

FRONT RUNNERS

Frequently Asked Questions



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About FrontRunners

What is FrontRunners?

The FrontRunners graphics are a visualization of the top software products in a given category based on their usability and customer satisfaction for small businesses. Products are scored based on user reviews and eligible products are ranked relative to peers in the market. The top 10-25 products are plotted based on those scores. FrontRunners is designed to help small businesses evaluate what software may be right for them.



About FrontRunners



What's the difference between FrontRunners and the Magic Quadrant?

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

	FrontRunners	Magic Quadrant
Target Audience	Small Businesses	Enterprises
Methodology	<ul style="list-style-type: none">• Completely data-driven (no analyst opinion)• Point-in-time snapshot of a product's performance in a market	<ul style="list-style-type: none">• Fact-based analysis + analyst opinion• Point-in-time + forward-looking assessment of a vendor's performance in a market
Data Sources	<ul style="list-style-type: none">• User reviews and ratings from Gartner Digital Markets sites• Product data from public and vendor sources• Full methodology description here	<ul style="list-style-type: none">• Multiple data sources coupled with analyst research and opinion• Full methodology description here
Evaluation	Products	Vendors
Brand(s)	<ul style="list-style-type: none">• Gartner Digital Markets• Powered by Gartner Methodology• Published on SoftwareAdvice.com	<ul style="list-style-type: none">• Gartner• Powered by Gartner Research Analysts• Published on Gartner.com
Access	Free of Charge	Subscription for paying seat holders
Quadrants	N/A	Leaders, Challengers, Visionaries, Niche Players
Axes	Usability, Customer Satisfaction	Completeness of Vision, Ability to Execute



About FrontRunners



What is the publication schedule?

Reports in each category will be refreshed annually. A list of all published categories is available [here](#).

To request a software category for publishing, please email your suggestion to DigitalMarketsResearch@gartner.com.

Where are FrontRunners published?

FrontRunners is published exclusively on Software Advice's website. Specifically, it can be found by clicking on the FrontRunners tab on the product catalog pages of markets in which a FrontRunners graphic has been published.



The Methodology



What is the FrontRunners Methodology?

The full methodology for FrontRunners can be found [here](#).

What are the inclusion criteria for products to be considered for FrontRunners?

To qualify for consideration in a FrontRunners graphic, a product must have a minimum of 20 unique, user-submitted reviews published within 24 months of the start of the analysis period for a given category across the three Gartner Digital Markets web properties: [softwareadvice.com](#), [capterra.com](#) and [getapp.com](#). Of those 20 reviews, 10 must have been published in the most recent 12 months of the analysis period.

Vendors are notified about the requirement for their specific category via email approximately two months prior to a graphic's publication. Markets are defined by a core set of functionality, and products considered for FrontRunners must offer that core set of functionality. Core functionality required is determined by our research analysts, who provide coverage of and have familiarity with products in that market.



The Methodology



How are products evaluated and chosen for FrontRunners?

The FrontRunners methodology assesses products on two primary dimensions: Usability on the x-axis and Customer Satisfaction 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 10-15 products are FrontRunners. Products with a Usability or Customer Satisfaction score below 3.0 in any size-of-business group or category do not qualify to be included in the FrontRunners graphic. For products included, the Usability and Customer Satisfaction scores determine their position on the FrontRunners graphic. You can find more detail in the methodology [here](#).



The Process

What are the sources of data, and how is data 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](https://www.softwareadvice.com), [capterra.com](https://www.capterra.com) and [getapp.com](https://www.getapp.com)). As a quality check, we ensure the reviewer is valid (see next question).

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. 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. We review data submitted by vendors, and challenge data that seems inflated or unlikely.

When are vendors notified about a FrontRunners planned for a market?

Vendors that have products in a planned market are notified via email at the beginning of a FrontRunners



The Process



production cycle, which is about two months prior to publication.

Can a vendor “opt in” or “opt out” of the FrontRunners?

No. Vendors are included in FrontRunners only if they meet the market definition and inclusion criteria. If a vendor meets the inclusion criteria, our process requires that it be evaluated for inclusion in the FrontRunners for the relevant category. If a vendor does not meet the criteria, it will not be included as an eligible candidate for consideration in FrontRunners. Vendors therefore cannot choose to either “opt in” or “opt out.” However, if a vendor 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 sources.

Does FrontRunners require information from a vendor?

The FrontRunners research team is not required to solicit information from vendors when creating a FrontRunners graphic. They determine whether they have sufficient information through current user-submitted reviews and ratings, and through publicly available information to accurately evaluate the positioning without this input. They may request information from vendors in the form of a questionnaire or a request to update the product information on file. If a vendor doesn’t submit information requested by the



The Process

FrontRunners research team, then the team works with publicly available information.

Can vendors 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 vendors to review or validate their positioning prior to publishing. Vendors may contact DigitalMarketsResearch@gartner.com to correct any errors.

How can I connect with the FrontRunners team?

Any inquiries or questions should be directed to DigitalMarketsResearch@gartner.com.



For Technology Vendors



What's the value of placing on a FrontRunners graphic?

- **Brand Awareness:** Products that are FrontRunners will gain more site visibility via the FrontRunners graphic. Vendors can leverage free promotion materials provided to showcase their position on marketing channels in accordance with the External Usage Guidelines ([available here](#)).
- **Competitive Intelligence:** Vendors will see how they compare to competitors in areas important to small business buyers.
- **Insight:** Vendors have the opportunity to get valuable, crowdsourced feedback from real end-users to improve their product.

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 ([available here](#)) related to attribution and usage parameters. Use of FrontRunners content must follow these guidelines.



For Technology Vendors



What fees or costs are involved?

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

Can I update or validate my product data?

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

What if I disagree with my product's position?

If you have a comment or concern regarding a published FrontRunners graphic, please email DigitalMarketsResearch@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 ([available here](#)).



For Technology Vendors



How can vendors improve their position?

Vendors can recruit users to submit reviews on any of the Gartner Digital Markets 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 FrontRunners graphic?

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 vendor 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 FrontRunners is collected and aggregated from all Gartner Digital Markets sites (softwareadvice.com, capterra.com and getapp.com). Reviews submitted to any Gartner Digital Markets site will be included in a FrontRunners evaluation for all markets that have a FrontRunners graphic published.



For Technology Vendors



How many user reviews do I need to recruit to impact my position on FrontRunners?

To qualify for consideration in FrontRunners, a product must have a minimum of 20 unique, user-submitted product reviews, within 24 months of the evaluation period for the category, across the three Gartner Digital Markets web properties: [softwareadvice.com](https://www.softwareadvice.com), [capterra.com](https://www.capterra.com) and [getapp.com](https://www.getapp.com). Of those 20 reviews, 10 must have been published in the most recent 12 months of the analysis period.

Can I request removal of a negative review?

You may report an issue by contacting our reviews team [here](#). We encourage vendors to respond to honest 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.

How is a vendor's confidential information protected?

Data sources include user reviews and ratings, public data sources and data from vendors. Vendors should not submit any data deemed confidential, and should only submit publicly available information. Any information submitted by vendors will be considered public information.



