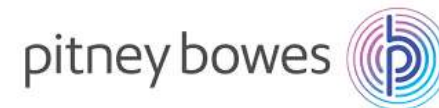


# Magic Quadrant: Master Data Management Solutions

Michael Patrick Moran

# Spectrum of Package Enterprise MDM Solutions



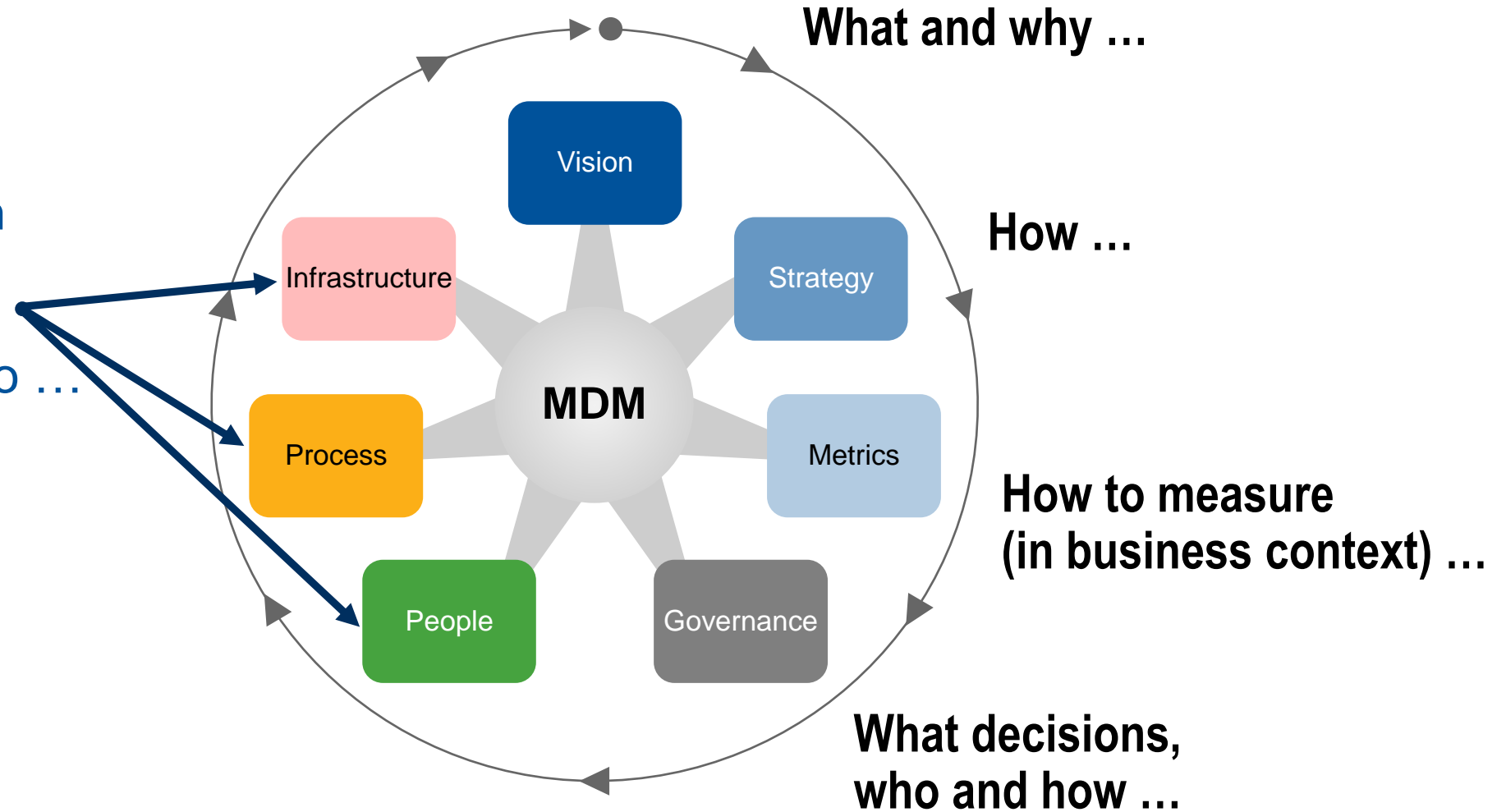
# MDM as Practice and Discipline

**Master data management (MDM)** is a **technology-enabled discipline in which business and IT work together** to ensure the uniformity, accuracy, stewardship, semantic consistency and accountability of the enterprise's official shared **master data** assets.

# Master Data in Context

## Enterprise Information Management Framework

As you work through requirements for master data it will invariably lead you to ...



# Inclusion Criteria

- At least \$15 million in MDM solutions software (CY 2016)
- Sales and support operations in (2 out of 3): Americas, EMEA and APAC
- Sales operations, support operations and customers in multiple industries
- At least 20 live reference customers for enterprise MDM solution functionality
- At least 10 new customers for MDM solutions in four quarters ending MAR 2017
- Sufficient professional services resources to fulfill commitments for the six months following the MQ
- Enough cash to fund a year of operations at the current "burn rate"

