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## Gartner data quality report

Solutions Review editors highlight what has changed since the last iteration of Gartner's Magic Quadrant for Data Quality Solutions and provide an analysis of the new report. Analysts Gartner, Inc. recently released the 2020 version of its Magic Quadrant for Data Quality Solutions. Digital transformation is the main driver of the adoption of data quality solutions by large organizations. According to Gartner, this stems from the need to overcome the challenges of complex and distributed data landscapes, as well as new and urgent business requirements. As a result, the researcher argues, data and analytics leaders are scrambling to provide reliable data so that stakeholders can make faster and more confident decisions. While data quality initiatives have always focused on compliance to reduce operational risks and costs, these products are increasingly being used in analytical contexts to increase the likelihood of insightful decision-making. Products in this category of software are also beginning to get the enhanced experience similar to horizontal market data platforms. This means that many solution providers integrate AI and machine learning capabilities that effectively increase the data quality process by automating intensive manual tasks to help users save time and generate more accurate results. You may notice that Gartner re-named this report in 2020 by replacing the term Data Quality Tools with Data Quality Solutions. This is due to the researcher's assessment of market demand and the evolution of critical technologies and capabilities associated with data quality software. Gartner adds, Effective data quality practices require more than a tool. A comprehensive data quality solution includes an integrated workflow, knowledge bases, collaboration, interactive analytics and automation to support a variety of use cases in different industries and disciplines. Quality data providers are expected to continue to expand the features included in their products in the near future. Gartner expects to see ongoing additions to data integration, metadata management and data management features. The report concludes: The evaluation and selection of data quality solutions is much less a specialized IT task than before. In this Magic Quadrant, Gartner assesses the strengths and weaknesses of 16 vendors it considers and provides readers with a graph (the Magic Quadrant) that charts suppliers based on their execution capacity and vision completeness. The graph is divided into four quadrants: niche players, challengers, visionaries and leaders. At Solutions Review, we read the report, available here, and removed the main takeaways. Gartner adjusts its criteria for evaluation and inclusion of inclusion Magic Quadrants as software markets evolve. As a result, Infogix, Melissa Data, Precisely (formerly included as Syncsort) and Syniti (formerly known as BackOffice Associates) were added to the 2020 report. Pitney Bowes was withdrawn due to its acquisition by Syncsort in December 2019. The Leaders quadrant remains largely unchanged, with three mega-suppliers in Informatica, IBM and SAP as the class of this market. Informatica once again has the top spot, offering four quality solutions for qualifying data and a first-rate understanding of space. Its data profiling and multi-domain support features are ranked among the best in its class, and reference users report ease of use for both. 42% of respondents to the magic quadrant survey pre-selected Informatica in their evaluations. IBM's watson knowledge catalogue was released in June and showcases some of the most cutting-edge AI and machine learning technologies of all the products included in this report. Gartner's reference customers also felt that IBM's data quality tools were high value relative to cost. SAP boasts the highest market share (20 percent) of any data quality software provider, and the provider is currently undertaking cross-integration of tools that would bring broader connectivity between its portfolio of data management tools. However, organizations looking for solutions report problems with IBM's pricing and licensing structure. SAS and Talend continue to compete in the middle of the Leaders column for the second year in a row. SAS has a slight advantage over Gartner's vertical axis by aligning its sales and marketing strategies. With a market share of 6%, the best-ranked technical support of all data quality providers and the alignment of its data quality tools on SAS Viya, SAS has its arrow pointing straight up until 2021. Talend offers commercial (Talend Data Management) and open-source (Talend Open Studio for Data Quality, Talend Data Preparation Free Desktop) software. The company also achieved above-average results for overall production capacity and ease of use. Following its acquisition of the Bowes pitney software and data business in late 2019, Precisely (formerly Syncsort) is making its debut in this Magic Quadrant. Owner of the third largest market share of any supplier in this report behind SAP and Informatica, Precisely immediately becomes a major player in this space. The company's updated product line will cover the broad spectrum of data integrity by providing tools for data integration, data quality and location intelligence. Precisely's range of data quality solutions is mature. Ataccama and Information Builders shared roles at the top of the visionary range in this year's analysis. Ataccama is only a stone's throw away from achieving market leader status for 2021. The supplier focused on emerging features to its basic data quality platform that enable automated data discovery and suggestions. Information Builders focuses on financial services, healthcare and the public sector. The provider has excellent integration with its MDM and data integration solutions, and has scored above average for off-prem deployments via SaaS or cloud. Although MIOsoft's placement remains static, the provider is one of the highest rated in terms of customer satisfaction in space. Gartner's reference clients also cite strong technical support for professional products and services. Short deployment times, ease of use, and simple upgrades and migrations between versions also make it a great place to go. Infogix debuts in this report just below MIOsoft on the grid. Its platform has excellent metadata management features. It is also a better performer in customer satisfaction, reporting an incredible customer retention rate of 98 percent. Infogix reference users also point to ease of use, installation, upgrades and integration as major strengths. Oracle headlines the Challengers column after being positioned as leader in 2019. Gartner notes that its complex pricing model and licenses are holding back greater adoption. However, its Enterprise Data Quality product is growing through cloud-based deployments and offers a full range of critical data quality features. Experian has lost some ground on Gartner's vertical axis for execution capacity, but enjoys the fourth largest adoption rate of all data quality providers. Experian focuses on enriching customer data, so it's not surprising that 80 percent of its customers use it for this use case. Gartner reference customers point to ease of use and implementation as major strengths of Experian's tools. Innovative Systems has made the leap to space Challengers for 2020 with solid and stable basic data quality features that are driven by a crowdsourced AI-based