

ABES & Gartner



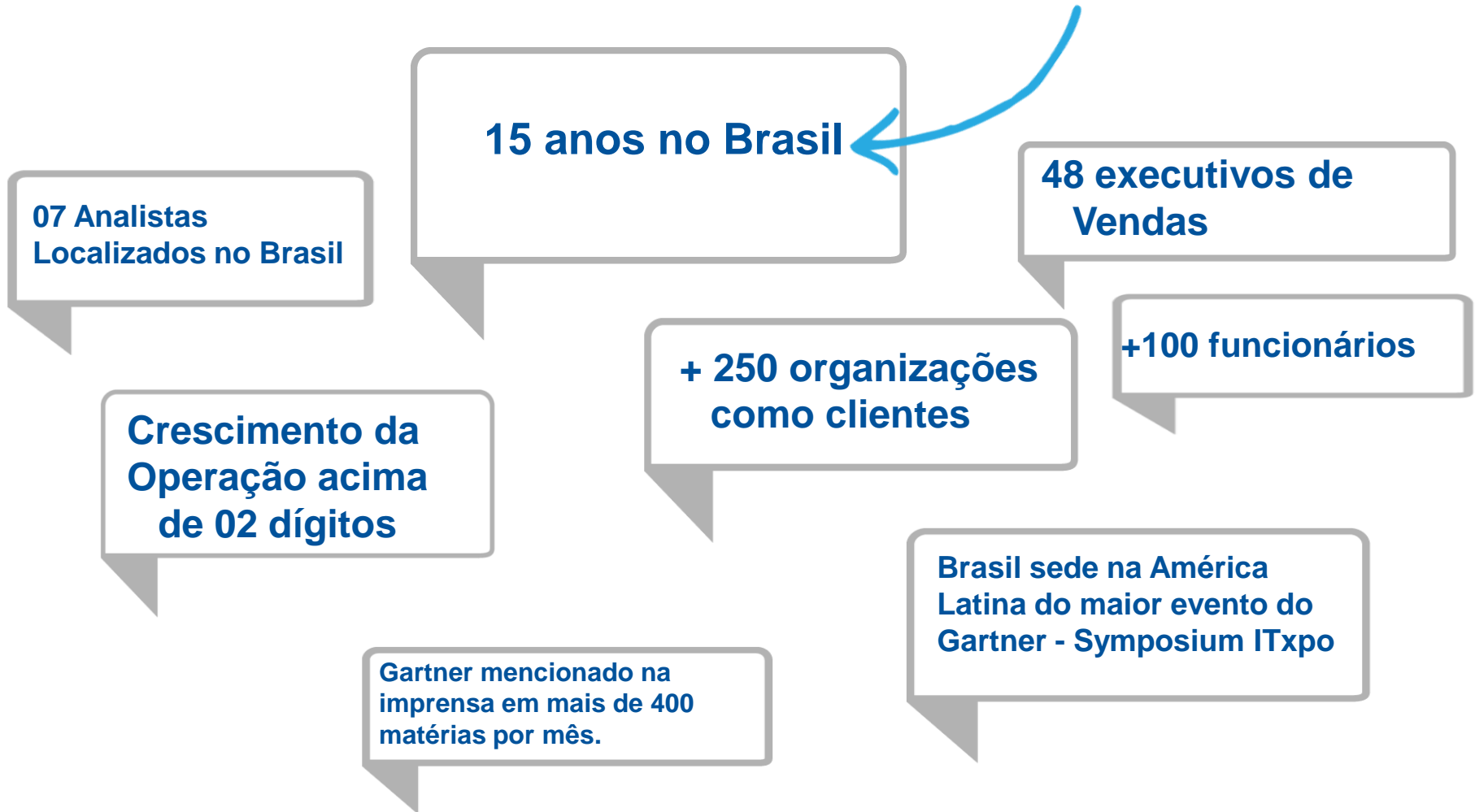
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O Gartner no Mundo



O Gartner no Brasil - 2014



Clientes Gartner



Modelo de Serviços Gartner

**Acesso aos
Relatórios**



**Acesso aos
Analistas**

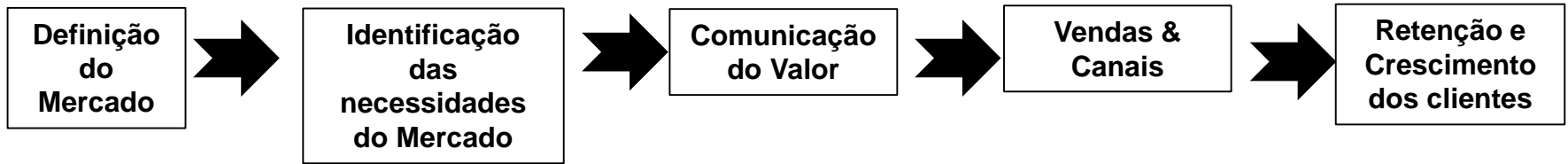


**Desenvolvendo a
sua estratégia**



Como o Gartner Apoiar as Empresas de TI?

