Gartner Magic Quadrant Tool

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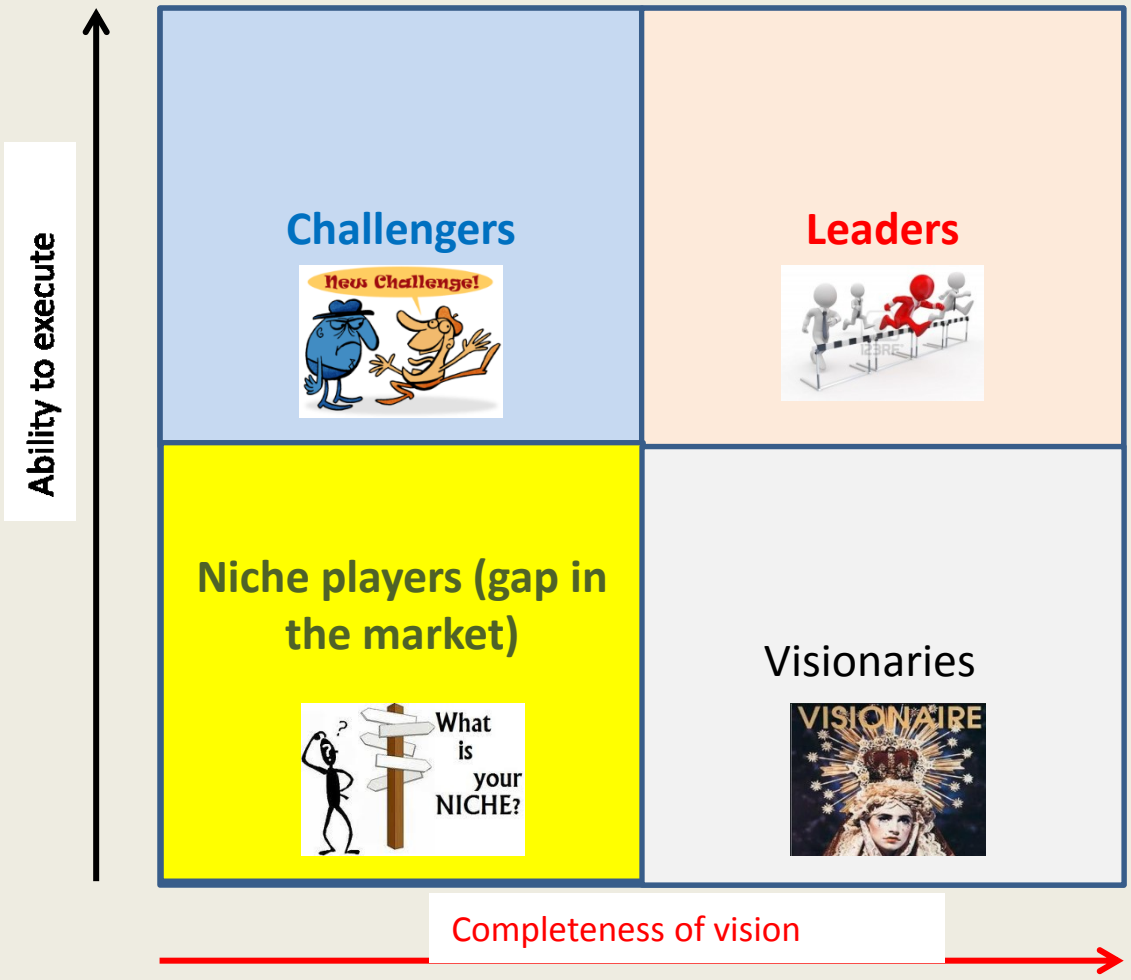
Agenda related to MQ Matrix

- 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



Niche=Market gap

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)**.

