

# Gartner Peer Insights

## Frequently Asked Questions

Thank you for your willingness to post a review for Cybereason on Gartner Peer Insights. Your input is important to us and will help other professionals to make the right technology choices for their business. We have put together this document to answer the most frequently asked questions; if you have any additional questions, or need any help at all, please feel free to reach out to [defenders@cybereason.com](mailto:defenders@cybereason.com) and we will be happy to help you.

### **What is Gartner Peer Insights?**

Peer Insights is an online IT software and services reviews and ratings platform. The reviews are written and read by IT professionals and technology decision-makers like you. It helps IT leaders make more insightful purchase decisions and help technology providers improve their products by receiving objective unbiased feedback from their customers.

### **Do I have to have a Gartner subscription to post or read reviews on Peer Insights?**

No, you do not have to be a Gartner seat holder to post or read reviews. Peer Insights is open to everyone. You will need to create a Gartner Peer Insights login and provide Gartner with some information about you and your employer, but that information is for internal use only.

### **Am I or is my employer identified in the review?**

No, Gartner Peer Insights Reviews are completely anonymous, to ensure that reviewers will provide honest feedback. Your review will be identified by company industry, company size and your job role.

### **What does Gartner do with the personal and employer information I provide?**

Gartner uses this information to ensure that your review is valid (that you are reviewing a product or service that you use and that you do not work for the vendor or a competitor) and to provide the demographic information mentioned above. They will not solicit you for Gartner services, nor will they identify you to any third party (including us).

### **Does Gartner moderate reviews?**

Yes. Every review submitted to Peer Insights goes through an approval process. The first step is to verify your identity using the information you submitted when you created your login and public sources like LinkedIn and ZoomInfo. They will also make sure that you do not work for the vendor, a competitor, or a partner. They then apply some quality standards to ensure that the implementation of the product being reviewed has been completed, that the mandatory questions are answered and that the ratings

### **What happens if my review is rejected?**

Gartner will email you advising you that your review has been rejected and telling you why. They will give you the opportunity to amend your review for further consideration.

### **What types of questions does Gartner ask?**

There are three types of questions:

- Quantitative questions where you score us on a scale of 1(worst) to 5(best). We want you to give us the scores that you think we deserve but remember that (like with Net Promoter Scores) an average (3 or less) is considered a negative score.
- Qualitative scores where you are asked to answer a question like “What do you like best about the product?” or “What do you wish the vendor would do differently?”
- Informational questions, like “How long did the deployment take?” and “What version of the product are you using?”.

The survey is three pages long and not all questions are mandatory. It should take you between 5 and 10 minutes to complete.

### **How do I ensure that my review is helpful?**

There are several things you should keep in mind:

- Be honest. Your input is extremely important to us and will be extremely helpful to other technology professionals who are trying to solve the same sorts of problems. We want to know what we are doing well, and what we could be doing better.
- Be informative. If you are answering the question “What do you like best about the product?” try to be as specific as possible.
- Do not mention specific individuals or your company name. Remember, your review is anonymous.

### **What is Gartner Peer Insights Plus?**

GPI+ membership is an extra benefit that you get for submitting an approved review for Cybereason. It includes specially curated research like:

- Select Gartner Research
- Alerts on markets and vendors
- Weekly industry news roundups
- Exclusive Peer Insights website features for increased filtering and analytics

Once again, we thank you for your willingness to provide us with your feedback.