Why Read This Report

In Forrester’s 31-criteria evaluation of master data management (MDM) solution vendors, we identified the 12 most significant software providers in the category — IBM, Informatica, Liaison Technologies, Magnitude Software, Orchestra Networks, Pitney Bowes, Reltio, SAP, SAS, Talend, Teradata, and TIBCO Software — and analyzed and scored them. This report details our findings about how well each vendor fulfills our criteria and where they stand in relation to each other to help enterprise architecture (EA) pros select the right partner for their MDM needs.

Key Takeaways

Reltio, Informatica, SAP, IBM, And Pitney Bowes Lead The Pack

Forrester’s research uncovered a market in which Reltio, Informatica, SAP, IBM, and Pitney Bowes lead the pack. TIBCO Software, SAS, Orchestra Networks, Liaison Technologies, and Magnitude Software offer competitive options. Talend and Teradata lag behind.

EA Pros Are Looking For Governance, Context, And Scalability

The market is growing because more EA professionals see MDM as a way to address their top challenges. This market growth is largely due to EA pros’ increasing trust in MDM providers to act as strategic partners, advising them on top data decisions.

Cloud, Big Data, And Security Are Key Differentiators

As older technology becomes outdated and less effective, improved cloud, big data, and security capabilities will dictate which providers will lead the pack. Vendors that can provide these offerings position themselves to successfully deliver quick value to their customers.
The Forrester Wave™: Master Data Management, Q1 2016
The 12 MDM Providers That Matter Most And How They Stack Up

by Michele Goetz
with Gene Leganza, Shaun McGovern, and Matthew Izzi
March 16, 2016

Table Of Contents

2  MDM Brings Data Harmony To Federated Ecosystem Chaos
   MDM-As-A-Service Is Set To Launch
4  The MDM Market Is Expanding To Support Context And Insight
6  MDM Vendor Solutions Evaluation
   MDM Capabilities Emphasize Governance, Context, And Scalability
   Evaluated Vendors Lead The MDM Market In Presence, Vision, And Scale
8  Evaluation Analysis
10  Vendor Profiles
   Leaders
   Strong Performers
   Contenders
15  Supplemental Material

Notes & Resources
Forrester conducted lab-based evaluations in December 2015 with the 11 participating vendors and interviewed 29 customer references.

Related Research Documents
Create A Road Map For A Real-Time, Agile, Self-Service Data Platform
Digital Insights Are The New Currency Of Business
The Forrester Wave™: Data Quality Solutions, Q4 2015
MDM Brings Data Harmony To Federated Ecosystem Chaos

Systems of insight feed off a connected and open data ecosystem to drive insight to action. But today’s traditional architecture approaches have hampered systems of insight by creating silos in systems of engagement and systems of record.¹ Organizations, reacting to these silos, are demanding better data access and integration. Increasingly, the demand for data sharing across silos requires consistency and connectedness between these views.² However, the No. 1 challenge for business decision-makers is the lack of business competency to deal with data that is messy, diverse, or large.³ One way to meet this data challenge is by implementing a master data management tool. Eighty-five percent of decision-makers say their firms will use an MDM tool this year (see Figure 1). Customer references from our Forrester Wave vendor participants described the variety of drivers that created the case for MDM investment. The firms needed:

› **A data management hub for global and cross-system master data orchestration.** A large regional bank needed a way to get data out of a cumbersome system, mitigate data creation and duplication in other systems, and provide a hub for a complete customer view.

› **Data quality and governance capabilities to meet business policies.** A regional telecommunication company needed an MDM tool that could streamline and automate stewardship processes, removing the manual processes that overwhelmed stewards and bottlenecked data use.

› **Knowledge of the customer to support personalized customer engagement.** A global healthcare nonprofit uses MDM to get a complete view of patients to support analysis and provide personalized medicine.

› **Support for complex regulatory policies that change financial and customer needs.** A multinational banking and finance organization needed to replace its existing MDM to support new requirements for legal entity management and organizational hierarchies.

