

# Gartner Magic Quadrant Tool

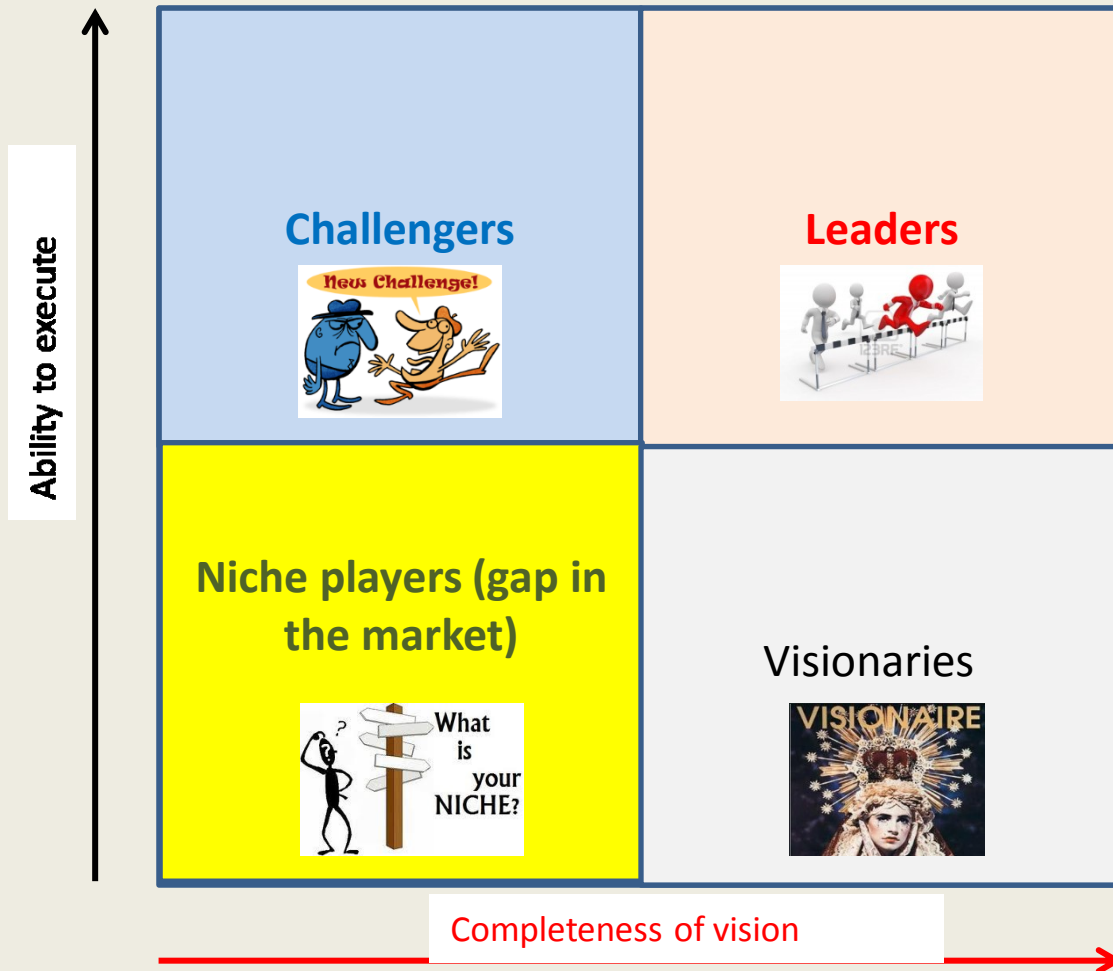
J.Skorkovský , KPH

# 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



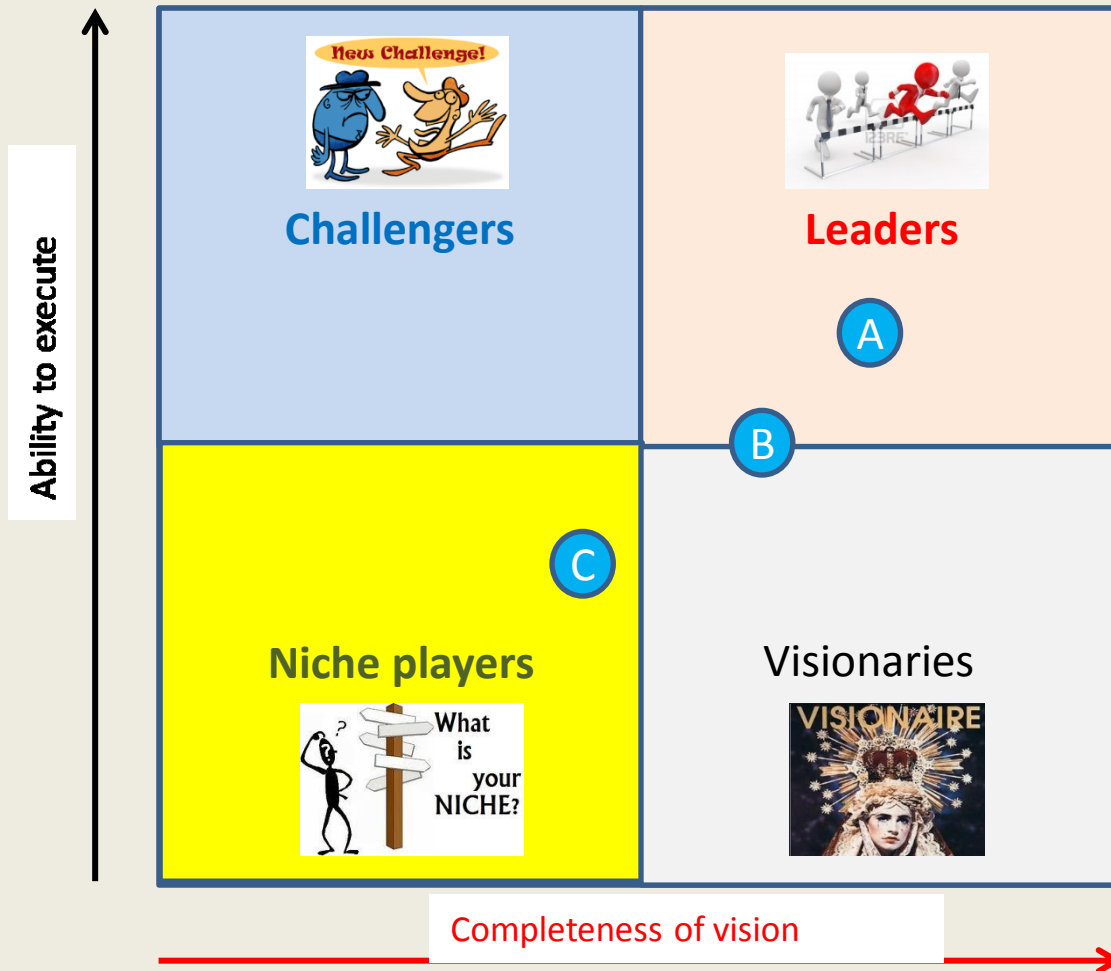
Niche=mezera na trhu

# 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.

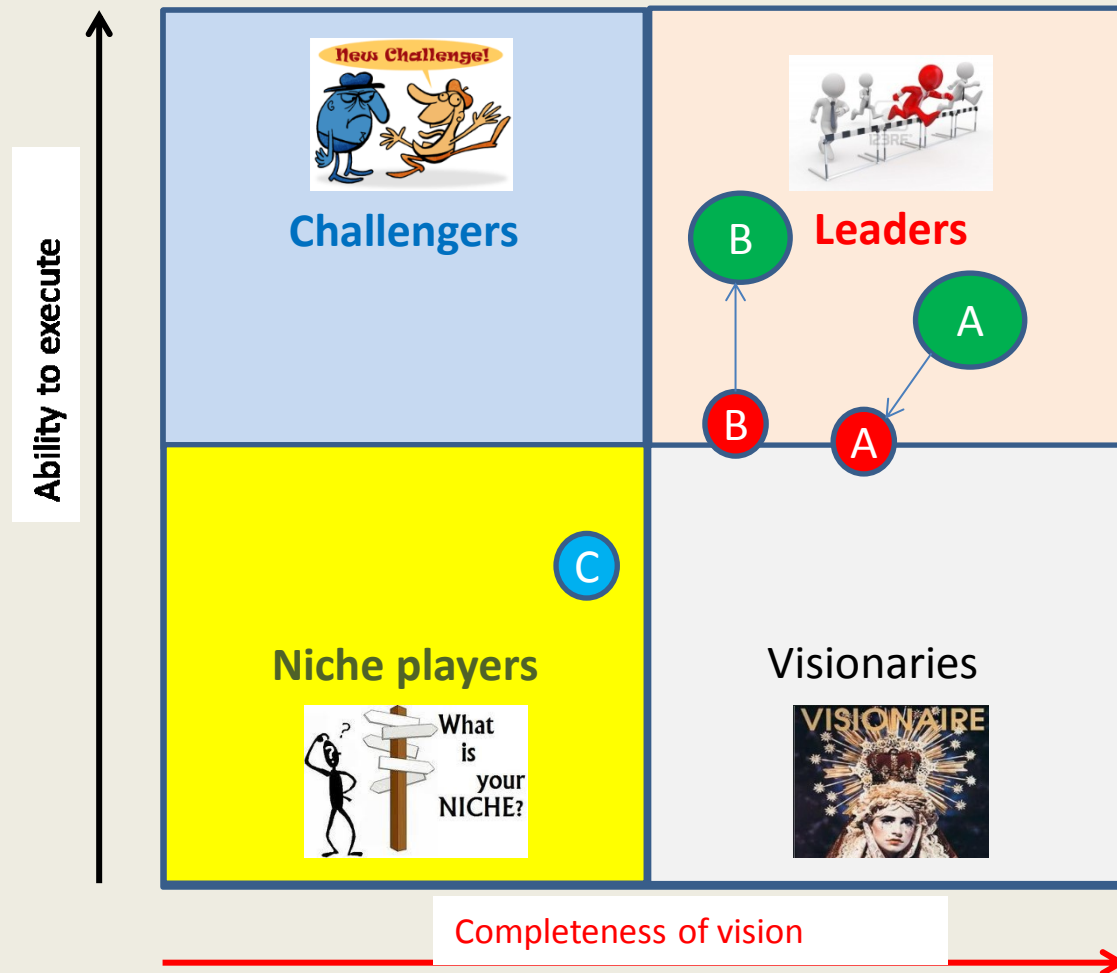