As Empresas de Tecnologia utilizam as informações do Gartner para compreender as Prioridades dos Clientes, Pesquisas Detalhadas, Experiência e Rigor para suas iniciativas de Go-to-Market:



Radiografia do Mercado

- Gartner Analytics
- Market Share & Forecasts
- Competitive Landscapes
- Emerging Markets
- IT Budgets

Como pensa o Cliente

- User Surveys
- Agendas:
 - CEO, CIO;
 - CMO & CFO.
- Market Trends
- Topic and Vendor MindShare

Tecnologias Existentes

- HypeCycle
- Emerging Technologies
- Magic Quadrants
- Critical Capabilities
- Gartner Position

Players no Mercado

- SWOT Analysis
- Cool Vendors
- Vendor Ratings
- Technical Architecture Guides

Especificidades das Indústrias

- Banking & Investment Services,
- Energy & Utilities
- Insurance
- Manufacturing
- Media and Retail

Como o Gartner Apoia as Empresas de TI?

CLIENTES

Conheça as prioridades dos seus clientes. Entenda o foco principal e suas principais decisões.

Inquiry Analytics Search Analytics
 Readership Analytics User Surveys
 Gartner for IT Leaders toolkits
 IT Key Metrics Data

CONCORRÊNCIA

Posicione a sua empresa e seus produtos eficazmente. Entenda as ofertas e estratégia dos seus concorrentes.

Magic Quadrants Market Scopes
 SWOT analyses Vendor Ratings
 Critical Capabilities Cool Vendor Reports
 Market Share * Competitive Landscapes

Marketing Essentials

Melhores Práticas, Casos de Estudo

MERCADO

Definição do mercado, oportunidades de crescimento e de investimentos.

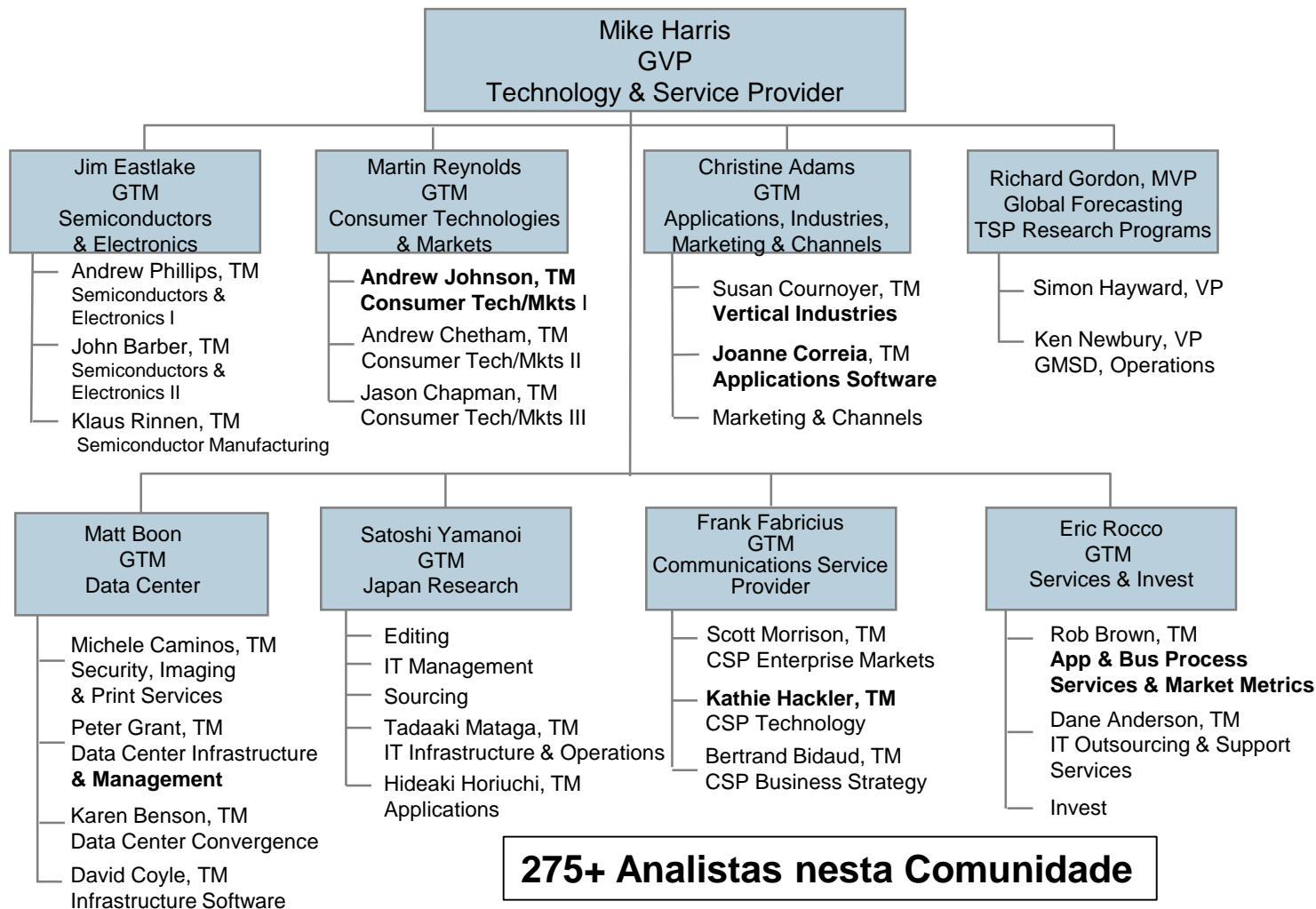
Market Segmentation Market Forecasts
 Market Trends Emerging Markets
 Forecast Analysis Reports

