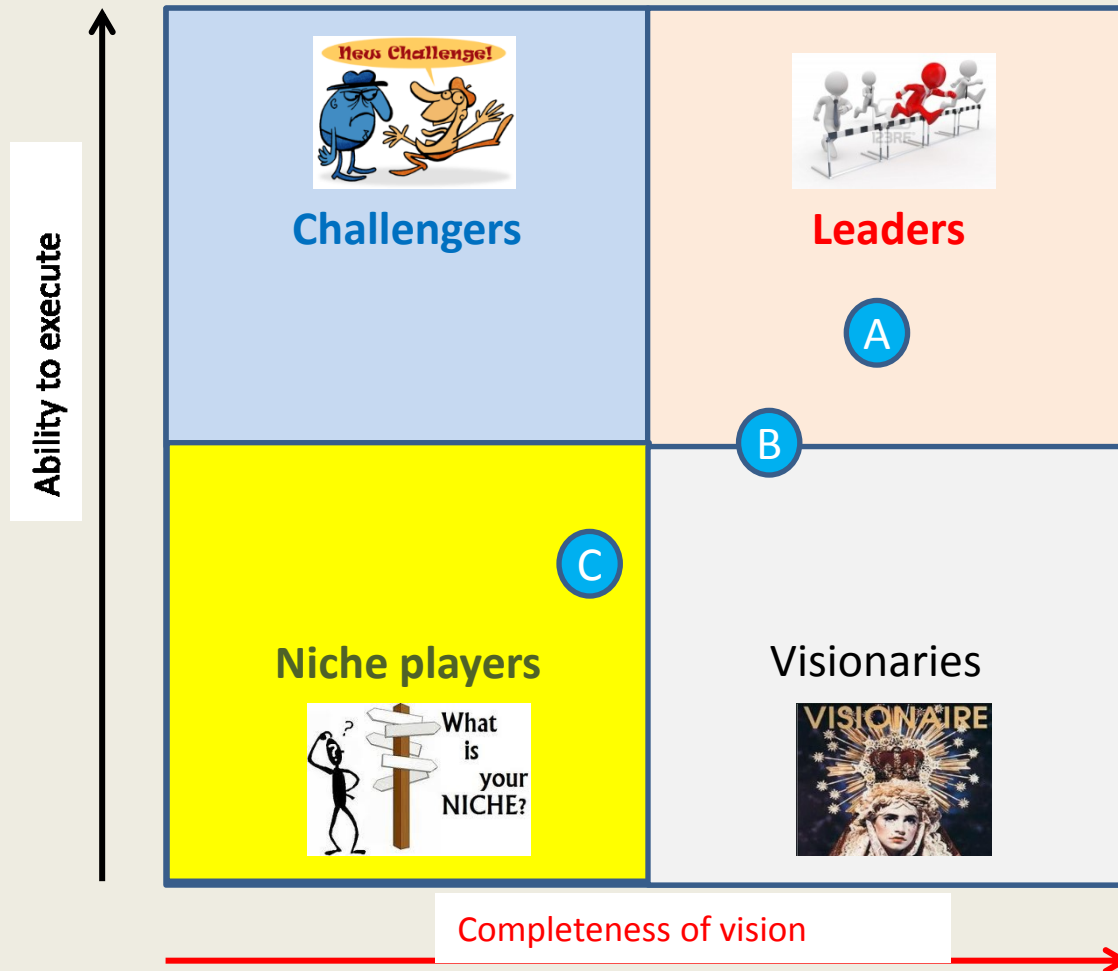
MQ Matrix

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.
