

# The Forrester Wave™: Enterprise Insight Platforms, Q1 2019

The Nine Providers That Matter Most And How They Stack Up

by Brian Hopkins  
January 7, 2019

## Why Read This Report

In our 21-criterion evaluation of enterprise insight platforms (EIPs), which combine data management, analytics, and insight application development tooling, we identified the nine most significant ones — EdgeVerve, GoodData, Google, IBM, Microsoft, Reltio, SAP, SAS, and TIBCO Software — and researched, analyzed, and scored them. This report shows how each provider measures up and helps CIO professionals make the right choice when selecting an enterprise insight platform.

## Key Takeaways

### **IBM, Microsoft, And SAS Lead The Pack**

Forrester's research uncovered a market in which IBM, Microsoft, and SAS are Leaders; Google, SAP, TIBCO Software, and GoodData are Strong Performers; Reltio is a Contender; and EdgeVerve is a Challenger.

### **Enterprise Insight Platforms Solve A CIO Problem: Complexity Inhibits Speed**

The EIP market is growing because firms want to build systems of insight, but data growth and technology complexity make that difficult. To help their firms accelerate, CIOs are turning to vendors that unify insight team experiences with integrated, easy-to-use, and flexible tools.

### **Product Vision, Unification, And Delivery Models Are Key Differentiators**

Support for systems-of-insight development and insight teams, platform unification, and cloud delivery models will determine which providers lead the pack. Vendors that can better support all the personas of an insight team with unified experiences that feature governance and can creatively enable hybrid cloud and multicloud delivery will win.

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### Table Of Contents

#### 2 Enterprise Insight Platforms Help Business Go Faster

The Insight Platform Market Includes Diverse Vendors From Four Backgrounds

#### 4 Enterprise Insight Platforms Evaluation Overview

Evaluated Vendors And Inclusion Criteria

#### 6 Vendor Profiles

Leaders

Strong Performers

Contenders

Challengers

#### 12 Supplemental Material

### Related Research Documents

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**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**

The Nine Providers That Matter Most And How They Stack Up

## Enterprise Insight Platforms Help Business Go Faster

Forrester defines an enterprise insight platform as:<sup>1</sup>

*An integrated set of data management, analytics, and development tools that provide a general, enterprise-class platform for building systems of insight.*

Enterprise insight platforms help CIOs address the continual business demand to go faster in the face of technology complexity.

- › **CIOs feel the pain of integrating technology into big data platforms.** C-suite challenges with building systems of insight translate into CIO pain in the form of technology platform complexity (see Figure 1). For example, integrating real-time and enterprise data is the leading challenge with internet-of-things (IoT) software platforms.<sup>2</sup> Much of this integration work falls on CIOs, which can slow things down while everyone waits for technology management to integrate new capabilities from different vendors.
- › **The need for speed drives the market for integrated platforms.** Enterprise insight platforms pre-integrate most — or all — of the technology required to build systems of insight and thus help business move faster. The need to move faster and change more easily is the driving force behind customer demand for these platforms. As further evidence, on an importance scale of 1 to 10, reference customers in this Forrester Wave™ rated having a single vendor for both data management and analytics, on average, at 8.8.<sup>3</sup>
- › **The market for enterprise insight platforms will grow by double digits in 2019.** Buyers will spend \$50 billion in the broad business intelligence and information management market in 2019.<sup>4</sup> Within this market, we forecast that big data and analytics software will grow by 12% and 14%, respectively.<sup>5</sup> We expect the rising demand for more speed and agility to ensure that enterprise insight platforms will experience similar growth.

