

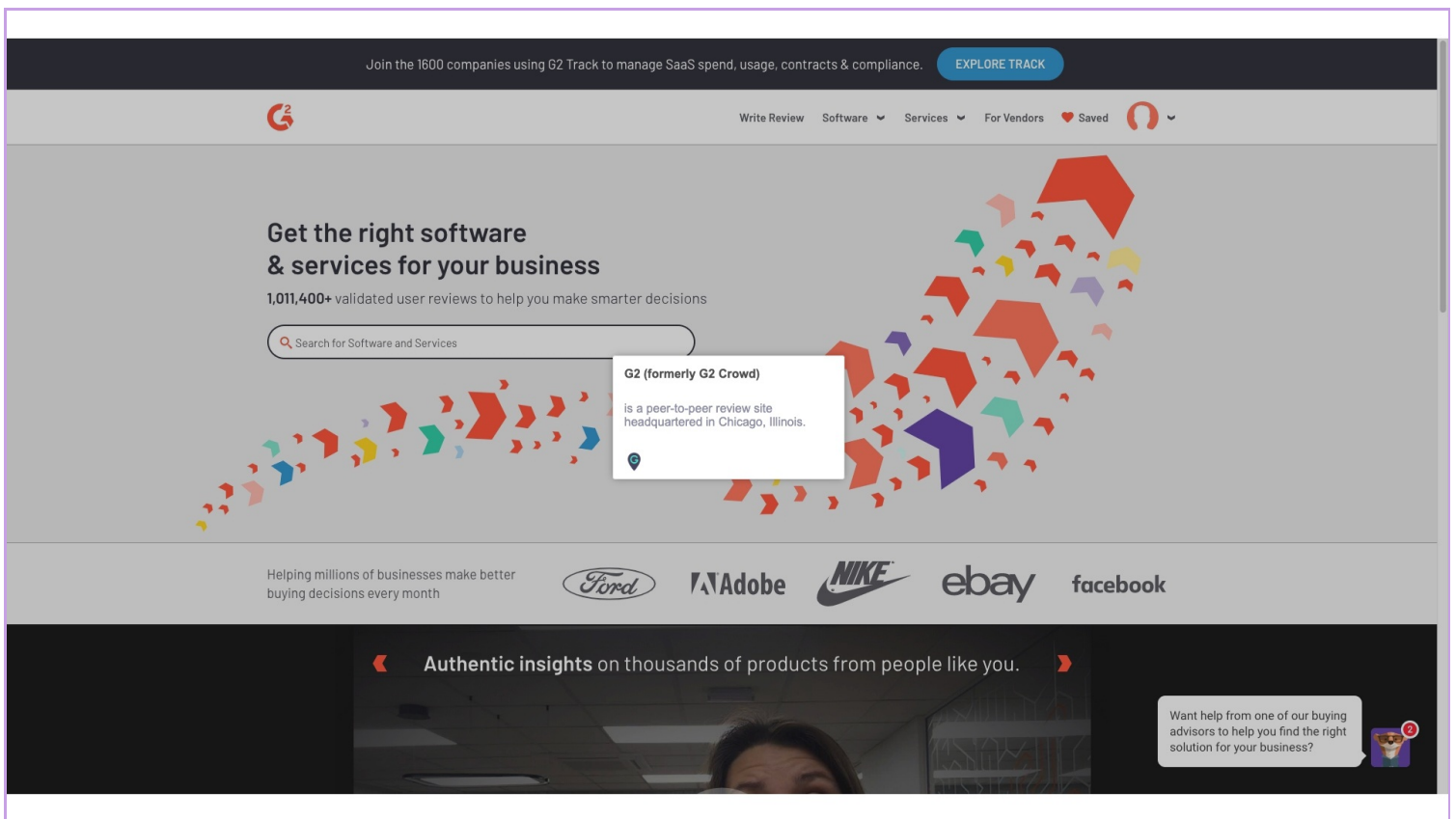


What is G2 Grid, How is it different from Gartner Grid #G2 #Gartner #Grid?

