

Magic Quadrant for Master Data Management Solutions

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The MDM market is evolving to meet the needs of a broader range of stakeholders who are seeking the business agility afforded by a single, trusted, enterprisewide view of master data. Data and analytics leaders should use this research to inform their MDM solution choices.

This Magic Quadrant is related to other research:

[Critical Capabilities for Master Data Management Solutions](#)

[View All Magic Quadrants and Critical Capabilities](#)

Strategic Planning Assumptions

- Through 2025, more than 75% of MDM programs will fail to meet business expectations because of a failure to connect MDM value to business value.
- By 2025, 50% of CDOs will achieve digital acceleration goals using augmented data management practices across MDM, data hubs, data quality and integration.
- 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.

Market Definition/Description

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

MDM solutions are enterprise software products that:

- Support the global identification, linking and synchronization of master data across heterogeneous data sources through reconciliation
- Create and manage a central, persisted system or index of record for master data
- Support the four common MDM hub implementation styles
- Enable generation and delivery of a trusted version of one or more 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 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 (or applications) to function because they are application neutral
- Can be implemented by end-user organizations without having to make use of required professional services (i.e., not optional); end-user organizations may elect to make use of optional professional services, either those of the vendor or a third-party service provider

The core capabilities of the MDM market include:

- Workflow and business process management (BPM)
- Loading, synchronization, business services and integration
- Data modeling
- Information quality and semantics
- Performance, scalability, availability and security
- Hierarchy management
- Data stewardship (policy enforcement) support
- Data governance (policy setting) support
- Multiple usage scenario (operational/analytical) support
- Multiple domain support
- Augmented MDM

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 use 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)
- Organizations’ governance maturity, culture and structures (ranging from small, centralized teams to global, distributed organizations)
- The latency and accessibility of master data — from real-time, synchronous reading and writing of master data in a transactional scenario between systems and services to legacy-style batch interfaces for the transfer of master data in bulk file format
- The type of approach chosen, ranging from centralized approaches using hubs to widely distributed systems that leverage real time through bulk/batch processes
- The complexity of the business environment, and therefore of the use cases, that MDM implementations must satisfy — these require appropriate levels of governance, compliance, risk management and privilege control
- The options for physical or logical data structures to create a hub or the source of the golden record
- Deployment options on-premises or in the cloud (variants include hosted and SaaS)

Magic Quadrant

Figure 1: Magic Quadrant for Master Data Management Solutions



Source: Gartner (December 2021)

Vendor Strengths and Cautions

Ataccama

Ataccama is a Challenger in this Magic Quadrant. Its Ataccama ONE MDM product is part of the vendor's broader enterprise data quality fabric product suite. Ataccama's operations are mostly focused in North America and EMEA, although the vendor has direct and indirect presence in Asia/Pacific, which accounted for approximately 8% of 2020 revenue. The vendor has broad industry coverage. Clients tend to be midsize and large financial services organizations, which accounted for 49% of 2020 revenue, and also healthcare/pharma organizations. Ataccama provides an attractive option for clients seeking one vendor solution for data catalog, data quality, data governance and MDM.

Strengths

- **Customer satisfaction:** Ataccama consistently receives positive feedback for the way it engages with clients across the customer life cycle. This is something it has managed to sustain year over year, receiving high scores for services and support and overall experience with the vendor.
- **Augmented MDM strategy:** Ataccama is well-suited to organizations seeking a single vendor approach to master data, data quality and data governance more broadly. Ataccama observed a shift in the market early and embraced a strategy of enterprise data quality fabric and automation.
- **Financial services:** Ataccama continues on a strong growth path in the financial services and insurance industry vertical with customer reference use cases.

Cautions

- **Product master:** Ataccama has no clients in the buy-side product domain. In 2021, it announced a partnership with fellow Magic Quadrant vendor Viamedici to provide sell-side product use-case capabilities.
- **Evolving licensing model:** Ataccama's latent transition to subscription-based offerings commenced in 2020 and continued through 2021. As a vendor shifts from perpetual to subscription-based licensing, revenue growth inevitably slows. While it no longer offers perpetual licensing, it will take time to transition the existing customer base.
- **Market awareness:** Based on Gartner Peer Insights feedback during the period assessed, Ataccama experienced a 1% decrease in consideration rating. The vendor acknowledges the requirement for marketing investment.

Contentserv

Contentserv is a Challenger in this Magic Quadrant. Its Product Experience Management (PXM) platform is mainly focused on sell-side product data use cases. Contentserv's operations are mostly centered on EMEA, with approximately 30% of revenue coming from North America and Asia/Pacific. Its clients tend to be midsize discrete and process manufacturers, and retail trade. Contentserv and its partners provide a marketplace with over 80 connectors, which enables clients to meet many integration needs.

Strengths

- **Product experience strategy:** Contentserv's Product Experience Platform addresses sell-side product data use cases. Its product strategy is to deliver rich, relevant and emotional product experiences that enhance its clients' brand. Contentserv excels in delivering the supporting innovation to achieve this strategy.
- **Midmarket manufacturers:** Contentserv solutions are targeted toward midmarket discrete and process manufacturers, and retail trade. An estimated 70% of its customers are manufacturing companies. Manufacturing companies should consider Contentserv when evaluating product-centric MDM solutions.
- **High satisfaction evaluation:** Gartner Peer Insights evaluated Contentserv as having the highest levels of satisfaction for overall product capabilities. It had the joint-highest satisfaction for ease of deployment, value the product or service provides for the money spent, and the likelihood of recommending its solution to a friend or colleague.

Cautions

- **Overall evaluation of service and support:** Reviewers on Gartner's Peer Insights platform provided relatively low satisfaction for overall service and support in comparison to other vendors. Peer Insights reviewer comments suggest this is due to longer-than-expected wait times for support and issues following solution updates.
- **Customer master data capabilities:** Contentserv PXM has a concept of buyer personas it uses to contextualize product content to aid creation of "emotional product experiences." However, personas should not be confused with the capabilities needed in support of customer master data or customer data platform (CDP) use cases.

- **Organization changes:** Within the past two years, there have been numerous changes to senior roles in the Contentserve organization. These include changes to CEO, CTO, CFO and VP of Product Strategy, in addition to other new hires. Such levels of organizational change naturally impact strategy.

IBM

IBM is a Challenger in this Magic Quadrant. IBM Master Data Management Cartridge for Cloud Pak for Data is a solution that includes IBM Infosphere MDM version 12 for operational styles of MDM. It also includes IBM Match 360 with Watson for Cloud Pak for Data to support analytical styles of MDM. IBM Product Master version 12 supports product-centric MDM deployments. IBM has a global sales and support footprint, and its customers tend to be large, multinational enterprises and public sector/governmental entities. IBM embraces a hybrid cloud strategy, and for several years has built data management capabilities around its Watson Knowledge Catalog. Its recent launch of the IBM Match 360 capabilities allows for some MDM components to be natively integrated to IBM's Cloud Pak platform, while other MDM capabilities remain within its legacy Infosphere MDM solution.

