



FORE School of Management New Delhi Library

Help Guide – Gartner

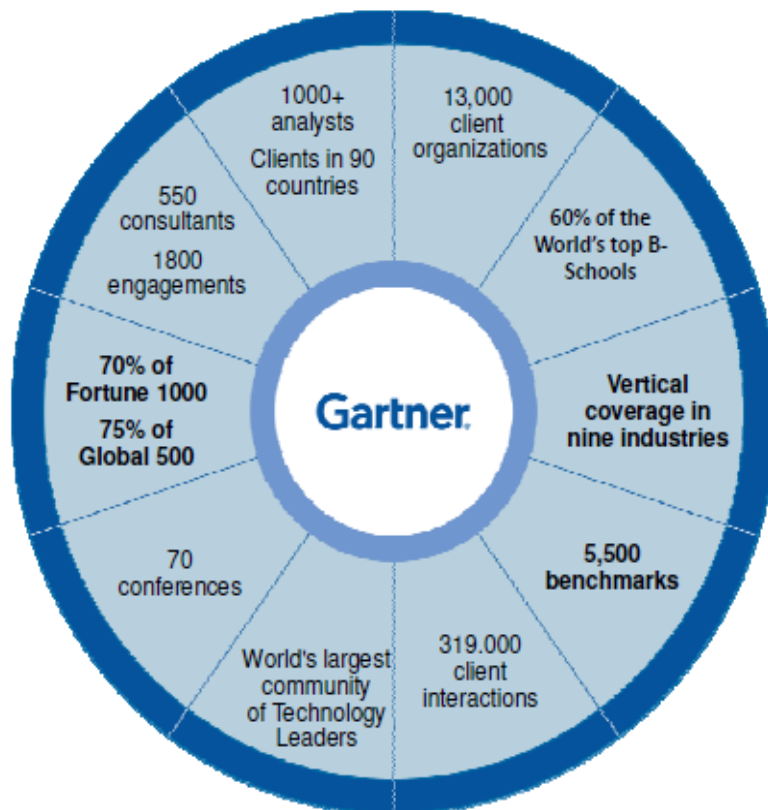
<http://www.gartner.com>

Users ID : your email@fsm.ac.in

Password : as assigned by you

The Gartner Research Database can be accessed anywhere by using your login credentials.