TECNOLOGIA

Conheça em detalhes as tecnologias que você deve focar na sua empresa. Conheça as tecnologias emergentes.

Hype Cycles Market Clock
 Emerging Technologies Tear Down Report
 Technology Trends

Exemplo – Estrutura de Analistas – Fornecedores de Tecnologia



Key Initiatives



Analysts located in Brazil



Donald Feinberg - VP Distinguished Analyst

23 years at Gartner, 47 years IT industry | Location: Sao Paulo Brazil | Language(s): English, Portuguese

Roles and Responsibilities

Donald Feinberg is a vice president and distinguished analyst in Gartner Intelligence in the Information Management group. Mr. Feinberg is responsible for Gartner's research on database management systems and data warehousing infrastructure and Big Data.



Luis Claudio Mangi - Research VP

1 year at Gartner , 29 years IT industry | Location: Rio De Janeiro Brazil | Language(s): English, Portuguese, Spanish

Roles and Responsibilities

Luis Claudio Mangi is a Vice President in Gartner Research and a member of the Application Strategy and Governance team. Mr. Mangi has around 30 years of experience in IT, and his research concentrates on the challenges facing CIOs, business teams and IT leaders on themes related to IT strategy, the business value of IT, strategic alignment, IT organization performance and application strategy. This involves developing an understanding of best practices in application strategy covering both packaged applications and application development. Mr. Mangi is based in Rio de Janeiro, Brazil. To this extent, his research is also centered on understanding how IT best practices will translate in Brazil and other Latin American economies to support Gartner's global clients. He also considers how Gartner research needs to be adapted to support the needs of Latin American clients.



Cassio Dreyfuss - Research VP

15 years at Gartner, 40 years IT industry | Location: Sao Paulo Brazil | Language(s): English, French, Portuguese, Spanish

Roles and Responsibilities

Cassio Dreyfuss is a Vice President in Gartner Research, in the CIO research team. He focuses his research on the areas of business-IT interface. On the business side, he addresses the business value of IT, the business role of the IT organization, demand management and service outcomes; on the IT side, he addresses IT strategy, planning, governance, management and organization issues. His leading research interests are in the area of new IT organization models and IT services management practices. Mr. Dreyfuss also focuses on organizational collaboration, development and change management issues. He is research country manager for Brazil.

Analysts located in Brazil



Alvaro Mello – Research VP

0.6 year at Gartner , 27 years IT industry | Location: Sao Paulo Brazil | Language(s): English, Portuguese, Spanish

Roles and Responsibilities

Alvaro Mello is a Research Vice President with Gartner's CIO Research team. He focuses on helping C-level executives on IT governance, IT strategy and organizational issues and how IT affects innovation and agility.



Henrique Cecci - Research Director

2 years at Gartner , 27 years IT industry | Location: Sao Paulo Brazil | Language(s): English, Portuguese, Spanish

Roles and Responsibilities

Henrique Cecci is a research director in Gartner Research. His research includes data center modernization and consolidation, including servers, power, cooling, green IT, virtualization, infrastructure management and cost optimization. Mr. Cecci's experience consists of more than 27 years in IT, including complex international businesses encompassing several industries.



Claudio Neiva - Research Director

0.6 year at Gartner - 15 years IT industry | Location: Brasilia Brazil | Language(s): English, Portuguese

Roles and Responsibilities

Claudio Neiva focuses on network security research. He assists chief information security officers and other security professionals in developing network-based strategies for mitigating security threats. Within 16 years of experience in the IT industry, he has held network administration positions at the American Embassy and was a Field Engineer at Enterasys Networks, helping government customers implement reliable and secure networks.

Thank you!