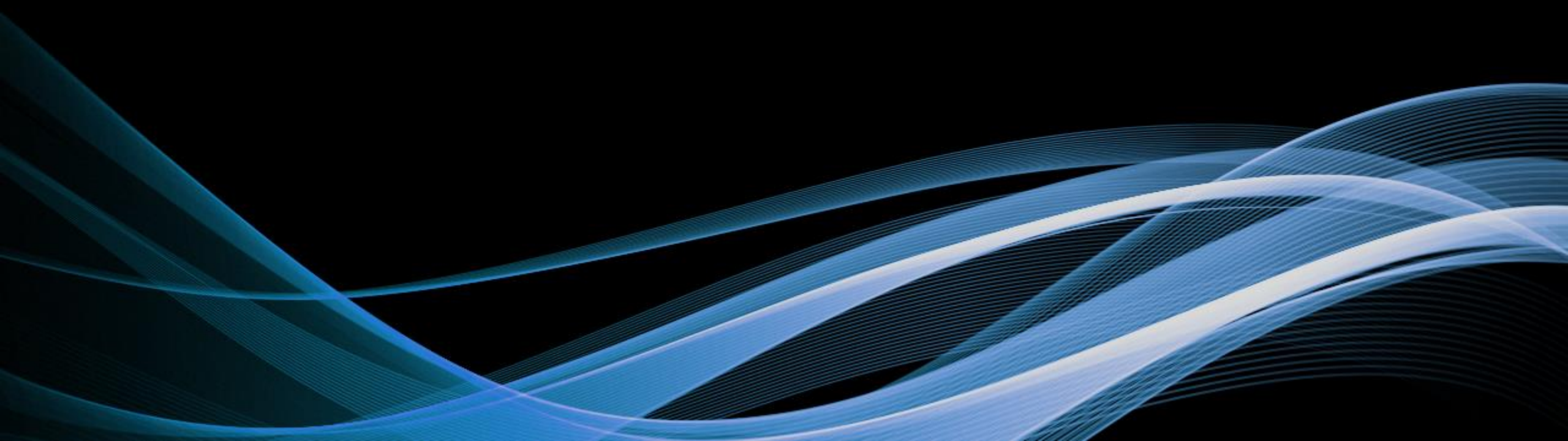



INFO~TECH
RESEARCH GROUP

vs. Gartner



Info-Tech: Better Content. Better Experiences. Better Value.

Upgrade & Improve your IT Research Experience

	Differentiator	Gartner®	
Better Content	Publications	Primarily limited to a disconnected collection of research notes	Practical Research to Execute Projects
	Research Taxonomy	Relatively Standalone Thought Pieces	Connected, Comprehensive Coverage
	Content Format	Text Heavy Whitepapers	Visual, Framework-Driven Content
Better Experiences	Analyst Calls	30-minute Analyst Interactions	Structured Series of Calls to Complete Key Initiatives
	Contract Review	Limited Review Included in Memberships	Thorough Contract Assessment: Member Always Retains Savings
	Executive Services	Conversational Relationships	Outcome-Driven. Personalized Relationships
	Concierge Services	Limited Document Review	High Impact One-Day Consulting Engagements
	Benchmarking	Separate \$200K Consulting Engagement	Powerful Diagnostic Tools Included in Membership
	Workshops	Separate \$100K Consulting Engagement	5-Day Facilitated Engagement to Solve Member's Biggest Issue
Better Value	Membership Terms	Limited Flexibility	Designed to Maximize Usage and Value
	Additional Products	Not Applicable	Full Suite of Digital Products Included in Membership
	Price	High Prices with High Margins	Transparent, Competitive Pricing with Member ROI in Mind



**Better
Content**

Research designed to help you execute on projects instead of unconnected notes about various topics

Project Blueprints to Execute on Key Initiatives

INFO~TECH
RESEARCH GROUP



Over 450 Step-by-Step Project Methodologies



Interactive Video Training



Over 1,000 Ready-to-Use Templates

Notes to Communicate a Concept

Gartner

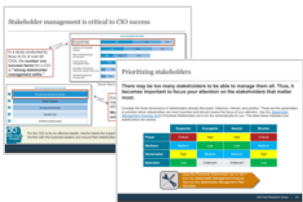
VS.



Info-Tech provides a Comprehensive set of Tools



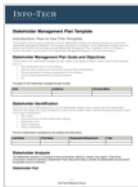
Manage
Stakeholder
Relations
Blueprint



Stakeholder Management
Methodology



Stakeholder
Analysis Tool



Stakeholder Management
Plan Template

Document
Your Cloud
Strategy
Blueprint



Cloud Strategy
Methodology



Cloud Strategy
Template



Blueprint Overview
Video



Debunking 5 Stakeholder
Management Myths

Effective Change Management Starts
With a Stakeholder Analysis

Building Stakeholder Confidence and
Interpersonal Trust for CIOs

vs.

