Gartner Data & Analytics Summit
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Magic Quadrant for BI and Analytics Platforms

Joao Tapadinhas

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Magic Quadrant for Strategic Market Positioning of Vendors

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Magic Quadrant for Strategic Market Positioning of Vendors

Focus on Today

=

Ability to Execute

- Customer Experience
- Operations
- Product or Service
- Overall Viability
- Sales Execution/Pricing
- Market Responsiveness and Track Record

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Magic Quadrant for Strategic Market Positioning of Vendors

Focus on Tomorrow

Completeness of Vision

- Market Understanding
- Offering (Product) Strategy
- Innovation
- Marketing Strategy
- Vertical/Industry Strategy
- Sales Strategy
- Geographic Strategy

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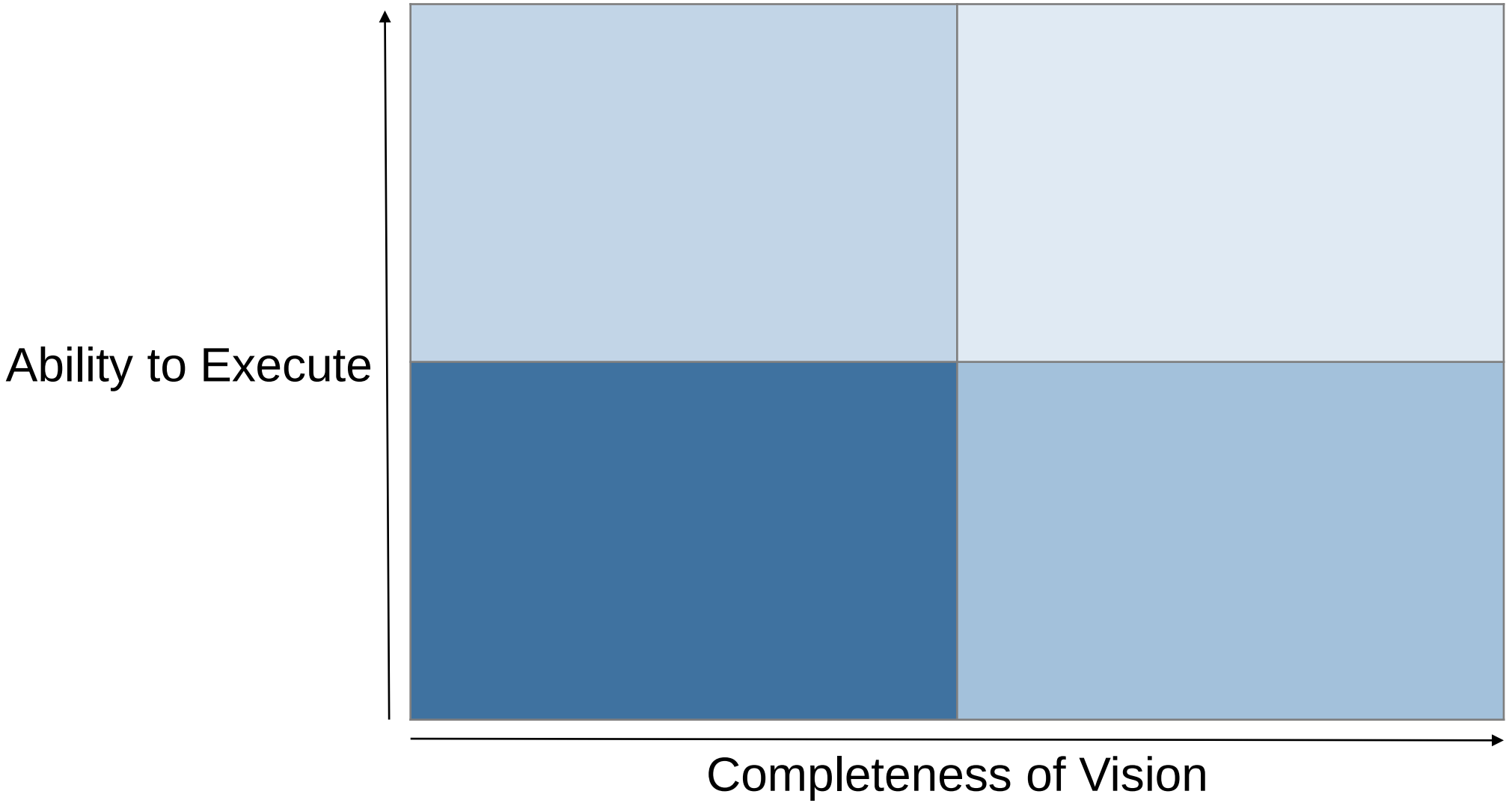
Magic Quadrant for Strategic Market Positioning of Vendors



