

Now Tech: Master Data Management, Q4 2020

Forrester's Overview Of 20 Master Data Management Providers

by Noel Yuhanna
October 21, 2020

Why Read This Report

You can use master data management (MDM) to support a 360-degree view of customers, improve data quality, and share data with partners and customers. But to realize these benefits, you'll first have to select from a diverse set of vendors that vary by size, functionality, geography, and vertical market focus. Enterprise architecture (EA) pros should use this report to understand the value they can expect from an MDM provider and select vendors based on size and functionality.

Key Takeaways

Improve Data Quality And Insights With Master Data Management

Business users are demanding real-time and integrated analytics, and that's changing data and analytics requirements. MDM helps you deliver consistent trusted and quality data for applications and insights, with minimal effort.

Select Vendors Based On Size And Functionality

Forrester has identified four key market segments: public cloud, multicloud, on-premises, and software-as-a-service (SaaS) offerings. Choose a platform based on your business needs.

Leverage MDM To Accelerate Analytics And Operations

Enterprise architects who use MDM are more likely to support new business requirements quickly and deliver a platform to support partners and customers.

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October 21, 2020

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- [The Forrester Tech Tide™: Data Management, Q1 2020](#)
- [Now Tech: Cloud Data Warehouse, Q2 2020](#)
- [Now Tech: Data Management For Analytics, Q4 2019](#)



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Improve Data Quality And Insights With Master Data Management

With MDM you can standardize information about customers or products across applications and apply uniform data quality standards. Forrester divides MDM into two delivery methods: analytical and operational. Analytical MDM focuses on consolidating data from disparate data sources into a reconciled analytical environment — usually a data warehouse or operational data store — for reporting and analysis. Operational MDM focuses on synchronizing trusted master data in real time across various environments. Forrester continues to witness growing enthusiasm for MDM initiatives across all industries. Organizations are leveraging MDM in public cloud and hybrid cloud to support multiple domains and use cases. The market comprises large and niche vendors that continue to extend their MDM solutions to support more sources, deliver a higher degree of automation, enable data intelligence, and support real-time requirements.

Forrester defines master data management as:

Solutions that provide the capabilities to create the unique and qualified reference of shared enterprise data, such as customer, product, supplier, employee, site, asset, and organizational data.

Leveraging MDM, enterprise architects enable the business to:

- › **Support a 360-degree view of customers.** The rapid development of systems of engagement and their supporting systems of insight has forced firms to consolidate customer data from multiple sources to allow cross-selling and to shape a continuous customer journey across channels.
- › **Improve data quality for report accuracy and process efficiency.** As customer touchpoints — and applications — multiply, data such as customer identifiers becomes inconsistent and downright messy. Resolving data discrepancies and deduplicating with MDM improves data quality and streamlines business processes by avoiding reconciliation.
- › **Share data with partners and customers.** Getting the right product data to customers and partners is a challenge for B2C and B2B firms due to the complex product variants available by region, market, segment, and channel. Customers are also beginning to require more detailed information, such as product provenance, food ingredients, and other factors.

Select Vendors Based On Size And Functionality

We've based our analysis of the MDM solutions market on two factors: market presence and functionality.