# Magic Quadrant for Strategic Market Positioning of Vendors

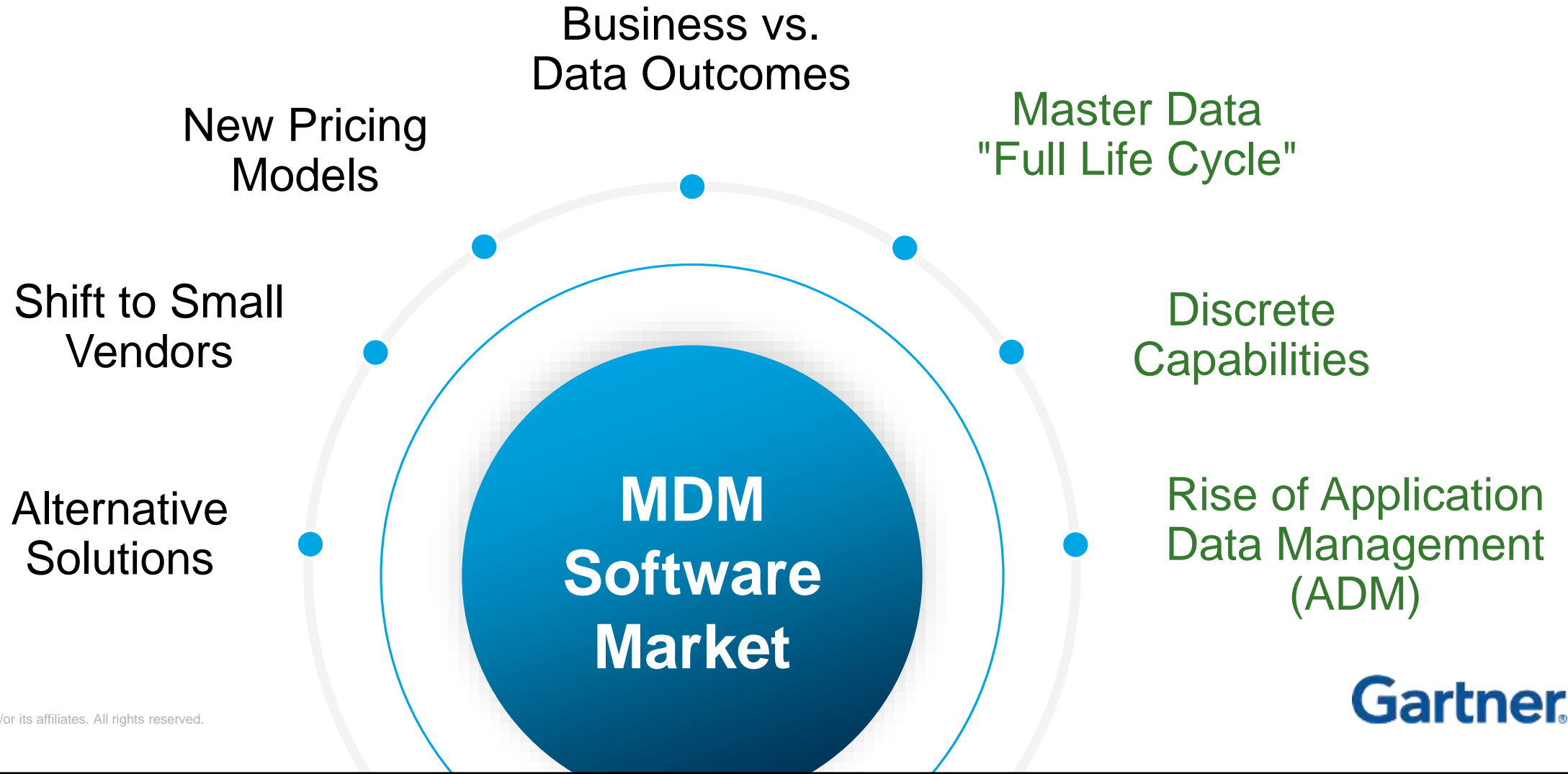
## Ability to Execute

- |  |               |
|--|---------------|
| ■ Product or Service                     | <b>High</b>   |
| ■ Overall Viability                      | <b>Medium</b> |
| ■ Sales Execution/Pricing                | <b>High</b>   |
| ■ Market Responsiveness and Track Record | <b>High</b>   |
| ■ Marketing Execution                    | <b>High</b>   |
| ■ Customer Experience                    | <b>High</b>   |
| ■ Operations                             | <b>Low</b>    |

## Completeness of Vision

- |                               |               |
|-------------------------------|---------------|
| ■ Market Understanding        | <b>High</b>   |
| ■ Marketing Strategy          | <b>High</b>   |
| ■ Sales Strategy              | <b>Medium</b> |
| ■ Offering (Product) Strategy | <b>High</b>   |
| ■ Business Model              | <b>Medium</b> |
| ■ Vertical/Industry Strategy  | <b>High</b>   |
| ■ Innovation                  | <b>High</b>   |
| ■ Geographic Strategy         | <b>Low</b>    |

# Key Trends Impacting the Market



# 2017 Magic Quadrant — Master Data Management Solutions



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



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30 October 2017 (G00325117)

# 2017 Magic Quadrant — Master Data Management Solutions



# 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 five 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

# Recommended Gartner Research

- ▶ [Use the 7 Building Blocks of MDM to Achieve Success in the Digital Age](#)  
Michael Patrick Moran, Bill O'Kane and Simon James Walker (G00351157)
- ▶ [Creating a Business Case for Master Data Management](#)  
Bill O'Kane and Michael Smith (G00277741)
- ▶ [Developing Metrics for Successful Master Data Management](#)  
Andrew White and Michael Smith (G00277150)
- ▶ [Accelerate Business Value Using Gartner's Master Data Management Implementation Styles](#)  
Bill O'Kane and Michael Patrick Moran (G00311140)
- ▶ [Magic Quadrant for Master Data Management Solutions](#)  
Bill O'Kane, Alan Dayley and Others (G00325117)

For information, please contact your Gartner representative.