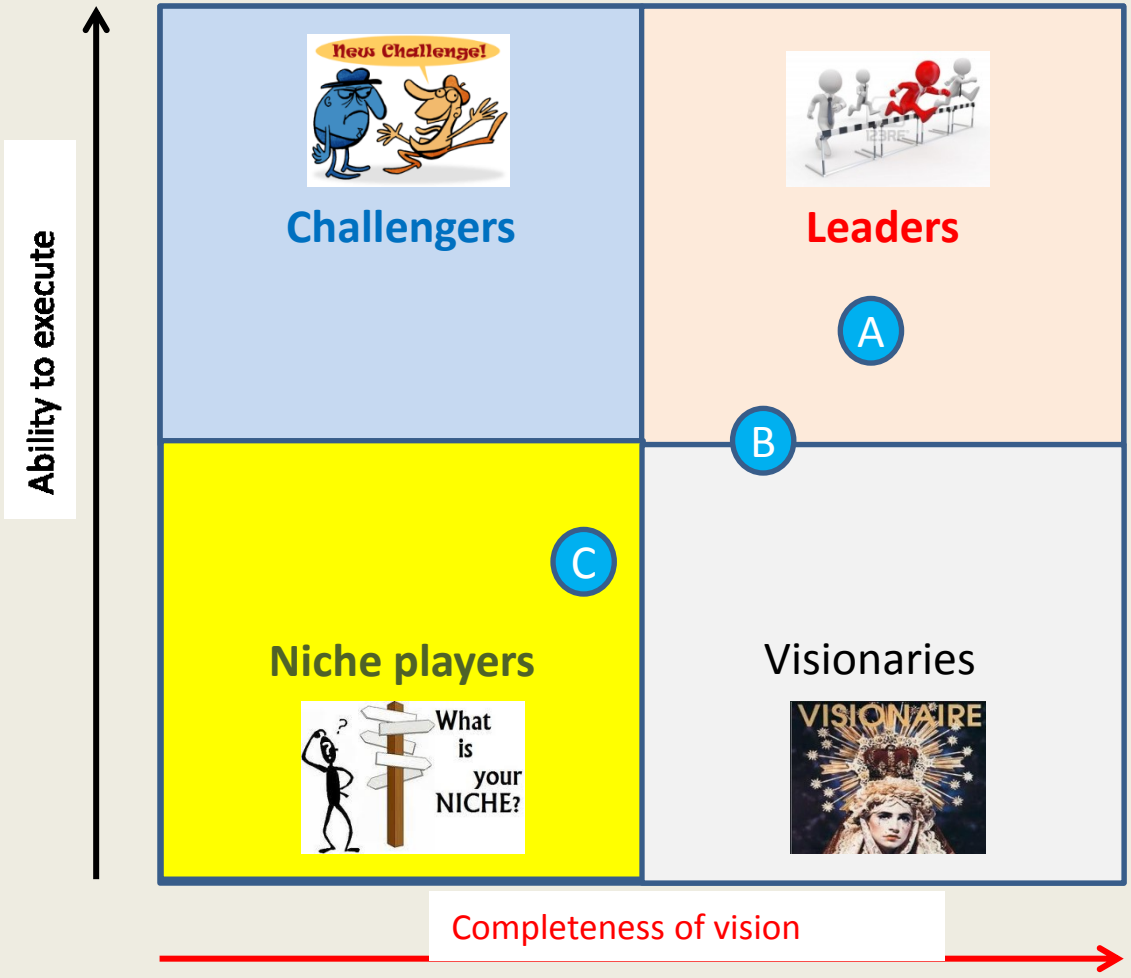
- **Visionaries** understand where the market is going or have a vision for changing market rules, but do not yet execute well.

- **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.

