

BARC Score

Data Intelligence Platforms Data Catalogs, Governance & Marketplaces

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Abstract

Data intelligence describes the discipline of leveraging business, technical, relationship and operational metadata to create transparency with regard to the profile, classification, quality, location, context and provenance of data and data products. The goal is to provide trusted, reliable and valuable data and insights to people, processes and technologies in an effective, efficient and active manner.

Data intelligence platforms promote data intelligence across the enterprise, essentially through three core functions:

- smart and automated extraction, collection and cross-linking of siloed, disparate metadata sources.
- smart support of human and machine-driven metadata curation and crowdsourcing.
- smart and flexible metadata analysis to provide augmented and automated support for the needs of diverse user roles.

This BARC Score focuses on the market for data intelligence platforms which mainly support data catalog, governance, collaboration and marketplace use cases. The combination of these topics is of great importance for a growing number of companies. Based on data points from various BARC evaluations and many analyst interactions, vendors are rated on a variety of criteria, ranging from portfolio capabilities and architecture to sales and marketing strategy and financial performance.

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Overview

Data intelligence has emerged as a critical success factor for digital companies amid the ongoing transformation of organizations into data-centric entities in the era of digitalization. The digitization of business processes has resulted in a significant surge in data generation, establishing it as a valuable enterprise asset. However, the conventional treatment of data as a technical by-product, often managed by IT, development and operations teams, presents challenges. The disconnect between data applications and business requirements is exacerbated by a centralized data and analytics approach, both in terms of organization and technology, within an increasingly distributed and diverse set-up. This centralization, coupled with cross-domain functional data and analytics teams struggling with limited scalability and business domain expertise, hampers the efficient utilization of data in today's landscapes. The lack of transparency and trust in current data landscapes is evident from the BARC survey *Data Mesh: Game Changer or Just Hot Air?*, in which 90 percent of participants indicated they have to pull data from various sources individually to meet their information needs. Furthermore, 91 percent expressed the need for more effective means of collecting and documenting expert knowledge about data, while 57 percent agreed that there is significant duplication of data and analyses, leading to uncertainty about reliability.

Organizations responding to those challenges have embraced self-service analytics, where business users take control of dashboard creation and ad hoc queries. However, this shift has not yielded the expected results, as seen in *The BI & Analytics Survey* by BARC. To enhance data and analytics value, a new approach focuses on 'product thinking' for data assets. Product thinking centers around solving users' problems, understanding the needs of the solution's consumers, and ensuring that the solution effectively addresses the problem. This approach advocates the creation of data products that are valuable, desirable and feasible – delivering business value, being user-friendly and implementing cost-effective solutions.

'Data Mesh' is a foundational approach emphasizing data products, decentralized creation, self-serve data platforms and federated data governance. It addresses scalability challenges and IT bottlenecks by sharing data directly with users, establishing data contracts and decentralizing data ownership.

Another enabler is 'Data Fabric,' which integrates data silos over time, optimizing data provisioning, management and analysis. It connects platforms, enables multi-modal data work and supports users with varying coding proficiency. Smart features like learning from user and system behavior and enhancing security and privacy distinguish it from traditional centralized platforms.

To effectively navigate the distributed and heterogeneous data landscape, organizations need access to knowledge about their data. The challenge for data consumers is to find, understand, trust and use relevant data, often hindered by a lack of available documentation and explicit knowledge. This gap can be addressed through solutions that compensate for the shortage of human resources by leveraging existing explicit knowledge and generating extended knowledge. This explicit knowledge resides in metadata, which is rarely collected consistently and brought to life through analytics and machine learning – a process increasingly referred to as data intelligence.

Data intelligence involves leveraging business, technical, relationship and operational metadata to create transparency regarding data profiles, classification, quality, location, context and provenance. The goal is to provide trusted, reliable and valuable information around data assets in an effective, efficient and active manner to people, processes and technologies. In short, data intelligence is the process of creating knowledge about data, while business intelligence is the process of creating knowledge about a business – using data.

Data intelligence platforms play a crucial role in collecting, linking and utilizing metadata consistently, enabling users to access that knowledge. This approach supports collaboration between data owners

and consumers, forming the foundation for implementing federated computational governance and integrating with self-serve data platforms.

However, the challenge lies in the manual and time-consuming nature of extracting, collecting, linking and accessing metadata. This is where 'data intelligence platforms' come in. These platforms promote data intelligence through three core functions:

- smart and automated extraction, collection and cross-linking of siloed metadata sources;
- smart support for human and machine-driven metadata curation and crowdsourcing; and
- smart and flexible metadata analysis to provide augmented and automated support for diverse user roles.

Modern data intelligence platforms excel at supporting individuals with a high degree of automation.

In this BARC Score, we primarily focus on platform capabilities to build smart and proactive platforms, including the ability to extract, evaluate and link metadata, the self-learning capabilities provided to automate catalog tasks and increase user experience, and the metadata model, which should provide flexibility to collect, present and extend knowledge about data.

Secondly, we validated the capabilities and functionality to support the main use cases of search & discovery, data governance, data collaboration and data shopping, including the ability to build a corporate data marketplace.

We also looked at areas such as metadata curation, administration and overall architecture.

Beyond standard enhancements in areas such as connectivity, use case support, resolving technical debts, platform stability etc., our market screening has found that the most popular current investment areas include:

- Increased and broader use of AI algorithms (e.g., NLP support) and integration of LLMs for enhanced user experience, task automation and metadata creation.
- The rise of data marketplaces by actively supporting data products (curated data assets), for example, by enabling a shopping experience for users or supporting data contracts.
- Increasing user adoption via tighter integration into user tools and workflows and supporting the concept of data value (e.g., with metrics and dashboards).
- Broader utilization of active metadata (i.e., metadata is not at rest, but kept up to date dynamically and it is pushed to wherever it is useful).
- The shift from catalog specialist towards platforms that can cover various data intelligence use cases.

The data intelligence market is growing fast, with companies constantly seeking the right product strategy and go-to-market strategy. A notable number of M&A activities – concerning organizations that deliver key functionality such as data lineage and NLP – points to a competitive field, showing that vendors are eager to innovate and add functionality.

Data intelligence is currently a significant trend, reflected in the market by over 100 solutions with various approaches to collecting, processing and analyzing metadata. These solutions fall into categories such as inventories, which gather technical metadata and make it searchable, and data catalogs, which go beyond technical metadata to include additional business or operational metadata, supporting data governance processes and collaboration. The category with the most comprehensive but also diverse set of capabilities is known as 'data intelligence platforms'. These enhance data catalogs with intelligent AI/ML-driven features for automating catalog tasks and simplifying user interaction. They support data access, facilitate the creation of data marketplaces, and promote value generation from metadata through active usage (Active Metadata Management).

Furthermore, dedicated software solutions solely for data intelligence compete with major software providers that offer data intelligence as a feature. Dedicated solutions focus on collecting, processing, linking and analyzing metadata, serving as enterprise-wide tools for comprehensive data inquiries. Their counterparts (functions within larger software products) specifically address metadata needs for

purposes such as data virtualization, integration, knowledge graphs, business intelligence and analytics tools, albeit with a more limited scope and focus.

In summary, the synergy between concepts like data mesh, data fabric and data intelligence represents a paradigm shift in how organizations approach data and analytics. These approaches aim to bridge the gap between technical expertise and domain-specific requirements, ensuring that data becomes a true asset in pursuing digital transformation and business optimization. The focus on transparent and reliable data, facilitated by harnessing metadata through intelligent and automated data intelligence platforms, reflects the evolution in the landscape of digital companies. The market is highly dynamic and provides many valuable solutions. This BARC Score will help you gain a good overview of the key players in the data intelligence market.

Inclusion Criteria

There are two separate categories of inclusion criteria for this BARC Score: the first is associated with a vendor's products and portfolio and the other is linked to the financial results relating to those products.

The product must be employed as a data intelligence platform, enterprise data catalog or data marketplace to qualify for inclusion in this BARC Score. Essential to this evaluation is the product's capability to support integration, processing and analysis of various metadata types, including business, technical, relational and operational. Furthermore, the vendor must offer comprehensive functionality across a range of analytics technologies in a solution that transcends industry-specific or singular use case applications. This includes:

- Data cataloging
- Business glossary
- Data lineage
- Data collaboration
- Data governance & monitoring
- Data access / data marketplace functionality

It is also required that the product applies machine learning algorithms (or other artificial intelligence techniques) to automate metadata management tasks and to support user interaction. The product needs to be licensable as a standalone solution.

Vendors must meet specific business criteria: generating a minimum of 10 million EUR in annual software revenue from the evaluated product set, serving at least 50 customers in the data intelligence domain, employing a minimum of 100 personnel, maintaining an office in Europe and one additional global location.

Furthermore, we have included data intelligence offerings from the two major hyperscalers – Google and Microsoft. Despite not fully meeting the functional inclusion criteria, their market relevance and preference among cloud users are undeniable. Their offerings are considered both as parallel entities to specialized data intelligence platforms (for specific use cases or as a starting point) and as foundational solutions in more advanced data intelligence environments. Despite AWS being a prominent player in the same group as Google and Microsoft, its data cataloging solution, AWS Glue, does not fully align with the data intelligence scope chosen in this BARC Score. AWS Glue's focus diverges significantly so it would be not possible to evaluate it fairly in the context of data intelligence platforms.

Evaluation Criteria

Every vendor is evaluated on two dimensions: "Portfolio Capabilities" and "Market Execution". Each represents one axis on the BARC Score. These two dimensions include the following criteria.

Portfolio Capabilities

Portfolio capabilities provide insights into functional and architectural aspects of the products covered. Special emphasis is placed on platform services crucial for ecosystem integration, extensibility and the adaptable integration, technical representation and processing of metadata. Another vital evaluation criterion is the extent of automation capabilities, with the goal of improving metadata processing performance and user interaction within the data intelligence platform.