Strengths

- **Metadata driven:** IBM continues to invest in its core Watson Knowledge Catalog as a foundational component of innovations supporting augmented MDM use cases, including AI-driven entity resolution, data classification and mapping.
- **Established client base and domain expertise:** IBM remains a strong competitor in several key verticals, particularly in financial services, healthcare and government. This gives IBM deep insights into the needs of these large clients.
- **Market awareness:** IBM's MDM strategy is well-aligned to its larger clients, many of which continue to require hybrid approaches toward cloud deployments and support.

Cautions

- **Cloud migration:** Only a limited set of MDM capabilities supporting analytical use cases are available through the IBM cloud-native solution, Cloud Pak for Data. Operational MDM use cases continue to be supported through the Infosphere product, which supports IaaS through cloud-based containerized deployments.
- **Solution complexity:** Clients seeking multiple domains or deployment styles must implement a combination of components/solutions spanning single-tenant and cloud-native deployments.

- **Pace of innovation:** IBM's pace of innovation in MDM is lagging many of its biggest competitors, particularly in relation to the use of augmented MDM to enable the automation of key data management and governance tasks. However, augmented MDM remains a priority on IBM's roadmap.

Informatica

Informatica is a Leader in this Magic Quadrant. Its Intelligent Master Data Management platform offers multidomain and master data 360 solutions that are focused on domain-specific use cases. Informatica's operations are geographically diversified, and its clients tend to be midsize to large organizations across multiple vertical markets. Informatica is the MDM vendor with the most clients managing Internet of Things (IoT) devices as a domain.

Strengths

- **Comprehensive market understanding:** Informatica's understanding of industry verticals, and key roles within prospective customer organizations, targets the questions and concerns of both business and IT effectively. This market understanding also informs Informatica's strategy and roadmap to address long-term trends and customer needs, such as cloud, AI and augmented MDM. Informatica is considered by more prospective customers than any other MDM vendor in this Magic Quadrant.
- **Extensive master data domain coverage:** Informatica has customers managing a wide range of domains across industries with its solutions. Where Informatica is strongest is with business-to-business (B2B) and business-to-consumer (B2C) domains. Informatica is a leading vendor in this Magic Quadrant with comprehensive product capabilities to support modern MDM.
- **Industry vertical expertise:** Informatica and its partners offer a broad selection of industry and industry-specific accelerators and extensions. While Informatica has broad industry expertise, its prime industries are midsize to large financial services, healthcare and life science organizations.

Cautions

- **Implementation strategy:** Most Peer Insights reviewers cited that their implementation strategy was working either solely with Informatica's professional services, or with a third-party service provider supported by Informatica's professional services. Some Peer Insights reviewers advised clients not to overcomplicate the scope of the initial deployment and ensure you have the right expertise on your team.
- **Relative deployment and pricing satisfaction:** Informatica reviewers on Gartner's Peer Insights platform provided ratings of average or below average compared with MDM category averages. For example, Informatica's evaluation of 4.3 for "ease of deployment" is below the category average of 4.4, and 4.3 for "pricing and contract flexibility (pricing and terms)" is below the 4.5 category average. Informatica's MDM SaaS strategy and consumption-based pricing should help improve these issues.
- **Multiple solutions required:** Based on Peer Insights comments, Informatica has been criticized for requiring its clients to acquire and implement multiple Informatica products to fully enable and support a data management platform. Informatica's strategy to move all data management capabilities into the Intelligent Data Management Cloud should address this issue.

PiLog

PiLog is a Niche Player in this Magic Quadrant. Its Master Data Record Manager (MDRM) product is primarily focused on master data governance. Its operations are mostly centered on EMEA, and its clients tend to be large process manufacturers. PiLog shares a percentage of its monthly profits with social welfare initiatives.

Strengths

- **Materials master data:** Although MDRM is a multidomain MDM solution, most of PiLog's clients have implemented MDRM with a primary focus on materials master data. Peer Insights reviewers highlight its strength in duplicate material identification and prevention. Reviewers repeatedly credited MDRM for asset optimization, inventory and procurement cost savings.
- **Attractive entry pricing:** When compared with other vendors in this Magic Quadrant, PiLog has one of the lowest average selling prices for a subscription-based license with modular and incremental models. This makes MDRM an attractive option for organizations looking for a cost-effective MDM solution. PiLog also offers a "pay as you use" license model, which offers further options for its clients.

- **Industry and regional specialist:** The majority of PiLog clients are agriculture, mining, construction and process manufacturing vertical industries. PiLog has built its services to best deliver its solutions to these verticals. Its clients are mostly based in the EMEA and APAC, where India is its largest market.

Cautions

- **Complexity and speed of user interface:** Reviewers on Gartner's Peer Insights platform provided relatively conflicting opinions regarding the complexity of the MDRM user interface. With a polar split between reviews stating that the user interface was user-friendly and intuitive and those complaining about complexity and performance, it is clear that there is room for improvement.
- **Average Peer Insights scores:** Reviewers on Gartner's Peer Insights platform awarded PiLog average, or slightly above average, scores across all questions asked. However, PiLog received its lowest score for the likelihood that reviewers would recommend PiLog products or services to a friend or colleague.
- **Market awareness:** PiLog continues to suffer from poor market visibility, resulting in low levels of consideration by Peer Insights reviewers when evaluating MDM solutions. This is partly a result of its focus on manufacturing and industries leveraging buy-side material strengths. PiLog has invested in refreshing its marketing and channels. However, this does not yet seem to be effective.

Profisee

Profisee is a Challenger in this Magic Quadrant. Its Profisee Platform product delivers multidomain MDM solutions across a broad range of domains and industries. Its operations are North America-dominant with Europe and Asia/Pacific combined accounting for 20% of the vendor's reported revenue in 2020. Industry "sweet spots" include financial, healthcare, manufacturing and retail clients. Profisee's clients tend to be midsize and large organizations. Profisee's strategy is to make MDM easier to understand and deploy. Its close alignment with Microsoft Azure Data Services makes Profisee Platform a compelling option for Azure clients.

Strengths

- **Customer experience:** Reviewers on Gartner's Peer Insights platform continue to express positivity in regard to their overall experience with the vendor, with Profisee receiving its highest scores for experience with the vendor and quality of technical support.

- **Microsoft-ready:** Profisee has invested heavily in being Microsoft-aligned with a strategy of integration with Microsoft Azure Data Services (Purview, Synapse and Azure Data Factory), architectural blueprints and Azure Resource Manager (ARM) deployment templates.
- **Outcome-focused:** Profisee leverages its Business Impact Roadmap (BIR) to help clients articulate, quantify and deliver the tangible business benefits of MDM.

Cautions

- **Change in ownership:** In September 2021, Pamlico Capital acquired a majority ownership stake in Profisee while ParkerGale Capital retains a minority stake. This is noteworthy with respect to monitoring future strategy.
- **Cost consideration:** Profisee's bring-your-own cloud deployment model abstracts the MDM solution costs from the underlying cloud costs. This naturally favors a lower average selling price (ASP) to be mindful of in peer comparisons.
- **Pure-play MDM:** A strategy of enabling integration of master data management with an architecture that is easy to plug in to existing heterogeneous data estates (extraction, transformation and loading [ETL] and analytics) may not suit clients that seek a broader data management platform from a single vendor.