Formulate a Cloud Strategy in the
Context of Your Overall Strategy

5 Questions to Answer When
Building a Cloud Strategy

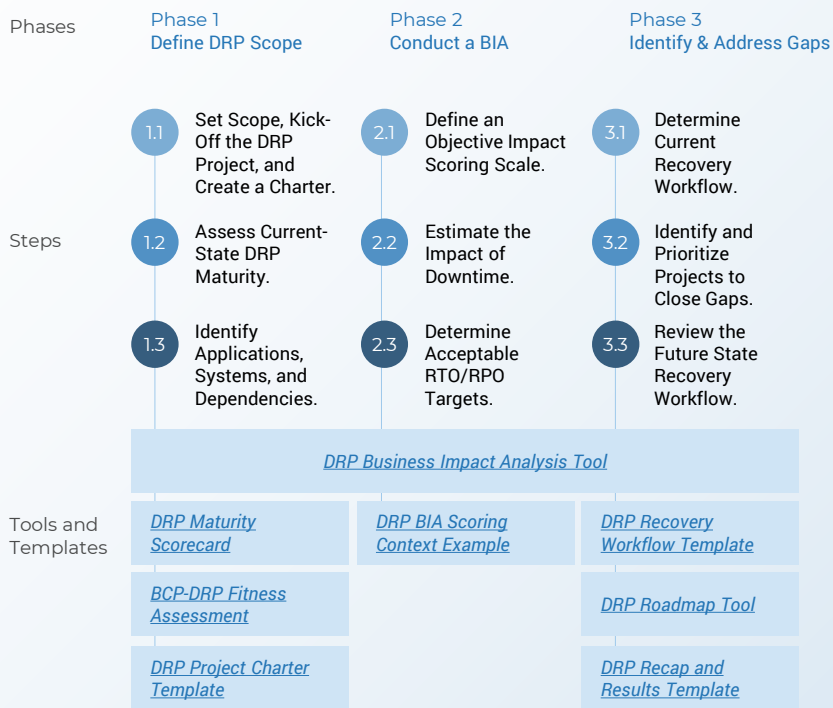
7 Elements for Creating a Pragmatic
Enterprise Cloud Strategy

vs.

Gartner's library of notes requires you to connect the dots
Info-Tech's research lead you to practical results.

We provide practical do-it-yourself project blueprints, tools & templates

Sample Info-Tech DRP Blueprint Overview



INFO~TECH
RESEARCH GROUP

Structured Step-by-Step Methodologies

vs.

Gartner

Opinion Pieces that won't always agree

Practical Insights & Best Practices

vs.

Provides insight but not a guide to action

Deep Coverage on Key IT Projects

vs.

Unconnected Library of Notes

Full Access to 1,000+ Plug & Play Tools & Templates

vs.

Limited Access to Tools & Templates

Our content is highly visual, framework driven, and easily consumed

INFO~TECH
RESEARCH GROUP



Intuitive Well-Designed Content



Boardroom Ready Deliverables



Published in DOC, XLS, and PPT for Unrestricted Use

VS.

VS.

VS.