› **Streamlined and automated operational processes with better master data.** A high-tech engineering firm needed a way to extract supplies data from the enterprise resource planning (ERP) system and orchestrate with supplies management and processes.
MDM-As-A-Service Is Set To Launch

Organizations continue to adopt cloud-based software at increasing rates. In 2015, 67% of global infrastructure decision-makers said developing a comprehensive cloud strategy was a high or critical priority, up 17 percentage points from 2013. In addition, 56% of global infrastructure decision-makers projected that they would increase spending on cloud services in 2015. This increase in cloud and hybrid environments, including support for analytics and operational business capabilities, requires a clear set of governance capabilities that master data in the cloud. Not surprisingly, over half of decision-makers expect their firms will increase their use of MDM-as-a-service over the coming year (see Figure 2). This adds a new dimension for MDM, where wider connectivity, security, managed services, and pricing models need deeper consideration compared with traditional on-premises deployments. Enterprise architects shopping for MDM capabilities to support cloud deployments will find varying degrees of MDM deployment and pricing models as vendors mature their cloud offerings.
The MDM Market Is Expanding To Support Context And Insight

Over a third of vendor customers we interviewed tightly link their MDM initiatives to real-time customer engagement and business processes. These use cases depend on a wide array of attributes and metadata that provide context for personalization, logistics, and preventative maintenance. In the past, a hub accounted for only a few hundred data elements at most. Today, customers need solutions that can support thousands of data elements for one domain and tens of thousands for a multidomain hub. Additionally, the data models are more dimensional and the data levels are deeper. To accommodate this added complexity and sophistication of the organization’s needs, customer references tended to prefer contextual and analytic MDM solutions over traditional MDM tools. Enterprise architects can see that (see Figure 3):
Data management MDM tools solve data integration and standards challenges. Enterprise architects commonly choose these MDM tools for a reference data management style to uniformly persist and govern hierarchies and data mappings. Deployments support the reconciliation of multiple data sources that feed a data warehouse or business applications through extract, transform, load (ETL) processes or data virtualization. These tools are meant for scenarios where data requires a single view or golden record and where definitions change infrequently.

Model management MDM tools support multidomain and multiview needs. Enterprise architects use these MDM tools to support multidomain MDM in a single master data model (e.g., account master, supplier master) or several master data models that need to come together (e.g., integration of customer, product, account, supplier). Model management MDM tools add scenarios that require more than one definition of a customer or that manage a variety of product catalogs and assortments, data orchestration, and presentation to data integration and movement capabilities.

Contextual MDM tools support semantic representations of business data. These MDM tools use a graph database to collect and link master data with additional attributes and metadata. Behavioral, preference, permission, security, identity, location, and time are all maintained and connected in the graph and represented to data consumers within a business context. For example, behavior patterns can define the customer domain instead of focusing only on identity. This creates relevance, agility, and flexibility to shape master data to any business service.

Analytic MDM solutions converge MDM with insight platforms. This solution combines MDM capabilities with analytics. Powered by a graph database, machine learning, big data, and analytic visualization, these solutions translate master data directly into insight. Visualizations of data patterns show customer connections and preferences. Machine learning provides insights simply by understanding data linkage. Example scenarios are product recommendations, identity and fraud analysis, mergers and acquisitions reconciliation, and patient outcomes.
MDM Vendor Solutions Evaluation

To assess the state of the MDM market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top MDM vendors.

**MDM Capabilities Emphasize Governance, Context, And Scalability**

After examining past research, user-need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 31 criteria, which we grouped into three high-level buckets:
The Forrester Wave™: Master Data Management, Q1 2016

The 12 MDM Providers That Matter Most And How They Stack Up

› **Current offering.** We assessed each vendor’s current offering by considering all of the features and capabilities reviewed in the evaluation criteria. We also evaluated a lab-based demonstration by each participating vendor, outlining its key capabilities.

› **Strategy.** We reviewed each vendor’s strategy and considered how well each vendor’s plans for product enhancement position it to meet future customer demands. We also looked at each participating vendor’s platforms and partner strategy, market development strategy, and company investment priorities.

› **Market presence.** To determine vendors’ market presence, we evaluated each vendor’s 2014 product revenue, installed base, and global presence.

**Evaluated Vendors Lead The MDM Market In Presence, Vision, And Scale**

Forrester included 12 vendors in the assessment: IBM, Informatica, Liaison Technologies, Magnitude Software, Orchestra Networks, Pitney Bowes, Reltio, SAP, SAS, Talend (which was a nonparticipating vendor), Teradata, and TIBCO Software. Each of these vendors has (see Figure 4):

› **A breadth of functionality.** Each evaluated vendor includes specific functionality to provide support for sophisticated and innovative master data management capabilities. We selected vendors from model management, context, and analytic MDM vendor segments.

