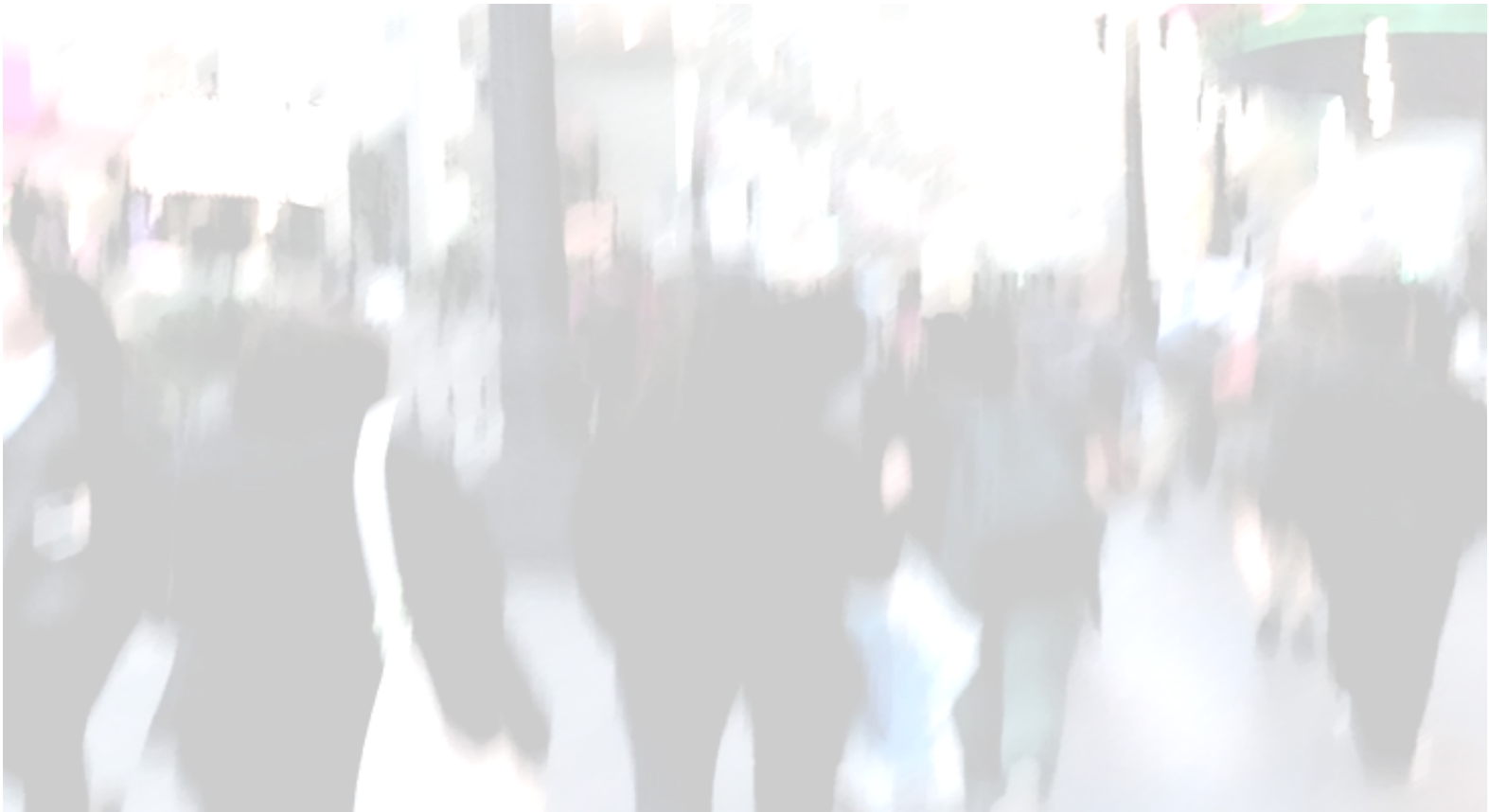June 15, 2022

Dresner Advisory Services, LLC

2022 Edition

Data Catalog Study Excerpt

Wisdom of Crowds® Series

Licensed to Orion Governance

Executive Summary

- Data catalogs provide the technology to simplify the creation of and access to analytical content and provide collaboration and governance capabilities for that content to make it more trustworthy and broadly available. Our data catalog research examines user segment requirements and priorities with a focus on simplified data navigation/access, governance, and content collaboration capabilities.

- In 2022, data catalog ranks 15th among the 51 BI technologies and initiatives we study and rank. Notable is the percent of respondents that rank data catalogs as *critical*, which is rising year over year with almost 20 percent of this year's survey respondents ranking it as critical (almost doubling the percent of critical importance compared to 2017. Similarly, the percent of respondents that consider data catalog to be *not importan*t declines from 15 percent in 2017 to approximately 5 percent in 2022.