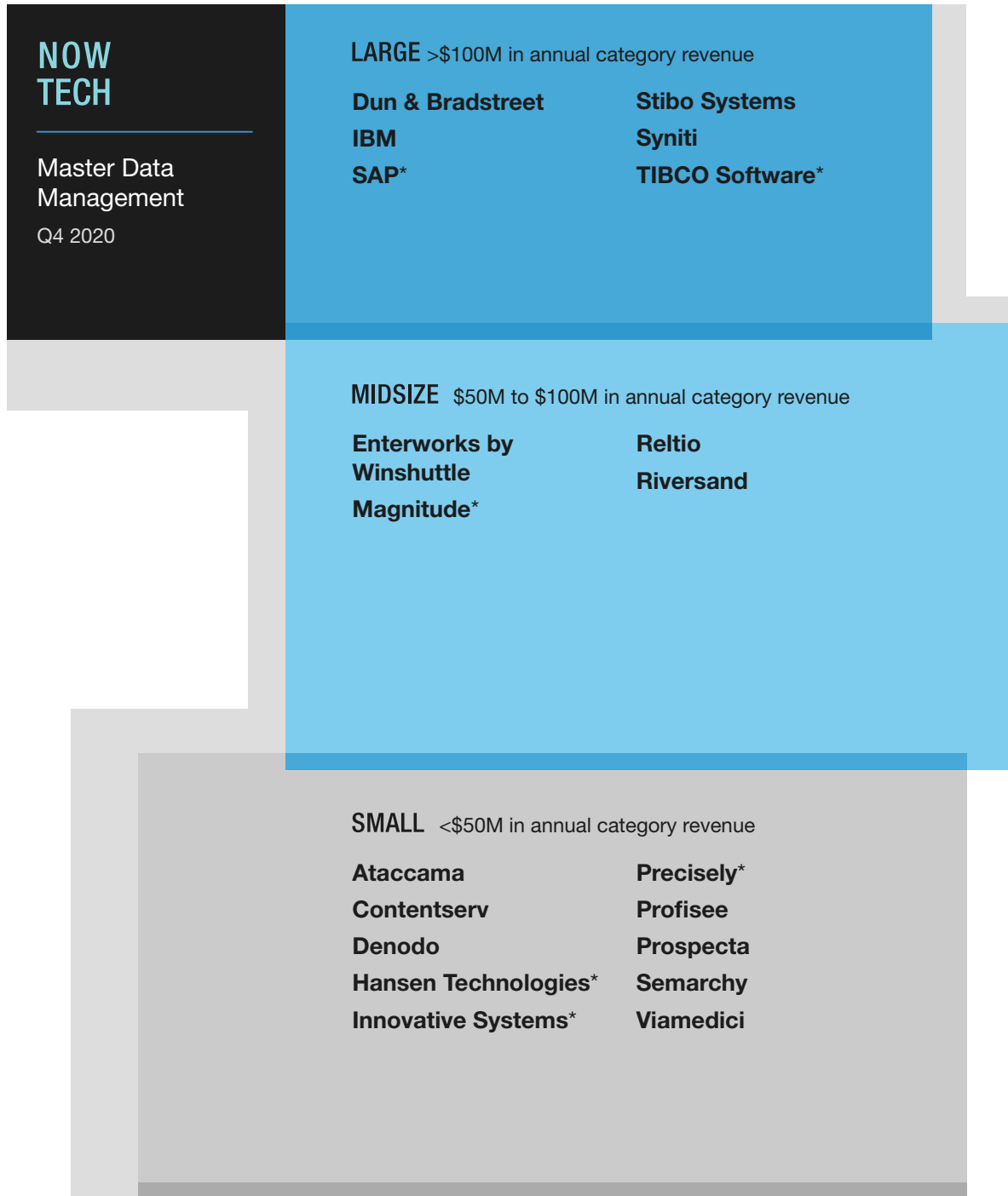
MDM Solutions Market Presence Segments

We segmented the vendors in this market into three categories, based on MDM revenue: large players (more than \$100 million in annual category revenue), midsize players (\$50 million to \$100 million in revenue), and smaller players (less than \$50 million in revenue) (see Figure 1). We did not include vendors that we estimated to have less than \$1 million in annual category revenue.¹

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FIGURE 1 Now Tech Market Presence Segments: Master Data Management, Q4 2020



*Forrester estimate

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MDM Solutions Functionality Segments

To explore functionality at a deeper level, we broke the MDM solution market into four segments, each with varying capabilities (see Figure 2 and see Figure 3):

