

WAVE REPORT WAVE 报告

The Forrester Wave™: Data Management For Analytics Platforms, Q2 2025

Forrester Wave™：面向分析平台的数据管理，2025 年第 2 季度

The 11 Providers That Matter Most And How They Stack Up
最重要的 11 家供应商以及它们如何叠加

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In our evaluation of data management for analytics (DMA) platform providers, we identified the most significant ones and researched, analyzed, and scored

them. This report shows how each provider measures up and helps you select the right one for your needs.

在我们对分析数据管理（DMA）平台提供商的评估中，我们确定了最重要的平台，并对其进行了研究、分析和评分。此报告显示每个提供商的衡量标准，并帮助您选择适合您需求的提供商。

AI-Driven Automation And Intelligence Are Transforming The DMA Platform

AI 驱动的自动化和智能正在改变 DMA 平台

As the demand for real-time analytics continues to grow, businesses require increasingly integrated and automated data management solutions to effectively accelerate use cases. DMA offers a flexible and scalable platform that seamlessly integrates metadata, real-time streaming, transformation, integration, quality, and security and governance capabilities. The modern DMA platform market is undergoing a transformation, driven by advanced automation, built-in data intelligence, and AI-powered data management capabilities, elevating DMA to the next level. Providers recognize generative AI (genAI) as a transformative force that is helping shape DMA through enhanced automation and intelligence. As a result, choosing the right DMA platform vendor to support both short-term and long-term data strategies has become more complex. DMA platform customers using this evaluation to inform a

purchase decision should consider providers that:

随着对实时分析的需求不断增长，企业需要越来越集成和自动化的数据管理解决方案，以有效地加速使用案例。DMA 提供了一个灵活且可扩展的平台，可无缝集成元数据、实时流式处理、转换、集成、质量以及安全性和治理功能。现代 DMA 平台市场正在经历一场转型，由先进的自动化、内置数据智能和 AI 驱动的数据管理功能推动，将 DMA 提升到一个新的水平。提供商将生成式 AI

(genAI) 视为一种变革性力量，它通过增强的自动化和智能来帮助塑造 DMA。因此，选择合适的 DMA 平台供应商来支持短期和长期数据策略变得更加复杂。DMA 平台客户使用此评估来告知购买决策，应考虑满足以下条件的提供商：

1. **Support genAI to automate DMA functions and accelerate use cases.**

Automation plays a critical role in data processing, and with the emergence of genAI, it reaches a new level of sophistication. By leveraging genAI, DMA can now automate complex tasks such as data cleansing, transformation, security, governance, and integration. Natural language enables users to interact with data, generate insights, and create tailored reports with ease. In addition, DMA platforms can now be managed through natural language, obviating the need for highly skilled engineers to manage the deployment. Look for vendors that integrate natural language capabilities to streamline management, automate data anomaly detection, support vectorized data for similarity searches, and leverage agentic AI for more efficient DMA operations.

支持 genAI 以自动执行 DMA 功能并加速用例。 自动化在数据处理中起着关键作用，随着 genAI 的出现，它的复杂程度达到了一个新的水平。通过利用 genAI，DMA 现在可以自动执行复杂的任务，例如数据清理、转换、安全性、治理和集成。自然语言使用户能够轻松地与数据交互、生成见解并创建定制的报告。此外，DMA 平台现在可以通过自然语言进行管理，无需高技能工程师来管理部署。寻找集成自然语言功能的供应商，以简化管理、自动进行数据异常检测、支持矢量化数据以进行相似性搜索，并利用代理 AI 实现更高效的 DMA 作。

2. **Harness built-in data intelligence to drive context-driven analytics.**

Built-in data intelligence is a powerful and rapidly evolving capability in modern DMA. It provides advanced features that streamline and automate data management tasks, unlocking the full potential of data with greater

efficiency. These features can identify data patterns, related data, and trends within vast, complex datasets automatically, insights that would be time-consuming using traditional platforms. Look for vendors that offer comprehensive and automated data intelligence, enabling effective data contextualization to accelerate diverse use cases. This empowers organizations to take proactive actions, such as predicting customer behavior, optimizing supply chains, or preventing fraud.

利用内置数据智能来推动上下文驱动的分析。 内置数据智能是现代 DMA 中一项强大且快速发展的功能。它提供高级功能，可简化和自动化数据管理任务，以更高的效率释放数据的全部潜力。这些功能可以自动识别庞大、复杂的数据集中的数据模式、相关数据和趋势，这些见解使用传统平台会非常耗时。寻找提供全面和自动化数据智能的供应商，实现有效的数据情境化，以加速各种使用案例。这使组织能够采取主动行动，例如预测客户行为、优化供应链或防止欺诈。

3. **Leverage all kinds of data at scale to drive new insights.** In today's data-driven environment, businesses are confronted with a wide range of data types, from highly structured to complex and unstructured forms. A modern DMA must efficiently manage and process these diverse data types, whether structured, semi-structured, or unstructured, within a cohesive and unified environment. While many vendors can handle structured data ingestion and processing for analytics, unstructured and semi-structured data require more sophisticated DMA engines. To gain deeper and actionable insights, it's crucial to choose vendors who offer more comprehensive data support, ensuring robust capabilities across all data formats.

大规模利用各种数据来推动新的洞察。 在当今的数据驱动型环境中，企业面临着各种各样的数据类型，从高度结构化到复杂和非结构化形式。现代 DMA 必须在一个有凝聚力的统一环境中有效地管理和处理这些不同的数据类型，无论是结构化、半结构化还是非结构化。虽然许多供应商可以处理结构化数据摄取和处理以进行分析，但非结构化和半结构化数据需要更复杂的 DMA 引擎。为了获得更深入和可作的见解，选择提供更全面数据支持的供应商至关重要，以确保所有数据格式的强大功能。

Evaluation Summary 评估总结

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, and Contenders (see Figures 1 and 2). We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt the findings based on their priorities using Forrester's interactive provider comparison experience.

Forrester Wave™ 评估突出了领导者、卓越表现者和竞争者（参见图 1 和图 2）。我们希望此评估仅作为一个起点，并鼓励客户使用 Forrester 的交互式提供商比较体验查看产品评估并根据他们的优先事项调整结果。

THE FORRESTER WAVE™
Data Management For Analytics Platforms
Q2 2025



*A halo indicates above-average customer feedback. A double halo indicates that the vendor is a Customer Favorite.

