

# Salesperson's Company Profile (All Rounds)

## Salesperson Details

You have been with Gartner for six months and have been specifically prospecting for-profit (versus nonprofit) educational institutions with more than \$200 million in revenue and substantial profit margins. You know from recent internal research that education industry CIOs are at a crossroads with the boom in big data, and now CIOs must turn data into action.

Decision-making is imperative in for-profit institutions because operating like a business to make money for investors is critical. However, one nonprofit institution in particular caught your eye because their model is a hybrid, relishing in the best practices of both profit and nonprofit universities. You think you can offer them a strategic advantage with Gartner's services.



## The World's Leading Research and Advisory Company

Gartner (NYSE: IT) helps business leaders across all major functions in every industry and enterprise size with the objective insights they need to make the right decisions. Their comprehensive suite of services delivers strategic advice and proven best practices to help clients succeed in their mission-critical priorities. Gartner's headquarters is in Stamford, Connecticut, USA, and has more than 15,000 associates serving clients in 15,000 organizations in more than 100 countries.

### Gartner for CIOs and Team



<b>CIOs</b> <ul style="list-style-type: none"> <li>Gartner Research</li> <li>Cost Optimization Tools</li> <li>Executive Partner</li> </ul>
<b>Pricing - CIO Only*</b> Year 1: \$50,000    Year 2: \$51,500    Year 3: \$53,100
<b>Direct Reports</b> <ul style="list-style-type: none"> <li>Gartner Research</li> <li>Cost Optimization Tools</li> </ul>
<b>Each Additional License*</b> Year 1: \$15,000    Year 2: \$15,500    Year 3: \$16,000

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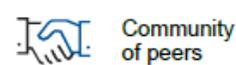
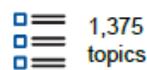
## Gartner Research & Sustaining a Unique Position

Research is essential to any business because it informs decision, reduces risk and helps us understand how others are responding to change. For research to add real value and confidence to decision-making, it must derive from an unbiased source with no interest in any predetermined outcome.

### Why Research Matters

There are many ways to inform decisions about technology. One way is with research. Gartner's **proven research framework**, supported by **rigorous methodologies**, differentiates our insights from other ways of getting information.

The goal of our research is to create independent insight that is **reliable and actionable**. We sustain this goal by drawing on the most diverse community of technology users, providers and investors in the world.



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**Gartner**

Gartner offers actionable advice from a qualified, unbiased source. As an independent research organization, Gartner is not obligated to any external agenda and puts solid stakes in the ground about how technology is impacting the future.

The insight authored by any single Gartner analyst is subject to a peer review process before it is published. Each document is reviewed by multiple sets of objective eyes to fully test and challenge the conclusion, as well as the relevance and business value of the research.

Research methodologies, based on repeatable, proven processes, prescribe logical steps that must be taken each and every time a methodology is executed. Gartner's methodologies, which are continually updated and improved, play a quality assurance role that is never compromised.

Gartner organizes their insight around key IT leadership roles, helping clients individually and collectively deliver the business outcomes expected from key disciplines such as:

- Security
- Sourcing
- Enterprise architecture
- Application management
- Business intelligence
- Information management

Turning complex information into actionable advice involves input from a variety of market and client sources, enabling Gartner to view technology topics from every angle. When a complex topic arises, analysts from a research community provide insight to discuss the subject and eliminate uncertainties.

## Gartner Cost Optimization Tools

### Gartner cost optimization tools

Gartner's cost optimization tools are composed of:

- IT Key Metrics data and the ITBudget tool
- Contract review service

Gartner's goal is to provide benchmarking and diagnostics to help compare and improve performance. Using toolkits and guides that equip teams to make decisions and execute plans, the IT key metrics and ITBudget tools add an extra layer of insight.

### Gartner IT Key Metrics and ITBudget Tool

IT Key Metrics is the world's largest database of staffing and IT budgets. It addresses three universal benchmark analytics:

- ITBudget
- IT cost optimization
- Business value of IT

### Gartner IT Key Metrics and ITBudget Tool

IT Key Metrics has over [90 individual reports](#) and represents over [7,000 data points](#) captured from more than [80 countries](#) across [21 vertical industries](#).

Gartner's ITBudget tool enables clients to [compare their IT metrics](#) to others in their industry, as well as CIO enterprise-level spending. The tool provides:

- A [benchmark against other IT organizations](#) so clients can understand how their IT and staffing investments compare against their peers across key functions
- Analysis of current and future expenditures
- The ability to compare the [size and distribution](#) of IT spend to industry averages
- Objective facts and hard data to [support cross-functional communication](#), collaboration and planning

### Contract negotiation

Also included in Gartner's cost optimization tools is our contract review service:

- Contracts and proposals are more complex than ever, with new pricing, licensing models, maintenance options and audit clauses introduced every day.
- Our analysts review thousands of hardware, software, services, and telecom contracts and proposals each year, and we identify hard-dollar savings in 75% of the contracts we review.
- Many review inquiries lead to multimillion-dollar savings.

## Gartner's Executive Partner

CIOs can receive value from working with a trusted expert in their field, and the Executive Partner is a benefit that comes with the Gartner for CIO package. Gartner has numerous professionals who partner with CIO clients to leverage resources and consultancy to ensure IT success.

### Example Executive Partner – David Hamilton Ulmer

#### Current Biography:

David is a Gartner Executive Partner. Previously, Mr. Ulmer's responsibilities included security, legacy modernization, organizational design, release management, capacity planning, business/technology integration, SOA, SDLC, maturity modeling and compliance.

#### Years of Experience

29 years in the IT industry

#### Professional Background

- North Carolina Department of Transportation, Chief Information Officer, 2 years
- Bank of America, Senior Technology Manager, 11 years
- Synapse Technology, Senior Vice President, 3 years

#### Industry Awards/Accolades

Joint patent holder related to advanced mathematical modeling used for predictive analysis of technology change

#### Education

B.A., Furman University, Greenville, SC  
M.B.A., Emory School of Business, Atlanta, GA



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## Summary of Gartner's Products

### Gartner for CIOs – Product Deliverables



#### Learn From Research

Unmetered access to Gartner research via MyGartner web portal

Research spans 135,000 research docs across 1,375 topics covering all aspects of IT and includes deep coverage in 9 vertical industries

Access includes tools to help select the optimum technology vendors for a variety of specific needs



#### Cost Optimization Tools

Access to the ITBudget tool which compares IT Key metrics against organizations by one of 21 vertical industries

Access to vendor contract review services resulting in 15 - 20% cost savings in 3 out of 4 contracts reviewed



#### Executive Partner (CIO Only)

An Executive Partner, with experience in senior technology executive roles, will serve as the CIO's primary point of contact to define and develop individualized strategies based on CIO's priorities and initiatives

Monthly interaction between CIO and Executive Partner to ensure ongoing engagement and delivery of value

Executive Partner conducts annual on-site workshop with the CIO and direct reports to support IT strategy and execution

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