The "Portfolio Capabilities" criteria selected to rank the vendors in this BARC Score and their corresponding weightings are listed below:

Criteria	Weighting
Metadata repository & model	High
Self-learning capabilities	High
Connectivity	High
Data governance	Medium
Search & discovery	Medium
Data collaboration	Medium
Data shopping	Medium
User enablement	Medium
Metadata refinement	Low
Administration	Low
Architecture	Low

Please note: Only vendor-distinct functionality is rated in our vendor portfolio ratings, not that of integrated OEM products or partner solutions.

Metadata repository & model

The metadata model is the centerpiece of the data intelligence platform, defining the possibilities and limitations of providing users with transparency and knowledge about data. Important functionality around the metadata model includes extensibility (e.g., adding new objects to the model), linking between entities (e.g., technically connected, related by business context) and suitability to leverage metadata to support users within their daily processes. The evaluation of this criterion was based on the variety of supported data types, metadata types and on the extensibility and adaptability of the metadata model.

Self-learning capabilities

To navigate today's complex data environments, platforms enhanced with automation and user-centric features are essential for effective metadata management. Modern data intelligence platforms should automate the extraction and aggregation of metadata, bridge gaps between disparate metadata sources, facilitate curation and enhancement, and enable personalized analytics. Considering these complex requirements, it is crucial for these tools to integrate self-learning capabilities for ongoing, autonomous evolution.

Our evaluation covered two primary categories: The first category involves methods and functionalities that promote automation and enhance user interaction with metadata, utilizing tools like rule engines, machine learning algorithms and large language models (LLMs). The second category assessed the extent and quality of AI applications already in use, including support for natural language processing (NLP), metadata classification and linkage, guidance for consumers and stewards, classification of personally identifiable information (PII), detection of data quality rules, and similar functionalities.

Connectivity

Alongside the metadata model, connectivity to metadata source systems is crucial for data intelligence platforms. These source systems can be of various types, including databases, ETL platforms, CRM or ERP systems, mainframe systems, files, data quality tools and code. These systems provide valuable information about data itself, contextual information like relationships, logical information and usage. Connectors must be able to extract, enrich and provide this information, exposed in the metadata repository, enabling users to find and evaluate data and understand relationships (e.g., data lineage). Solutions should support intelligent, automated metadata integration in batch and real-time to reduce time and effort. The evaluation focused on the scope and quality of the connectivity provided, ranging from extracting technical metadata from a database's data dictionaries to lineage information generated by interpreting Python or SQL code to analyzing complex business applications or data warehouses like SAP BW/4HANA.

Data governance

Data governance functions are fundamental in a data intelligence platform to ensure efficiency, trust in data and data protection. Evaluation in this category involves assessing functions for administering and governing data (e.g., monitoring data quality, policy violations, and supporting the establishment of data standards and governance roles and processes to ensure a trusted and reliable data foundation).

The support of data governance roles and processes through workflows and the ability to customize the processes to individual workflows, such as data access, were examined. Our assessment of data quality monitoring and observability was based on the ability to define, implement and support data quality workflows, including using data quality metrics. Reports and dashboards play a vital role in analyzing data usage and platform performance, offering valuable insights for efficient operation and providing information to regulatory and compliance.

Furthermore, the assessment included support of rules and policy management, focusing on defining and maintaining policies and integration with third-party policy tools. Regarding reference data management, products were evaluated for their ability to integrate and create reference data for use across the platform or in third-party solutions.

Search & discovery

In modern organizations, data intelligence platforms aim to make complex data landscapes clear and understandable. They offer features like search and browsing to help users navigate this data efficiently. Key search functionalities include various search methods (e.g., keyword and query-syntax search), recommendations, bookmarking, sorting and serendipity. They use natural language processing (NLP) and analyze past searches to refine search results and help business users to discover data using their own language. Browsing features focus on data lineage diagrams, which are crucial for understanding data provenance and connections, relationship analyses, and options for data sampling and previewing. The effectiveness of these platforms to provide discoverability and searchability was measured based on their search capabilities, detailed data lineage features (including cross-system lineage, column-based lineage and navigation tools) and general browsing functions like relationship analysis, filtering and navigational drill-up/down options.

Data collaboration

Knowledge sharing is at the heart of data intelligence. Consequently, data intelligence platforms should support collaboration. The goal is to provide users from diverse backgrounds with a common platform for sharing information. Establishing a common language through unique asset names, coupled with robust communication capabilities, serves to prevent misunderstandings and increase communication efficiency. Modern data intelligence platforms facilitate collaboration through a variety of tools, including annotation, tagging, rating mechanisms for rapid data assessment and capturing additional information through comments. For example, feedback from a data consumer about a data asset can help a data producer improve a data product. Other collaboration features include Q&A support, active change notifications, subscriptions, chat functionality and certifications. Ideally, these platforms integrate seamlessly with existing communication infrastructures, such as Microsoft Teams, Slack and task management systems such as Jira and ServiceNow. In this BARC Score, we focused on evaluating the breadth of relevant collaboration features and the ability to integrate with existing communication infrastructures.

Data shopping

Today, every business process creates and uses data. Traditionally, sharing and accessing this data has been cumbersome, often due to centralized IT control (a single team managing data pipelines) and a lack of transparency about available data assets. The concepts of data mesh and data products aim to make data structures across a company easy to find and access, a vision that data intelligence platforms are expected to support. Data shopping is the notion that accessing cross-domain data should be as straightforward as online shopping, like buying a product on Amazon. For a seamless experience, features such as data discovery, sampling, previewing, querying and access are vital. These features enable data consumers to assess whether the data artifact meets their needs.

The evaluation criteria are twofold. We looked at the ease of data shopping (i.e., capabilities for data querying and access, as well as the design of the shopping workflow). Secondly, our evaluation covered support for data products, providing a marketplace shopping experience for curated data products, also examining aspects such as data product licensing and contracts, the breadth of supported data delivery, lifetime management, inclusion of third-party data assets and the technical integration of the purchasing process.

User enablement

The success of a data intelligence platform depends not only on its implementation but also on user adoption and the value of the data. User adoption involves measures to promote platform usage, such as seamless integration into work environments, modern user interfaces and additional incentives such as gamification features. A significant feature is the support of a business glossary for the structured capture of domain-specific terminology. Software vendors contribute to user adoption through rapid onboarding and user guidance, for example, through training. These aspects are assessed separately in the market execution criteria (see below). On the other hand, transparent representation of the data value through analyses contributes to a goal-driven development of the data landscape and its exploitation. Consequently, data value initiatives lead to more effective investment decisions on a small and a large scale. Therefore, our evaluation focused on the vendors' approaches and analyses for capturing and presenting data value.

Metadata refinement

The value of a data intelligence platform is rooted in the combination of contextual information about data assets and a proper structuring and linking of this information. Only clean, intent-complete information is accessible and thus suitable to enable users to find and act on data assets.

Information components must be well connected to ensure that correct contextual information is accessible for all data assets, such as contact details, the functional description of a table, PII classification, data quality metrics and access policies. The integration of metadata through connectors and the automation capabilities of the platform alone, such as for metadata categorization, often prove insufficient, especially in linking technical metadata with business context. In such cases, metadata editors should be able to manually but efficiently add, validate and supplement metadata. We examined features supporting metadata editors and options for user-driven metadata capture. Functions such as auditing and historization were also considered as criteria for evaluating the platform's ability to maintain metadata integrity.

Administration

Administration encompasses the evaluation of key technical criteria pertaining to the administration and customization of the platform. These functionalities are crucial for overseeing, controlling and automating internal processes within the tool to establish a reliable knowledge base. Additionally, they play a role in tailoring the solution to meet users' specific needs and create acceptance. Our assessment included an examination of support for user-specific content, customization of the user interface, and the security mechanisms integrated into the tool.

Architecture

Data intelligence platforms support users in their processes by providing knowledge about data. The foundation is a scalable architecture and technology for integrating, storing and analyzing metadata. Availability and query performance are relevant criteria for user acceptance. Solutions should be specifically designed for effortless integration with the user's current workflow and digital ecosystem.

This integration streamlines operations by removing the need for additional tools for knowledge queries, thereby enhancing usability and efficiency. The use of the tool should align with company preferences and support multiple deployment options. Particular emphasis was placed on evaluating the architectural approach and applied principles, supported deployment types, platform services to ensure performance and stability, and opportunities for integration into the corporate ecosystem.

Market Execution

On the “Market Execution” axis, we rated the data intelligence platform vendors in this BARC Score using the following criteria and corresponding weightings:

Criteria	Weighting
Product strategy	High
Vendor strategy	High
Customer enablement & support	High
Vendor stability	Medium
Partner strategy	Medium
Finance	Medium
Geographical strategy	Medium
Sales strategy	Low
Marketing strategy	Low

Product strategy

Vendors were rated on the clarity and completeness of vision for their data intelligence platform offering, product roadmap and innovation, as well as the alignment of the company portfolio with current market trends and demands.

Vendor strategy

We analyzed the importance of data intelligence relative to other investments, examining past strategies and developments and future plans to determine its strategic importance to the vendor. We also explored whether data intelligence can be identified as a key area for investment in the near future.

Customer enablement & support

This criterion covers the special services that vendors provide to enable their customers to implement and operate data intelligence platforms quickly and efficiently, as well as the support options available. These can include academies, consulting, training and other support services.

Vendor stability

Vendors were rated on their organizational stability, which is influenced by consistency of corporate strategy, risk of takeover, continuity of executive leadership, number of employees (total and in R&D), reorganization and layoffs.

Partner strategy

In this category, we evaluated the extended ecosystem in which the vendor participates. This includes business partner networks, hardware or cloud infrastructure providers, consulting firms and systems integrators, and other technology alliances. We also evaluated whether each vendor has a dedicated team for managing and recruiting partners.

Finance

This criterion covered the financial position of the vendor, from total customers, license revenue for the specific product, new customers last year and investment rounds. For vendors that are private companies or do not publish the numbers for individual product lines, estimated figures are used. This category includes a scaled overall assessment of the vendor's financial performance.

Geographical strategy

Vendors were evaluated on their global presence. We looked at the various geographic regions and major countries in which the company conducts business with both a sales and marketing presence as well as development and support functions.

