Alternatives to Gartner: Recommended Sources & Search Strategies

Gartner Group research is highly valued for its technology-focused data, insights, trends, strategy, vendor analysis, products, and best practices. They are known for several frameworks, including Magic Quadrants and Hype Cycles. Gartner's analysis focuses on large enterprises and large technology vendors, e.g. Microsoft, Adobe, SAS, etc.

Where to turn when you don't license Garner's Database

Locating Gartner insights/data and reports
Use the following search strategies to glean insights from Gartner's research and try and locate reports.

Gartner website
Regularly posts free content, including webinars, podcasts, articles, reports, and more. Take the time to explore the site; use the search box to quickly locate content.

Google Images
Gartner's graphs/charts are highly proprietary; however, you "might" occasionally find a relevant data visualization using Google Images. Please be aware of the following: 1) copyright might still apply even though it is posted on the "free" internet; what you find might not be the most recent iteration.

Search Strategy Examples:
After running a search in Google, click Images.
Use Tools>Any Time feature to limit returned results to a specific publication date range.

- csm "magic quadrant" gartner
- "emerging technologies" "hype cycle" gartner

Gartner cited in the business press, business and technology publications
As a recognized IT expert, Gartner's data & insights are regularly cited in the press, e.g. Wall Street Journal, business publications, e.g. Forbes, and IT and other industry publications, e.g., Computer Weekly.

Search Strategy Example:

- "generative ai" gartner (bloomberg OR forbes OR fortune OR "wall street journal" OR nytimes OR businessweek OR "business insider")

Other sources that might cite Gartner data/insights

Consulting Firm White Papers
These reports, available for free on the Internet, include timely insights and data about technology sectors, applications, and disruption across verticals. Reflecting deep knowledge, they often reference external expertise, including Gartner, and they will always cite their sources.

Search Strategy Example:

- "generative ai" gartner inurl:deloitte

Alternatives to Gartner

While there is no absolute substitute for Gartner, there are other sources to turn to for technology data and insights.

Forrester

Forrester is one of Gartner's strongest competitors, but there are some differences in what drives its research. Like Gartner, Forrester's reports is highly dynamic, reflecting ongoing shifts in technology sectors and application across verticals; ways in which is differs from Gartner include: 1) focused on the customer experience/journey; 2) covers both established and new technology vendors; and 3) studies white spaces that no one is looking at, making it known for creative, out-of-the box thinking. The Forrester Wave is its equivalent to Gartner's Magic Quadrant.
NOTE: Forrester is only licensed for the Goizueta Business School. Follow the examples in this handout for locating Gartner reports in order to find Forrester data, insights, and reports.

IDC

IDC is also considered a strong competitor of Gartner and Forrester. IDC's MarketScape is its equivalent to Gartner's Magic Quadrant. IDC's database is not licensed by Emory Libraries.
NOTE: To locate additional IDC content, follow the examples in this handout for locating Gartner reports in order to find IDC data, insights, and reports.

GlobalData Disruptor

GlobalData's Disruptor database covers technology focused innovations, trends, consumer insights and VC investments in technology, consumer, retail, financial services, and healthcare sectors.
NOTE: GlobalData Disruptor is only licensed for the Goizueta Business School.

BCC Research

A repository of market research reports, including Technology sectors. Filter results by the Information Technology and Partner Reports categories to locate relevant content; for healthcare-specific research, use the Biotechnology category.

MarketResearch.com

A repository of market research across many industries, filter searches by the vendor Mind Commerce to locate IT-focused reports.
NOTE: MarketResearch is only licensed for the Goiueta Business School.

eMarketer

Use to locate technology-focused data, insights, benchmarks, and reports; focused on digital marketing and consumer behaviors via charts, forecasts, and robust reports.

Statista

A great resource for finding technology-focused data, insights, and reports across industries and applications.

LSEG Eikon

Wall Street analyst company and industry reports can be rich sources of technology trends and insights.
Locating WS Analyst Reports
NOTE: Eikon is only licensed for the Goizueta Business School.

Consulting Firm White Papers

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Search Strategy Example: "generative ai" gartner inurl:deloitte