Step: 01

G2 (formerly G2 Crowd)

is a peer-to-peer review site headquartered in Chicago, Illinois.



Step: 02

Grid is the main product of the company.

Platform users can sign in with a LinkedIn account and can review the products they use. To encourage reviewers to participate, some users are compensated by G2 Crowd with gift cards, contest rewards and reputation points on the website. G2 Crowd attempts to identify fraudulent user reviews through an algorithm that identifies employees at companies reviewing their own products and employees at companies reviewing their competitor's product.

The screenshot shows the G2 Crowd website homepage. At the top, a dark navigation bar contains the text "Join the 1600 companies using G2 Track to manage SaaS spend, usage, contracts & compliance." and a blue "EXPLORE TRACK" button. Below this is a light grey header with the G2 logo, a search bar, and navigation links for "Write Review", "Software", "Services", "For Vendors", and "Saved". The main content area features a large graphic of colorful arrows pointing right, with the headline "Get the right software & services for your business" and the subtext "1,011,400+ validated user reviews to help you make smarter buying decisions every month". A search bar is positioned below the headline. A text overlay box is placed over the main content, containing the text: "Grid is the main product of the company. Platform users can sign in with a LinkedIn account and can review the products they use. To encourage reviewers to participate, some users are compensated by G2 Crowd with gift cards, contest rewards and reputation points on the website. G2 Crowd attempts to identify fraudulent user reviews through an algorithm that identifies employees at companies reviewing their own products and employees at companies reviewing their competitor's product." Below the main content, there is a section with the text "Helping millions of businesses make better buying decisions every month" and logos for Ford, Adobe, Nike, ebay, and facebook. At the bottom, a dark banner features the text "Authentic insights on thousands of products from people like you." and a chat bubble that says "Want help from one of our buying advisors to help you find the right solution for your business?" with a "2" notification icon.

Step: 03

What is G2 Grid? How is it different from Gartner's magic quadrant review model?

Information from reviews is aggregated to score business software products on The GridSM[clarification needed], which acts as a competitor to Gartner's magic quadrant review model. Satisfaction and market presence ratings are generated based on product reviews and market presence data, which are then used to plot products onto a quadrant. The four quadrants in a G2 Crowd Grid are Leaders, High Performers, Contenders and Niche.

The screenshot shows the G2 website homepage. At the top, there is a navigation bar with the G2 logo, a search bar, and links for 'Write Review', 'Software', 'Services', 'For Vendors', 'Saved', and a user profile icon. Below the navigation bar, the main heading reads 'Get the right software & services for your business' followed by '1,011,400+ validated user reviews to help you make smarter buying decisions every month'. A search bar is present with the placeholder text 'Search for Software and Services'. A large graphic of colorful arrows points towards the right. A text overlay box is positioned over the page, containing the following text:

What is G2 Grid? How is it different from Gartner's magic quadrant review model?

Information from reviews is aggregated to score business software products on The GridSM[clarification needed], which acts as a competitor to Gartner's magic quadrant review model.

Satisfaction and market presence ratings are generated based on product reviews and market presence data, which are then used to plot products onto a quadrant. The four quadrants in a G2 Crowd Grid are Leaders, High Performers, Contenders and Niche.

Below the text overlay, there are logos for Ford, Adobe, Nike, ebay, and facebook. At the bottom, there is a banner with the text 'Authentic insights on thousands of products from people like you.' and a chat bubble that says 'Want help from one of our buying advisors to help you find the right solution for your business?' with a user profile icon.

Step: 04

Let's explore how to see MyGuide on G2 Grid.