- This year, more than half (52 percent) of respondents indicate analytic consumers and use cases have difficulty (*impossible*, *difficult*, or *somewhat difficult*) locating/accessing relevant analytic content. The most notable change in 2022 comes from the increase in the percentage of respondents that indicate an increase in how difficult it is to find analytic content (from 12-19 percent). Also of note is an increase in the percentage of respondents that indicate that it is *extremely ea*sy to find analytic content (5-7 percent).

- A data catalog needs to have associated training (including data literacy) and change management programs to be successful. In 2022, the BI Competency Center (BICC) is the organization function that rates data catalog functions and process higher than other functions within an organization. This can most likely be attributed to a BICC charter to increase the access and usability of data for various analytic users and use cases and to increase an organization's overall data literacy (i.e., providing needed training on how to access and use data and data catalogs effectively for analysis).

- The importance of data catalogs goes up directly with the size of the organization. Most larger organizations have multiple data sources and analytic use cases that require the data governance and collaboration capabilities of data catalogs.

- The top three data catalog feature priorities for 2022 are *includes a data dictionary*, *catalog multiple databases*, and *integration with self-service data-prep tools*. These are the same top priorities since our 2019 report. Of note, data catalog features for *cloud* and *Hadoop-based sources* are the lowest-priority features. We think, however, that cloud data sources will become a much higher priority for data catalogs as organizations' data (both operational and analytic)

move to the cloud. For several years, we observed declining interest and deployment for Hadoop-based sources.

- In 2022, 74 percent of our market survey respondents indicate that *governing content creation and sharing* (e.g., via policies, controls, and applied technologies) is *very important* or *critical* to their organizations today. Respondents in our survey who placed higher importance on content governance also report that their success with BI is higher than respondents who placed a lower level of importance on governance.

- In our 2022 sample, the *critical* importance of governing analytic content is especially high in *Healthcare* and *Consumer Services* industry respondents. Respondents from *Government* organizations give the lowest relative overall importance rating.

- As organization size grows, so does complexity, regulation, risk, etc. So, we are not surprised to find *very large organizations* reporting the *highest importance in content governance features*. Very large organizations also tend to be well established and have more policies and controls over time. *Smaller and mid-sized organizations* with 101-1,000 employees show relatively *low interest in governance features* overall.

Data Catalog Vendor Ratings

In rating the vendors, we considered all data catalog, collaborative, and governance features as reported by vendors and weighted by users. Thus, this chart (fig. 43) represents the vendors with the strongest (or most complete) capabilities. Of the top-rated vendors most offer dedicated data catalog products, while others include this functionality as a part of a broader (e.g., business intelligence) solution.
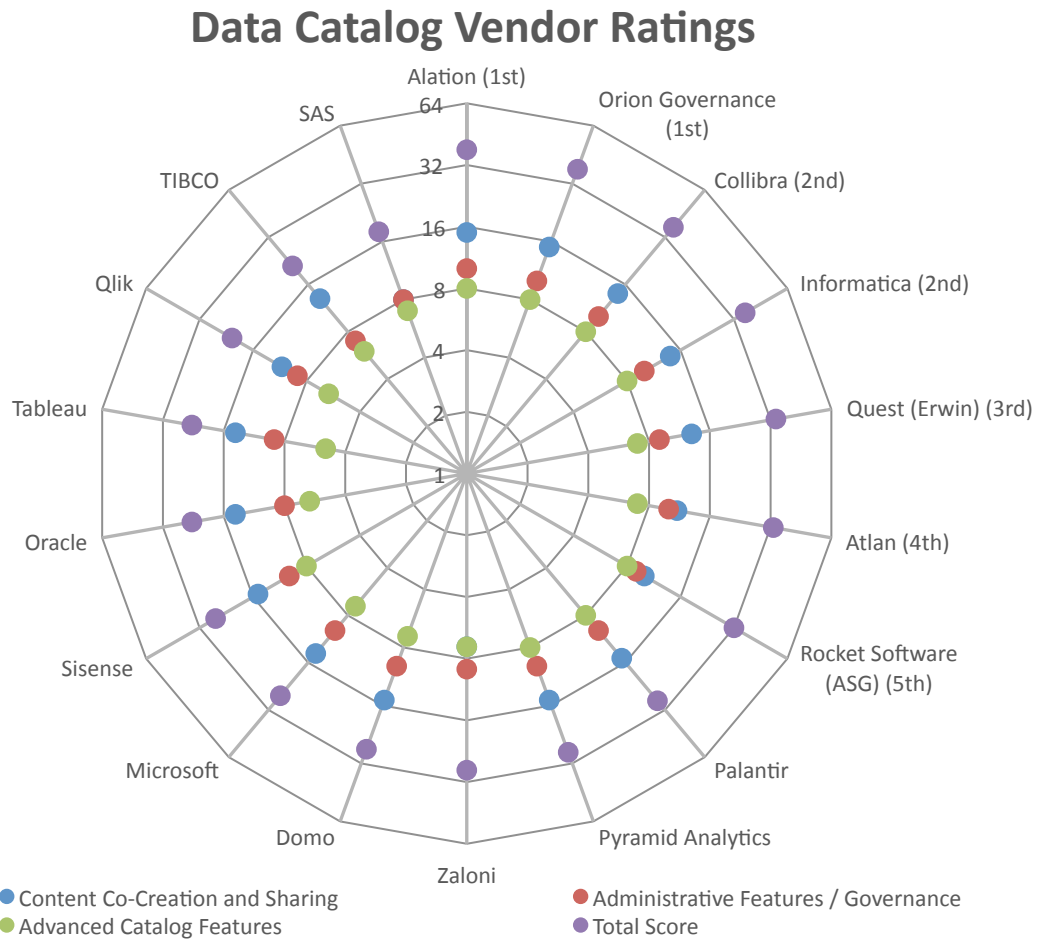

