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# The Forrester Wave™: Data Governance Stewardship Applications, Q1 2016

## Seven Providers Support The Data Governance 2.0 Journey

by Henry Peyret
February 22, 2016

## Why Read This Report

Data has proven itself a strategic asset for digital transformations and is becoming key to everything from improved marketing to exploring new business models. In this expanded role, data governance (DG) must also evolve and actively engage business executives. Enterprise architecture (EA) professionals can start here with Forrester's 33-criteria evaluation of data governance stewardship applications. We identified seven providers that support this new view of data governance — BackOffice Associates, Collibra, Data3Sixty, Datum, Diaku, Global Data Excellence, and IBM — and researched, analyzed, and scored them.

## Key Takeaways

**Collibra And Global Data Excellence Lead The Pack**
Forrester's research uncovered a market in which Collibra and Global Data Excellence lead the pack. BackOffice Associates, Data3Sixty, Datum, Diaku, and IBM offer competitive options.

**Collaboration, Impact Analysis, And Valuation Are Key Differentiators**
Many firms' data governance capabilities fall short of addressing business users' demand for improved collaboration, impact analysis, and data valuation within the context of data governance. Vendors that can provide these capabilities in addition to solid integration with data management tools position themselves to successfully deliver business value out of data governance.

**Enterprise Architecture Pros Are Looking For Data Governance Stewardship Applications**
Data governance stewardship applications are an emerging and fast-growing market, but requirements and data governance objectives differ broadly from one company to another. Use Forrester's downloadable Excel tool to analyze our criteria and scores for each vendor and adapt the criteria weightings to best suit your needs.

# The Forrester Wave™: Data Governance Stewardship Applications, Q1 2016

## Seven Providers Support The Data Governance 2.0 Journey

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Februray 22, 2016

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## Notes & Resources

Forrester conducted product evaluations in November 2015 and interviewed seven vendors and their customer references: BackOffice Associates, Collibra, Data3Sixty, Datum, Diaku, Global Data Excellence, and IBM.

## Related Research Documents

Customer Ecosystems Demand Outcome-Oriented Data Governance

Data Governance Equals Business Opportunity. No, Really

Vendor Landscape: Data Governance Stewardship Applications

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## Data Governance Requires A Renewed Focus

Enterprises now recognize that data is a crucial asset for supporting both the age of the customer and digital business. Companies no longer see data as just supporting internal processes but also as a means to develop new products, provide a better customer experience, drive better operational excellence, and sometimes, to show the way to new business models. Enterprise architecture professionals have long valued the data governance benefits of ensuring data quality and clarifying lineage, semantics, and context for internal processes. In the digital business era, EA pros are also looking to help their firms derive external value by selling their data to aggregators or providing APIs for data access. However, this drives a renewed and intense focus on data governance pertaining to data usage and associated constraints such as privacy and the applicability of predictive analytics algorithms and data visualizations. As a result, this new form of data governance — what Forrester calls DG 2.0 — requires a focused involvement from business executives and subject matter experts rather than simply the technical or regulatory staff historically associated with data governance.[1]

### New Data Governance Applications Must Convince Business And Technical Stewards Alike

Until now, most of the data governance tools available have tackled issues like data quality and the data life cycle by embedding light data governance features along with data management features. However, these have mainly targeted technical staff. Data governance features make these tools more technically efficient in areas like quality rules or when addressing storage efficiency and costs.

In response to the new DG 2.0 demands, a new market for data governance application is emerging, one in which both technical and business staff — stewards — manage policies. These new applications, like previous generations, deliver a strong business glossary capability, but they don't stop there. Vendors are introducing additional features addressing the roles of business in addition to technical stewards' concerns.

## Data Governance Stewardship Application Evaluation Overview

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

### Our Evaluation Criteria Target Policy Management, Stewardship, And Valuation

After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 33 criteria, which we grouped into three high-level buckets:

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› **Current offering.** We evaluated the ability of data governance stewardship applications to deliver the following capabilities out of the box: 1) policy management and types; 2) stewardship management; 3) data and governance valuation; 4) project management; 5) a robust platform; and 5) templates, framework, and method.

› **Strategy.** We evaluated 1) product strategy, including planned enhancements, key partners, and the vendor's view of their target market and 2) product pricing and pricing options.

› **Market presence.** We evaluated the vendors' installed base, revenue, revenue growth, staffing, and partners.

