

# Magic Quadrant Power Session: Insights on the Markets

Donald Feinberg  
Peter Krensky  
Michael Moran  
Adam Ronthal  
João Tapadinhas

CONFIDENTIAL AND PROPRIETARY

This presentation, including any supporting materials, is owned by Gartner, Inc. and/or its affiliates and is for the sole use of the intended Gartner audience or other intended recipients. This presentation may contain information that is confidential, proprietary or otherwise legally protected, and it may not be further copied, distributed or publicly displayed without the express written permission of Gartner, Inc. or its affiliates.  
© 2018 Gartner, Inc. and/or its affiliates. All rights reserved.

# Magic Quadrant for Strategic Market Positioning of Vendors

Focus on Today



Focus on Tomorrow



# 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

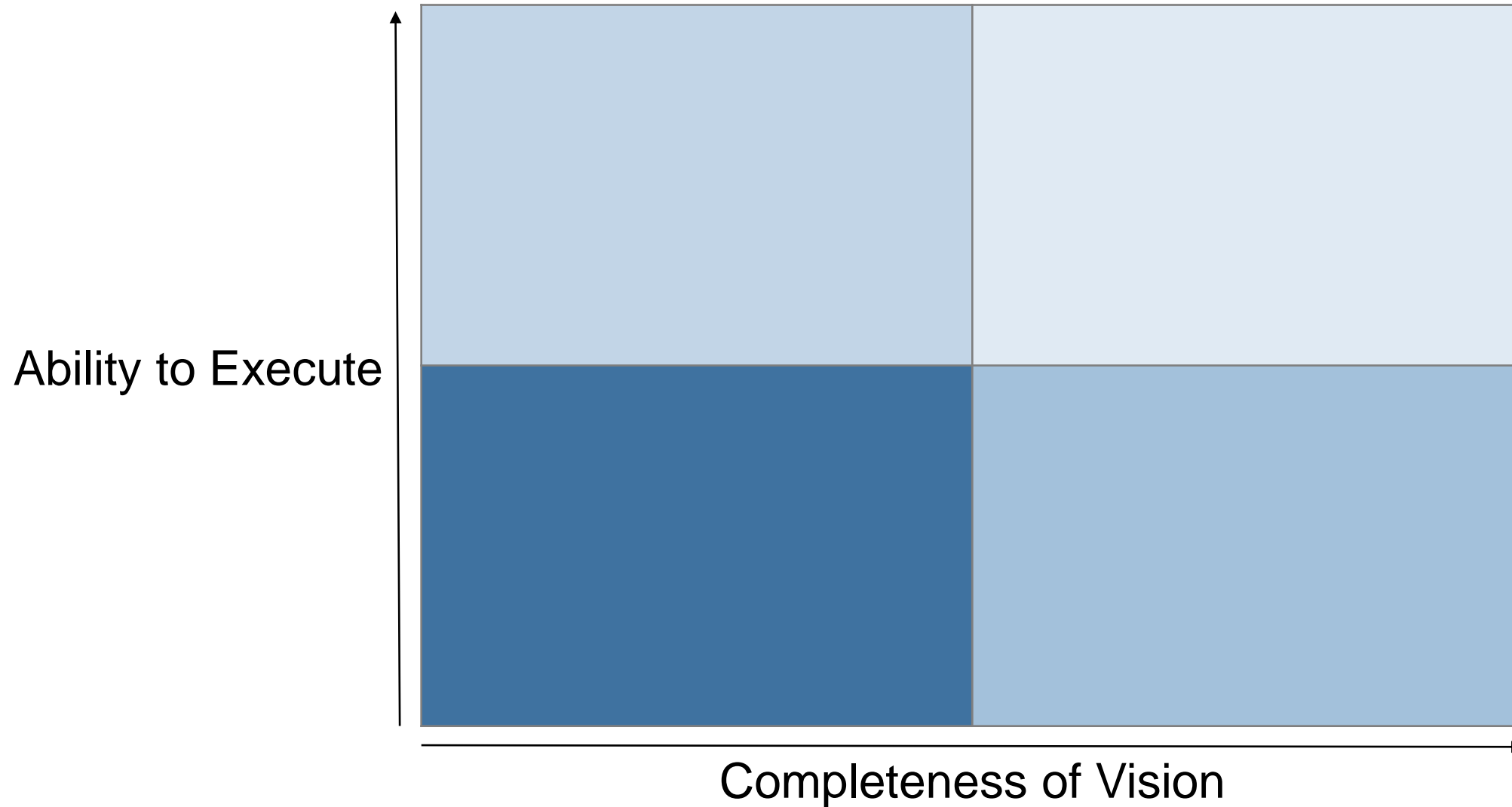
# Magic Quadrant for Strategic Market Positioning of Vendors



