Critical Capabilities for Master Data Management Solutions

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Initiatives: Data Management Solutions

Vendors in the maturing MDM solution market use domain expertise, industry knowledge and support for converged data management use cases as differentiators. Data and analytics leaders should use this research to evaluate the critical capabilities of 16 vendors' products across five key use cases.

This Critical Capabilities is related to other research:

Magic Quadrant for Master Data Management Solutions

View All Magic Quadrants and Critical Capabilities

Overview

Key Findings

- Stakeholder demands in the digital realm continue to fuel a push toward cloud-based solutions for master data management (MDM). Ease of deployment, time to value, and scalability requirements are demanding vendors embrace cloud-native, PaaS deployments of their products.
- The MDM solution market remains primarily divided by domain and vertical focus. However, an additional distinction between solutions is forming. Some MDM vendors are increasingly focused on supporting a convergence of data management capabilities within their solutions, while others are focused on best-of-breed MDM capabilities.
- Robust support for a new critical capability, augmented MDM, is enabling some vendors to provide significant differentiation in the market. Those bundling augmented MDM with compelling user experiences/UIs are leading on product innovation.

Recommendations

Data and analytics leaders evaluating MDM solutions in support of data management strategies:

- Align your MDM vendor selection with your data and analytics and IT infrastructure strategies by understanding how and where MDM "fits" into your broader future-state data management ecosystem. This includes choosing an MDM vendor best-positioned to support your cloud strategy.
- "Rightsize" your MDM vendor selection and implementation by choosing vendors that best support your use cases and your level of MDM maturity.
- Ensure your MDM vendors support your evolving business needs by challenging vendors to provide solutions that enable the scalability, automation and citizen data stewardship that may be needed to support your digital aspirations.
- Deliver MDM program value by selecting vendors best able to support both functional and nonfunctional requirements, including your software implementation and ongoing support.

Strategic Planning Assumption

By 2025, 50% of data and analytics leaders will leverage augmented MDM and active metadata to automate governance policies for master data models, hierarchies and definitions.

What You Need to Know

Business priorities around the ongoing digital transformations of core operational processes are demanding that organizations implement MDM as a foundational element of their data and analytics strategies. Building accurate and trustworthy insights into the shared data assets of a business is increasingly a "must-have" requirement to support the scale and agility required by stakeholders across the business. The COVID-19 pandemic accelerated the trend toward MDM as a business necessity. Those companies that leveraged master data insights to mitigate supply chain disruptions or to swiftly react to changing customer needs often flourished in the face of adversity. Those unable to quickly respond to market changes did not.

Businesses seeking MDM solutions will find a highly mature and largely undifferentiated market, typical of markets nearing the Gartner Plateau of Productivity (see Hype Cycle for Data and Analytics Governance and Master Data Management, 2021). This level of maturity is reflected in the tightly grouped scores from Gartner's Peer Insights for these vendors — where the difference between the top and the bottom score for any one capability is often only two or three basis points from the mean. This lack of compelling differentiation in capabilities puts a premium on a vendor's ability to meet use-case and industry-specific requirements.

One critical capability where the market is experiencing more significant differentiation across vendors is in the area of augmented MDM. The integration of graph, artificial intelligence and machine learning (AI/ML), and other new technologies into the MDM space is a direct result of organizations seeking solutions to support evolving business needs — particularly in the digital realm (see What Is Modern MDM?). To further differentiate their solutions, some vendors are focusing their MDM product strategies on best-of-breed MDM capabilities, while others are expanding their support for capabilities that have historically been supported in adjacent data management solutions — such as data quality or metadata management. [1] This shift toward MDM becoming a capability within a broader platform of data governance capabilities in a single solution is described in The State of Master Data Management.

As the MDM market matures, historical barriers to MDM adoption such as price and solution complexity continue to diminish. Yet MDM programs can still be high-risk endeavors if organizations fail to focus on MDM best practices. Vendors able to support fast time to value and the growth of client MDM maturity and capabilities over time, while also focusing on more advanced MDM capabilities and deployment models across a variety of use cases, are well-positioned to ensure client MDM program success. By leveraging the critical capabilities' scores and use-case scores, buyers can identify a set of providers suited to deliver the functionality required in support of business outcomes in scope and over time.

In this Critical Capabilities research, we assess 16 vendors MDM solutions across 11 capabilities supporting the following five use cases:

- B2C customer data
- B2B customer data
- Buy-side product data
- Sell-side product data

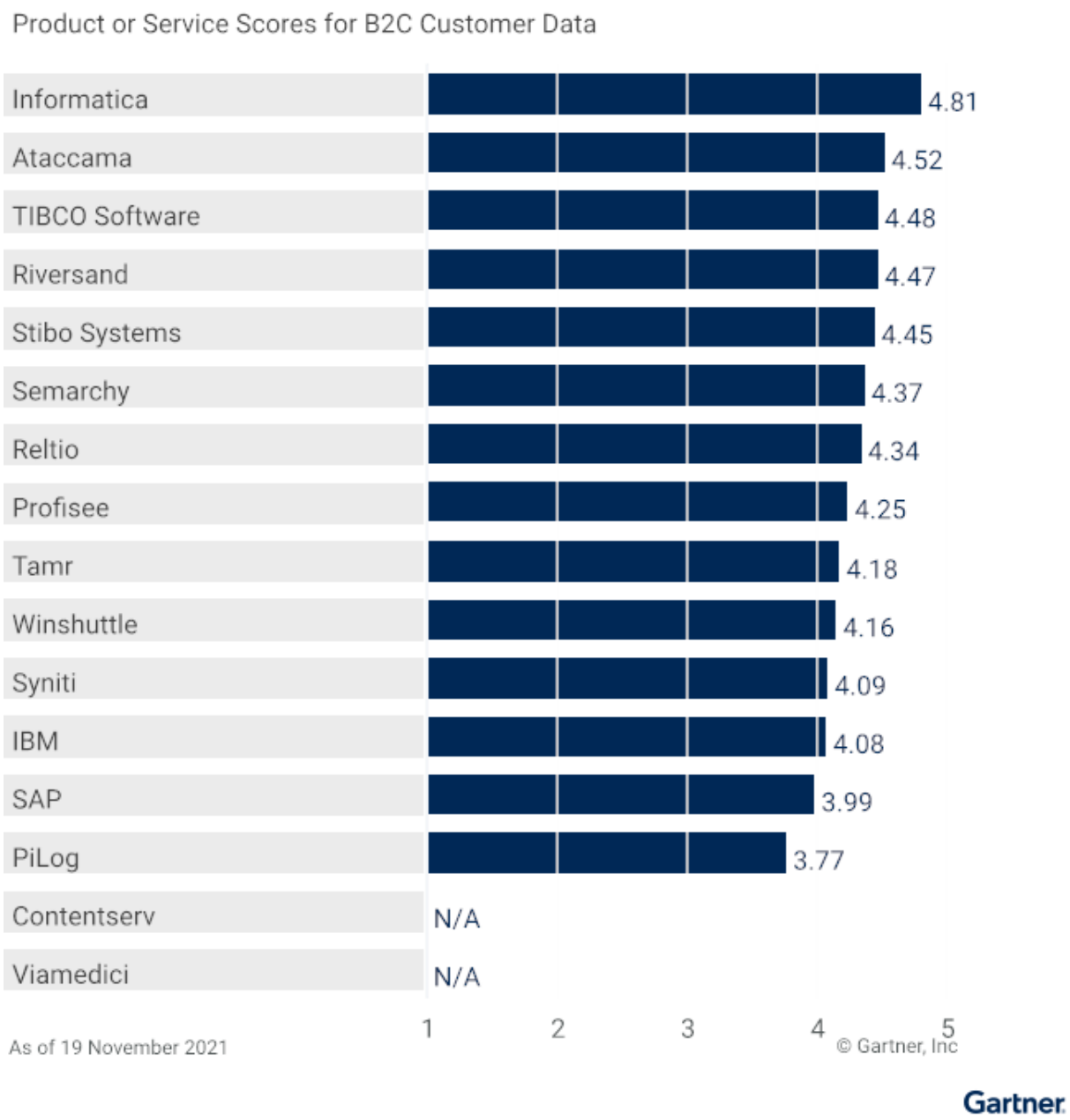
- Multidomain

For a definition of MDM, see Note 1.