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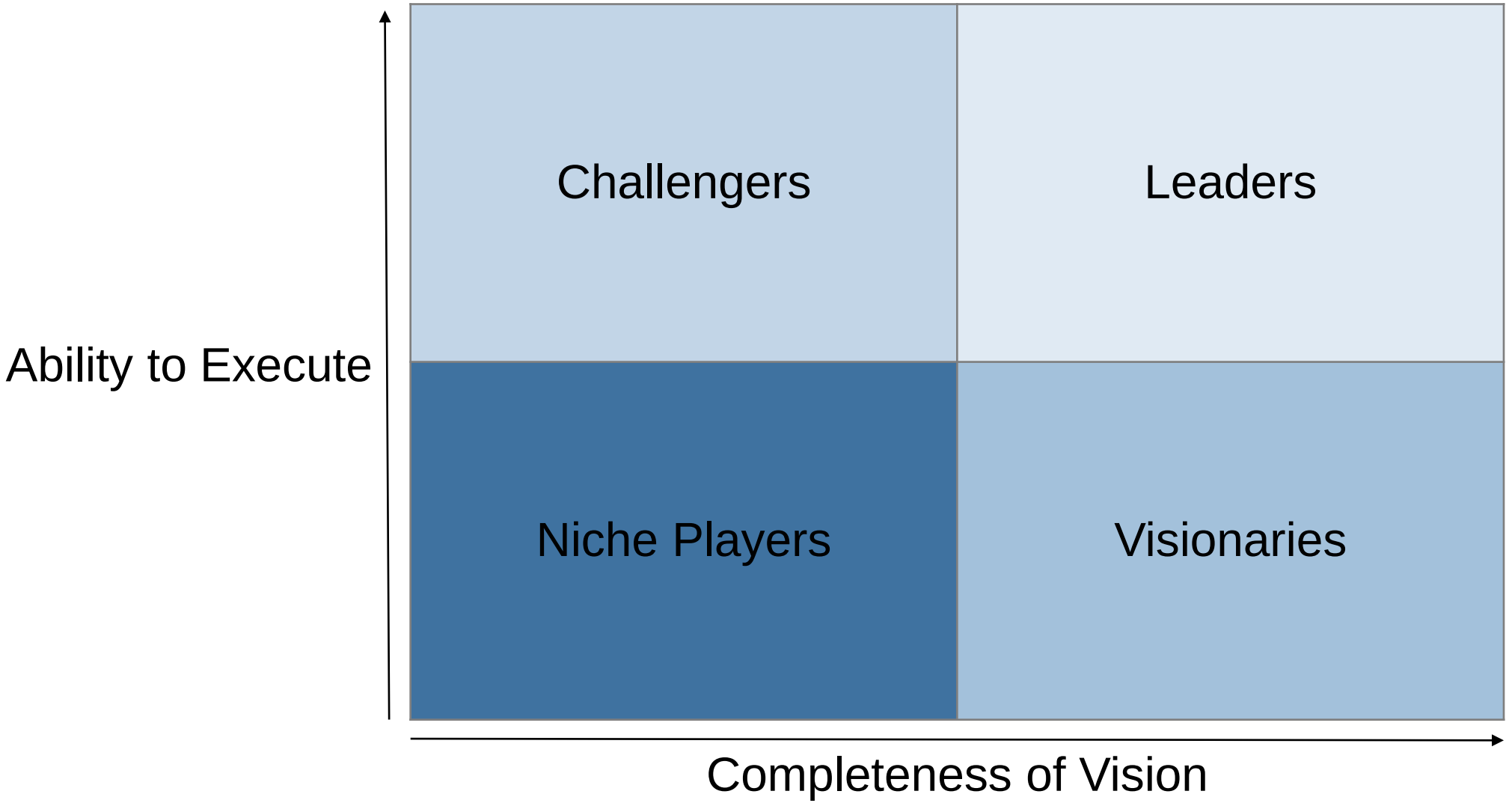

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Common Mistakes to Avoid When Using the Magic Quadrant

- Looking only at the graphic:
  - View full document.
- Applying your internal definitions to the axes
- Looking only at the leaders:
  - Don't assume a leader is always right for your use case.
- Using only the Magic Quadrant in your vendor selection

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For Moderator: Gartner Proprietary Research Methodologies Industry Standards for Measurement and Analysis

Discern Market Noise From What You Need to Know to Manage Innovation and Advance Your Initiatives

- Gartner Magic Quadrant
- Critical Capabilities
- Gartner Market Guide
- Gartner Hype Cycle
- Gartner Vendor Rating
- Gartner ITScore
- Gartner Market Forecast
- Gartner IT Market Clock
- Gartner Market Share Analysis
- Gartner peerinsights
- Gartner Cool Vendors

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The MQs You'll Be Taken Through:

Master Data Management — Bill O'Kane

Data Science and Machine Learning — Carlie Idoine

Data Management Solution for Analytics — Roxane Edjlali

Analytics and Business Intelligence — Rita Sallam

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2018 Magic Quadrant: Master Data Management Solutions

Bill O'Kane

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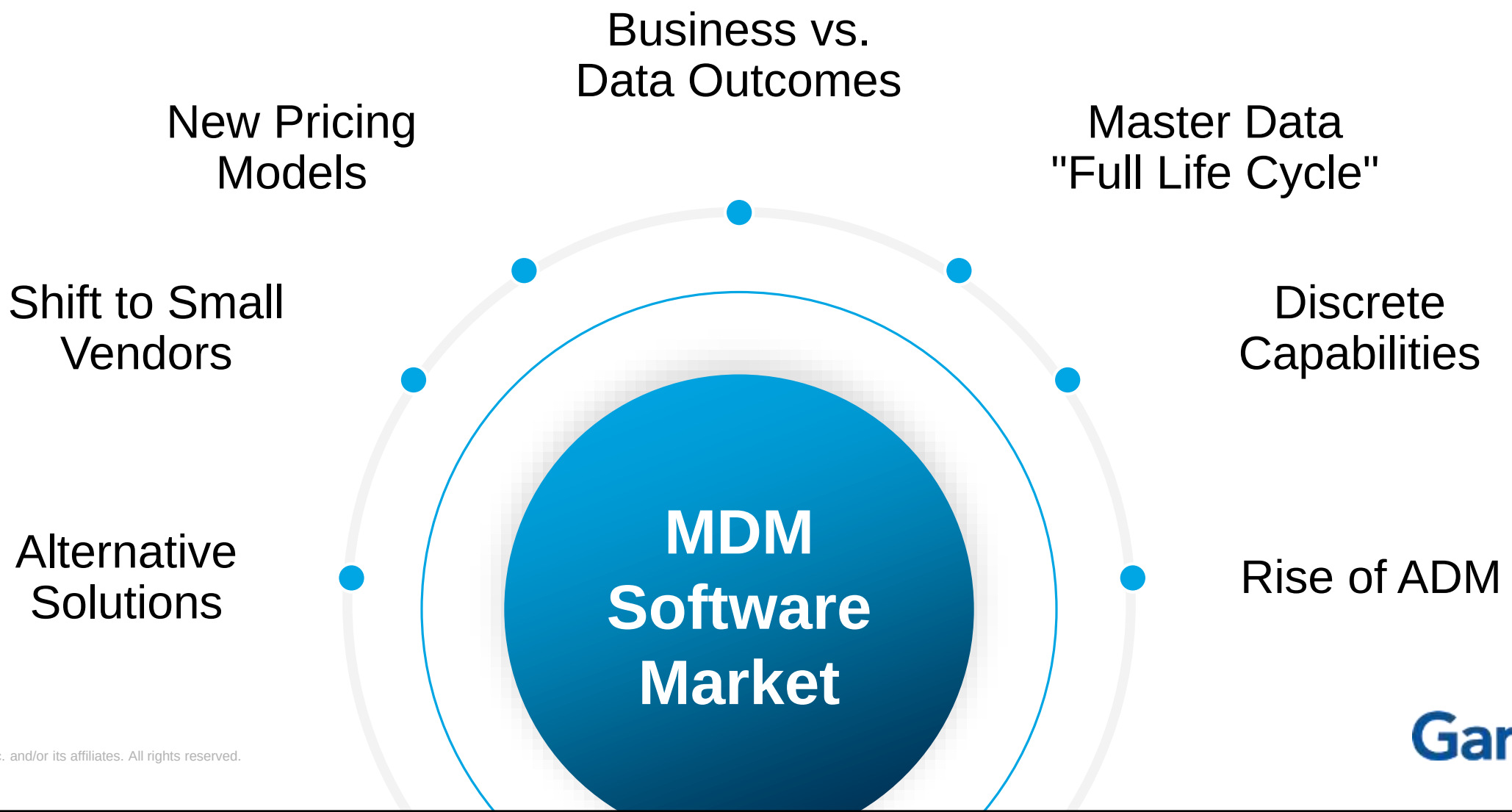
Key Trends Impacting the Market