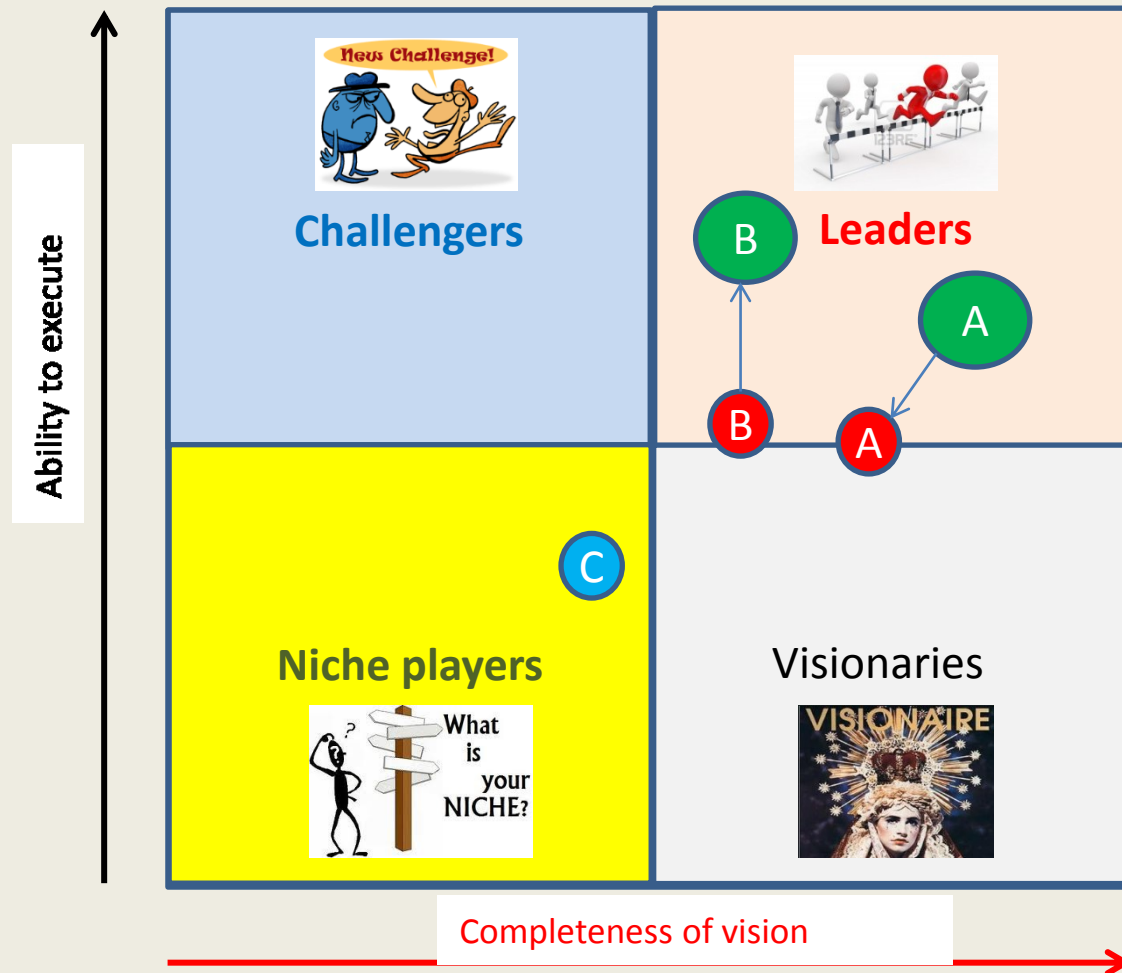
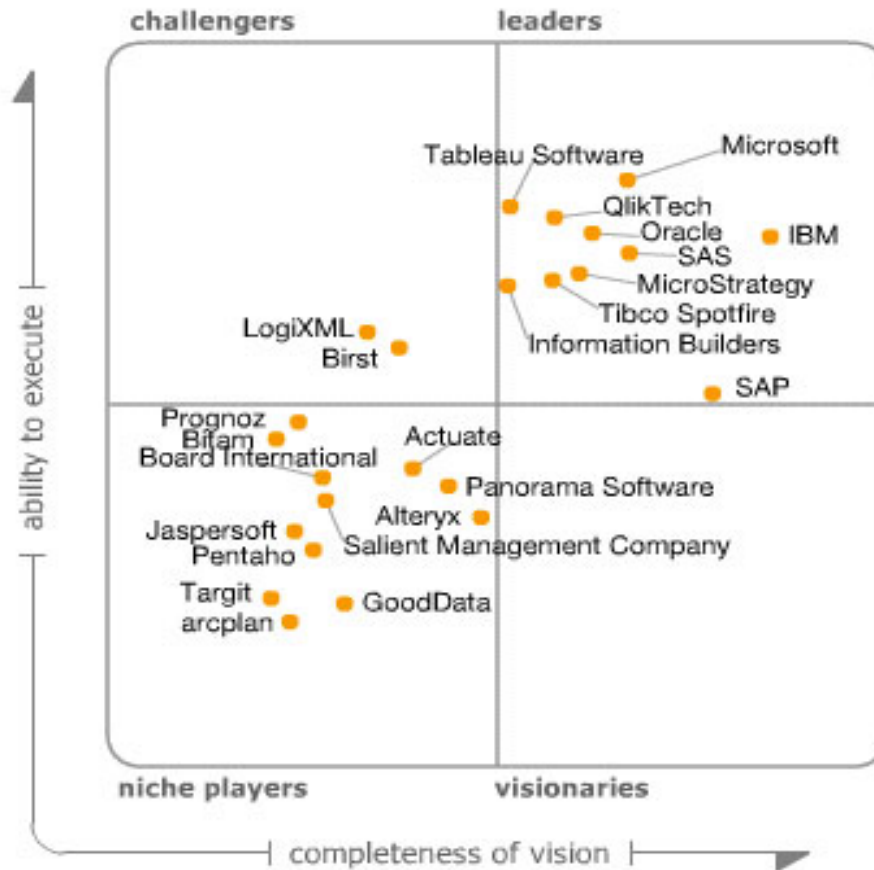# MQ Matrix