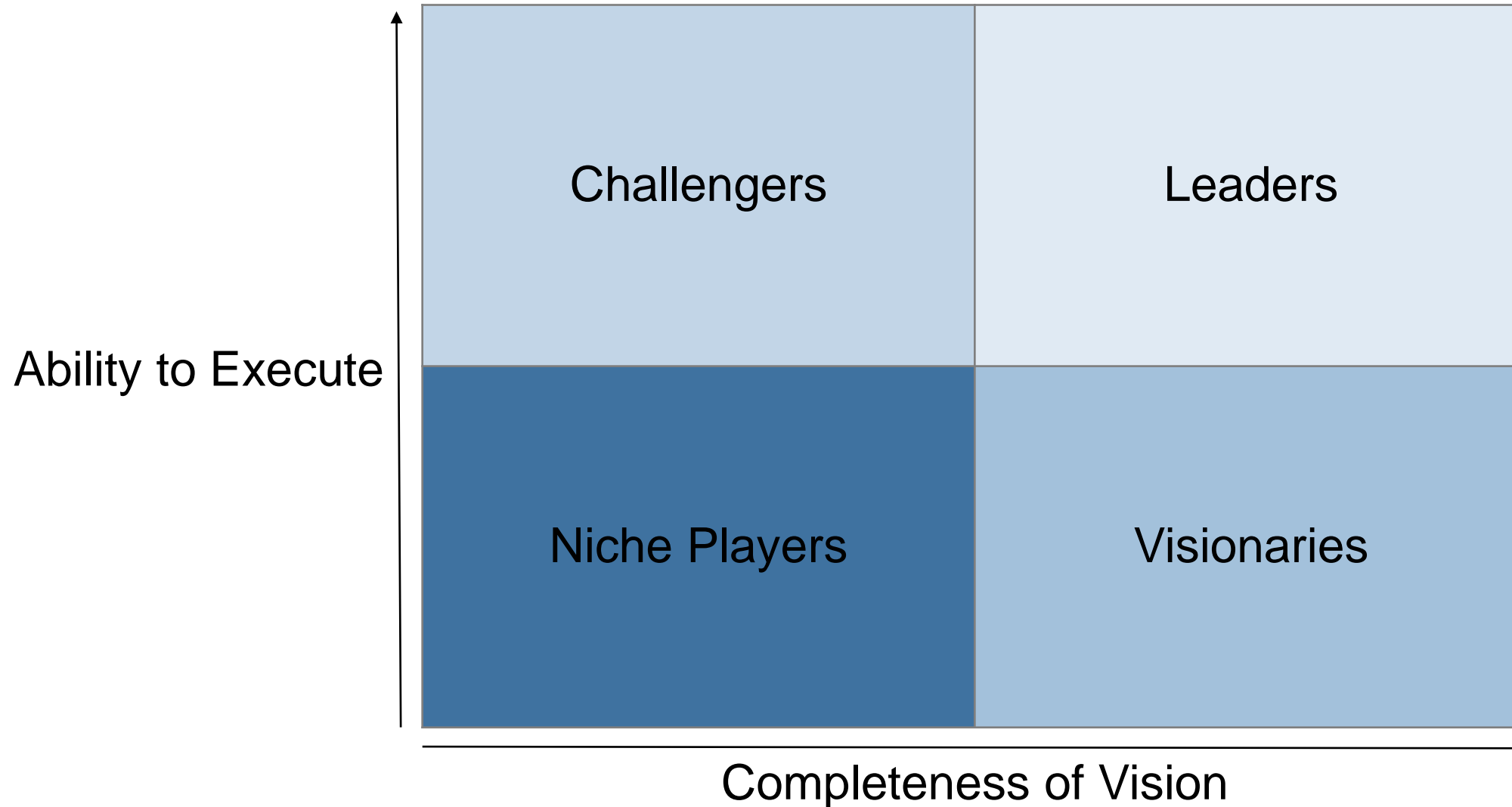
## Completeness of Vision

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

# Magic Quadrant for Strategic Market Positioning of Vendors



# Magic Quadrant for Strategic Market Positioning of Vendors



# 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:
  - Do not assume a leader is always right for your use case.
- Using only the Magic Quadrant in your vendor selection

# 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 Cool Vendors



## **The MQs You'll Be Taken Through:**

Master Data Management — Michael Moran

Data Science and Machine Learning —  
Peter Krensky

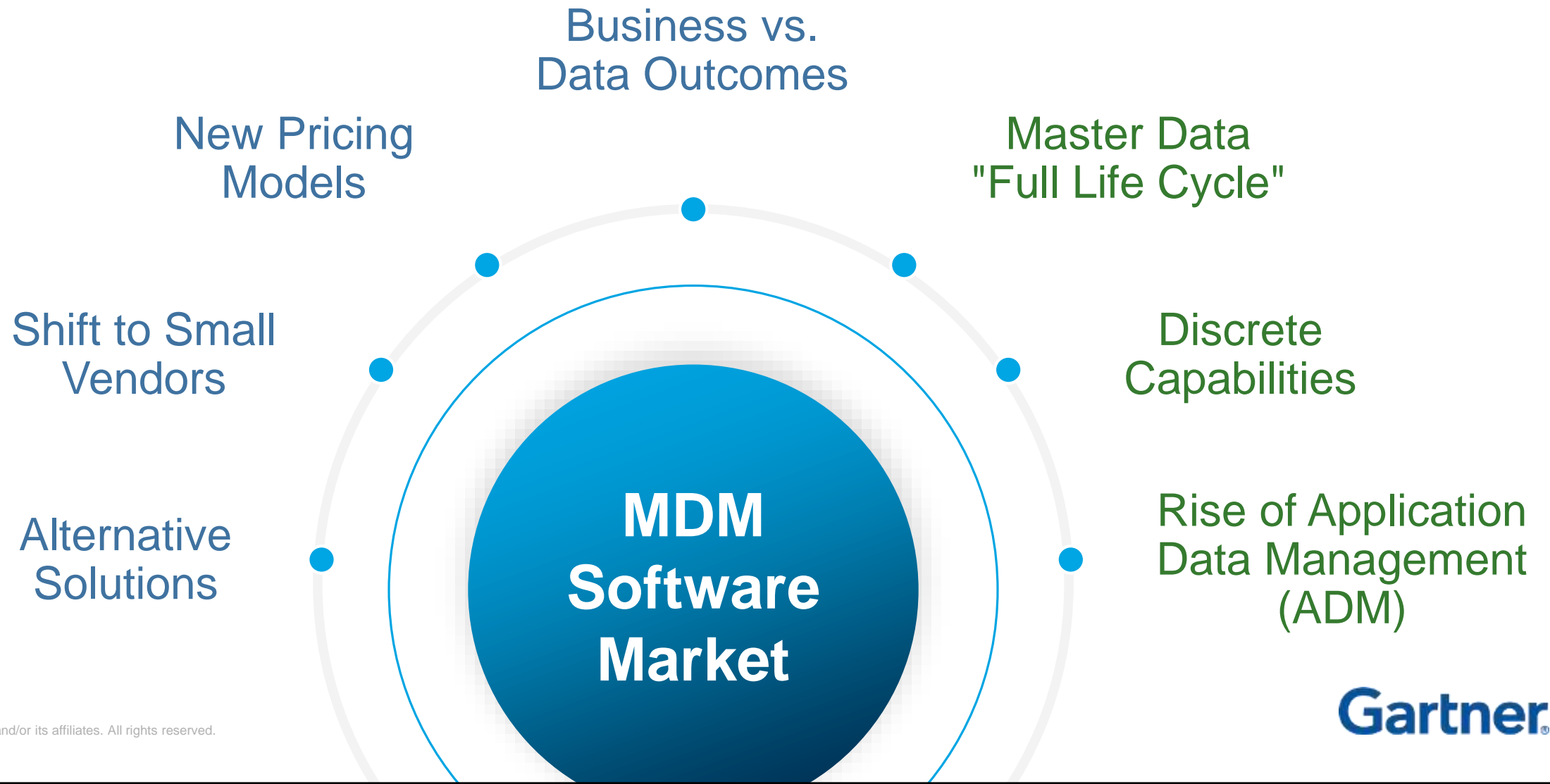
Data Management Solution for Analytics —  
Adam Ronthal

