



The Analyst Landscape 2026

A Practical Guide for Technology Suppliers

Understanding the Full Spectrum of IT Advisory
and Research Firms

Welcome to Our World

Most technology suppliers, when they first consider engaging with industry analysts, think of Gartner. Perhaps Forrester. Maybe IDC. These are the Big Three, and they dominate the conversation for good reasons. They are large, well-resourced, respected, and widely cited by enterprise buyers. But these three firms represent only a small part of the complex advisory and research ecosystem that shapes purchasing decisions in technology markets.

The wider analyst community includes several hundred players, ranging from broad-coverage firms with thousands of analysts to specialist boutiques run by one or two authoritative figures with recognized expertise in a particular domain. Some operate globally, while others serve only a single country or region. Some cover the full range of enterprise technologies. Others focus on a single, sharply-defined segment, such as healthcare IT or risk management for financial services.

If you are a supplier entering this world for the first time, the challenge is to understand which of these firms really matter for your specific market, your geography, your buyer profile, and your competitive position.

This up-to-date guide offers a useful classification framework for the IT analyst landscape. It is not a comprehensive directory, and it doesn't pretend to be one. But it does draw on The Skills Connection's unrivalled experience of the tech industry to explain in some detail how the various analyst firms differ in their scope, focus, geography, and operating models, and to provide you with representative examples from each of these categories to aid as a starting point.





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Three Global Giants

Three firms sit at the summit of the analyst industry in terms of influence, revenue, and headcount. Their research is eagerly studied by enterprise IT buyers and procurement teams, and the judgments delivered in their branded evaluation frameworks influence many—probably most—vendor selection processes.

Gartner

Gartner [NYSE: IT] is by far the largest technology research firm in the world, with annual revenues of more than \$6 billion. Its analysts cover virtually every segment of the IT market.

Gartner's Magic Quadrants—known universally as MQs—are the technology industry's most widely recognized and most selective vendor evaluations. They are updated and refreshed every year to 18 months. New MQs are added and old ones retired as technologies and markets change. Gartner also publishes Market Guides, each covering a broader list of firms in a given field and spanning those markets that are not covered by the 180-or-so Magic Quadrants. Its Hype Cycle methodology for tracking the phases of a particular technology's maturity is also widely quoted. For new and growing market segments, its analysts produce research known as Cool Vendor reports, featuring innovative vendors in particular market segments. Gartner also operates a substantial advisory consulting arm, alongside its research business, and mounts major international events, such as the Gartner IT Symposium, which attract large audiences. In recent years, Gartner has supplemented its analyst-generated content with the successful launch of Peer Insights, an influential

proprietary platform for customer reviews, offering free access for all for both posting and reading.

Forrester Research

Forrester is the second-largest independent analyst firm. Headquartered in Cambridge, Massachusetts, it is respected for its strong coverage of customer experience, digital business, and technology strategy. The Forrester Wave is its main vendor evaluation format. For broader market coverage, it publishes notes called Landscapes. Unlike Gartner, which keeps its Market Guides away from market segments where it publishes MQs, Forrester does allow Landscape notes and Waves to overlap. Forrester's equivalent of the Hype Cycle is the Tech Tide report for a given segment. Its Total Economic Impact (TEI) studies are commissioned ROI analysis reports that carry the endorsement of the Forrester brand and are widely used in vendor marketing.

IDC (International Data Corporation)

IDC is the leading market-data firm in the technology sector. Its primary strength lies in quantitative market sizing and forecasting, but IDC also produces qualitative advisory research, influential MarketScape vendor evaluations, and Innovators notes, which are similar to Gartner's Cool Vendor reports. Suppliers value IDC's data and use it for business and strategic planning, market sizing, and investor communications. IDC's regional coverage, particularly in Asia-Pacific and EMEA, is respected as being exceptionally detailed.

A Classification Framework for Analyst Firms

To make sense of the analyst landscape, it helps to classify firms along two dimensions: coverage scope (how broad or narrow their focus is) and coverage orientation (what kinds of markets, technologies, industries, or geographies they serve).

This approach naturally defines four broad categories, with clear implications for how suppliers should best approach the issue of analyst engagement.

Category	Description	Example Firms
Broad-Coverage Analyst Firms	Cover most or all of the technology market. Serve a wide range of buyer types. Maintain large analyst teams, spanning dozens of practice areas	Gartner, Forrester, IDC, ISG, Frost & Sullivan, GlobalData, Omdia, 451 Research, Info-Tech Research Group
Horizontal Specialists	Focus on a specific technology domain that cuts across industry sectors: cybersecurity, networking, AI, data analytics, cloud infrastructure, and similar areas	GigaOm, EMA, KuppingerCole, BARC, Futurum Group, Constellation Research, Aragon Research, Moor Insights & Strategy, ABI Research
Vertical Specialists	Focus on technologies as they apply to a specific industry. Their authority comes from a deep understanding of industry-specific regulations, buying patterns, and use cases	KLAS (healthcare), Chartis (finance/risk), Datas Insights (banking/insurance), Analysys Mason (telecoms), Chilmark (health IT), Verdantix (EHS/sustainability)
Regional Specialists	Serve a specific geography or region, providing localized market intelligence, buyer insight, and vendor evaluation, tuned to local conditions, regulations, and procurement cultures	PAC/teknowlogy (Europe), IBRS (Australia/NZ), ITR (Japan), CCID Consulting (China), Greyhound Research (India/emerging markets), APRG (Asia-Pacific)

This framework is deliberately simple, and some firms, of course, straddle the category boundaries. For example, ISG covers many technology areas but has a particular strength in providing advice on sourcing and outsourcing. Constellation Research covers a broad range of territories but operates with a small team of high-profile analysts, giving it a different character from a large firm.