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2017 Magic Quadrant — Master Data Management Solutions

From "Magic Quadrant for Master Data Management Solutions," 30 October 2017 (G00325117)

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2017 Magic Quadrant — Master Data Management Solutions

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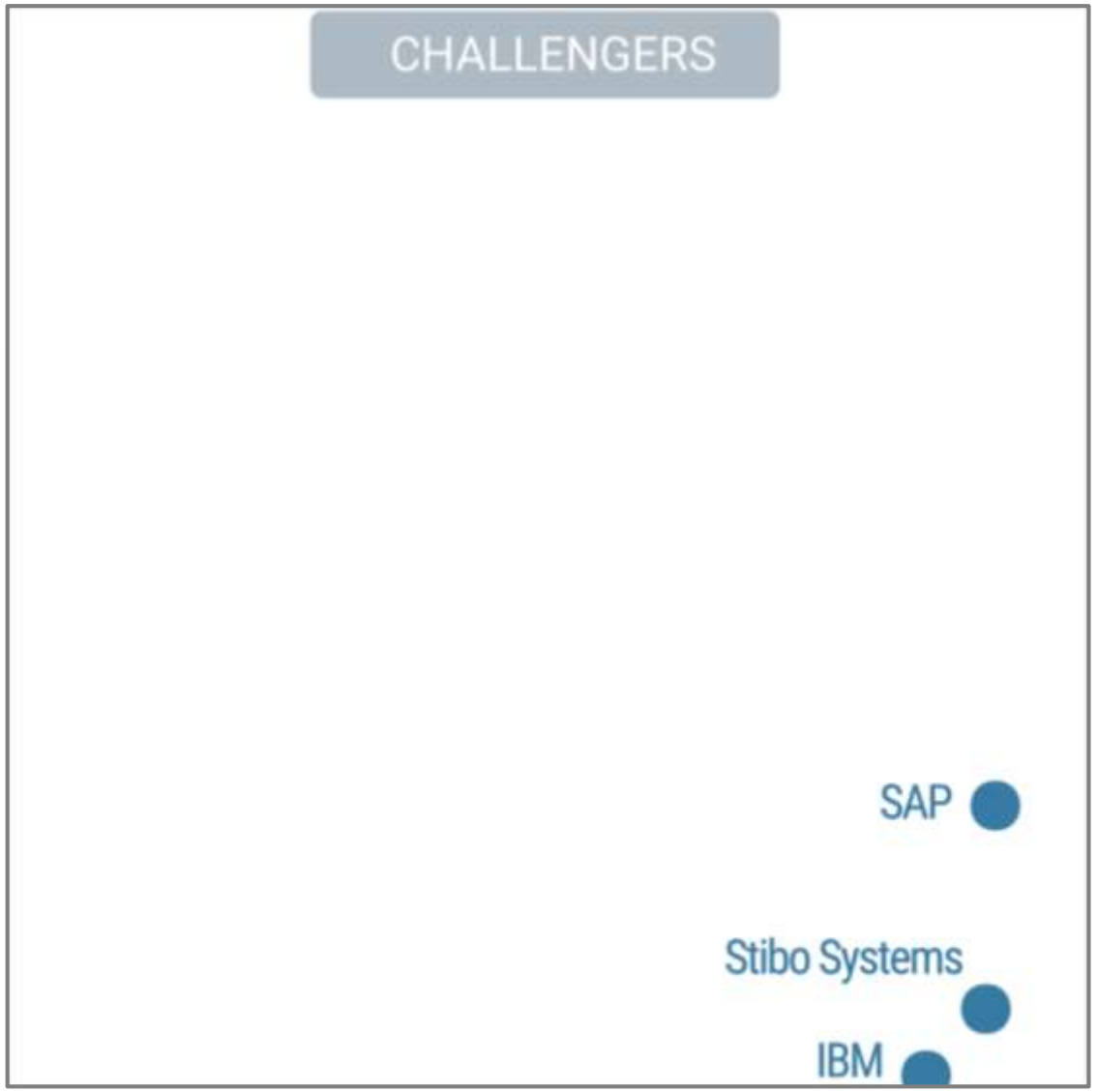
2017 Magic Quadrant — Master Data Management Solutions



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Recommendations

- ✓ Be open to a mix of multiple products or vendors — don't confine yourselves to Leaders
- ✓ Play out subscription pricing scenarios for at least 5 years as MDM is difficult to "unplug"
- ✓ Embrace data integration best practices for MDM to avoid vendor and on-premises lock-in
- ✓ Know as much of your future state business requirements as possible — no MDM vendor can do all things well