Sales strategy

To rate a vendor's sales strategy, we looked at the various channels through which the company goes to market: with both direct and indirect sales teams, as well as through distributors, value-added resellers (VARs), online channels and OEM relationships. We also evaluated the vendor's product pricing and sales models, such as perpetual licensing, support subscription, open source and freemium.

Marketing strategy

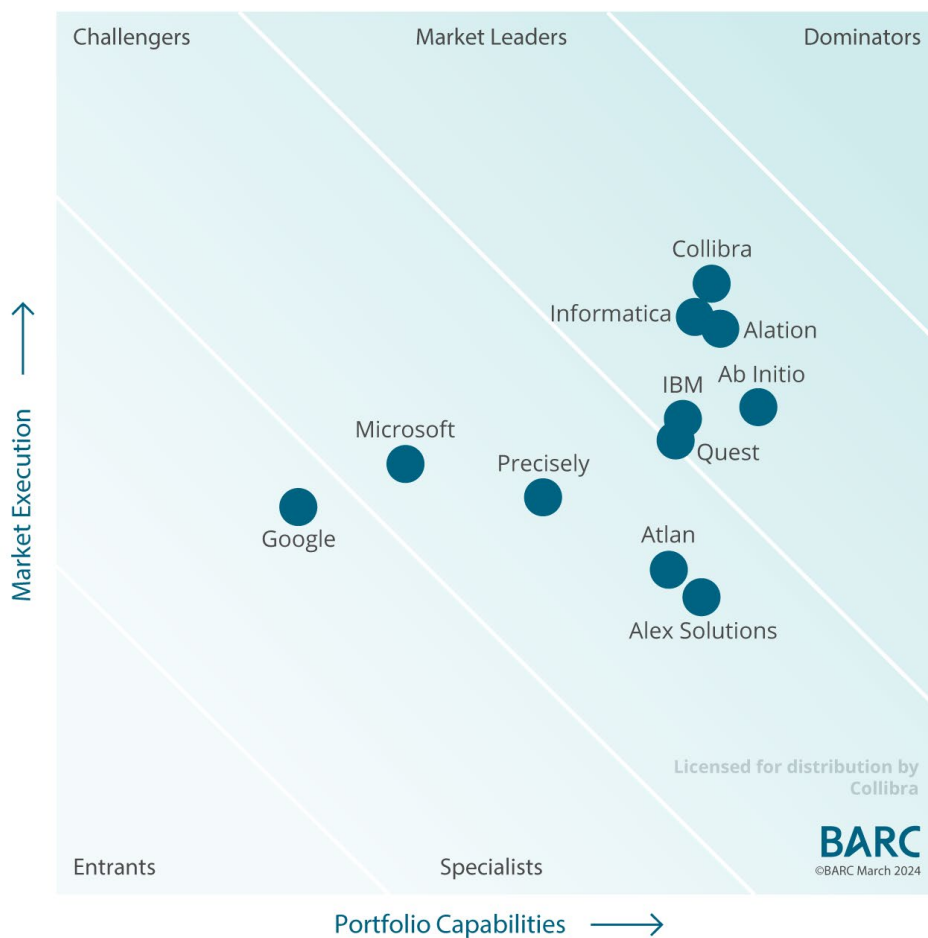
A vendor's marketing strategy was evaluated by rating its corporate and product messaging, the company's presence in media, advertising and social networks, as well as its portfolio of events, such as conferences, seminars, roadshows and webinars.

Score

Calculating the individual ratings for all criteria and all vendors produces two scores per company: the Portfolio Capabilities score and the Market Execution score, each being plotted on the corresponding axis and thus resulting in the vendor's dot on the following BARC Score graphic.

Please note: Only vendor-distinct functionality is rated in our vendor portfolio ratings, not that of integrated OEM products or partner solutions.

BARC Score Data Intelligence Platforms 2024



Disclaimer: BARC Score is published by BARC GmbH (BARC). This chart is part of a larger research document, which contains explanations of the methodology and criteria behind the chart, and should be viewed in the context of the full document. BARC does not endorse any of the vendors featured in its research documents, and does not advise readers to select only those vendors with the highest ratings. Vendors appearing in the bottom left corner of this chart are market entrants or specialists and should not be interpreted as inferior. Those vendors in the top right area are not necessarily superior, but have strong portfolio capabilities and market execution.

Figure 1: BARC Score Data Intelligence Platforms

Score Regions

Vendors can be positioned in one of five regions, depending on their total score on each of the two axes.

Dominators

Dominators are vendors that drive both technology and market adoption in a highly influential manner. They possess both a broad portfolio of market-leading and dominating products with a strong brand as well as a robust commercial prowess through best-in-class sales and marketing programs, an extensive ecosystem of business partners and alliances, and a rock-solid financial position. Dominators are considered a contender in virtually every planned implementation.

Market Leaders

Market Leaders are well-established vendors that drive strong market adoption, supported by technology innovation and strategic acquisitions and by leveraging robust account management and a solid track record. Their portfolio enjoys high brand awareness in the market and covers an extensive range of technologies and services with only a few gaps. Market Leaders typically have a large market share, making them a viable contender in almost all implementation scenarios.

Challengers

Challengers come in various shapes and sizes. They can be large vendors tapping into a new market by acquisition and pushing their way in with force, small innovative companies with a promising portfolio but limited sales and marketing resources, or vendors that attempt to disrupt a market with a new technology approach or different business model.

Specialists

Specialists are usually smaller vendors with a portfolio focused on a specific market segment. They can be either limited in their technical capabilities by concentrating on certain features and functions, or they may only focus on select geographic regions rather than the global marketplace.

Entrants

Entrants are usually startups with limited reach and visibility in the market. Their product capabilities are incomplete when compared to competitors, and their long-term market potential is still unproven.

Evaluated Products

The latest versions of the following products are evaluated in this BARC Score:

Vendor	Evaluated Product(s)
Ab Initio	Ab Initio Metadata Hub Suite
Alation	Alation Data Intelligence Platform
Alex Solutions	Alex Enterprise Data Governance Platform
Atlan	Atlan
Collibra	Collibra Data Intelligence Platform
Google	(Google Cloud) Data Catalog
IBM	IBM Knowledge Catalog
Informatica	Informatica Intelligent Data Management Cloud (IDMC)
Microsoft	Microsoft Purview
Precisely	Precisely Data Integrity Suite
Quest	erwin Data Intelligence by Quest

Vendor Evaluations

In the following section, we discuss each vendor and highlight their strengths and challenges based on customer surveys and market research by the authors.

Each vendor description includes vendor-related information, products covered in the BARC Score, and strengths and challenges.

Ab Initio

Lexington, MA, USA

www.abinitio.com

Founded in 1995, Ab Initio has carved out a significant niche in high-volume data processing and enterprise application integration for a wide range of industries. The company's focus on managing complex and heterogeneous data sets has made it a good choice for organizations dealing with large and diverse data environments. With offices in 11 countries and a team of approximately 1,000 employees, Ab Initio is distinguished by its unified development team approach to developing all its products. This approach, combined with a stable executive team still led by the founders, underpins the company's strategic vision to deliver the best product on the market while being the best company its customers have ever worked with. Ab Initio's go-to-market strategy includes a proof-of-concept-driven sales process and a strong network of over 500 partners and 20,000 consultants. Its customer enablement approach, which includes extensive training and a solution-sharing platform, underscores the company's commitment to user empowerment and system adoption.

The portfolio includes a core data processing platform, enabling rapid development of data processing applications. The Metadata Hub can be used as a dedicated solution for data intelligence or as part of Ab Initio's broader software portfolio. The core elements of the product include data cataloging and quality, personally identifiable information (PII) management, data governance, automation and data delivery. These capabilities support a range of use cases including data intelligence, enterprise data catalog, self-service data access, technical and business lineage, and AI governance. The Metadata Hub is an extensible and configurable solution. It can import, store, view, link and manage any metadata while adhering to comprehensive data access, permission, stewardship and approval processes. The platform provides various deployment options, which include on-premises, cloud or virtual environments, although it does not support a traditional SaaS service.

Metadata Hub has an extensive library of connectors to various enterprise systems, enabling integration with a wide range of software, from cloud solutions to mainframes, and supports metadata extraction from multiple code languages. This integration and powerful metadata extraction functionality are particularly evident in its lineage building capabilities, where it excels at linking physical, logical, business and conceptual metadata for comprehensive lineage analysis.

The data intelligence solution incorporates a data virtualization engine that can enable direct access to requested data through user-defined data contracts, initiating an approval process where access rights are configured for direct utilization by the virtualization capabilities. While direct AI support is absent, the platform features numerous automated mechanisms, such as automated data quality rule generation and automated PII data protection, policies and controls, which enhance the efficiency of data management tasks. The platform's use of semantic abstraction and active metadata through knowledge graphs enables the establishment of relationships between different types of metadata, facilitating process automation and inference. This active metadata approach is an integral part of Ab Initio's strategy, enabling automated actions such as triggering data pipelines, generating reports and responding to data quality issues.

Ab Initio offers a comprehensive suite of features, catering to a wide range of data intelligence needs. However, it is important to recognize that it primarily serves as a platform for developing custom data management applications, rather than offering out-of-the-box, ready-to-use solutions.

Looking ahead, Ab Initio's roadmap is heavily influenced by customer feedback and requirements, reflecting a customer-centric product strategy. While AI capabilities are not yet part of the current suite, plans are underway to incorporate AI to support and automate tasks such as metadata enrichment.

Strengths

- Versatile connectivity: Ab Initio understands multiple programming languages and excels at connecting to a wide variety of systems, including legacy mainframes. This versatility and the high quality of its connectors facilitate deep metadata analysis, relationship mapping and lineage generation.
- High scalability and performance: Designed on a massively parallel processing architecture, the platform can handle complex, high-volume user scenarios and has proven performance in demanding environments.
- Comprehensive data marketplace features: Ab Initio integrates capabilities to create a complete data marketplace. This includes thoughtful design, secure and direct data access, and privacy controls that are critical for efficient data handling and distribution.
- Organic development and integration: The company has achieved steady growth by using a completely in-house-developed platform that ensures a highly integrated and consistent offering.