Analysys Mason is a vertical specialist, with specific expertise in telecoms, but operates all around the world. So this classification framework is a starting point, not a rigid schema, and the frontiers between categories are definitely porous.

Broad-Coverage Firms Beyond the Big Three

Several firms successfully cover a wide range of technology markets, while not operating on the same global scale as Gartner, Forrester, or IDC. These companies wield considerable influence in specific segments, geographies, and buyer communities and should not be overlooked.

Info-Tech Research Group

Info-Tech Research Group has developed from initially serving an audience of mid-market IT buyers and now also works with larger enterprise buyers. It provides highly practical, template-driven advisory content that is designed for IT leaders in organizations that lack the resources of large enterprises. Its SoftwareReviews subsidiary publishes Data Quadrant evaluations based on aggregated user reviews. Info-Tech's model is distinctive, focusing on tools, templates, and step-by-step guidance.

ISG (Information Services Group)

ISG is a large advisory and research firm with its roots in sourcing and outsourcing. It has expanded its research coverage across enterprise technology, the digital workplace, and cloud and managed services with acquisitions such as Ventana Research and Experton. ISG publishes the ISG Provider Lens series of quadrant-style evaluations, which have gained particular traction among sourcing decision-makers and managed services buyers. ISG's strength lies in its ability to combine research with direct consulting and advisory engagements.

Omdia (Informa Tech)

Omdia was formed from the merger of several Informa TechTarget research brands, including Ovum, IHS Markit TMT, Heavy Reading and Tractica. In 2023, Informa TechTarget acquired Canalys, a channel-focused research firm, and folded it into Omdia. In 2025, Omdia also absorbed Tech Research Asia (TRA), further strengthening its Asia-Pacific

coverage. Omdia has grown rapidly with these acquisitions and now provides extensive market forecasting and analytic coverage across telecoms, media, enterprise IT, semiconductor, and channel markets.

451 Research (S&P Global Market Intelligence)

451 Research, now part of S&P Global Market Intelligence, covers enterprise IT with particular depth in cloud computing, data infrastructure, information security, and emerging technologies. Its research is especially used by technology vendors and as part of the investment due diligence process within the financial services community. 451 also operates a separate advisory practice, focused on mergers and acquisitions.

Frost & Sullivan

Frost & Sullivan has operated for over sixty years and covers technology, industrial, and healthcare markets globally. It produces market sizing and competitive benchmarking reports and its own Frost Radar market evaluations. The firm has a broad geographic reach, especially in emerging markets, and its research is widely used in growth strategy and market entry planning.

GlobalData

GlobalData is a UK-headquartered data and analytics firm covering technology, healthcare, consumer, and financial services markets. In the technology sector, it provides market sizing, competitive intelligence, and thematic research. GlobalData has acquired several smaller research houses in recent years, including Current Analysis and Celent, enabling it to offer wide international coverage and greater advisory research capabilities..