Analysis

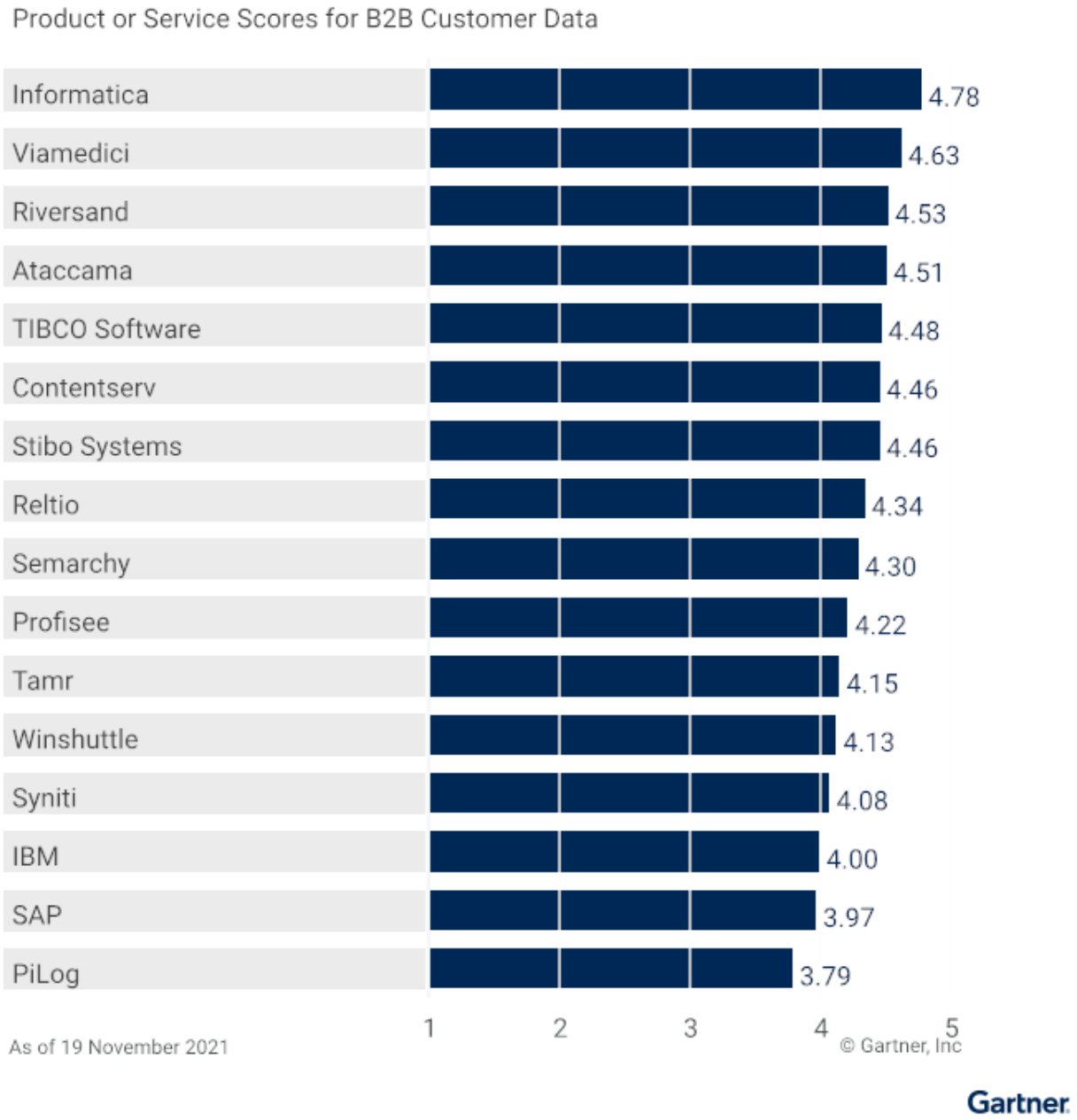
Critical Capabilities Use-Case Graphics

Vendors' Product Scores for the B2C Customer Data Use Case



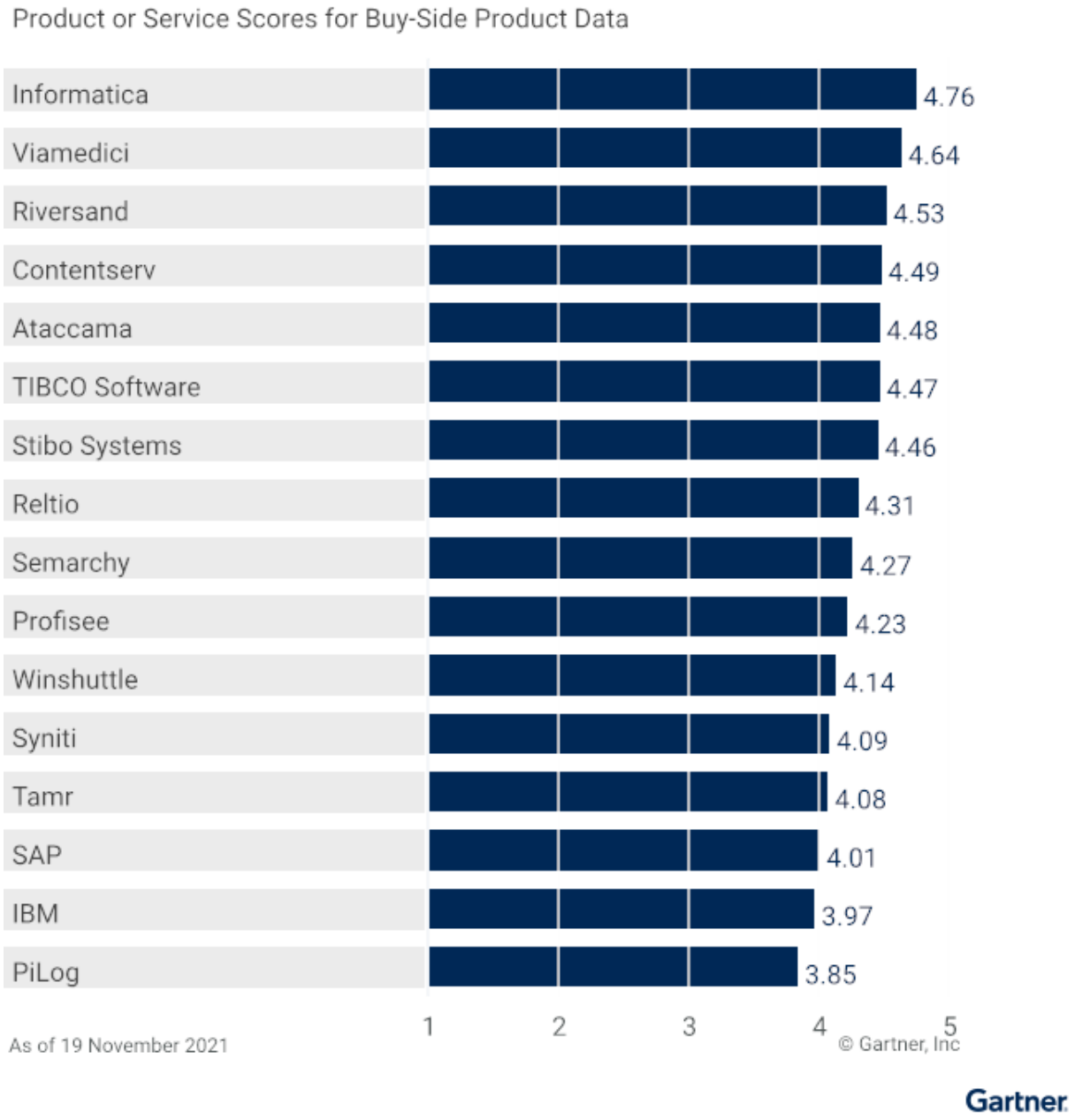
Source: Gartner (December 2021)

