

Gartner Campus Access for Higher Education

Unlimited access to Gartner's Core Research for all the University's current Students, Faculty and Staff

Campus Access Overview

Approximately 75% of Gartner's IT Research Library: Including Magic Quadrants, Hype Cycles, Market Guides, Cool Vendors, Vendor Ratings and other IT content.

A Global Perspective: Technology/Market Trends, IT careers and tech-enabled business strategies from across the world

24/7 Access: Access Gartner at any time through a University Portal

Exclusive for Higher Education: Gartner's Campus Access is only for Higher Education clients.

How to Use Campus Access

Faculty: are empowered with current trends in information technology allowing them to bring real world complex issues into the classroom.

Students: access to real world, global resources related to IT and Business for projects, career planning and employment.

Leadership & Staff: understand technology in all facets. Utilize the technology content to evolve and improve student experience.

What We Have Heard

As a Student: "In my course on Strategic Use of IT I used the Gartner publications to research trends in technology, or in particular software, e.g., CRM, or about particular vendors, e.g., SAP. I'm amazed at how much information is available in one place and easy-to-read formats."

As a Professor: "I have used Gartner publications to research trends in information technology, new management issues for CIOs, or skills highly sought after in IT departments."

Gartner delivers actionable and objective insight

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Gartner Campus Access: For Students, Faculty and Staff:

- Unlimited access to Gartner's Core Research for all the University's current Students, Faculty and Staff
- Approximately 75% of Gartner's Research Library included (Magic Quadrants, Hype Cycles, Market Guides, Cool Vendors, Vendor Rating Reports, and more.)
- Includes insight on technology/market trends, IT careers, and tech-enabled business **strategies from a global perspective**
- A **professional development** resource
- A **classroom resource** for projects
- Tool for **career services** and **employment placement**
- Trend analysis in support of future degree programs
- Access Gartner 24/7 through your **University Portal**
- Only available for our Higher Education Clients

Current Programs that align:

- Business
- Marketing
- International Studies
- Technology
- Data & Analytics
- Artificial Intelligence
- Clean Tech & Green Tech
- Security & Privacy

How University Senior Leaders Can Use Campus Access:

Human Resources	Academic Affairs	Finance	Diversity & Inclusion	Marketing
<u>6 Key Gaps Between Leader and Employee Sentiment on the Future Employee Experience</u> <u>The Future of Hybrid Working</u> <u>Tool: Employee Redeployment Costs Calculator</u> <u>Support Well-Being in 2021 and Beyond</u> <u>3 Hybrid Work Challenges Driving Employee Fatigue</u>	<u>A Simple Higher Education 'Business Opportunity' Framework for Continuous Learning</u> <u>Where Next For Online Learning in Higher Education</u> <u>How a 3-Layered Governance Approach Enables Sustainable Decision Making in Higher Education</u> <u>Hype Cycle for Higher Education, 2021</u> <u>Higher Education Online Learning Maturity Model</u>	<u>What CFOs Need to Know About Cash Management in Response to COVID-19</u> <u>The CFO's Guide to Business Cycle Management</u> <u>Evaluating Your Finance Transformation Program During a Pandemic</u> <u>Expert Insight Video: IT Finance Training — Zero-Based Budgeting</u> <u>Future of Finance Extends FP&A to Include Operational Planning</u>	<u>Leverage Your Ethnic Diversity to Improve Business Performance</u> <u>Make Diversity and Inclusion a Key Priority</u> <u>Survey Analysis: Diversity and Inclusion Programs</u> <u>Innovation Insight for Diversity, Equity and Inclusion Technologies to Power Organizations Beyond Resilience</u> <u>Advancing Diversity, Equity and Inclusion in Society</u>	<u>You Need an Innovation Marketing Strategy to Increase Engagement and Buy-In in Every Situation</u> <u>Video: Marketing in Uncertain Times — Marketing and Agility</u> <u>The Secret to Marketing Through Disruption</u> <u>COVID-19's Impact on Marketing Budgets: Manage Risk Through Cost Optimization</u> <u>What Marketers Can Learn From Enterprise Data and Analytics Initiatives</u>

Campus Access - How We Support Teaching & Learning

Audience	Use Case
Faculty & Deans	- Stay current with rapidly-changing IT industry—and students - Ensure relevancy in classroom with up-to-date, fact-based data - Enrich student experiences with insight into technology evolution and solving real world business problems - Design projects or even entire courses around Gartner research
Library	- Gartner as a general research resource for students - Insights for digital content management, search engines and portal strategies
All Students	- Research resource for case studies and thesis papers - Get impartial perspective on “cool” vendors in tech space (i.e. potential employers) - Resource to prepare for career fairs and interviews
College of Communications & Information	- In-depth insights across all facets of technology – including communications, telecom, mobile, digital business, AI, Internet of Things (IoT), cybersecurity, etc. - Access to hundreds of real-world IT case studies for research and coursework
College of Business & Economics	- Access investor insights on mergers & acquisitions, IPOs, and other market trends - Impartial perspective on tech vendors; prep for career fairs and interviews - Insight on business strategy, business process improvement and market trends
Colleges of Medicine & Nursing	- Valuable healthcare industry data, including analysis on policy and regulatory changes, evolution of healthcare IT and emerging health trends - Discover prospective healthcare technology employers and prepare for interviews