Reltio

Reltio is a Challenger in this Magic Quadrant. Its Reltio Connected Data Platform is a cloud-native, multitenant, multidomain MDM platform providing customers with 360-degree views across multiple domains. Reltio's operations are mostly focused in North America, with a rapidly growing presence in EMEA. Its clients are predominantly healthcare and life science organizations followed by high tech, retail and a growing financial services/insurance presence. The vendor's strategy has been SaaS since inception, supporting multiple clouds — including Amazon Web Services (AWS), Google Cloud Platform (GCP) and Microsoft Azure — with a mission to provide unified, trusted, real-time data at scale.

Strengths

- **Growth trajectory:** Reltio experienced the highest annual revenue percentage growth of any vendor covered in this research in 2020 at 34.7% and is increasingly given consideration in competitive bids.
- **Intuitive user interface:** Clients place high value on the relatively intuitive user interface, with many drag-and-drop features and graph visualization capabilities.

- **Overall product capability:** The vendor received improved product capability scores reflecting investments in a number of areas, including ML-enhanced matching, data loader and graph search capabilities.

Cautions

- **Support services:** Reltio continues to receive relatively low scores for support and offers different support plans with varying levels of service commitments. Customers should carefully choose the right support plan to meet their service level needs.
- **Skilled technical support:** Reltio customers highlight a need for the vendor to continue to train its technical support staff for improved service.
- **Reporting and analytics:** Reltio Reporting (operational insights for data stewarding activities) and Reltio Analytics are offered as add-on products.

Riversand

Riversand, a Syndigo company, is a Leader in this Magic Quadrant. It provides a cloud-native MDM solution through its Riversand platform. Its operations are mainly focused on North America and Europe, although the vendor has a growing client base in Asia/Pacific and Latin America. The vendor has broad industry coverage with midsize and large retailers as notable “sweet spots.” Its vision is to build engaging brand and product experiences with actionable insights and to improve customer experience in a single platform. In May 2021, Syndigo acquired Riversand, bringing its custom syndication and analytics capabilities to Riversand’s client base and further enhancing Riversand’s product experience messaging for commerce.

Strengths

- **Customer experience:** Users of Gartner’s Peer Insights platform gave relatively high scores across the breadth of categories representative of the customer engagement life cycle from presales through delivery and support.
- **Application marketplace:** Riversand demonstrates a clear understanding of the importance of connectivity to a broader application and data ecosystem. An app SDK is included to encourage application creation while the Riversand marketplace offers both experience (e.g., sentiment and tone of voice analysis) and syndication apps for connectivity to broader marketplaces (e.g., Amazon) in addition to product data standards (e.g., Global Data Synchronisation Network [GDSN]).

- **Partner ecosystem:** Partners are considered an integral part of the business from sales through delivery, providing Riversand with the ability to scale and provide deep industry insights. The vendor doubled the number of service integrators in 2020.

Cautions

- **Solution menu:** Navigating the vendor's menu-driven solution options and costs can appear complex because Riversand seeks to offer flexibility in catering for small to large enterprises, single or multiple domain, industry-specific options, and start-small-and-grow scenarios.
- **Mind share lags ability:** Despite strong revenue growth in 2020, Riversand was considered in only 3% of competitive bids, which is demonstrative of a continued need for broader market awareness.
- **New ownership:** The recent acquisition by Syndigo provides for product information management synergies. Following any acquisition, a need exists to monitor for changes in the product roadmap or customer satisfaction.

SAP

SAP is a Challenger in this Magic Quadrant. Its SAP Master Data Governance (MDG) product is mainly focused on MDM use cases across the SAP portfolio of applications. SAP's operations are geographically diverse, and its clients tend to be large, product-centric organizations (which include production and therefore supply chain) across multiple vertical markets. The new SAP Business Technology Platform facilitates greater SAP and non-SAP integrations for MDG and the ability to apply AI and analytical scenarios across solutions.

Strengths

- **SAP S/4HANA transformation:** For organizations in the process of implementing SAP S/4HANA, MDG has become an important solution. MDG can help ensure master data quality, applicability and readiness before implementing SAP S/4HANA. Then, it can provide governance to maintain master data quality after S/4HANA go-live.
- **Market understanding:** SAP understands the market for its MDG solution. Its market is organizations that have SAP as an ERP or are implementing a new ERP or other SAP applications. SAP has a clear product vision and strategy to address market needs and master data's place in the larger context of an integrated enterprise.

- **External master data sharing:** The network effects of sharing master data between organizations create economies of scale, which can increase MDM program value while reducing time and costs. Through its partner network, SAP has had a long-running partnership with Corporate Data Quality (CDQ) AG to enable master data sharing via its cloud-based Data Quality as a Service and data sharing platform.

Cautions

- **Overall experience:** Users of Gartner's Peer Insights platform evaluated SAP low for the overall experience. They also scored SAP lower than average for its service and support, and the value the product or service provides for the money spent. MDG also received lower-than-average scores for the overall rating of product capabilities, integration and deployment.
- **SAP S/4HANA transformation planning:** Gartner client inquiries are increasing regarding master data quality and master data governance within SAP S/4HANA as a part of a transformation program. Moving master data, and master data governance processes without review from the ERP Central Component (ECC) to S/4HANA is a missed opportunity that may result in future problems. Organizations planning or in the process of S/4HANA transformation must use this as an opportunity to assess the "as is" and the "to be" needs of business MDM requirements.
- **Performance challenges:** Users of Gartner's Peer Insights platform during the assessment period raise performance concerns with legacy MDG implementations based on SAP ECC, resulting in business user frustration. Reviewers cited bulk processing, which slowed down other system processes, as a main cause of poor performance.

Semarchy

Semarchy is a Leader in this Magic Quadrant. Semarchy's xDM version 5.3 entered general availability (GA) in May 2020 and is a multidomain MDM platform capable of supporting all MDM deployment styles and usage patterns. Semarchy is focused on clients across a diverse set of industries and sizes, and it appeals to companies seeking a fast time to value, rapid deployment and a variety of cloud-native deployment options. Semarchy is focused on deepening the capabilities of its xDM solution to broaden its appeal as a governance platform. This is particularly the case in the areas of data integration and quality, as evidenced by its recent acquisition of the integration software provider Stambia.

Strengths

- **Market understanding:** Semarchy has a strong understanding of the MDM market, and its longer-term strategy of positioning MDM as a core capability within a data management platform is in sync with the MDM market direction.
- **Start simple, think big:** Semarchy's focus on providing an extensible platform that can support robust data management requirements within an easy-to-use and quick-time-to-value solution aligns well to a "start simple, think big" approach to MDM.
- **Cross-industry strengths:** Semarchy demonstrates exceptional agility in its ability to flex to address a changing mix of vertical industries year over year. This is attributed to the operational strength of third-party partnerships rather than investment in vertically aligned direct sales resources.