› **Leadership in master data management.** Selected vendors demonstrate the ability to shape the direction of the market, either through innovative delivery models or through dominant market presence.

› **Broad market presence.** Selected vendors have a market presence across North American, European, and Asia Pacific markets.

› **Interest from Forrester clients.** Clients mention the use of an MDM tool or frequently inquire about the MDM solution when considering an MDM purchase.
FIGURE 4 Evaluated Vendors: Product Information And Selection Criteria

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Product evaluated</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM</td>
<td>InfoSphere Master Data Management</td>
</tr>
<tr>
<td>Informatica</td>
<td>Informatica Master Data Management</td>
</tr>
<tr>
<td>Liaison Technologies</td>
<td>ALLOY</td>
</tr>
<tr>
<td>Magnitude Software</td>
<td>Kalido MDM</td>
</tr>
<tr>
<td>Orchestra Networks</td>
<td>EBX5</td>
</tr>
<tr>
<td>Pitney Bowes</td>
<td>Spectrum</td>
</tr>
<tr>
<td>Reltio</td>
<td>Reltio Cloud</td>
</tr>
<tr>
<td>SAP</td>
<td>SAP Master Data Governance (MDG)</td>
</tr>
<tr>
<td>SAS</td>
<td>SAS MDM</td>
</tr>
<tr>
<td>Talend</td>
<td>Talend MDM</td>
</tr>
<tr>
<td>Teradata</td>
<td>Teradata Master Data Management</td>
</tr>
<tr>
<td>TIBCO Software</td>
<td>TIBCO MDM</td>
</tr>
</tbody>
</table>

Vendor selection criteria

**Breadth of functionality.** Each evaluated vendor includes specific functionality to provide support for sophisticated and innovative master data management (MDM) capabilities. We selected vendors from model management, context, and analytic MDM vendor segments.

**Leadership in master data management.** Selected vendors demonstrate the ability to shape the direction of the market, either through innovative delivery models or through dominant market presence.

**Broad market presence.** Selected vendors have a market presence across North American, European, and Asia Pacific markets.

**Interest from Forrester clients.** Forrester clients mention the use of an MDM tool or frequently inquire about the MDM solution when considering an MDM purchase.

Evaluation Analysis

MDM vendors differentiate in their ability to support data stewardship and governance, including contextual dimension to master data models, use of machine learning, big data and cloud deployment, and MDM scalability and performance. The evaluation uncovered a market in which (see Figure 5):
› **Reltio, Informatica, SAP, IBM, and Pitney Bowes lead the pack.** Leaders demonstrated extensive MDM capabilities for sophisticated master data scenarios, large complex ecosystems, and data governance to deliver enterprise-scale business value.

› **TIBCO, SAS, Orchestra Networks, Liaison, and Magnitude offer competitive options.** Strong Performers provide comprehensive and competitive master data solutions to leaders suited to solve challenging hierarchies and taxonomies for specific business challenges.

› **Talend and Teradata provide a solid MDM foundation.** Contenders excel at core master data functionality to satisfy data consistency, orchestration, syndication, and integration challenges that impede reliability and business use of data for analytics and business process.

This evaluation of the MDM market is intended to be a starting point only. We encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool.
FIGURE 5 The Forrester Wave™: Master Data Management, Q1 ’16 (Cont.)