## Evaluated Vendors Focus On The Involvement Of Business Stewards

Forrester included seven vendors in this assessment: BackOffice Associates, Collibra, Data3Sixty, Datum, Diaku, Global Data Excellence, and IBM. Each of these vendors (see Figure 1):

› **Goes beyond a simple business glossary.** A business glossary stores semantics to define vocabulary as well as some data policies like business and quality policies. We were looking beyond these business-glossary foundational features for added functionality, including assessing policies for their impact on data, on processes, or on other policies. We were also looking for applications capable of ranking policies for their efficiency or for providing the most value to the business.

› **Targets the management of policies and rules, not their execution.** Data management software such as data quality (DQ), master data management (MDM), or life-cycle management products execute policies and focus on technology management efficiency. Most of these management tools lack advanced policies management such as collaboration features and policy impact analysis to address business users' concerns. We selected applications with value-add for business users, excluding the applications that only execute policies.

› **Provides advanced collaboration capabilities to involve business stewards.** For most users, data governance is a change management process dedicated to data; for example, assessing issues regarding changes to DQ policies. In DG 2.0, the data governance application should not only support a static, predefined process but should be able to learn from the past, involve different subject matter experts on the fly, and treat exceptions as a special case. Governance needs to become more agile by means of dynamic collaboration.

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**FIGURE 1** Evaluated Vendors: Product Information And Selection Criteria

| Vendor Name | Product name |
|---|---|
| BackOffice Associates | BackOffice Associates Data Stewardship Platform |
| Collibra | Collibra Data Governance Center |
| Data3Sixty | Data3Sixty Data Governance Collaboration Suite |
| Datum | Information Value Management |
| Diaku | Diaku Axon |
| Global Data Excellence | Data Excellence Management System (DEMS) |
| IBM | IBM InfoSphere Master Data Management Enterprise Edition |

**Inclusion criteria**

**Policies management.** The vendor's product supports policy management and different policy types as well as advanced policy functions. The solution considers the workflow of creation, assessment, revocation, auditing, vidualization and navigation of policies, and different lineage per roles.

**Stewardship management.** The vendor's solution supports a comprehensive approach to stewardship management. Key areas include workflow of creation, missing stewards detection, and RACI tables.

**Collaboration and business steward dashboards.** The vendor's product supports process management and other forms of collaboration. Key areas include automatic routing, escalation, to-do list generation, task assignment, and dynamic case or expert management.

Note: All products were evaluated from November 2015 to January 2016.

## Data Governance Stewardship Application Evaluation Analysis

The evaluation uncovered a market in which (see Figure 2):

› **Collibra and Global Data Excellence lead the pack.** These vendors offer breadth of coverage for features as well as a methodology to help you evolve in your own DG 2.0 journey. They offer a range of policy and stewardship management capabilities to address most business stewards' challenges. Each of the vendors also demonstrated an understanding of current and future requirements for DG 2.0 with a convincing go-to-market strategy that aligns with market evolution.