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Figure 1 - Forrester Wave™: Data Management For Analytics Platforms, Q2 2025

图 1 - Forrester Wave™：2025 年第 2 季度分析平台的数据管理

Current offering		Forrester's weighting	Amazon Web Services	Cloudera	Databricks	Google	IBM	Informatica	Microsoft	Oracle	SAP	Snowflake	Teradata
		3.20	3.10	4.00	3.88	3.42	2.42	2.40	3.50	2.18	3.20	3.40	
Integrated DMA platform	6%	3.00	3.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00	3.00	3.00	3.00
Deployment options	5%	1.00	3.00	3.00	3.00	5.00	3.00	3.00	5.00	3.00	3.00	3.00	3.00
Data persistence	5%	3.00	5.00	5.00	3.00	3.00	1.00	3.00	3.00	1.00	3.00	3.00	3.00
Automated management	5%	3.00	3.00	5.00	3.00	1.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00
Generative AI/LLM	5%	3.00	3.00	5.00	5.00	3.00	1.00	3.00	3.00	1.00	3.00	3.00	3.00
Data pipeline	5%	3.00	3.00	5.00	5.00	3.00	3.00	1.00	5.00	1.00	3.00	3.00	3.00
Real-time optimization	5%	3.00	3.00	5.00	5.00	3.00	1.00	1.00	5.00	3.00	3.00	3.00	3.00
In-platform analytics	5%	3.00	3.00	3.00	3.00	5.00	1.00	3.00	5.00	3.00	3.00	5.00	5.00
Data modeling	5%	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	5.00
Data product	5%	3.00	3.00	5.00	5.00	3.00	1.00	3.00	3.00	1.00	3.00	3.00	3.00
Data consumers	5%	3.00	3.00	3.00	5.00	3.00	3.00	3.00	3.00	1.00	3.00	3.00	3.00
Data integration	5%	3.00	3.00	3.00	3.00	5.00	3.00	1.00	3.00	3.00	3.00	3.00	5.00
Data transformation	5%	5.00	3.00	3.00	3.00	3.00	5.00	1.00	3.00	1.00	3.00	3.00	5.00
Data quality	5%	3.00	3.00	3.00	3.00	5.00	5.00	1.00	5.00	1.00	3.00	3.00	3.00
Data access	5%	3.00	3.00	5.00	3.00	5.00	3.00	1.00	3.00	3.00	3.00	3.00	3.00
Data security	5%	3.00	3.00	5.00	5.00	3.00	1.00	3.00	3.00	1.00	5.00	3.00	3.00
Data governance	5%	5.00	3.00	3.00	3.00	5.00	5.00	1.00	3.00	1.00	3.00	3.00	3.00
Performance optimization	5%	5.00	3.00	5.00	5.00	3.00	1.00	1.00	3.00	3.00	3.00	3.00	3.00
Scale-out optimization	5%	3.00	3.00	5.00	5.00	3.00	1.00	3.00	3.00	3.00	3.00	3.00	3.00
Data visualization	4%	3.00	3.00	3.00	5.00	1.00	1.00	5.00	3.00	5.00	3.00	3.00	3.00
Strategy		3.20	2.50	3.20	4.40	3.10	2.80	1.70	4.20	1.70	4.10	3.70	
Vision	35%	3.00	3.00	3.00	5.00	3.00	3.00	1.00	5.00	1.00	3.00	5.00	
Innovation	25%	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00	5.00	3.00	
Roadmap	25%	3.00	1.00	3.00	5.00	3.00	3.00	1.00	5.00	3.00	5.00	3.00	
Partner ecosystem	5%	5.00	3.00	3.00	5.00	5.00	1.00	3.00	3.00	3.00	3.00	3.00	
Adoption	5%	3.00	3.00	5.00	5.00	3.00	1.00	3.00	3.00	1.00	5.00	3.00	
Pricing flexibility and transparency	5%	5.00	3.00	5.00	3.00	3.00	3.00	1.00	3.00	3.00	3.00	3.00	

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

图 2 - Forrester Wave™：分析平台的数据管理，记分卡，2025 年第 2 季度

Leaders 领导人

Google 谷歌

Google Cloud delivers a unified, intelligent, and open data and AI platform designed to drive business transformation by harnessing scalable infrastructure, open standards, and advanced AI capabilities. It focuses on real-time analytics, integrated AI/ML tools, support for all data types, robust security, and seamless multicloud integration to accelerate the development of diverse use cases.

Google Cloud 提供统一、智能的开放式数据和 AI 平台，旨在通过利用可扩展的基础架构、开放标准和高级 AI 功能来推动业务转型。它专注于实时分析、集成的 AI/ML 工具、对所有数据类型的支持、强大的安全性和无缝多云集成，以加速各种使用案例的开发。

1. **Strategy.** Google's distinctive and forward-thinking vision is to provide a unified, agentic, intelligent, and seamlessly integrated data platform that blends data management, advanced analytics, and AI capabilities at scale. The platform continues to evolve rapidly, focusing on advanced automation, open standards, global scale, self-service, and deeper integration with other Google services. The vendor's roadmap is exceptionally well-defined, delivering a powerful strategic direction and alignment with AI positioned at its core.

策略。 Google 独特且具有前瞻性的愿景是提供一个统一、代理、智能且无缝集成的数据平台，该平台将数据管理、高级分析和 AI 功能大规模融合在一起。该平台继续快速发展，专注于高级自动化、开放标准、全球规模、自助服务以及与其他 Google 服务的更深入集成。供应商的路线图定义非常明确，提供了强大的战略方向，并与 AI 保持一致。

2. **Capabilities.** Google stands out in data and AI capabilities, combining data management capabilities to deliver AI-driven experiences through Gemini and agent-powered analytics. With its planet-scale computing and real-time

data processing capabilities, Google's data infrastructure supports all kinds of workloads. Additionally, Google offers a robust suite of data visualization tools, including Looker, for interactive dashboarding and reporting, providing customers with an all-in-one platform.

能力。 Google 在数据和 AI 功能方面脱颖而出，它结合了数据管理功能，通过 Gemini 和代理驱动的分析提供 AI 驱动的体验。凭借其全球规模的计算和实时数据处理功能，Google 的数据基础架构支持各种工作负载。此外，Google 还提供了一套强大的数据可视化工具，包括 Looker，用于交互式仪表板和报告，为客户提供一个多合一的平台。

3. **Customer feedback.** Customers express high satisfaction with Google's data, AI, and analytics capabilities, particularly in performance, scalability, security, data pipelines, real-time processing, and data visualization. Customers express a desire for more automation features in areas of data integration from disparate source systems and enhanced operational monitoring tools, capabilities that are on Google's roadmap.