Analytics and Business Intelligence —  
João Tapadinhas

# **2018 Magic Quadrant: Master Data Management Solutions**

**Michael Moran**

# Key Trends Impacting the Market



# 2017 Magic Quadrant — Master Data Management Solutions



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

# 2017 Magic Quadrant — Master Data Management Solutions



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

# 2017 Magic Quadrant — Master Data Management Solutions



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

# Recommendations

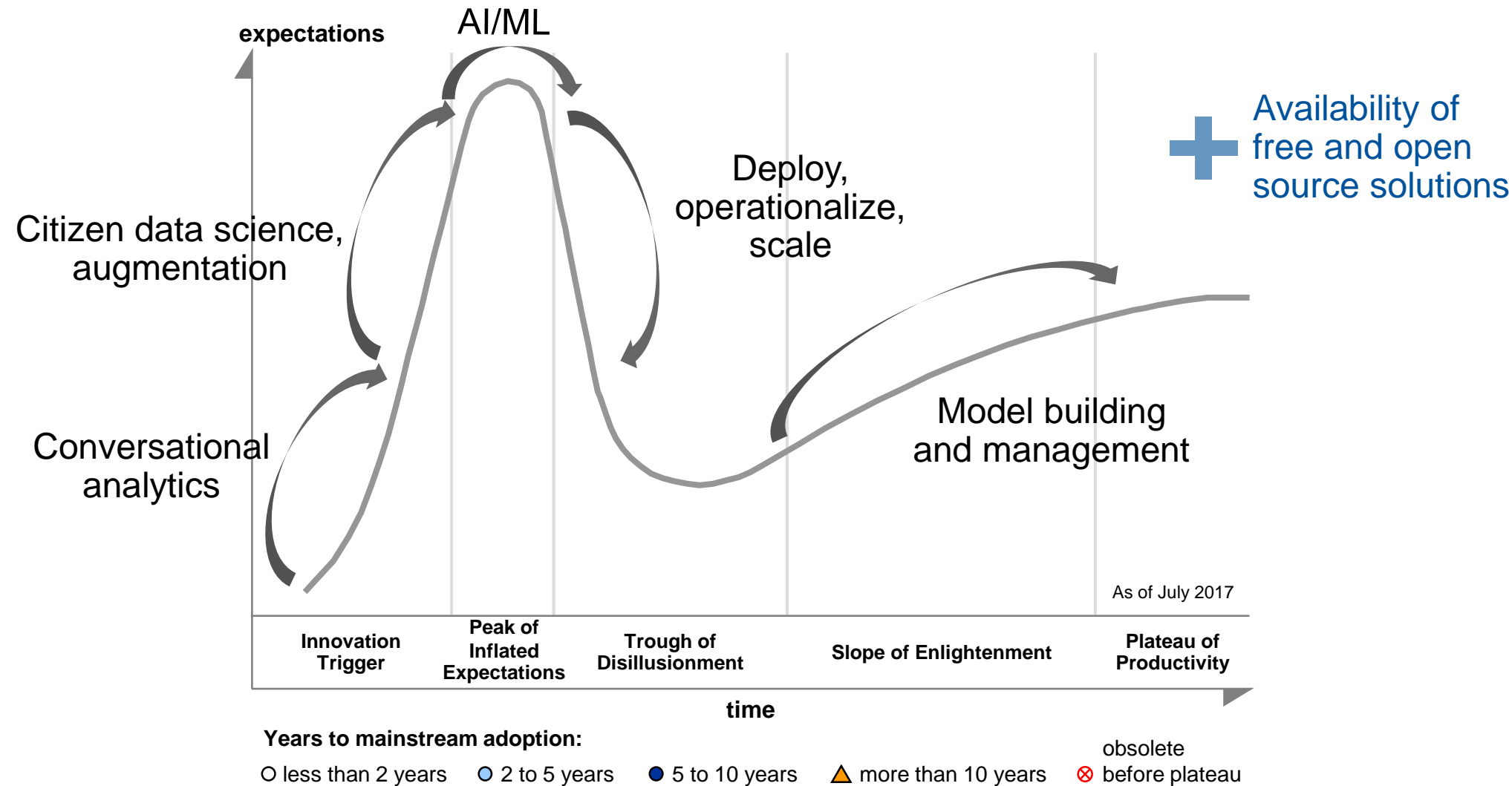
- ✓ Be open to a mix of multiple products or vendors — don't confine yourselves to Leaders
- ✓ Play out subscription pricing scenarios for at least 5 years as MDM is difficult to "unplug"
- ✓ Embrace data integration best practices for MDM to avoid vendor and on-premises lock-in
- ✓ Know as much of your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

# 2018 Magic Quadrant: Data Science and Machine Learning Platforms

**Peter Krensky**



# Hype Cycle for Data Science and Machine Learning, 2017



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

# 2018 Magic Quadrant for Data Science and Machine Learning Platforms



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

# 2018 Magic Quadrant for Data Science and Machine Learning Platforms



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

# 2018 Magic Quadrant for Data Science and Machine Learning Platforms



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



# 2018 Magic Quadrant for Data Science and Machine Learning Platforms

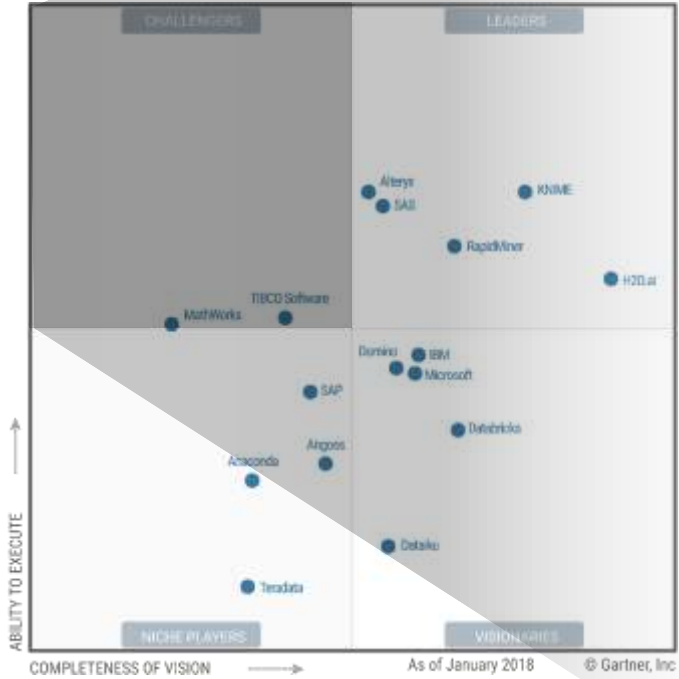


From "[Magic Quadrant for Data Science and Machine-Learning Platforms](#)," 22 February 2018 (G00326456)

20 © 2018 Gartner, Inc. and/or its affiliates. All rights reserved.



