

Gartner Magic Quadrant Tool

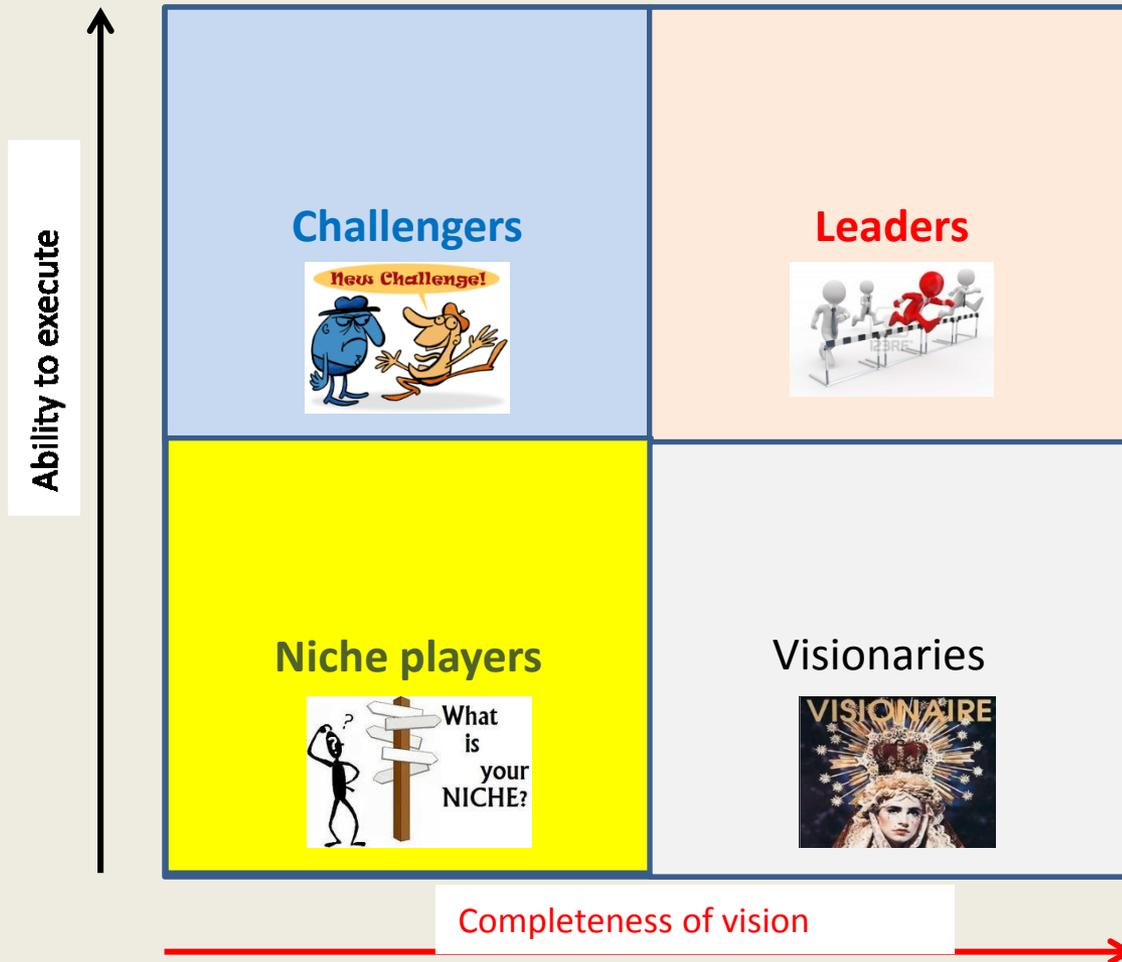
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Agenda related to MQ Matrix