客户反馈。 客户对 Google 的数据、AI 和分析功能表示高度满意，尤其是在性能、可伸缩性、安全性、数据管道、实时处理和数据可视化方面。客户表示希望在来自不同源系统的数据集成和增强的运营监控工具方面具有更多的自动化功能，这些功能都在 Google 的路线图上。

4. **Forrester's take.** Customers looking for a comprehensive suite of AI-driven data management capabilities with flexible support for real-time processing and self-service should consider Google.

Forrester 的看法。 如果客户希望获得一整套 AI 驱动的数据管理功能，并灵活支持实时处理和自助服务，那么应考虑使用 Google。

View Google's detailed scorecard.

查看 Google 的详细记分卡。

Oracle 神谕

Oracle is recognized for its robust and comprehensive data management capabilities, including enterprise-grade databases, cutting-edge data warehousing, advanced analytics, and seamless integration with AI/ML tools. It

also delivers a broad array of cloud-based data and analytics services, covering data integration and data science tools for business intelligence.

Oracle 以其强大而全面的数据管理功能而闻名，包括企业级数据库、先进的数据仓库、高级分析以及与 AI/ML 工具的无缝集成。它还提供广泛的基于云的数据和分析服务，涵盖用于商业智能的数据集成和数据科学工具。

1. **Strategy.** Oracle's strong vision is robust and forward-thinking, with a clear commitment to expanding DMA use cases through continuous innovation. Its strategy focuses on supporting data on any cloud and in any location, delivering unparalleled flexibility, automation, and efficiency. Oracle's superior DMA roadmap emphasizes advancements in AI assistants, genAI/LLM automation, seamless data integration across hybrid and multicloud environments, advanced vector search, integrating knowledge graphs, and enhanced real-time optimization.

策略。 Oracle 的强大愿景是稳健且具有前瞻性，并明确致力于通过持续创新来扩展 DMA 使用场景。其战略侧重于支持任何云和任何位置的数据，提供无与伦比的灵活性、自动化和效率。Oracle 卓越的 DMA 路线图强调了 AI 助手、genAI/LLM 自动化、跨混合和多云环境的无缝数据集成、高级矢量搜索、集成知识图谱以及增强的实时优化方面的进步。

2. **Capabilities.** Oracle excels in hybrid and multicloud deployments, real-time data movement, data pipelines, data integration, in-platform analytics, and data quality. Its strong capabilities in real-time data movement across repositories, data centers, and regions empower customers to support global DMA. Moving forward, Oracle has opportunities to enhance its support for genAI/LLM, automation, data modeling, transformation, governance, and data visualization.

能力。 Oracle 在混合和多云部署、实时数据移动、数据管道、数据集成、平台内分析和数据质量方面表现出色。它在存储库、数据中心和区域之间实时移动数据的强大功能使客户能够支持全球 DMA。展望未来，Oracle 有机会增强对 genAI/LLM、自动化、数据建模、转换、治理和数据可视化的支持。

3. **Customer feedback.** Customers have consistently praised Oracle for its evolving data platform, robust partner ecosystem, and outstanding

technical support. They also highlighted Oracle's real-time data movement capabilities, seamlessly supporting distributed hybrid and multicloud environments. Oracle is a customer favorite in this evaluation.

客户反馈。 客户一直称赞 Oracle 不断发展的数据平台、强大的合作伙伴生态系统和出色的技术支持。他们还强调了 Oracle 的实时数据移动功能，可无缝支持分布式混合和多云环境。Oracle 是此次评估中客户最喜欢的产品。

4. **Forrester's take.** Oracle is an excellent choice for enterprises navigating complex global data management challenges and business transformations that demand real-time data processing, particularly for structured datasets.

Forrester 的看法。 对于应对复杂的全球数据管理挑战和需要实时数据处理的业务转型的企业来说，Oracle 是一个绝佳的选择，尤其是对于结构化数据集。

[View Oracle's detailed scorecard.](#)

[查看 Oracle 的详细记分卡。](#)

Snowflake 雪花

Snowflake is regarded as the pioneer of separating compute and storage in data platforms. This innovative flexibility enables businesses to scale resources dynamically based on demand, driving significant cost reductions while transforming data management into a more efficient, streamlined, and agile process.

Snowflake 被认为是在数据平台中分离计算和存储的先驱。这种创新的灵活性使企业能够根据需求动态扩展资源，从而显著降低成本，同时将数据管理转变为更高效、更简化和更敏捷的流程。

1. **Strategy.** Snowflake's on-par vision focuses on empowering businesses to harness the power of their data, enabling seamless data connections, and delivering actionable insights through a unified data foundation. Its superior roadmap emphasizes advancing critical DMA capabilities, including advanced interoperability, self-service tools tailored to diverse user personas, and scalable distributed data processing. Snowflake is also

dedicated to strengthening the developer experience, optimizing data pipelining, improving workload management, and enabling real-time insights.

策略。 Snowflake 的愿景侧重于使企业能够利用其数据的力量，实现无缝数据连接，并通过统一的数据基础提供可作的见解。其卓越的路线图强调推进关键的 DMA 功能，包括高级交互性、为不同用户角色量身定制的自助服务工具以及可扩展的分布式数据处理。Snowflake 还致力于增强开发人员体验、优化数据管道、改进工作负载管理以及实现实时洞察。

2. **Capabilities.** Snowflake is widely recognized for its advanced data warehouse and lakehouse capabilities and is rapidly expanding to support a broader range of use cases. Its core strength lies in its ability to automatically scale compute resources in real time based on demand while seamlessly automating key management functions like data partitioning, indexing, and query optimization, all of which drive greater operational efficiency. With Snowflake, users can access an intuitive, secure, LLM-powered assistant that streamlines data analysis.

能力。 Snowflake 因其先进的数据仓库和湖仓一体功能而广受认可，并且正在迅速扩展以支持更广泛的使用案例。它的核心优势在于它能够根据需求实时自动扩展计算资源，同时无缝自动化数据分区、索引和查询优化等关键管理功能，所有这些都可以提高运营效率。借助 Snowflake，用户可以访问直观、安全、由 LLM 提供支持的助手，从而简化数据分析。

3. **Customer feedback.** Customers praise Snowflake for simplifying data management with its cloud-native architecture, offering effortless scalability and minimal administration. They also value its data-sharing capabilities, which enable effective collaboration and drive deeper insights.

