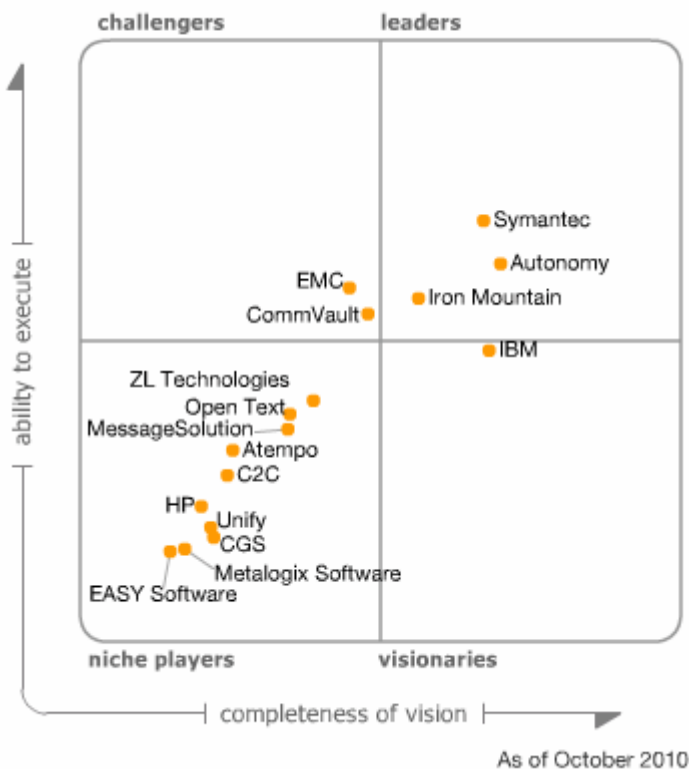


## MAGIC QUADRANT

While it is never a good idea to compare the placement of vendors in the Magic Quadrant to their position last year, due to market dynamics that occur during the course of a 12-month period, it is especially important to emphasize this point here. The EIA Magic Quadrant is a *new* document, in that it evaluates products that were not evaluated last year. E-mail archiving is only one component of the vendors' overall solutions. Vendors that offered highly rated e-mail archiving products may have a weak file-archiving component or poor integration of the two, causing their positions to change relative to the stand-alone Magic Quadrant for E-Mail Archiving.

Placement on the Magic Quadrant (see Figure 1) is based on Gartner's view of the vendor's performance against the criteria listed below.

**Figure 1. Magic Quadrant for Enterprise Information Archiving**



Source: Gartner (October 2010)

Gartner's view regarding vendor placement is heavily influenced by the more than 1,500 conversations on the topic of EIA during the past 18 months with Gartner clients. In addition, the Magic Quadrant methodology includes the solicitation of references from each vendor, and for this Magic Quadrant, Gartner conducted nearly 100 surveys and/or conversations on the

vendor products. We learned how they are using the products, what they like and don't like about them, and why they decided to go with the vendors they selected. We also learned about their experiences with sales and support, and their opinions on vendor responsiveness to things like requests for enhancements. Prior to publication, each vendor has the opportunity to review its placement on the Magic Quadrant and the strengths and challenges listed, and to respond to any factual errors.

It is important to remember that the Magic Quadrant does not just rate product quality or capabilities and features. The product is an important part of the rating, but the vendor's ability to acquire customers and expand its presence in the market is equally important, as is its ability to grow product and service revenue. A vendor that offers a strong, technically elegant product, but is unable or unwilling to invest in marketing and sales to generate revenue and growth, will find itself unable to invest in future development. This is particularly true in an emerging market such as EIA, where establishing leadership, vision and credibility will propel some vendors to the front of the pack.