# MQ Matrix

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



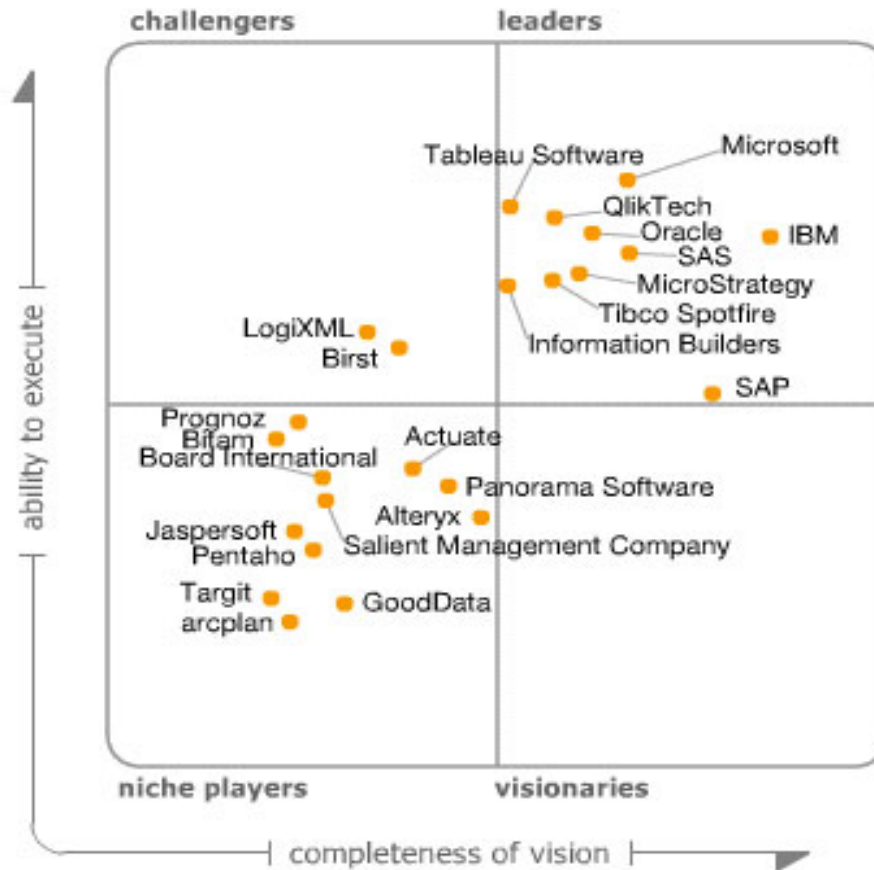
# MQ Matrix

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



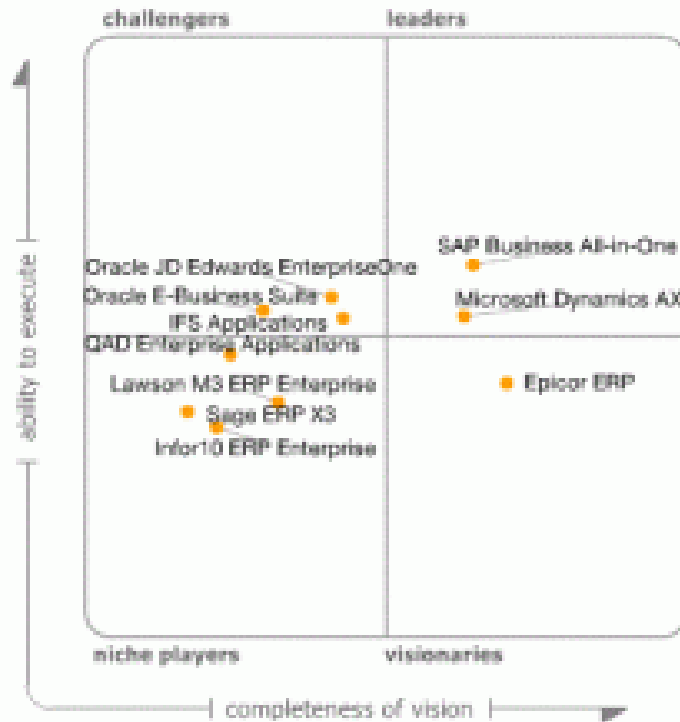
# MQ for BI

2013 Magic Quadrant for Business Intelligence and Analytics Platforms



As of February 2013