- 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

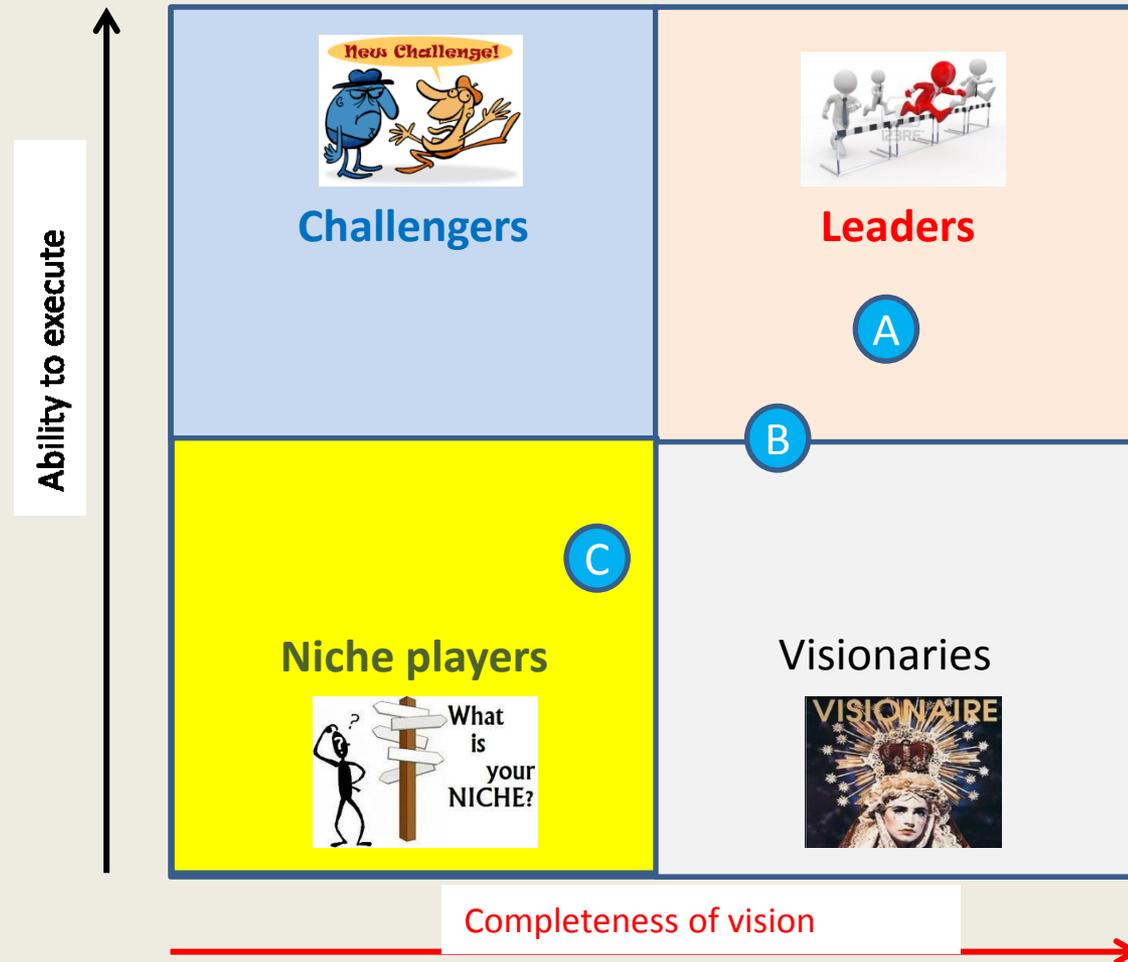


MQ Matrix explanation

- **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.