客户反馈。 客户称赞 Snowflake 通过其云原生架构简化了数据管理，提供了轻松的可扩展性和最少的管理。他们还重视其数据共享功能，这些功能可实现有效协作并推动更深入的洞察。

4. **Forrester's take.** Snowflake is a great data platform for enterprises seeking a highly automated, collaborative DMA solution with business intelligence at its core and the flexibility to scale across broader use cases, including AI/ML and data science.

Forrester 的看法。 Snowflake 是一个出色的数据平台，适用于寻求高度自动化、协作式 DMA 解决方案的企业，该解决方案以商业智能为核心，并能够灵活地扩展更广泛的使用案例，包括 AI/ML 和数据科学。

View Snowflake's detailed scorecard.

查看 Snowflake 的详细记分卡。

Databricks

Databricks is widely recognized for its Lakehouse platform, enabling seamless data engineering, data science, and machine learning on a unified data foundation. Additionally, Databricks is renowned for its pivotal contributions to and commercialization of Apache Spark, a powerful distributed real-time data platform.

Databricks 因其 Lakehouse 平台而广受认可，该平台在统一的数据基础上实现无缝的数据工程、数据科学和机器学习。此外，Databricks 以其对强大的分布式实时数据平台 Apache Spark 的关键贡献和商业化而闻名。

1. **Strategy.** Databrick's vision, innovation, and roadmap are on par with those of other evaluated vendors. Its vision is to democratize data and AI by delivering a unified platform that integrates AI/ML, security, governance, and genAI capabilities. Its roadmap emphasizes enhancements in automation, agentic AI, democratizing data engineering, improving performance and scale, and accelerating secure collaboration. Databricks drives customer adoption through a robust partner ecosystem and flexible pricing options.

策略。 Databricks 的愿景、创新和路线图与其他受评估供应商的愿景、创新和路线图不相上下。其愿景是通过提供集成 AI/ML、安全性、治理和 genAI 功能的统一平台，实现数据和 AI 的民主化。其路线图强调自动化、代理 AI、数据工程大众化、提高性能和规模以及加速安全协作方面的增强功能。Databricks 通过强大的合作伙伴生态系统和灵活的定价选项推动客户采用。

2. **Capabilities.** Databricks excels in data persistence using an open table format, data pipelines, real-time optimization, data security, high-end

performance, scale, and AI. Databricks empowers team collaboration with shared notebooks and integrated ML flow for streamlined workflows. Databricks can improve data quality and data integration by supporting real-time processing.

能力。 Databricks 在使用开放表格式、数据管道、实时优化、数据安全、高端性能、规模和 AI 的数据持久性方面表现出色。Databricks 通过共享笔记本和集成的 ML 流来支持团队协作，以简化工作流程。Databricks 可以通过支持实时处理来提高数据质量和数据集成。

3. **Customer feedback.** Customers like Databricks' high-end performance and scale, open platform, ML flow integration, AI automation, real-time analytics, and enterprise-grade data security capabilities. Databricks' commitment to open source and open standards is also highly valued. They'd like to see improvements in data visualization, data quality management, better visibility into the timeline for new features and simplification of governance capabilities.

客户反馈。 客户喜欢 Databricks 的高端性能和规模、开放平台、ML 流集成、AI 自动化、实时分析和企业级数据安全功能。Databricks 对开源和开放标准的承诺也受到高度重视。他们希望看到数据可视化、数据质量管理方面的改进，更好地了解新功能的时间表以及简化治理功能。

4. **Forrester's take.** Databricks is a great fit for customers focusing on real-time analytics at scale, with unified governance, AI automation, and intelligence to support analytics, data engineering, and operational insights.

Forrester 的看法。 Databricks 非常适合专注于大规模实时分析的客户，具有统一治理、AI 自动化和智能来支持分析、数据工程和运营见解。

View Databricks' detailed scorecard.

查看 Databricks 的详细记分卡。

Teradata Teradata 公司

Teradata Vantage is an analytics and AI platform designed to handle a wide variety of data types, both structured and unstructured, while supporting

advanced analytical tasks. Its advanced data science, ML, and DMA capabilities empower organizations to uncover actionable insights and drive data-driven decision-making from complex and large-scale datasets.

Teradata Vantage 是一个分析和 AI 平台，旨在处理各种结构化和非结构化数据类型，同时支持高级分析任务。其先进的数据科学、ML 和 DMA 功能使组织能够从复杂的大规模数据集中发现可作的见解并推动数据驱动的决策。

1. **Strategy.** Teradata's strong and differentiated vision aims to democratize access to data and AI for all users by continually enhancing its data management capabilities and facilitating a smooth transition to a data fabric architecture. Teradata's roadmap focuses on advancing genAI/LLM, real-time data quality, expanding sharing/collaboration capabilities, and supporting more interactive data visualization.

策略。 Teradata 强大而差异化的愿景旨在通过不断增强其数据管理能力并促进向 Data Fabric 架构的平稳过渡，使所有用户对数据和 AI 的访问民主化。Teradata 的路线图侧重于推进 genAI/LLM、实时数据质量、扩展共享/协作功能以及支持更具交互性的数据可视化。

2. **Capabilities.** Teradata excels in seamless operationalization of workloads because of in-platform analytics, data modeling, transformation, and data integration, by supporting complex environments with cutting-edge tools, extensive data connectors, and prebuilt, industry-specific data models that accelerate insights. It is competitive with other vendors across the board regarding additional capabilities. VantageCloud offers a unified platform that integrates diverse data types and sources, supporting various analytical queries and advanced analytics. Additionally, Teradata offers flexible deployment options, including on-premises, cloud, and hybrid

environments, catering to a variety of business needs and data strategies.

能力。 Teradata 通过平台内分析、数据建模、转换和数据集成，通过尖端工具、广泛的数据连接器和预构建的行业特定数据模型来支持复杂环境，从而加速洞察，从而在工作负载的无缝作方面表现出色。在附加功能方面，它与其他供应商全面竞争。VantageCloud 提供了一个统一的平台，该平台集成了不同的数据类型和来源，支持各种分析查询和高级分析。此外，Teradata 还提供灵活的部署选项，包括本地、云和混合环境，以满足各种业务需求和数据策略。

3. **Customer feedback.** Customers appreciate Teradata for its real-time capabilities, data security, and data pipelining. Customers would like to see improvements in more advanced data visualization, more integrated multicloud management, and simplified genAI capabilities. They also mentioned that Teradata has a high total cost of ownership.

客户反馈。 客户欣赏 Teradata 的实时功能、数据安全性和数据管道。客户希望看到更高级的数据可视化、更集成的多云管理和简化的 genAI 功能的改进。他们还提到 Teradata 的总拥有成本很高。

4. **Forrester's take.** Teradata is a good choice for organizations seeking to support hybrid cloud DMA deployments, especially where reliability, scalability, and high availability are essential.

