

WAVE REPORT

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

The 11 Providers That Matter Most And How They Stack Up

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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.

## AI-Driven Automation And Intelligence Are Transforming The DMA Platform

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:

- 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.

- 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.
- 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.

## Evaluation Summary

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.

## 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

	Forrester's weighting	Amazon Web Services	Cloudera	Databricks	Google	IBM	Informatica	Microsoft	Oracle	SAP	Snowflake	Teradata
Current offering	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	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
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
Automated management	5%	3.00	3.00	5.00	3.00	1.00	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
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
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
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
Data modeling	5%	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
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
Data integration	5%	3.00	3.00	3.00	3.00	5.00	3.00	1.00	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	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
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
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
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
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
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
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
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).

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## Figure 2 - Forrester Wave™: Data Management For Analytics Platforms, Scorecard, Q2 2025

### Leaders

#### Google

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.

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.
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.
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.

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.

View Google's detailed scorecard.

## Oracle

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.

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.
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.

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.
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.

View Oracle's detailed scorecard.

## Snowflake

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.

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.

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.
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.
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.

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

## 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.

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.
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.
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.
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.

View Databricks' detailed scorecard.

## Teradata

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.

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.
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.
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.

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.

View Teradata's detailed scorecard.

## Strong Performers

### 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.

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.
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.

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.
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.

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

## Amazon Web Services

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.

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.
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.

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.
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.

[View Amazon Web Services' detailed scorecard.](#)

## Cloudera

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.

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.

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.
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.
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.

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

## Informatica

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.

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.
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.
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.
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.

View Informatica's detailed scorecard.

## Contenders

## 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.

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.
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.
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.
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.

View Microsoft's detailed scorecard.

## 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.

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.
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.
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.

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.

View SAP's detailed scorecard.

## Vendor Offerings

Forrester evaluated the offerings listed below (see Figure 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

## Evaluation Overview

We evaluated vendors against three categories:

1. **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering.
2. **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies, including elements such as vision and innovation.
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.

## Vendor Inclusion Criteria

Each of the vendors we included in this assessment has:

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.
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.
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.
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.

## Other Notable Vendors

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.

## Supplemental Material

### The Forrester Wave Methodology

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.

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.

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.

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.

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.

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