**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**  
 The Nine Providers That Matter Most And How They Stack Up

**FIGURE 1** Business Challenges With Data Growth Mean Platform Pain For CIOs

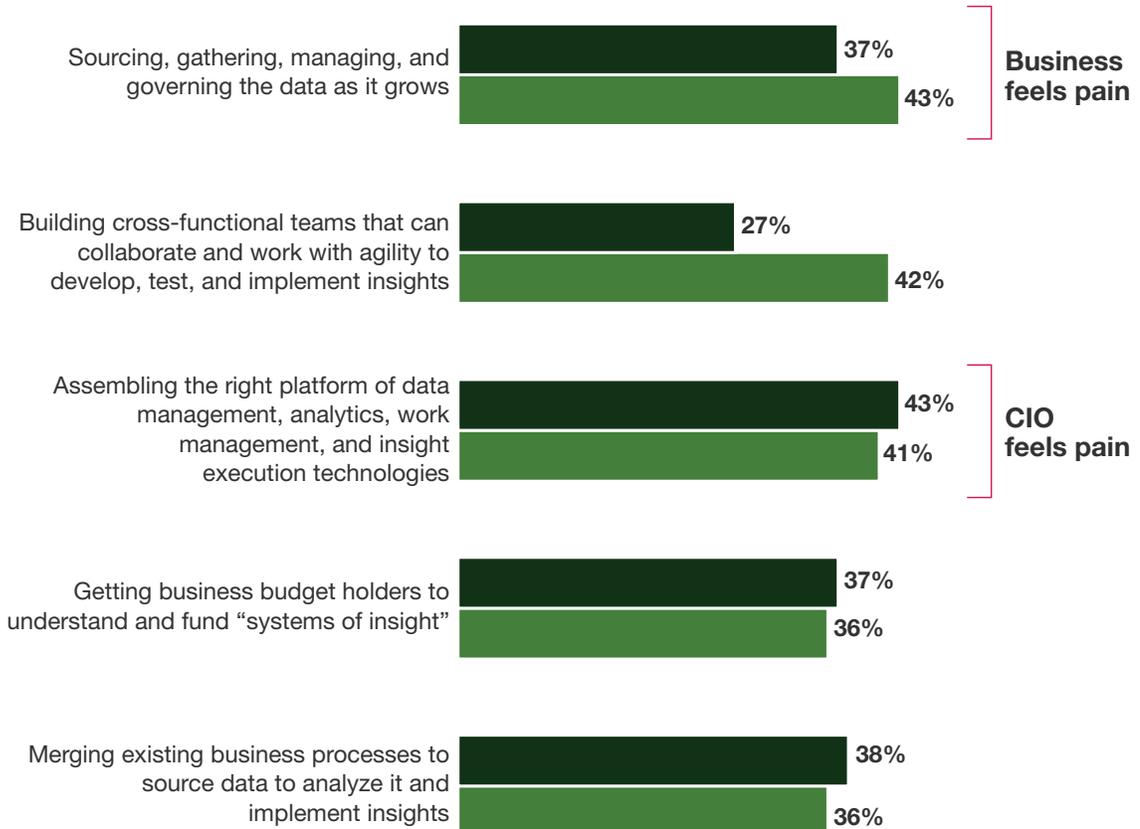
**90%**  
 say that improving the use of data insights in business decision making was a moderate or high priority in 2018.

**71%**  
 have or plan to build systems of insight to be more data-driven.

**Systems-of-insight usage barriers\***

■ CIOs

■ C-level respondents, excluding CIOs



Base: 2,879 global data and analytics decision makers

\*Base: 132 C-level respondents and 81 CIOs

Source: Forrester Analytics Global Business Technographics® Data And Analytics Survey, 2018

## The Forrester Wave™: Enterprise Insight Platforms, Q1 2019

### The Nine Providers That Matter Most And How They Stack Up

#### The Insight Platform Market Includes Diverse Vendors From Four Backgrounds

In 2016 and 2017, we evaluated two types of insight platforms — enterprise insight platform suites in 2016 and insight-platforms-as-a-service in 2017.<sup>6</sup> In 2019, we're merging the on-premises and cloud markets to include:

- › **Large ISVs that have made progress on integrated tools, delivering them in the cloud.** Since our 2016 enterprise insight platform suites Forrester Wave, large independent software vendors (ISVs) like IBM, SAS, SAP, and TIBCO Software have further unified their suites into platforms. For example, SAS Event Stream Processing now supports SAS Data Quality functions in-stream as part of the SAS Viya platform. In 2019, we'll also see ISVs leveraging cloud-native automation technologies like Kubernetes to enable multicloud deployments, as IBM and SAP have done.
- › **Hyperscale public cloud insight platform providers with matured components.** In 2017, it was inappropriate to compare the on-premises suites with platforms offered by hyperscale public cloud vendors. Firms' willingness to embrace the public cloud meant that CIOs first needed to choose a cloud strategy, then pick the best insight platform for either primarily on-premises or primarily public cloud operations. Now, public cloud providers have improved their data management and analytics capabilities to the point where it's fair to compare them with ISV platform offerings.
- › **SaaS vendors that present alternatives to ISV and hyperscale public cloud offerings.** In 2017, we covered a few software-as-a-service (SaaS) vendors in our insight-platform-as-a-service Forrester Wave. Since that time, firms like Databricks and Qubole have partnered with hyperscale cloud providers like Microsoft. A few cloud natives, including GoodData and Reltio, have embraced insight-driven principles and aspire to compete with the large ISVs and hyperscale cloud providers in the insight platform market.
- › **A systems integrator that's commercializing its intellectual property as a platform.** In 2016, we found a number of systems integrators (SIs) pondering the commercial viability of their intellectual property (IP) as a separately licensable platform. Now, Infosys' spin-off EdgeVerve has entered the enterprise insight platform software market. We expect that other SIs are watching EdgeVerve to see if its commercial software investment pays off.

#### Enterprise Insight Platforms Evaluation Overview

To assess the state of the enterprise insight platform market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top vendors. After examining past research, including a number of platform component Forrester Waves, user need assessments, and vendor and expert interviews, we developed a comprehensive set of 21 criteria, which we grouped into three high-level categories:<sup>7</sup>

- › **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include data management, analytics, insight application development tools, and platform management features.

**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**

## The Nine Providers That Matter Most And How They Stack Up

- › **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated product vision, past performance, innovation road maps, delivery models, and partner ecosystems.
- › **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's revenue and number of customers.

**Evaluated Vendors And Inclusion Criteria**

Forrester included nine vendors in the assessment: EdgeVerve, GoodData, Google, IBM, Microsoft, Reltio, SAP, SAS, and TIBCO Software (see Figure 2). Each of these vendors has:

- › **Data management tools or services.** The vendors offer well-rounded sets of integrated and complementary data management tools or services geared for analytics that include some, but not necessarily all, of the following: data persistence, data catalogs and governance tools, and data integration and operations services.
- › **Multiple analytical tools or services.** The vendors offer well-rounded sets of analytics tools and frameworks, such as business intelligence tooling, predictive analytics, machine learning (ML) and artificial intelligence (AI) services, streaming analytics capabilities, and text and entity analytics services.
- › **Insight application development tools or services.** The vendors offer some insight application development support services that deliver a unified insight team experience, insight application management, and insight activation capabilities. Vendors should also provide some insight solution accelerators, ranging from fully packaged systems to templates and best practices.
- › **Unified platform management tools or services.** The vendors offer unified platform management capabilities that include tools for automated platform provisioning, monitoring, and scaling as well as services for maintaining availability and reliability.
- › **Experience with enterprise-size firms.** We evaluated only vendors that Forrester believes are appropriate for larger clients with enterprise needs. Specifically, vendors must have at least 25 clients with 1,000 or more employees or \$500 million or more in revenue. We also required that vendors be at least five years old and capable of profitable operations.
- › **A strategic focus on insight platform enablement.** Integrating data management and analytics is a conventional vendor approach to increasing the value of their individual tools; in fact, this is so common that it would be impractical as a differentiator. Therefore, we selected only those vendors that told us that building an integrated insight platform was important. This led us to exclude some vendors that CIOs might otherwise have expected to see in our analysis.

**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**

The Nine Providers That Matter Most And How They Stack Up

**FIGURE 2** Evaluated Vendors And Product Information

<b>Vendor</b>	<b>Primary platform tools evaluated</b>	<b>Evaluated but not part of primary platform as of September 19, 2018</b>
EdgeVerve	Infosys Nia	
GoodData	GoodData Enterprise Insight Platform	
Google	Google Cloud Platform	
IBM	IBM Cloud Private for Data (ICP4D)	
Microsoft	Microsoft Azure	Microsoft Power BI; Microsoft Dynamics 365
Reltio	Reltio Cloud	
SAP	SAP Cloud Platform	SAP Data Hub
SAS	SAS Viya	SAS 9
TIBCO Software	TIBCO Connected Intelligence Cloud (TIBCO Cloud)	TIBCO Data Science; TIBCO Data Virtualization

## Vendor Profiles

We intend this evaluation of the enterprise insight platform market to be a starting point only and encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool (see Figure 3 and see Figure 4). Click the link at the beginning of this report on Forrester.com to download the tool.

