AR Silver Bullet for Sales
6/24/2005

What: **Gartner's Magic Quadrant for Data Center Outsourcing, 2005**

Firm: Gartner, Inc. (t*he dominant market leader with highest credibility/ influence among IT buyers*)

When: Report published 6/22/2005

Report Type: Magic Quadrant *(Gartner's signature research that carries significant influence on end-user decision making)*

Report Title: **"Magic Quadrant for Data Center Outsourcing, 2005"**

Report #: G00128275

Analyst(s): Richard T. Matlus and William Maurer

Impact: Very Positive

Relevance: High

Key Points: **Gartner has moved (*company*) from the "Visionaries" quadrant into the "Leaders" quadrant. Gartner acknowledges that (*company*) is executing on the strong vision it has always had within the data center outsourcing space for North America.**

Direct Quote: "(*Company*) has moved from the Visionary quadrant to the Leaders quadrant: this shift was expected based on its growth during the past year and we were able to validate its improved delivery capabilities."

Sales Takeaway: This is great news as Gartner has acknowledged that (*company*) can absolutely deliver upon its strong data center outsourcing vision. (*Company*)'s positive movement into the Leaders quadrant, bypassing the Challenger quadrant altogether, is mainly due to the strong client references Gartner was able to speak with to validate (*company*)'s strong progress in data center outsourcing for North America. Earlier this year, Gartner acknowledged similar results for (*company*)'s efforts within EMEA, thus (*company*) has proven itself to Gartner as a global player. Based on Gartner research, (*company*) is now on an even playing field with a group of key competitors and should be included on short lists based on Gartner research. (*Company*) now has the opportunity to win and lose deals based on the strength of its offerings.

How to Use: Use this research under two conditions:

1. Reactive - The prospect questions (*company*)'s ability to execute or (*company*)'s leadership in IT Outsourcing, particularly if your prospect is asking for references or begins asking questions with regard to delivery capabilities

2. **Pro-Active** – You are absolutely sure that **delivery/execution** is a critical client decision criteria **AND** that (*company*) has at least one very clear differentiator which puts (*company*) at a competitive advantage in the deal (both criteria must be present)

Avoid: Do not call attention to this research unless one of the two situations above exists. If you are merely trying to draw attention to (*company*) with this note, you are negatively exposing yourself in two areas:

1. You are introducing 12 other competitors into your sales cycle, as Gartner views all 13 vendors as having very little differentiation

2. You will be introducing pricing pressure within your sales cycle. Gartner stresses that data center outsourcing is a mature market and is rapidly becoming a commoditized offering, with an associated downward pricing spiral

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