- › **Public cloud simplifies MDM deployments.** The new generation of cloud-based MDM identifies vendors that provide services in public clouds, such as Amazon Web Services (AWS), Google Cloud Platform, and Microsoft Azure. These vendors offer services by leveraging elastic compute and storage infrastructure, and they provide highly automated data management capabilities. Many public-cloud-based vendors also integrate with other analytical services and offer a pay-per-use pricing model.
- › **Multicloud MDM offers deployment choices.** The multicloud-based solution can run on more than one cloud platform, such as AWS, Google Cloud Platform, and Microsoft Azure. Some vendors also offer the ability to run multiple clouds at the same time for a single data management for analytics deployment, such as using them for backups, archiving, or loading and balancing workloads across heterogeneous public clouds.
- › **On-premises MDM offers flexibility.** The on-premises MDM vendors are, in most cases, the founders of the MDM category. They offer a software-based solution running in the customer's data center, which includes the ability to store and process master data. Some on-premises vendors also support cloud deployments.
- › **SaaS accelerates MDM deployments.** The new generation of MDM vendors provides a fully managed and highly automated solution in one or more public clouds. These SaaS MDM solutions leverage native cloud capabilities and simplify deployments with no-code and low-code offerings. Many SaaS solutions also integrate with other data and analytical services and of course provide pay-per-use pricing models.

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FIGURE 2 Now Tech Functionality Segments: Master Data Management, Q4 2020, Part 1



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FIGURE 3 Now Tech Functionality Segments: Master Data Management, Q4 2020, Part 2



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Align Individual Vendor Solutions To Your Organizational Needs

The following tables provide an overview of vendors with details on geography and vertical market focus (see Figure 4, see Figure 5, and see Figure 6).

FIGURE 4 Now Tech Large Vendors: Master Data Management, Q4 2020**LARGE** >\$100M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
Dun & Bradstreet	On-premises; public cloud; multicloud; SaaS	NA 95%; other 5%	Technology; manufacturing; financial services	Getty Images; Red Hat; Umicore
IBM	On-premises; public cloud; multicloud	NA 69%; LATAM 1%; EMEA 21%; APAC 9%	Government; banking; healthcare	The Health Collaborative; L'Oréal; National Instruments
SAP	On-premises; public cloud; multicloud	NA 23%; LATAM 7%; EMEA 52%; APAC 18%	Consumer products; high-tech; life sciences	Colgate-Palmolive; Nestlé; VMware
Stibo Systems	On-premises; public cloud; multicloud; SaaS	NA 34%; LATAM 4%; EMEA 55%; APAC 7%	Manufacturing; retail; wholesale trade	Adidas; Rituals; Siemens
Syniti	On-premises; public cloud; multicloud; SaaS	NA 47%; EMEA 32%; APAC 21%	Pharma and life sciences; professional services; consumer products	AbbVie; Johnson & Johnson; Royal FrieslandCampina
TIBCO Software	On-premises; public cloud; multicloud	NA 45%; LATAM 5%; EMEA 35%; APAC 15%*	Financial services; manufacturing; healthcare and life sciences	Netspend; Ontario Power Generation; Panera Bread

*The vendor did not provide information for this cell; this is Forrester's estimate.

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FIGURE 5 Now Tech Midsize Vendors: Master Data Management, Q4 2020**MIDSIZE** \$50M to \$100M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
Enterworks by Winshuttle	On-premises; public cloud; multicloud; SaaS	NA 63%; LATAM 1%; EMEA 35%; APAC 1%	Distribution; manufacturing; retail	Ecolab; Fender Musical Instruments; US Foods
Magnitude	On-premises; public cloud; multicloud	NA 40%; LATAM 10%; EMEA 40%; APAC 10%	CPG; finance; pharma	Adidas; Daymon Worldwide; Unilever
Reltio	Public cloud; multicloud; SaaS	NA 88%; EMEA 10%; APAC 2%	Healthcare and life sciences; retail and CPG; high-tech and manufacturing	AstraZeneca; HyperionX; Shiseido
Riversand	Public cloud; multicloud; SaaS	NA 70%; EMEA 29%; APAC 1%	Retail; manufacturing and distribution; healthcare and life sciences	Baxter; IKEA; T. Marzetti

