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Magic Quadrant: Data Management Solutions for Analytics

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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

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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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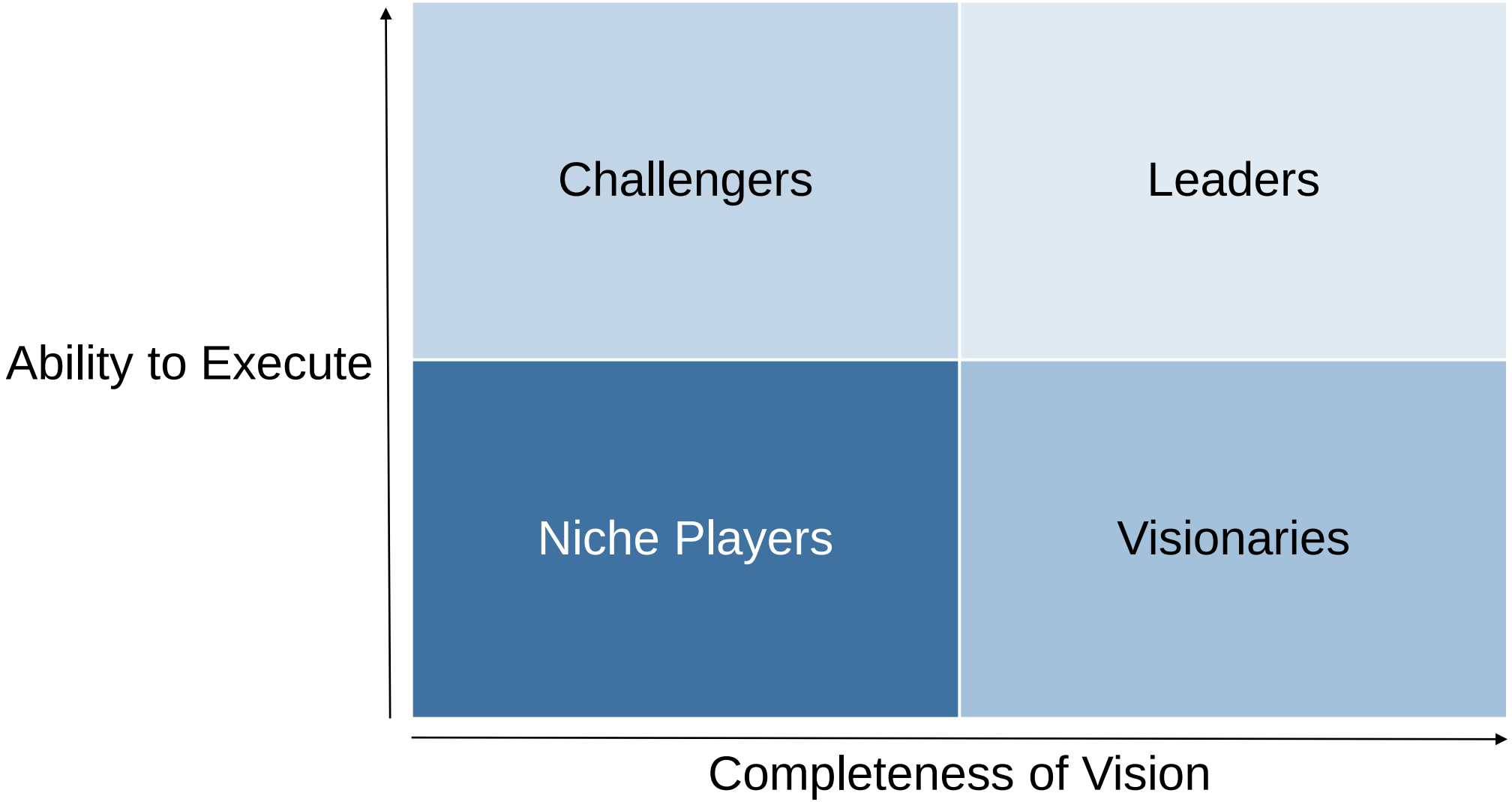

