

# SmartBotHub Named in Gartner's Market Guide for Conversational Platforms



Gartner Market Guide

Over the summer, Gartner released a Market Guide to provide some insights into the emerging Conversational Platform space. Conversational Platforms has been a strategic technology category Gartner started focusing on it in Late 2017. Gartner defines a strategic technology trend as one with substantial disruptive potential that is beginning to break out of an emerging state into broader impact and use, or which are rapidly growing trends with a high degree of volatility reaching tipping points over the next five years. <sup>(1)</sup>

Gartner has continued to drive research into the digital workspace and in August classified seven technologies to reach mainstream adoption within the next two to five years. This included a deeper dive into conversational user interfaces. <sup>(2)</sup>

The takeaway is that Conversational Platforms have become a big deal and the space is evolving quickly.

## Who Is Gartner?

Gartner is the leading research and advisory company. They've expanded well beyond flagship technology research to provide senior leaders across the enterprise with the indispensable insights, advice and tools they need to achieve their mission-critical priorities and build the organizations of tomorrow. They offer trusted insights, strategic advice and practical tools. Today they count a team of 2,000+ experts who understand various industries, businesses, and roles. <sup>(3)</sup>

### INDUSTRY

All

### REGION

Global

### BUSINESS IMPACT

A Market Guide defines a digital market by examining the trends, providers and significant attributes that impact it. Market Guides help make sense of which vendors and products can support key objectives.

## What Is a Market Guide?

Gartner's Market Guides focus on understanding early, mature and smaller markets. When markets are growing and IT solutions are stable yet competitive, Magic Quadrants provide the best tool for understanding the positioning of the providers; however, when new markets emerge and the offerings and user requirements are in flux, solutions are often difficult to compare, making a competitive positioning less useful. Or, when a market matures to the point that the offerings become fairly interchangeable, comparative positioning is less important than an analysis of and recommendations about the market itself. In these scenarios, a Gartner Market Guide can provide the right insight. <sup>(4)</sup>

A Market Guide defines a market and explains what clients can expect it to do in the short term. With the focus on early, more chaotic markets, a Market Guide does not rate or position vendors within the market, but rather more commonly outlines attributes of representative vendors that are providing offerings in the market to give further insight into the market itself. <sup>(4)</sup>

A Market Guide defines a digital market by examining the trends, providers and significant attributes that impact it. Market Guides help make sense of which vendors and products can support key objectives. Understand where digital markets are headed before investing time, money and energy into them. The includes seeing which vendors have a track record, who's untested and which products are proven to avoid costly mistakes and invest wisely. <sup>(5)</sup>

### Gartner recommends using the Market Guide to: <sup>(5)</sup>

- Manage the risk of investing in an emerging digital trend by getting insight into its direction and potential.
- Support the argument for allowing an emerging trend to further evolve before making a commitment.
- Survey the types of provider options and understand how those offerings are likely to evolve.

## About the Gartner Market Guide for Conversational Platforms

According to the report, "The cut for this Market Guide is composed of those vendors that offer an extensible platform for a variety of use cases, that have capabilities above the average, and/or that have received the most client interest in relation to Gartner inquiries." Al Lalji, SmartBotHub's CEO said, "Since our founding in 2016, we set out to build a conversational platform that would be flexible and scalable across any industry and any enterprise function from sales and marketing to customer operations. We are gratified to have been recognized as one of a handful of vendors to represent a Conversational Platform by Gartner."

### — Gartner Market Guide for Conversational Platforms

(ID: G00354892), Magnus Revang, Van L. Baker, Brian Manusama, Anthony Mull; 20 June 2018.

## Complimentary Report Available from SmartBotHub



### Complimentary Gartner Market Guide for Conversational Platforms

<https://smartbothub.com/complimentary-gartner-market-guide-for-conversational-platforms/>

View Now

## About SmartBotHub

SmartBotHub enables enterprises to create compelling (chat) message (bot) automated transactions for customers and employees enabling businesses to move faster and provide “always on” services. SmartBotHub is an omnichannel, highly agile platform that connects enterprise applications and services allowing companies to create compelling and easy-to-use chatbot experiences for their customers. The management team has over 11 years of sophisticated UI/UX design and deployment experience for millions of Fortune 500 end users.

For more information and to setup a demo, visit [SmartBotHub.com](https://SmartBotHub.com)

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## References

<sup>(1)</sup> Oct 4, 2017 - Gartner Identifies the Top 10 Strategic Technology Trends for 2018: <https://www.gartner.com/en/newsroom/press-releases/2017-10-04-gartner-identifies-the-top-10-strategic-technology-trends-for-2018>

<sup>(2)</sup> Aug 30, 2018 - Gartner 2018 Hype Cycle for the Digital Workplace Classifies Seven Technologies to Reach Mainstream Adoption Within the Next Two to Five Years: <https://www.gartner.com/en/newsroom/press-releases/2018-08-30-gartner-2018-hype-cycle-for-the-digital-workplace-classifies-seven-technologies-to-reach-mainstream-adoption-within-the-next-two-to-five-years>

<sup>(3)</sup> About Gartner: <https://www.gartner.com/en/about>

<sup>(4)</sup> Gartner Market Guide: <https://www.gartner.com/en/research/methodologies/market-guide>

<sup>(5)</sup> Gartner Market Guide Methodology: <https://www.gartner.com/marketing/about/market-guide.html>