# 2018 Magic Quadrant for Data Science and Machine Learning Platforms



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



**Keep an Open Mind ...**



**... and Open Platform**

# Audience Question

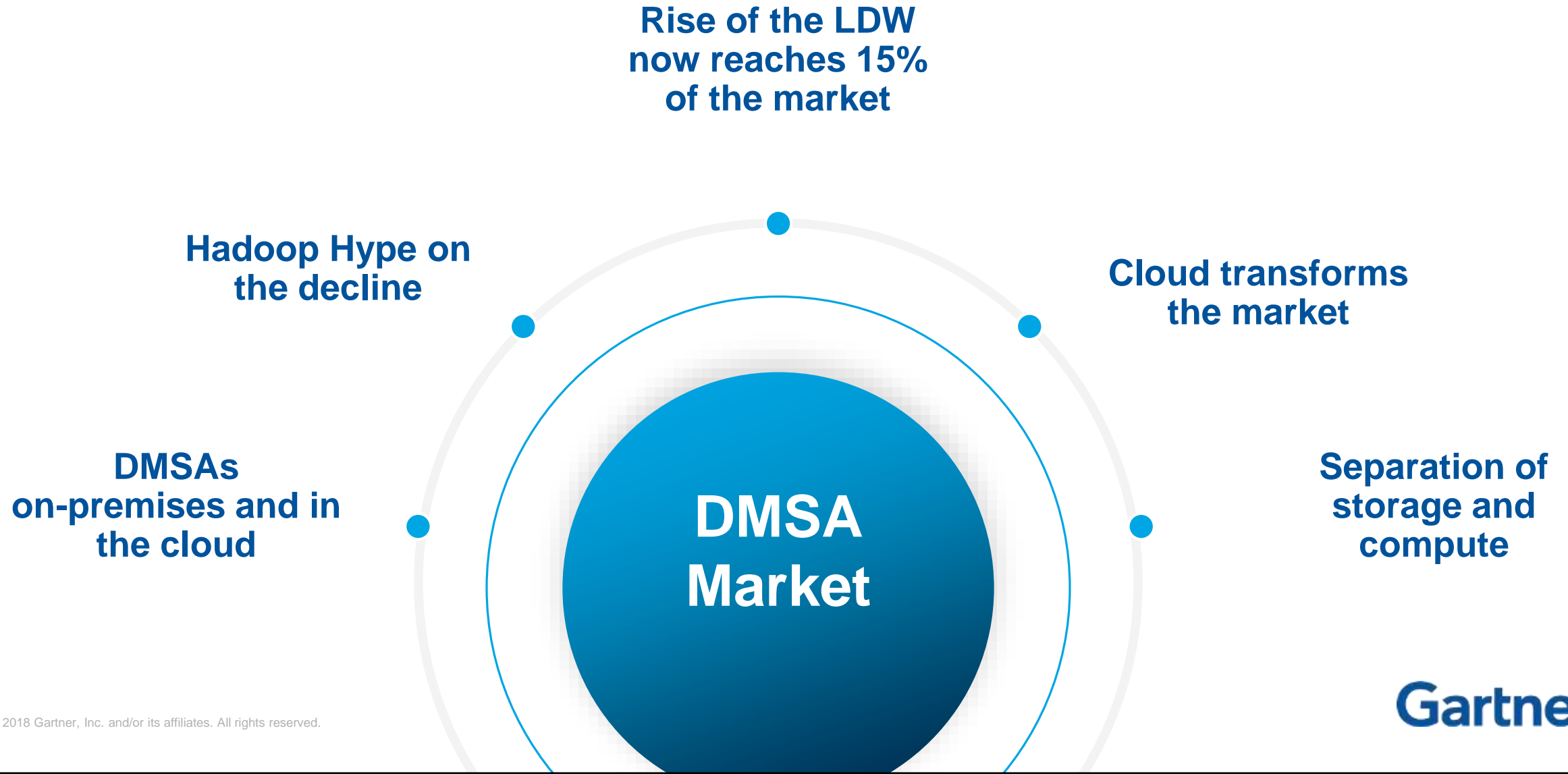


**How does what you've just heard  
impact your organization?**

# **2018 Magic Quadrant: Data Management Solutions for Analytics**

**Adam Ronthal**

# Key Trends Impacting the Market



# 2018 Magic Quadrant — Data Management Solution for Analytics



From "Magic Quadrant for Data Management Solutions for Analytics," 13 February 2018 (G00326691)

27 © 2018 Gartner, Inc. and/or its affiliates. All rights reserved.

# 2018 Magic Quadrant — Data Management Solution for Analytics



From "[Magic Quadrant for Data Management Solutions for Analytics](#)," 13 February 2018 (G00326691)