HFS Research

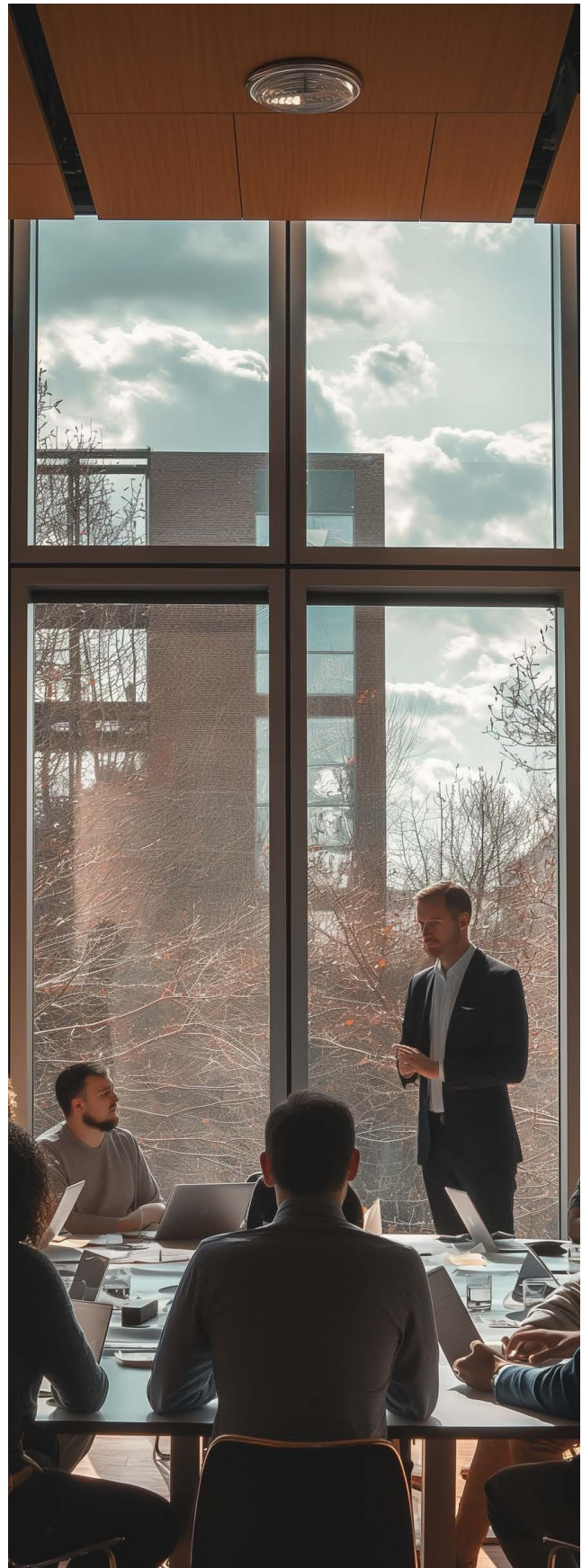
HFS Research (formerly Horses for Sources) covers IT and business services with a specific focus on operational excellence and business outcomes. It publishes market evaluations in the form of Horizons reports and is known for its vigorous, opinionated analysis. HFS has built an enthusiastic following among services buyers and providers, particularly in areas such as intelligent automation and digital operations.

QKS Group

QKS Group is a global analyst and advisory firm headquartered in Pune, India. It claims to be the second most referenced analyst firm by reprint volume, after Gartner, and it offers a primary focus on technology excellence and customer impact assessments. Its signature output is the SPARK Matrix™ (Strategic Performance Assessment and Ranking), a vendor evaluation framework that generates global, regional, and industry-specific matrices across a wide range of technology categories. QKS Group's business model centers on vendor-licensed reprints, research subscriptions, and advisory services. It is particularly active in markets where technology buyers are looking for concise, structured vendor comparisons as part of the procurement and due diligence processes.

ABI Research

ABI Research is a global technology intelligence firm headquartered in Oyster Bay, New York, with offices in London and Singapore. Founded in 1990, it specialises in transformative and emerging technologies, publishing research that often takes early positions ahead of other advisory firms. Its coverage spans 5G, IoT, AI and automation, robotics, cybersecurity, smart mobility, semiconductors, and industrial technology. ABI Research's Competitive Assessment reports rank vendors across emerging tech categories and are used by technology suppliers to validate market position and by enterprise buyers to evaluate their options in fast-moving markets. ABI Research also operates ABI DataStream, a Data-as-a-Service platform providing structured access to its quantitative market datasets.



Domain Expertise or Regional Knowhow?

Enterprise buyers still tend to default to a small set of large, generalist analyst firms for high-level vendor comparisons. Buying decisions in specific domains, however, are often shaped by specialist firms that reach a narrower audience but can boast deeper domain knowledge, a committed practitioner readership, or local market experience.

Because specific buyers follow particular analysts, it would be a mistake to treat the large generalist firms as the entire market. It is important to start by identifying the analysts whose advice your buyers actually listen to when making purchasing decisions.

This document maps out the detailed structure of the analyst market beyond the large generalists. It categorizes firms as horizontal technology specialists, vertical industry specialists, or regional specialists, helping you to identify the firms that are relevant to your category and understand the breadth of coverage that is available.

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Cybersecurity and Identity	KuppingerCole	Identity and access management, cybersecurity, and digital identity	Publishes Leadership Compass reports and run European Identity and Cloud Conference	Security leaders, identity specialists, and vendors
	TAG Cyber	Cybersecurity categories across a wide vendor set	Produces an annual security review and quarterly reports	CISOs and security teams
	Securosis	Security architecture, controls, and product categories	Publishes research and provides advisory support	Security practitioners and vendors targeting hands-on buyers
	Cyentia Institute	Cyber risk measurement and risk quantification topics	Produces studies used for risk management and cyber insurance assessments	Risk teams, insurers, and security leaders
	IANS Research	Security leadership, security operations, and technology decisions	Provides advisory services and research	CISOs and senior security leaders
	Radicati Group	Email security, messaging systems, and related product categories	Publishes research notes and category reports	IT security and messaging decision makers
	Westlands Advisory	Operational technology security for industrial and critical infrastructure contexts	Advisory services and research on OT security risks and controls	Industrial security teams and OT security suppliers