# MQ for ERP



As of June 2012

Source: Gartner (June 2012)



# 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... only on value. For example, a Pacesetter might offer greater... priced at a their
- **Lower Left = Contenders:** Contenders may focus... higher point. This makes them ideal for companies... their unique needs.

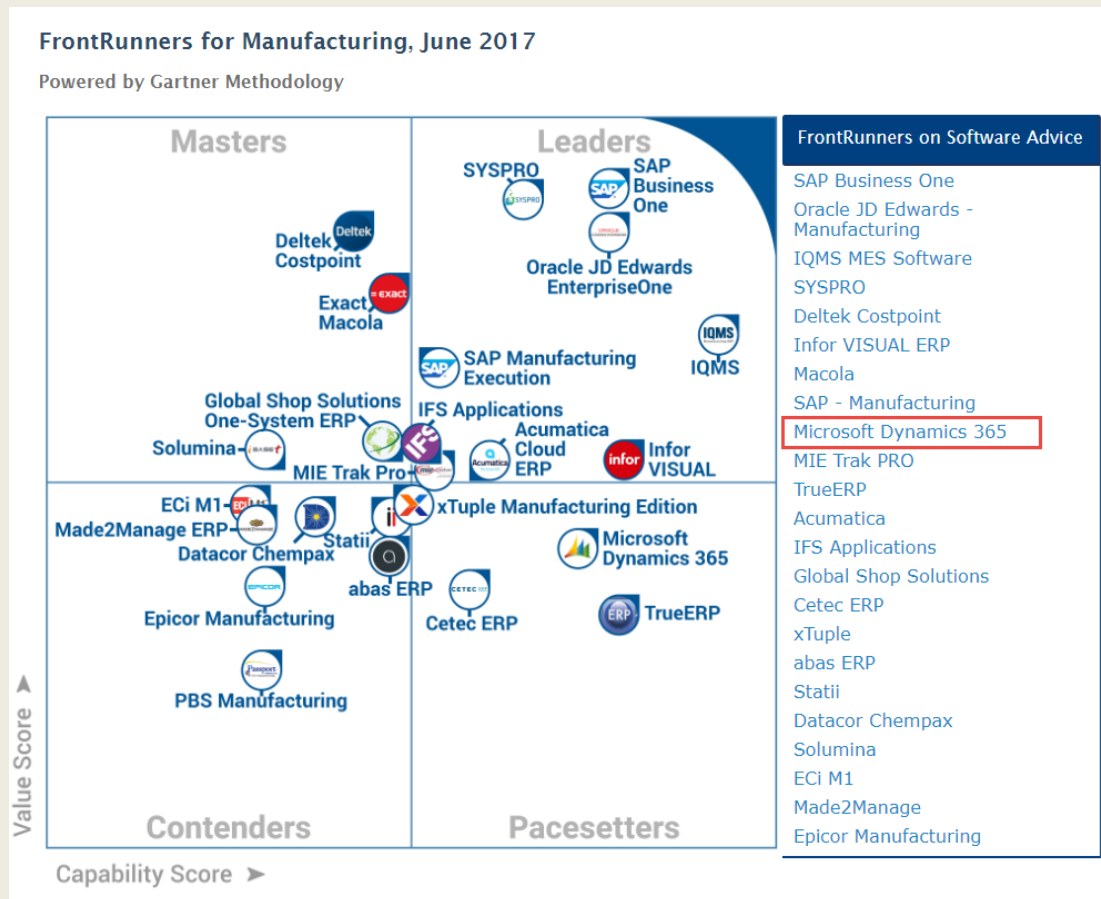


Contender- uchazeč, protivník






Pacesetter= tahoun, společnost udávající směr vývoje

# 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)**

## FrontRunners for Enterprise Resource Planning, October 2017

Powered by Gartner Methodology

FrontRunners History: October 2017 (current)