# 2018 Magic Quadrant — Data Management Solution for Analytics

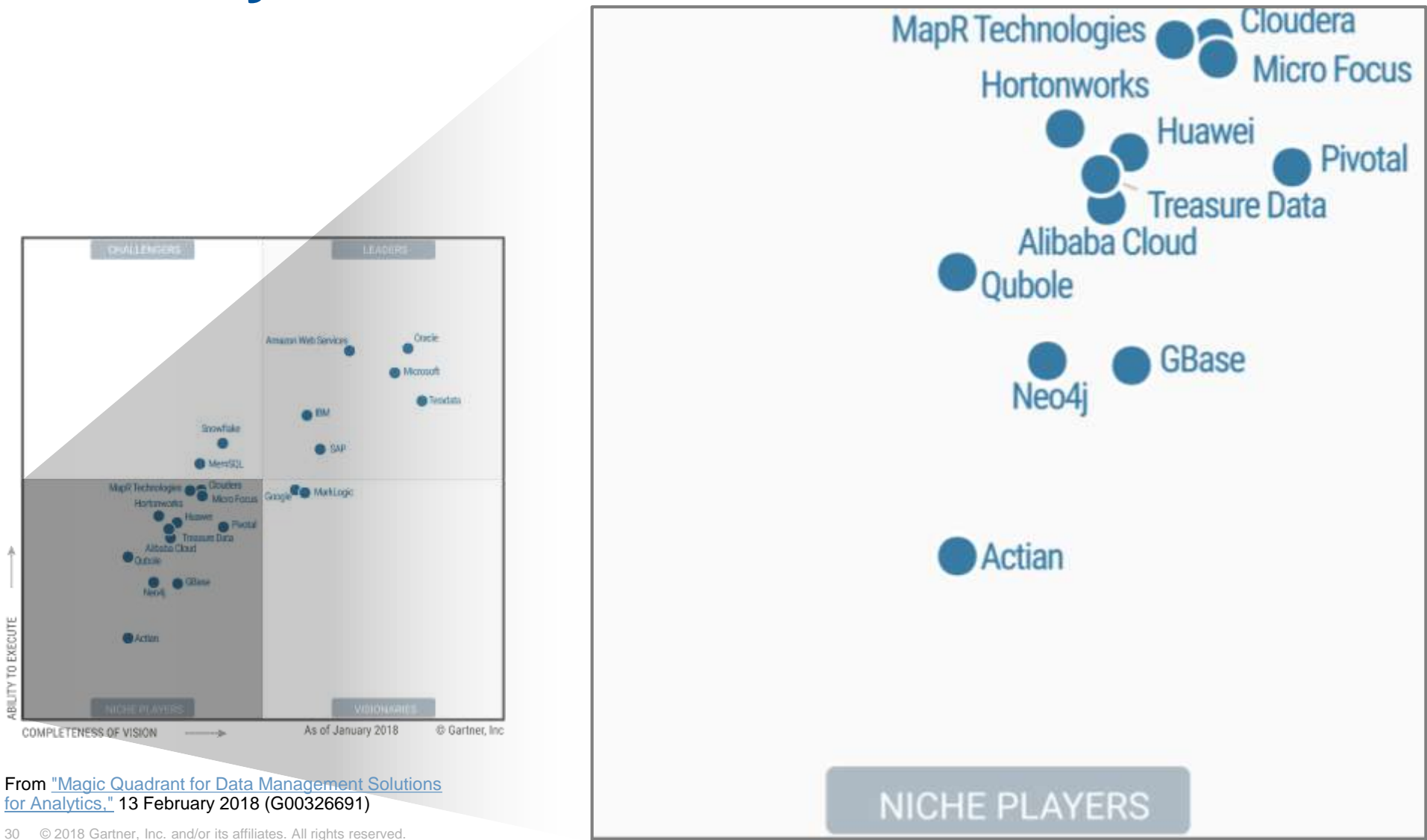


From "[Magic Quadrant for Data Management Solutions for Analytics.](#)" 13 February 2018 (G00326691)

29 © 2018 Gartner, Inc. and/or its affiliates. All rights reserved.



# 2018 Magic Quadrant — Data Management Solution for Analytics



From "[Magic Quadrant for Data Management Solutions for Analytics](#)," 13 February 2018 (G00326691)

# 2018 Magic Quadrant — Data Management Solution for Analytics



From "[Magic Quadrant for Data Management Solutions for Analytics](#)," 13 February 2018 (G00326691)

31 © 2018 Gartner, Inc. and/or its affiliates. All rights reserved.



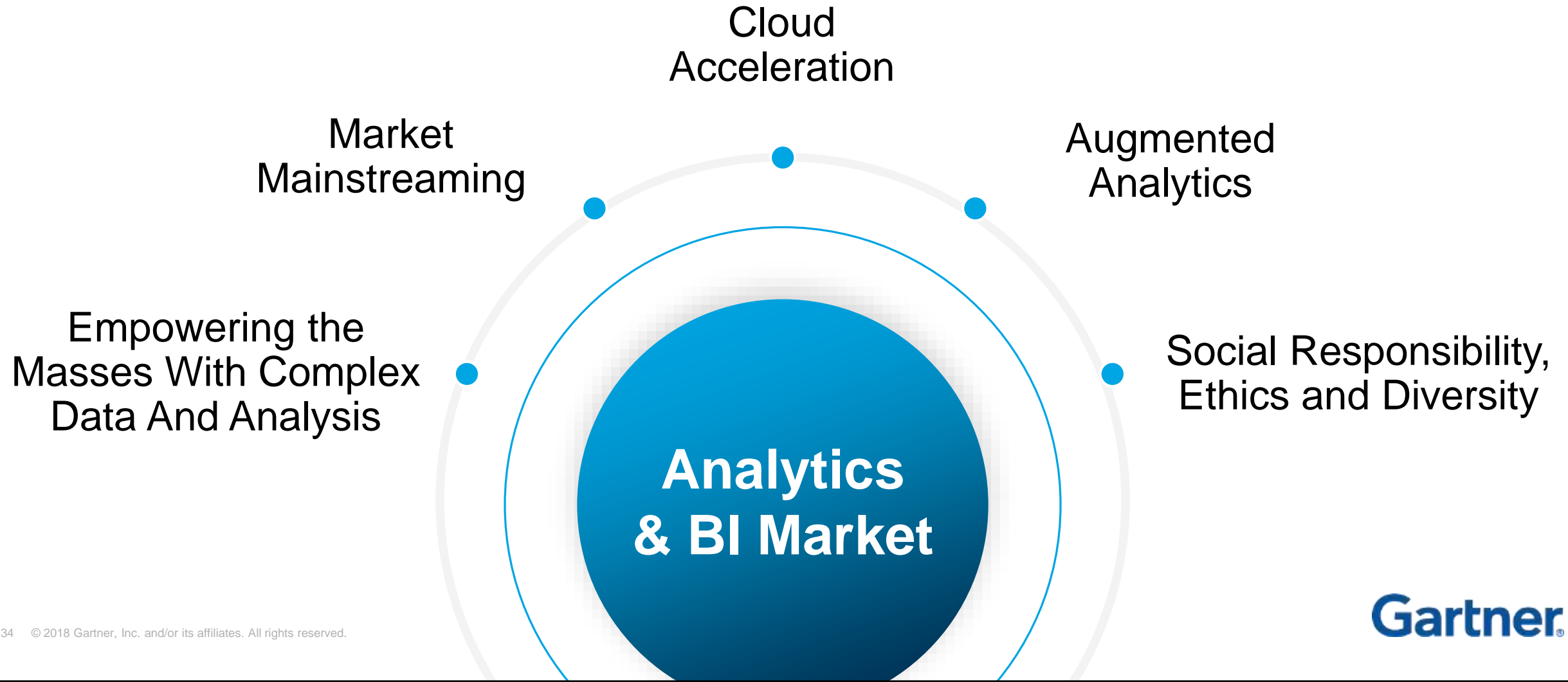
# Recommendations

- ✓ 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.
- ✓ Use caution when adopting Hadoop to make sure it aligns with your use cases