Vendors' Product Scores for the B2B Customer Data Use Case



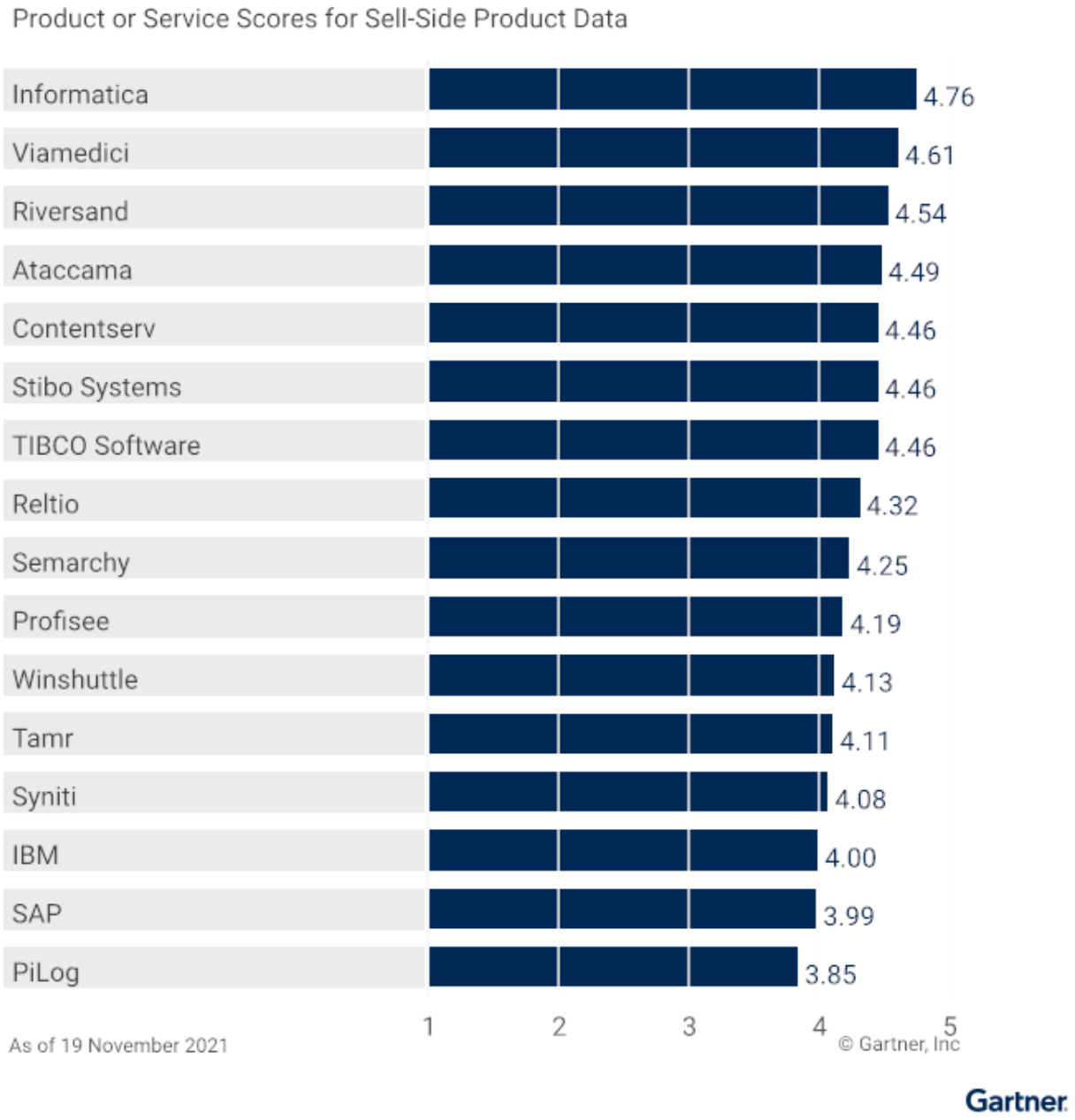
Source: Gartner (December 2021)

Vendors' Product Scores for the Buy-Side Product Data Use Case



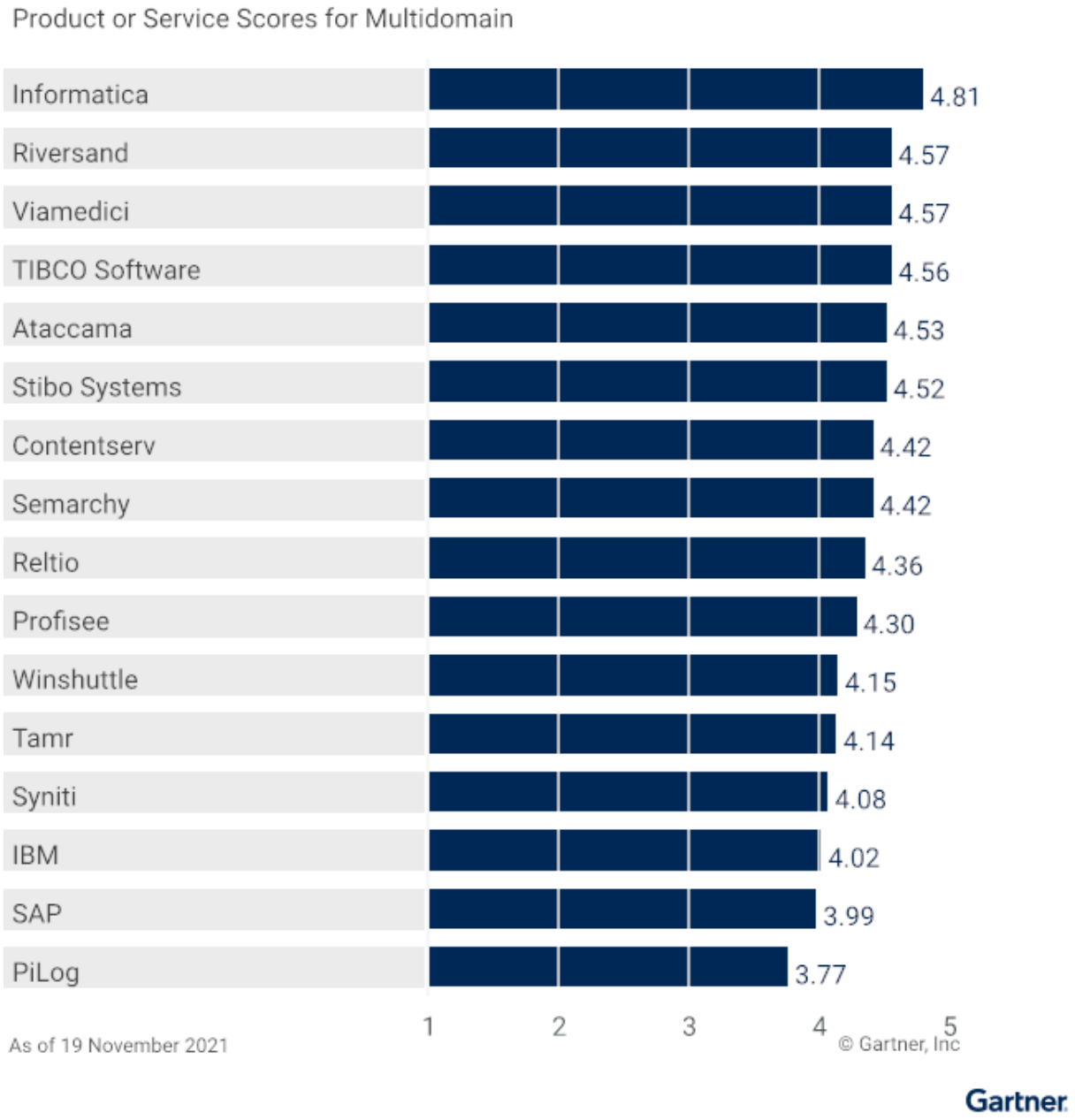
Source: Gartner (December 2021)

Vendors' Product Scores for the Sell-Side Product Data Use Case



Source: Gartner (December 2021)

Vendors' Product Scores for the Multidomain Use Case



Source: Gartner (December 2021)

Vendors

Ataccama

Ataccama's ONE MDM product forms part of the vendor's broader enterprise data quality fabric product suite. While Ataccama ONE MDM can be purchased as a stand-alone solution, it is one module of the Ataccama ONE platform suite of products, which includes Ataccama ONE Data Governance and Ataccama ONE Data Quality. This is indicative of this vendor's holistic approach to automated data quality, MDM and data governance.

In response to clients' hybrid deployment needs, Ataccama continues to support on-premises deployment options in addition to private cloud containerized deployment and managed PaaS. The preferred consumption method is managed PaaS deployed from the relevant cloud provider marketplace for Amazon Web Services (AWS), Google Cloud Platform (GCP) and Microsoft Azure.

Ataccama ONE MDM supports a broad range of scenarios, positioned strongly across all use cases assessed. Native connector integration and a public API facilitate integration into third-party systems, including partner Viamedici for sell-side product use cases specifically.

Ataccama received its highest scores through Gartner's Peer Insights for hierarchy management and data stewardship. Its lowest scores, for multidomain, can largely be attributed to an absence of buy-side and sell-side product capabilities that the partnership with Viamedici is primed to address.

Ataccama embraced the augmented MDM vision some time ago, leveraging a centralized AI core for automated classification, anomaly detection, AI matching and ML-proposed preconfigured master data model creation based on the available metadata in their data catalog.

Contentserv

Contentserv's Product Experience Management (PXM) is an experience-centric product content management solution designed to provide a persona-based product experience. Contentserv is completing its journey from a legacy on-premises architecture to a cloud-native architecture. The new architecture has enabled additional deployment options, including global geographic coverage via AWS; a content delivery network (CDN) using SwiftStack storage and multitenancy for high scalability.

PXM is rated average for all but one capability. Information quality/semantics is rated slightly below the mean average for all vendors in this research.

The use cases where Contenserv remains strong are sell-side product data and buy-side product data. Contentserv does have clients managing multiple domains in PXM, which may also include the B2B customer data use case. Contentserv is excluded from the B2C of customer data use case because it has no customers mastering B2C master data in its PXM solution.