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2018 Magic Quadrant: Data Science and Machine Learning Platforms

Carlie J. Idoine

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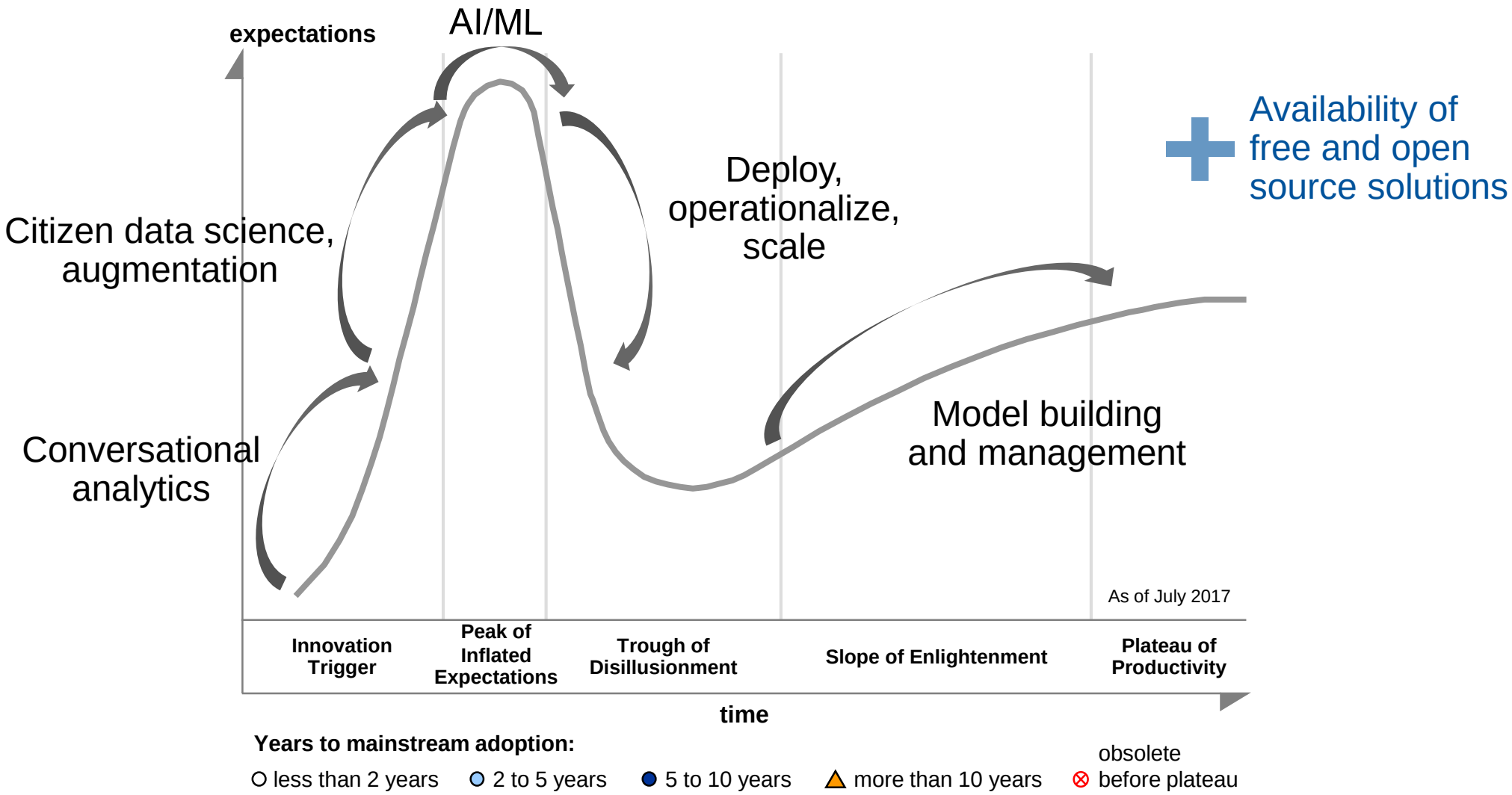
Hype Cycle for Data Science and Machine Learning, 2017



From "Hype Cycle for Data Science and Machine Learning, 2017," 28 July 2017 (G00325005)

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2018 Magic Quadrant for Data Science and Machine Learning Platforms

From "Magic Quadrant for Data Science and Machine-Learning Platforms," 22 February 2018 (G00326456)