# **2018 Magic Quadrant: Analytics and Business Intelligence Platform**

**João Tapadinhas**

# Key Trends Impacting the Analytics and BI Market



# Magic Quadrant for Analytics and BI Platforms, 2018

## Vendors Dropped

- Pentaho, Datameer
- Alteryx
- Zoomdata, ClearStory Data

## New Vendors Added to MQ

- Looker



From: ["Magic Quadrant for Analytics and Business Intelligence Platforms,"](#) 26 February 2018 (G00326555)

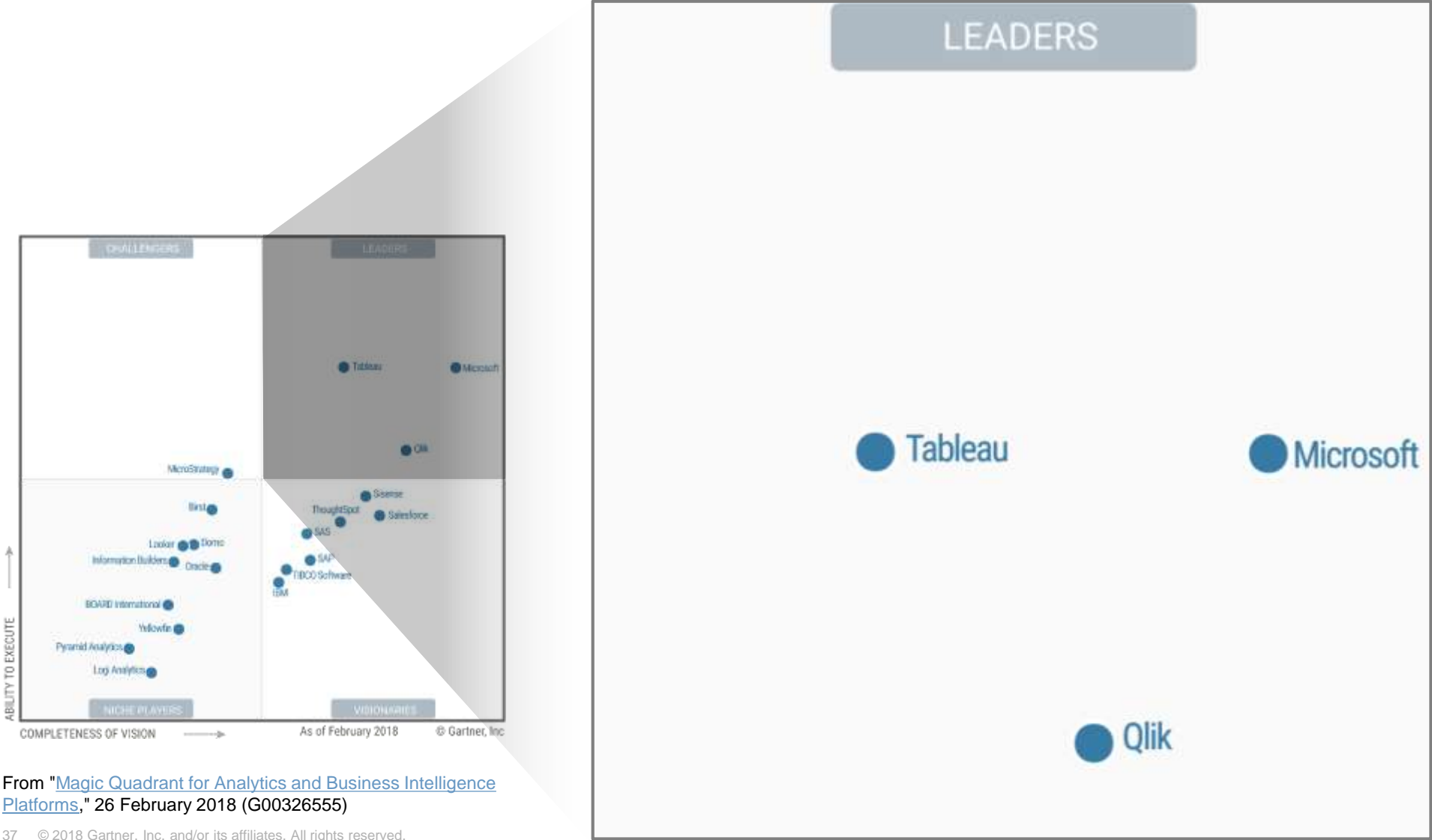
# Magic Quadrant for Analytics and Business Intelligence Platforms



From: ["Magic Quadrant for Analytics and Business Intelligence Platforms,"](#) 26 February 2018 (G00326555)

36 © 2018 Gartner, Inc. and/or its affiliates. All rights reserved.