<table>
<thead>
<tr>
<th>CURRENT OFFERING</th>
<th>Forrester’s Weighting</th>
<th>IBM</th>
<th>Informatica</th>
<th>Liaison Technologies</th>
<th>Magnitude Software</th>
<th>Orchestra Networks</th>
<th>Pitney Bowes</th>
<th>Retio</th>
<th>SAP</th>
<th>SAS</th>
<th>Teradata</th>
<th>TIBCO Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data governance</td>
<td>10%</td>
<td>5.00</td>
<td>5.00</td>
<td>1.00</td>
<td>3.80</td>
<td>3.00</td>
<td>3.00</td>
<td>4.40</td>
<td>5.00</td>
<td>3.00</td>
<td>2.40</td>
<td>4.40</td>
</tr>
<tr>
<td>Data profiling and monitoring</td>
<td>15%</td>
<td>4.20</td>
<td>5.00</td>
<td>1.00</td>
<td>3.00</td>
<td>4.20</td>
<td>3.80</td>
<td>5.00</td>
<td>5.00</td>
<td>4.20</td>
<td>3.80</td>
<td>3.00</td>
</tr>
<tr>
<td>Data management</td>
<td>30%</td>
<td>3.05</td>
<td>3.45</td>
<td>2.40</td>
<td>2.20</td>
<td>2.15</td>
<td>3.60</td>
<td>4.35</td>
<td>2.85</td>
<td>2.25</td>
<td>1.70</td>
<td>3.40</td>
</tr>
<tr>
<td>Administration</td>
<td>10%</td>
<td>4.00</td>
<td>5.00</td>
<td>1.00</td>
<td>3.00</td>
<td>5.00</td>
<td>3.00</td>
<td>5.00</td>
<td>5.00</td>
<td>4.00</td>
<td>3.00</td>
<td>3.00</td>
</tr>
<tr>
<td>Integration and processing</td>
<td>20%</td>
<td>4.80</td>
<td>5.00</td>
<td>3.50</td>
<td>1.50</td>
<td>3.50</td>
<td>3.20</td>
<td>5.00</td>
<td>4.80</td>
<td>3.50</td>
<td>3.50</td>
<td>3.80</td>
</tr>
<tr>
<td>Big data</td>
<td>5%</td>
<td>5.00</td>
<td>3.80</td>
<td>4.20</td>
<td>1.40</td>
<td>1.80</td>
<td>1.00</td>
<td>5.00</td>
<td>3.40</td>
<td>3.40</td>
<td>3.40</td>
<td>1.80</td>
</tr>
<tr>
<td>Cloud</td>
<td>5%</td>
<td>2.70</td>
<td>4.20</td>
<td>5.00</td>
<td>1.80</td>
<td>3.40</td>
<td>0.30</td>
<td>4.40</td>
<td>3.60</td>
<td>1.40</td>
<td>1.60</td>
<td>1.70</td>
</tr>
<tr>
<td>Security</td>
<td>5%</td>
<td>5.00</td>
<td>5.00</td>
<td>1.00</td>
<td>1.00</td>
<td>5.00</td>
<td>3.00</td>
<td>5.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
</tr>
</tbody>
</table>

| STRATEGY                   | 50%                   | 3.60      | 4.20        | 3.20                 | 3.00               | 3.00               | 4.00         | 4.60  | 3.60 | 2.00 | 3.00   | 3.60            |
| Product strategy           | 60%                   | 3.00      | 4.00        | 4.00                 | 3.00               | 3.00               | 4.00         | 5.00  | 3.00 | 2.00 | 3.00   | 3.60            |
| Market strategy            | 20%                   | 4.00      | 4.00        | 3.00                 | 3.00               | 3.00               | 5.00         | 4.00  | 3.00 | 3.00 | 4.00   | 3.00            |
| Partner strategy           | 20%                   | 5.00      | 5.00        | 1.00                 | 3.00               | 3.00               | 5.00         | 5.00  | 5.00 | 5.00 | 1.00   | 5.00            |

| MARKET PRESENCE            | 0%                    | 3.66      | 5.00        | 1.00                 | 2.34               | 3.00               | 1.66         | 2.34  | 4.34 | 2.34 | 3.00   | 2.34            |
| Customers                  | 34%                   | 3.00      | 5.00        | 1.00                 | 3.00               | 3.00               | 1.00         | 3.00  | 5.00 | 3.00 | 3.00   | 3.00            |
| Global and industry reach  | 33%                   | 5.00      | 5.00        | 1.00                 | 3.00               | 3.00               | 1.00         | 5.00  | 3.00 | 3.00 | 3.00   | 3.00            |
| Revenue                    | 33%                   | 3.00      | 5.00        | 1.00                 | 1.00               | 3.00               | 3.00         | 1.00  | 3.00 | 3.00 | 1.00   | 1.00            |

All scores are based on a scale of 0 (weak) to 5 (strong).