Cautions

- **Size disadvantage:** Although the strategy toward a data management platform is solid, Semarchy is playing catch-up to many bigger competitors that have solutions across adjacent solution spaces such as metadata management and data quality.
- **Global market awareness:** Although over half of Semarchy's 2020 subscription business is North America-derived, it continues to be perceived as a predominantly European vendor and is often discounted from consideration as a result.
- **Subscription only:** Semarchy does not support clients seeking a perpetual license option.

Stibo Systems

Stibo Systems is a Challenger in this Magic Quadrant. Its MDM product is focused on managing, connecting and syndicating master data across multiple domains and ecosystems supportive of its Digital Business Hub strategy. Its operations are global. Its clients tend to be in the primary focus industries of retail, manufacturing, consumer packaged goods and distribution. A secondary focus on financial services and life sciences collectively contributed to 10% of 2020 reported revenue. In 2020, Stibo Systems completed the transition of its delivery model to subscription and the cloud. It also further bolstered syndication, connectivity and B2B/B2C capabilities.

Strengths

- **Multinational track record:** European headquartered, half of Stibo Systems MDM revenue in 2020 was sourced from outside Europe, with significant growth in North America and a notable presence in Asia/Pacific and Latin America. Its ability to service large multinationals extends to global support across time zones.
- **Multidomain springboard:** Stibo Systems has one of the broadest ranges of domain coverage of any vendor. The vendor is historically strong in mastering product sell-side (finished product), where it continues to have the highest number of domains deployed. In parallel, it has significantly expanded B2C and B2B (party domain) deployments to create “zones of insight.”
- **High consideration rating:** This vendor’s consideration rating remains the highest of the MDM-focused vendors — after the larger multifaceted product vendors. A focus on target markets, the completion of a transition to cloud and subscription-based offerings, and general improvements in the sales cycles have contributed to transitioning this to sales and an overall uplift in willingness to recommend.

Cautions

- **Cost-based add-ons:** Stibo Systems simplified its pricing structure in 2020. Although the MDM platform is a single multidomain product, other components supportive of the Digital Business Hub are optionally priced, including supplier onboarding, some third-party integration and some ML match optimization capabilities.
- **Service and support:** Across the customer experience category ratings, Stibo Systems receives its lowest score for service and support. Quality of technical support, in particular, continues to be raised as a pain point.
- **Nontarget industries:** Client organizations outside of Stibo Systems’ core industries of retail, manufacturing, consumer packaged goods and distribution are likely to be serviced by a partner as part of the vendor’s strategy refresh. This is not necessarily problematic, but it is worth noting.

Syniti

Syniti is a Niche Player in the MDM Magic Quadrant. Syniti provides MDM capabilities through its Syniti Knowledge Platform, which is a bundled set of data management capabilities that has historically been positioned as a solution for complex data migration challenges, particularly for companies heavily reliant on SAP-centric infrastructures. Syniti's clients tend to be extremely large global companies in the manufacturing sector. Syniti is investing in its channel and partner ecosystems to reduce its reliance on the SAP ecosystem, diversify its client base and evolve its solution as more of a foundational data management platform than a data migration tool.

Strengths

- **Professional services:** Syniti's focus as both a software and services provider is an advantage for clients who prefer to partner with their MDM software vendor on a services implementation.
- **Manufacturing vertical expertise:** Syniti has deep experience and expertise in the manufacturing sector, and it is well-positioned to support clients using MDM to support ERP-centric data consolidations.
- **Ease of use:** Users of Gartner's Peer Insights platform report favorably on the ease of use of the Syniti solution compared with other solutions, and also on rapid integration and deployment, which are out-of-the-box capabilities.

Cautions

- **Augmented MDM:** The Syniti solution contains only basic augmented MDM capabilities, but its platform-centric approach opens the door to more active-metadata-driven insights in the future.
- **Cloud-native options:** Syniti lacks a cloud-native option with any of the major cloud hyperscalers. Cloud deployments are growing, but with a reliance on IaaS/single-tenant options only.
- **Value proposition:** A push away from data migrations will require Syniti to redefine its value proposition in a market where its capabilities are currently not highly differentiated.

Tamr

Tamr is a Niche Player and a new entrant in this year's MDM Magic Quadrant. Tamr is a multidomain MDM solution that focuses primarily on large B2B-centric organizations seeking MDM program scale through machine-learning-centric approaches to data governance and stewardship. Tamr supports clients primarily in North America and Europe across a variety of industry verticals. It is focused on organizations shifting from legacy to cloud-centric data management. Tamr plans to expand its reliance on augmented data management as a key differentiator. Additional investments are planned for a cloud-agnostic SaaS solution while continuing cloud-native support for all three major cloud providers.

Strengths

- **Modern approach:** Tamr utilizes augmented data management as a foundational element to its solution, with particular focus on the use of human-trained ML processes to augment entity resolution, data profiling, data mapping and data modeling.
- **Crowdsourced/citizen data stewardship:** Tamr takes a unique and innovative approach to managing data quality and stewardship, where match and quality rules can be influenced by users essentially "voting" on the accuracy of records — both within the MDM application or consuming systems.
- **Cloud strategy:** Tamr offers cloud-native MDM solutions across all three of the major cloud service providers, and it has a focus on enabling organizations that are making the shift from legacy to cloud-centric data management infrastructures.

Cautions

- **Technical skill required:** Although clients laud the ease of use of the Tamr UIs, some Tamr clients have expressed concerns about the higher levels of technical acumen required of administrators, particularly when interfacing with the Tamr APIs.
- **Company size and viability:** By comparison to many of its competitors, Tamr is a relatively small and maturing company.
- **Limited global footprint and partner network:** Tamr focuses direct sales on North America and EMEA, with a small presence in Asia/Pacific and a limited system integrator (SI) network, but does have a dedicated in-house professional services team. Clients should consider access to implementation resources during vendor license negotiations.

TIBCO Software

TIBCO Software is a Leader in this Magic Quadrant. The TIBCO EBX MDM solution is focused on multidomain MDM implementations at large, geographically diverse organizations across a variety of industry verticals. TIBCO is investing in augmented data management capabilities to enable “driverless” MDM as a central foundation of a TIBCO-enabled data fabric architecture. Its early 2021 acquisition of Information Builders is expected to expand TIBCO’s vertical market presence, supported by the recent consolidation of the Orchestra Networks sales team into the broader TIBCO global sales organization.

Strengths

- **Robust MDM solution:** Gartner clients consistently evaluate EBX as above average on all MDM critical capabilities, and TIBCO is often considered as an alternative to larger MDM vendors.
- **Market understanding:** The TIBCO strategy of taking a loosely coupled, highly cohesive approach to building a data-fabric-centric suite of solutions that integrates best-of-breed MDM capabilities reflects a solid understanding of MDM client needs and market trends.
- **Machine learning market leader:** TIBCO’s position as a Leader in the Magic Quadrant for Data Science and Machine Learning is a significant asset when considering future integration of AI/ML-driven capabilities into the EBX platform.