# Magic Quadrant for Analytics and Business Intelligence Platforms



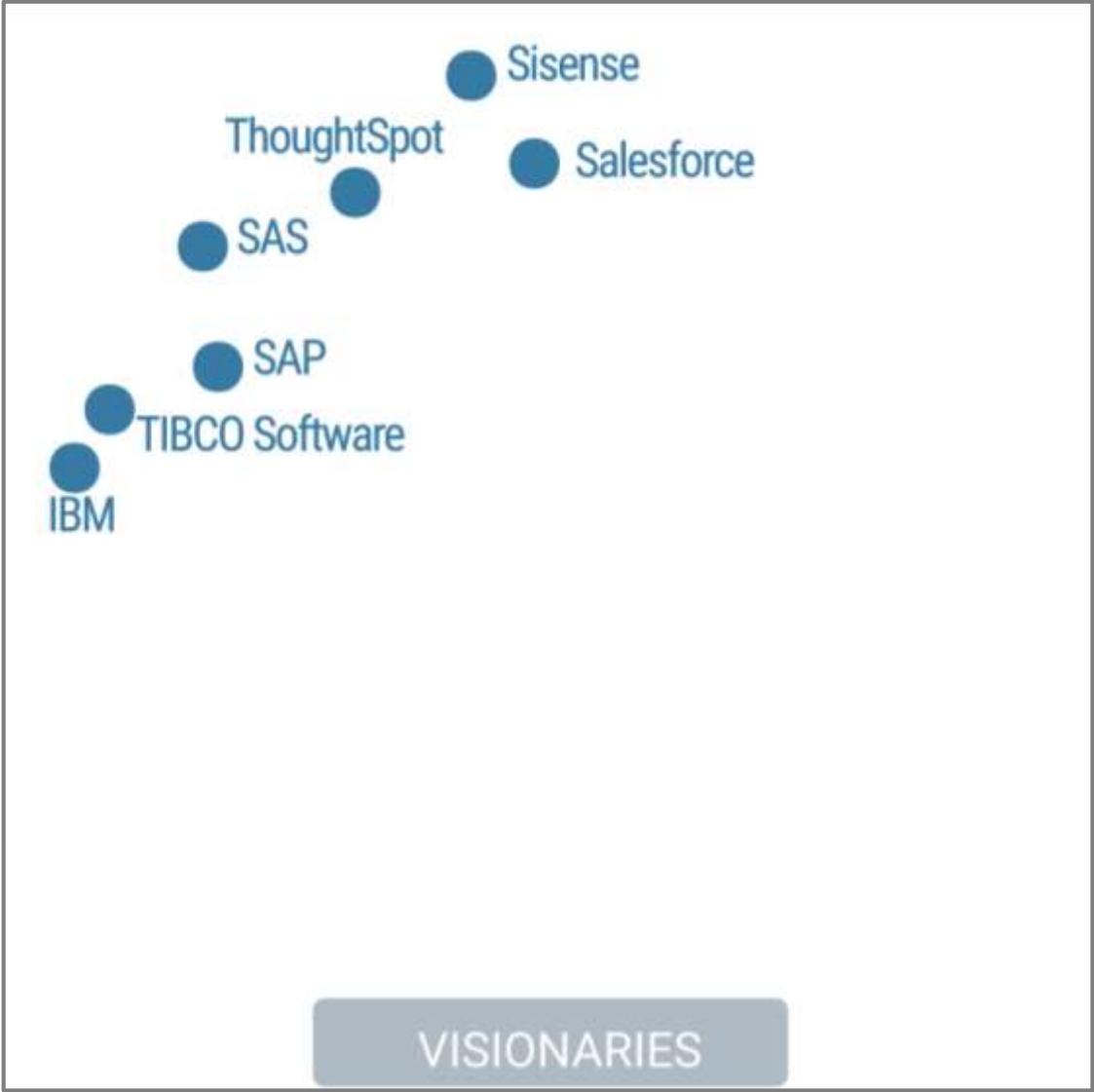
From "[Magic Quadrant for Analytics and Business Intelligence Platforms](#)," 26 February 2018 (G00326555)

37 © 2018 Gartner, Inc. and/or its affiliates. All rights reserved.

# Magic Quadrant for Analytics and Business Intelligence Platforms



From "[Magic Quadrant for Analytics and Business Intelligence Platforms](#)," 26 February 2018 (G00326555)