Vendor Profiles

Leaders

› Retio. Retio executes the vision for next-generation MDM by converging trusted data management with business insight solutions at scale and in the cloud. Machine learning and graph technology capabilities enable a contextual data model while also maintaining, temporal and lineage changes of the master data. Social collaboration and CRM-like stewardship interfaces and visualizations easily support master data evolution. The product achieves operational scale by running Cassandra alongside the graph repository for real-time support, analytics. Business outcomes are captured and appended back to the master data model. Customers describe the solution as easy to work in and describe a good working relationship with Retio, even when there
are challenges. Reltio is cloud only and new to the market with marquee customers. The vendor has strong partnerships with Cognizant and ZS Associates and growing relationships with Deloitte, Accenture, and PwC.

› Informatica. Informatica’s MDM tool has evolved to satisfy back-end data orchestration, master data syndication, and a role-friendly UI for stewardship. Version 10 introduced MDM apps Customer 360 and Supplier 360, which give subject matter experts (SMEs) a CRM-like environment to manage, remediate, and maintain customer and supplier data, respectively. Customers can expect enterprise-scale profiling, monitoring, processing, data quality, BPM, and data integration capabilities across domains and industries. Informatica MDM is cloud-ready, with Informatica emphasizing further cloud investment. While Informatica is positioned for scale, customers indicate complexity in implementations, particularly as master data models become more complex. To overcome this, improvements to usability and MDM design support is coming. Informatica brings SMEs to kick off projects and ensure implementation success. Recent privatization and shifting of the business model toward cloud and big data means customers should keep a close eye on road map and product portfolio shifts.

› SAP. The emphasis on data governance and link to business process and operational support of master data is a key strength of SAP’s MDG and Data Services MDM solution. Customers appreciate the strong stewardship capabilities that solidify data governance across all MDM roles, data management, and lines of business. Extensive MDM and data-quality content encompasses data models, business rules, reference data, and workflow process templates. This is critical, as customers say mastering data in their SAP environments can be complex. In addition, big data support is evolving. The emphasis is on running MDM at scale through SAP Hana where a Hadoop distribution is a source. Customers find it hard to get new data into the system, consolidate it, and understand when it is complete. Models are best applied from existing SAP content and applications, rather than creating them from scratch, to reduce and avoid conflicts between competing models and definitions between SAP and non-SAP environments.

› IBM. Customers select IBM’s MDM solution to meet complex ecosystem and integration requirements. IBM’s Information Server MDM excels at data orchestration and syndication. Customers also benefit from years of implementation experience and MDM intellectual property (i.e., logical models and business rules for industry and business processes). Oversight of MDM processes and data-quality conditions in both stewardship and administration lends visibility into root-cause issues. The MDM cloud offering is evolving in pricing and hybrid support. Additionally, InfoSphere Big Match provides a knowledge graph for visual data exploration. Customers say that while the MDM tool is robust, business users need more training to participate and define master data within and beyond the stewardship UI. IBM’s product strategy is staying the course on core MDM functionality and governance. However, its road map for incorporating semantics and machine learning in the MDM tool for context and scale is behind new MDM vendors and some existing ones.
The 12 MDM Providers That Matter Most And How They Stack Up

› **Pitney Bowes.** Pitney Bowes’ Spectrum MDM is graph based to support complex and contextual master data models with rich attribution. Customers find that they need minimal data expertise to define models, rules, and workflows. Master domains can be created through tree structures and a knowledge graph. Unique is the ability to incorporate business context into the domain, such as customer segmentation, simply by adding a filter or rule within a graph node. This model’s flexibility and ease of implementation allows Spectrum MDM customers to implement more quickly and achieve time-to-value in three to four months. Big data and cloud support is still emerging. There is connectivity and relationships with Hadoop distributions to treat Hadoop as a data source, but the tool does not run in Hadoop. Customers can run Spectrum MDM in a private cloud, but there is no specific cloud offering or pricing. They will also need to consider enterprise security options to extend beyond Spectrum MDM’s authentication (LDAP/active directory), roles, and encryption.

**Strong Performers**

› **TIBCO Software.** TIBCO Software customers focus on driving MDM processes in real-time environments. This means data must be up to date and high quality. With TIBCO Clarity, data stewards can easily review and prototype data rules that they can use in MDM processes. The tool is akin to data-preparation tools coming to market where all a business data steward needs to know is how to work in a spreadsheet. Insight into master data conditions and processes get a lift from TIBCO Spotfire, which visualizes MDM metadata to easily spot issues. Also, the administrative environment is clean and easily lets admins develop and modify logical models and create collaborative workflows for match resolution and remediation. There is currently little existing MDM content, and data quality is supported through an OEM relationship with Trillium Software, but this is not a bundled offering. Customers also mention that there is still some synchronization and orchestration work needed to tweak MDM data and processes with real-time transactional processes.