Contentserv has an evolving augmented MDM strategy. Current PXM capabilities include using AI/ML for the autoclassification of objects to hierarchies and taxonomies, value standardization, duplicate record matching, image tagging, and natural language generation services (NLG) for automatic content creation.

IBM

IBM Product Master v.12 launched in 2020 while the IBM InfoSphere Master Data Management v.12 solution launched in March 2021. Both products are available for single-tenant cloud and on-premises deployments.

In July 2021, IBM launched Match 360 with Watson, a new cloud-native entity resolution capability, as a base component of its Cloud Pak for Data. This capability is integrated to the InfoSphere MDM solution, but supports only a limited set of analytical use cases. Operational use cases continue to be supported by the core Product Master and InfoSphere MDM solutions. Adding entity resolution that leverages AI/ML on a flexible and advanced database layer is a positive initial step toward enabling broader cloud-native MDM capabilities. However, IBM cloud migration is not keeping pace with many of its biggest competitors in the market, and having only a portion of all MDM capabilities as cloud-native options will increase the complexity of most MDM deployments.

IBM's capabilities for the performance, scalability and security of its platform are very well-rated as compared to other vendors in this research. However, user ratings on several capabilities, including information quality and semantics, data loading and synchronization, and multiple usage scenarios, are below the mean average when compared to the other vendors. Augmented MDM capabilities that leverage insights from the Watson data catalog are well-supported within the MDM cartridge of the Cloud Pak and IBM's Match 360 with Watson. However, the ability to leverage those augmented data management capabilities across all components of the MDM solution set is limited.

Informatica

Informatica's "cloud-first" strategy means the modernization of its entire MDM solutions portfolio to become a single, cloud-native multidomain solution. This is a work in progress and is due to be completed by the end of 2021. This is a significant investment and a tremendous technical feat to accomplish.

Informatica leads its competitors across all use cases in this research, based on the combined user satisfaction of capabilities across its MDM solution portfolio.

Informatica's Intelligent Master Data Management platform is built upon a cloud-native foundation. This enables multidomain MDM by allowing Informatica's domain-specific Customer 360 applications to be connected across domains and share the same underlying, end-to-end capabilities including data quality, workflow and reference data management. The cloud-native foundation also includes Informatica's AI platform CLAIRE that, among other capabilities, enables ML-driven matching and linking to transactions and interactions to create contextual master data. This enables line of business (LOB)-specific 360 views, which can provide actionable insights.

Informatica MDM is rated highly by its users for its ability to deal with large data volumes and its ability to match and merge these volumes. Informatica MDM is rated highly by reviewers for its ability to deal with large volumes of multidomain data, and for its data quality capabilities, including its ability to match and merge these volumes. It is also rated highly for the new augmented MDM capability, which includes the use of AI/ML, Graph and other advanced technologies. Informatica MDM is rated average across other product capabilities.

The Intelligent Master Data Management platform is not industry-specific. However, Informatica and its partners offer a broad selection of industry-specific accelerators and extensions.

PiLog

PiLog MDRM forms part of PiLog's Data Quality Hub Strategy — the IntelliSense Framework. PiLog is mostly implemented alongside an ERP. PiLog has achieved integration certifications with several vendors including Oracle and SAP. MDRM can be deployed on-premises or in the cloud on AWS, Google Cloud, Microsoft Azure or Oracle Cloud platforms.

MDRM was rated average or slightly above average across all critical capabilities except data modeling, which received a slightly lower score from Gartner Peer Insights reviewers. However, MDRM capabilities ratings have not translated into a positive use-case ranking when compared to other vendors in this research.

The use cases where MDRM is optimal include buy-side product (materials and parts). As a multidomain solution, MDRM clients also manage B2C customer data, B2B customer data, sell-side product data and supplier master data.

PiLog stands out as the only vendor that has made a significant commitment to the support of multiple ISO (8000, 55000, 14224), IEC and other standards for data quality and master data. These standards provide assurance of master data quality, which adds value when master data is shared between enterprises.

MDRM offers augmented MDM capabilities. These currently include ML/AI-driven data profiling and data cleansing capabilities, and an analytics visualization suite for decision making based on ML.

Profisee

The Profisee Platform is a single suite of data management capabilities that delivers an MDM solution across multiple domains in a single MDM platform. The vendor's vision is to make MDM easy to understand, implement and consume.

The vendor offers clients both on-premises and PaaS cloud deployment options, with SaaS planned for late 2021. While there is a comprehensive Azure (and Microsoft more generally) integration strategy, architectural choices such as containers also provide for PaaS deployment capability in AWS and GCP. Profisee offers a capacity-based licensing model for PaaS in addition to an option to bring your own cloud license.

The vendor's product strategy is one of pure-play MDM and taking a route of composability — leveraging a microservices architecture to enable integration into third-party capabilities for data integration, data governance and analytics.

Profisee saw a significant uplift in client reviews of product capability scores in this review cycle. Contributing factors include the development focus across two areas: integration with Microsoft's Azure Data Services (ADS) and continuing enhancements to Profisee's Fast App Data Stewardship Portal. Clients seeking tighter integration into ADS will find Profisee's integration with Azure Purview (governance), Azure Synapse (analytics), Azure Data Factory (integration) and the availability of architectural blueprints for Azure useful. Profisee MDM supports a broad range of scenarios, a good all-rounder rated competitively across use cases assessed. Profisee received its highest scores for data modeling, workflow and business process management (BPM), and data stewardship. The vendor received its lowest scores for loading, synchronization and business services, and performability, scalability, availability and security. Future enhancements include steps toward augmented MDM with anomaly detection and correction recommendations, multidomain SaaS offerings, and further data stewardship enhancements.

Reltio

Reltio's Connected Data Platform is a cloud-native, multitenant SaaS, multidomain MDM platform. It features graph technology to discover and share relationships among customers, employees, products, organizations, locations and channels. The vendor is particularly strong in mastering domains suited to large-scale and real-time B2B and B2C use cases, recently supplementing this with notable growth in the number of clients mastering location/site and sell-side product.

The vendor's strategy has been SaaS since inception and runs multiple cloud platforms including AWS, GCP and Microsoft Azure. A microservices architecture and containerization with Kubernetes are used to support multicloud deployments. The vendor has adopted a tier-based licensing model comprising a number of consolidated profiles per unique domain.

Reltio's vision of unified, trusted, real-time data at scale is supported by an intuitive user interface with drag-and-drop features, which consistently receives positive customer feedback for its consumption by both technical and nontechnical users. Clients highly value the crosswalks, ease of setting up data quality rules, ML-enabled match-and-merge capabilities, and graph visualization capabilities.

The vendor received respectable scores for all capabilities, with its highest scores for data modeling and multidomain capabilities, and its lowest for data governance and workflow/BPM. Clients reported some improvements are needed in its data loading (which Reltio appears to be addressing with the Data Loader) and data export functionalities.

Riversand

The Master Data Experience Management (MDxM) platform from Riversand, a Syndigo company, is a cloud-native, subscription-based, SaaS solution for all MDM use cases. Riversand's product information management (PIM) expertise is further bolstered by the complementary data syndication, shopper and digital shelf analytics capabilities of new owner Syndigo's solutions. Both technology stacks are hosted on Microsoft Azure. Riversand clients can source MDxM from the Azure marketplace by leveraging Microsoft credits.

Two primary offerings, Ascend and Exclusive, support the vendor's "start small and grow" philosophy — these are enabled from a single unified platform. Ascend, designed for rapid deployment and suited to midsize enterprises, offers industry vertical flavors for retail, distribution, manufacturing, energy, packaged food manufacturers, and automotive aftermarket and spare parts. Exclusive builds upon this to offer greater configurability, shipping with a platform software development kit (SDK) to support the creation of business-specific applications. Licensing is consumption-based.

Riversand's growing App Marketplace is supportive of a "hub of hubs" strategy that extends connectivity beyond internal data to external marketplaces and data pools, including Amazon, eBay and Salesforce Commerce Cloud for a fee.

Riversand scores highly across all capabilities assessed, with its lowest scores still equal to or above average. Riversand is acknowledged by Gartner Peer Insights reviewers as a good all-rounder, consistently scoring in the top four vendors across all use cases assessed. Customers rate Riversand highly for data modeling and hierarchy management capabilities, and in particular, the graph-based, cross-domain visualization of the organization. The Riversand platform has embedded AI/ML capabilities in support of augmented MDM functionality.

SAP

SAP offers two SAP Master Data Governance (MDG) products. The first is SAP Master Data Governance on SAP S/4HANA, which can be deployed on-premises or via a private cloud edition. The second is SAP Master Data Governance, cloud edition, which offers governance of customer and supplier master data based on the SAP One Domain Model, providing faster time to value with out-of-the-box integration. MDG cloud edition is licensed via a subscription to a SaaS solution in the public cloud. Note that SAP plans to offer additional domains in the future for MDG cloud edition.