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Common Mistakes to Avoid When Using the Magic Quadrant

- 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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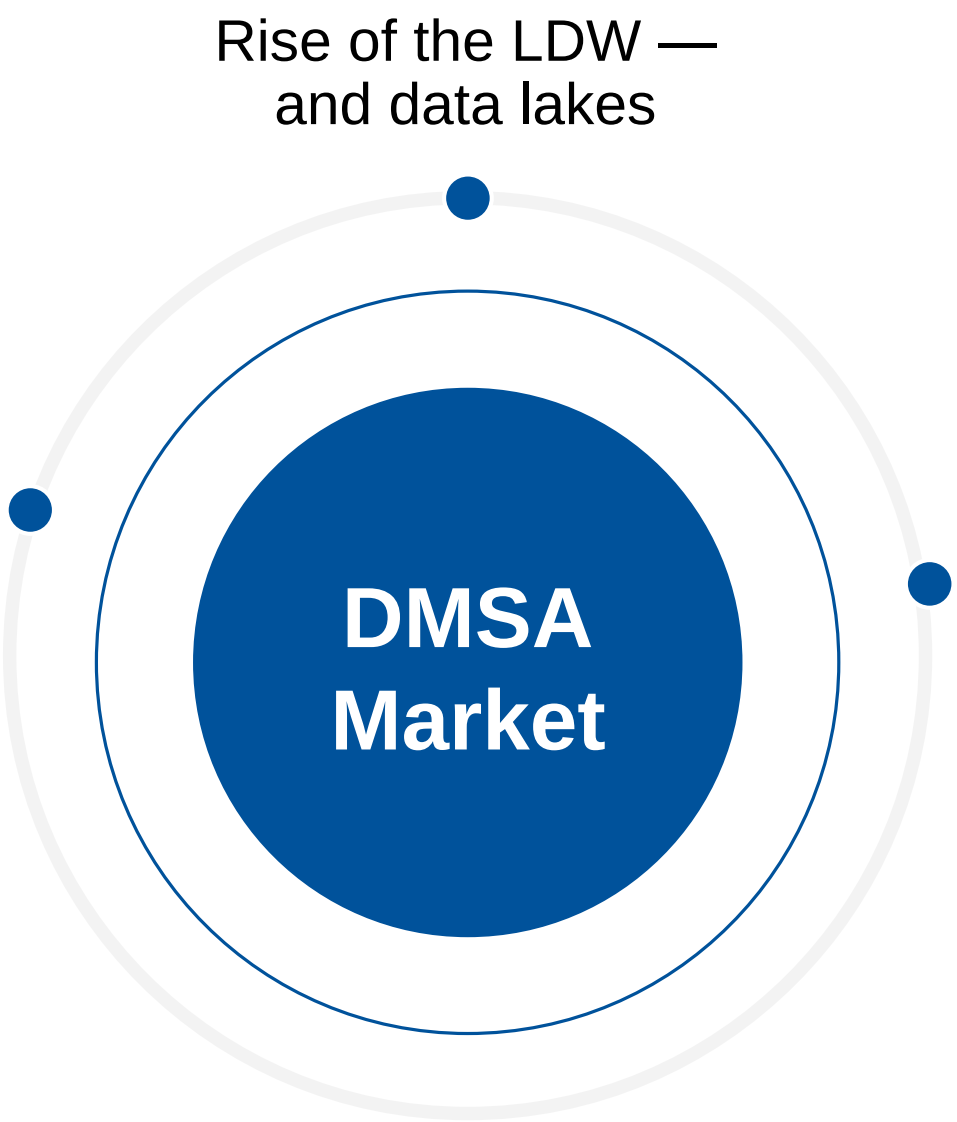
Key Trends Impacting the Market



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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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