Gartner®

Text Heavy Notes

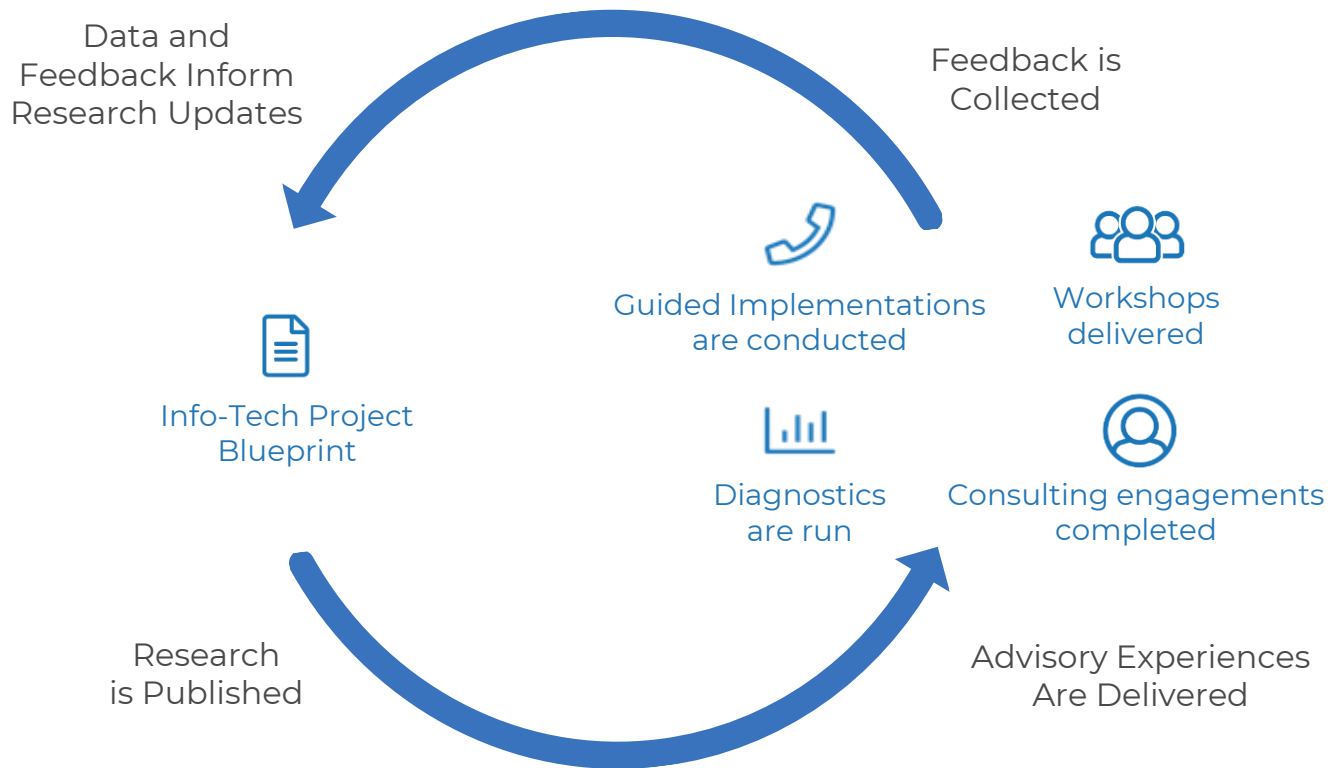
Difficult to Digest

Published in PDF with High Usage Restrictions



We *know* our research is realistic and valuable because we've road tested it 1,000s of times

The Info-Tech Feedback Loop



Pragmatic Research Refined By Real-Life Experience

- Case Studies
- Real-World Deliverables
- Info-Tech Member Interviews
- Diagnostic Data
- Advisory Feedback

Publishing content marks the start of the Info-Tech Research Lifecycle, for Gartner it marks the end.

No need to
fly solo:
We'll connect
the dots
for you

STRATEGY & GOVERNANCE

EDM01
IT Governance

APO02
IT Strategy

MEA01
Performance Measurement

EDM02
Business Value

APO06
Cost and Budget Management

APO10
Vendor Management

FINANCIAL MANAGEMENT

APO01
IT Management and Policies

APO04
Innovation

APO08 EDM05
Stakeholder Relations

BAI08
Knowledge Management

EDM04
Cost Optimization

PEOPLE & RESOURCES

APO07
Human Resources Management

ITRG01
IT Organizational Design

ITRG02
Leadership, Culture and Values

ITRG03
Manage Service Catalogs

SERVICE PLANNING & ARCHITECTURE

APO03
Enterprise Architecture

APO09
Service Management

APO11
Quality Management

BAI04
Availability and Capacity Management

BAI09
Asset Management

DSS01
Operations Management

INFRASTRUCTURE & OPERATIONS

BAI06
Change Management

BAI10
Configuration Management

DSS02
Service Desk

SECURITY & RISK

DSS05
Security Management

EDM03 APO12
Risk Management

BAI07
Release Management

DSS03
Incident and Problem Management

APO13
Security Strategy

DSS06 MEA02
Business Process Controls and Internal Audit

MEA03
External Compliance

DSS04
Business Continuity

DSS04
Disaster Recovery Planning

APPS

ITRG04
Application Portfolio Management

BAI03
Enterprise Application Selection & Implementation

BAI03
Application Development Throughput

BAI07
Application Development Quality

ITRG05
Application Maintenance

BAI05
Organizational Change Management

DATA & BI

ITRG06
Business Intelligence and Reporting

ITRG07
Data Architecture

ITRG08
Data Quality

APO05
Portfolio Management

BAI01
Project Management

BAI02
Requirements Gathering

PPM & PROJECTS

IT Management & Governance Framework

INFO~TECH
RESEARCH GROUP

COBIT®
AN ISACA® FRAMEWORK

Info-Tech members
are never left asking,
"where do I start?"
or "what comes next?"

A comprehensive and connected set of research to
help you optimize and improve your core IT processes.