SAP MDG scored slightly below average for all critical capabilities. It received its lowest scores for loading, synchronization and business services, data modeling, data stewardship support, data governance support, and multidomain support.

MDG is a capable solution across all MDM use cases when it is part of an SAP ecosystem. It is at its best managing domains when SAP S/4HANA is the system of authorship and system of record. This approach is what SAP calls “centrally managed master data governance.” SAP also offers an alternative approach called “federated master data governance.” Federation means one central MDG system of record feeding multiple business applications where core master data can be extended with application data using local MDG solutions.

MDG has augmented MDM capabilities, which include AI-based data quality rule mining and data attribute recommendation. MDG implemented in SAP S/4HANA Cloud can take further advantage of AI/ML for mass data processing.

Semarchy

Semarchy xDM v.5.3 is a multidomain MDM hub that can be installed on-premises, or as a cloud-native solution across all three of the major cloud hyperscalers. MDM and related use cases (such as governance and reference data management) are Semarchy’s sole focus as a software vendor. Semarchy’s value proposition is centered on providing an MDM solution that is easy to use and deploy, where all capabilities are exposed on a single data management platform.

Much of Semarchy’s innovation over the last year has been focused on enhancing its configuration capabilities within its cloud-based solutions, including the addition of GCP to its supported cloud platforms. These innovations have placed Semarchy well ahead of many competitors in the breadth of their support for cloud deployments. Meanwhile, other core capabilities such as augmented MDM and data integration (including API performance) are slightly lagging the market, as evidenced in below-average scores for data loading, synchronization and business services. A recent acquisition of an ETL vendor, Stambia, could address data integration concerns while providing a solid foundation for future focus on additional augmented data management capabilities.

Semarchy's MDM capabilities are generally rated as average, while many clients also highlight the ease of use and time to value of the solution. This is further supported by their midpack position across use cases assessed. A commonly expressed concern from Semarchy's users is a lack of sufficient workflow-related capabilities, which may be addressed within future releases focused on workflow enhancements. Semarchy's focus as both a best-of-breed MDM provider and a broader data management platform should appeal to buyers seeking an all-in-one solution that can solve MDM-centric use cases with lower implementation complexity and faster time to value. However, these advantages come at the cost of slightly less robust features when compared to some of Semarchy's top competitors.

Stibo Systems

Stibo Systems' MDM offering, delivered through Stibo Systems Enterprise Platform (STEP), enables its Digital Business Hub model to provide an integrated MDM solution that connects, synchronizes and syndicates master data across multiple data domains and ecosystems.

Ninety percent of new clients choose the vendor's SaaS offerings — although on-premises and private cloud deployment models are still available.

Stibo Systems scores well year over year for product MDM capability and remains exceptionally strong in finished product and multidomain use-case adoption with one of the largest multidomain client bases of vendors included in this Magic Quadrant. It has significantly expanded "party" client adoption — supportive of a broader range of B2B and B2C use cases.

Stibo Systems continues to expand its data-as-a-service strategy with a view to reducing the need for clients to build their own connectors and syndication between systems. It facilitates real-time access to data ecosystems including 1WorldSync, Amazon (via microservices), Dun & Bradstreet and Loqate.

Stibo Systems continues to have its highest scores in hierarchy management and data modeling. It scores above average for workflow and business process management. A new initiative to facilitate supplier onboarding allows suppliers to enter and manage their own data as an integral part of the product onboarding process (as Stibo Systems did for retailers previously), thus promoting data quality and completeness improvements. In addition, Stibo Systems' new ASPiRE environment consolidates its ML-based capabilities, such as match optimization.

Lowest scores continue to be for loading, synchronization and business services, data stewardship, and data governance. The user interface continues to evolve with a new look and feel to appease its prior critics.

Syniti

The Syniti Knowledge Platform for MDM, v.7.4, is a multidomain platform that provides an integrated suite of data management capabilities supporting all MDM usage scenarios. The MDM capabilities of the Syniti Knowledge Platform have evolved from a legacy focus on large-scale data migrations at global enterprises, particularly those with SAP-centric infrastructures. While project-based migrations are still a core focus, Syniti is actively working to diversify its products and services across a broader array of use cases and clientele. The Syniti Knowledge Platform is available as both an on-premises or a cloud-based infrastructure-as-a-service deployment.

Syniti's MDM capabilities are generally rated by Gartner Peer Insights users at or near the average score for all MDM vendors, and major product enhancements over the past year are not evident. Users highlight a solution that is easy to use and deploy, but express concerns about access to skilled Syniti resources postimplementation. Only rudimentary augmented MDM capabilities are currently supported, although Syniti's strategy as a platform provider positions them well to integrate additional data-driven MDM process automation in the future.

Syniti made positive gains over the last year with its cloud-based solution, yet it still lags the market in its ability to offer a cloud-native option with any of the major cloud hyperscalers. Having options for self-service cloud deployment will enhance Syniti's capabilities and provide opportunities to further expand beyond project-based deployments. Syniti's recent acquisition of 360Science, a data-matching vendor, may also help to improve Syniti's data quality capabilities.

Tamr

Tamr MDM is a new addition to this research. Tamr is a multidomain MDM hub that can be installed on-premises, or as a cloud-native solution across all three of the major cloud hyperscalers. Tamr supports all MDM use cases, but focuses its go-to-market primarily on the B2B customer data use case. The core of Tamr's value proposition is its heavy reliance on machine learning for core stewardship and data governance functionality, which provides for high levels of MDM program scalability and automation.

Tamr's augmented MDM capabilities are some of the most innovative in the MDM software market. Tamr takes a unique crowdsourcing approach to supporting data quality and stewardship, where user feedback (which can be provided from operational systems consuming master data) trains machine learning algorithms that can adapt in real time. This provides advantages for legacy approaches to building data quality rules or tuning of match algorithms, which could potentially speed MDM deployment times. Gartner clients note the usability of Tamr's interfaces, where all MDM capabilities exposed in those interfaces are also exposed via a robust set of externally facing APIs.

Tamr support for MDM workflows is highly focused around data quality and stewardship and may not be a good fit for those clients expecting capabilities that more broadly support manufacturing-centric use cases outside the customer or supplier domains. Tamr exposes basic data integration and loading through its APIs, but more robust capabilities are offered through an OEM partnership with Fivetran. While a robust set of APIs provides flexibility, Gartner clients have noted a dependency for engineering resources to interface with those APIs. Tamr's capabilities support core product MDM, but clients with robust sell-side product MDM requirements will find other MDM solutions a more suitable fit.

TIBCO Software

TIBCO Software EBX v.6.0 MDM solution was released in March 2021. EBX is a stand-alone multidomain MDM solution that can be implemented individually, or as a loosely coupled component within TIBCO's Unify suite of data management products. EBX v.6.0 improves the performance, scalability and usability of the solution.

TIBCO's January 2021 acquisition of Information Builders Inc. (ibi) may help the company broaden the appeal of its MDM solution in some industry verticals, and better position EBX as a foundational component of a TIBCO-enabled data fabric. TIBCO's continued strategic focus of building capabilities using a model-driven approach to MDM positions this vendor well to expand its solution in the future to leverage active metadata and deliver added levels of data governance automation. For now, TIBCO's support for augmented MDM capabilities, including automated data modeling and profiling, are on par with those of the larger MDM providers.

All the core capabilities of EBX are consistently rated above average by Gartner clients across a variety of industries, making EBX a solid choice as a multipurpose MDM solution spanning multiple domains and implementation styles. Its new release is a positive step toward addressing increasing market demands for increasing the amount of data supported in an MDM program. However, TIBCO capabilities in other areas of growing importance for clients, such as ease of use and cloud-native implementation options, are lagging. While Gartner clients highlight the flexibility and robustness of many TIBCO features (including workflow and data modeling), they also express concerns about the technical acumen of resources needed to configure and maintain those same features. TIBCO plans to address many of these client concerns, including its cloud capabilities and ease of configuration, in future releases.

Viamedici

Viamedici Enterprise PIM (EPIM) is an MDM solution that is focused on sell-side product data and B2B customer data use cases, including location master capabilities. The EPIM platform differentiates when compared to other vendors included in the research by its capabilities for its federated and distributed architecture and integrated configure price quote (CPQ) engine for complex products. EPIM can be deployed on-premises or in the Viamedici EPIM Cloud Center.

EPIM was rated highly by Gartner Peer Insights reviewers for its capabilities in loading, synchronization and business services; performance, scalability, availability and security; hierarchy management; multiple usage scenarios and multidomain support. Other capabilities were rated at or above the mean average based on cross-vendor scores.