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

MQ Matrix

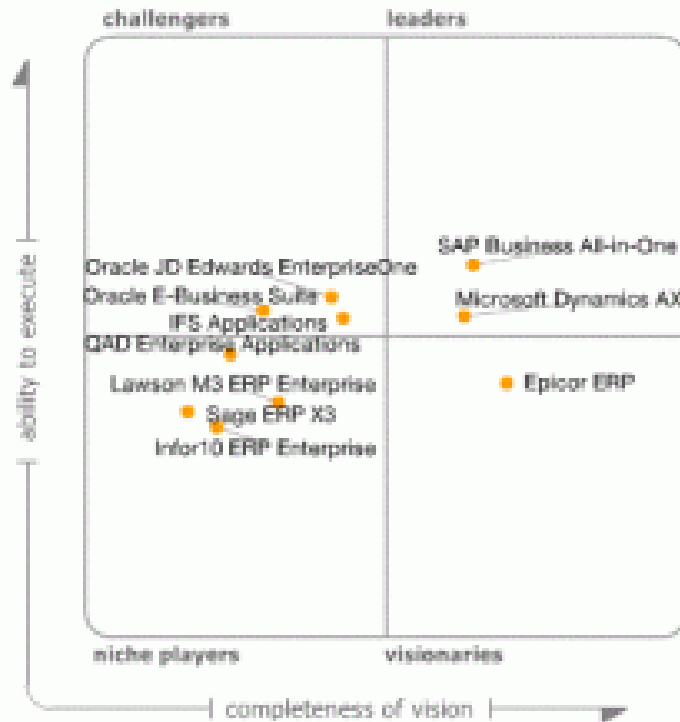Using colors in order to show progress (Red =bad, Green = good)

MQ for BI

2013 Magic Quadrant for Business Intelligence and Analytics Platforms

MQ for ERP