Figure 1 – Data catalog vendor ratings

*A logarithmic scale is used for the scoring chart to address skewness towards larger values

About Howard Dresner and Dresner Advisory Services

The Dresner Advisory Services Data Catalog Study was conceived, designed, and executed by Dresner Advisory Services, LLC—an independent advisory firm—and Howard Dresner, its President, Founder and Chief Research Officer.

Howard Dresner is one of the foremost thought leaders in business intelligence and performance management, having coined the term "Business Intelligence" in 1989. He has published two books on the subject, *The Performance Management Revolution – Business Results through Insight and Action* (John Wiley & Sons, Nov. 2007) and *Profiles in Performance – Business Intelligence Journeys and the Roadmap for Change* (John Wiley & Sons, Nov. 2009). He lectures at forums around the world and is often cited by the business and trade press.

Prior to Dresner Advisory Services, Howard served as chief strategy officer at Hyperion Solutions and was a research fellow at Gartner, where he led its business intelligence research practice for 13 years.

Howard has conducted and directed numerous in-depth primary research studies over the past two decades and is an expert in analyzing these markets.

Through the Wisdom of Crowds® Business Intelligence market research reports, we engage with a global community to redefine how research is created and shared. Other research reports include:

- Wisdom of Crowds® Flagship BI Market Study
- Analytical Data Infrastructure
- Data Engineering
- Data Science and Machine Learning
- Embedded Business Intelligence
- Enterprise Performance Management

Howard conducts a bi-weekly Twitter "tweetchat" on Fridays at 1:00 p.m. ET. During these live events, the #BIWisdom "tribe" discusses a wide range of business intelligence topics.

He is also founder and co-chair of the annual Real Business Intelligence conference.

You can find more information about Dresner Advisory Services at www.dresneradvisory.com.

About Bill Hostmann

Bill Hostmann is VP and Research Fellow with Dresner Advisory. His area of focus includes trends in Analytic Data Infrastructures (ADI)—integrating and managing the information and information models used by BI, Advanced Analytics, and CPM/PM applications.

Bill has more than 20 years of product management experience at the intersection of business intelligence/analytics and data analytics infrastructure, including positions in product and general management at Gemstone Systems, Informix, and Informatica.

He spent 14 years as a research analyst at Gartner, including several years as a VP and Distinguished Analyst for BI/Analytics. Bill's academic education includes BSEE, MSCS&EE, and MBA degrees.

About Brian Wood

Brian Wood is a Research Director with Dresner Advisory Services. Brian has over 30 years in the consulting, systems integration, and software business, working with multinational clients that ranged from Financial Services, Consumer Packaged Goods, Life Sciences, and Manufacturing.

Brian was a Research Director and Analyst at Gartner covering CRM, Architecture and Integration, "Governance, Risk, and Compliance" (GRC), and Corporate Performance Management (CPM).

Brian holds a BS in Finance and an MBA in International Business from the University of Rhode Island (URI).

About Michael Moran

Michael Moran is a Research Director with Dresner Advisory. His area of focus is data management at an enterprise level, spanning both Analytic Data Infrastructures (ADI) and Operational Data Infrastructures (ODI) focusing on the Chief Data Officer (CDO), data governance, and master data management (MDM).

Michael has more than 20 years' experience in the application of data to address business and mission requirements. He was a member of the Data & Analytics Team of Gartner covering the topics of Chief Data Officer (CDO), Enterprise Information Management (EIM), Data Governance, and Master Data Management (MDM).