Challenges

- Customization-heavy approach: Ab Initio prioritizes platforms that enable users to build applications rather than provide out-of-the-box solutions. This approach requires significant user input in design and configuration, which may not be ideal for those seeking quick, out-of-the-box solutions.
- Interface complexity: While Ab Initio's interface offers a wide range of functionality, its technical complexity could result in steeper learning curves, potentially increasing training costs and creating challenges for less technically inclined users.
- Absence of LLM integration: The company has not revealed any plans to integrate large language models (LLMs) into its Metadata Hub. As LLMs become increasingly important for improving metadata management, task automation and user experience, this could be a major hurdle in future competition with other vendors.

Alation

Redwood City, CA, USA

www.alation.com

Alation, established in 2012, has been a pioneer in the modern data catalog space and has more recently matured into a data intelligence platform leader. This evolution showcases the company's strategic focus on expanding the utility and reach of its offerings. Alation has a global footprint, operating in 32 countries with offices in the United States, Europe and the Asia-Pacific region. Alation's growth trajectory in 2023 is evident in its expanding employee and customer base.

The customer base is diverse and expansive, with over 570 clients across various industries, reflecting its market penetration and appeal. Alation is a private entity, backed by reputable technology investment firms. It is currently valued at \$1.7 billion. The company's market strategy focuses on a high brand presence in the data intelligence market, where it invests heavily in events and strategic customer and prospect-facing activities. Alation's market approach is comprehensive, focusing on enterprise data maturity segments such as data search & discovery, data leadership, data curation, data governance and data literacy. Customer enablement initiatives, which include the Right Start program, Alation University and the Alation Community, further exemplify the vendor's commitment to supporting customers in leveraging its platform effectively.

Alation's Data Intelligence Platform portfolio includes Data Catalog, Data Governance, Data Lineage, Compose, Alation Anywhere and several other components, addressing key use cases in self-service analytics, cloud transformation and data governance by driving collaboration and catalog accessibility. Initially launched as a data catalog tool in 2015, Alation has evolved into a comprehensive data intelligence platform with integrated services. This platform can operate in various environments, including on-premises and cloud platforms or as a SaaS offering hosted on AWS.

The partner network is a critical component of Alation's strategy for market execution and within the product. An open platform supports this with its partner integration framework, which includes the open connector framework and open data quality framework. This facilitates easy integration with third-party software, enhancing the data intelligence applications. A focus on core competencies and support for comprehensive, integrated solutions via integration frameworks is a key aspect of the vendor's product strategy. Alation works with many key technology partners and focuses heavily on the Snowflake and Databricks ecosystems.

Alation's platform stands out with its copilot integration, enriching the user experience to reduce friction through features like auto curation and semantic search. This facilitates a streamlined and intuitive user interface, reducing administrative effort and promoting adoption. A unique feature is the advanced use of behavioral metadata, adding contextual richness to data assets, thereby aiding users in understanding data asset relevance and utilization. Alation has made notable progress with its lineage capabilities, introducing business lineage features to make data more accessible to business users. This includes displaying governance information and data quality metrics within lineage views, offering insights into the impact of data quality issues and supporting relationship analysis. Data collaboration is another strong suit, with robust integrations with tools like Teams, allowing users to work within their natural data environments.

Looking into the first half of 2024, Alation plans to expand its connector framework with more integrations and augment lineage features tailored for business users. A key focus is on broadening the umbrella of the Data Intelligence Platform to encompass data assets around enterprise GenAI models and use cases.

Strengths

- Web-based desktop application for direct catalog access: Alation offers a desktop application that allows users to jump directly to catalog content (e.g., glossary terms) from various apps. This feature enhances user convenience and accessibility.
- Behavioral search engine: The solution includes a behavioral search engine capable of analyzing behavioral metadata. This significantly improves the user experience, especially in terms of search optimization.
- Connected Sheets with Google Docs and Microsoft Excel: Alation's integration with Microsoft Excel and Google Docs brings business users closer to the catalog, ensuring BI processes and decision-making is based on trusted, governed data sets, and can improve collaboration and streamline workflows.
- Strong collaboration features: Alation excels at providing robust collaboration tools that facilitate teamwork and data sharing among users.

Challenges

- Standard features for conceptual modeling: Alation supports the creation of conceptual models through domains and glossary terms. In addition to technical metadata, data assets can be enriched with business-related information. Alation supports reading conceptual models, multi-tier classification schemes based on domains and subdomains, as well as glossary terms for mapping business concepts to data. However, the actual creation of an advanced business data model that represents business relationships between objects cannot be directly designed within the tool.
- Less extensive advanced business lineage capabilities: Alation launched a lot of new lineage capabilities recently (with more coming in 2024 per its lineage roadmap), including enhancements to pre-existing manual lineage, business lineage and direct lineage (dedicated connectors to extract lineage information from metadata source systems). Nevertheless, compared to other industry leaders, its lineage capabilities are not as sophisticated. This could be a drawback for users who need detailed data lineage for compliance or analysis.
- Data products & marketplaces on the roadmap for 2024: Alation is going to provide advanced corporate data marketplaces features including support of data products for production and consumption in early 2024. As of today (during the evaluation phase at the end of December 2023), Alation provides functionality to support self-service data access by business users (e.g., by Compose or Alation Connected Sheets). An out-of-the-box data marketplace solution supporting data products is not available today but can be designed using built-in features and functions.

Alex Solutions

Melbourne, Australia

www.alexolutions.com

Alex Solutions, established in 2016, is a privately held company symbolically named after the ancient Library of Alexandria, embodying the ethos of being the "keeper of all knowledge". The company's mission lies in empowering organizations to efficiently manage, understand, protect and ethically utilize data by leveraging metadata. With over 100 employees, Alex Solutions maintains a global presence with four offices across Australia and EMEA. Despite having relatively low brand recognition, Alex Solutions effectively engages prospects through events and webinars. The company's partnership network includes both large consulting firms and niche players, collaborating in go-to-market and implementation strategies. Alex Solutions prioritizes customer enablement, offering a spectrum of support services, including training, continuous platform monitoring and improvement, and strategic advisory, to ensure clients maximize the benefits of their software.

Alex Solutions' product suite, historically tailored for data governance, risk and compliance, has evolved to address broader data intelligence challenges. The software now facilitates data inventory, search and discovery, cloud migration, understanding data flows, and data observability. It encompasses the functional modules Augmented Data Catalog, Intelligent Business Glossary, Integrated Data Quality, Automated Data Lineage, Data Privacy and Data Risk & Compliance. Designed to cater to diverse user types, the software emphasizes usability and adheres to the 'Alex Triple S' philosophy to increase overall benefit: Single (integrated platform), simple (ease of use) and social (comprehensive collaborative features). Unlike many of its competitors, Alex has developed all its components in-house, offering a unified SaaS platform on its public cloud.

Alex Solutions stands out with its use of Knowledge Graph Technology, enabling advanced features like extensible modeling, graph search and discovery. The software offers an integrated, single-interface environment with a rich, extendable metadata model that facilitates advanced linking and comprehensive context navigation. This allows users to seamlessly navigate and discover connected assets, whether technical, logical or conceptual. The software's interface, reminiscent of a 'Netflix-style' display, enhances user experience. Also, the software is highly customizable and adaptable. Alex Solutions excels with its data governance functionality and provides comprehensive data quality management. Customers can implement corporate data marketplaces with Alex. Notably, while the platform already boasts robust automation capabilities through its rules engine, the roadmap for 2024 includes ambitious enhancements.

Looking ahead, Alex Solutions is set to further advance its platform by integrating AI-driven capabilities and enhancing user experience. The introduction of self-learning AI and a copilot, alongside NLP for more intuitive searches, marks a significant leap in automating and streamlining data management processes. Continued improvements in usability and more detailed data lineage information will cater to the evolving needs of data professionals and make Alex a valuable metadata management solution for the future.

Strengths

- **Robust governance applications:** Offers a suite of strong governance applications, including an extensive workflow engine, high-quality data management, stewardship dashboards and advanced tools for metadata monitoring and analysis. Provides broad coverage of data governance processes such as data observability, rules and policy management, compliance and regulatory adherence, security, privacy and reference data management.
- **Integrated and user-friendly platform:** Alex's platform stands out for its seamless integration and user-friendly interface, built on a strong, knowledge-rich foundation. All components are developed in-house, ensuring high compatibility and smooth workflows across various platform modules.
- **Flexible metadata model:** The metadata model is highly adaptable, supporting a wide range of metadata types, including technical, business and conceptual, with easy linkage. Utilizes cutting-edge graph technology for advanced relationship analysis and intuitive metadata navigation.
- **Customer-centric team:** The team at Alex is highly motivated and maintains close relationships with customers. Alex representatives often participate in clients' governance committees, driving success and ensuring that customer feedback plays a significant role in shaping the company's roadmap.

Challenges

- **Market presence limitations:** As a niche player, Alex has limited market traction and geographical reach, with low global brand equity and no official presence in North America. The company's visibility and regional reach, particularly in Europe, are not as extensive as its competitors', leading to a smaller customer base and revenue. However, Alex Solutions is currently investing strategically to expand its geographical reach and enhance global brand equity, particularly in Europe and the United States.
- **Careful adaptation to trends:** Although robust in metadata management, Alex is somewhat behind its competitors in adopting trending topics like AI and LLM. The approach is intentional as Alex Solutions is carefully introducing new features. The vendor prioritizes delivering functionality that fits well with use cases and customer demands over using the marketing momentum of trends. AI, LLM and corporate marketplaces are acknowledged in the roadmap and are receiving strategic attention, indicating potential for future growth. Some features are already deployed for selected customers for testing purposes.
- **Data products and data marketplaces require implementation support:** While strong in data quality processing, data products and data marketplaces need implementation support. These concepts however, are implemented through its flexible ontology underpinned by its knowledge graph. However, the implementation rests with the customer, indicating additional efforts.