Better Research: Comprehensive & Connected

INFO~TECH
RESEARCH GROUP



- Robust research coverage of high-impact areas
- Interconnected frameworks underpin research
- Practical and tactical research
- Highly visual written and video content
- Designed to be easily consumed, customized, and shared
- Hundreds of road-tested tools and templates

Gartner

- One-off topical PDF notes
- Lack of consistent or cohesive framework
- Limited actionable tools & advice
- Restricted terms around sharing content



Better
Experiences

Info-Tech offers series of structured calls to help you execute your projects


Info-Tech's Information Security Strategy Analyst Calls



Call 1: Assess Security Pressure


Call Agenda

- Complete pressure analysis
- Define scope
- Assess risk tolerance



Call 2: Gap Analysis

- Perform the maturity assessment
- Identify initiatives



Call 3: Cost, Benefit, and Alignment

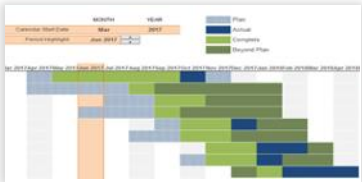
- Finalize initiatives
- Review cost/benefit analysis
- Build Gantt chart



Call 4: Create and Deploy a Security Roadmap

- Review progress
- Address challenges

Related Content



A Series of High Impact Calls to Advance Your Project

VS.

One-and-Done Calls

60-Minutes Calls to Foster Deeper Discussions

VS.

Calls Capped at 30 Minutes

Colleagues are Welcome to Join Calls

VS.

Non-Members Not Permitted to Attend

Research Content Underpins the Agenda

VS.

Research and Consulting are Disconnected

Written Call Follow-up

VS.

Limited Follow-up

Straightforward Online Call Booking

VS.

Lengthy Scoping Process

Our contract review service is more comprehensive and members keep all realized savings



Info-Tech has negotiated contracts alongside thousands of vendors and members, and we've leveraged those learnings to provide members with a thorough assessment of the terms and conditions and proposed spending to help them get the best deal possible.

\$91,344

Average Value Delivered
per Engagement
As Reported by Members

INFO~TECH
RESEARCH GROUP

Gartner

Included in Membership

No Contract
Page Limit

VS.

Contracts >20 Pages
Become Consulting Gigs

Up to 3 Hours of
Analyst Call Preparation

VS.

Limited Preparation

60-Minute Calls

VS.

30-Minute Calls

Comprehensive Written
Summary of Feedback

VS.

No Written Follow Up

Contracts >20 Pages

Included in Membership:
Members Always Retain
All Cost Savings

VS.

Consulting Engagement:
Gartner Takes 25% of
Savings

Another pivotal differentiator is Info-Tech's suite of diagnostic benchmarking tools



Diagnostics Included in Membership



We Help You Ask the Right Questions

Use our low-effort surveys to get the data you need from stakeholders across the organization

vs.



Leverage Our Diagnostic Engine

Our diagnostic engine does all the heavy lifting and analysis, turning your data into usable information



Separate Paid Consulting Engagements



Communicate & Take Action

Boardroom ready reports and analyst assistance make communicating and acting easier than ever

Info-Tech's Suite of Diagnostics

All Included in Membership

CIO Business Vision

CIO-CEO Alignment

Management & Governance

IT Staffing Assessment

End-User Feedback

Data Quality

Reporting and Analytics

Application Feedback

IT Security

PMO Assessment

Policy Management

Our diagnostics are intuitive, actionable, and included in all memberships

Gartner's consulting engagement equivalents are **\$50,000+**

We believe in arming our members with as much data as possible to drive better decisions



INFO~TECH
RESEARCH GROUP

CIO Business Vision
✓ Included in Membership

Application Portfolio
Assessment:
End User Feedback
✓ Included in Membership

PMO Assessment
Diagnostic Program
✓ Included in Membership

IT Security Governance
& Management
Scorecard.
✓ Included in Membership

Gartner

VS. Gartner's Stakeholder
Satisfaction Engagement
\$56,500 Additional

VS. Gartner's IT Application
Benchmark Engagement
\$85,000 Additional

VS. Gartner's PPM
Maturity Engagement
\$85,000 Additional

VS. Gartner's Security
Benchmark Engagement
\$283,500 Additional

Transform goals into reality with Info-Tech's high-touch and flexible Executive Counselor leadership programs

INFO~TECH
RESEARCH GROUP

Gartner

Does Work For You

VS.

Assigns Work to You

2, 4, or 8 Onsite Days
per Year

VS.

1 Onsite Visit + ½ Day
Workshop per Year

20 Accounts per
Counselor

VS.