**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**  
The Nine Providers That Matter Most And How They Stack Up

**FIGURE 3** Forrester Wave™: Enterprise Insight Platforms, Q1 2019

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The Nine Providers That Matter Most And How They Stack Up

**FIGURE 4** Forrester Wave™: Enterprise Insight Platforms Scorecard, Q1 2019

	Forrester's weighting	EdgeVerve	GoodData	Google	IBM	Microsoft	Reltío	SAP	SAS	TIBCO Software
<b>Current offering</b>	50%	1.62	2.86	2.94	4.31	3.82	2.19	3.90	4.12	3.40
Data management	25%	0.75	1.80	2.00	5.00	3.50	3.10	4.30	4.30	3.80
Analytics tools	35%	1.80	2.80	2.40	4.40	4.20	0.70	4.80	5.00	4.20
Insight app development tools	15%	2.60	3.40	3.40	4.00	3.70	1.70	2.60	3.60	2.60
Platform	25%	1.66	3.66	4.34	3.66	3.66	3.66	3.00	3.00	2.34
<b>Strategy</b>	50%	1.80	2.60	4.20	4.20	3.80	3.00	3.00	3.40	3.00
Product vision	20%	3.00	5.00	3.00	5.00	5.00	3.00	1.00	3.00	5.00
Past performance	20%	0.00	3.00	5.00	1.00	5.00	3.00	1.00	5.00	3.00
Innovation road map	20%	3.00	1.00	5.00	5.00	1.00	3.00	3.00	3.00	3.00
Delivery model	20%	3.00	3.00	3.00	5.00	3.00	5.00	5.00	3.00	1.00
Partner ecosystem	20%	0.00	1.00	5.00	5.00	5.00	1.00	5.00	3.00	3.00
<b>Market presence</b>	0%	1.00	2.00	5.00	3.00	5.00	1.00	5.00	5.00	3.00
Revenue	50%	1.00	1.00	5.00	5.00	5.00	1.00	5.00	5.00	3.00
Number of customers	50%	1.00	3.00	5.00	1.00	5.00	1.00	5.00	5.00	3.00

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

**Leaders**

- › **IBM has ML-assisted data cataloging and governance tools at the core of its offering.** IBM has an impressive portfolio of individual data management and analytics capabilities that have consistently scored well on individual component Forrester Waves. With IBM Cloud Private for Data, IBM has pre-integrated capabilities that allow clients to be productive in a week or less. We were also impressed with its ML-assisted data cataloging and governance tools.<sup>8</sup> IBM's platform uses Kubernetes to deploy on-premises or into the public cloud. Lastly, IBM's support for different insight team personas through tailored but unified experiences is commendable. Firms looking to unify the work of insight teams will do well on this platform.

**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**

## The Nine Providers That Matter Most And How They Stack Up

IBM's offering is a mix of legacy and new technology that some customers find needs a bit of work. In addition, the IBM Cloud SaaS platform is still different from the IBM Cloud Private for Data offering, but these will merge over time. Finally, IBM continues to mix up and rebrand its software, which confuses clients and may require that they hire IBM's consulting arm to get it right.

- › **Microsoft offers integrated, cloud-native tools that have matured rapidly.** Microsoft offers solid, easy-to-use data management and analytics components as part of its world-class Azure cloud platform. Recent additions of Databricks for Spark-based notebooks and Kafka-as-a-service round out a portfolio that leads with its mainstays of Azure Data Lake, Azure SQL Data Warehouse, and Power BI. Furthermore, Microsoft has kept pace in ML and AI APIs. Customers spoke highly of Microsoft for its rapid maturation over the past few years, making Azure a good general-purpose insight platform for firms wanting to move their big data analytics into the cloud.

Microsoft takes a fast-follower approach; therefore, customers should expect a bit of feature lag in its products. We're also disappointed that its Azure Data Lake Storage Gen2 release was still in preview at the time of this Forrester Wave; it will fix a lot of performance issues that customers regularly mention. While Microsoft does offer AI services, its multimodal predictive analytics and machine learning (PAML) tools scored poorly in previous Forrester Waves. Finally, we found this offering to be too light on data governance capabilities and self-service data preparation tooling, both of which are critical insight team capabilities.