Atlan

International: New York, NY, USA & Singapore

www.atlan.com

Atlan, founded in 2019, emerged from a need to address complex data analysis challenges in a large public sector project. With dual headquarters in New York and Singapore, Atlan boasts a global team and a deeply experienced executive advisory group, including notable CEOs and founders from the data space. In 2022, the company, valued at approximately \$450M, successfully raised Series B financing, with investments from notable entities including Salesforce Ventures and Sequoia. Starting as a productivity tool for modern data analysis teams, Atlan has understood the (data) pains of its customers and designed its solutions to meet the daily needs of data and business analysts to better understand and collaborate on complex data. Atlan, with about 200 employees, has adopted a metadata-centric marketing approach, collaborating with key partners such as Snowflake, Databricks and AWS. The go-to-market strategy includes a direct sales model complemented by a robust partner ecosystem of 66 worldwide partners. Atlan emphasizes customer enablement, positioning itself as a partner rather than just a vendor, an ethos stemming from the founders' data science background. Atlan's marketplace and a CSAT of 99 percent reflect its commitment to customer support and engagement through various resources like e-books, webinars and technical blogs.

Atlan positions itself as an active metadata platform, emphasizing seamless integration with users' existing tools. The platform is designed to move from manual, siloed and closed systems to automated, collaborative and open solutions. It embeds metadata context within BI tools, analytics platforms and other systems, focusing on user adoption and serving six data-centric personas: CIOs/CDOs, data engineers, analysts, scientists, governance and business professionals. Atlan's approach is personalization-first, ensuring tailored contextual information for each user type. Its best practice involves sourcing metadata directly from the source system, reducing maintenance and documentation efforts. The platform stands out for its openness, API accessibility, collaboration focused UX, automation capabilities, quick set-up and solutions to challenges like end-to-end lineage.

Atlan leverages knowledge graph technology, enhancing metadata quality, graph search, analysis and discovery. Its active metadata concept involves integrating and surfacing metadata directly in the user's environment, supported by a powerful API and platform openness. The integrated marketplace accelerates implementation, offering APIs, SDKs and a library of native connectors and custom workflows. Atlan's unique metadata import process resembles ETL pipelines, configurable for real-time metadata updates, enhancing data landscape visibility. The platform gains a significant advantage from AI utilization, including copilot functions for translating SQL code to business language and generating initial data asset documentation.

Atlan's roadmap focuses on enhancing data mesh support, user adoption and automation capabilities. Proposed future developments include adding NLP support for search, improvements in business and technical lineage, data request support and expanded AI copilot functionality. These enhancements aim to further streamline data management and analysis processes, making them more efficient and user-friendly.

Strengths

- **User workflow integration:** Atlan excels at integrating with user workflows and tools, specifically addressing the needs of data analysts and scientists in the tech and startup sectors. It seamlessly integrates with platforms such as Teams and Slack, providing web-based access to content and analytics tools. This integration, coupled with a modern interface, significantly lowers the barriers to adoption for users.
- **Active use of metadata:** Atlan actively leverages metadata to improve business processes. This includes real-time extraction and analysis of metadata from source systems, enabling timely action in response to patterns such as quality or rule violations. This proactive use of metadata supports various functions such as dashboard refresh rates and pipeline health monitoring.
- **Automation driven by AI and playbooks:** The platform's strength lies in its use of AI to automate tasks at scale and customizable playbooks for streamlined data asset management. These features help with tasks such as identifying unused data assets, linking assets to owners and increasing trust through quality metadata. Atlan's ongoing development of LLM-based capabilities, such as auto-description and SQL code translation, further enhances automation capabilities.

Challenges

- **Limitations of standard connectors:** Atlan offers mostly standard connectors for the extraction of metadata. Connectivity to complex applications or code crawling needs to be designed. Atlan could still improve the scope and quality of its connectors, especially considering that part of the company's philosophy is to let the metadata preparation and enrichment take place in the metadata source systems whenever possible. This is an innovative idea that promises to make catalog creation easier in the next logical step, but it is not an easy one to implement.
- **Incomplete business lineage support:** The platform currently supports data lineage (system and cross-system) and technical views but lacks comprehensive business lineage support. This gap is significant given Atlan's focus on user adoption, as lineage capabilities in the data marketplace and catalog are still distinct and awaiting future integration.
- **Data product and marketplace feature development:** The tool's support for data products, marketplaces, data product evaluation and feedback is still in its infancy. While concepts and workflows are currently being demonstrated in demo environments, these features are expected to become generally available in 2024.

Collibra

New York, NY, USA

www.collibra.com

Collibra, founded in 2008, has established itself as a specialist in data governance and data intelligence. The company's mission is to revolutionize how organizations leverage data, aiming to provide trusted data for various uses and users across multiple sources. A privately owned entity, Collibra has a global presence with 11 offices across the United States, APAC and Europe and over 1,000 employees, with around 40 percent dedicated to research and development. The company boasts a robust customer base of over 700, achieved through a direct sales model and a sophisticated marketing strategy supported by thought leadership. This global brand recognition is further amplified by its significant ecosystem of over 200 technology and service partners, emphasizing partnerships through co-development, product alignment and go-to-market strategies.

The Collibra Data Intelligence Platform, a unified system for engaging with data, emphasizes the collection, linking and analysis of metadata. The platform is tailored to various user personas and is bolstered by customer enablement initiatives such as coaching, education, a marketplace for template exchange, and specialized service offerings called accelerators.

The product's evolution is noteworthy, starting as a business glossary and growing into a comprehensive data intelligence solution. Collibra's toolkit has expanded to include cataloging, data protection, technical lineage, privacy and data quality, thanks to acquisitions such as SQLdep, OwlIDQ and Husprey. These have allowed the platform to delve deeper into analyzing technical, governance and operational metadata. Additionally, advanced data quality and data observability capabilities can be integrated into the platform, highlighting its adaptability and expansion into broader data management domains.

Notably, the platform has evolved from focusing on business metadata in its glossary and data catalog origins to providing deeper operational and technical insights. Its capabilities are not confined to governance; they also encompass search and discovery use cases and modern data approaches, such as data product thinking. The platform's strength in data governance is evident in its comprehensive workflow and user management, granular policy management and data quality features. While its complexity has been a point of user feedback, this has been addressed through the Data Marketplace approach, providing a streamlined interface for accessing curated data assets.

AI integration is a significant highlight, automating catalog tasks, supporting metadata curation and enabling content generation, including asset descriptions and SQL code. AI also aids in data classification and offers user-centric content recommendations. Furthermore, the platform's features to drive user adoption and monitor data value stand out. Users can define and measure data impact and value, facilitating engagement through "@" mentions, assigning users to workflows and highlighting subject matter experts.

Looking ahead, Collibra's roadmap includes significant milestones such as the introduction of data notebooks to the data intelligence market, a new classification engine, a completely revamped user interface and a planned connector for deep integration with SAP Datasphere and Analytics Cloud in early 2024.

Strengths

- Comprehensive coverage: Collibra Data Intelligence Platform offers good functional support for search & discovery, data governance, data marketplaces, collaboration and customer enablement use cases.
- AI innovation: Automation capabilities and self-learning AI algorithms help to enhance user experience and reduce administrative efforts. The first features built on GenAI are now available (e.g., automated generation of descriptions for data assets in the catalog).
- Integrated marketplace for customer enablement: Collibra's integrated marketplace is somewhat unique in this market segment. Functional extensions can be purchased to enhance the platform with, for example, integrations, workflows, UI add-ons and reporting.

Challenges

- Restricted licensing flexibility: Users state that the licensing model can be a bit too restrictive. For example, with the exception of read-only users, Collibra previously made no distinction between heavy users and very occasional users in its pricing. However, the license model has recently been updated to provide more flexibility to adapt to users' needs. Among other things, the free 'Viewer' licenses have been revised, which enable the basic use of standard functionality, while a 'Contributor' license enables the use of workflows and active participation through, for example, comments or ratings.
- User ecosystem integration: Collibra provides a long list of connectors to extract and exchange metadata from source systems. While the vendor is working hard to extend its partner and ecosystem landscape, there are still some gaps. For example, it lacks of out-of-the-box integration options in user tools and workflows to get a more seamless user experience in consuming metadata (e.g., for collaboration tools such as Microsoft Teams, Slack and Jira). Instead, Collibra provides workflows and APIs that allow customers to configure their integrations. Implementation rests with the customer, leading to additional effort.

Google

Mountain View, CA, USA

cloud.google.com

Google, a major subsidiary of Alphabet Inc., stands as a significant entity in the global technology market, with its core revenue streams emanating from digital advertising through platforms such as Google Search, YouTube and the display advertising network. Yet, Google's portfolio extends beyond advertising to include cloud services, hardware and various online platforms, marking the company as a key player in data management and technology innovation. The Google Cloud Platform (GCP) leverages the same advanced infrastructure that supports Google's consumer products, offering enterprise cloud solutions. GCP's emphasis on data management, analytics, AI and machine learning solutions positions it distinctively in the cloud computing space, being third in overall market share behind Amazons' AWS and Microsoft Azure. Google's go-to-market strategy for GCP, including the Data Catalog service, involves a broad network of partnerships covering various industries and regions. This approach highlights the importance of collaboration with third-party vendors and consultants to extend its reach and enhance customer support and implementation services. These partnerships are pivotal in providing industry-specific solutions and facilitating the adoption of Google's cloud services across different sectors, such as retail, healthcare and finance.

Google Cloud Data Catalog is designed as a scalable and fully managed metadata management service, aimed at enhancing organizational capabilities in discovering, understanding and managing data. It also serves as a centralized platform within Google Dataplex, allowing users to manage various types of metadata, including technical, business and security metadata. This service facilitates the addition of custom tags to data, improving data governance, access control and quality management across multiple data sources. The integration of Data Catalog with Dataplex offers a unified interface for managing (meta)data, streamlining processes for data discovery, governance and monitoring, and highlighting Google's commitment to simplifying data management. The adaptability and user-friendly design of Google Cloud Data Catalog are among its core strengths, offering tailored solutions for data governance, security, ingestion and search & discovery. The platform's integration capabilities extend to various Google data sources such as BigQuery, Pub/Sub and Dataplex, with options to include metadata from external data assets through custom scripts.