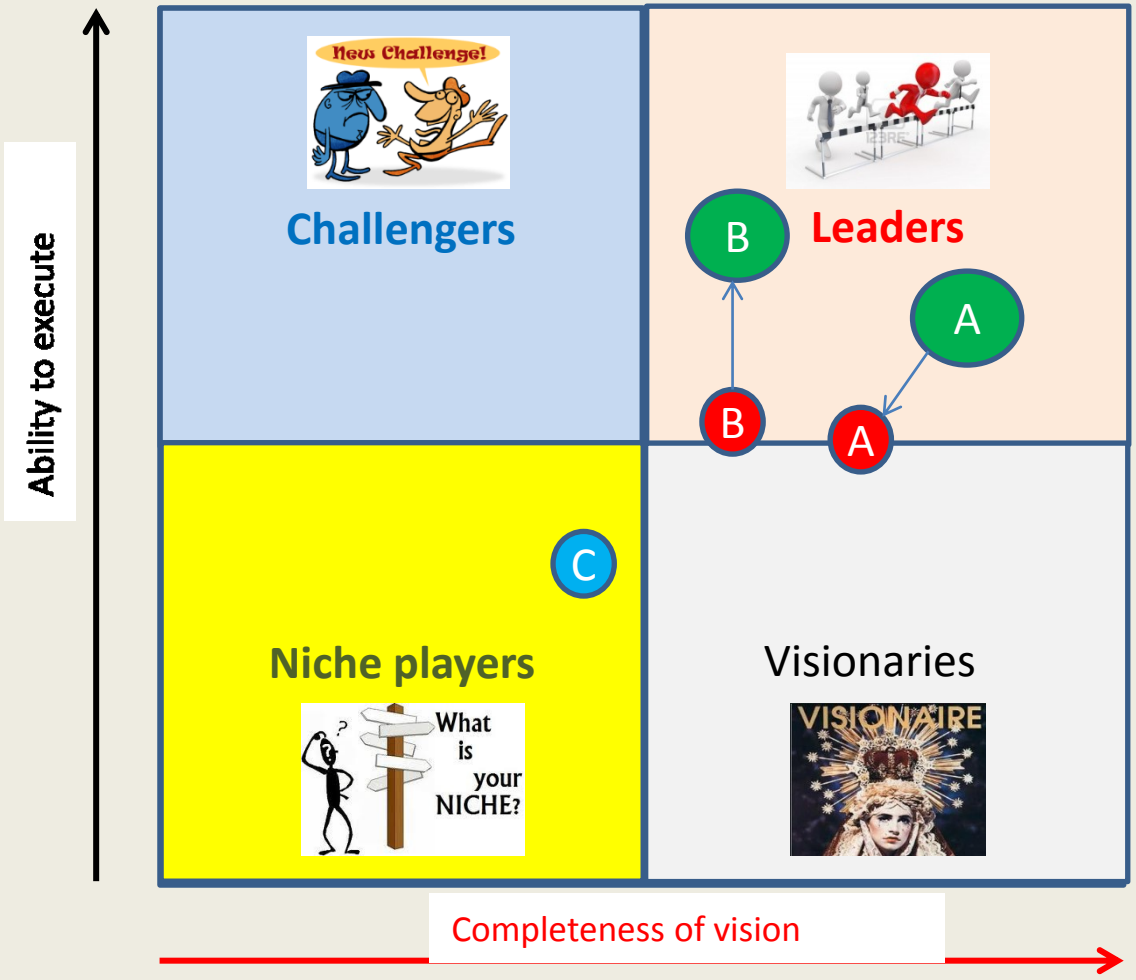
MQ Matrix

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

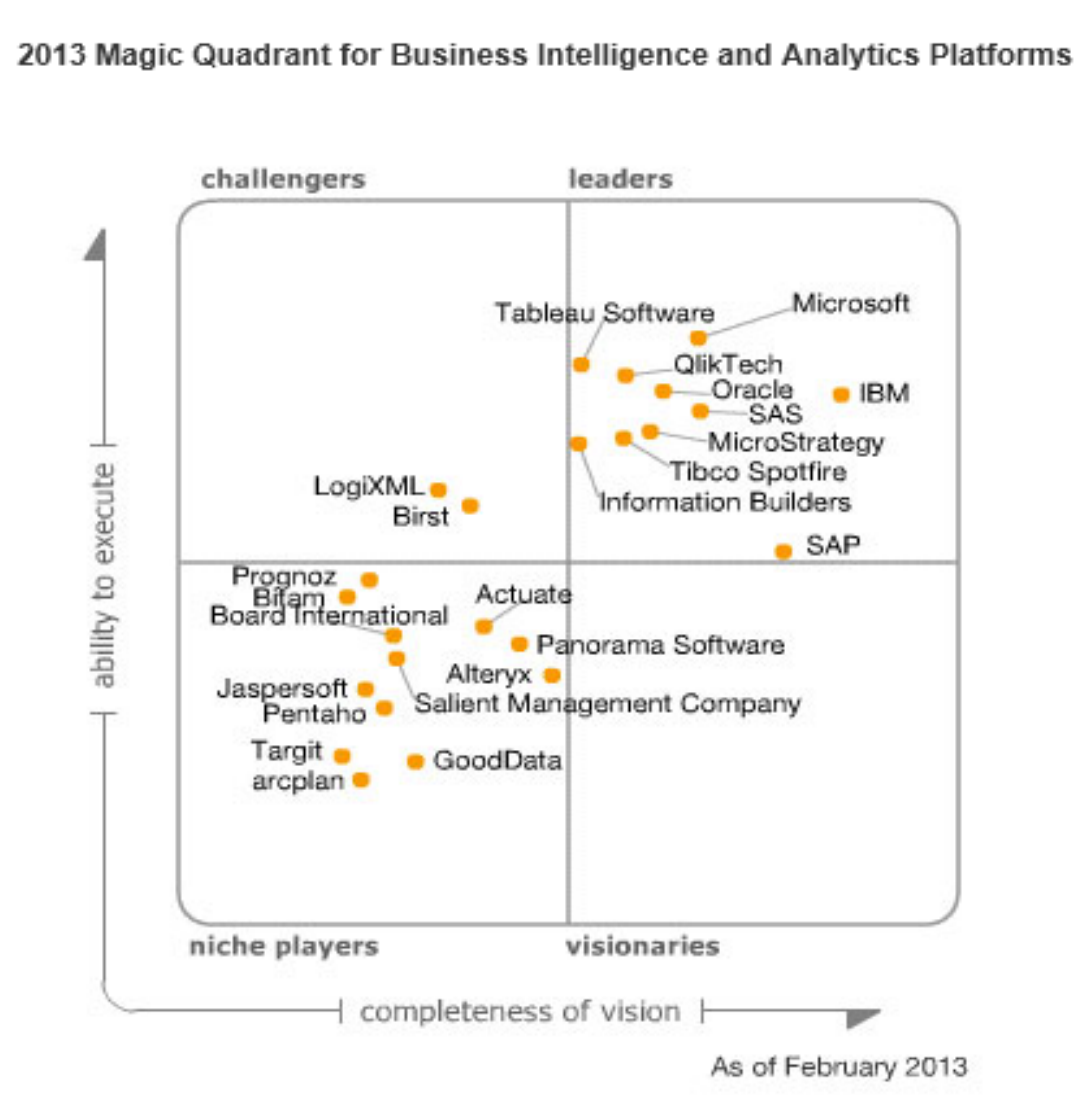


MQ Matrix

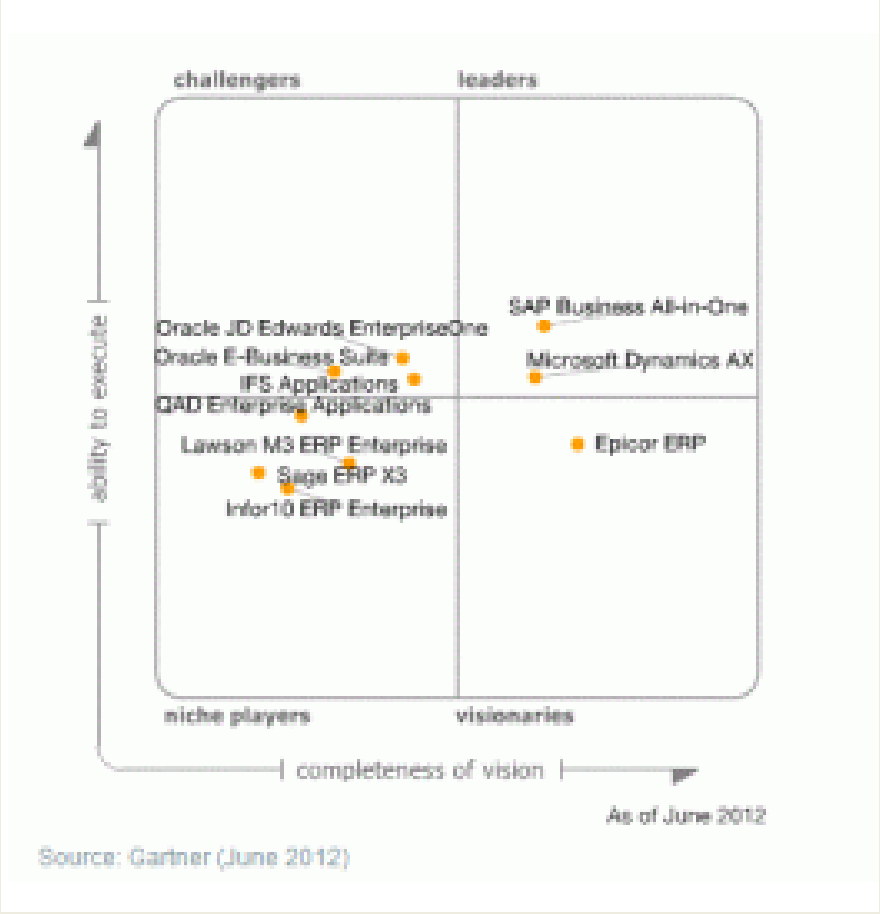
Using colors in order to show progress (Red =bad, Green = good)



MQ for BI


2013 Magic Quadrant for Business Intelligence and Analytics Platforms
challengers
leaders
niche players
visionaries
ability to execute
completeness of vision
Tableau Software
Microsoft
QlikTech
Oracle
IBM
SAS
MicroStrategy
Tibco Spotfire
Information Builders
SAP
LogiXML
Birst
Prognoz
Bifam
Board International
Actuate
Panorama Software
Alteryx
Salient Management Company
Jaspersoft
Pentaho
Targit
arcplan
GoodData
As of February 2013

MQ for ERP


challengers
leaders
ability to execute
Oracle JD Edwards EnterpriseOne
Oracle E-Business Suite
IFS Applications
QAD Enterprise Applications
Lawson M3 ERP Enterprise
Sage ERP X3
Infor10 ERP Enterprise
SAP Business All-in-One
Microsoft Dynamics AX
Epicor ERP
niche players
visionaries
completeness of vision
As of June 2012
Source: Gartner (June 2012)

Example of evaluations, reviews 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)