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Data Analytics and Business Intelligence	BARC	BI, analytics, and planning categories	Publishes survey-based evaluations and market analyses	Analytics leaders and data teams
	Dresner Advisory Services	BI, analytics, embedded analytics, and cloud computing	Publishes annual 'Wisdom of Crowds' survey research	Analytics buyers and vendors who value survey-based signals
Cloud, Infrastructure, and DevOps	GigaOm	Cloud infrastructure, DevOps, and data management topics	Publishes Radar reports and Key Criteria reports	Architects, engineering leaders, and technical buyers
Enterprise Networking and Infrastructure Management	EMA	Network management, IT operations, data management, and security	Publishes research and offers custom consulting	Infrastructure and operations teams
	Freeform Dynamics	Enterprise IT themes studied through surveys of IT professionals	Publishes survey research reports and analysis	Technology suppliers seeking third-party survey evidence; IT readers
Emerging and Converging Technologies	Constellation Research	Enterprise strategy themes such as AI impact and technology-led business change	Publishes ShortList reports and maintains a public analyst voice	Business and technology executives
	Futurum Group	Enterprise technology strategy and adoption topics across cloud, AI, and infrastructure	Research mixed with media content and events	Technology suppliers, investors, and business audiences
	Aragon Research	Unified communications, content management, and AI-related categories	Publishes Globe reports and 'Hot Vendor' designations	IT and business buyers in collaboration and content categories
	Moor Insights & Strategy	Enterprise infrastructure and semiconductors, including processor strategy and chip themes	Research and commentary	Technology suppliers, investors, and product strategy teams

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Wireless, IoT, and Digital Transformation	ABI Research	IoT, wireless connectivity, and 5G markets	Market data, forecasts, and competitor intelligence	Connectivity vendors, telecoms operators, device makers
	Transforma Insights	IoT and related technology categories, with detailed forecasts by application and geography	Forecasts across many applications and countries	Suppliers and planners needing detailed IoT segmentation
	VDC Research	Embedded systems, IoT, and industrial technology markets	Market sizing and vendor analysis	Industrial technology suppliers, embedded vendors
	Berg Insight	M2M and IoT segments including fleet management and metering categories	Forecasts for connected device segments and related market reports	IoT vendors, operators, and investors
	IoT Analytics	IoT and industrial technology adoption and market tracking	IoT market tracker and enterprise adoption surveys	IoT suppliers, industrial firms, and investors
	Intellyx	Digital change topics and modern platform architectures	Analyst advisory and research notes	Vendors and technical buyers
	Andrew Seybold	Wireless technologies, spectrum policy, and mobile communications	Advisory and commentary in a narrow domain	Wireless vendors, operators, and policy stakeholders
Semiconductor and Processor Technology	TechInsights	Semiconductor device analysis, including reverse engineering and patent analysis	Technical reports on chips and components; patent analysis	Chip makers, device vendors, strategy teams
Developers and Software Ecosystems	RedMonk	Programming languages, open source ecosystems, developer tooling, and cloud platforms	Publishes programming language rankings and provides advisory services	Suppliers selling through developers, product leaders
	Evans Data Corporation	Developer population sizing, tooling, and trend tracking	Developer surveys and reports	Vendors and planners who need market sizing
	SlashData	Developer surveys tracking platform adoption, language usage, and tooling preferences	Survey research and trend reports	Developer tooling vendors and platform firms

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Procurement, Supply Chain, and Sourcing	Spend Matters	Procurement and finance technology categories	Publishes SolutionMap vendor evaluations	Procurement leaders and technology suppliers
	The Hackett Group	Benchmarking and advisory across procurement, finance, and supply chain functions	Publishes benchmarking data and frameworks	Procurement and finance leaders
	Ardent Partners	Procurement and AP technology categories and practitioner practices	Market and best practice research	Procurement and finance operations leaders
	Zero100	Supply chain technology and operating change topics	Publishes research notes and programs	Supply chain leaders and suppliers
	ChainLink Research	Supply chain strategy and technology, including planning and operations	Research and analysis	Supply chain leaders and technology suppliers
	Supply Chain Insights	Supply chain planning, operations, and performance topics	Research and commentary	Supply chain practitioners and suppliers
	Art of Procurement	Procurement practice, buyer guidance, and vendor education content	Weekly podcast plus research and buyers' guides	Procurement practitioners and suppliers
	ISG	Services, managed services, and sourcing	Publishes ISG Provider Lens assessments	Sourcing teams, managed services buyers
HR Technology	The Josh Bersin Company	HR technology, talent management, learning, and workforce strategies	Research and advisory for HR leaders	CHROs and HR leaders
	Fosway Group	HR systems, talent acquisition, learning technologies, and related HR categories	Publishes annual Fosway 9-Grid evaluation of top learning systems	Large corporate HR teams in Europe
	Sapient Insights Group	HR technology survey research and planning guidance	Has published Annual HR Systems Survey report for nearly 30 years	HR and HRIT leaders