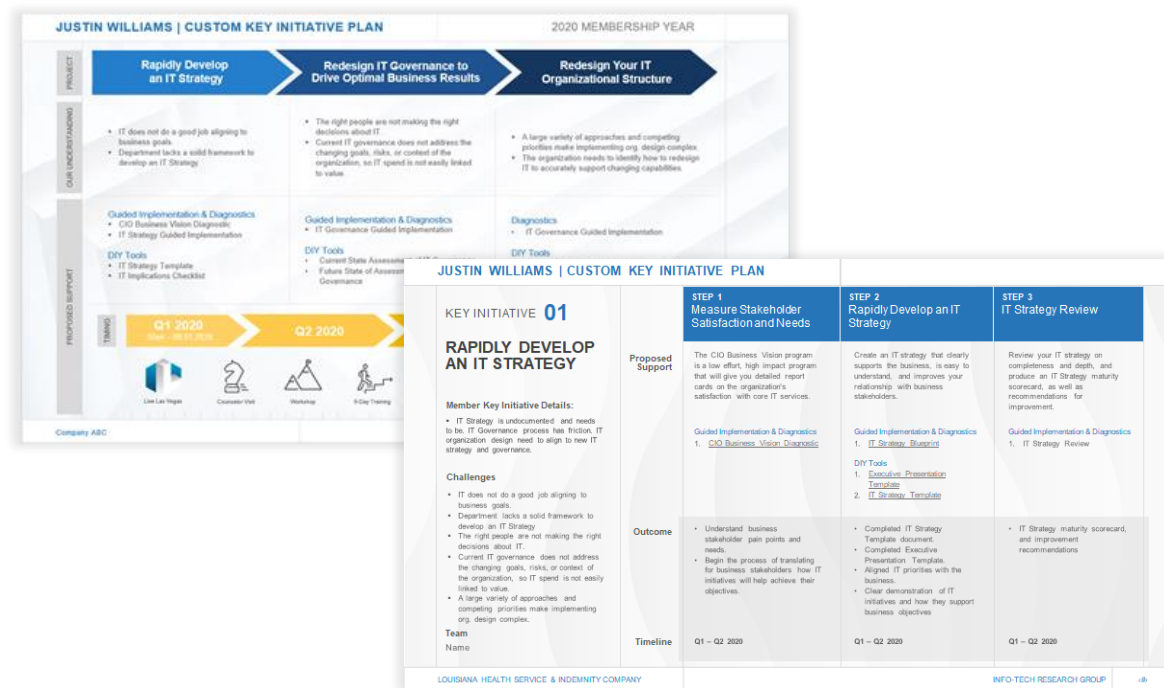
30 Accounts per
Executive Partner

Key Initiative Plan
Grounded in Data-
Driven Stakeholder
Feedback

VS.

Discussion driven
agenda

Sample Custom Key Initiative Plan



Info-Tech works with you to build and execute a plan. Gartner assigns homework.

We offer one-day consulting engagements, included in Info-Tech memberships

Valuable Experiences Tailored to Your Needs

Every Concierge Service is built to provide practical, custom solutions to real pain points experienced by IT leaders.

Our Analysts Do the Heavy Lifting

With minimal time commitment on your part, our subject matter experts will lead the service and produce all final deliverables.

Get to Tangible Results Fast

From the initial booking to the final handoff, these engagements can be completed in a matter of days.

Highly Polished Deliverables

You'll leave each Concierge Service with a set of visually stunning client deliverables that are boardroom ready.

| Gartner reviews your document.
Info-Tech builds you a better one.

Info-Tech's Concierge Services

IT Strategy Review

First 100 Days as CIO

Request for Proposal (RFP) Review as a Service

Project Backlog Rationalization Service

Enterprise Application TCO-ROI Assessment

Application Strategy Review

Information Security Strategy Review

Data Strategy Review

Security Policy Assessment and Review

Digital Maturity Improvement Service

Cost Optimization Analysis

Project Portfolio Review

Project Portfolio Throughput Assessment

Build Your Agile Acceleration Roadmap

The First 100 Days as CDO

Review Your IT Dashboard

Our workshops address your most pressing IT projects in one-week

Gartner doesn't offer anything comparable



Over 5 days, our expert facilitators help you complete a key initiative, work through critical project deliverables, and train your team. We use a learning-based approach to implement Info-Tech methodologies tailored to your unique situation.

"I accomplished my goals of trying to create the strategic pillars and having a structure that would live on for years to come, as well as getting into the weeds on the things we want to get very specific on for the next three years, With Info-Tech's help, we accomplished both."