Cautions

- **Pace of innovation:** While the recent release of EBX 6.0 is a step in the right direction, TIBCO’s rate of innovation and new product enhancements — particularly around augmented MDM, user-centric design, and their cloud capabilities — are not keeping pace with market demands. However, releases are planned in the near term to enhance cloud deployment options, including SaaS.
- **Solution complexity:** Although reviewers on Gartner’s Peer Insights platform laud the robustness of capabilities, they also express concerns around the technical acumen, including Java, needed to configure those capabilities. TIBCO has a strategy to move toward a low-code/no-code solution, but this transition will take time.
- **Access to partner resources:** Gartner clients express concerns around the difficulty of finding skilled third-party resources that can assist with the implementation of the EBX solution.

Viamedici

Viamedici is a Niche Player in this Magic Quadrant. Its EPIM (Enterprise Product Information Management) product is mainly focused on sell-side product data use cases. Its operations are primarily centered on EMEA, and its customers tend to be midsize and large discrete manufacturers. Viamedici is privately owned, and its strategy is long-term profitability, organic growth and tactical acquisitions.

Strengths

- **Value:** Viamedici is thought of highly by Peer Insights reviewers for its pricing transparency and ease of negotiation. Furthermore, it received one of the highest scores of all vendors in this Magic Quadrant for satisfaction with the value EPIM provides for the money spent.
- **Customer satisfaction:** Peer Insights reviewers praised Viamedici across multiple criteria. These include the overall ratings for integration and deployment, service and technical support, and end-user training. It received the highest scores of all vendors for overall experience.
- **Understanding of target market needs:** Viamedici's market strategy is to "drive digital success" for manufacturing and distribution organizations. Its focus is clearly articulated and executed with a focus on the management of product data and related domains, as well as the "digitalization of data management, marketing, sales and service processes" for its customers.

Cautions

- **Narrow domain focus:** Even though Viamedici has an excellent understanding of its target market, there remains a narrow focus on the domain use cases that EPIM supports — primarily sell-side products, B2B customers and locations. Manufacturing and distribution organizations using Viamedici could benefit from innovations for the IoT, corporate asset and materials data domains.
- **Partnership with Ataccama:** In June 2021, Viamedici announced a technical partnership with Ataccama, also a vendor in this Magic Quadrant. Viamedici is strongest in product domains, and Ataccama is strongest in customer and other nonproduct domains. The partnership seems to be based on master data domain and use-case coverage for joint sales successes. However, this is yet to be proven.

- **Geographic strategy:** Viamedici has made further investments in expanding its local presence and partnerships within the U.S. and APAC. However, growth has been slow. Currently, Viamedici has one office in the U.S. and three partners. In APAC, it has two office locations and four partners. When considering Viamedici, the quality and availability of local expertise should be carefully evaluated.

Winshuttle

Winshuttle is a Niche Player in this Magic Quadrant. Winshuttle's EnterWorks MDM version 10.3 is an MDM solution focused on product-centric companies, particularly those within manufacturing and industrial sectors. Winshuttle clients are primarily split across Europe (52%) and North America (44%), with only a small portion outside these two core markets. Winshuttle experienced moderate growth through a challenging 2020 by successfully cross-selling its MDM product within its customer base, and it released the current product version in January 2021. In June 2021, Precisely, with financial backing from Clearlake Capital, announced its intention to acquire Winshuttle. Precisely is a leader in the Magic Quadrant for Data Quality Solutions, and via several previous acquisitions, it offers a broad array of data management solutions marketed as the Precisely Data Integrity Suite.

Strengths

- **Solution portfolio:** Winshuttle's recent acquisition by Precisely expands the portfolio of data management solutions available to Winshuttle clients, and it well-positions the combined entity to integrate MDM capabilities into a broader governance platform. An integrated solution combining Precisely's data quality and metadata management solutions with Winshuttle MDM could provide significant client value.
- **Access to Precisely technology:** The Precisely acquisition will provide opportunities to integrate some of the more advanced augmented data management capabilities in existing Precisely solutions (notably the Spectrum solution) into the Winshuttle solution.
- **Expanded partner and global footprint:** The Precisely acquisition will significantly expand Winshuttle's sales, support and partner network. It will also expose cross-selling opportunities outside the historical Winshuttle reliance within the SAP ecosystem, and it provides opportunities to expand into non-manufacturing-centric industry verticals.

Cautions

- **Pace of innovation:** Likely caused by an ongoing focus on M&A activities, Winshuttle's EnterWorks product has not recently benefited from the level of innovation of many of its top competitors. Winshuttle lags the market in augmented MDM, cloud-native deployment options and user-centric application design.
- **Augmented MDM strategy:** Winshuttle's strategy for enabling AI-driven augmented MDM capabilities is to rely on partner-developed solutions deployed on a client-by-client basis rather than integrating those capabilities built directly into its solution. This may increase implementation complexity and complicate license negotiations.
- **MDM product catalog and rationalization:** The combination of Winshuttle and Precisely will likely require that the combined entity allocate resources to rationalize the overlapping MDM capabilities of their three products that are, or previously have been, marketed as MDM solutions. This includes Winshuttle, Spectrum and Syncsort.

Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

Added

The following vendors with MDM offerings were determined to fulfill the inclusion criteria detailed below:

- Tamr

Dropped

No vendors were dropped from last year's Magic Quadrant report.

Inclusion and Exclusion Criteria

For Gartner clients, Magic Quadrant and Critical Capabilities research identifies and then analyzes the most relevant providers and their products in a market. Gartner uses, by default, an upper limit of 20 vendors to support the identification of the most relevant providers in a market. On some specific occasions, the upper limit may be extended by Gartner Methodologies where the intended research value to our clients might otherwise be diminished. The inclusion criteria represent the specific attributes that analysts believe are necessary for inclusion in this research.

In order to qualify for inclusion in this Magic Quadrant, each vendor had to meet the following criteria:

- Achieve at least \$20 million in total recognized revenue (per GAAP 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, the Middle East and Africa; Asia; and Australasia.
- Sales operations, support operations and customers in multiple industries.
- At least 20 live customers (in production as of August 2021) 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, as well as the products examined separately in the Critical Capabilities research.

Exclusion criteria:

- Vendors whose core product capabilities are provided by a third party through, for example, an OEM relationship were excluded.
- Marketing service providers, data aggregators, data brokers and other data providers that provide trusted reference data external to the enterprise, but that do not provide an MDM solution that meets Gartner's definition of MDM.

- Application data management (ADM) products that solely perform data management functions for use in a specific business application's data store, because they are not, by definition, application neutral.
- Vendors whose product (or products) are unable to provide support for all use cases as featured in [Critical Capabilities for Master Data Management Solutions](#) (also see Note 1):
 - MDM of B2C customer data
 - MDM of B2B customer data
 - MDM of buy-side product data
 - MDM of sell-side product data
 - Multidomain MDM

Honorable Mentions

Below are vendors that have come up in MDM inquiries but that did not meet the inclusion criteria for this Magic Quadrant. Depending on business goals, resourcing objectives, deployment preferences, geography or other factors, vendors listed here may provide viable alternatives.