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
HR Technology	Brandon Hall Group	Learning technologies, talent management, and human capital management	Research, data, and advisory services	L&D leaders and HR leaders
	Red Thread Research	People analytics, learning, and inclusion-related HR research	Research and advisory services	HR leaders, people analytics leaders
Print, Document Management, and Customer Comms	Quocirca	Print industry technology, managed print services, and workflow automation	Research reports and advisory services	Print and workplace services buyers
	Keypoint Intelligence	Digital imaging and printing markets, including production print	Hands-on testing outputs and market research	Print and imaging buyers and vendors
	Aspire CCS	CCM market, including vendor evaluation and category tracking	Publishes annual Leaderboard evaluation	CCM buyers and vendors
	Madison Advisors	Document automation, enterprise output management, and customer communications	Research and advisory services	IT and operations teams managing document output
	Infosource	Printing and imaging markets, with emphasis on market measurement	Market research and analysis	Print and imaging suppliers and channel firms
Data Center Infrastructure and Networking	Uptime Institute	Data center standards and assessment, including tiering	Publishes Tier Standards for data center availability and performance and provides assessments	Data center operators, builders, and suppliers
	Dell'Oro Group	Quantitative tracking of telecoms, networking, and data center infrastructure markets	Data on vendor market shares, revenue, and unit shipments	Network equipment suppliers, operators, investors
	650 Group	Data center switching, AI-related networking, and optical transport	Market tracking and research	Network equipment vendors, operators
	Hyperion Research	High-performance computing, AI, cloud and supercomputing markets	Market analysis and reports	HPC, AI and QC vendors, labs, and enterprise HPC buyers

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
ROI and Value Analysis	Nucleus Research	ROI analysis and financial justification for technology purchases	Publishes Value Matrix, ranking leaders in a market, and ROI case studies	Technology buyers evaluating business cases
Pricing and Commercial Strategy	Simon-Kucher	Pricing and growth strategy, revenue management	Publishes the Global Pricing Study and other research outputs	Commercial and product leaders, and finance leaders
	Wiglaf Pricing	Pricing analytics, discount management, and commercial strategies	Provides advisory services and publishes the Wiglaf Journal	Pricing and commercial teams
Enterprise Monetization and Quote-to-Cash	MGI Research	Technologies and processes from quote through cash collection: CPQ, CLM, billing, payments	Publishes MGI 360 Ratings based on structured assessments	Enterprise buyers of monetization tooling

The Vertical Industry Specialists

Vertical specialists focus on technology as it applies to a specific industry. They may offer a detailed understanding of industry-specific workflows, complex and confusing regulatory environments, and customer buying patterns that generalist analysts cannot match.

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Healthcare and Life Sciences	KLAS Research	Healthcare IT procurement and vendor performance	Ratings and performance reports built from direct interviews	Hospitals and health systems
	Chilmark Research	Health IT with emphasis on clinical and patient engagement technologies	Research and advisory services	Healthcare providers, payers, and suppliers
	Black Book Research	Healthcare user surveys producing vendor satisfaction rankings	Survey-based rankings	Healthcare buyers and vendors

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Financial Services	Chartis Research	Risk analytics and regulatory technology for insurers, banks, and asset managers	Publishes RiskTech Quadrant evaluations	Risk leaders in financial institutions
	Datos Insights	Banking, insurance, and wealth management technology	Research and advisory services	Financial institutions and fintech suppliers
	Juniper Research	Digital banking and commerce, payments, fraud prevention, digital identity, BNPL, and digital wallets	Competitor Leaderboard reports, market forecasts, and the Future Digital Awards program	Fintech and payments vendors, banks, and digital commerce platforms
	Celent	Digital imaging and printing markets, including production print	Hands-on testing outputs and market research	Print and imaging buyers and vendors
	(Globaldata)	Banking, insurance, and capital markets technology	Publishes research and produces vendor evaluations	Banks, insurers, and capital markets firms
	Javelin Strategy & Research	Digital banking, payments, fraud and security, and wealth management.	Vendor scorecards and primary research based on consumer survey work	Financial services product leaders
	Cornerstone Advisors	Technology advisory, research for banks and credit unions, and bench-marking	Annual 'What's Going On in Banking?' report.	Community banks, credit unions
	GreySpark Partners	Trading infrastructure and regulatory change and market data for capital markets firms	Research and consulting	Investment banks, hedge funds, and asset managers
	Opimas	Capital markets and fintech topics, including market structure and trading tech	Research and analysis	Capital markets firms and vendors
Telecoms and Networking	Analysys Mason	Telecoms operators, infrastructure, regulation, and vendors	Research and consulting services	Telecoms operators, regulators, and suppliers
	Juniper Research	Telecoms, fintech, and digital commerce markets	Forecast reports and market research	Telecoms and fintech suppliers and operators