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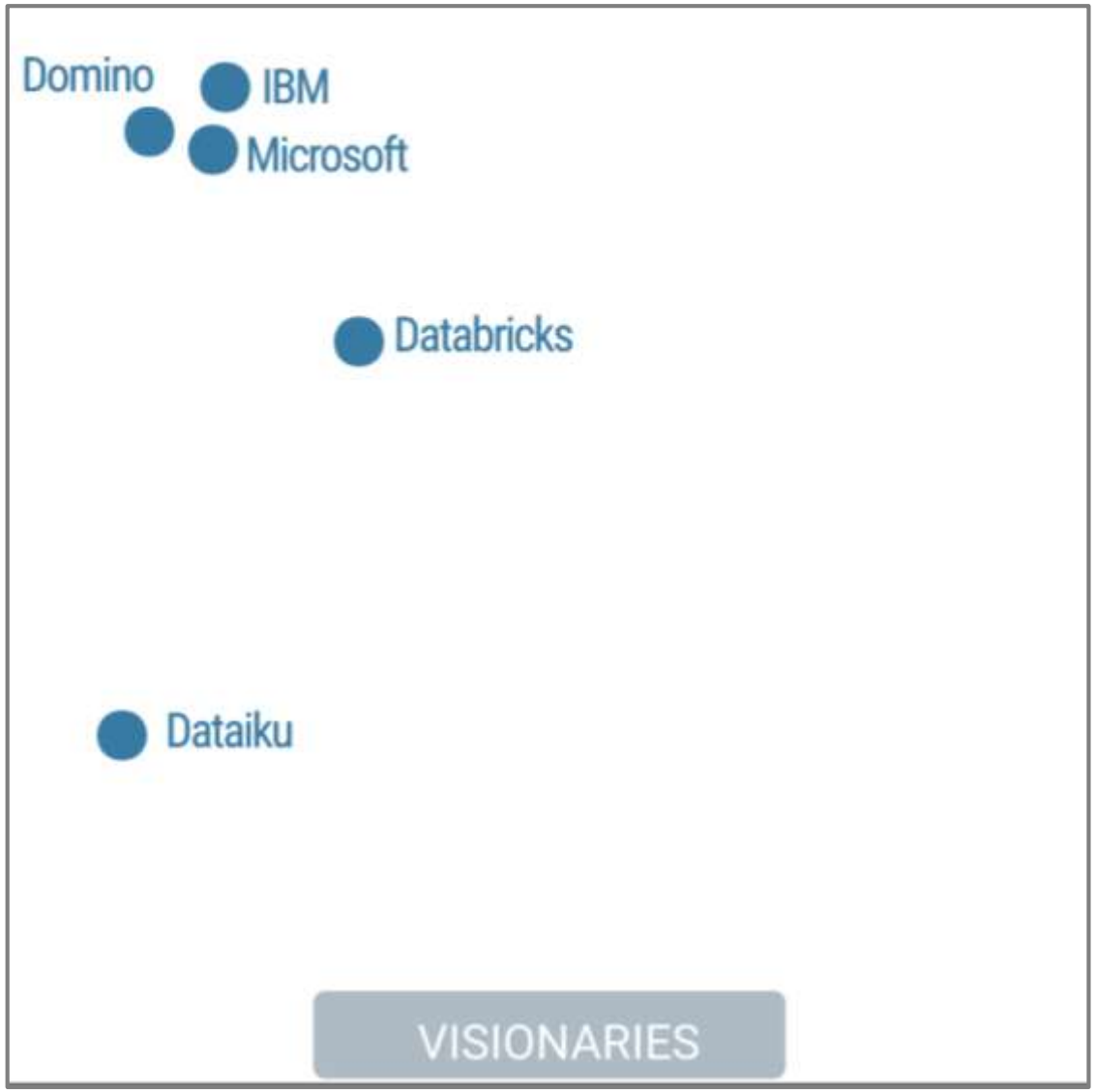
2018 Magic Quadrant for Data Science and Machine Learning Platforms



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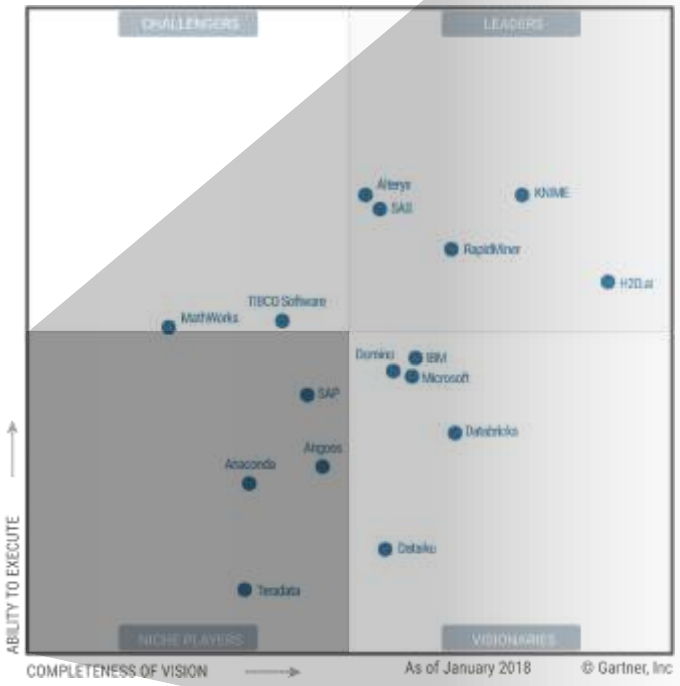

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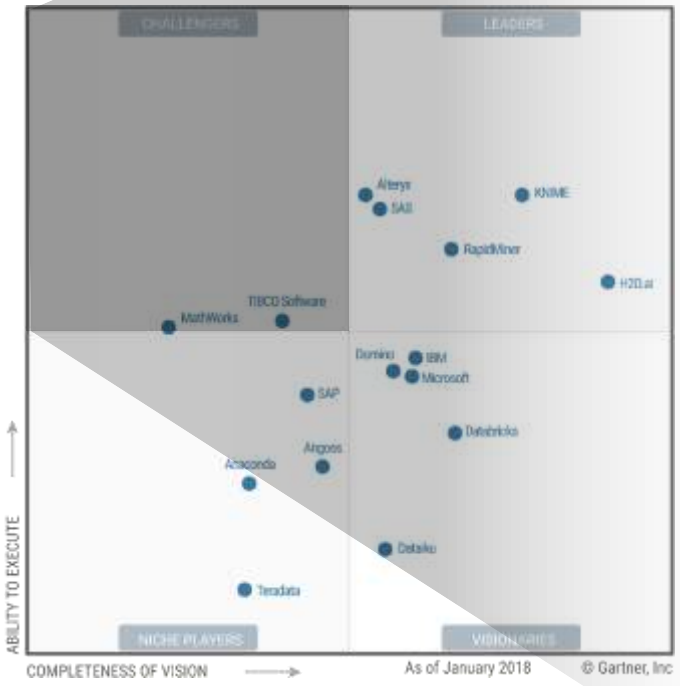

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Keep an Open Mind …

… and Open Platform

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Audience Question

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How does what you've just heard impact your organization?

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2018 Magic Quadrant: Data Management Solutions for Analytics

Roxane Edjlali

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Key Trends Impacting the Market

Rise of the LDW now reaches 15% of the market

Data Lakes on-premises and in the cloud

Cloud transforms the market

Separation of storage and compute

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2018 Magic Quadrant — Data Management Solution for Analytics

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Recommendations

- ✓ Continue to invest in your traditional data warehouse.
- ✓ Expand your technology landscape to meet new use cases.
- ✓ Consider cloud solutions as a valid alternative for all use cases.

