

ONLINE & BROCHURE

New products and new challenges with **far greater consequences** for wrong choices than ever before.

Why Gartner?

- Easy. Tactical insights. Objective analyses. Actionable advice. And most importantly, world class reputation.
- In the world of technology information, reputation is *everything* - it means you have been scrutinized, sized up, studied, tried and tested and found to be wholly and completely reliable and credible.
- The key to Gartner's success is neutrality. Gartner offers unbiased, world renowned and universally respected experts who separate the superior from the superfluous, granting you access to the most relevant and industry specific information to help your business grow and prosper.
- As a professional you are well aware that The Technological Imperative mandates the intelligent use of Information Technology to succeed in the world today.
- Every day that world grows more complex - with a profusion of hardware and software options, many more vendors vying for your business, new products and new challenges -- with far greater consequences for wrong choices than ever before.
- With so much riding on each and every decision you make, access to the right advice and insight can mean the difference between success and failure.

Gartner Conferences are where you can go to get precisely what you need. Our varied theme conferences drill down from the macro to the micro view providing an extraordinary and comprehensive examination into subject-specific strategies, tools and technologies. That means you get unbiased information specific to your IT issues that has been meticulously researched and analyzed for its relevance, reliability, cost effectiveness and scalability.

From our world-renowned conferences and industry events to industry-leading research capabilities, consulting and measurement services, Gartner provides the most objective, comprehensive presentation of current and powerful cutting edge into bleeding edge information options and solutions available anywhere on the planet.

That's why.