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WHAT IS FRONTRUNNERS?

The FrontRunners quadrants are a graphic of the top software products in a given category based on their capability and value for small businesses. Products are scored relative to peers in the market, and the top 25-30 products are placed in quadrant format based on those scores. FrontRunners is designed to help small businesses evaluate what software may be right for them.
WHAT IS THE SIGNIFICANCE OF EACH SUB-QUADRANT?

All products positioned on a FrontRunners quadrant are considered top performing. Dependent on the specific needs of the software buyer, a product placed in any quadrant category could be a good fit. There are four distinct quadrant categories:

» **Upper Right = Leaders**: Leaders are all-around strong products that offer a wide range of functionality to a wide range of customers. These products are considered highly valuable by customers.

» **Upper Left = Masters**: Masters may focus more heavily on certain key features or market segments than Leaders. If you need a more specialized set of functionality without bells and whistles, then a product in the Masters quadrant might be right for you.

» **Lower Right = Pacesetters**: Pacesetters may offer a strong set of features, but are not rated as highly on value. For example, a Pacesetter might offer greater functionality, but cost more.

» **Lower Left = Contenders**: Contenders may focus on a more specialized set of capabilities that are priced at a higher point. This makes them ideal for companies willing to pay more for specific features that meet their unique needs.
WHAT’S THE DIFFERENCE BETWEEN FRONTRUNNERS AND THE MAGIC QUADRANT?

While similar in design, the methodologies of FrontRunners and the Magic Quadrant are fundamentally different and designed for different audiences. The table below compares key attributes from both quadrants.

<table>
<thead>
<tr>
<th>TARGET AUDIENCE</th>
<th>FRONTRUNNERS</th>
<th>MAGIC QUADRANT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Small Businesses</td>
<td>Enterprises</td>
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| METHODOLOGY     | • Completely data-driven (no analyst opinion)  
|                 | • Point-in-time snapshot of a product’s performance in a market  
|                 | • Fact-based analysis + analyst opinion  
|                 | • Point-in-time + forward-looking assessment of a provider’s performance in a market  

| DATA SOURCES    | • User reviews and ratings from GDM sites  
|                 | • Product data from public, third-party and provider sources  
|                 | • Full methodology description [here](#)  
|                 | • Multiple data sources coupled with analyst research and opinion  
|                 | • Full methodology description [here](#)  

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<tr>
<th>EVALUATION</th>
<th>Products</th>
<th>Providers</th>
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| BRAND(S)        | • Gartner Digital Markets  
|                 | • powered by Gartner Methodology  
|                 | • published on SoftwareAdvice.com  
|                 | • Gartner  
|                 | • powered by Gartner Research Analysts  
|                 | • published on Gartner.com  

| ACCESS          | Free of Charge             | Subscription for paying seat holders  

| QUADRANTS       | Leaders, Masters, Pacesetters, Contenders  
|                 | Leaders, Challengers, Visionaries, Niche Players  

| AXES            | Capability, Value          | Completeness of Vision, Ability to Execute  

ABOUT FRONTRUNNERS

WHAT IS THE PUBLICATION SCHEDULE?

New categories will be introduced through June 2017. Most categories will be refreshed annually or biannually. A list of all published categories is available here. To request a software category for publishing, email your suggestion to FrontRunners@gartner.com.

WHERE ARE FRONTRUNNERS PUBLISHED?

FrontRunners is published exclusively on Software Advice’s website. Specifically, the FrontRunners can be found by clicking the FrontRunners tab on the product catalogue pages of markets where a FrontRunners quadrant is published.
WHAT IS THE FRONTRUNNERS METHODOLOGY?

The full methodology for the FrontRunners quadrant can be found here.

WHAT ARE THE INCLUSION CRITERIA FOR PRODUCTS TO BE CONSIDERED FOR FRONTRUNNERS?

To qualify for consideration in a FrontRunners quadrant, a product must have a minimum number of unique, user-submitted reviews across the three Gartner Digital Markets web properties: softwareadvice.com, capterra.com and getapp.com.

The minimum number of reviews required per product may differ by category, but will generally be between 10 and 20 unique reviews. Providers are notified about the requirement for their specific category via email about two months prior to a quadrant’s publication.

Markets are defined by a core set of functionality, and products considered for, and included in, FrontRunners must offer that core set of functionality.
**THE METHODOLOGY**

**HOW ARE PRODUCTS EVALUATED AND CHOSEN FOR A FRONTRUNNERS QUADRANT?**

The FrontRunners methodology assesses products on two primary dimensions: Capability on the x-axis and Value on the y-axis. Products receive a score between one and five for each axis. Products that meet a minimum score for each axis are included as FrontRunners.

The minimum score cutoff to be included in the FrontRunners graphic varies by category, depending on the range of scores in each category, such that only the top 25-30 products are FrontRunners. For products included, the Capability and Value scores determine position on the FrontRunners quadrant. You can find more detail in the methodology [here](#).