Forrester 的看法。 对于寻求支持混合云 DMA 部署的组织来说，Teradata 是一个不错的选择，尤其是在可靠性、可扩展性和高可用性至关重要的情况下。

View Teradata's detailed scorecard.

查看 Teradata 的详细记分卡。

Strong Performers 表现强劲

IBM

IBM data management capabilities are provided through watsonx and IBM Cloud Pak for Data. It offers a suite of tools for data integration, quality, and

visualization, empowering organizations to make data-driven decisions and scale analytics across diverse industries.

IBM 数据管理功能通过 watsonx 和 IBM Cloud Pak for Data 提供。它提供了一套用于数据集成、质量和可视化的工具，使组织能够做出数据驱动的决策并跨不同行业扩展分析。

1. **Strategy.** IBM's vision and roadmap are on par with other evaluated vendors. The vision of watsonx.data is to provide a unified, open, and intelligent data platform to empower organizations to leverage all their data, regardless of location or format, to accelerate AI initiatives and drive business value. The roadmap for watsonx.data focuses on advancing AI capabilities, enabling real-time insights, and improving data intelligence and automation.

策略。 IBM 的愿景和路线图与其他评估供应商不相上下。watsonx.data 的愿景是提供一个统一、开放和智能的数据平台，使组织能够利用其所有数据，无论其位置或格式如何，都可以加速 AI 计划并推动业务价值。watsonx.data 的路线图侧重于提升 AI 功能、实现实时洞察以及改进数据智能和自动化。

2. **Capabilities.** IBM excels in providing diverse deployment options, in-platform analytics, and seamless data integration. It also stands out with its robust data quality management, strong data access, and governance features, providing organizations with a platform to maintain data integrity, security, and compliance for critical systems. However, there are areas where IBM could enhance its offerings, particularly in advanced AI capabilities, automation, and data visualization tools.

能力。 IBM 擅长提供各种部署选项、平台内分析和无缝数据集成。它还以其强大的数据质量管理、强大的数据访问和治理功能而著称，为组织提供了一个平台来维护关键系统的数据完整性、安全性和合规性。但是，IBM 可以在某些领域增强其产品，尤其是在高级 AI 功能、自动化和数据可视化工具方面。

3. **Customer feedback.** IBM's data management capabilities, particularly in data governance and quality, received a high rating due to its mature, industry-leading features and proven effectiveness in ensuring data integrity, accuracy, and compliance. By contrast, IBM's automation and

visualization received lower ratings.

客户反馈。 IBM 的数据管理能力，尤其是在数据治理和质量方面，因其成熟的、行业领先的功能以及在确保数据完整性、准确性和合规性方面的有效性而获得高度评价。相比之下，IBM 的自动化和可视化评分较低。

4. **Forrester's take.** IBM is a good choice for customers with data in a hybrid cloud environment seeking robust data management capabilities where key requirements include seamless data integration, high-quality data, and strong governance.

Forrester 的看法。 对于在混合云环境中拥有数据的客户来说，IBM 是一个不错的选择，他们寻求强大的数据管理功能，其中关键要求包括无缝数据集成、高质量数据和强大的治理。

[View IBM's detailed scorecard.](#)

[查看 IBM 的详细记分卡。](#)

Amazon Web Services 亚马逊云科技

Amazon Web Services (AWS) is known for its comprehensive suite of cloud-based data management and analytics services, offering highly customizable and scalable solutions. From data lakes and warehouses to real-time analytics and machine learning, AWS delivers these capabilities within a unified, secure environment.

Amazon Web Services (AWS) 以其全面的基于云的数据管理和分析服务套件而闻名，提供高度可定制和可扩展的解决方案。从数据湖和仓库到实时分析和机器学习，AWS 在统一、安全的环境中提供这些功能。

1. **Strategy.** AWS's innovation strategy is on par with other evaluated vendors, with a strong focus on genAI, real-time data management, data preparation, and integration. While AWS's core mission revolves around an integrated data platform, its vision for data management in analytics remains a work in progress. The roadmap, driven by the next generation of Amazon SageMaker, emphasizes collaboration, AI scaling, and the elimination of data silos through an open lakehouse architecture, while also

prioritizing AI governance.

策略。 AWS 的创新战略与其他接受评估的供应商相当，非常注重 genAI、实时数据管理、数据准备和集成。虽然 AWS 的核心使命围绕集成数据平台展开，但其分析数据管理的愿景仍在进行中。该路线图由下一代 Amazon SageMaker 驱动，强调协作、AI 扩展和通过开放式湖仓一体架构消除数据孤岛，同时还优先考虑 AI 治理。

2. **Capabilities.** AWS offers broad data and analytics capabilities that are highly customizable to support a broad set of data-driven workloads. AWS stands out with its data transformation, data governance and performance DMA capabilities. The next generation of Amazon SageMaker unifies data, analytics, and AI tools into a single platform, simplifying workflows and boosting productivity across the entire data and AI lifecycle.

能力。 AWS 提供广泛的数据和分析功能，这些功能可高度自定义，以支持广泛的数据驱动型工作负载。AWS 凭借其数据转换、数据治理和性能 DMA 功能脱颖而出。下一代 Amazon SageMaker 将数据、分析和 AI 工具统一到一个平台中，从而简化工作流程并提高整个数据和 AI 生命周期的生产力。

3. **Customer feedback.** Customers praised AWS for its data capabilities, such as data persistence, data transformation, governance, and performance. However, there is a need for improvement in areas such as data modeling, data quality, and ease of use for core data management functions. While AWS has a strong partner ecosystem and competitive pricing, there is a desire for more consistent product experience and a focus on delivering on its roadmap.

客户反馈。 客户称赞 AWS 的数据功能，例如数据持久性、数据转换、治理和性能。但是，需要在数据建模、数据质量和核心数据管理功能的易用性等方面进行改进。虽然 AWS 拥有强大的合作伙伴生态系统和有竞争力的定价，但人们希望获得更一致的产品体验，并专注于实现其路线图。

4. **Forrester's take.** AWS is an ideal solution for customers looking to migrate from legacy on-premises data platforms to the cloud, offering a highly integrated environment that supports analytics and a wide range of other workloads on AWS.

Forrester 的看法。 对于希望从传统本地数据平台迁移到云的客户来说，AWS 是一个理想的解决方案，它提供了一个高度集成的环境，支持 AWS 上的分析和各种其他工作负载。

View Amazon Web Services' detailed scorecard.