› **SAS.** SAS MDM is part of an overall integrated data management platform. Standalone purchases are an option, but the tool gets its strength by using the data integration, data quality, and data governance capabilities that connect to the overall SAS analytic value proposition. As such, visibility into MDM processes and shared content between SAS data management tools leads to success. The solution visualizes any data challenge, process issue, and workflow. The user environment is clean, intuitive, and well organized to understand master data conditions, define master data objects and relationships, and build MDM processes. There is also little need for coding MDM rules. Customers indicate an affordable solution with typical implementation times of six to eight months.7 Clients also tend to purchase SAS MDM if they are already SAS customers, either through past purchases of other data management products, such as data quality, or by augmenting their analytics capabilities with the data management platform.

› **Orchestra Networks.** Customers select Orchestra Network’s EBX5 MDM for its focus on master data management, ease of implementation, and user experience. They have expertise in establishing a centralized master data system for complex hierarchies and relationships that take
reference data management to the next level. It is easy for data stewards with limited technical expertise to assess master data conditions and quickly set up hierarchies and master data models. Knowledge graph representations of master data and stewardship UI make it easy for ongoing MDM governance and extensibility, particularly in financial scenarios. That said, customers say they still have a lot to develop on their own, from MDM rules and processes to integration with systems and data quality services. With smaller partner and systems integrator relationships, customers need to ensure they have skilled Java resources.

› **Liaison Technologies.** Liaison Technologies has an ambitious and visionary strategy to evolve its cloud data integration platform to a data management and analytic platform. To do so, Liaison introduced the Alloy platform, based on a big data infrastructure of MapR and graph. Alloy delivers MDM through managed services, leveraging graph to define and orchestrate complex contextual master data models across a wide variety of structured, semistructured, and content sources. More robust MDM capabilities and services are planned for 2016, such as improved interfaces and workflows for collaboration and input to managed services, vertical support, and master data visualization and analytics. MDM is the first in a series of DM-as-a-service offerings, with Alloy set to converge data management capabilities into a single platform for analytics. These releases are needed, as customers are challenged by existing interfaces, which were designed with managed service teams in mind rather than customers who want to play a more active role in mastering and consuming data.

› **Magnitude Software.** The Kalido MDM tool makes MDM easy for data stewards and SMEs. Master data models are designed conceptually, the same way a business SME would define master data in a PowerPoint slide. This mitigates the need to import and configure complex logical models and create a contextual master definition. An intuitive and robust stewardship environment delivers workflows, approval enablement, master data visualization, and MDM financial impact. Customers are impressed with the ease of modeling but have at times found it challenging to link and translate a complex conceptual model to the logical and physical models. Kalido is well suited for data warehouse MDM scenarios, and operational MDM scenarios are increasing. However, cloud and big data implementations are not yet well supported, and customers have challenges with integration and web services. Magnitude is addressing these challenges in its short-term roadmap. Additionally, customers will need to rely on third-party data quality tools to cleanse data.

**Contenders**

› **Talend.** Talend MDM is delivered as part of the Talend Data Fabric with data integration, real-time application integration, data quality, and BPM. Administrators can design or import master data models across domains and use semantic discovery to analyze and map data sources to these models. A pivot table analysis indicates field column statistics along with a sample data preview. Talend Data Fabric, including MDM, is built from an open source core, allowing Talend to take advantage of emerging data capabilities in big data and cloud. This gives customers significant deployment flexibility and the advantage of getting modern capabilities faster than non-open-
source tools. However, it also translates into a tool designed more for administrative and data engineering users than data stewards. Talend recognizes the need to include business roles and is addressing this with the release of a data preparation tool early in 2016. Talend is a nonparticipating vendor in this evaluation.