Dave Roach

Chief Information Officer
Kadlec Regional Medical Center

Top Info-Tech Workshops

Available for \$16,900 USD*

Build a Business-Aligned IT Strategy

Standardize the Service Desk

Build an Information Security Strategy

Develop a Project Portfolio Management Strategy

Create a Right-Sized Disaster Recovery Plan

Establish Data Governance

Create a Data Management Roadmap

Design and Build a User-Facing Service Catalog

Develop a Business Continuity Plan

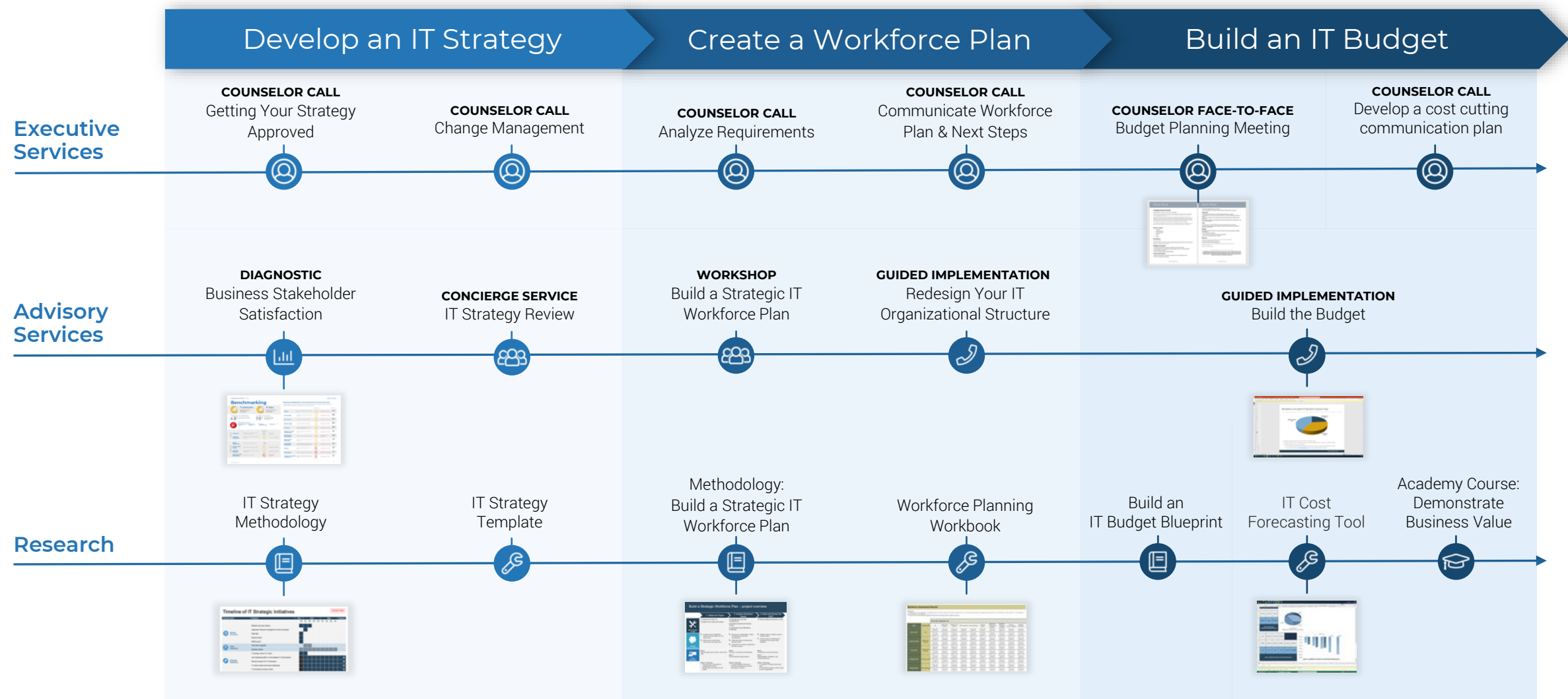
Optimize Change Management

Create a Service Management Roadmap

*when included in a subscription

**Gartner doesn't offer Workshops.
They will sell you a \$100K consulting engagement, however.**

Info-Tech is with you every step of the way



Whatever the initiative, whatever the stage, we have resources to help you succeed



Better Value

Info-Tech membership terms maximize usage and value

Gartner's terms are highly restrictive



We are proud to be shared

Info-Tech strives to produce content you'll want to share and we make it easy for you to do so.

SCHEDULE AN ANALYST CALL

September 2019						
Su	Mo	Tu	We	Th	Fr	Sa
29	30	27	28	29	30	1
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Choose a Time (Eastern Time)

CANCEL

BOOK NOW

We encourage additional attendees

Our Analyst Calls deliver the most value when the right people are on the call. We invite members to add additional IT and business attendees.

Gartner heavily controls content usage.

- Content cannot be shared outside of the organization.
- Content cannot be published internally.
- Full documents cannot be shared - only excerpted versions.
- Content can only be shared internally with 15 people.
- Content must be deleted after subscription ends.

Gartner limits the use of advisory services.

- Non-Users may not attend or listen to Gartner Inquiry Calls.
- Only Leadership Licensed Users can book Inquiry Calls
- Member Value Plans have a maximum of 3 key initiatives.

Check out Gartner's [Terms & Conditions](#) and see for yourself.

For every
Gartner
feature there
is a more
practical
Info-Tech
counterpart

Info-Tech is not a
complement to
Gartner, it's a
replacement.

INFO~TECH
RESEARCH GROUP

vs.