**WHAT ARE RUNNERS UP?**

Providers listed as Runners Up were considered for inclusion in the quadrant, but were ultimately not included for one or more reasons: they did not have enough reviews; they did not meet the reviews score minimum; they did not meet the ultimate Value and Capability minimum scores; or they did not meet our functionality requirements for the market.

**CAN PRODUCTS CHANGE POSITION WHEN QUADRANTS ARE REFRESHED?**

Yes. A significant volume of recent user reviews published during a quarter in any specific market, for any products, on any of the Gartner Digital Markets sites, can drive fluctuation in product positioning.
WHAT ARE THE SOURCES OF DATA, AND HOW IS IT COLLECTED?

Data sources include user reviews and ratings, public data sources and data from technology vendors. The user-generated product reviews data incorporated into FrontRunners is collected from submissions to all Gartner Digital Markets sites (softwareadvice.com, capterra.com and getapp.com).

As a quality check, we ensure the reviewer is valid, that the review meets quality standards and that it is not a duplicate.

HOW IS THE DATA VALIDATED?

Every user review is examined for quality; checks include ensuring that the user is valid, that it meets quality standards and that it is not a duplicate. The business confidence and product adoption data is compared against the data provided by the providers. For data submitted by the providers, we review it and challenge data that seems inflated or unlikely. We use this data to calculate a product’s percentile ranking, which allows us to determine how products compare relative to one another rather than determine an absolute number.
WHAT HAPPENS IF A PROVIDER DOESN’T SUBMIT INFORMATION REQUESTED BY THE FRONTRUNNERS RESEARCH TEAM?

The FrontRunners research team works with the information available from other sources, including publicly available information and third-party data providers.

WHEN ARE PROVIDERS NOTIFIED ABOUT A FRONTRUNNERS QUADRANT PLANNED FOR A MARKET?

Providers that have products in a planned market are notified via email at the beginning of a FrontRunners production cycle, about two months prior to publication.

CAN A PROVIDER “OPT IN” OR “OPT OUT” OF THE FRONTRUNNERS?

No. Providers are included in FrontRunners only if they meet the market definition and inclusion criteria. If a provider meets the inclusion criteria, our process requires that it be evaluated for inclusion in the FrontRunners quadrant for the relevant category. If a provider does not meet the criteria, it will not be included as an eligible candidate for consideration in the FrontRunners quadrant.

Providers therefore cannot choose to either “opt in” or “opt out.” However, if a provider chooses not to participate in the process or respond to requests for information, the FrontRunners research team gathers as much current information as possible from publicly available and third-party sources.
DOES FRONTRUNNERS REQUIRE INFORMATION FROM A PROVIDER?

The FrontRunners research team is not required to solicit information from providers when creating a FrontRunners quadrant. They determine whether they have sufficient information through current user-submitted reviews and ratings, and through third-party data providers in that market to accurately evaluate the positioning without this input. They may request information from providers in the form of a questionnaire or a request to update the product information on file.

CAN PROVIDERS REVIEW FRONTRUNNERS BEFORE IT IS PUBLISHED?

Because the data on which the FrontRunners is based is gathered directly from users or from public sources, it is not necessary for providers to review or validate their quadrant positioning prior to publishing. Providers may contact FrontRunners@gartner.com to correct any errors.

WHAT IS THE PROCESS FOR REFRESHING A PREVIOUSLY PUBLISHED FRONTRUNNERS QUADRANT?

The frequency will vary by category, but most categories will be refreshed annually or biannually. You can find all published categories here. The refreshes will reflect updated product data and user-review data; they may also reflect a refined market definition, inclusion criteria and evaluation criteria.
WHAT SAFEGUARDS ARE IN PLACE TO PREVENT PROVIDERS FROM MANIPULATING THE REVIEW PROCESS?

All user-submitted reviews are individually reviewed and validated before publishing. Reviews that do not meet the review guidelines are not published or included in the review data collection. In addition, any product data collected from software providers is verified and validated.

HOW CAN I CONNECT WITH THE FRONTRUNNERS TEAM?

Any inquiries or questions should be directed to FrontRunners@gartner.com.
WHAT’S THE VALUE OF PLACING ON A FRONTRUNNERS QUADRANT?

» **Brand Awareness:** Products that are FrontRunners will gain more site visibility via the FrontRunners graphic. Providers can leverage the free promotion materials provided to showcase their position on marketing channels.

» **Competitive Intelligence:** Providers will see how they stack up against their competitors in areas important to small business buyers.

» **Insight:** Providers have the opportunity to get valuable, crowdsourced feedback from real end users to improve their product and focus on what really matters.

HOW CAN I USE FRONTRUNNERS CONTENT IN PROMOTIONAL MATERIALS?

Before using FrontRunners content in marketing materials and press releases, please review the [External Usage Guidelines](#) related to attribution and usage parameters. Use of FrontRunners content must follow these guidelines.
WHAT FEES OR COSTS ARE INVOLVED?