› **BackOffice Associates, Data3Sixty, Datum, Diaku, and IBM offer competitive options.** BackOffice Associates puts data governance around packaged applications' migration or day-to-day operations. Data3Sixty is limited to one vertical — financial services — but has great potential, particularly for governing external data sources, which is becoming increasingly important as marketers build on external data sources to develop customer insights. Datum is head-to-head with our Leaders in terms of product offering, aligning very well with pragmatic business users' concerns, but it lacks the DG 2.0 vision it needs to help build its future road map. Diaku's value lies
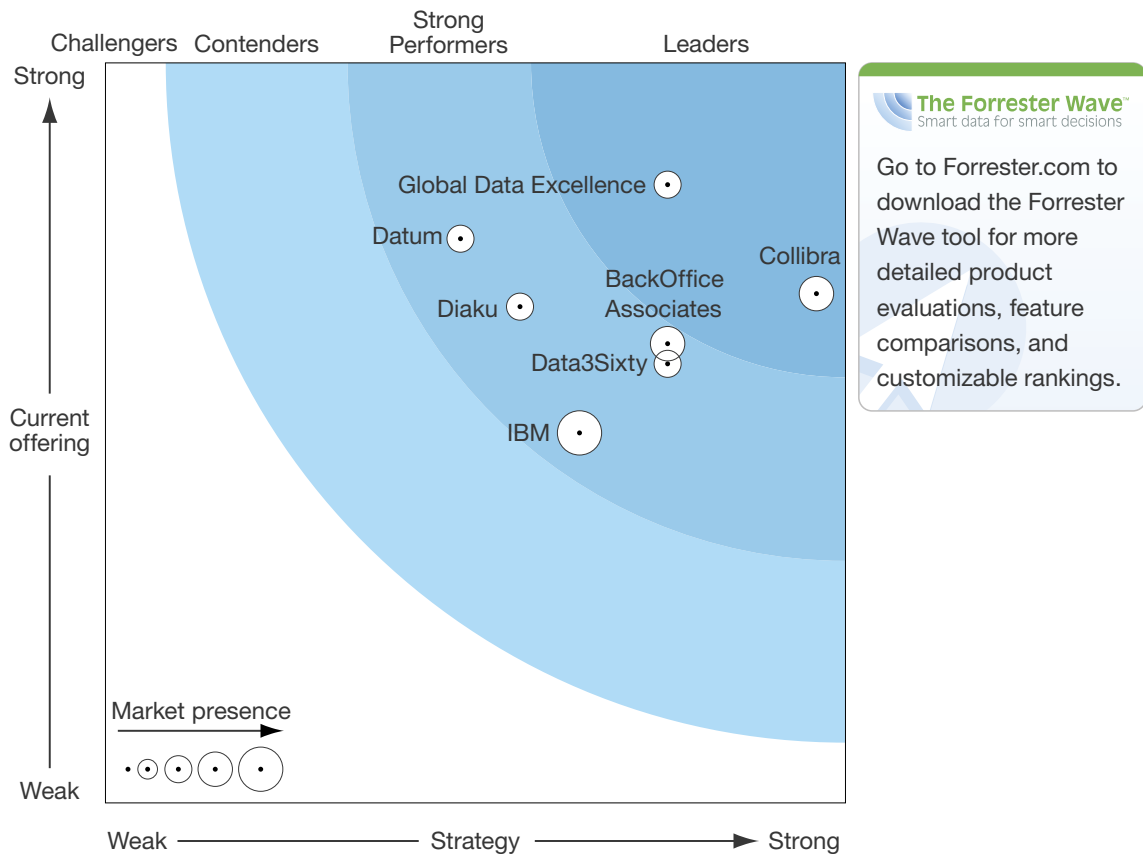
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in providing a multidimensional data context useful for developing big data and predictive analytics usage scenarios. Finally, IBM offers new collaboration features based on its business process management (BPM) product.

Forrester intends this evaluation of the data governance stewardship application market to be a starting point only. Each user company has its own approach to data governance evolution and is at a different maturity level regarding change management. User companies should develop their data governance strategies to accompany their own data governance journeys. On the market front, data governance stewardship application is emerging as a new market, and these products are attacking data governance challenges from very different perspectives. We've seen examples of large companies choosing to adopt two or three of these products together to satisfy their different data governance strategic objectives. Our advice: Don't choose a vendor that doesn't fit your DG objectives! Clients should not simply shortlist the Leaders in this Forrester Wave evaluation, as it's possible that the Strong Performers may better fit your own DG 2.0 journey and DG maturity. We also strongly encourage clients to view our detailed product evaluations and adapt the criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool.

**FIGURE 2** Forrester Wave™: Data Governance Stewardship Application, Q1 '16

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**FIGURE 2** Forrester Wave™: Data Governance Stewardship Application, Q1 '16 (Cont.)