Viamedici EPIM is strongest in the sell-side product data and B2B customer data use cases. It is also a capable solution for buy-side product data and multidomain MDM. Viamedici also has strong support for location master data. Viamedici is excluded from the MDM of B2C customer data use case, with no customers mastering B2C data in its EPIM solution.

Viamedici is committed to the development of augmented MDM capabilities. Initiatives include augmented reality, Internet of Things (IoT) master data, augmented data management and predictive analytics.

Winshuttle

Winshuttle v.10.3 is a multidomain MDM solution used primarily by larger, manufacturing-centric organizations that are heavily dependent on operational styles of MDM in support of both sell-side and buy-side product MDM use cases. This market focus naturally aligns the Winshuttle customer base and its marketing focus toward large organizations with complex ERP landscapes dominated by SAP.

In June of 2021, Precisely, with backing from Clearlake Capital Group, announced its intention to acquire Winshuttle from the Symphony Technology Group. At the time of writing this document, the details of the Winshuttle integration to Precisely are being developed. This analysis is focused on the Winshuttle EnterWorks v.10.3, which went into production in January 2021.

Over the last two years, Winshuttle has worked to complete the integration of the EnterWorks (which it acquired in 2019) product development and sales/support functions into the broader Winshuttle go-to-market processes. The impacts of yet another acquisition remain to be seen, but some form of reconciliation of the capabilities between EnterWorks and two Precisely products that were previously marketed as MDM solutions, Spectrum and Syncsort, seems likely. The acquisition is likely to have some impact on existing Winshuttle clients, and may offer advantages to new clients once the integration of these companies and their MDM solutions is complete. This may include allowing Winshuttle to expand beyond its historical strengths in buy-side product use cases into more customer-centric use cases.

Like other MDM solution providers its size, Winshuttle leverages a hybrid strategy around the development of augmented MDM capabilities. This involves building some AI-driven features in-house, but also relies on third parties to build and manage more advanced features. In the short term, this approach may speed the ability to offer new AI-enabled features, but in the longer term it may negatively impact Winshuttle's ability to scale by increasing its dependency on SIs and slowing MDM implementations. This strategy gives Winshuttle an augmented MDM story to tell in the market, but when looking into augmented MDM capabilities that are currently integrated to their platform, Winshuttle is significantly behind other vendors.

Context

This Critical Capabilities research is designed to help data and analytics leaders select a suitable master data management vendor solution. However, product capabilities alone should not form the basis of a purchasing decision. This Critical Capabilities report must be used in conjunction with its corresponding Magic Quadrant for Master Data Management Solutions report for guidance on the market positions of MDM solution vendors.

Magic Quadrant and Critical Capabilities complement each other in terms of focus. The Magic Quadrant's analysis covers 15 dimensions across two axes: Ability to Execute and Completeness of Vision. Its objective is to help clients shortlist suitable vendors. This Critical Capabilities report focuses on a single dimension — a vendor's product or service — on the Ability to Execute axis. It equates to a "double-click" drill-down, with a focus (in this instance) on the 11 functional capabilities that, in Gartner's view, are critical for supporting the major MDM use cases.

The selection process should be completed by performing a thorough RFP and proof of concept to ensure that any prospective solution fits the requirements, the practice and the variety of roles and skills involved across your organization. For an example of an MDM RFP, see Toolkit: RFP Template for Master Data Management Solutions.

Product/Service Class Definition

The MDM solution market is characterized by packaged software products that focus on generating and sustaining "golden records." These are semantically consistent representations across an organization for select data domains identified as "master" (such as customer [B2C and B2B], patient, provider, product, "thing," asset or location) and assessed to be critical to business or mission requirements. The functional capabilities that Gartner assesses to be critical in support of MDM requirements are listed in the Critical Capabilities Definition section below.

Critical Capabilities Definition

Workflow/BPM

The MDM solution should support a range of capabilities that include business process modeling, master data flow modeling and documentation, and analytics for key performance indicators and other benchmarking efforts in support of master data and MDM.

Loading/Sync/Business Services

The MDM solution should provide facilities for loading master data and integration middleware, including publish and subscribe mechanisms. It should also support, as necessary, the four MDM implementation styles, which each use loading, integration and synchronization in different ways.

Data Modeling

The MDM solution should effectively and flexibly support an organization's master data model requirements; model complex relationships between application sources inside an organization, and with intermediaries and other parties; and provide business-consumable metadata management capabilities.

Information Quality/Semantics

There must be facilities, in batch and real-time modes, for profiling, cleansing, matching, linking, identifying and semantically reconciling master data in different sources to create and maintain a "golden record." They may be provided directly or via tight integration with data quality partners.

Perform/Scale/Availability/Security

The MDM solution should meet demands for performance, scalability, availability and security, and have suitable availability characteristics. It should be able to manage privacy policies and rules, and to configure and manage different visibility rules in order to provide views for different roles.

Hierarchy Management

The MDM solution should model and store multiple hierarchies within and across in-scope data domains to comprehensively classify all instances of master data for various business requirements, as well as for broad-based functions such as searching and reporting.

Data Stewardship

The MDM solution should support a range of capabilities, from information policy evaluation to day-to-day operation and management of MDM. It should support the role of business-led information steward. It should equip this role with a suitable UI through which services are provided.

Data Governance

The MDM solution should provide or support information governance functions — such as governance policy collaboration and creation, policy change management, and impact analysis — and react to changes made in an internal or external information governance layer.

Multiple Usage Scenarios

The MDM solution should support both operational and analytical MDM requirements, and any required integration between them — that is, both the operational and analytical usage of the data being mastered within the solution.

Multidomain Support

The MDM solution should have multiple domain and multidomain MDM technology purpose-built to address the requirements of an MDM program that spans more than one data domain from a master data perspective.

Augmented MDM

The MDM solution should support the application of graph, machine learning and similar advanced technologies to MDM. Augmented MDM extends traditional MDM capabilities to reduce manual data management and governance tasks.

Augmented MDM generates insights on complex relationships within and across both application and master data, allowing for technology to play an active role in enabling more adaptive and context-centric approaches to master data management.

Use Cases

B2C Customer Data

This is the mastering of individual customer data (and other party data, such as citizen and patient data) during the process of creating trusted master records.

Implementations of MDM of B2C customer data enable the authoring of institutional customer master data in workflow-, batch- or transaction-oriented processes that conform to one or more MDM implementation styles (or a hybrid of those styles). It is common for B2C customer master data to be managed in a consolidation-style environment, where the entry points of the master data are not directly controllable by the MDM technology. More mature MDM of B2C customer and other party data programs may progress to a more workflow-oriented environment over time, as operational data and systems are rationalized with the support of MDM.

An example of a B2C customer data use case is the mastering of retail customer data in support of business requirements such as a single view of the customer, 360-degree customer insights and a high-quality customer experience.

B2B Customer Data

This is the mastering of institutional data during the creation of trusted master records that support processes for managing commercial relationships with organizations.

Implementations enable the authoring of customer master data in workflow-, batch- or transaction-oriented processes that conform to one or more MDM implementation styles (or a hybrid of those styles). It is common for B2B customer master data to be managed in a workflow-oriented environment, where the entry points of the master data are controllable by the MDM technology. The commercial relationships defined in B2B customer data are often hierarchical in nature.

An example of a B2B customer data use case is the mastering of organizational customer data in support of business requirements such as account definition and management, a single view of the customer, 360-degree customer insights, and sales territory management.

Buy-Side Product Data

This is the mastering of product or material data during the creation of trusted master records in support of business processes focused on supply chain management (SCM).

Implementations commonly serve as the point of capture for product data (including data from IoT “things”), as received from suppliers and mastered at an enterprise level in support of SCM and optimization. Often serving as a system of record in a centralized implementation style, this master product data is typically managed in a workflow-oriented environment with significant integrations between ERP and other procurement-related applications.

An example of a buy-side product data use case is the onboarding of product data from upstream brand manufacturers. The business value lies in the reduction of effort within the receiving organization, and improved time to market.

Sell-Side Product Data

This is the mastering of product or material data during the creation of trusted master records in support of business processes for the provision of product data to customers.

These implementations commonly handle the enriched product data needed to support customer requirements, including publication (internally to the organization) and syndication (externally to customer-facing channels), e-commerce platforms and websites. Often serving as a primary system of reference in a centralized implementation style supporting product systems of record, such as product life cycle management or ERP systems, this master product data is typically managed within a heavily workflow-oriented environment.

An example of a sell-side product data use case is the mastering of product data in support of market-facing business processes such as those supporting omnichannel and e-commerce requirements. In this context, master product data is often both enriched and augmented to provide the prospect and customer product data required to support a purchase decision.

Some organizations refer to systems supporting this scenario as product information management systems. Most MDM vendors with a focus on MDM of product data started as PIM vendors, and subsequently evolved into MDM of product data vendors; and some have continued to evolve into multidomain MDM vendors. To that end, these vendors have retained capabilities that provide for enrichment and augmentation of core product master data.