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Telecoms and Networking	STL Partners	Telecoms operators, 5G strategy, private networks, B2B2X models, edge computing, and AI in telecoms	Executive Briefing Service, strategy research reports, and consulting engagements	Telecoms operators, technology vendors selling to operators, infrastructure investors
Energy, Environment, Health & Safety, and Sustainability	Verdantix	EHS, ESG, sustainability, and operational risk software markets	Publishes Green Quadrant, which evaluates leading quality management software vendors	Corporate EHS and sustainability teams
	Anthesis Group	Sustainability consulting and related technology advisory	Consulting work and advisory	Corporate sustainability teams
	ERM	Sustainability and climate-related consulting, with technology angles	Consulting and research services	Large corporates with sustainability programs
Manufacturing, Industrial Technology, and Engineering	ARC Advisory Group	Industrial automation, OT, industrial IoT, and enterprise asset management	Research and advisory services	Industrial firms, manufacturers, and vendors
	LNS Research	Manufacturing operations management and connected worker technology	Research and advisory	Manufacturing leaders and suppliers
	CIMdata	Product lifecycle management, engineering software, and manufacturing digital change programs	Publishes a range of PLM Market Analysis Reports	Manufacturers, engineering organizations
	Cambashi	Engineering software including CAD, CAM, simulation, and related markets	Research and advisory	Engineering organizations and suppliers
Government and Public Sector	GovWin (Deltek)	Government contract intelligence and procurement tracking	Databases and tracking outputs	Suppliers selling to governments

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Government and Public Sector	TechMarketView	Public sector technology (UK): central and local government, defense, health, and education. Also covers financial services and sustainability.	PublicSectorViews research (and predictions), market sizing, supplier rankings, and daily UKHotViews newsletter	Technology suppliers selling into UK public sector, and public sector buyers evaluating suppliers
Retail and Hospitality Technology	IHL Group	Retail and hospitality technology, including POS, store systems, and supply chain	Market sizing, competitive analysis, and advisory services	Retail and hospitality IT leaders
	RSR Research	Retail business and technology challenges	Survey-based analysis and reports	Retail executives and vendors
	Coresight Research	Retail and fashion technology, ecommerce, and emerging retail models	Research and analysis	Retail leaders, investors, and suppliers
Media and Entertainment Technology	Enders Analysis	Regulatory and consumer trends in European media, entertainment, mobile and fixed telecoms	Subscription research notes and hosting annual Media and Telecoms conference	European broadcasters, telecoms operators, media companies, and regulators
	MIDiA Research	Digital content economy: music, streaming, gaming, creator economy, and social media	Proprietary datasets, market forecasts, and consumer surveys across entertainment sectors	Music labels, streaming platforms, gaming companies, media technology firms, and investors
	FutureSource Consulting	Consumer electronics, entertainment media, broadcast, education technology, and storage media	Strategic Market Outlook reports, consumer research services, and continuous market tracking	Consumer electronics vendors, pay-TV operators, broadcasters, and entertainment technology firms
	Goldmedia	German and European media, entertainment, cultural and creative industries, and the digital economy	Annual Goldmedia Trend Monitor and industry studies, combining research and consulting	German and European media companies, broadcasters, publishers, and regulators

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Education Technology	HolonIQ	Education sector and edtech category market views, including market sizing	Market intelligence outputs	Edtech suppliers, education institutions, and investors
	Tambellini Group	Higher education technology exclusively: academic systems, student information systems, finance and HCM, and learning management.	Market Share, Trends, and Leaders reports; proprietary Education Institution Technology Profile Database with 5 million data points	Higher education institutions, edtech vendors targeting universities and colleges

The Regional Insiders

Regional firms are valuable for their ability to provide localized market intelligence, vendor evaluations, and advisory services tuned to the conditions on the ground in a specific geography.

Insiders like this can be your guide through the tangle of local regulatory frameworks, procurement cultures, and competitive dynamics that global analyst reports so often miss.

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Europe	PAC	European software and IT services markets, with country-level views across Europe	Publishes PAC RADAR evaluations	European IT services buyers and suppliers
	Research in Action	Enterprise software categories, including IT management, supply chain, and marketing technology	Research and advisory, with a strong European perspective	European enterprise buyers and vendors
Japan	ITR Corporation	IT market research and advisory focused on Japan	Market research and advisory tuned to Japanese procurement culture	Japanese enterprises and technology suppliers
	Techno Systems Research	Japan technology market research and segment sizing	Market share and segment sizing outputs	Vendors and Japanese buyers needing local market evaluations
	MM Research Institute	Market research and segment sizing in Japan	Market research reports	Vendors and Japanese buyers seeking local market context

Specialty	Firm	Coverage Focus	Signature Outputs	Typical Audience
Japan	Yano Research Institute	Technology market research in Japan as part of a broader research portfolio	Market research reports used for local market sizing	Suppliers and buyers needing Japan-specific category data
	Fuji Chimera Research Institute	Market research and forecasting across sectors including technology	Market research reports for segment sizing	Suppliers and planners needing information on potential of Japanese market segments
Australia and New Zealand	IBRS	Local IT advisory with knowledge of Australian government procurement and regional market conditions	Retained advisory service	Australian and New Zealand end-user organizations
Asia-Pacific (broader)	Asia Pacific Research Group (APRG)	Data centers, cloud, CRM, contact centers, and other segments	Regional market research and advisory tuned to local conditions	Global vendors and regional buyers
	Greyhound Research	IT and telecom research across India, parts of ASEAN, and the Middle East	Research and advisory aligned with emerging markets' buying requirements	Technology suppliers and buyers operating in India and emerging markets
	DataDriven	Australian ICT market; research-based thought leadership, market intelligence, and go-to-market strategy for technology vendors in Asia-Pacific	Custom research, data-driven content, executive roundtables, and thought leadership programs	Tech vendors seeking go-to-market support and thought leadership credibility in Australian and Asia-Pacific ICT markets
China	CCID Consulting	Technology and industrial policy topics in China, serving government and enterprise clients	Research and consulting, with branches in several Chinese cities	Chinese government bodies and corporates