Open API interfaces that support multiple programming languages and the tag template concept enhance the platform's value. Tag templates facilitate efficient data asset classification and searchability, enabling automated tasks such as PII detection. Such features reflect Google Cloud Data Catalog's role as an open, scalable platform that benefits from Google's established technologies, ensuring seamless integration within the GCP ecosystem and suitability for standalone use. This approach emphasizes Google's strategy of offering advanced, scalable solutions that meet the evolving needs of businesses in managing and understanding their data.

Strengths

- Versatile integration within the GCP ecosystem: Google Cloud Data Catalog exemplifies Google's commitment to flexibility and interoperability, offering an open platform that integrates seamlessly with the broader GCP ecosystem, including services like BigQuery, Cloud Storage and Compute Engine. This integration is facilitated by a robust API framework supporting multiple programming languages, such as Python, Java and Ruby, enabling custom connector development and catalog adaptation to accelerate value realization.
- Custom catalog application development: The platform's innovative use of structured tags and tag templates stands out as a foundational feature, allowing for the creation of bespoke catalog applications. This functionality not only enhances data asset description and classification across varied tasks but also enables the automation of processes like data classification, leveraging the platform's inherent flexibility.
- Comprehensive IAM support: Google Cloud Data Catalog's approach to identity and access management (IAM) ensures rigorous authorization logic for all interactions within the service. The platform's IAM capabilities offer customizable access controls for data assets, interfaces and templates, tailored to specific roles. This flexibility supports a personalized user experience and, when used in conjunction with Google Dataplex, facilitates sophisticated data access strategies, contributing to the construction of a data mesh network.

Challenges

- Data intelligence limitations: While Google Cloud Data Catalog provides a solid foundation within the GCP ecosystem, users may encounter limitations in features, particularly in terms of search and discovery, data governance and marketplace functionalities. The platform's reliance on third-party tools for extending functionality, coupled with limited connectivity options for non-GCP data sources, underscores these challenges.
- Dependence on third-party solutions: The platform's current architecture necessitates the integration of third-party solutions to meet the comprehensive needs of data producers, consumers and stewards. This dependency highlights Google Cloud Data Catalog's position as an emerging rather than a fully mature data catalog solution, particularly when compared to some market competitors.
- Unclear product offering and positioning: The strategic direction and positioning of Google Cloud Data Catalog remain ambiguous, creating challenges for customers in evaluating its role as a strategic technology component. The service's dual listing as both a component of Dataplex and a standalone offering further complicates its market identity. The absence of a clear future roadmap or integration strategy with Dataplex contributes to uncertainty regarding its evolution and alignment within Google's broader data management ecosystem.

IBM

Armonk, NY, USA

www.ibm.com

IBM is a significant player in the technology sector, focusing on software, infrastructure and consulting services. With a global workforce of approximately 300,000, the company can rely on a strong presence in the industry, underscored by its worldwide revenue of over \$60 billion and a market cap of about \$158 billion. IBM's marketing strategy is multifaceted, leveraging traditional channels, global sports sponsorship deals and digital media to support its diverse portfolio of services and solutions. The company maintains a substantial geographical footprint, operating in over 170 countries with more than 100 offices globally. Customer support is a key aspect of its service, offering 24/7 assistance worldwide. IBM has a dedicated global direct sales team and also operates through indirect channels.

The "Partner Plus" network of 500-1,000 partners includes 80 solutions providers specifically focused on data intelligence. IBM also fosters customer engagement and product adoption through its TechXchange community, which hosts events, webinars and networking programs. The company's commitment to training and consulting is evident in its range of training options, certifications and a global consulting organization focused on technology and strategy.

Cloud Pak for Data (CP4D) is IBM's integrated solution for constructing a data fabric, combining various software components for data analysis, organization and management. Available for self-hosting or as a managed service on IBM Cloud, this platform, including Knowledge Catalog as a core component, is designed to promote trust, transparency and reliability in data. Knowledge Catalog aids in managing the lifecycle of AI and data science model building, from integrating and provisioning high-quality data to ensuring compliance and avoiding biases. It enables users to manage and utilize data at scale, offering capabilities based on metadata in search and discovery, data governance, data quality, data privacy, data access and preparation, all augmented by AI.

IBM Knowledge Catalog, built on open standards, seamlessly integrates into existing data landscapes, and supports extensive metadata exchange, aligning with Cloud Pak for Data's vision of a data fabric. On the other hand, it is seamlessly and neatly integrated in Cloud Pack for Data: In conjunction with other CP4D services, Knowledge Catalog offers advanced functionality far beyond metadata management. Its connectivity options, including mainframe systems and metadata generation from code, are broad and enhanced by IBM's recent acquisition of Manta, particularly in data lineage generation. IBM's role in the Egeria open metadata and governance project underscores its commitment to metadata standards and exchangeability. The tool itself provides various advanced features such as relational analysis and semantic search as well as comprehensive data governance capabilities including workflow management, policy enforcement and protection of personally identifiable information (PII). AI-driven features like auto-classification, sensitivity analysis and quality analysis are integral, enabling proactive responses to metadata events, including the initiation of workflows to address quality issues.

Regarding the future direction of Cloud Pak for Data, IBM seems to be focusing on integrating AI more deeply into its platform. While there is no dedicated public roadmap for Knowledge Catalog, it is to be expected that it will follow this strategy. For example, by end of 2024, AI-based agents are anticipated to assist users in finding and creating high-quality data views and pipelines. In 2025, the development of data-centric skills for these AI-based agents is expected, potentially enhancing data management and the role of data products. All these developments are highly connected to data intelligence.

Strengths

- Comprehensive feature coverage: IBM does not just provide data intelligence capabilities with CP4D. It also offers end-to-end support for business users in the process of discovering, understanding, accessing and using data. For example, integrated data virtualization capabilities allow direct access to data and provide views of data when permitted. Data preparation capabilities help business users manipulate and validate data for their business needs.
- Broad use of AI: IBM is focused on using AI to automate data management processes, activate metadata and improve user experience. AI algorithms support the entire data intelligence process, including automatic data discovery and profiling, data classification, business term assignment, scan and code analysis, quality assessment, asset recommendations, policy enforcement and more.
- Data governance process support: Governance processes are also supported at scale by AI. A variety of use cases are covered, including workflow management, policy enforcement, data quality and stewardship to build a governed data foundation. AI also provides advanced support for meeting privacy requirements (e.g., PII identification, data anonymization, policy management and enforcement) and industry compliance (e.g., predefined solutions with IBM Knowledge Accelerators).

Challenges

- Market visibility for data intelligence: IBM is focused on delivering a tool stack that enables enterprises to build a data fabric. Cloud Pak for Data's vision aligns well with the core characteristic of data fabric to provide an integrated set of technologies and services that scale with the needs of the company. Knowledge Catalog is designed to be a part of this solution and provide trust, discoverability and transparency within CP4D. Apart from that, IBM's initiatives to position Knowledge Catalog as a data intelligence platform are limited, especially as a standalone solution.
- Understanding IBM's vision and use of Knowledge Catalog: IBM offers a comprehensive portfolio of data and analytics tools, including data intelligence capabilities. It is not always easy to understand IBM's solution portfolio for certain use cases that may involve the use of one or more services within CP4D. The scope of services and their capabilities may require detailed solution design planning with the help of IBM's consulting and professional services.
- User adoption: Despite IBM claiming to have won a usability award, Knowledge Catalog is comprehensive and complex to use. To mitigate this challenge, the tool provides rich role-based options to configure the individual look and feel and view of the data. As a result, the UI has to be configured to suit personal needs. However, IBM's solution requires a good theoretical understanding of data intelligence processes and the roles required to draw maximum use from Knowledge Catalog. To ensure user adoption, it is advisable to plan the onboarding process carefully.

Informatica

Redwood, CA, USA

www.informatica.com

Informatica, based in Redwood, CA, USA and established in 1993, is a prominent data management provider with a public valuation of \$8.46 billion. The company's strategic focus is on offering an end-to-end data management platform, underpinning its role as a global leader in data integration and data management solutions. Informatica's growth strategy includes strategic acquisitions, such as Compact Solutions and GreenBay Technologies in 2020, and Privitar in 2023, enhancing its platform with superior security and privacy controls. With around 6,000 employees and 67 offices globally, including a significant presence in the United States, EMEA and Latin America, Informatica caters to over 5,000 customers across a range of sectors. The company maintains strong partnerships with major cloud and tech giants like AWS, Databricks and Google Cloud, which complement its market approach. Informatica's emphasis on customer enablement is reflected in its offerings. For example, Informatica University, alongside a strong global marketing strategy that includes the annual Informatica World event, attract a wide international audience. This multifaceted approach contributes to Informatica's well-established brand and significant industry presence.

Intelligent Data Management Cloud (IDMC) is Informatica's flagship offering, often serving as the single source of truth for customers' data. The IDMC platform integrates a variety of interoperable data management services, including data integration, API and application integration, data quality, master data management, customer and business 360 applications, data catalog, data marketplace, governance and privacy. Some of the key components of Informatica's data intelligence offering have evolved from the former Enterprise Data Catalog and AXON Data Governance products. The platform's foundation on common shared services, underscored by the CLAIRE AI service, exemplifies Informatica's commitment to leveraging AI for metadata intelligence and automation. This cloud-centric approach, initiated in 2021, demonstrates Informatica's agile adaptation to cloud technologies.

The IDMC platform showcases a multitude of functionalities including search and discovery, data governance, regulatory compliance and data marketplaces. It provides a rich metadata model augmented by extensive connectivity including a broad set of connectors (e.g., to SAP systems). Recognized for its maturity, the data marketplace supports data products and contracts while optimizing the user interface for business user accessibility. Informatica's comprehensive data governance suite includes data observability, quality analysis, policy management, and advanced security and privacy features. The platform's ability to articulate the business value of data through extensive information and dashboards is a testament to Informatica's understanding of data as a strategic asset. However, the Informatica Processing Units (IPU) licensing model, while offering flexibility, has received mixed reactions due to its quota-based structure.

Looking ahead, Informatica's roadmap signals its continued transformation into a cloud service provider, maintaining a "Cloud First. Data Always" strategy. Innovations in IDMC are expected, including enhanced integrations with Teams, Slack and Jira. Additionally, the anticipated introduction of CLAIRE GPT, a conversational AI copilot, in 2024 signifies Informatica's ongoing commitment to integrating cutting-edge technologies into its platform.