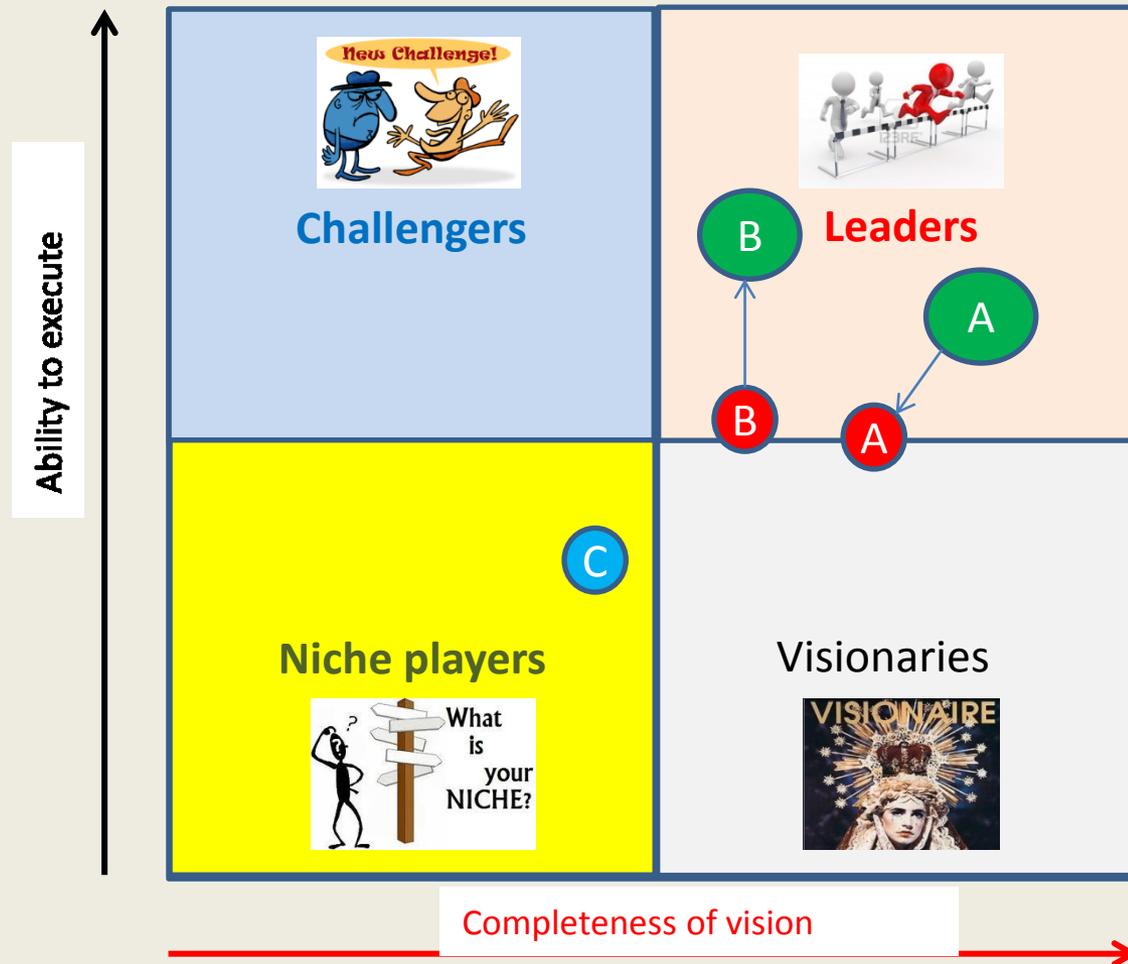
MQ Matrix

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



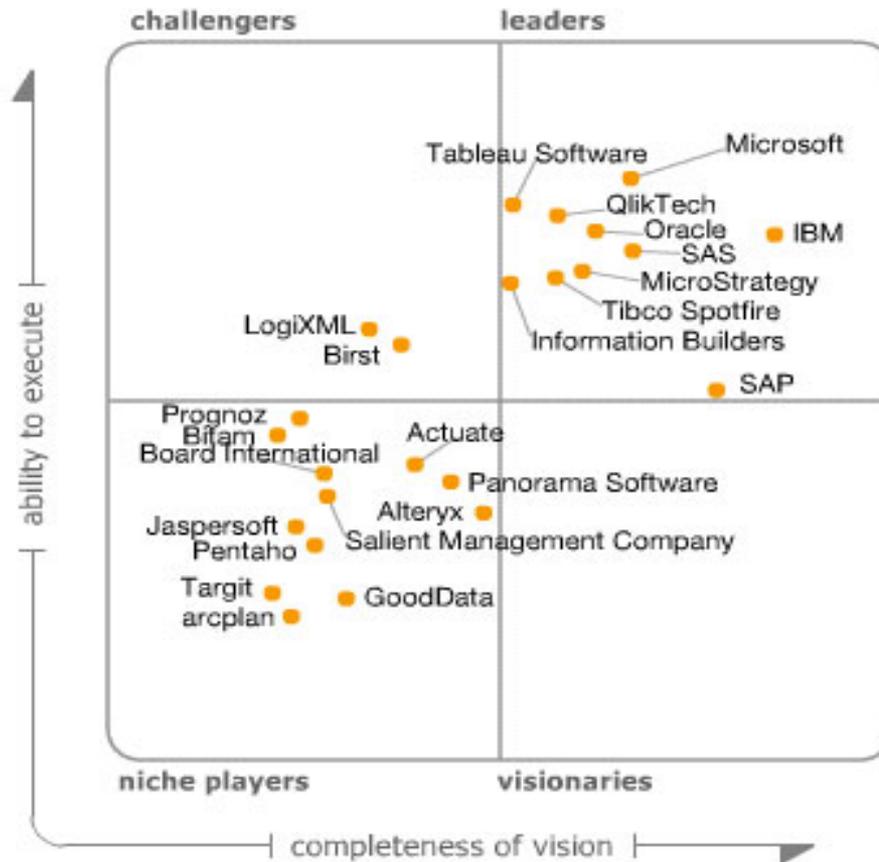
MQ Matrix

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



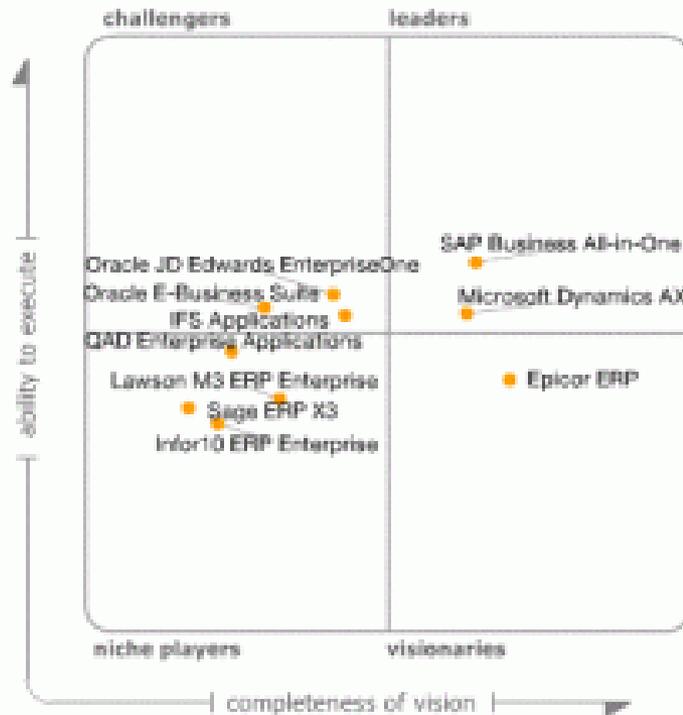
MQ for BI

2013 Magic Quadrant for Business Intelligence and Analytics Platforms



As of February 2013

MQ for ERP



As of June 2012

Source: Gartner (June 2012)