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2018 Magic Quadrant: Analytics and Business Intelligence Platform

Rita Sallam

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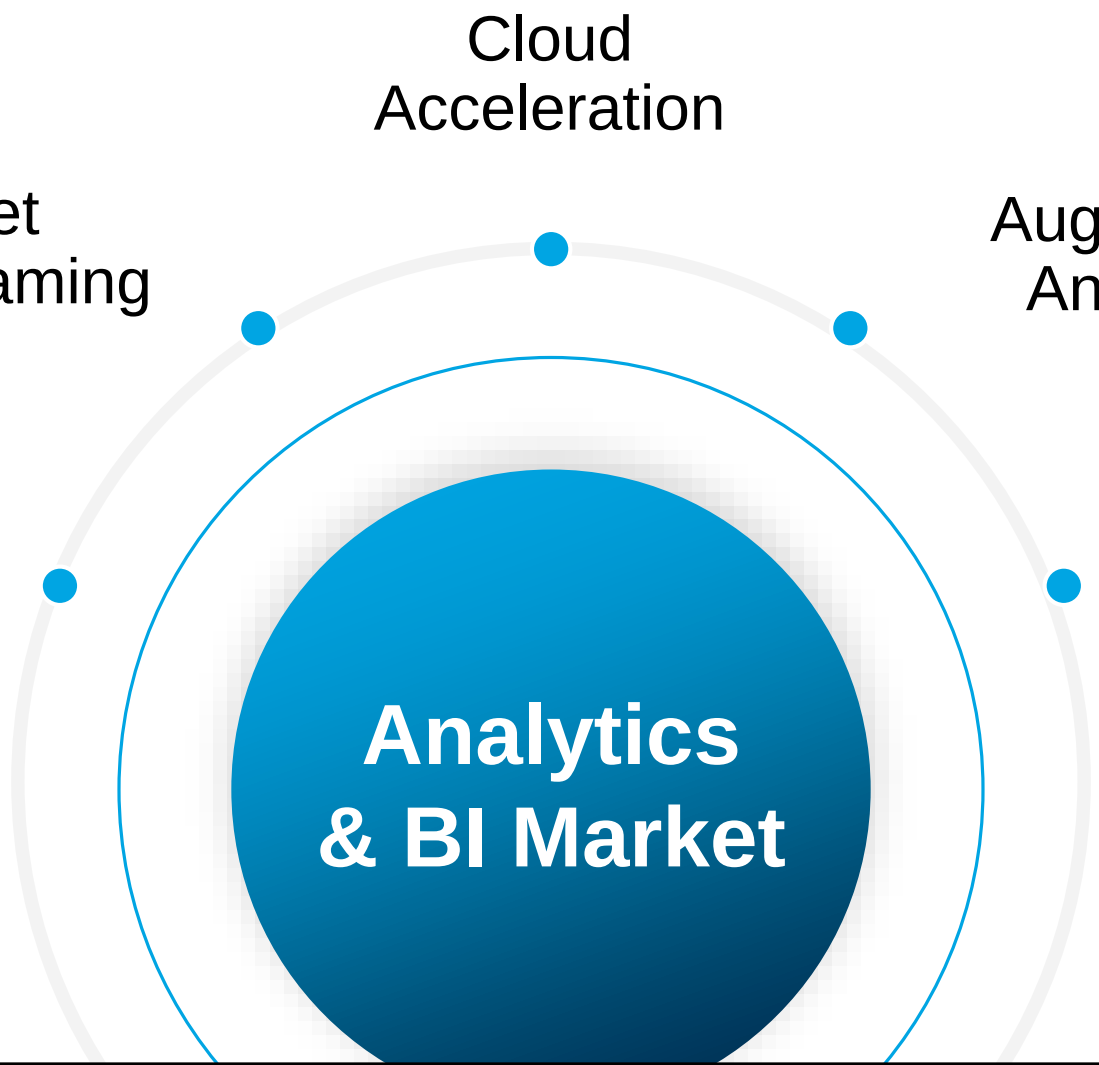
Key Trends Impacting the Analytics and BI Market



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Magic Quadrant for Analytics and BI Platforms, 2018