| | Forrester's Weighting | BackOffice Associates | Collibra | Data3Sixty | Datum | Diaku | Global Data Excellence | IBM |
|---|---|---|---|---|---|---|---|---|
| CURRENT OFFERING | 50% | 3.10 | 3.44 | 2.97 | 3.81 | 3.35 | 4.18 | 2.50 |
| Policy management and types | 20% | 3.00 | 3.60 | 3.60 | 4.70 | 3.00 | 4.40 | 2.20 |
| Stewardship management | 20% | 3.00 | 5.00 | 5.00 | 5.00 | 5.00 | 3.00 | 3.00 |
| Data and governance valuation | 20% | 3.00 | 1.00 | 2.00 | 3.00 | 3.00 | 5.00 | 3.00 |
| Project management | 5% | 5.00 | 5.00 | 1.00 | 5.00 | 5.00 | 5.00 | 3.00 |
| Platform | 20% | 3.20 | 3.70 | 2.10 | 3.05 | 2.80 | 3.50 | 2.40 |
| Templates, frameworks, and method | 15% | 2.75 | 3.50 | 2.50 | 2.75 | 2.25 | 5.00 | 1.50 |
| | | | | | | | | |
| STRATEGY | 50% | 3.80 | 4.80 | 3.80 | 2.40 | 2.80 | 3.80 | 3.20 |
| Product strategy | 80% | 4.00 | 5.00 | 3.50 | 2.50 | 2.25 | 4.00 | 3.25 |
| Cost | 20% | 3.00 | 4.00 | 5.00 | 2.00 | 5.00 | 3.00 | 3.00 |
| | | | | | | | | |
| MARKET PRESENCE | 0% | 3.14 | 3.66 | 2.10 | 2.44 | 2.14 | 2.64 | 4.20 |
| Installed base | 20% | 3.50 | 3.00 | 1.00 | 2.00 | 1.50 | 2.00 | 5.00 |
| Revenue | 10% | 3.00 | 2.00 | 1.00 | 2.00 | 1.00 | 1.00 | 5.00 |
| Revenue growth | 20% | 0.00 | 3.00 | 5.00 | 5.00 | 3.00 | 5.00 | 1.00 |
| Staffing | 20% | 3.20 | 3.80 | 1.00 | 1.20 | 1.20 | 1.20 | 5.00 |
| Partners | 30% | 5.00 | 5.00 | 2.00 | 2.00 | 3.00 | 3.00 | 5.00 |

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

## Vendor Profiles

### Leaders

› **Collibra provides a platform for different use cases in many vertical industries.** Collibra delivers a cloud and on-premises data stewardship application with one of the best sets of features currently available for this emerging market. It offers good support for policy and stewardship management, integration, and configuration. However, its data governance valuation and templates need work, and it could improve its collaboration capabilities. Collibra is a good solution for customers seeking data governance that can extend enterprisewide across a variety of different domains and use cases. Among emerging vendors, Collibra has the largest market presence, demonstrating its ability to support its various customers. Current clients start using Collibra for its business glossary but rapidly evolve to a broad set of governance activities that deliver more value to different stakeholders. This solution is a good fit for any company engaging in initiatives for data and information governance, with the exception of those for which data valuation is a primary criterion.

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› **Global Data Excellence reveals a strong vision for the future of data governance.** Global Data Excellence offers a cloud and on-premises data governance stewardship platform with strengths in policy management, data and data governance valuation, integration, and ease of implementation. This last feature is thanks to a methodology that involves starting small, demonstrating value, and then expanding. These strengths mean the product can address the most ambitious data governance efficiency initiatives. This vendor's weaknesses are customization, difficult-to-interpret dashboards, and collaboration. Global Data Excellence's multiple angles and focus on records (e.g., policies that first touch the customers generate the most benefits or revenue) are transforming data governance into a strategy for companies that want to progress toward excellence through governance and data, not just through process.

## Strong Performers

› **BackOffice Associates has a strong track record with SAP customers.** This vendor provides a highly adaptable data stewardship platform that enables users to develop data governance projects, particularly those involving data migration to SAP environments and the improvement of data quality, data uniqueness, and archiving. BackOffice Associates also has customers that are on Oracle, Salesforce, and SuccessFactors, but it works particularly well in the SAP environment, thanks to its Solution Extension partnership with products such as SAP Information Steward Accelerator and SAP Advanced Data Migration Solutions. BackOffice Associates provides numerous data object templates as well as a methodology to accelerate implementing the data governance journey. It needs to strengthen its data valuation, user interface, and integration capabilities beyond SAP, and cloud deployments are in the road map for 2016.

› **Data3Sixty offers a solution for financial firms to govern data in ecosystems.** Data3Sixty delivers a cloud-based, easy-to-use, and flexible platform that focuses on financial firms using external data sources. It provides good support for policies, stewardship for external and internal data stewards, community, collaboration capabilities across companies, and external data source management. However, its support for data valuation and collaboration needs work. Fifty percent of Data3Sixty's sales are through financial data service providers; finance companies that want to govern and optimize their external data source providers and costs will find it a useful solution. The capability to govern data at the ecosystem level will eventually become the norm as companies begin to sell their data within internal and external "data economies," where demand is driven by governance objectives and data usage.