查看 Amazon Web Services 的详细记分卡。

Cloudera 云

Cloudera offers a hybrid, flexible, and integrated data platform that supports a wide range of data-related use cases. With a strong emphasis on open-source technologies, it seamlessly integrates data engineering, data science, and machine learning workloads to deliver a unified and optimized DMA platform.

Cloudera 提供了一个混合、灵活和集成的数据平台，支持各种与数据相关的使用案例。它非常重视开源技术，无缝集成数据工程、数据科学和机器学习工作负载，以提供统一且优化的 DMA 平台。

1. **Strategy.** Cloudera's vision and innovation are on par with other evaluated vendors. Cloudera's strategy centers on ensuring all data is accessible, secure, and accurate for analytics and AI, empowering organizations to make timely, data-driven decisions. Its roadmap is tactical and focused on addressing platform gaps that many of its competitors already support. Cloudera must accelerate its genAI/LLM strategy to stay competitive, focusing on advancing data intelligence, automation, and data management, and on streamlining complex workflows, all of which are indicated on the roadmap.

策略。 Cloudera 的愿景和创新与其他评估供应商不相上下。Cloudera 的战略重点是确保所有数据都可访问、安全且准确，以便用于分析和 AI，使组织能够及时做出数据驱动的决策。它的路线图是战术性的，专注于解决许多竞争对手已经支持的平台差距。Cloudera 必须加速其 genAI/LLM 战略以保持竞争力，专注于推进数据智能、自动化和数据管理，以及简化复杂的工作流程，所有这些都在路线图中进行了说明。

2. **Capabilities.** Cloudera excels in data persistence by supporting open table formats like Apache Hudi, Apache Iceberg, and Delta Lake, which enable advanced features such as schema evolution, time travel, and ACID transactions in data lakes. Cloudera consistently scores on par across DMA capabilities, including data pipelines, modeling, data products, data quality, security, governance, visualization, and integration.

能力。 Cloudera 通过支持 Apache Hudi、Apache Iceberg 和 Delta Lake 等开放表格式，在数据持久性方面表现出色，这些格式支持数据湖中的架构演变、时间旅行和 ACID 事务等高级功能。Cloudera 在 DMA 功能方面的得分始终处于同等水平，包括数据管道、建模、数据产品、数据质量、安全性、治理、可视化和集成。

3. **Customer feedback.** Customers appreciate Cloudera's integrated data management capabilities and the maturity of its data catalog and metadata management. Customers would like to see better developer experience for DMA and more advanced automation to simplify management.

客户反馈。 客户欣赏 Cloudera 的集成数据管理功能及其数据目录和元数据管理的成熟度。客户希望看到更好的 DMA 开发人员体验和更高级的自动化来简化管理。

4. **Forrester's take.** Cloudera is a good fit for customers who require data processing, persistence, and scalability for mostly unstructured datasets to support modern business use cases, including data engineering, data science, AI/ML learning, customer 360, and business insight analytics.

Forrester 的看法。 Cloudera 非常适合需要对大多数非结构化数据集进行数据处理、持久性和可扩展性以支持现代业务使用案例的客户，包括数据工程、数据科学、AI/ML 学习、客户 360 度和业务洞察分析。

[View Cloudera's detailed scorecard.](#)

[查看 Cloudera 的详细记分卡。](#)

Informatica Informatica 公司

Informatica is known for its broad suite of data management and integration solutions, supporting metadata management, data quality, and data

governance. The solution helps organizations gain deeper insights and effectively manage their data assets, ensuring accuracy, compliance, and value across the enterprise.

Informatica 以其广泛的数据管理和集成解决方案套件而闻名，支持元数据管理、数据质量和数据治理。该解决方案可帮助组织获得更深入的洞察并有效管理其数据资产，从而确保整个企业的准确性、合规性和价值。

1. **Strategy.** Informatica's vision, innovation, and roadmap are on par with those of others evaluated. Informatica's strategy focuses on enabling organizations to become data-driven by offering a cloud-first, integrated data management platform that supports the discovery, integration, governance, and management of data across any environment. The company aims to simplify data complexity and accelerate digital transformation by automating key data management tasks and delivering a unified, efficient platform.

策略。 Informatica 的愿景、创新和路线图与接受评估的其他公司不相上下。Informatica 的战略重点是通过提供云优先的集成数据管理平台来支持在任何环境中发现、集成、治理和管理数据，从而使组织成为数据驱动型企业。该公司旨在通过自动化关键数据管理任务并提供统一、高效的平台来简化数据复杂性并加速数字化转型。

2. **Capabilities.** Informatica excels in data governance, data quality, and data transformation, but it falls short in supporting modern DMA requirements due to several critical limitations. While it handles structured data effectively, it lags in managing diverse data types in real time and advanced AI capabilities to support all personas. Additionally, it lacks integrated data intelligence across repositories, AI-enabled data pipelines, and cohesive data persistence, limiting its ability to provide a seamless,

real-time, unified DMA experience.

能力。 Informatica 在数据治理、数据质量和数据转换方面表现出色，但由于几个关键限制，它在支持现代 DMA 要求方面存在不足。虽然它可以有效地处理结构化数据，但它在实时管理各种数据类型和支持所有角色的高级 AI 功能方面落后。此外，它缺乏跨存储库的集成数据智能、支持 AI 的数据管道和有凝聚力的数据持久性，从而限制了其提供无缝、实时、统一的 DMA 体验的能力。

3. **Customer feedback.** Customers are generally satisfied with Informatica's broad data management capabilities but note that it falls short in ease-of-use and self-service features. Additionally, customers feel that it lags in advanced DMA AI capabilities, advanced unstructured data management, comprehensive visualization tools, and the integrated and comprehensive data persistence needed to support next-generation workloads.

客户反馈。 客户通常对 Informatica 广泛的数据管理功能感到满意，但请注意，它在易用性和自助服务功能方面存在不足。此外，客户认为它在支持下一代工作负载所需的高级 DMA AI 功能、高级非结构化数据管理、全面的可视化工具以及集成和全面的数据持久性方面存在落后。

4. **Forrester's take.** Informatica is a good fit for enterprises leveraging data across on-premises and multicloud environments to support business intelligence and structured data analytics.

Forrester 的看法。 Informatica 非常适合利用本地和多云环境中的数据来支持商业智能和结构化数据分析的企业。

View Informatica's detailed scorecard.