Vendors Dropped

- Pentaho, Datameer
- Alteryx
- Zoomdata, ClearStory Data

New Vendors Added to MQ

- Looker

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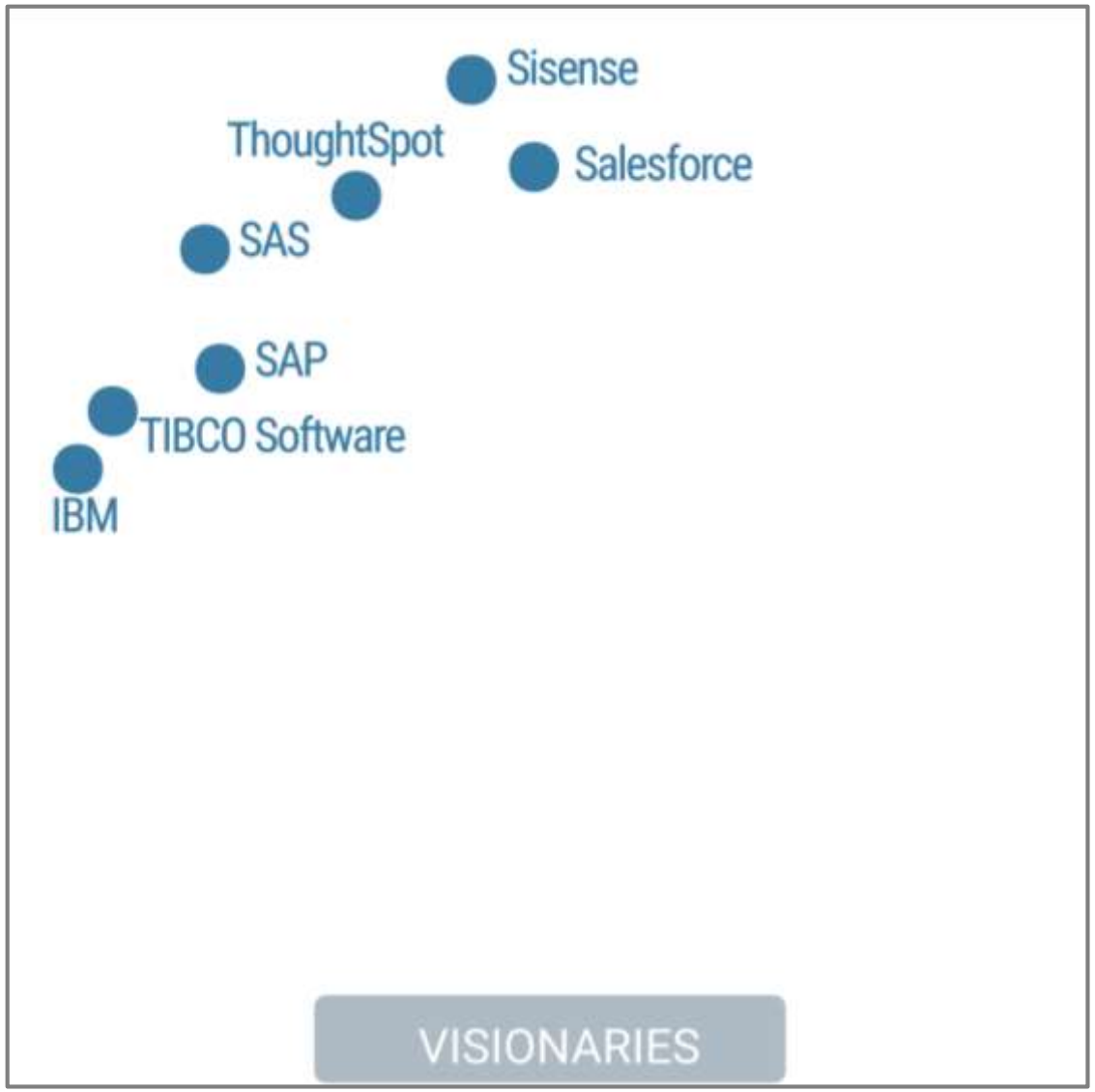

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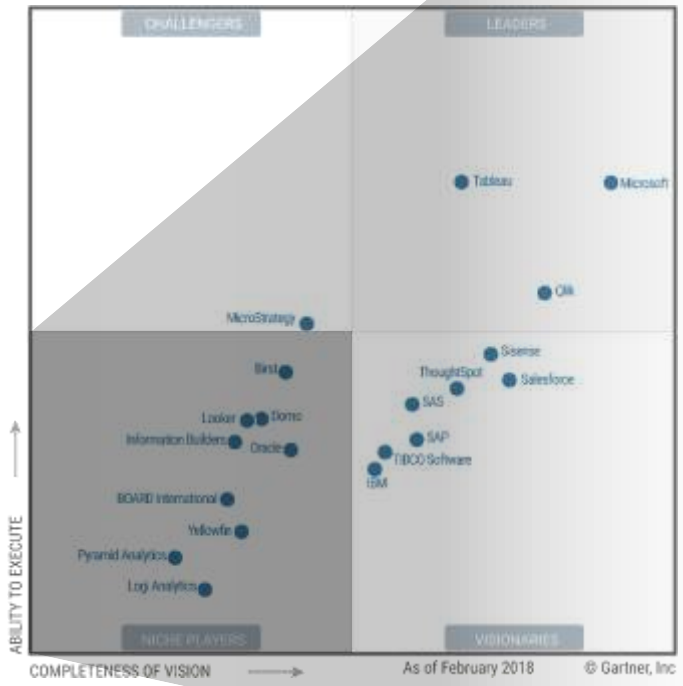