Are you excited? Click Next :)

The screenshot shows the G2 Grid website interface. At the top, a dark navigation bar contains the text "Join the 1600 companies using G2 Track to manage SaaS spend, usage, contracts & compliance." and a blue "EXPLORE TRACK" button. Below this is a white header with the G2 logo, navigation links for "Write Review", "Software", "Services", and "For Vendors", and a "Saved" icon. The main content area features a large graphic of colorful arrows pointing right, with the text "Get the right software & services for your business" and "1,011,400+ validated user reviews to help you make smarter decisions". A search bar is present with the placeholder text "Search for Software and Services". A white pop-up box is overlaid on the arrows, containing the text "Let's explore how to see MyGuide on G2 Grid." and "Are you excited? Click Next :)", with a location pin icon below. Below the main content, there is a section with the text "Helping millions of businesses make better buying decisions every month" and logos for Ford, Adobe, Nike, ebay, and facebook. At the bottom, a dark banner features the text "Authentic insights on thousands of products from people like you." and a chat bubble that says "Want help from one of our buying advisors to help you find the right solution for your business?" with a small avatar icon.

Step: 05

Click on "Search for Software and Services"

Enter term "MyGuide"

The screenshot shows the myGuide website homepage. At the top, there is a navigation bar with the myGuide logo, a search bar, and links for "Write Review", "Software", "Services", "For Vendors", "Saved", and a user profile icon. Below the navigation bar, the main content area features the headline "Get the right software & services for your business" and "1,011,400+ validated user reviews to help you make smarter decisions". A search bar is prominently displayed with the placeholder text "Search for Software and Services". A callout box points to this search bar with the text "Click on 'Search for Software and Services'" and "Enter term 'MyGuide'". Below the search bar, there are logos for Ford, Adobe, Nike, eBay, and Facebook. At the bottom, there is a banner with the text "Authentic insights on thousands of products from people like you." and a chat bubble that says "Want help from one of our buying advisors to help you find the right solution for your business?".

Step: 06

Click on "EdCast MyGuide"

The screenshot displays the myGuide website interface. At the top, a dark banner contains the text "Join the 1600 companies using G2 Track to manage SaaS spend, usage, contracts & compliance." and an "EXPLORE TRACK" button. Below this is the myGuide logo and navigation links: "Write Review", "Software", "Services", "For Vendors", "Saved", and a user profile icon. The main content area features the headline "Get the right software & services for your business" and "1,011,400+ validated user reviews to help you make smarter decisions". A search bar with the text "MyGuide|" is shown, with a dropdown menu listing "EdCast MyGuide" as a product. A callout box points to this result with the text "Click on 'EdCast MyGuide'". Below the search bar, there is a decorative graphic of colorful arrows pointing right. Further down, a section states "Helping millions of businesses make better buying decisions every month" and lists logos for Ford, Adobe, NIKE, ebay, and facebook. At the bottom, a dark banner contains the text "Authentic insights on thousands of products from people like you." and a chat bubble that says "Want help from one of our buying advisors to help you find the right solution for your business?" with a user profile icon and a notification badge.

Step: 07

Note the category for softwares which are on the G2 Grid.

Click on "Digital Adoption Platform Software"

The screenshot displays the G2 Grid product page for EdCast MyGuide. A callout box in the top left corner contains the following text:

Note the category for softwares which are on the G2 Grid.
Click on "Digital Adoption Platform Software"