Gartner

Dedicated Executive Counselor

Assigned Service Delivery Team

Key Initiative Plan

Value Reviews

Counselor Onsite Visits

Partner Onsite Visits

Unlimited Guided Implementations

Access to Research Advisors

Industry Roundtables

Peer Networking

5 Day Team Workshop

½ Day Team Workshop

Custom Benchmarking

IT Key Metrics Data

Info-Tech Live

Gartner Symposium

Contract Review

Contract Review

Concierge Services

Document Review

People & Leadership Research

Leadership Development Research

Role Based Research

Gartner for IT Leaders Research

CIO Research

Strategy Business Content for IT Executives

Trends & Priorities Reports

Executive Programs Research

Webinars

Special Interest Groups

The Whiteboard Series; The Brief

Talking Technology Series

Info-Tech Academy

No Feature

IT Metrics Dashboard

No Feature

Data-Driven IT Strategy

No Feature

Process Management & Governance

No Feature

Project Benefits Dashboard

No Feature

COBIT Audit Tool

No Feature

IT Staffing Assessment

No Feature

IT Playbook Course

No Feature

We also offer high impact products Gartner lacks

Info-Tech Academy



A series of 45 online courses for you and your team to master core IT processes.

IT Metrics Dashboard



An interactive scorecard to assign, collect, and present the most crucial KPI's for the IT Department

Data-Driven IT Strategy



These automated programs collect feedback and produce detailed report cards on business satisfaction with IT's core services.

Process Management & Governance



A comprehensive and connected set of research to help you optimize and improve core IT processes.

Project Benefits Dashboard



This product enables you to collect feedback to ensure your key projects are on track and to measure and communicate success.

COBIT Audit Tool



The Info-Tech/COBIT activities framework provides a comprehensive inventory of everything required to build strong core IT processes.

IT Staffing Assessment



This program is designed to help members understand, assess and improve key IT staffing and organizational design issues

IT Playbook Course



Find out how your Security, PPM, Policy Management stack up against our best practices and build a plan to mature key processes.

All included in
Info-Tech memberships,
at no additional cost.

Info-Tech memberships offer more features at lower prices

Info-Tech Leadership Membership		Gartner Advisor Membership
\$24,600	32% Price Difference	\$32,448
Key Features		
✓	Dedicated Executive Advisor	✗
✓	Full Content Access	✓
✓	Unlimited Analyst Calls	✓
✓	Contract Review	✓
✓	Diagnostics	✗
✓	Online Training Courses	✗

Source: [Gartner Advisor Membership Details](#)

Info-Tech Executive Counselor Membership		Gartner Partner Membership
\$55,000	29% Price Difference	\$71,038
Key Features		
✓	Dedicated Executive Partner / Counselor	✓
✓	Full Content Access	✓
✓	Unlimited Analyst Calls	✓
✓	Contract Review	✓
4 Full Days	Onsite Visits	1 Full Day
✓	Custom Benchmarking	✗
✓	Concierge Services	✗
✓	Diagnostics	✗

Source: [Gartner Partner Membership Details](#)

Info-Tech Executive Counselor Membership + Industry Roundtable		Gartner Executive Programs Membership
\$74,600	24% Price Difference	\$92,149
Key Features		
✓	Dedicated Executive Partner / Counselor	✓
✓	Full Content Access	✓
✓	Unlimited Analyst Calls	✓
✓	Contract Review	✓
✓	Peer Networking	✓
4 Full Days	Onsite Visits	1 Full Day
✓	Concierge Services	✗
✓	Diagnostics	✗

Source: [Gartner Executive Programs Membership Details](#)

Look at every comparable membership type head-to-head; the gap in service is clear. Info-Tech always offers more.

Info-Tech
offers
objectively
more value
for your
money

More Service ✓

More Access ✓

More Seats ✓

More Time Onsite ✓

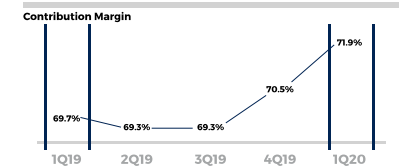
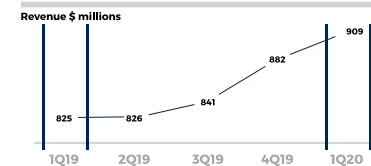
More Affordable ✓

INFO~TECH RESEARCH GROUP		Gartner
CIO Bundle		Executive Program Leadership Team Plus
1	CIO Counselor Seat	1 Team Leader Seat
3	Advisory Seat	2 Advisory Member Seats
10	Team Seats	1 Cross Function Member Seat
2	Five-Day Workshops	No offering
\$179,820		\$186,231

Only 28% of your Gartner Research dollars are spent on providing you service

- Gartner has a maximum limit of 28% of Research contract dollars that can be spent on service delivery & product development
- This fiscal policy leads Gartner to heavily restrict service levels & actual analyst interaction with clients.
- Gartner's low cost to serve model, restricts them from providing high value & high impact service levels that exist at ITRG
- Gartner is a great company for investors, not great for customers. Very few companies maintain a cost-to-serve under 30%.