What Does This Mean for Suppliers?

Understanding the classification of analyst firms is only useful if it helps you do the right things. These are the principles that should guide your approach to the analyst landscape.

Find Out Who Your Buyers Trust

The first question is not “Which analysts should we brief?” but “Which analysts do our buyers read, trust, and talk about?”

A supplier of risk management software for banks should treat Chartis Research as a priority, ignoring Chartis’s relatively small size. A health IT vendor will soon discover that a good KLAS rating matters more in procurement conversations than a mention in a Gartner report. A vendor selling IT services to European enterprises should understand the importance of PAC’s coverage in that market. The right analyst strategy begins with understanding who your specific buyers turn to for guidance, and that may have as much to do with geography as industry segment.

Look for Coverage to Match Your Development Stage and Resources

Large, broad-coverage firms typically require a sustained engagement before the relationship starts to produce results. A briefing with a Gartner analyst is a starting point, not a conclusion. To be considered for a place in a Magic Quadrant means meeting inclusion criteria and often the ability to show an established market presence. For earlier-stage companies, specialist firms and some of the smaller generalists (such as GigaOm, Constellation Research, or EMA) may offer more immediate returns. These firms often have shorter evaluation cycles, more direct analyst relationships, and lower barriers to initial engagement. Regional specialists can also be a productive starting point for companies expanding into new territories.

Understand Each Firm’s Business Model

Analyst firms differ in how they generate revenue, and this shapes how engagement works. Some firms (IDC, Forrester) derive substantial revenue from vendor subscriptions and advisory days. Others (Gartner, Info-Tech, KLAS, IBRS) are primarily funded by end-user subscriptions. Some smaller firms rely on vendor-commissioned research. None of this necessarily makes any firm’s research invalid, but understanding the model will help you set realistic expectations about how influence operates and what forms of engagement are available to you.

Don’t Just Consider the Big Three

The most common mistake suppliers make is devoting all their attention and all their analyst relations budget to Gartner, Forrester, and IDC. These firms matter, but they are not the only voices your buyers hear. In many specialist markets, a targeted engagement with the right niche analyst will deliver more measurable results than an annual inquiry subscription to a large firm, where you will inevitably be one of hundreds of vendors clamoring for attention. In many geographies, the regional analyst is the one the local buyers actually consult.

Think About Geography and Culture

If your company sells in several markets and territories, your analyst targeting should reflect this. Map your target analysts by geography, not just by technology domain and industry segment. Identify who matters in each region where you have revenue targets. This may mean briefing a global Gartner analyst and a PAC analyst for the European market and ITR or Yano Research for Japan. It’ll take more of your resources, but the alternative is assuming that a single global evaluation will carry the same weight in every local procurement conversation. It seldom does.

Your Quick Reference Guide

The table below summarizes the classification framework and shows representative firms in each category. It is not exhaustive; it is intended as a starting point for further investigation.

Category	Sub-Focus	Example Firms	Notes
Broad	Full technology market	Gartner, Forrester, IDC	Largest; most cited by enterprise buyers globally
Broad	Wide coverage, mid-scale	ISG, Frost & Sullivan, Omdia, GlobalData, 451 Research, QKS Group, ABI Research	Strong in specific segments or geographies
Broad	Services and sourcing	HFS Research	IT and business process services focus
Broad	Mid-market advisory	Info-Tech Research Group	Practical tools for mid-market IT leaders
Horizontal	Cybersecurity and identity	KuppingerCole, TAG Cyber, Securosis, IANS, Cyentia, Radicati, Westlands Advisory	KuppingerCole strong in IAM; TAG Cyber practitioner-led
Horizontal	Data and BI	BARC, Dresner Advisory	BARC: European; Dresner: 'Wisdom of Crowds' surveys
Horizontal	Cloud and infrastructure	GigaOm	Technically detailed; practitioner audience
Horizontal	IT ops and networking	EMA, Freeform Dynamics	Infrastructure and operations teams
Horizontal	Digital strategy, AI, emerging tech	Constellation, Futurum, Aragon, Moor Insights, Intellyx	Analyst-brand-led; strong public presence
Horizontal	Wireless, IoT, digital transformation	ABI Research, Transforma Insights, Berg Insight, IoT Analytics	Connectivity, IoT, and DX
Horizontal	Developers and software	RedMonk, Evans Data, SlashData	Developer adoption, languages, open source
Horizontal	Semiconductors	TechInsights, Moor Insights	Chip design, processor strategy
Horizontal	Procurement, supply chain, sourcing	Spend Matters, Hackett Group, Ardent Partners, ProcureTech, Art of Procurement, Kloeppel, Zero100, ChainLink Research	Spend Matters: SolutionMap; ProcureTech: ProcureTech100; Kloeppel: DACH
Horizontal	Pricing and commercial strategy	Simon-Kucher, Wiglaf Pricing	Simon-Kucher: Global Pricing Study; world's leading pricing advisory
Horizontal	Enterprise monetization, quote-to-cash	MGI Research	MGI 360 Ratings; CPQ, CLM, billing, finance automation