Multidomain

Critical data objects are mastered across multiple domains concurrently during the creation of trusted master records in support of business processes dependent on them.

A master data domain encompasses related data entities that are of critical importance to an organization, such that they need to be mastered at the enterprise (as opposed to application) level to provide for semantic consistency across the business. These entities will prove central to how the organization does what it does; the actual observations represented by master data will be of significant interest to business executives — even if they do not use the term “master data.”

Several patterns have emerged whereby “customer,” “party,” “product” or “thing” master data has become the highest priority for many organizations. The MDM solution should be capable of supporting all domains that are “in scope” for an MDM program, whether through client-driven or prepackaged data model styles, as defined by Gartner, or a combination of the two.

The more common master data domains include:

- Customer/consumer/patient/citizen
- Vendor/supplier
- Channel/partner
- Product/item
- Purchased part
- Asset
- Location
- General ledger account

An example of a multidomain use case is the mastering of multiple data domains in support of a complex business requirement, such as the mastering of customer, product and location data. Business insights are provided through a combination of a 360-degree view of the customer and recent product purchases made by that customer. Increasingly, businesses are deriving great value by using augmented MDM capabilities to uncover valuable insights that exist as relationships between multiple data domains. For many, the pandemic drastically accelerated a focus on the effective management of this data as a means to adapt and recover to an ever-changing business environment — where significant value is exposed at the intersections of these domains. For more insights on how augmented data management is changing MDM, see How Augmented Data Management Capabilities Are Impacting MDM and Data Governance.

Vendors Added and Dropped

Added

Tamr was added, as it was determined to fulfill the inclusion criteria (detailed below).

Dropped

No vendors were dropped from this year's Critical Capabilities report.

Inclusion Criteria

The vendors in this Critical Capabilities report had to meet the same inclusion criteria as for the companion Magic Quadrant for Master Data Management Solutions. Inclusion criteria are as follows.

Vendor must have:

- Achieved at least $20 million in total recognized revenue (per generally accepted accounting principles definition) for software (license, maintenance and subscription) relating to MDM solutions for all master data domains in the calendar year 2020.
- Sales and support operations, or a partner providing sales and support operations, in at least two of the following regions: Americas; Europe and the Middle East; Africa; Asia/Pacific.
- Sales operations, support operations and customers in multiple industries.
- At least 20 live customers (in production as of date of submission) for packaged enterprise MDM solution functionality.
- At least 10 new customers for MDM solutions in the four quarters ending in December 2020.

Vendors may have multiple products in the MDM solution market; in these cases, each vendor is evaluated as a whole for the Magic Quadrant and Critical Capabilities research, and the products examined separately in the Critical Capabilities research.

Table 1: Weighting for Critical Capabilities in Use Cases

(Enlarged table in Appendix)

Critical Capabilities	B2C Customer Data	B2B Customer Data	Buy-Side Product Data	Sell-Side Product Data	Multidomain
Workflow/BPM	5%	15%	23%	20%	5%
Loading/Sync/Business Services	10%	10%	14%	18%	15%
Data Modeling	8%	10%	9%	8%	8%
Information Quality/Semantics	18%	10%	9%	5%	4%
Perform/Scale/Availability/Security	15%	5%	5%	5%	5%
Hierarchy Management	8%	15%	14%	14%	10%
Data Stewardship	12%	15%	14%	13%	8%
Data Governance	4%	5%	4%	4%	5%
Multiple Usage Scenarios	10%	5%	3%	3%	10%
Multidomain Support	0%	0%	0%	0%	20%
Augmented MDM	10%	10%	5%	10%	10%
As of 19 November 2021					

Source: Gartner (December 2021)

This methodology requires analysts to identify the critical capabilities for a class of products/services. Each capability is then weighted in terms of its relative importance for specific product/service use cases.

Critical Capabilities Rating

Each of the products/services has been evaluated on the critical capabilities on a scale of 1 to 5; a score of 1 = poor (most or all defined requirements are not achieved), while 5 = outstanding (significantly exceeds requirements).

Table 2: Product/Service Rating on Critical Capabilities

(Enlarged table in Appendix)

Critical Capabilities	Ataccama	Contentserv	IBM	Informatica	PiLog	Profisee	Reltio	Riversand	SAP	Semarchy	Stibo Systems	Syniti	Tamr	TIBCO Software	Viamedici	Winshuttle
Workflow/BPM	4.4	4.5	3.6	4.6	4.3	4.3	4.1	4.6	4.3	3.8	4.5	4.2	3.6	4.4	4.4	4.1
Loading/Sync/Business Services	4.4	4.5	4.3	4.8	4.0	4.0	4.2	4.5	4.1	4.3	4.4	4.1	4.1	4.4	4.8	4.2
Data Modeling	4.5	4.8	4.0	4.8	3.9	4.5	4.5	4.8	4.1	4.6	4.6	3.9	4.2	4.6	4.8	4.3
Information Quality/Semantics	4.6	4.3	4.2	5.0	3.8	4.3	4.3	4.3	4.2	4.5	4.5	4.3	4.1	4.5	4.8	4.1
Perform/Scale/Availability/Security	4.4	4.2	4.4	4.7	3.9	4.3	4.4	4.5	4.1	4.4	4.4	4.1	4.1	4.3	4.8	4.3
Hierarchy Management	4.5	4.7	4.1	4.8	3.5	4.0	4.6	4.8	3.7	4.5	4.6	3.9	4.0	4.5	4.8	4.0
Data Stewardship	4.5	4.5	3.8	4.8	3.5	4.4	4.4	4.3	3.6	4.4	4.3	4.1	4.6	4.5	4.6	4.1
Data Governance	4.3	4.4	3.6	4.6	3.2	4.0	3.9	4.0	4.0	4.2	4.2	4.2	4.2	4.5	4.9	4.4
Multiple Usage Scenarios	4.6	4.5	3.8	4.9	3.6	4.6	4.2	4.3	3.9	4.7	4.4	3.9	4.0	4.8	4.6	4.3
Multidomain Support	4.6	4.3	3.9	4.9	3.8	4.7	4.5	4.8	4.1	4.7	4.8	4.2	4.0	4.8	4.3	4.1
Augmented MDM	4.8	3.9	4.3	4.8	3.9	3.9	4.5	4.7	3.9	3.9	4.5	4.1	4.6	4.4	4.0	3.9
As of 19 November 2021																

Source: Gartner (December 2021)

Table 3 shows the product/service scores for each use case. The scores, which are generated by multiplying the use-case weightings by the product/service ratings, summarize how well the critical capabilities are met for each use case.

Table 3: Product Score in Use Cases

(Enlarged table in Appendix)

Use Cases	Ataccama	Contentserv	IBM	Informatica	PiLog	Profisee	Reltio	Riversand	SAP	Semarchy	Stibo Systems	Syniti	Tamr	TIBCO Software	Viamedici	Winshuttle
B2C Customer Data	4.52	N/A	4.08	4.81	3.77	4.25	4.34	4.47	3.99	4.37	4.45	4.09	4.18	4.48	N/A	4.16
B2B Customer Data	4.51	4.46	4.00	4.78	3.79	4.22	4.34	4.53	3.97	4.30	4.46	4.08	4.15	4.48	4.63	4.13
Buy-Side Product Data	4.48	4.49	3.97	4.76	3.85	4.23	4.31	4.53	4.01	4.27	4.46	4.09	4.08	4.47	4.64	4.14
Sell-Side Product Data	4.49	4.46	4.00	4.76	3.85	4.19	4.32	4.54	3.99	4.25	4.46	4.08	4.11	4.46	4.61	4.13
Multidomain	4.53	4.42	4.02	4.81	3.77	4.30	4.36	4.57	3.99	4.42	4.52	4.08	4.14	4.56	4.57	4.15
As of 19 November 2021																

Source: Gartner (December 2021)

To determine an overall score for each product/service in the use cases, multiply the ratings in Table 2 by the weightings shown in Table 1.

Acronym Key and Glossary Terms

AI	artificial intelligence
IoT	Internet of Things
ML	machine learning
MDM	master data management
PaaS	platform as a service
PIM	product information management
SCM	supply chain management

Evidence

[1] "Best of breed" MDM capabilities are the minimum set of data management features and functions required to support an MDM use case. These would include capabilities in data quality, data integration and data governance, but where the core purpose of those functions is to enable and enhance MDM.

Note 1: Definition of 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 an enterprise's official, shared master data assets.

Master data is the consistent and uniform set of identifiers and extended attributes that describe the core entities of an enterprise, such as existing customers, prospective customers, citizens, suppliers, sites, hierarchies and the chart of accounts.