This is a nonexhaustive list:

- Boomi
- CluedIn
- Pimcore
- Prospecta
- Unidata

Evaluation Criteria

Ability to Execute

Gartner analysts evaluate vendors on the quality and efficacy of the processes, systems, methods or procedures that enable IT provider performance to be competitive, efficient and effective, and to positively impact revenue, retention and reputation within Gartner's view of the market.

- **Product or Service:** Core goods and services that compete in and or serve the defined market. This includes current product and service capabilities, quality, feature sets and skills. This can be offered natively or through OEM agreements/partnerships as defined in the Market Definition.
- **Overall Viability:** Viability includes an assessment of the organization's overall financial health, as well as the financial and practical success of the business unit. We view the likelihood of the organization to continue to offer and invest in the product, as well as the product position in its current portfolio.
- **Sales Execution/Pricing:** The organization's capabilities in all presales activities and the structure that supports them. This includes deal management, pricing and negotiation, presales support and the overall effectiveness of the sales channel.
- **Market Responsiveness/Record:** The ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the vendor's history of responsiveness to changing market demands.
- **Marketing Execution:** The clarity, quality, creativity and efficacy of programs designed to deliver the organization's message in order to influence the market, promote the brand, increase awareness of products and establish a positive identification in the minds of customers. This "mind share" can be driven by a combination of publicity, promotional activity, thought leadership, social media, referrals and sales activities.
- **Customer Experience:** Products and services and/or programs that enable customers to achieve anticipated results with the products evaluated. Specifically, this includes quality supplier/buyer interactions, technical support or account support. This may also include ancillary tools, customer support programs, availability of user groups, service-level agreements and so on.

- **Operations:** The ability of the organization to meet goals and commitments. Factors include quality of the organizational structure, skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently.

Table 1: Ability to Execute Evaluation Criteria

<i>Evaluation Criteria</i> ↓	<i>Weighting</i> ↓
Product or Service	High
Overall Viability	Medium
Sales Execution/Pricing	High
Market Responsiveness/Record	High
Marketing Execution	High
Customer Experience	High
Operations	Low

Source: Gartner (December 2021)

Completeness of Vision

Gartner analysts evaluate providers on their ability to convincingly articulate logical statements. This includes current and future market direction, innovation, customer needs and competitive forces, as well as how well they map to Gartner's view of the market.

- **Market Understanding:** The ability to understand customer needs and translate those needs into products and services. Vendors that meet this criterion will show a clear vision of their market — listen, understand customer demands, and exhibit the ability to shape or enhance market changes with their added vision.
- **Marketing Strategy:** Clear, differentiated messaging consistently communicated internally and externalized through social media, advertising, customer programs and positioning statements.

- **Sales Strategy:** A sound strategy for selling that uses the appropriate networks, including direct and indirect sales, marketing, service, and communication. Vendors will have partners that extend the scope and depth of their market reach, expertise, technologies, services and customer base.
- **Offering (Product) Strategy:** An approach to product development and delivery that emphasizes market differentiation, functionality, methodology and features as they map to current and future requirements.
- **Business Model:** The design, logic and execution of the organization's business proposition to achieve continued success.
- **Vertical/Industry Strategy:** The strategy to direct resources (sales, product and development), skills and products to meet the specific needs of individual market segments, including verticals.
- **Innovation:** Direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, or defensive or preemptive purposes.
- **Geographic Strategy:** The vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography – either directly or through partners, channels and subsidiaries, as appropriate for that geography and market.

Table 2: Completeness of Vision Evaluation Criteria

<i>Evaluation Criteria</i> ↓	<i>Weighting</i> ↓
Market Understanding	High
Marketing Strategy	High
Sales Strategy	Medium
Offering (Product) Strategy	High
Business Model	Medium
Vertical/Industry Strategy	High
Innovation	High
Geographic Strategy	Low

Source: Gartner (December 2021)

Quadrant Descriptions

Leaders

Leaders demonstrate strength in depth across the full range of MDM functions, including core functions detailed as MDM solution critical capabilities.

Leaders exhibit a clear understanding of dynamic trends in the MDM market; they explore and execute thought-leading and differentiating ideas; and they deliver solution innovations based on the market's demands. They have the strategic vision to address evolving client requirements.

Leaders align their MDM offering strategies with the latest market trends, such as:

- Business outcome focus
- Multidomain MDM
- Support for “360-degree view” requirements
- Contextual or augmented MDM
- New solution architectures (such as platform-app, microservices and hybrid cloud)
- Deployment options (on-premises and cloud)
- Alternative pricing and licensing models (such as subscription and consumption)

Leaders address all industries, geographies, data domains and use cases. Their solutions support multidomain and alternative deployment options such as SaaS. They offer excellent support for business roles and include superior user experience.

Leaders have an established market presence and a multinational presence (either directly or through a parent company).

Leaders undertake clear, creative and effective marketing that influences the market, promotes their brand and increases their mind share.

However, they are not always the best choice. As the market's requirements have shifted to more all-encompassing solutions, vendors have not kept pace at a macro level, which has resulted in a significant amount of empty space in the top right of the Leaders quadrant.

Challengers

Challengers have established presence, credibility and viability, along with robust solution capabilities and solid sales and marketing execution.

Challengers may not have the same breadth of offering as Leaders, and/or in some areas, they may not demonstrate as much thought leadership or innovation. For example, they may focus on or have demonstrated experience in a limited number of data domains (such as customer, product and location data only).

Challengers may lack capabilities in areas such as multidomain MDM, master data governance, and stewardship or solution deployment options.

Challengers demonstrate a clear understanding of today's MDM solution market, but they either have not demonstrated a clear understanding of its future direction or are not well-positioned to capitalize on emerging trends. They often have a strong presence in other application areas.

Visionaries

Visionaries are innovators. They display healthy innovation and a strong potential to influence the direction of the MDM solution market, but they are limited in terms of execution or a demonstrable track record. Typically, their products and market presence are not yet complete or established enough to merit Leader status.

Although Visionaries may deliver good customer experiences, they may lack the scale, market presence, brand recognition, customer base or resources of Leaders.

Niche Players

Niche Players often specialize in a limited number of industries, geographic areas, market segments (such as small and midsize businesses) or data domains (such as master customer data or master product data).

Niche Players either do well in specific segments of the MDM solution market, or have limited ability to innovate or outperform other vendors. They may be focused on specific functionalities, domains or industries, or they may have gaps in relation to broader functionality requirements.

Niche Players often have strong offerings for their chosen areas of focus and deliver substantial value for customers in those areas. However, they typically have limited market share and presence or limited implementation and support services, or they may not have achieved the scale necessary to solidify their market positions.

Context

Rapidly evolving *business* needs are translating into greater demand for the benefits afforded by MDM, from a broader range of stakeholders, across both private and public sectors. Digital transformation requirements are forcing organizations to either *start* or *modernize* their MDM programs.