There is no fee or cost associated with FrontRunners for providers or software buyers. Additionally, providers cannot pay to be included or excluded from a FrontRunners quadrant. Products are considered for inclusion in a relevant category regardless of the client relationship with Gartner and/or Software Advice.

CAN I UPDATE OR VALIDATE MY PRODUCT DATA?

Providers may update product profile information at any time on any of the Gartner Digital Markets sites. For Software Advice specifically, providers can email ProductProfiles@softwareadvice.com to provide any updated product information.

IS BEING PLACED IN THE BOTTOM QUADRANTS BAD?

No. In fact, all providers that appear on the FrontRunners quadrant are recognized as the top performing products relative to their peers in a specific market. Being positioned anywhere on the FrontRunners quadrant indicates those products as being the best relative to capability and value in a given market.

WHAT IF I DISAGREE WITH MY PRODUCT’S POSITION?

If you have a comment or concern regarding a published FrontRunners quadrant, please email FrontRunners@gartner.com and we will promptly respond.
WHAT IF I HAVE A COMPLAINT ABOUT FRONTRUNNERS CONTENT, METHODOLOGY OR OTHER ISSUES?

Please follow the FrontRunners Escalation Process here.

HOW CAN PROVIDERS IMPROVE THEIR POSITION?

Providers can recruit users to submit reviews on any of the Gartner Digital Markets (GDM) sites, and are encouraged to provide product-specific information to improve the accuracy of our data.

DOES BEING A GARTNER OR SOFTWARE ADVICE CLIENT INFLUENCE BEING POSITIONED IN A QUADRANT?

No. Gartner or Gartner Digital Markets client status doesn’t influence product inclusion or positioning in any FrontRunners evaluation. Products are evaluated equally regardless of whether or not a provider is a client of Software Advice, Gartner Digital Markets or Gartner in general.

IF I RECRUIT USER REVIEWS ON CAPTERRA OR GETAPP, WILL THAT STILL HELP MY POTENTIAL PLACEMENT IN FRONTRUNNERS?

Yes. User-review data for the Value and Capability criteria in FrontRunners is collected and aggregated from all Gartner Digital Markets (GDM) sites (softwareadvice.com, capterra.com and getapp.com). Reviews submitted to any GDM site will be included in a FrontRunners evaluation for all markets that have a FrontRunners quadrant published.
HOW MANY USER REVIEWS DO I NEED TO RECRUIT TO IMPACT MY POSITION ON FRONTRUNNERS?

To qualify for consideration in a FrontRunners quadrant, a product must have a minimum number of unique, user-submitted product reviews across the three Gartner Digital Markets web properties: softwareadvice.com, capterra.com and getapp.com. The minimum number of reviews required per product may differ by category, but will generally be between 10 and 20 unique reviews.

“Impact” depends on the quantity and freshness of reviews that are currently published for all products in that category. There are several user review criteria evaluated for FrontRunners that incorporate the freshness of reviews and/or the number of reviews. For the freshness criteria, reviews that are submitted within the last 12 months are weighted more heavily, with reviews posted in the last three months receiving the heaviest weighting. Recruiting more user reviews will increase the accuracy of the review data scoring.

WILL A REVIEW TO MY PRODUCT PROFILE FOR A DIFFERENT CATEGORY OR MARKET STILL BE INCLUDED?

Sometimes content from a review will be considered in multiple categories, depending on the definition for the publishing market. For most markets, any reviews in a software category that falls within the publishing market will be included in the review data collection. Please email
FrontRunners@gartner.com with questions regarding category inclusions and market definitions.

**CAN I REQUEST REMOVAL OF A NEGATIVE REVIEW?**

We do not remove reviews unless they don’t meet our quality standards and publishing criteria. You may report an issue by contacting our reviews team [here](#). While software providers may be disappointed by negative reviews, these reviews provide an opportunity to interact with customers and address concerns. They also provide a chance to demonstrate that providers care about customer opinions.

We encourage providers to respond to reviewers, both positive and negative. To respond to a review, submit your response to reviews@softwareadvice.com. Your response will be published directly below the corresponding review. Remember, review authors are your customers, and your response to them can be seen by all customers and prospects.

**IS GARTNER DIGITAL MARKETS ALLOWED TO USE MY LOGO IN THE FRONTRUNNERS QUADRANT?**

A qualifying vendor’s corporate logo is used to identify its position in the FrontRunners Quadrant. Qualifying vendor grants to Software Advice a non-exclusive, worldwide license to use its corporate logo for this purpose, provided that such use (i) adheres to qualifying vendor’s standard approved format; and (ii) is limited to the Software Advice website and related FrontRunners materials.
HOW IS A PROVIDER’S CONFIDENTIAL INFORMATION PROTECTED?

Data sources include: user reviews and ratings, public data sources, and data from providers. Providers should not submit any data deemed confidential, and should only submit publicly available information.

Any information submitted by providers will be considered public information.