Strengths

- Comprehensive set of data intelligence capabilities: IDMC covers relevant data intelligence use cases, including search and discovery, data governance and collaboration. It provides strong data marketplace capabilities and can be recognized as one of the most mature implementations here, even though direct data access is not supported.
- AI-powered by CLAIRE: The platform service CLAIRE provides rich automation and extension capabilities for services to get the most out of metadata. Currently, there are already good capabilities available to support metadata linkage, categorization and identification of sensitive data. AI is a strategic investment for Informatica and will provide more useful capabilities in the near future. New innovations, such as NLP support and the use of LLMs, will be valuable enhancements for users.
- Versatile connectivity: Informatica offers strong and versatile connectivity to a wide range of metadata sources, including applications that are relatively difficult to access, such as SAP BW and BW/4HANA.
- Availability of knowledge and solutions based on IDMC: Informatica was an early adopter of marketplace solution delivery and has experienced significant growth through its AWS Marketplace partnership. In addition, there are more than 500 listed partner companies that provide tool expertise and solutions to the market.

Challenges

- SaaS offering still has some gaps: The cloud-native (SaaS-hosted) product has been available since 2021. While Informatica embarked on its cloud strategy several years ago, some of its services still seem to lack certain functionalities that would put it on a par with its well-known on-premises products, such as Informatica EDC.
- Limited metadata model extensibility: While the IDMC data intelligence offering supports a rich set of metadata objects and types including the most common ones, it cannot be freely extended with custom objects. However, attributes can be added to objects.
- No collaboration tool integrations: While there is an agile and comprehensive open API environment for ecosystem integrations, there is currently no integration with enterprise collaboration software (e.g., Microsoft Teams, Slack, and even tools like Jira and ServiceNow).

Microsoft

Redmond, WA, USA

www.microsoft.com

Microsoft, headquartered in Redmond, Washington, is recognized as the world's largest software company by market capitalization. Founded in 1975, it has expanded its presence globally with over 175 regional offices. Known for its Windows operating system and Office application suite, Microsoft has diversified its portfolio to include a broad range of enterprise software, cloud solutions, AI and machine learning technologies. Its strategic focus on cloud-based services, particularly Azure, is the basis for its position as a leading technology provider.

Microsoft leverages a comprehensive worldwide marketing strategy to maintain its highly recognizable brand, investing in numerous channels to ensure a pervasive presence at regional, national and global levels. The company works with over 2,500 Azure partners to serve its clients. Many of them are endorsed by Microsoft as Certified, Silver Certified or Gold Certified partners. The company supports its partners via a comprehensive program that includes technical training, playbooks and technical libraries, as well as self-training and instructor-led programs and events.

Purview exemplifies Microsoft's commitment to offering robust cloud-based solutions. It is a unified data governance platform designed to help organizations understand, govern and protect data across various platforms, applications and clouds. Purview offers a suite of solutions for information protection, data governance, risk management and compliance, enabling businesses to safeguard data and exceed compliance requirements. The platform facilitates a consolidated view of data stored within the Microsoft ecosystem, supporting cloud, multi-cloud and on-premises data assets. With its focus on data governance, Microsoft Purview is not a comprehensive data intelligence platform, but it excels in search and discovery as well as governance functionality. It operates as a pure SaaS solution on Azure, with the capability to integrate metadata from other sources.

The product promises ease of set-up within Microsoft Azure environments, particularly when used alongside Azure Data Fabric. Its deep integration within Azure allows for effortless crawling of metadata from Azure services. Its governance features include dashboards for data stewards with advanced data health metrics and recommendations for glossary optimizations. It supports a wide array of data assets, including Power BI reports, offering a near-complete overview of an organization's key data assets within a Microsoft-centric technology stack. It provides functionalities typical of advanced data catalogs, such as glossary terms, classifications and sensitivity labels.

Looking ahead, Microsoft plans to enhance Purview's integration with Azure Data Fabric, incorporating it more closely with M365 compliance and OneSecurity. A notable feature on the roadmap is data sharing, which aims to simplify the process of securely sharing storage data both within an organization and externally with business partners and customers. This feature will enable easy management and monitoring of data sharing relationships, with the ability to revoke sharing privileges as needed. This forward-looking approach underscores Microsoft's commitment to advancing data governance and security capabilities.

Strengths

- **Rapid deployment for initial use cases:** Microsoft Purview offers Azure customers an exceptionally swift path to implementation, making it readily accessible for immediate use. Its seamless integration with a broad spectrum of Microsoft data and analytics services enables the effortless connection of numerous metadata sources. This integration facilitates a quick onboarding process, particularly for experienced Azure users, such as data science teams familiar with Microsoft's ML services, who can leverage their existing Microsoft expertise for a rapid set-up.
- **Extensive partner network:** Microsoft's global network of consulting firms provides robust support for developing sophisticated data and analytics applications leveraging Microsoft technologies. This network ensures a wealth of expertise and readily available skills, complemented by a variety of prebuilt solutions, including those for metadata source integration. This extensive support ecosystem amplifies the platform's value and utility.
- **Platform openness and scalability:** The foundational openness of Microsoft Purview, underscored by its use of open-source components like Apache Atlas, enables scalable integration with third-party tools. Microsoft's significant market presence ensures widespread standardization of connectors towards its products, minimizing the risk of vendor lock-in. This openness is particularly advantageous for organizations seeking to swiftly leverage metadata and consider expanding their capabilities with a comprehensive data intelligence platform, especially when building on existing projects on the Microsoft stack.

Challenges

- **Focus on standard features:** While Microsoft Purview excels as a data governance solution, it may not fulfill all the criteria of a comprehensive data intelligence platform. It offers a solid suite of standard data governance, search and discovery features. However, its capabilities in areas such as data shopping and collaboration are more basic. Organizations looking to extend Purview into a more expansive data intelligence platform should meticulously assess their requirements, with a particular focus on the platform's suitability for specialist users.
- **Product strategy clarity:** The strategic integration of Purview with Microsoft's broader suite of services, including concepts like Microsoft Fabric, aims to deliver a cohesive user experience across data and analytics functions. However, the full extent of Purview's standalone capabilities for data intelligence, or its role as a component in Microsoft's targeted data and analytics strategy, remains less clear. Stakeholders should monitor the evolution of Purview's integration and positioning within Microsoft's ecosystem to understand its potential impact on their data governance and intelligence initiatives.

Precisely

Burlington, MA, USA

www.precisely.com

Precisely, established in 2020 following Syncsort's acquisition of Pitney Bowes Software & Data, has a rich history in the data integrity market. The company positions itself as a leader in this domain, providing accuracy, consistency and context in data. Expanding through acquisitions, including Trillium Software, Infogix and Winshuttle, Precisely has enhanced its expertise in data governance, SAP automation and master data management. With a focus on industries like financial services, insurance, telecommunications and more, the company serves a global market with 15 offices across eight countries. Precisely boasts a robust network of global partners, including resellers, OEMs and MSPs.

Headquartered in Burlington, MA, the company employs about 2,500 people, with a quarter dedicated to R&D. Serving over 12,000 customers in 100+ countries and generating over \$800 million in revenue, Precisely provides comprehensive support and resources, including an online support portal, strategic services and global 24/7 support. The company leverages a global marketing strategy, closely aligning with an extensive network of technology and channel partners including AWS, Microsoft Azure, Google Cloud Platform, Databricks and Snowflake, and drives sales through a regional, direct and channel sales organization. Precisely's roadmap emphasizes interoperability, automation, user-friendliness and cloud optimization.

The Data Integrity Suite, a SaaS-based offering, is the core of Precisely's product line. This suite includes modular, interoperable services built on Precisely's technology, including data integration, observability, governance, quality, geo addressing, spatial analytics and data enrichment. The features are offered with supporting strategic services. This BARC Score focuses on Precisely's support for data intelligence, including its governance & cataloging, data management support and data quality functions.

With its Data Integrity Suite, Precisely excels in supporting data governance workflows, offering features such as governance scores, policy management and reporting tools. The suite demonstrates robust automation in metadata extraction, classification and linking, enhanced by deep local intelligence, such as SSN detection in the United States. While its built-in self-learning capabilities comprise only standard features, the integration framework provided connects with AI-based technologies for asset descriptions and relationship recommendations. The Data Governance module underpins various processes such as policy management and PII classification, while its data observability and quality capabilities proactively monitor and detect data issues using prebuilt intelligence models. Looking forward, Precisely aims to integrate a data marketplace into its catalog in 2024.

Precisely's roadmap focuses on enhancing connectivity and interoperability, data marketplace and discovery, collaboration tools and personalized experiences. Plans include expanding the range of data and metadata connectors, supporting metadata at scale, leveraging metadata to create data quality rules and recommendations, and increasing API and SDK connectivity. A new data marketplace will facilitate quick access to enterprise data assets, and a catalog-driven homepage will enhance data discovery. Collaboration enhancements will see an improved workflow designer and the integration of social tools. Lastly, the focus on personalized user experiences will be bolstered by AI copilot suggestions and enhanced workflow orchestration.

Strengths

- Location intelligence: Precisely excels at offering comprehensive location intelligence services. It provides not only software and services, but also valuable data insights and enrichments, based on curated content, such as reference data (a simple example is classifying US Social Security Numbers as PII).
- Data stewardship support: The platform effectively supports data stewards, allowing them to build and manage the data intelligence platform efficiently. Key features include workflow management, dashboards and analyses, and governance scorecards.
- Observability and data quality: Precisely takes a holistic approach to data quality and observability. Its solution includes AI/ML support for anomaly detection, next best actions, and predictive models to prevent data quality issues.

Challenges

- Limited connectivity: Despite having high-quality connectors with rich analytics capabilities, Precisely has limited connectivity to source systems in comparison to many of its competitors. Precisely's strategic services division partners with customers to configure specific connectors to meet their individual needs.
- Limited customization capabilities: The platform can be customized to brand specifications but lacks options for custom landing pages, metadata views and multilingual glossary support.
- Data marketplace on the roadmap: While Precisely provides access capabilities and can handle data access requests through governance workflows, the full functionality of a data marketplace is still on the roadmap.