Whether starting or modernizing, successful programs will optimize stakeholder value by drawing a causal link between the data they seek to master (e.g., customers, suppliers, products, assets and employees) and the business outcomes this ultimately supports (e.g., customer retention, customer cross-sell or upsell).

The prevailing pitfall remains the tendency to treat MDM as a technology initiative. Technology alone has proven insufficient in solving the bigger problem of data and analytics governance, which traverses people, process and technology across the enterprise (see [Three Essentials for Starting and Supporting Master Data Management](#) for further insights).

This Magic Quadrant evaluates vendors that develop and supply master data management (MDM) solutions. Our analysis focuses specifically on packaged MDM software solutions that bring together a range of technologies and capabilities to help sustain the idea of a trusted “golden record” for master data.

However, not all vendors will be suited to all clients or all use cases, and organizations are encouraged to explore solutions beyond the Leaders quadrant. Vendors continue to be differentiated across the following end-user considerations:

- **Industry expertise:** Does the vendor have a proven track record in your industry, a similar industry, or minimally in the domains you need to master?
- **Geographic coverage:** Does the vendor operate directly or indirectly, or does it have no presence in the required region or country?
- **Deployment models:** Few vendors continue to offer on-premises solutions; the majority of new deployments are cloud. Some offer a bring your own license with the MDM purchase counted against your cloud spend, but most do not.

- **Pure-play MDM or MDM as a component of broader governance solutions:** Some vendors view MDM as part of a broader governance portfolio and thus offer or provide additional solutions around metadata, data quality, data catalogs and so on.
- **Availability of skilled partners:** With more than 90% of organizations leveraging third-party services, what partners are available to support you, if required?
- **Funding models:** Are the funding models perpetual or subscription?
- **Additional costs:** A total cost of ownership (TCO) exercise with shortlisted vendors is recommended. Vendors may charge extra for software development kits (SDKs), third-party connectors or, depending on your licensing tier, exceeding your performance cap, for example.

With recent advancements in technical capabilities, particularly those leveraging AI/ML, the temptation to be technology-led should be resisted, and the technologies should be considered to be part of a business-outcome-led approach. Indeed, a modern approach to MDM will leverage a combination of forward-thinking MDM strategies, MDM best practices and the new technologies that:

- Use active metadata to automate the management of master data governance rules
- Use graph or similar technologies to discover relationships between entities that extend the value and insights of MDM programs
- Integrate insights from augmented data quality solutions to optimize and automate MDM and governance business rules
- Leverage active metadata to identify, and AI to resolve, exceptions

For further insights into a modern approach, see [The State of Master Data Management](#).

Data and analytics leaders who optimize their MDM strategies by integrating insights and capabilities from these augmented data management solutions, while also focusing on MDM best practices, are best positioned to meet evolving business needs.

Market Overview

The MDM market continues to evolve and thrive as organizations seek to benefit from the business agility afforded by mastering their most critical data, particularly in times of unpredictability and change. The pandemic, which initially stalled projects, ultimately served to fast-track a broader realization of the causal link between trusted and connected master data and business resilience.

MDM initiatives have continued to progress as a foundational component of digital transformation programs. Indeed “improve business outcomes” not unexpectedly overtook “create internal/operational efficiencies” as the primary driver for MDM programs. Gartner experienced a 28% increase (n = 1,534) in client inquiries from March through December 2020 compared with the same period in 2019.

Although there has been some movement in vendor dot positions in this year’s Magic Quadrant, no vendors actually changed quadrants. Visionaries are notably absent from the Magic Quadrant as the market matures.

In 2020, the master data management (MDM) software market grew at 2.1%, reaching \$1.37 billion. Many smaller vendors, such as Contentserv, Profisee, Reltio, Riversand and Semarchy experienced double-digit growth, but the overall market was tempered by a decrease in year-over-year revenue from some larger vendors, including IBM and Informatica. Removing IBM and Informatica, MDM revenue grew at 4.9% (see [Market Share: Master Data Management Software, Worldwide, 2020](#)).

Historically, the most mature MDM markets — North America and Western Europe — accounted for 81.9% of MDM market share (by revenue) in 2020. Asia/Pacific saw growth across both mature and emerging markets of 24% and 32.8%, respectively. Adding China’s growth of 54.8%, they collectively represented 8.4% of the overall MDM market, up from 6.4% in 2019. The importance of this to end-user organizations is in how the vendors service mature and emerging markets across the customer life cycle. It is not a given that all vendors have a direct presence across all geographies. On the contrary, many smaller vendors will leverage third parties from the sales engagement through implementation services. The importance of this partner ecosystem is paramount to their success, particularly in the delivery phase with consistently high levels of third-party services required for deployment. In 2020, less than 10% of organizations deploying MDM did not leverage third-party services.

In parallel, multiple forces are driving down deployment times:

- End-user organizations opting for a “start small and deliver incremental value sooner” approach to MDM
- Vendors lowering the barrier to entry with the majority of transitions to cloud and subscription-based offerings completed
- Availability of industry-specific accelerators that fast-track time to value
- Configure solutions reducing complexity when compared with code solutions

In 2020, 50% of MDM deployments were completed in under six months, compared with 33% in 2019.

With this, an uptick in Gartner MDM-related inquiries from small and midsize enterprises (SME) is notable because the benefits of MDM are recognized as being applicable beyond large organizations, and because MDM has become a viable proposition. The ability to respond more holistically to the data governance needs of the SME — thus reducing the necessity to engage with many different vendors — is also differentiating vendors in this market. This might appear as a blueprint for integration — such as those proposed for CluedIn, Profisee or Riversand in the Azure marketplace as of October 2021. Equally, it might be that the MDM vendor’s own strategy takes a more holistic approach to data governance, offering solutions for data quality, data catalogs and metadata; vendors in this category include Ataccama and Informatica.

Across the wider MDM client base, large, multifaceted vendors (such as Informatica, IBM and SAP) still benefit from the highest levels of initial consideration because many benefit from an existing presence in the clients’ IT ecosystems. Of the MDM vendors, Stibo Systems and TIBCO Software have a multinational track record that provides benefits from local presence that others may lack. All other vendors in this Magic Quadrant were considered in less than 10% of MDM opportunities as captured by Gartner Peer Insights from August 2020 through July 2021.

The top factor reported as driving MDM vendor purchasing decisions remains “product functionality and performance.” The top five drivers remain consistent year over year with a significant gap between first and second priorities. One notable change is “strong services expertise,” which jumped to the second spot due to the growing pain point of finding skilled MDM resources and pushed “product roadmap and future vision” down a spot.

“Cost” remains in the fifth position, down from third last year. This could be attributed to both an increased awareness of the business agility MDM affords and the practice of embedding MDM programs in digital transformation initiatives.

Across both private and public sectors, business needs are evolving at unprecedented rates. The benefits of MDM are demanded by a wider range of business stakeholders, across a wider array of data, processes and operating entities. Digital transformation requirements are forcing businesses to either start or modernize their MDM programs.