About us – A Quick Glance



Our Engagement Model



Learn From Research



On-Campus Industry Talks by Gartner Experts



Network With Peers



Attend Conferences

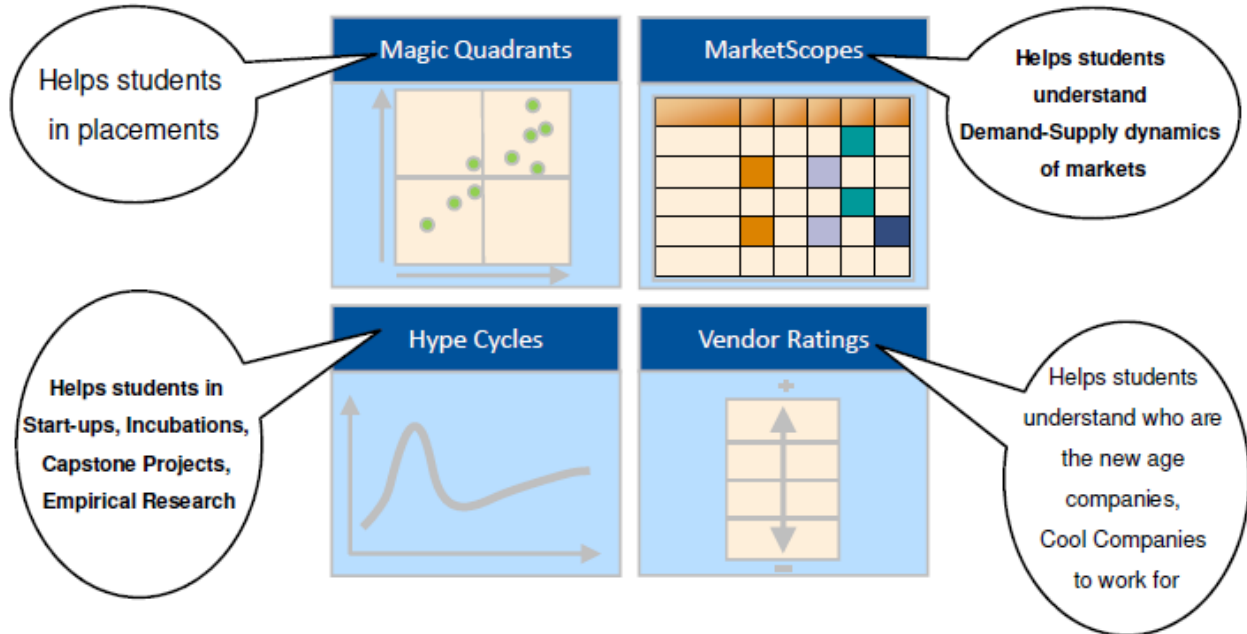


Talk to an Expert

Sl. No	Program Offering	Details of the Offering	How will it benefit FORE	Beneficiaries
1	Research Access for Students, Faculty & University Leadership - Specifically catering to Innovation/Incubation Centres, Dissertations & Coursework Assignments	<p>Access to a terabyte of continually updated market data, covering 2,000 vendors across 175 technology markets in 100 countries</p> <p>Close to 1250 topics in Technology</p> <p>Close to 5000 IT Benchmarks a year</p>	<p>1) The Students have the latest & most relevant exposure to technology industry trends & dynamics, which will help them make the right career choices. The Top B-Schools globally enable their students with this insight from Gartner.</p> <p>2) This will also help the Faculty of FORE to get more info & stats of Technologies, Market Trends, to help them deliver lectures with an Industry Perspective.</p>	Students WE PROVIDE ACCESS TO ALL ACTIVE STUDENTS & FACULTY MEMBERS
2	Analyst Interactions - Specific to Faculty Research, Student Research & Incubation Centres	<p>More than 1000 Analysts with expertise in various fields of Technology & Industry.</p> <p>Expertise in cutting edge technology</p> <p>Regular Interactions every year with Faculty & Students - By Phone/Video & campus visits on scheduled days of the year.</p> <p>The Interactions could be framed as Workshops/Discussions</p>	<p>1) Students are able to sound-board their ideas & conceptions with Analysts, to get a real-world perspective.</p> <p>2) Faculty is able to get an unbiased opinion about new & latest Technology Trends that would enable them write better Research.</p> <p>3) Students could interact with Gartner Analysts in identifying the right Research Project to work on, basis the discussions.</p> <p>4) Ideating Research topics with students & faculty at FORE to enable quality research. These ideations will help students get a better understanding of Technology Trends & better structure their research</p>	Students, Faculty & IT Director/CIO at FORE (who is taking care of the Campus Innovation Initiative)

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3	Access to World Renowned Gartner Events - Specific to Faculty interface with Industry - the largest in the globe	<p>Each year, 50,000 technology and business professionals from around the globe attend our worldwide conferences. They benefit from our market-leading research, unique insight and unsurpassed peer networking. We are the world's leading IT conference provider.</p> <p>1) One (1) nontransferable invitation for the Member to attend Gartner Symposium/ITxpo in India in 2016.</p> <p>2) One (1) nontransferable invitation for the Member to attend the Gartner Summit for Business Intelligence in India in 2016</p>	<p>1) The Faculty/Designated Invitees get an opportunity to interact with the industry at real time. The Top Leadership of the Industry is present in such conferences/symposia/summits.</p> <p>2) Exposure to the industry gives an opportunity to understand Trends & Dynamics, which will help them derive the best topics of Technology to focus their research on.</p> <p>3) Identified faculty of FORE get an opportunity to interact with various market segments of the industry & leverage upon that connect to collaborate at various levels.</p>	Faculty (Complimentary for One Leader of the Gartner Program) + any additional people (charged additionally)
4	Peer Connect - Caters to all - Faculty & Students to interface with Industry & other B-School peers	<p>74% of the Fortune 1000 and 75% of the Global 500 Companies are our clients</p> <p>More than 40% of the World's top education institutes work with Gartner</p> <p>18 of the Top 20 B-Schools in the globe use Gartner.</p> <p>The biggest platform to connect with Industry Peers & Industry Colleagues</p> <p>Gartner would facilitate FMS-Delhi's enrollment into this platform.</p>	<p>1) This allows for exposure to people from other B-Schools & Top companies</p> <p>2) The benefits of this networking platform are unlimited - Research Collaboration, Interdisciplinary Research, Project Development, Opportunity to establish Industry Connects etc.</p>	Faculty & Students

Categories of Gartner Research available



Example of Researches: « Social Software »

	Concepts defined	Implications, Scenarios and Case Studies	Technologies and Vendors
Research 	The Six Core Principles of Social-Media-Based Collaboration	Top Use Cases and Benefits for Successful Social CRM	A Concise Guide to Freemium Social CRM Offerings
	Defining A Social Media Strategy: Identify Audience and Engagement	Turn Information Into Insight With Social Analytics	Magic Quadrant for Social Software in the Workplace
	Maturity Model for Enterprise Collaboration and Social Software	Case Study: Social CRM: How a \$5,000 Investment in Social CRM Yielded \$440,000 in Sales	Social Software Vendor References Show the How and Why of Adoption
	Avoid Five Critical Failures in Social Media Projects	Case Study: Social Initiative Dramatically Improves a Company's Customer Support and Profitability (2)	Hype Cycle for Business Use of Social Technologies
	Social and the Nexus of Forces: Supporting People's Interactions	Dealing With 'Stay-Behinds': How to Encourage Social Software Usage in Conservative Organizations	IBM's Social Business Strategy in Its Second Year
Events (non-Included) 	Portal, Contents & Collaboration Summit		
	Symposium/ITXpo		
Webinars 	Cloud, Mobile, Social and Information Converge: Cool Vendors 2013		
	Rethink Communication and Collaboration in the Social Network Age		
	User Experience Design: From Web to Mobile to Social		

