

GARTNER, INC. - KEY BUSINESS METRICS

	March 31, 2014	June 30, 2014	September 30, 2014	December 31, 2014	March 31, 2015	June 30, 2015	September 30, 2015	December 31, 2015	March 31, 2016	June 30, 2016	September 30, 2016	December 31, 2016
<u>RESEARCH</u>												
Total contract value (a), (b)	0	0	0	0	0	0	0	0	\$1,721,000	\$1,754,100	\$1,815,000	
Research contract value (b), (c)	\$1,408,245	\$1,436,157	\$1,485,832	\$1,603,233	\$1,561,545	\$1,594,841	\$1,642,680	\$1,760,700	\$1,704,000	\$1,735,000	\$1,791,500	
Research client retention	84%	84%	84%	85%	85%	85%	84%	84%	84%	83%	83%	
Research wallet retention	104%	105%	105%	106%	106%	106%	106%	105%	105%	104%	104%	
Research client enterprises	9,094	9,115	9,279	9,958	9,837	9,956	10,093	10,796	10,474	10,477	10,673	
Gross contribution margin (d)	71%	69%	69%	69%	70%	70%	69%	68%	70%	70%	69%	
<u>CONSULTING</u>												
Backlog (b)	\$111,357	\$104,643	\$111,926	\$102,600	\$101,400	\$97,400	\$109,610	\$117,700	\$ 114,100	\$108,600	\$ 104,200	
Utilization	64%	70%	65%	72%	67%	68%	63%	67%	67%	69%	63%	
Billable headcount	512	505	534	535	547	564	588	606	618	626	630	
Annualized revenue per billable headcount (b)	\$421	\$454	\$423	\$463	\$395	\$409	\$371	\$389	\$386	\$408	\$368	
Gross contribution margin (d)	36%	39%	30%	32%	34%	38%	29%	30%	35%	35%	27%	
<u>EVENTS</u>												
Number of events	8	28	12	13	9	26	15	15	12	25	15	
Number of attendees	3,394	16,594	5,606	23,453	4,065	17,107	7,215	24,208	7,640	15,451	7,431	
Gross contribution margin (d)	21%	50%	30%	56%	18%	53%	39%	57%	41%	54%	43%	

(a) Total contract value represents the value attributable to all of our subscription-related contracts. It is calculated as the annualized value of all contracts in effect at a specific point in time, without regard to the duration of the contract. Total contract value primarily includes Research deliverables for which revenue is recognized on a ratable basis, as well as other deliverables (primarily Events tickets) for which revenue is recognized when the deliverable is utilized.

(b) In thousands.

(c) Research contract value represents the value attributable to all of our subscription-related research products that recognize revenue on a ratable basis.

Contract value is calculated as the annualized value of all subscription research contracts in effect at a specific point in time, without regard to the duration of the contract.

(d) The Company evaluates segment performance and allocates resources based on gross contribution margin. Gross contribution is defined as operating income excluding certain cost of services and product development expenses, selling general and administrative expenses, depreciation, acquisition and integration charges, and amortization of intangibles. Gross contribution margin is defined as gross contribution as a percentage of revenues.