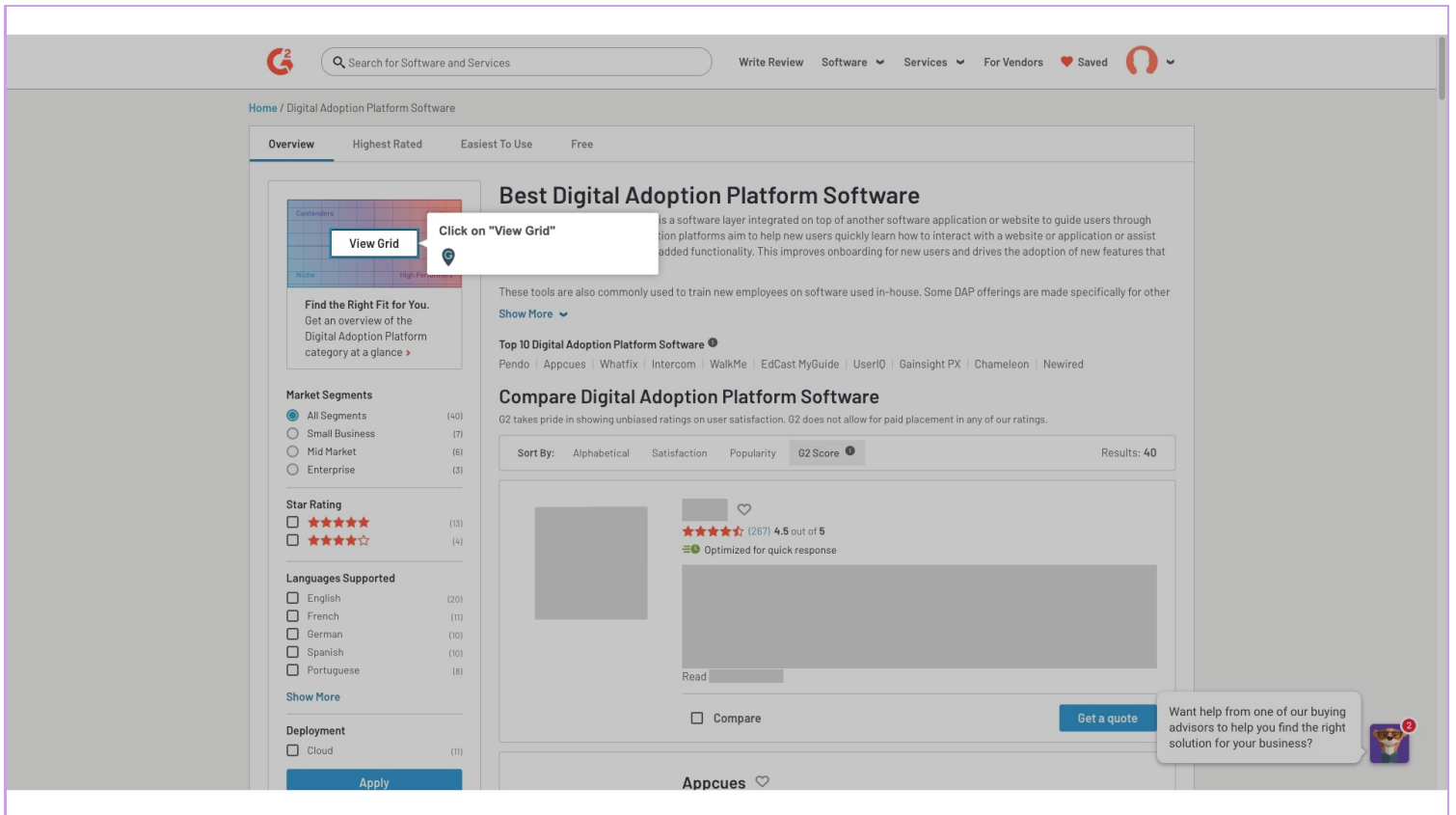
The main content area features the product name "EdCast MyGuide" with a 5-star rating and 12 reviews. Below this, there are sections for "EdCast MyGuide Overview" and "EdCast MyGuide User Ratings". The user ratings section includes:

- Ease of Use: 9.4 (Platform Average: 9.1)
- Quality of Support: 9.9 (Platform Average: 9.5)
- Ease of Setup: 10.0 (Platform Average: 8.9)

Additional details include "Languages Supported: English" and a "Request a Demo" button.