查看 Informatica 的详细记分卡。

Contenders 竞争者

Microsoft

Microsoft Fabric is an all-encompassing DMA solution that seamlessly integrates data engineering, data science, data warehousing, business

intelligence, and data integration into a single platform. With its unified environment, Microsoft Fabric streamlines the entire data lifecycle, from ingestion to analysis, providing a foundation for data-driven decision-making.

Microsoft Fabric 是一个包罗万象的 DMA 解决方案，它将数据工程、数据科学、数据仓库、商业智能和数据集成无缝集成到一个平台中。借助其统一的环境，Microsoft Fabric 简化了从引入到分析的整个数据生命周期，为数据驱动的决策奠定了基础。

1. **Strategy.** Microsoft trails behind in its vision and roadmap for DMA offerings. Its strategy focuses on Microsoft Fabric, an analytics platform that integrates various Azure tools for data integration, warehousing, lakehouse management, and analytics. The underlying data infrastructure for Microsoft Fabric requires enhancement and further development to fully support its integrated data management capabilities.

策略。 Microsoft 在 DMA 产品的愿景和路线图方面落后。其战略侧重于 Microsoft Fabric，这是一个分析平台，集成了用于数据集成、仓储、Lakehouse 管理和分析的各种 Azure 工具。Microsoft Fabric 的底层数据基础结构需要增强和进一步开发，以完全支持其集成的数据管理功能。

2. **Capabilities.** Microsoft excels in data visualization through its robust Power BI offering, delivering intuitive and dynamic visualizations. However, it falls short in several key areas of modern data management, including automation, data pipeline orchestration, semantic data modeling, intelligent data integration, data quality, and integrated governance. As a result, organizations often must rely on systems integrators to implement and manage a fully integrated DMA environment to meet their data needs.

能力。 Microsoft 通过其强大的 Power BI 产品在数据可视化方面表现出色，提供直观和动态的可视化。但是，它在现代数据管理的几个关键领域存在不足，包括自动化、数据管道编排、语义数据建模、智能数据集成、数据质量和集成治理。因此，组织通常必须依靠系统集成商来实施和管理完全集成的 DMA 环境，以满足其数据需求。

3. **Customer feedback.** Customers have praised Microsoft for its expertise, support, and visualization offerings. However, they have highlighted areas for improvement in data integration, data quality, data modeling,

performance, scalability, and streaming data, particularly with DMA use cases.

客户反馈。 客户称赞 Microsoft 的专业知识、支持和可视化产品。但是，他们强调了数据集成、数据质量、数据建模、性能、可扩展性和流数据方面需要改进的领域，尤其是在 DMA 使用案例方面。

4. **Forrester's take.** Microsoft is a good choice for organizations looking to extend their on-premises databases to the Azure cloud, offering support for real-time analytics and a wide range of DMA use cases.

Forrester 的看法。 对于希望将其本地数据库扩展到 Azure 云的组织来说，Microsoft 是一个不错的选择，它为实时分析和各种 DMA 用例提供支持。

View Microsoft's detailed scorecard.

查看 Microsoft 的详细记分卡。

SAP

SAP offers a suite of data management solutions, including SAP HANA, SAP Datasphere, and SAP Analytics Cloud, designed to help businesses efficiently manage, analyze, and derive insights from their data. These tools empower organizations to optimize operations and make informed, data-driven decisions.

SAP 提供一套数据管理解决方案，包括 SAP HANA、SAP Datasphere 和 SAP Analytics Cloud，旨在帮助企业高效管理、分析和从数据中获得洞察。这些工具使组织能够优化运营并做出明智的数据驱动型决策。

1. **Strategy.** SAP's vision for the DMA market — a unified platform that enables seamless enterprise access, integration, data analysis, and real-time insights — lacks clarity. It is unclear how SAP intends to align its diverse product portfolio, integrate with AI capabilities, and deliver on the promise of real-time DMA capabilities. Moving forward, SAP is likely to expand its capabilities in genAI/LLM, data intelligence, integrated data

management, and integration with a broader range of data sources.

策略。 SAP 对 DMA 市场的愿景 — 一个支持无缝企业访问、集成、数据分析和实时洞察的统一平台 — 缺乏明确性。目前尚不清楚 SAP 打算如何调整其多样化的产品组合，与 AI 功能集成，并兑现实时 DMA 功能的承诺。展望未来，SAP 可能会扩展其在 genAI/LLM、数据智能、集成数据管理以及与更广泛的数据源集成方面的能力。

2. **Capabilities.** Most of SAP's DMA capabilities lag behind others evaluated in this report. While it provides data integration, storage, and analysis tools, the platform lacks a fully integrated and seamless DMA experience. Key areas such as real-time data processing, quality, and modeling are complex and require significant customization. SAP has also been slower in adopting advanced technologies like AI and machine learning, limiting its ability to deliver agility and innovation.

能力。 SAP 的大多数 DMA 功能都落后于本报告中评估的其他功能。虽然它提供数据集成、存储和分析工具，但该平台缺乏完全集成和无缝的 DMA 体验。实时数据处理、质量和建模等关键领域很复杂，需要大量定制。SAP 在采用 AI 和机器学习等先进技术方面也进展缓慢，这限制了其提供敏捷性和创新的能力。

3. **Customer feedback.** Customers acknowledge SAP's broad data management capabilities but note that it lacks a fully integrated DMA solution, often requiring systems integrators for implementation. Additionally, customers claim that SAP lags in incorporating advanced AI capabilities within its data management offerings.

客户反馈。 客户承认 SAP 广泛的数据管理功能，但指出它缺乏完全集成的 DMA 解决方案，通常需要系统集成商来实施。此外，客户声称 SAP 在将高级 AI 功能整合到其数据管理产品中方面落后。

4. **Forrester's take.** SAP provides a DMA platform well-suited for large organizations already using other SAP products, offering seamless integration and enhanced data management capabilities.

Forrester 的看法。 SAP 提供了一个 DMA 平台，非常适合已经在使用其他 SAP 产品的大型组织，提供无缝集成和增强的数据管理功能。

View SAP’s detailed scorecard.

查看 SAP 的详细记分卡。

Vendor Offerings 供应商产品

Forrester evaluated the offerings listed below (see Figure 3).

