



***ISG** Provider Lens™

2021

Analytics Platforms
2021

imagine your future®

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Definition

The emergence of new technologies such as cloud computing, IoT, data science, machine learning and deep learning has created opportunities for limitless applications and improvements in business performance. Currently, it would not be an exaggeration to say that analytics is one of the key factors contributing to some companies outperforming their competitors.

Over the last decade, with the exponential increase in data generation and related technologies, there has been a high demand for specialized data professionals — data scientists, data engineers and data analysts are in high demand.

ISG has tracked numerous entrants in the analytics markets, either in the solution or service space, leading to fiercer competition. Cloud-based data warehousing provider, Snowflake, is a good example — in 2020, it became the largest software company to issue an IPO in recent history. Large tech companies have been incorporating big data and analytics in their core offering. ISG is confident that analytics will play an even more significant role in the market of tech companies.

Easy-to-integrate and self-service oriented platforms are on the rise, with several organizations preferring to invest in these platforms. Moreover, vendors are incorporating emerging technologies to enhance the inherent capabilities and increase the scope of these solutions, making them comprehensive and holistic.

In its third annual edition, the ISG Provider Lens™ Analytics Platforms report has expanded its scope. From the solutions perspective, ISG analyzes Self-Service Analytics and Business Intelligence Platforms and Data Preparation and Integration Platforms. The Self-Service Analytics and Business Intelligent Platforms quadrant includes players with the capability to push data across a company's departments, making data available for quick analysis by business managers. The Data Preparation and Integration Platforms is a new quadrant developed by ISG in 2021, encompassing players that have been gaining importance for offering solutions that improve efficiency in data preparation and integration, both major bottle necks in a data analysis process.

This ISG Provider Lens™ study offers the following to IT and business decision makers:

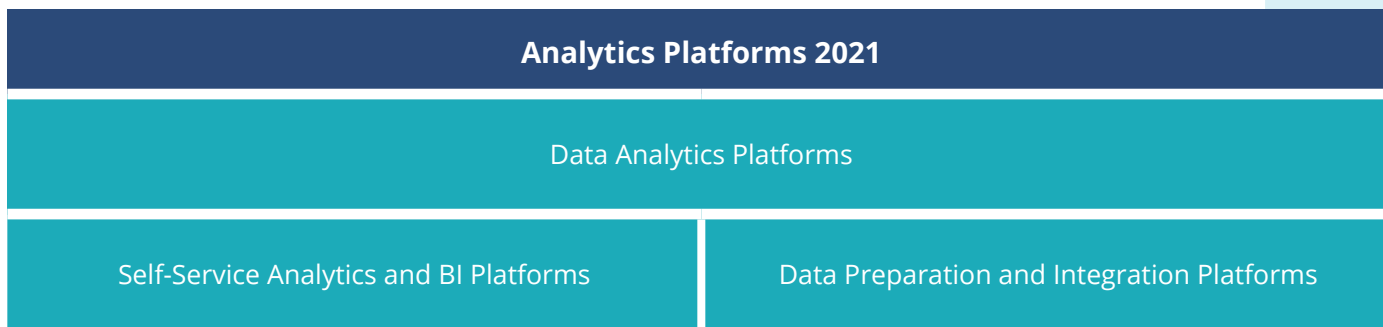
- Transparency on the strengths and weaknesses of relevant providers;
- A differentiated positioning of providers by segments;
- Perspective on different markets, including Germany, Brazil and the U.S.

Our study serves as the basis for important decision-making in terms of positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their existing vendor relationships and potential engagements.

Quadrants Research

As a part of this ISG Provider Lens™ quadrant study, we are introducing the following two quadrants on data analytics platforms:

Simplified illustration



Source: ISG 2021

Self-Service Business Intelligence Platforms

The software vendors and solution providers analyzed in this quadrant offer commercially available off-the-shelf analytics and business intelligence platforms to enterprises for their advanced analytics reporting and visualization requirements. These include modular solutions that combine the complex analysis of large volumes of multi-structured data, with the ease of use required by non-technical employees. These solutions also offer a user with simple querying capabilities, enhanced user interface (UI) and visual dashboards.

Eligibility criteria:

- Multiple access to different databases and file types, including CSV data, Text, Excel and XML;
- Embedded analytics are part of the solution;
- Capability to generate relevant analyses, trend forecasts and correlations without needing additional programming or statistical knowledge;
- An intuitive user-interface for expert users without technological background;
- Diverse presentation options for data-analysis in the form of diagrams, graphs or geographical distribution;
- Bespoke or custom solutions offered as a part of other projects and instances of extended analytics reporting or visualization capabilities are not considered under this category.

Data Preparation and Integration Platforms

The software vendors and solution providers considered for this quadrant provide readily available platforms, designed to support enterprises in collecting, ingesting, collating, preparing, transforming as well as integrating data across a variety of enterprise applications and systems, business units, partners and customers. Enterprises expect platform and solution vendors with expertise in handling heterogeneous data, prebuilt connectors for critical applications, data discovery, tagging and intelligence-driven data preparation capabilities.

Eligibility criteria:

- The platform should have the ability to handle data from several sources;
- The provider should have (cloud) platform for supporting data maintenance activities, including deletion of data (even after expiration date) as well as self-service capabilities;
- Resources and expertise in the storage, management and maintenance of data in a cloud environment in respective regional markets;
- Approach, methodology and depth of solution portfolio;
- Ability in providing independent consultation and choice of deployment methods.

Quadrants by Region

Quadrants	U.S.	Germany	Brazil
Self-Service Business Intelligence Platforms	✓	✓	✓
Data Preparation and Integration Platforms	✓	✓	✓

Schedule

The research phase falls in the period between **June and September 2021**, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in **November 2021**.

Milestones	Beginning	End
Survey phase	June 21, 2021	July 30, 2021
Sneak previews	September 10, 2021	
Press release	November 2021	

Please click this [link](#) to view/download the ISG Provider Lens™ 2021 research agenda.

Link to Survey

Your participation is just a click away. Please use our [IPL Portal](#) for submitting information. Use the credentials that you have already created. If you have not created them yet, please use your email ID as UserName and generate your individual password by clicking "forgot password" option.

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.

Partial list of companies being invited for the survey

Are you in the list or do you see your company as relevant provider that is missing in the list? Then feel free to contact us to ensure your active participation in the research phase.

1010Data	Exalate	SAP
Action	Google	SAS
Adobe	Hitachi Vantara	Sisense
Alteryx	IBM	Skyvia
Astera	Infor Birst	SnapLogic
Automate.io	Informatica	Snowflake
AWS	Information Builders	Software AG
Board	Integrately	Splunk
Bosch	iTAC	Stone Age
Bridgei2i	iTizzimo	Syncsort
Buxtonco	Jitterbit	Tableau
Celigo	KNIME	Talend
Cubeware	Looker	Teradata
CYS	Martini	TIBCO
Databricks	Microsoft	Tray.io
Datameer	MicroStrategy	Trifacta
datapine	Mulesoft	Triscal
Datawatch	Oracle	Viking Analytics
Dell Boomi	Orchestra Networks	Workato
Denodo	pmOne	Xplenty
Domo	PTC	Yellowfin
Dundas	Qlik	Zensar
Empolis	Salesforce	Zoho Analytics
eoda	Sankhya	

Your Contact for this study



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Do you need any further information?

If you have any questions, please do not hesitate to contact us at isglens@isg-one.com.