Step: 08

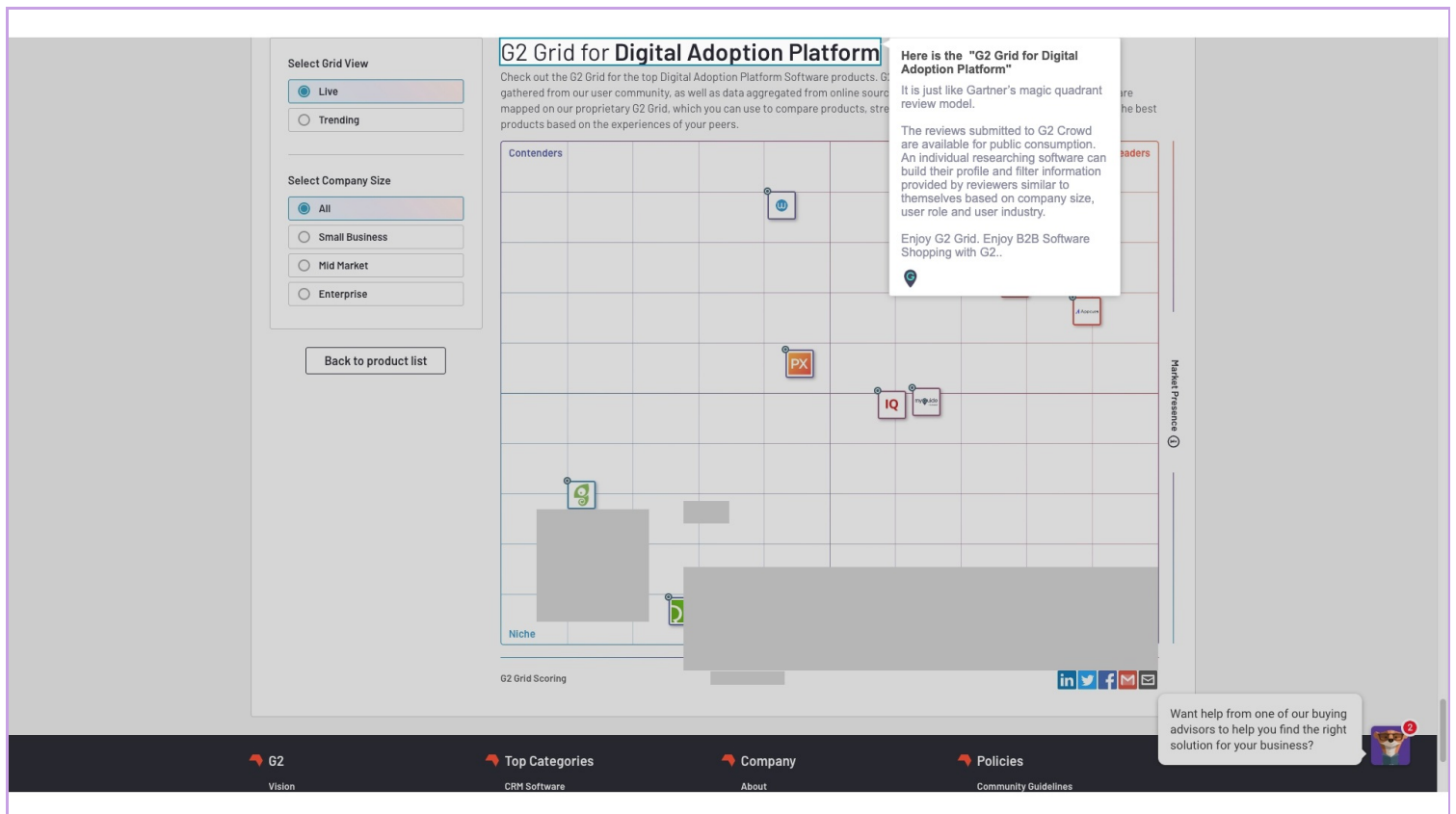
Click on "View Grid"



Step: 09

Here is the "G2 Grid for Digital Adoption Platform"

It is just like Gartner's magic quadrant review model. The reviews submitted to G2 Crowd are available for public consumption. An individual researching software can build their profile and filter information provided by reviewers similar to themselves based on company size, user role and user industry. Enjoy G2 Grid. Enjoy B2B Software Shopping with G2..



Thank You!

myguide.org