MDM solutions are enterprise software products that:

- Support the global identification, linking and synchronization of master data across heterogeneous data sources through semantic reconciliation of master data.
- Create and manage a central, persisted system of record or index of record for master data.
- Support the four foundational MDM implementation styles, as defined by Gartner.
- Enable generation and delivery of a trusted version of one or more subject areas (data domains) to all stakeholders, in support of various business initiatives.
- Support ongoing master data stewardship and governance requirements through workflow-based monitoring and corrective-action techniques.
- Are agnostic in relation to the business application landscape in which they reside. That is, they do not assume or depend on the presence of any particular business application(s) to function. In other words, they are "application-neutral."
- Can be implemented by end-user organizations without the use of professional services. End-user organizations may, however, elect to use optional professional services, whether those of the vendor or a third-party service provider.

MDM implementations and their requirements vary according to:

- The instantiation of master data, ranging from maintenance of a physical “golden record” to a more virtual, metadata-based indexing structure.
- The usage and focus of master data, including use cases for design (information architecture), construction (building the business), operations (running the business) and analytics (reporting the business).
- Different organizational structures, ranging from small, centralized teams to global, distributed organizations.
- The latency and accessibility of master data. This may range from real-time, synchronous reading and writing of master data in transactional scenarios between systems and services, to message-based, workflow-oriented scenarios involving distributed tasks, and legacy-style batch interfaces for transfer of master data in bulk file format.
- The complexity of the business environment and, therefore, of the use cases they must satisfy. These require appropriate levels of governance, risk management and control.
- The physical or logical data structures of the hub or the source of the golden record, whether on-premises, in memory or in the cloud.

Critical Capabilities Methodology

This methodology requires analysts to identify the critical capabilities for a class of products or services. Each capability is then weighted in terms of its relative importance for specific product or service use cases. Next, products/services are rated in terms of how well they achieve each of the critical capabilities. A score that summarizes how well they meet the critical capabilities for each use case is then calculated for each product/service.

"Critical capabilities" are attributes that differentiate products/services in a class in terms of their quality and performance. Gartner recommends that users consider the set of critical capabilities as some of the most important criteria for acquisition decisions.

In defining the product/service category for evaluation, the analyst first identifies the leading uses for the products/services in this market. What needs are end-users looking to fulfill, when considering products/services in this market? Use cases should match common client deployment scenarios. These distinct client scenarios define the Use Cases.

The analyst then identifies the critical capabilities. These capabilities are generalized groups of features commonly required by this class of products/services. Each capability is assigned a level of importance in fulfilling that particular need; some sets of features are more important than others, depending on the use case being evaluated.

Each vendor's product or service is evaluated in terms of how well it delivers each capability, on a five-point scale. These ratings are displayed side-by-side for all vendors, allowing easy comparisons between the different sets of features.

Ratings and summary scores range from 1.0 to 5.0:

1 = Poor or Absent: most or all defined requirements for a capability are not achieved

2 = Fair: some requirements are not achieved

3 = Good: meets requirements

4 = Excellent: meets or exceeds some requirements

5 = Outstanding: significantly exceeds requirements

To determine an overall score for each product in the use cases, the product ratings are multiplied by the weightings to come up with the product score in use cases.

The critical capabilities Gartner has selected do not represent all capabilities for any product; therefore, may not represent those most important for a specific use situation or business objective. Clients should use a critical capabilities analysis as one of several sources of input about a product before making a product/service decision.

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Recommended by the Authors

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How Products and Services Are Evaluated in Gartner Critical Capabilities

Magic Quadrant for Master Data Management Solutions

Three Essentials for Starting and Supporting Master Data Management

Create a Master Data Roadmap With Gartner's MDM Maturity Model

Market Guide for MDM External Service Providers

Which Data Is Master Data?

Table 1: Weighting for Critical Capabilities in Use Cases

Critical Capabilities	*B2C Customer Data*	*B2B Customer Data*	*Buy-Side Product Data*	*Sell-Side Product Data*	*Multidomain*
Workflow/BPM	5%	15%	23%	20%	5%
Loading/Sync/Business Services	10%	10%	14%	18%	15%
Data Modeling	8%	10%	9%	8%	8%
Information Quality/Semantics	18%	10%	9%	5%	4%
Perform/Scale/Availability/Security	15%	5%	5%	5%	5%
Hierarchy Management	8%	15%	14%	14%	10%
Data Stewardship	12%	15%	14%	13%	8%
Data Governance	4%	5%	4%	4%	5%
Multiple Usage Scenarios	10%	5%	3%	3%	10%
Multidomain Support	0%	0%	0%	0%	20%
Augmented MDM	10%	10%	5%	10%	10%

Critical Capabilities	*B2C Customer Data*	*B2B Customer Data*	*Buy-Side Product Data*	*Sell-Side Product Data*	*Multidomain*
As of 19 November 2021					

Source: Gartner (December 2021)

Table 2: Product/Service Rating on Critical Capabilities

Critical Capabilities	*Ataccama*	*Contentserv*	*IBM*	*Informatica*	*PiLog*	*Profisee*	*Reltio*	*Riversand*	*SAP*	*Semarchy*	*Stibo Systems*	*Syniti*	*Tamr*	*TIBCO Software*	*Viamedici*	*Winshuttle*
Workflow/BPM	4.4	4.5	3.6	4.6	4.3	4.3	4.1	4.6	4.3	3.8	4.5	4.2	3.6	4.4	4.4	4.1
Loading/Sync/Business Services	4.4	4.5	4.3	4.8	4.0	4.0	4.2	4.5	4.1	4.3	4.4	4.1	4.1	4.4	4.8	4.2
Data Modeling	4.5	4.8	4.0	4.8	3.9	4.5	4.5	4.8	4.1	4.6	4.6	3.9	4.2	4.6	4.8	4.3
Information Quality/Semantics	4.6	4.3	4.2	5.0	3.8	4.3	4.3	4.3	4.2	4.5	4.5	4.3	4.1	4.5	4.8	4.1
Perform/Scale/Availability/Security	4.4	4.2	4.4	4.7	3.9	4.3	4.4	4.5	4.1	4.4	4.4	4.1	4.1	4.3	4.8	4.3
Hierarchy Management	4.5	4.7	4.1	4.8	3.5	4.0	4.6	4.8	3.7	4.5	4.6	3.9	4.0	4.5	4.8	4.0

Critical Capabilities	*Ataccama*	*Contentserv*	*IBM*	*Informatica*	*PiLog*	*Profisee*	*Reltio*	*Riversand*	*SAP*	*Semarchy*	*Stibo Systems*	*Syniti*	*Tamr*	*TIBCO Software*	*Viamedici*	*Winshuttle*
Data Stewardship	4.5	4.5	3.8	4.8	3.5	4.4	4.4	4.3	3.6	4.4	4.3	4.1	4.6	4.5	4.6	4.1
Data Governance	4.3	4.4	3.6	4.6	3.2	4.0	3.9	4.0	4.0	4.2	4.2	4.2	4.2	4.5	4.9	4.4
Multiple Usage Scenarios	4.6	4.5	3.8	4.9	3.6	4.6	4.2	4.3	3.9	4.7	4.4	3.9	4.0	4.8	4.6	4.3
Multidomain Support	4.6	4.3	3.9	4.9	3.8	4.7	4.5	4.8	4.1	4.7	4.8	4.2	4.0	4.8	4.3	4.1
Augmented MDM	4.8	3.9	4.3	4.8	3.9	3.9	4.5	4.7	3.9	3.9	4.5	4.1	4.6	4.4	4.0	3.9
As of 19 November 2021																

Source: Gartner (December 2021)

Table 3: Product Score in Use Cases

Use Cases	*Ataccama*	*Contentserv*	*IBM*	*Informatica*	*PiLog*	*Profisee*	*Reltio*	*Riversand*	*SAP*	*Semarchy*	*Stibo Systems*	*Syniti*	*Tamr*	*TIBCO Software*	*Viamedici*	*Winshuttle*
B2C Customer Data	4.52	N/A	4.08	4.81	3.77	4.25	4.34	4.47	3.99	4.37	4.45	4.09	4.18	4.48	N/A	4.16
B2B Customer Data	4.51	4.46	4.00	4.78	3.79	4.22	4.34	4.53	3.97	4.30	4.46	4.08	4.15	4.48	4.63	4.13
Buy-Side Product Data	4.48	4.49	3.97	4.76	3.85	4.23	4.31	4.53	4.01	4.27	4.46	4.09	4.08	4.47	4.64	4.14
Sell-Side Product Data	4.49	4.46	4.00	4.76	3.85	4.19	4.32	4.54	3.99	4.25	4.46	4.08	4.11	4.46	4.61	4.13
Multidomain	4.53	4.42	4.02	4.81	3.77	4.30	4.36	4.57	3.99	4.42	4.52	4.08	4.14	4.56	4.57	4.15
As of 19 November 2021																

Source: Gartner (December 2021)