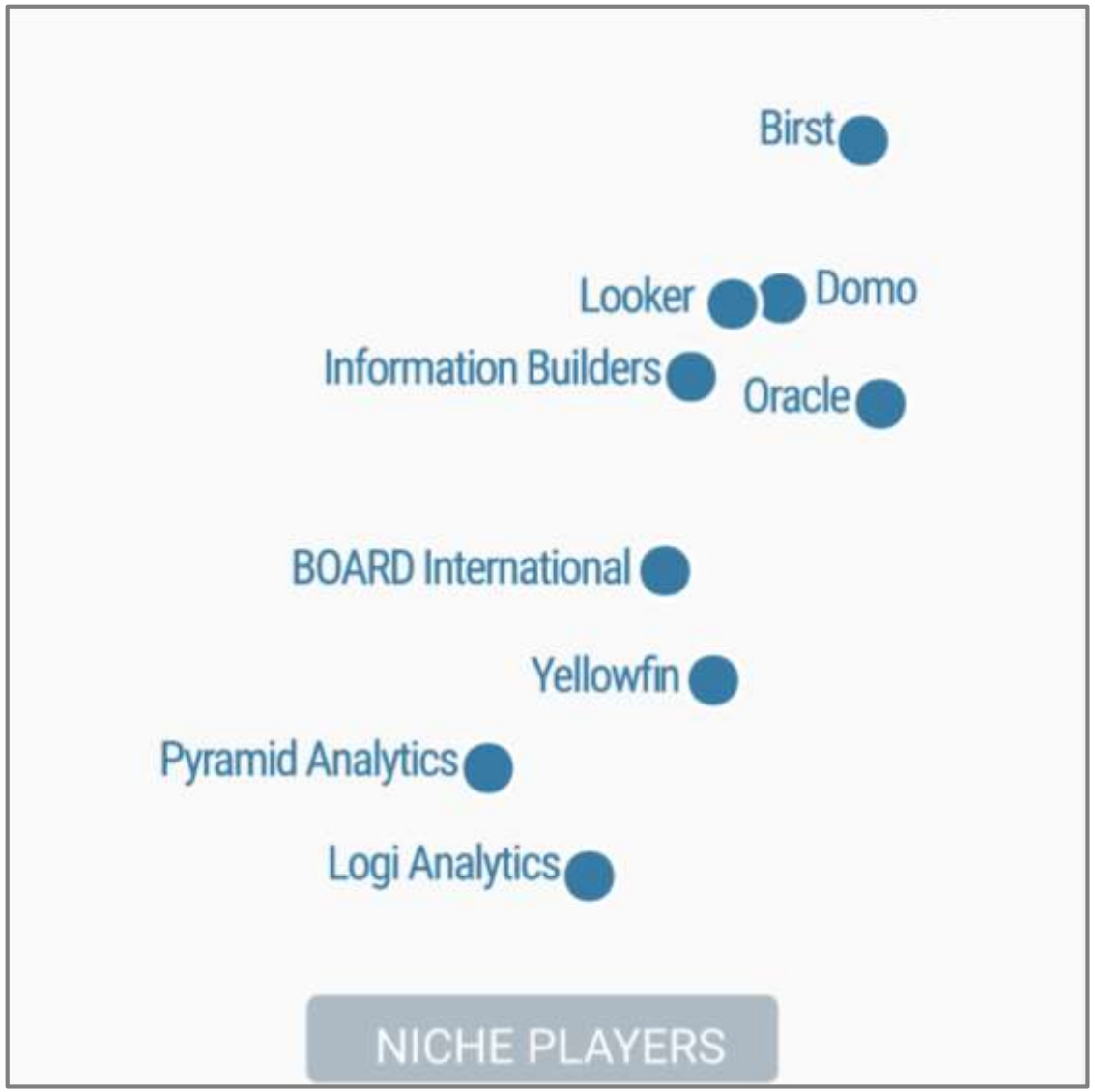

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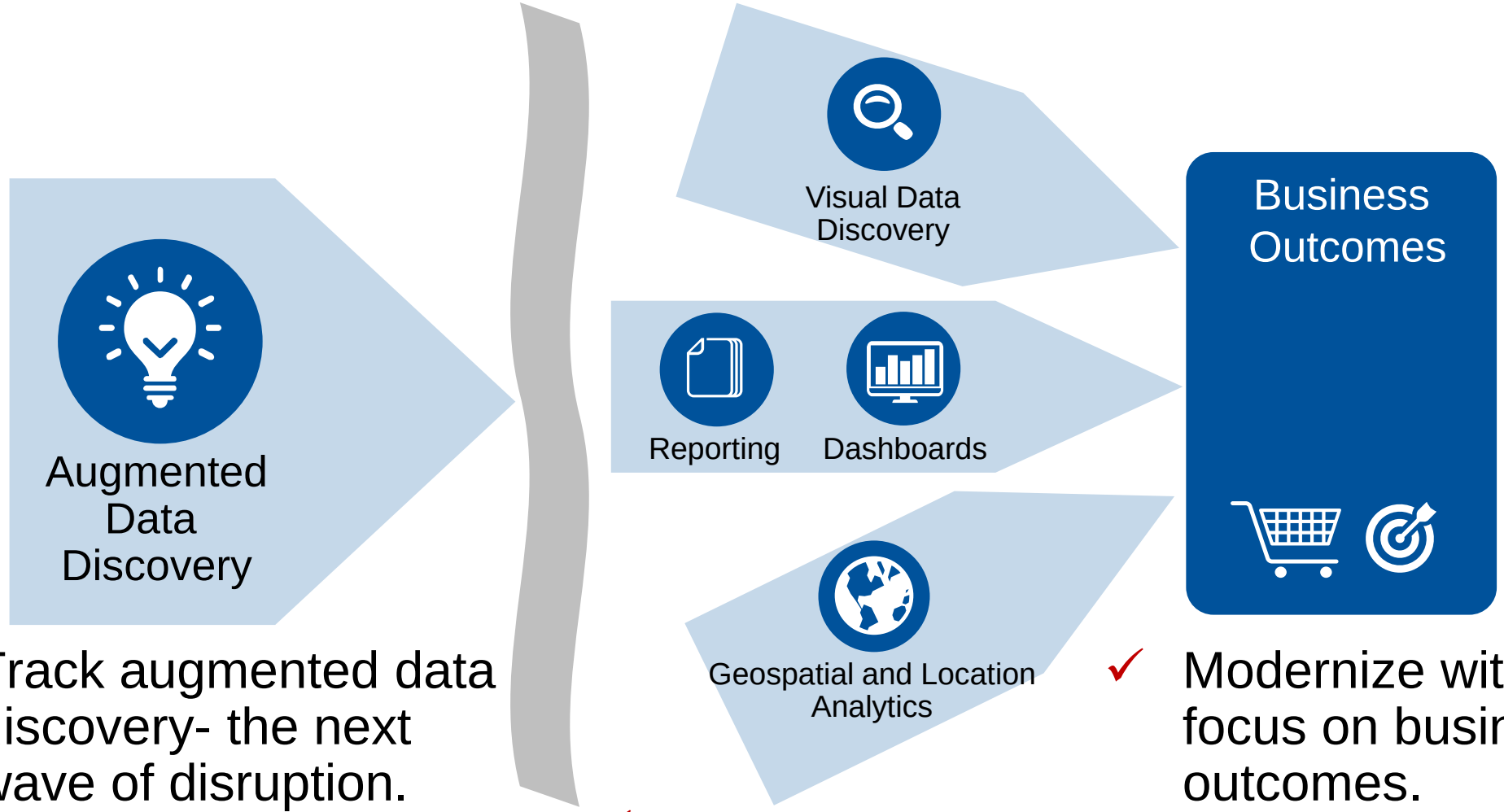
Recommendations for Analytics and BI



- ✓ Track augmented data discovery- the next wave of disruption.
- ✓ Consider a "best-of-breed" tool portfolio strategy.
- ✓ Modernize with focus on business outcomes.

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Recommended Gartner Research

- **Magic Quadrant for Data Quality Tools**
  Mei Yang Selvage, Saul Judah and Ankush Jain (G00321125)
- **Magic Quadrant for Data Integration Tools**
  Mark A. Beyer, Eric Thoo and Others (G00314940)
- **Magic Quadrant for Metadata Management Solutions**
  Guido De Simoni and Roxane Edjlali (G00315529)
- **Magic Quadrant for Operational Database Management Systems**
  Nick Heudecker, Donald Feinberg and Merv Adrian (G00317993)

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