This demand, combined with advances in technology, is facilitating automation and scale in the governance and management of both enterprise and master data, which is reshaping the MDM landscape. Augmented data management (see [Hype Cycle for Data and Analytics Governance and Master Data Management, 2021](#)) leverages AI, graph and similar technologies to reduce prior constraints imposed on human-driven governance processes. Machine learning improves the speed and effectiveness of entity resolution. Active metadata informs its classification and management to help automate the governance processes. While these innovations affect MDM, they also affect data quality, data integration and active metadata management (see [Market Guide for Active Metadata Management](#)).

These forces are causing a shift toward more integrated solutions that support a data fabric design to integrate a wide array of capabilities across the data management ecosystem (see [The State of Master Data Management](#)). As such, as of 2022, MDM software will cease to justify its own Gartner Magic Quadrant, and by 2025, Gartner coverage will focus on a new breed of data management solution that integrates all of these new technologies into a cohesive data and analytics governance platform.

Some, but not all, of the merger and acquisition activity in the past 12 months can be attributed to this shift.

Revenue and License Count Estimates

As part of the research process for this Magic Quadrant, Gartner received data from MDM software vendors regarding their revenue in 2020 and their license counts by data domain as of the end of December 2020. If a vendor declined to supply all or some of this data, or if we possessed information that contradicted the data provided by a vendor, we formulated revenue and/or license count estimates for that vendor. This data is estimated in all cases.

The vendors had an opportunity to review and comment on our figures before publication.

Evidence

The analysis in this Magic Quadrant research is based on information from several sources, including:

- An RFI process that engaged vendors in this market. It elicited extensive data on functional capabilities, customer base demographics, financial status, pricing and other quantitative attributes.
- Interactive briefings in which vendors provided Gartner with updates on their strategy, market positioning, recent key developments and product roadmap.
- Feedback about tools and vendors captured during conversations with users of Gartner's client inquiry service.
- Market share and revenue growth estimates published by Gartner's technology and service provider research unit: [Market Share: Master Data Management Software, Worldwide, 2020](#).
- Peer feedback from Gartner Peer Insights comprising peer-driven ratings and reviews for enterprise IT solutions and services covering over 300 technology markets and more than 3,000 vendors.

Note 1: MDM Use Cases

MDM of B2C Customer Data

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 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.

MDM of B2B Customer Data

The mastering of institution data, often revealed as hierarchical, during the creation of trusted master records that support business processes centered on 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.

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.

MDM of Buy-Side Product Data

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 Internet of Things [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.

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, as well as in improved time to market.

MDM of Sell-Side Product Data

The mastering of product or material data during the creation of trusted master records in support of business processes focused on the provision of product data to customers.

These implementations commonly handle the enriched product data (including data from IoT things) needed to support customer requirements, including publication (internally to the organization), 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 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 that support 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 (PIM) 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. 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.

MDM of Multidomain

The mastering of critical data objects 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 level (as opposed to the 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

Other data domains, such as IoT things, have been identified in MDM programs and span many industries.

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. Opportunities are based on a combination of a 360-degree view of the customer and recent product purchases made by that customer.

Evaluation Criteria Definitions

Ability to Execute

Product/Service: Core goods and services offered by the vendor for the defined market. This includes current product/service capabilities, quality, feature sets, skills and so on, whether offered natively or through OEM agreements/partnerships as defined in the market definition and detailed in the subcriteria.

Overall Viability: Viability includes an assessment of the overall organization's financial health, the financial and practical success of the business unit, and the likelihood that the individual business unit will continue investing in the product, will continue offering the product and will advance the state of the art within the organization's portfolio of products.

Sales Execution/Pricing: The vendor's capabilities in all presales activities and the structure that supports them. This includes deal management, pricing and negotiation, presales support, and the overall effectiveness of the sales channel.

Market Responsiveness/Record: Ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the vendor's history of responsiveness.

Marketing Execution: The clarity, quality, creativity and efficacy of programs designed to deliver the organization's message to influence the market, promote the brand and business, increase awareness of the products, and establish a positive identification with the product/brand and organization in the minds of buyers. This "mind share" can be driven by a combination of publicity, promotional initiatives, thought leadership, word of mouth and sales activities.

Customer Experience: Relationships, products and services/programs that enable clients to be successful with the products evaluated. Specifically, this includes the ways customers receive technical support or account support. This can also include ancillary tools, customer support programs (and the quality thereof), availability of user groups, service-level agreements and so on.

Operations: The ability of the organization to meet its goals and commitments. Factors include the quality of the organizational structure, including skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently on an ongoing basis.

Completeness of Vision

Market Understanding: Ability of the vendor to understand buyers' wants and needs and to translate those into products and services. Vendors that show the highest degree of vision listen to and understand buyers' wants and needs, and can shape or enhance those with their added vision.

Marketing Strategy: A clear, differentiated set of messages consistently communicated throughout the organization and externalized through the website, advertising, customer programs and positioning statements.

Sales Strategy: The strategy for selling products that uses the appropriate network of direct and indirect sales, marketing, service, and communication affiliates that extend the scope and depth of market reach, skills, expertise, technologies, services and the customer base.

Offering (Product) Strategy: The vendor's approach to product development and delivery that emphasizes differentiation, functionality, methodology and feature sets as they map to current and future requirements.

Business Model: The soundness and logic of the vendor's underlying business proposition.

Vertical/Industry Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of individual market segments, including vertical markets.

Innovation: Direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or pre-emptive purposes.

Geographic Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography, either directly or through partners, channels and subsidiaries as appropriate for that geography and market.

Document Revision History

[Magic Quadrant for Master Data Management Solutions - 27 January 2021](#)

[Magic Quadrant for Master Data Management Solutions - 13 January 2020](#)

[Magic Quadrant for Master Data Management Solutions - 12 December 2018](#)

[Magic Quadrant for Master Data Management Solutions - 30 October 2017](#)

[Magic Quadrant for Master Data Management Solutions - 19 January 2017](#)

Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

[How Markets and Vendors Are Evaluated in Gartner Magic Quadrants](#)

[Critical Capabilities for Master Data Management Solutions](#)

[The State of Master Data Management](#)

[Three Essentials for Starting and Supporting Master Data Management](#)

[Create a Master Data Roadmap With Gartner's MDM Maturity Model](#)

[How Augmented Data Management Capabilities Are Impacting MDM and Data Governance](#)

Which Data Is Master Data?

Market Share: Master Data Management Software, Worldwide, 2020

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Table 1: Ability to Execute Evaluation Criteria

<i>Evaluation Criteria</i> ↓	<i>Weighting</i> ↓
Product or Service	High
Overall Viability	Medium
Sales Execution/Pricing	High
Market Responsiveness/Record	High
Marketing Execution	High
Customer Experience	High
Operations	Low

Source: Gartner (December 2021)

Table 2: Completeness of Vision Evaluation Criteria

<i>Evaluation Criteria</i> ↓	<i>Weighting</i> ↓
Market Understanding	High
Marketing Strategy	High
Sales Strategy	Medium
Offering (Product) Strategy	High
Business Model	Medium
Vertical/Industry Strategy	High
Innovation	High
Geographic Strategy	Low

Source: Gartner (December 2021)