Example: Hype Cycle for Social Software

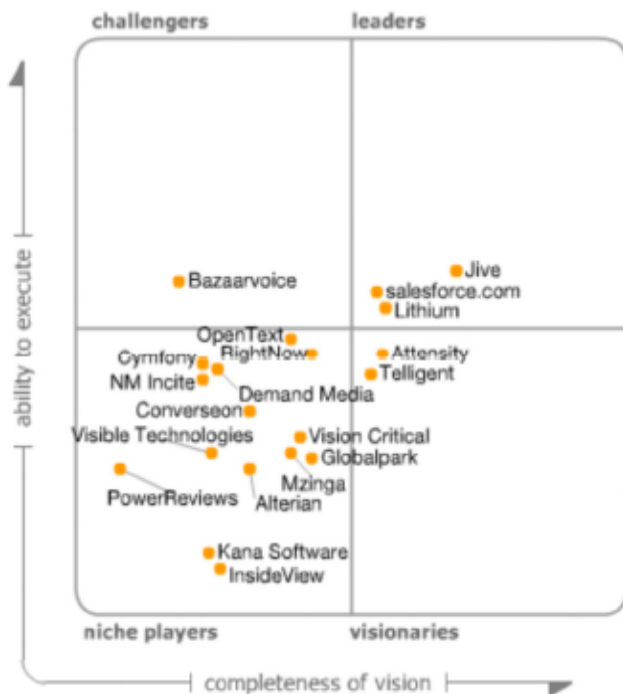


Hype Cycle:

A hype cycle gives you an overview of how a technology or application will evolve over time.

Each technology on the chart is linked to a detailed definition and an explanation on its position on the cycle.

Example: Magic Quadrant for Social CRM



Magic Quadrants

A magic quadrant is a visual snapshot of a market's direction, maturity and participants. It depicts markets in the middle phases of their life cycle by using a two-dimensional matrix that evaluates vendors based on their completeness of vision and ability to execute.

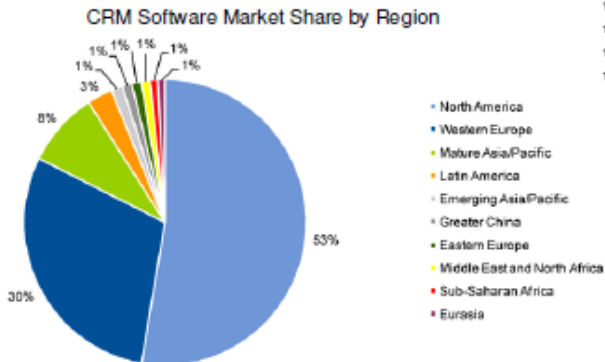
Each point on the matrix is linked to a definition and an explanation about its position.

Example: Market Share for CRM Software

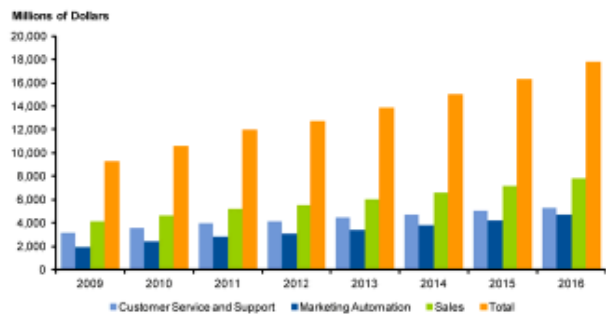
Total Software Revenue of the 10 Leading CRM Vendors, 2010-2011 (Millions of Dollars)					
	2010	2011	Share (%) 2010	Share (%) 2011	
SAP	1,998.7	2,324.8	18.9	19.3	
salesforce.com	1,476.3	2,006.5	13.9	16.7	
Oracle	1,749.3	1,918.2	16.5	16.0	
Microsoft	793.3	901.0	7.5	7.5	
Amdocs	408.5	434.1	3.9	3.6	
Adobe	310.4	425.9	2.9	3.5	
IBM	223.1	358.4	2.1	3.0	
SAS Institute	307.3	344.8	2.9	2.9	
Cegecim	218.7	232.3	2.1	1.9	
RightNow Tech	147.4	187.4	1.4	1.6	
Others	2,950.3	2,883.3	27.9	24.0	
Total	10,583.2	12,016.4	100.0	100.0	

Market share

Allow you to access qualitative and quantitative data to analyze a particular market in depth.



Total CRM Software Revenue Forecast, Worldwide, 2009-2016



In case you need assistance, please contact to

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