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## Gartner 2016 Magic Quadrant for Advanced Analytics Platforms: gainers and losers

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We compare Gartner 2016 Magic Quadrant Advanced Analytics Platforms vs its 2015 version and identify notable changes for leaders and challengers: SAS, IBM, RapidMiner, KNIME, Dell, Angoss, and Microsoft.

By [Gregory Piatetsky](#), KDnuggets.

Gartner highly anticipated 2016 Magic Quadrant for Advanced Analytics Platforms was published last week. The 2016 report evaluated 16 analytics and data science firms over 10 criteria and placed them in 4 quadrants, based on completeness of vision and ability to execute.

See also our latest analysis [Gartner 2017 Magic Quadrant for Data Science Platforms: gainers and losers](#)

Unlike its cousin, Gartner MQ on BI and Analytics platforms, this report focuses on firms that not only offer dashboards and visualization but provide predictive analytics tools that can be used for building solutions across industries.



**Fig 1: Gartner 2016 Magic Quadrant for Advanced Analytics Platforms**

Firms covered:

- **Leaders (5):** SAS, IBM, KNIME, RapidMiner, Dell



The same 4 firms: SAS, IBM, KNIME, and RapidMiner, which were leaders in both 2014 and 2015, are now joined by Dell. Assuming that Gartner pays careful attention to location within a quadrant, the 2016 MQ shows that both SAS and IBM have lost a little in ability to execute, and both KNIME and RapidMiner have gained a little in vision.

**SAS:** SAS has over 40,000 customers and the largest ecosystem of users and partners, and it has high market penetration in all verticals. SAS made significant progress in 2015 with Visual Analytics and Visual Statistics products with easier to use UIs addressed to citizen data scientists. New SAS Factory Miner helps data science teams to collaborate via automated large-scale machine learning.

**IBM:** While IBM remains a leader, Gartner notes that IBM Watson Analytics for data discovery and announcements of "cognitive era" have led to market confusion around IBM's analytics offerings and how they fit together. Customers complain about the lack of integration between individual offerings. IBM commercial licenses for advanced analytics slowed in 2014 compared with 2013 and relative to its competitors.

**KNIME** competes across a broad range of industries, but has a large client base in the life sciences, government and services sectors. Customers like KNIME cost-benefit ratio, and its customer reference ratings are among the highest for good value.

**RapidMiner** had strong sales and marketing strategy in 2015, targeting ease of use. It received high scores for innovative features such as "Wisdom of Crowds" guidance for recommended next steps, and its collaboration features. RapidMiner was further strengthened by the integration of Radoop acquisition (to address Big Data environments) and building out RapidMiner marketplace.

**Dell** moved from Challenger in 2015 to Leader in 2016 thanks to new innovative functionality added to an already strong product (Statistica), building upon its market momentum, and creating a sales and marketing strategy that was lacking prior to acquisition.

### Challengers:

- **SAP** (close to leaders quadrant, but stayed in about the same position as in 2015). In March 2015, launched SAP Predictive Analytics, with two components: expert analytics (which can also run on its Hana in-memory platform), a visual workflow tool for data scientists; and automated analytics (formerly SAP InfiniteInsight), a wizard-driven UI for citizen data scientists and business analysts.
- **Angoss** (moved from Niche player to Challenger), thanks to higher scores for customer satisfaction, and its new capabilities. Angoss focuses on use cases in risk, marketing and CRM/sales; it has most customers in the financial services.

### Visionaries:

- **Microsoft:** stayed in the same quadrant, but improved ability to execute. It offers predictive analytics capability with SQL Server Analysis Services (SSAS) in SQL Server. It also offers Azure Machine Learning cloud offering. Microsoft bought Revolution Analytics in April 2015. The Cortana Analytics Suite, which brings together multiple data and analytics components was released in October 2015.
- **Alteryx** remains a Visionary, with a strong presence with retail, services, communications and financial services customers. It received very high scores for ease of use for citizen data scientists and business analysts in a code-free environment. Good integration with open-source R provides added functionality and flexibility.
- **Alpine Data Labs** platform analyzes big data by running analytic workflows natively within Hadoop and Spark platforms. Alpine customers are primarily in the banking, services, government and manufacturing. As a native cloud and big data application, Alpine has high scores for innovation.

- **Predixion Software** moved from Niche Players in 2015 to Visionaries. Predixion launched Insight Edge in 2015, which provides the capability to deploy predictive models on a gateway or device. This gives Predixion an advantage in IoT use cases, especially with the added capability to extract information from streaming data. Prediction customers are mainly in healthcare, life sciences, manufacturing, retail and transportation industries.

### Niche Players:

- FICO, stayed in niche quadrant in 2016, lost a little along both dimensions
- Lavastorm, new entry
- Megaputer, back in MQ after an absence in 2015
- Prognosz, dropped down in its ability to execute
- Accenture, primarily a consulting company, added platform market with the purchase of i4C Analytics in 2014.

The companies added in 2016 were: Accenture, Megaputer (back after 1-year absence), and Lavastorm.

The companies dropped in 2016 were:

- Revolution Analytics - acquired by Microsoft
- Salford Systems, dropped due to not satisfying the visual composition framework inclusion criteria.
- TIBCO Software, dropped due to not satisfying the visual composition framework inclusion criteria.

You can download the Gartner 2016 Magic Quadrant report for Advanced Analytics Platforms from [Angoss](#), [Dell](#), or [RapidMiner](#).

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- [Gartner 2015 Magic Quadrant for Advanced Analytics Platforms: who gained and who lost](#).
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