Horizontal	HR technology	Josh Bersin, Fosway, Sapient Insights, Brandon Hall, Red Thread	Fosway: European; Bersin: global
Horizontal	ITO/BPO sourcing	HFS, ISG	Also listed under broad-coverage
Horizontal	Print, documents, CCM	Quocirca, Keypoint Intelligence, Aspire, Madison Advisors, Deep Analysis	Keypoint: testing + research; Aspire: CCM Leaderboard
Horizontal	Data center and networking	Uptime Institute, Dell'Oro Group, 650 Group, VDC Research, Hyperion Research	Uptime: Tier certifications; Dell'Oro/650: market data
Horizontal	ROI and value analysis	Nucleus Research	Value Matrix evaluations; ROI case studies
Vertical	Healthcare IT	KLAS, Chilmark, IQVIA, Black Book Research	KLAS ratings often decisive in health IT procurement
Vertical	Financial services tech	Chartis, Datos Insights, Juniper Research, Celent, Javelin, Cornerstone Advisors, GreySpark, Opimas	Banking, insurance, payments, capital markets
Vertical	Telecoms and networking	Analysys Mason, Juniper Research, STL Partners, Dell'Oro, 650 Group	Operators, regulation, infrastructure market data
Vertical	EHS, sustainability, ESG	Verdantix, Anthesis, ERM	Green Quadrant vendor evaluations
Vertical	Manufacturing, engineering, PLM	ARC Advisory, LNS Research, CIMdata, Cambashi	Industrial automation, OT, PLM, CAD/CAM
Vertical	Government	GovWin (Deltek), TechMarketView	Public-sector procurement and advisory
Vertical	Retail and hospitality	IHL Group, RSR Research, Coresight Research	POS, store systems, e-commerce
Vertical	Insurance	Datos Insights (Novarica), Celent	Core systems, P&C, life insurance tech
Vertical	Media and entertainment	Omdia, Enders Analysis, MIDiA Research, FutureSource Consulting, Goldmedia	Broadcasting, streaming, ad tech
Vertical	Education technology	HolonIQ, Fosway (learning tech), Tambellini Group	EdTech market sizing; corporate learning
Regional	Europe (software & IT services)	PAC/teknowlogy, CXP, Research in Action	Country-level European market data
Regional	Japan	ITR, MIC Research, Yano Research, Techno Systems Research	Local market share data; domestic advisory
Regional	Australia / New Zealand	IBRS	End-user advisory; government IT focus
Regional	Asia-Pacific	APRG, Greyhound Research, DataDriven	Emerging markets; ASEAN coverage
Regional	China	CCID Consulting	Government-affiliated; covers 200+ cities



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Where Do You Go from Here?

The IT analyst landscape is broader, more fragmented, and more specialized than most technology suppliers initially assume. A systematic approach to this landscape starts with four steps.

First, identify the analysts your buyers actually read. This means talking to your sales team, your customers, and your prospects. Ask them which research they value in reaching shortlisting decisions. Ask which firms' events they attend. The answers will vary by industry, company size, and geography.

Second, classify those analysts using the framework in this guide. Are they broad-coverage firms where you will be competing for attention with hundreds of other vendors? Are they specialists in a particular technology or market segment where nurturing a direct, focused relationship could yield disproportionate influence?

Third, map your analyst targets by geography as well as by domain. If you sell in Europe, Japan, and North America, your analyst engagement plan should reflect both the cultural and commercial background and the distinct advisory ecosystems in each region.

Fourth, allocate your resources realistically. Analyst relations is not a checkbox exercise. The ROI comes from building a sustained, informed, two-way engagement with the right analysts, not from superficial contact with as many firms as possible.

The firms described in this guide represent a small sample from a much larger ecosystem. As your analyst program matures, your target list will grow and become more sharply targeted. Our classification framework and quick reference guide are not intended to serve as a definitive or comprehensive catalog. They are designed to help you understand the basic shape of this analyst ecosystem and equip you to make smart, considered decisions in the early stages of your analyst engagement journey.

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About the Skills Connection

The Skills Connection is a specialist analyst engagement firm whose consultants have all been senior Gartner analysts. We help firms ranging from fast-growing start-ups to high-flying market leaders capture the analysts' attention and achieve consistently positive comment and assessments.

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