> **Teradata.** Tuned originally for data-warehouse-specific MDM deployments, Teradata has extended its solution to support Hadoop, demonstrating its strength at scale. Its easy-to-use environment lets business data stewards easily define rules, check data conditions, and establish reference data hierarchies and relationships. Robust data-profiling capabilities allow admins and data stewards detailed insight into data rule compliance. Customers say Teradata’s professional services team is highly supportive and responsive. However, there are challenges with service availability. In response, Teradata has doubled its professional services team and expects similar growth this year, both onshore and offshore. Another challenge for customers is that while Teradata has knowledgeable resources, at times false starts occur in defining hierarchies and models as well as in deploying in complex warehouse implementations, especially cloud. UI improvements are coming for less technical users, as demonstrated with Teradata’s visual modeling and auto-hierarchy capabilities.

---

**Engage With An Analyst**

Gain greater confidence in your decisions by working with Forrester thought leaders to apply our research to your specific business and technology initiatives.

**Analyst Inquiry**

Ask a question related to our research; a Forrester analyst will help you put it into practice and take the next step. Schedule a 30-minute phone session with the analyst or opt for a response via email.

Learn more about inquiry, including tips for getting the most out of your discussion.

**Analyst Advisory**

Put research into practice with in-depth analysis of your specific business and technology challenges. Engagements include custom advisory calls, strategy days, workshops, speeches, and webinars.

Learn about interactive advisory sessions and how we can support your initiatives.
Supplemental Material

Online Resource

The online version of Figure 5 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution:

› **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.

› **Product demos and briefings.** We asked vendors to conduct demonstrations and briefings of their product’s functionality. We used findings from these product demos to validate details of each vendor’s product capabilities.

› **Customer reference calls.** To validate product and vendor qualifications, Forrester also conducted reference calls with three or more of each vendor’s current customers.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don’t fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and we encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, go to http://www.forrester.com/marketing/policies/forrester-wave-methodology.html.
The Forrester Wave™: Master Data Management, Q1 2016
The 12 MDM Providers That Matter Most And How They Stack Up

Survey Methodology

Forrester’s Global Business Technographics® Data And Analytics Survey, 2015 is an online survey fielded in January through March 2015 of 3,005 business and technology decision-makers located in Australia, Brazil, Canada, China, France, Germany, India, New Zealand, the UK, and the US from companies with 100 or more employees.

Forrester’s Business Technographics provides demand-side insight into the priorities, investments, and customer journeys of business and technology decision-makers and the workforce across the globe. Forrester collects data insights from qualified respondents in 10 countries spanning the Americas, Europe, and Asia. Business Technographics uses only superior data sources and advanced data-cleaning techniques to ensure the highest data quality.

Integrity Policy

All of Forrester’s research, including Forrester Wave evaluations, is conducted according to our Integrity Policy. For more information, go to http://www.forrester.com/marketing/policies/integrity-policy.html.

Endnotes

1 To learn how to turn insight into action and transform customer experience, see the “Transform Customer Experiences With Systems Of Insight” Forrester report.

2 To learn more about Forrester’s data governance framework that improves customer experience and supports line-of-business objectives, see the “Customer Ecosystems Demand Outcome-Oriented Data Governance” Forrester report.

3 Nineteen percent of global data and analytics decision-makers cite the lack of business competency to deal with data that is messy, diverse, or large as one of the biggest challenges in executing on their vision for big data. Source: Forrester’s Global Business Technographics Data And Analytics Survey, 2015.


5 CRM stands for customer relationship management.

6 BPM stands for business process management.

7 SAS did not provide customer references as requested for this Forrester Wave evaluation. We reviewed inquiry notes, social networks, forums, and SAS customer conversations to complete our research.
We work with business and technology leaders to develop customer-obsessed strategies that drive growth.

PRODUCTS AND SERVICES
› Core research and tools
› Data and analytics
› Peer collaboration
› Analyst engagement
› Consulting
› Events

Forrester’s research and insights are tailored to your role and critical business initiatives.

ROLES WE SERVE
Marketing & Strategy Professionals
CMO
B2B Marketing
B2C Marketing
Customer Experience
Customer Insights
eBusiness & Channel Strategy

Technology Management Professionals
CIO
Application Development & Delivery
› Enterprise Architecture
Infrastructure & Operations
Security & Risk
Sourcing & Vendor Management

Technology Industry Professionals
Analyst Relations

CLIENT SUPPORT
For information on hard-copy or electronic reprints, please contact Client Support at +1 866-367-7378, +1 617-613-5730, or clientsupport@forrester.com. We offer quantity discounts and special pricing for academic and nonprofit institutions.

Forrester Research (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations. For more information, visit forrester.com.