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FIGURE 6 Now Tech Small Vendors: Master Data Management, Q4 2020**SMALL** <\$50M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
Ataccama	On-premises; public cloud; multicloud; SaaS	NA 61%; EMEA 30%; APAC 9%	Financial services; healthcare and life sciences; telecom and communications	Auchan; Avast; Realogy; SAG-AFTRA
Contentserv	On-premises; public cloud; multicloud; SaaS	NA 16%; EMEA 69%; APAC 15%	Manufacturing; retail; CPG	Chervon; Lacoste; Specialized Bicycle Components
Denodo	On-premises; public cloud; multicloud	NA 55%; LATAM 5%; EMEA 30%; APAC 10%	Financial services and insurance; pharma and healthcare; telecom	Intel; Jazztel/Orange; T-Mobile
Hansen Technologies	On-premises; public cloud; multicloud; SaaS	NA 28%; LATAM 7%; EMEA 31%; APAC 34%	Telecom and pay media; energy and utilities; automotive	Inmarsat; Simply Energy; Telkomsel
Innovative Systems	On-premises; public cloud; multicloud; SaaS	NA 46%; LATAM 13%; EMEA 35%; APAC 6%	Banking and securities; insurance; media and services	Bank Central Asia; B-Connect; Posadas
Precisely	On-premises; public cloud; multicloud; SaaS	NA 78%; LATAM 1%; EMEA 18%; APAC 3%	Financial services; retail; insurance	Grange Insurance; L'Occitane; Raymond James
Profisee	On-premises; public cloud; multicloud	NA 79%; EMEA 17%; APAC 4%	Manufacturing; financial services; healthcare	Domino's; Pacific Life; Rockwell Automation

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FIGURE 6 Now Tech Small Vendors: Master Data Management, Q4 2020 (Cont.)**SMALL** <\$50M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
Prospecta	On-premises; public cloud; multicloud; SaaS	NA 40%; LATAM 1%; EMEA 3%; APAC 56%	Chemical; oil and gas; consumer products	DOW Chemicals; HESS; Mondelez International
Semarchy	On-premises; public cloud; multicloud	NA 28%; LATAM 1%; EMEA 70%; APAC 1%	Financial services; retail and wholesale trade; life sciences and healthcare	CMA CGM; Elsevier; Sanofi
Viamedici	On-premises; public cloud; multicloud; SaaS	NA 15%; EMEA 75%; APAC 10%	Discrete manufacturing; process manufacturing; distribution; wholesale	Kärcher; Trumpf; Zeiss

Recommendations**Leverage MDM To Accelerate Analytics And Operations**

Enterprise architects who utilize MDM are more likely to succeed in supporting new business requirements quickly, deliver a platform that supports a range of use cases, and improve developers' productivity. As you consider choosing an MDM solution, you must:

- › **Shortlist vendors that suit your requirements.** Many vendors offer an MDM solution, so shortlisting one can be challenging. Look for solutions that provide a single version of the truth, comprehensive data quality, data management and profiling features, cloud integration, and a granular level of data security and governance capabilities.
- › **Invest in MDM to support a new generation of analytics and operational use cases.** Enterprises typically choose an MDM solution based on their current needs, but requirements will likely change as those needs become more strategic. Review your company's data roadmap and identify capabilities you'll need over three to four years. This exercise will help you shortlist vendors to include only those that can help you reach these forward-looking goals.

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- › **Involve key stakeholders across the enterprise early on.** To align priorities and bolster buy-in for the final decision, you must collaborate with various stakeholders involved in the MDM evaluation process. Key stakeholders will include EA pros, data engineers, developers, business analysts, and others who might use the solution.

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Supplemental Material

Market Presence Methodology

We defined market presence in Figure 1 based on the companies stated data fabric revenue as a portion of their total revenue.

To complete our review, Forrester requested information from vendors. If vendors did not share this information with us, we made estimates based on available secondary information. We've marked companies with an asterisk if we estimated revenues or information related to geography or industries. Forrester fact-checked this report with vendors before publishing.

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Endnotes

¹ We based these revenue ranges on vendor guidance and supplemented them with our own estimates in the absence of such guidance. They are for categorization purposes and don't reflect the size of customers served or the depth of capabilities the vendors provide. The functional capabilities of MDM vendors tend to vary by the size of the customers they typically serve, where the depth and breadth of functionality needed is a function of the scale and complexity of the MDM customer.

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