Research Segment



	1Q19	2Q19	3Q19	4Q19	1Q20	2019
Revenue (\$ millions)	825	826	841	882	909	3,375
Y/Y Growth	7.7%	7.7%	9.1%	10.8%	10.2%	8.8%
Contribution (\$ millions)	575	572	583	622	653	2,352
Y/Y Growth	7.5%	7.8%	9.3%	14.3%	13.6%	9.7%
Contribution Margin	69.7%	69.3%	69.3%	70.5%	71.9%	69.7%
Contract Value (\$ billions)	3.1	3.2	3.3	3.4	3.5	3.4
Y/Y FX Neutral Growth	11.3%	11.0%	11.1%	11.7%	10.6%	11.7%

Info-Tech provides high-touch Advisory experiences that are dramatically better than Gartner can even consider with their mandatory low-cost to serve model

Gartner contracts = Money not well spent

It's Tempting to believe that...

VS.

It's True that...

Because Gartner services are expensive, they are valuable



Gartner customers are more satisfied when they make the switch

The same old research & advisory service levels are the best available in the marketplace



ITRG research is better. - Compare for yourself

The money Gartner spends on sales & brand recognition is valuable



ITRG provides a premium high touch service - Compare for yourself

Gartner has more analysts so they must provide better service



ITRG Advisory services are better – Compare for yourself.

We've always had Gartner, its easier to just renew without comparing the new innovative emerging competitors



Comparing ITRG to Gartner is simple & fast. In under two meetings we can introduce you to our rich range of features & compare on the dimensions that matter most to you.

This year, you'll end up using Gartner more when you increase your spend to more expensive seats



Even comparing ITRG will lower the quote you get from Gartner, regardless of the decision you make

Frustrations with Gartner are Common – A better Alternative Exists

What are your Top frustrations with Gartner?

- ☐ Regular visits from Sales staff and heavily gated access to analysts?
- ☐ A lack of continual assistance through the life of each of your projects?
- ☐ Limited 30 Minute Advisory Calls?
- ☐ Everything is an upgrade, always trying to sell consulting?
- ☐ Complex restrictions on usage & limited advisory access?
- ☐ Lack of connection and coordination between Research, Executive programs, & Consulting
- ☐ Expensive team seat licences & a Gartner initiative to capture the entire organization?
- ☐ Annual price Increases
- ☐ A focus on sales instead of research & product quality?

What's Better about Info-Tech Research Group?

- **Blueprints** – ITRG research is comprehensive & connected. Each Blueprint provides step-by-step methodology to execute on your key projects. Simply superior to 2-3-page random collection of research notes
- **Step-by-step Methodologies** – ITRG research and advisory services helps clients complete key projects, each methodology provides insights, tools, templates & will empower your staff
- **Guided Implementations** – ITRG works with members across multiple calls to ensure project success, dramatically better than 30-minute ad-hoc advisory calls
- **Systematic Core IT Process Improvement** – ITRG provides a clear customer journey to improve Core IT processes. Education & methodologies are accessible by your entire IT team
- **Concierge Services** – 1 Day consulting effort by ITRG to build a high impact deliverable – Included in membership
- **Diagnostic Services** – Data driven programs for Core IT functions that provide high impact with low effort – included in membership
- **IT Strategy** – ITRG is uniquely positioned to use our data driven programs to radically improve your IT strategy & stakeholder satisfaction – included in membership
- **Road Tested Research** – ITRG implements all methodologies & research we produce resulting in continual improvement & best practices that are proven to create results
- **Service Levels** – ITRG provides an analyst to help across an entire project not just a disconnected 30-minute call per topic ITRG provides a superior level of service.
- **Software Reviews** – ITRG provides comprehensive data on vendor satisfaction. 30-minute calls & a dot on a 4x4 matrix don't provide the same depth of insight.
- **Software Selection Engagements** – ITRG provides a Guided Software selection methodology & a 5-step advisory service every time you select new software. A better process with continual support as you select new vendors.
- **Research Coverage** – ITRG focuses on the 80% of IT projects our customers work on most frequently. We don't cover semi-conductors or niche spaces. We help members with high impact projects to execute faster & more effectively. This focus on core IT projects is a strength.
- **Workshops** – ITRG will help you execute on any key projects for 20K across 5 days. ITRG workshops are directly implemented based on our road-tested best practice research methodologies. Please compare what you get from Gartner for a 20K engagement.
- **Consulting** – ITRG integrates and connects to our research, advisory, executive, workshop & consulting services. We all work together have one comprehensive & connected viewpoint that is continual road-tested to ensure one truly best practice approach to completely your key projects.
- **Innovative Research Firm of the Future** – ITRG is dedicated to finding new & innovative ways to create member value. Our track record of superior products & services as part of membership is unmatched

We ask you to Compare and Decide for yourself

**Better Research.
Better Experiences.
Better Value.**

Visit unfiltered feedback from our members on the value they receive from Info-Tech membership.

[Member Feedback & Testimonials](#)



Better Content.
Better Experiences.
Better Value.

Compare Info-Tech before You Renew