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This graph was published by Gartner, Inc. as part of a larger research paper and should be evaluated in the context of the entire document. The Gartner document is available at Informatica. Gartner Magic quadrant for Master Data Management Solutions, Gartner Magic quadrant for master Data Management Solutions, Simon Walker, Alan Daley, Sally Parker, Malcolm Hawker, January 13, 2020 Gartner does not support any vendor, product or service depicted in its scientific publications, and does not advise technology users to choose only those vendors with the highest ratings or other designations. Gartner's research publications are made up of opinions from the Gartner research organization and should not be construed as fact statements. Gartner waives all guarantees expressed or implied in relation to this study, including any guarantees of trade or suitability for a specific purpose. Talend, the global leader in the integration of big data software, today announced that it has been positioned by Gartner, Inc. in the Magic quadrant for master data management solutions customer data. Talend has improved its position in the Magic quadrant, moving further along with the ability to perform and the fullness of vision axes. Visit Talend.com to download a free copy of the full report. Gartner states: Businesses of all sizes and in many industries are struggling to maintain a consistent, shared and accurate unified version of customer data in their organizations - a requirement that is growing in importance. With increasing attention to the digitization of businesses, managing their key master data is also becoming increasingly important. The ability to create and maintain a unified, semantically consistent version of customer data is critical for customer-centric organizations. We continue to recognize customers and the wider industry for our unified approach, high cost and strong vision, said Mike Tuchen, CEO, Talend. We see Master Data Management as a key factor in enabling a data-driven enterprise. Through our Data Fabric platform, we can provide critical context to customers across all points of contact, including facilities, cloud, big data, and mobile applications. Talend Master Data Management (MDM) combines any amount of data - from customers to products to suppliers and beyond - into a single, actionable version of the truth. MDM combines real-time data, applications, and process integration with built-in data quality and data management. As part of Talend Data Fabric, Talend MDM enables companies to easily create and share a reliable gold record in on-premises, cloud and mobile applications so they can deliver on the MDM promise in a matter of weeks, not months or years. Gartner, Inc., Magic quadrant for master data management data solutions for data Bill O'Kane and Saul Judah, November 11, 2015. About The Magic quadrant, Gartner does not support any of the vendors, products or services depicted in the image their scientific publications, and does not advise technology users to choose only those vendors with the highest ratings or other designations. Gartner's research publications are made up of opinions from the Gartner research organization and should not be construed as fact statements. Gartner waives all guarantees expressed or implied in relation to this study, including any guarantees of trade or suitability for a specific purpose. By Andrew White on May 05, 2015 0 Comments MDM Master Data Management Magic quadrant MM customers Data MDM Product Data It's official! In the evenings we started the MDM MH season. We're working on two magic quadrants: MDM solutions customer data (technically batch-type data) MDM data solutions (technically a data type thing) We've retained these two market opinions as most of our customers tell us through how they spend their money, what is it, how they still actually implement and organize the work on making MDM. Sure, there are a growing number of multi-domestic conversations - but in its current form - so far - it's a conversation, not, for the most part, a serious effort to evaluate and spend across these two complex areas. Our approach with MDM MH is to throw a wide network. That is, we try to open an invitation as many suppliers as possible to get a broader view of the market. You may have received a letter from Bill O'Kane. Even if you don't have the quality to enable, please repeat and send what data you can bill. And ideally try to schedule a briefing as well so that we get the latest opinions and information about your place in the market. Even if you're not in the MH itself you should still be included in another provider note/section. If you think you are eligible for inclusion (see below for market and criteria), send us an email. We'll send you a package. Last piece of advice - please read the documents Bill sent. We have been working with MH for many years, so almost all the questions we know about are answered in these documents. If not, feel free to reach out. Market Definition (area) for MDM Product Data (customer data version is obviously slightly different): Master Data Management (MDM) product data solutions are software products, which: Supporting global product identification, linking and synchronization of product information through heterogeneous data sources by semantic reconciliation of core data Create and manage a central, stored record or record index system for core data Allows delivery of a single product presentation to all stakeholders, in support of various business initiatives Supporting current core data management and management requirements through monitoring and corrective action through the working process of the product's MDM data sales, and their requirements are different. instant use of basic product data, from maintaining a physical gold record to a more virtual, metadata-based, metadata- Structure Use and focus data master product, ranging from the use of cases for design (information architecture), construction (business construction), operations (business management) and analytics (business reporting) Different organization structures. From small centralized groups to global distributed organizations, delay and availability of core product data, ranging from real-time, synchronous reading and recording of basic data in a transactional scenario between systems, to message-based, work-oriented scenarios of distributed tasks across the organization, and desktops of packages in an outdated style, moving basic data in a volume file format. the complexity of the business environment and therefore the usages they need to satisfy. They need appropriate levels of management, risk management and control to establish the complexity of the business environment and therefore the use they need to meet; they need appropriate levels of management, risk management and management that need to be established the physical and logical location of the hub or the source of the gold record due to the premise, in memory, or in the cloud. Note that this year we are including cloud or posted gold record sources. In this way, we're expanding beyond the premise to the MDM cloud centers. Inclusion and exclusion criteria (again, for MDM product data): To be included based on market traction and momentum, suppliers must have: Generated at least \$5 million in total software revenue (licenses and maintenance) related to MDM product data solutions, primarily supporting operating business processes, in the last four quarters Active sales and support activities around the world, i.e. in at least 2 of the following geographic regions: America, Europe and the Middle East, Africa, Asia, and Australia Active sales, support and customers in several industries - We can increase the criteria for revenue inclusion for 2015 due to the growth of the market as a whole. Our methodology allows us to evaluate this criterion during the study process. So, depending on what we find during the briefing cycle we may consider changing that figure. Although we are not within the inclusion criteria, we also collect and/or evaluate additional data to determine the level of activity and stability of each vendor in the market. This includes, but is not limited to: At least 12 live customers link to THE MDM Product Data Solution functionality At least 8 new customers for MDM grocery data solutions in the last four quarters Enough professional services to meet customer demand over the next six months enough money to fund year-on-year operations at the current rate of combustion - that is, companies are spending their reserves, if the year of cash flow operations of negative suppliers may have multiple products in MDM products and where end users report a noticeable difference between them, each product will be evaluated separately by Criteria. This Magic quadrant excludes the following vendors and sources of revenue because their offerings are tangential to the core focus of MDM programs (learning data within the organization and throughout the organization): Suppliers that focus solely on analytical (downstream) MDM requirements. We only use the proceeds from MDM operating implementations for qualifications, as this is where the bulk of MDM's efforts and business benefits come from. We exclude a portion of the supplier's revenue from MDM, which we believe was derived from implementations intended solely for analytical requirements. Suppliers resell another vendor's MDM solution without expanding its functionality. Similarly, royalties from OEM or resale by another supplier are not credited to the OEM technology provider; The initial revenue from the purchase of the software from the acquisition of end users is credited to the resale provider. Marketing service providers, data aggregators, and other data providers that provide trusted background data external to the enterprise but do not provide an MDM solution that specifically fits Gartner's definition for MDM data management tools. Application, which performs only data management functions for use in the data store of a particular business application, and we exclude them whether it is sold by the same provider as the app data management solution. We exclude these tools regardless of the implementation infrastructure (e.g. on the premise, cloud, memory, etc.) Some MDM solutions may be configured additionally as application data management tools; We also exclude revenue from these configurations from our analysis. Gartner ideas are on the way. Keep an eye on confirmation of your account to check your account. We hope you have found what you need. To learn more about what Gartner has to offer, you can contact our Becoming a Customer team

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