# Magic Quadrant for Analytics and Business Intelligence Platforms

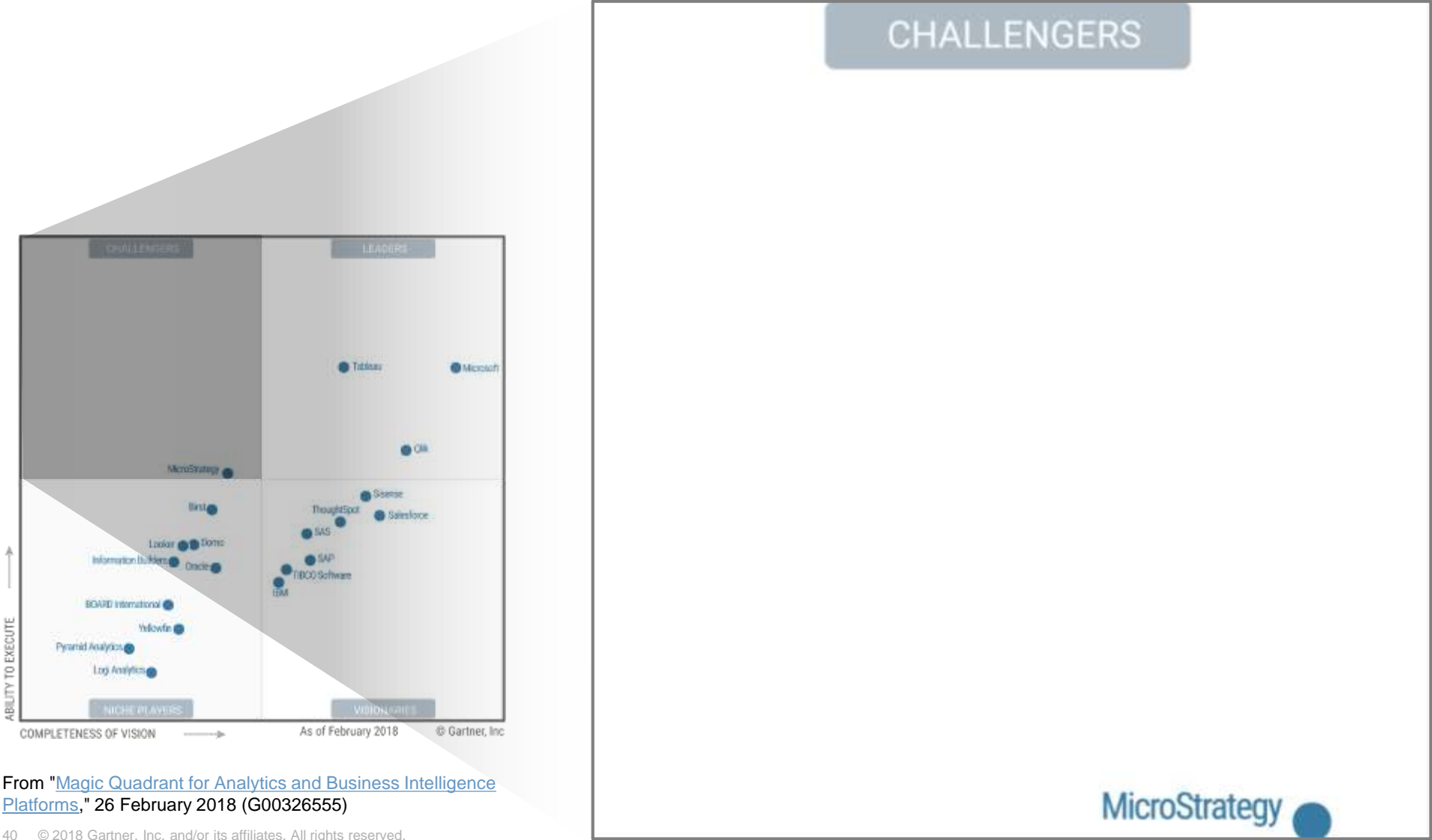


From "[Magic Quadrant for Analytics and Business Intelligence Platforms](#)," 26 February 2018 (G00326555)

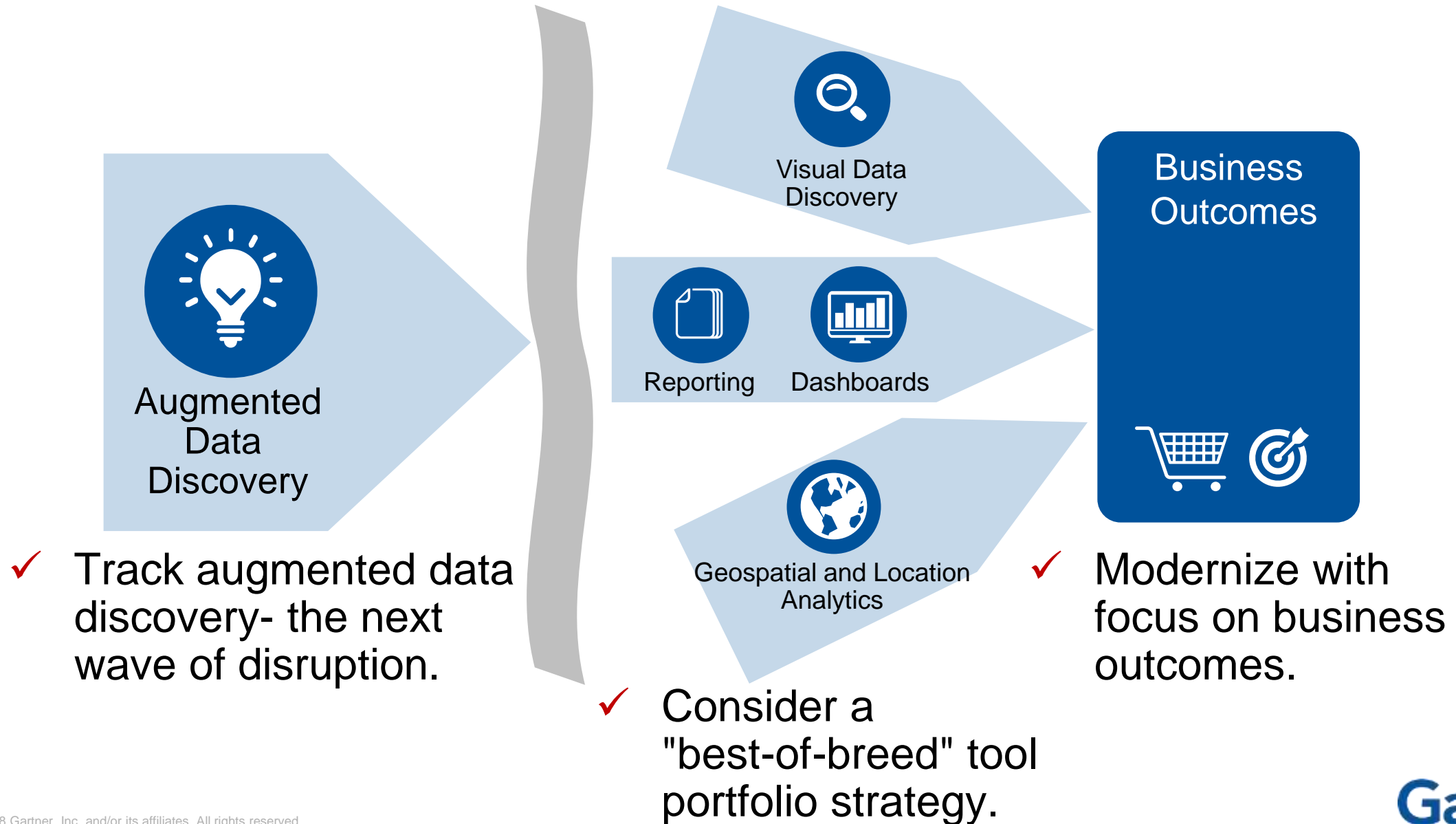
39 © 2018 Gartner, Inc. and/or its affiliates. All rights reserved.



# Magic Quadrant for Analytics and Business Intelligence Platforms



# Recommendations for Analytics and BI



# Recommended Gartner Research

- ▶ **Magic Quadrant for Master Data Management Solutions**  
Bill O’Kane, Alan Dayley, Michael P. Moran and Simon J. Walker (G00325117)
- ▶ **Magic Quadrant for Data Science and Machine-Learning Platforms**  
Carlie Idoine, Peter Krensky and Others (G00326456)
- ▶ **Magic Quadrant for Data Management Solutions for Analytics**  
Adam Ronthal, Roxane Edjlali and Rick Greenwald (G00326691)
- ▶ **Magic Quadrant for Analytics and Business Intelligence Platforms**  
Cindi Howson, João Tapadinhas and Others (G00326555)

# Magic Quadrant Power Session: Insights on the Markets

Donald Feinberg  
Peter Krensky  
Michael Moran  
Adam Ronthal  
João Tapadinhas

CONFIDENTIAL AND PROPRIETARY

This presentation, including any supporting materials, is owned by Gartner, Inc. and/or its affiliates and is for the sole use of the intended Gartner audience or other intended recipients. This presentation may contain information that is confidential, proprietary or otherwise legally protected, and it may not be further copied, distributed or publicly displayed without the express written permission of Gartner, Inc. or its affiliates.  
© 2018 Gartner, Inc. and/or its affiliates. All rights reserved.