Quest

Aliso Viejo, CA, USA

www.erwin.com

Founded in 1987, Quest Software is a privately held company. It offers a broad spectrum of IT management solutions, focusing on cybersecurity, data performance, directory and identity, and modernization solutions. Quest has a vast global footprint, serving global customers via 53 offices in 24 countries. The acquisition of erwin in 2020 marked a significant expansion of Quest's portfolio, particularly in the areas of data intelligence and modeling. This move underscores Quest's strategic approach to enhance its product offerings and fortify its position in the enterprise IT sector. The integration of erwin's capabilities into Quest's suite of solutions has enabled the company to offer a more comprehensive and automated approach to data management, data governance and data intelligence. This strategic alignment is further strengthened by Quest's global marketing strategy and its extensive network of partners along with direct and indirect sales channels. erwin by Quest has nearly 3,000 customers, while erwin Data Intelligence has about 135 active customers worldwide.

The erwin Data Intelligence by Quest suite is a comprehensive solution for enterprise data management. This integrated suite, combining data catalog, data quality, data literacy and data marketplace capabilities, equips organizations with tools for discovering, understanding, governing, scoring and sharing trusted data across their enterprises. Its integration with other erwin products, such as erwin Data Modeler (data modeling) and erwin Evolve (enterprise architecture and business process planning), broadens the scope of its data governance solutions.

The recent addition of the Data Marketplace is a significant development, offering a user-friendly platform for leveraging data. This marketplace enhances data accessibility for business users through a scoring system and comparison features, fostering a more efficient discovery and decision-making process. The suite's collaboration tools, including actions, ratings, reviews and integrated chat, streamline the data governance workflow. Furthermore, erwin Data Intelligence offers 120 data connectors, including more than 40 standard data connectors with purchase. Standard data connectors facilitate automatic discovery, harvesting and ingestion of metadata from various data sources, including relational, NoSQL, Big Data DBMS and flat file formats. For enhanced functionality, erwin Data Intelligence offers optional advanced Smart Data Connectors. These connectors are designed for more complex tasks, including reverse and forward engineering of data pipelines. Within the erwin Data Quality module, the suite includes self-learning AI/ML capabilities. This feature is a key component of the software, designed to enhance overall data quality and provide more accurate, AI-enhanced insights and analysis.

Looking ahead, the roadmap for erwin Data Intelligence includes a focus on GenAI, with the aim of automating tasks and enriching the user experience. Planned enhancements to the erwin Data Marketplace and the further integration of data quality and data preparation capabilities signal Quest's commitment to evolving with industry needs. These developments, including platform usage analytics and enhanced discovery experiences, are designed to foster collaboration, improve governance and streamline access to data assets.

Strengths

- **Smart Data Connectors:** In addition to its comprehensive standard connectivity, erwin by Quest provides Smart Data Connectors. These offer advanced capabilities to capture data-in-motion metadata and can automate data lineage, data mapping and the coding of data pipelines in supported pipelining products.
- **Data Intelligence suite:** erwin Data Modeler can be integrated to extend the core components of Data Intelligence, seamlessly supporting the entire data product process from design to exposition and consumption in a data marketplace. While not an out-of-the-box solution, it can be tailored using the functions and concepts provided.
- **Data Marketplace:** Automated data value scoring, social ratings and reviews, a consumer-like shopping experience, integrated task management and data governance workflows support data access requests, approvals and delivery.
- **Predefined content:** Out-of-the-box industry-specific business glossaries included with erwin Data Intelligence can help to speed up implementation. Additionally, templates are provided to accelerate time-to-market by using AI Match capabilities for data classification related to GDPR, CCPA and other stewardship classifications.

Challenges

- **Standard AI support:** AI and LLM are priorities on erwin by Quest's 2024 roadmap. Currently, standard AI and self-learning functionality is available to collect, prepare, link, enrich and analyze metadata (e.g., to provide AI-enhanced search, auto-relationship matching and personalized outputs). AI innovation and the use of LLM is planned for the next fiscal year. erwin by Quest is behind some of the market leaders in this area.
- **Focus on technical and business metadata:** Currently, technical, business and governance metadata is supported, but there is limited support for collecting and analyzing behavioral and operational metadata to gain more insights into data asset relevance and usage.
- **Standard search functionality:** erwin currently provides effective standard search and browsing capabilities. However, it currently lacks advanced search features, including wildcard usage, user assistance through search history, recommendation provision, natural language processing (NLP) support and consideration of user search behavior to optimize result sets. Nevertheless, erwin is actively working on enhancing the user search experience and has already addressed most of these items in its 2024 roadmap.

Other Vendors

There are many other established software vendors that provide mature and very useful technology, which may be ideal for organizations looking for a data intelligence, catalog, governance or marketplace solution. However, due to the inclusion criteria applied in this report, those vendors are not evaluated in detail. To complete the market overview, here is a selection of those providers.

Please note: This does not claim to be an exhaustive list.

Ataccama

Toronto, ON, Canada

www.ataccama.com

Unified data management platform with functions for data analysis, metadata management/data cataloging, data quality, master data management and data integration.

DataGalaxy

Lyon, France

www.datagalaxy.com

Enterprise Data Catalog solution to support cataloging, data governance, compliance and regulatory use cases or as a metadata hub.

dataspot.

Vienna, Austria

www.dataspot.at

Data catalog and data governance solution to support the development and implementation of business-driven data governance initiatives. The software can be used standalone or in conjunction with dataspot.'s Data Excellence Framework (its governance consulting approach).

data.world

Austin, TX, USA

data.world

Cloud-native SaaS data catalog platform, offering a consumer-grade user experience and a robust knowledge graph for data discovery, agile data governance and actionable insights.

Oracle

Austin, TX, USA

www.oracle.com

Metadata management tool for the collection and analysis of metadata for inventory, cataloging, glossary and data governance use cases.

Orion Governance

San Mateo, CA, USA

www.oriongovernance.com

Data intelligence platform with functions for data cataloging, data lineage, data governance, active metadata and more. Evaluated in last year's BARC Score Data Intelligence Platforms. Not included in this year's edition despite solid growth, as it does not meet the more stringent inclusion criteria.

OvalEdge

Alpharetta, GA, USA

www.ovaledge.com

Enterprise data catalog that facilitates collaboration. It is designed to promote data sharing, enhance data quality, build trust and manage access with governance products and self-service tools.

Synabi

Munich, Germany

www.synabi.com

Solution for metadata management, data cataloging and data governance.

Talend, A Qlik Company

Redwood City, CA, USA

www.talend.com

Enterprise data catalog tool with the purpose of supporting search & discovery and data governance to deliver trusted data.

TIBCO

Palo Alto, CA, USA

www.tibco.com

Data platform with modules for data cataloging, data preparation, data integration, data quality, (master) data management and data governance.

Zeenea

Paris, France

www.zeenea.com

Enterprise data discovery platform with a special focus on search & discovery, data governance and, more recently, data marketplaces.

Related Research Documents

The following BARC documents complement this BARC Score report:

BARC+

<https://barc-research.com/research/business-intelligence/>

The BARC+ package gives you access to all BARC's premium research content including our leading-edge market research reports, the full catalog of detailed product reviews and The BI & Analytics Survey Analyzer, our online BI solutions evaluation tool.

BARC Score

<https://barc-research.com/barc-score/>

BARC Score Enterprise BI & Analytics Platforms: This BARC Score provides a clear overview of the global BI and analytics products market based on a combination of detailed end-user feedback and thorough analysis of products and vendors.

BARC Score Analytics for Business Users: The lowdown on the global market for governed self-service analytics platforms. We evaluate business user support for the entire analytical cycle: from data and its preparation to presentation and collaborative content editing.

BARC Score Integrated Planning & Analytics: An overview of the market for integrated planning and analytics software based on countless data points from BARC surveys and many analyst interactions.

BARC Software Surveys

<https://bi-survey.com/>

The Planning Survey: The Planning Survey offers an in-depth comparison of up-to-date planning solutions to decision-makers looking for new planning software. Based on feedback from more than 1,300 users, the latest edition evaluates 19 leading planning products.

The BI & Analytics Survey: BARC's major annual report on the global BI and analytics software market. It is based on the world's largest survey of BI users, with a sample of almost 2,000 survey responses – that is why so many companies trust the results of The BI & Analytics Survey and base their software purchasing decisions upon it.

The Data Management Survey: The voice of the data management community: The Data Management Survey is BARC's annual report on the data management software market. This BARC survey examines data management products in terms of their functionality, application areas and usability based on feedback from more than 1,100 users.

Other BARC Research

Free to download at: <https://barc-research.com/research/bi-trend-monitor/>

BARC Data, BI & Analytics Trend Monitor: BARC's Data, BI & Analytics Trend Monitor study gives more than 1,800 practitioners a platform to have their say on the trends currently shaping the BI, analytics and data management market, supplemented by additional commentary and analysis from BARC analysts.

Data Decisions. Built on BARC.

BARC is the leading analyst firm in Europe for technology and the successful use of data & analytics. Our BARC Digital Workplace division complements this focus with expertise in ECM, BPM, CRM and ERP.

Research

BARC user surveys, software tests and analyst assessments in blogs and research notes give you the confidence to make the right decisions. Our independent research gets to the heart of market developments, evaluates software and providers thoroughly and gives you valuable ideas on how to turn data, analytics and AI into added value and successfully transform your business.

Consulting

The BARC Advisory practice is entirely focused on translating your company's requirements into future-proof decisions. The holistic advice we provide will help you successfully implement your data & analytics strategy and culture as well as your architecture and technology. Our goal is not to stay for the long haul. BARC's research and experience-founded expert input sets organizations on the road to the successful use of data & analytics, from strategy to optimized data-driven business processes.

Events

Leading minds and companies come together at our events. BARC conferences, seminars, roundtable meetups and online webinars provide more than 10,000 participants each year with information, inspiration and interactivity. By exchanging ideas with peers and learning about trends and market developments, you gain new impetus for your business.

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