Master Data Management

Providing companies with consistent, quality data to improve productivity and performance and ensure a better employee, partner and customer experience

MASTER DATA MANAGEMENT

IBM

INFORMATICA

RELTIO

CONSTELLATION
ShortList™

6

solutions
to know

RIVERSAND

SEMARCHY

TIBCO EBX

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

About This Constellation ShortList™

Master data management (MDM) is both a technology and methodology for linking, centralizing and maintaining enterprise data to a singular point of reference. MDM programs typically include a methodology to support data governance and ensure data quality across the enterprise. This requires a common definition of terms and entities across an organization and a consistent data quality approach for classifying, transforming, augmenting, mastering, securing, delivering and refreshing enterprise data.

MDM in the past addressed entities such as customer, product, supplier and other specific domains. Today, most MDM systems can handle multidomain models across multicloud architectures. As migrations to the cloud accelerate, it's increasingly important to consider the availability of software-as-a-service options and cloud-native deployment options, integrations and partnerships.

This Q1 2021 update removes Stibo Systems from this ShortList due to what Constellation sees as slow progress on cloud deployment options.

Threshold Criteria

Constellation considers the following criteria for these solutions:

- Information integration
- Data quality
- Data governance
- Multidomain (i.e., customer, product, supplier, reference data, sites, location)
- Multiple deployment models: on-premises, hybrid cloud and multicloud
- Industry-specific templates and accelerators
- Self-service business rules
- Support for data privacy rules and regulations
- Customer references

The Constellation ShortList™

Constellation evaluates more than 15 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

- IBM
- Informatica
- Reltio
- Riversand
- Semarchy
- TIBCO EBX

Frequency of Evaluation

Each Constellation ShortList will be updated at least once per year. There could be an update after six months, should the analyst deem it necessary.

Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes

Data to Decisions

Marketing & Sales Effectiveness

Next-Generation Customer Experience

Technology Optimization

To learn more:
Visit www.constellationr.com/ShortList
or email shortlist@constellationr.com

Doug Henschen
Vice President and Principal Analyst

Doug Henschen focuses on data-driven decision-making. His Data-to-Decisions research examines how organizations employ data analysis to reimagine business models and gain a deeper understanding of customers. His research acknowledges the fact that innovative data-driven applications require a multidisciplinary approach, starting with integration and orchestration technologies, including next-generation data platforms, continuing through business intelligence and analytics, and harnessing third-party data enrichment and cutting-edge machine learning and deep learning techniques.