Five Providers of Data Intelligence Software Platforms Named IDC Innovators

FRAMINGHAM, Mass., February 6, 2019 – International Data Corporation (IDC) today published an IDC Innovators report profiling five companies that are disrupting the data integration and integrity software market with differentiated data intelligence software platforms. The five companies named IDC Innovators are Alation, Collibra, erwin Inc., Reltio, and Unifi Software.

Data intelligence software is a view of functional segments in the data integration and integrity software market as defined by IDC. These segments include data profiling and stewardship, master data definition and control, data cataloging, and data lineage management. This view was created to size and forecast software that is used in the processes of data governance, data quality management, and self-service data – each having become significant in this new era of digital transformation and complex regulatory restrictions.

"Data intelligence software provides resources across business and IT with information to improve data literacy and knowledge, supporting data governance and protection capabilities that can enable the organization with data," said Stewar t Bond, director of Data Integration and Integrity Software research at IDC. "Vendors profiled in this report are disrupting the market with new innovations that insert automation, collaboration, and machine learning into collecting, managing, and analyzing the data about data."

Alation is an automated data catalog capable of capturing data location and utilization metrics combined with crowdsourcing and collaboration to help identify high-value data and reveal business nuances.

Collibra is a data governance solution with a suite of capabilities that provide data stewards, governance managers, and data executives with the knowledge necessary to find, protect, and improve trust in data.

erwin Inc. provides a data governance platform surrounded by data mapping, business process, enterprise architecture, and data modeling capabilities that provide a data-first focus in enterprise context.

Reltio is a modern master data management platform in the cloud, including reference data management, data profiling, data quality, workflow, collaboration, and data relationship graphing for 360-degree multidomain views of master data.

Unifi offers a data cataloging and preparation platform enhanced with a knowledge graph that captures how people work with data and an artificial intelligence (AI) capability that learns from data and metadata to improve user experience.

The report, *IDC Innovators: Data Intelligence Software Platforms, 2019* (IDC #US43554518), profiles five companies that offer compelling and differentiated data intelligence software platforms.

About IDC Innovators

IDC Innovators reports present a set of vendors – under $100 million in revenue at time of selection – chosen by an IDC analyst within a specific market that offer an innovative new technology, a groundbreaking approach to an existing issue, and/or an interesting new business model. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies. Vendors in the process of being acquired by a larger company may be included in the report provided the acquisition is not finalized at the time of publication of the report. Vendors funded by venture capital firms may also be included in the report even if the venture capital firm has a financial stake in the vendor's company. IDC INNOVATOR and IDC INNOVATORS are trademarks of International Data Group, Inc.

For more information about IDC Innovators research, please contact Karen Moser at kmoser@idc.com.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading media, data and marketing services company that activates and engages the most influential technology buyers. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC and LinkedIn.

About IDC

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting http://www.idc.com/.

IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. Additional information can be found at www.idc.com.

All product and company names may be trademarks or registered trademarks of their respective holders.

For more information contact:

Michael Shirer
press@idc.com
508-935-4200