› **Datum addresses ambitious data governance initiatives.** Datum provides a cloud-based and on-premises data governance platform that values the impact of data on processes. It helps build data context and provides good support for policies and stewardship as well as strong vertical and horizontal templates for accelerating data governance improvements. This vendor has one of the best sets of capabilities for supporting typical data governance initiatives. Its collaboration methodology needs some attention, and its strategy needs longer-term vision to support

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customers' DG 2.0 journeys. Complex organizations with broad but pragmatic DG issues, like huge migrations to enterprise resource planning (ERP) systems such as SAP, should consider Datum because of its partnership with SAP.

› **Diaku builds data context from a business glossary.** Diaku provides a cloud and on-premises platform that helps build a shared understanding of data and its usage. Its strengths are its ease of implementation, flexibility for collaboration, and ability to rapidly build lineage and graphical metrics. Areas for improvement include data and data governance valuation, privacy policies, integration, and providing additional dashboards out of the box for different business and technology management users. Diaku is a good fit for companies that want to build data context quickly around multiple internal sources of data.

› **IBM helps those who want a strong DG 1.0 approach.** IBM is a recognized leader in executing data governance policies, with multiple products covering data quality, MDM, the data life cycle (with Optim), and security (with Guardium). In Q4 2014, IBM added a policy management capability called Stewardship Center based on its well-known BPM product. IBM's strengths are its workflow capabilities and the ability to securely share the business glossary between IBM data management tooling, such as MDM and DQ, and integration for data models. However, dashboards, methodology support within the application, and other integrations need additional work. IBM started the journey toward DG 2.0 with its Stewardship Center but in the future should benefit from its investment in Apache Atlas support, an open source platform for data governance for Hadoop, to build its next-generation data governance stewardship application. It best suits enterprises that want to remain IBM-only and need support primarily for DG 1.0 objectives.

## Vendors Not Included In This Evaluation

Forrester looked at other vendors that were not yet ready to be included in this Forrester Wave evaluation.

› **Alex Solutions.** This Australia-based startup software company produces a generalist governance, risk, and compliance platform and is transforming it into a data governance stewardship application by adding metadata scanners and data quality modules. The product launched in March 2015. It focuses mainly on risk analysis and provides support for the data governance life cycle (including a decommissioning system) and data quality, but it can easily extend to tackle privacy concerns. Forrester was not aware of this product at the time of the Wave selection process in October 2015.

› **ASG.** Enterprises have long recognized this platform as a central repository for either enterprise architecture or data-centric models. The vendor has repositioned it in the past as a business glossary for data and information and is now transforming it into a broader offering called ASG-metaRDM, which not only uses the repository but really delivers more value to new stakeholders, including the business. ASG repositioned this product after our selection of participants in October 2015.

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› **SAP.** In November 2015, SAP announced a new version of Information Steward, which provides policy management to help centralize policy creation and maintenance to share knowledge, improve collaboration with business users, and simplify centralized governance.[2] SAP Data services and SAP MDG can then execute the policies. SAP provides data quality scorecards to monitor data governance progress. SAP announced the new features after the selection of participants in October 2015.

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## Supplemental Material

### Online Resource

The online version of Figure 2 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 data sources to assess the strengths and weaknesses of each solution. We evaluated the vendors participating in this Forrester Wave, in part, using materials that they provided to us by January 2016.

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

› **Customer reference surveys.** To validate product and vendor qualifications, Forrester also conducted reference surveys with two 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. We intend these default weightings 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.

## 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] Forrester started documenting the shift toward DG 2.0 in 2013, knowing that it would transform data governance. However, every industry is facing DG 2.0 with different entry points as well as different future concerns. Despite that, three major changes characterize DG 2.0: a shift from predefined to feedback-based policies (transforming

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governance using continuous learning and adapting policies to make governance more agile); expansion of data governance into new domains; and convergence of policies and rules across siloes and domains. See the "Vendor Landscape: Data Governance Stewardship Applications" Forrester report.

[2] Source: "SAP Information Steward Document Version: 4.2 Support Package 6 (14.2.6.0) Release Notes," SAP, November 20, 2015 (http://help.sap.com/businessobject/product_guides/sboIS42/en/is_426_release_notes_en.pdf).

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