Forrester 评估了下面列出的产品（参见图 3）。

Vendor	Product evaluated
Amazon Web Services	Amazon SageMaker
Cloudera	Cloudera Data Platform
Databricks	Data Intelligence Platform
Google	BigQuery
IBM	watsonx.data
Oracle	Oracle Autonomous Database (Version 23ai)
Snowflake	Snowflake Data Cloud
Teradata	Teradata Vantage
Informatica	Informatica Intelligent Data Management Cloud (IDMC)
Microsoft	Microsoft Fabric
SAP	SAP Analytics Cloud, SAP Datasphere, SAP HANA Cloud, SAP Data Intelligence Cloud

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Figure 3 - Evaluated Vendors And Product Information

图 3 - 评估的供应商和产品信息

Evaluation Overview 评估概述

We evaluated vendors against three categories:

我们根据三个类别评估了供应商：

1. **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering.
当前产品。 每个供应商在 Forrester Wave 图表纵轴上的位置表明其当前产品的实力。
2. **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies, including elements such as vision and innovation.
策略。 横轴上的位置表示供应商战略的强度，包括愿景和创新等元素。
3. **Customer feedback.** A halo on a vendor's marker indicates above-average customer feedback relative to the other evaluated vendors. A double halo indicates outstanding customer feedback: We consider the vendor to be a Customer Favorite. As part of this evaluation, we speak with up to three customers of each vendor. We also consider customer input from our previous research.
客户反馈。 供应商标记上的光晕表示相对于其他被评估供应商的客户反馈高于平均水平。双光晕表示买家反馈优秀：我们认为该供应商是买家最喜爱的供应商。作为此评估的一部分，我们与每个供应商的最多三名客户进行了交谈。我们还考虑了我们之前研究中的客户意见。

Vendor Inclusion Criteria

供应商纳入标准

Each of the vendors we included in this assessment has:

我们在此评估中包括的每家供应商都具备：

1. **Broad, enterprise-level support for data management for analytics functionality.** The vendor natively provides all core functions for this space and has a demonstrated track record for supporting large enterprises.
为分析功能的数据管理提供广泛的企业级支持。 该供应商本身提供了该领域的所有核心功能，并且在支持大型企业方面拥有良好的记录。

2. **A solution available for purchase as a standalone product.** The product has its own SKU and pricing. It is not solely available as a free feature within a larger portfolio.

可作为独立产品购买的解决方案。 该产品有自己的 SKU 和定价。它不仅仅作为更大产品组合中的免费功能提供。

3. **Substantial data management for analytics revenue.** The vendor has at least \$10 million in annual revenue from the data management for analytics product in the last four quarters.

用于分析收入的大量数据管理。 在过去四个季度中，该供应商的 Data Management for Analytics 产品的年收入至少为 1000 万美元。

4. **Mindshare among Forrester's enterprise clients.** Forrester clients frequently mention the product as one they are considering or shortlisting prior to a purchase. We have heard about the product from our clients in the form of inquiries, advisories, consulting engagements, and other interactions over the past 12 months. Other vendors frequently mention this vendor as a competitor in the market.

在 Forrester 企业客户中占有一席之地。 Forrester 客户经常提到该产品是他们正在考虑或在购买前列入候选名单的产品。在过去的 12 个月里，我们以询价、咨询、咨询和其他互动的形式从客户那里听说了该产品。其他供应商经常将此供应商称为市场上的竞争对手。

Other Notable Vendors 其他著名供应商

The Forrester Wave evaluation is an assessment of the top vendors in the market; it doesn't represent the entire vendor landscape. You'll find more information about this market and additional vendors that Forrester considers to be notable for enterprise clients in our corresponding report: The Data Management For Analytics Platforms Landscape, Q4 2024.

Forrester Wave 评估是对市场上顶级供应商的评估;它并不代表整个供应商格局。您可以在我们相应的报告中找到有关该市场以及 Forrester 认为在企业客户中值得注意的其他供应商的更多信息： 2024 年第 4 季度分析平台的数据管理前景。

Supplemental Material 补充材料

The Forrester Wave Methodology

Forrester Wave 方法

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows The Forrester Wave™ Methodology to evaluate participating vendors.

Forrester Wave 是买家考虑在技术市场中购买选择的指南。为了向所有参与者提供公平的流程，Forrester 遵循 Forrester Wave™ 方法 对参与的供应商进行评估。

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos and briefings, and interviews with customers (vendors may provide up to three reference customers; we also consider feedback from other customers we've spoken with). We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

在我们的审查中，我们进行了初步研究，以制定一份可供评估的供应商名单。从最初的供应商池中，我们根据纳入标准缩小最终名单的范围。然后，我们通过详细的调查问卷、演示和简报以及与客户访谈（供应商最多可提供三个参考客户；我们还会考虑与我们交谈过的其他客户的反馈）来收集产品和战略的详细信息。我们使用这些输入，以及分析师在市场上的经验和专业知识，使用相对评级系统对供应商进行评分，将每个供应商与评估中的其他供应商进行比较。

We include the publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by January 22, 2025 and did not allow additional information after that point. We encourage readers to evaluate

how the market and vendor offerings change over time.

我们在每份 Forrester Wave 报告的标题中明确包含发布日期（季度和年份）。我们使用参与此 Forrester Wave 的供应商在 2025 年 1 月 22 日之前提供给我们的材料对其进行了评估，在此之后不允许提供更多信息。我们鼓励读者评估市场和供应商产品如何随时间变化。

In accordance with our vendor review policy, Forrester asks vendors to review our findings prior to publishing to check for accuracy. We score vendors that met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation in accordance with our vendor participation policy and publish their positioning along with those of the participating vendors.

根据我们的 供应商审核政策，Forrester 要求供应商在发布之前审核我们的调查结果，以检查准确性。根据 我们的供应商参与政策，我们对符合我们定义的纳入标准但拒绝参与或仅为评估提供部分贡献的供应商进行评分，并公布他们与参与供应商的定位。

Informatica, Microsoft, and SAP declined to participate in the full Forrester Wave evaluation process. For vendors that are not full participants, Forrester uses primary and secondary research in its analysis. For example, we might use public information, data gathered via briefings, and independently sourced customer interviews to score the vendor. We may ask the vendor for an abbreviated briefing and/or to provide reference customers. We may also rely on estimates to score vendors.

Informatica、Microsoft 和 SAP 拒绝参与完整的 Forrester Wave 评估流程。对于不是完全参与者的供应商，Forrester 在其分析中使用主要和次要研究。例如，我们可能会使用公开信息、通过简报收集的数据以及独立来源的客户访谈来对供应商进行评分。我们可能会要求供应商提供简短的简报和/或提供参考客户。我们也可能依赖估计值来对供应商进行评分。

Integrity Policy 诚信政策

We conduct all our research, including Forrester Wave evaluations, in accordance with the integrity policy posted on our website.

我们根据网站上发布的 诚信政策 进行所有研究，包括 Forrester Wave 评估。

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