approach. Reference customers mark it above average for establishment, standardization, cleaning, matching, linking, merging, enterprise-focused workflow and real-time processing. Customers will also welcome customer service and supplier support. Redpoint and Syniti (formerly BackOffice Associates) remain niche players for 2020. Redpoint offers a installation, upgrade and usage, and has a top-rated customer satisfaction score of reference users. Syniti touts an extensive partnership program with SAP and provides good support for all data domains. Melissa Data is also making her first appearance as a niche player. It offers data validation services for the standardization of various data objects, and has received high scores for contract pricing and flexibility. Reference clients also report on Melissa's technical support and professional services. Read Gartner's magic quadrant for data quality Editor-in-Chief at Solutions Review Timothy is Editor-in-Chief of Solutions Review. He is a recognized business leader and influencer in bi enterprise and data analytics. Timothy has been appointed a high-level global business journalist by Richtopia. Scoop? First initial, surname to solutionsreview dot com. Throughout the year, IT consulting firm Gartner publishes its research and findings on a variety of market trends, in the form of Magic Quadrants. These reports highlight the best suppliers in the field for different categories, as well as their strengths and caveats, providing information to key decision makers. Like other Magic Quadrants, Gartner's Magic Quadrant 2020 for data quality solutions has been eagerly awaited by organizations and customers, shedding light on the best innovators in the field and what we can anticipate in terms of new solutions in the coming year. New Changes, New Name Given the rapid innovation of technology and the expansion of market demands, Gartner changed the name of this Magic Quadrant this year from Magic Quadrant for Data Quality Tools to Magic Quadrant for Data Quality Solutions. In previous years, this Magic Quadrant has addressed tools that typically offer effective data management capabilities, but Gartner acknowledged that effective data quality practices require much more than just tools; Companies rely on comprehensive data quality solutions that support a variety of use cases in different disciplines and industries. With this in mind, the research firm has chosen to reflect these changes in the relevant suppliers and the criteria required. Defining the Market for Data Quality Solutions defines data quality solutions as processes and technologies to identify, understand and correct data flaws that support effective data governance and analysis in business processes and decision-making. As the market for data quality solutions continues to expand and integrate closely with offerings such as metadata management solutions, data integration tools and data management, data quality solution providers are expected to integrate closely with offerings such as analytics, cleaning, profiling, standardization, enrichment, matching and tracking. To be eligible for inclusion in this quadrant, vendors must: Provide basic data quality features such as matching, creating business rules, analysis, profiling, cleaning or multi-data domain support. Provide stand-alone on-site software solutions that are sold specifically for data quality applications. Support multiple data domains in different industries. Maintain an installed base of more than 100 production customers for their products. Offer large-scale deployment through cloud and server-based execution time architectures. Magic Quadrant for Data Quality Solutions 2020 The Magic Quadrant for Data Data Solutions are represented here: (Source) Results at a glance in order to make full use of the results of the Magic Quadrant data quality solutions, it is necessary to understand each category: Leaders: Innovative Giants who demonstrate depth in the full range of data quality solutions. Challengers: Companies with an established presence and robust product capabilities. Visionaries: Innovators who demonstrate a solid understanding of current and future market trends. Niche players: Often hyper-concentrated specialists in a limited number of geographic areas or industries. With these category definitions in mind, here are the results comparing last year's magic quadrant to this year's final results. Results 2020 Results 2019 Leaders Informatica IBM SAP SAS Talend PreciselyLy Informatica IBM SAP Talend Syncsort Oracle Challengers Oracle Experian Innovative Systems Pitney Bowes Experian Visionaries Ataccama Information Builders MI Osoft Infogix Information Builders Ataccama MIOsoft Niche Players Redpoint Syniti Melissa Data RedPoint Global Innovative Systems BackOffice Associates Dominant Leaders Although the top three providers remained consistent in the Leaders' Quadrant from 2019 to 2020, the rest of the category saw new additions and dropouts. Informatica Informatica once again commands the first place, rightly placed there because of their four data quality solutions and a thorough understanding of the market. Its multi-domain support and data profiling functions are always ranked among the best in their class, and their superior ease of use contributes to their continued leadership position. Customers report that the installation of their solutions is very technical, and their prices are high compared to their competitors. These are some of the areas that are looking for change in the coming years. IBM With ibm Watson Knowledge Catalog released in June, it has brought to the industry some of the most cutting-edge machine learning and AI technologies of all other similar products on the market. IBM's deep understanding of IBM's needs and requirements continues to consolidate its leadership position, with data quality solutions modernizing the platform and integrating data governance, data quality and data consumption into one experience. Some caveats to keep in mind, however, are IBM's plans to migrate its existing InfoSphere Information Server customers to the Watson knowledge catalog, as well as its more difficult product installation process. SAP Rounding up the top three suppliers in the Leader category SAP, which actually has the largest market share of any data quality solutions provider. With its innovative cross-tool integration strategy, SAP aims to provide closer connectivity between its data management capabilities, including: metadata governance Data integration Data preparation The company faces some general, general challenges, must improve its user interface for a better overall experience, while continuing to improve their support. Suppliers Added and Abandoned Added: Infogix Melissa Data Precisely (formerly Syncsort) Syniti (formerly BackOffice Associates) Dropped: Pitney Bowes (acquired by Syncsort in December 2019) Data Quality Solutions in 2020 Although the leading leaders in the Magic Quadrant Data Quality Solutions remained the same again this year, promises of innovative technologies and competitive prices make this category something to keep an eye on. With more capabilities added as data quality solution options, the landscape will only continue to change, bringing new ideas and growth. Additional Resources Want to see more Magic Quadrants? Explore these resources: These assignments are mine and do not necessarily represent BMC's position, strategies or opinion. Do you see a mistake or do you have a suggestion? Please let us know in blogs@bmc.com. blogs@bmc.com.