- › **SAS features tight integration between analytics, data preparation, and governance.** SAS has a top-notch visual, predictive, and streaming analytics tool set.<sup>9</sup> SAS Viya is a modern architecture with a single high-performance analytical engine. SAS's platform also features the tightest integration we saw between different analytics capabilities, data preparation, and governance. Support for notebooks, programming for multiple languages, and more cloud options round out SAS Viya and make it a good choice for firms with mission-critical analytics needs.

SAS's historically closed architecture, measured approach to open source, and coolness to cloud hurt it; while it is taking steps, we think it needs to go faster. Further, some of the SAS components aren't yet native to its Viya architecture. Finally, SAS lacks database and data storage capabilities, preferring to focus on in-memory data persistence with and push-down processing into other data stores. A memory-heavy architecture means customers need to carefully manage available resources to maintain performance.

### Strong Performers

- › **Google remains committed to serverless, AI innovation, and open source.** Google has an unparalleled strategy of providing serverless data analytics and AI services such as AutoML; BigQueryML; and AI "building block" APIs, which work at any scale as part of its leading cloud platform.<sup>10</sup> We also like the vendor's commitment and contribution to open source. It continues to drive hybrid-cloud innovation with new services like Cloud Composer (built on Apache Airflow) and

**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**

## The Nine Providers That Matter Most And How They Stack Up

KubeFlow. Google is the only vendor in this Forrester Wave that handles data at rest and in motion with the same programming paradigm. Google Cloud Platform is a good choice for firms that have cloud-native development and data science talent.

Google still targets its platform to advanced developers and data scientists; less sophisticated insight team members may find it overwhelming. Furthermore, other cloud competitors are catching up to Google's early innovations in serverless, AI, and container orchestration. Google now has simple (but immature) business intelligence capabilities but no data catalog to support them, only technical metadata management tools for governance and complex TensorFlow via notebooks for PAML. Finally, reference customers think that Google's licensing and platform configuration is still more difficult than it needs to be.

- › **SAP's offerings simplify acquisition and integration of insight platform components.** SAP offers strong insight platform components such as a high-performance analytical database, business intelligence, PAML, and streaming analytics services.<sup>11</sup> Its SAP Analytics Cloud, SAP Cloud Platform, and SAP Leonardo branded technologies dramatically simplify the acquisition and integration of these tools. SAP Data Hub, through Vora, extends multimodal, big data compute beyond just SAP Hana and consolidates many data management functions into a single enterprise framework. Firms that are already entrenched in SAP data analytics tooling will continue to partner with it on their journeys.

Prospective buyers must recognize that SAP is still only midway along its road map to the cloud. For example, Data Hub isn't yet part of the SAP Cloud Platform, which adds some complexity to overall acquisition and integration. The vendor also needs to do a better job explaining to customers how Leonardo technologies like IOT couple with both SAP Cloud Platform and on-premises insight platform capabilities.

- › **TIBCO Software features agile business intelligence, streaming, and data services.** TIBCO Software's insight platform continues to center on its leading business intelligence tool, Spotfire, which excels at real-time, self-service data visualization.<sup>12</sup> To this capability, the vendor has added a suite of compelling data science, predictive analytics and ML, streaming analytics, and data cataloging tools to create its Connected Intelligence platform. TIBCO Software's recent acquisition of data virtualization technology from Cisco Systems rounds out its complete platform with agile data services. We think that TIBCO Software's vision aligns superbly with firms that need a platform for building real-time systems of insight.

TIBCO Software built its portfolio through acquisition and is on a slow journey to integrate all its components. For example, TIBCO Data Science isn't part of its primary platform. Buyers will also find a few technology redundancies and may fail to see the platform in their suite of tools. For example, data cataloging capability is available in two different offerings. Finally, TIBCO Software's public cloud implementation and strategy aren't as advanced as those of the Leaders in this Forrester Wave.

**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**

## The Nine Providers That Matter Most And How They Stack Up

- › **GoodData has an upgraded UI that provides a modern look and feel.** GoodData's insight platform offering is an appropriate choice for firms that need to develop and manage many visual insight applications and insight-driven data products at scale. It features a fully programmable, visual insight application development and life-cycle management tool set. The vendor has also added the ability to connect and perform simple analytics on streaming data from Kafka or Kinesis.<sup>13</sup> In addition, it has modernized its architecture, making it more open, cross-cloud portable, and easier to tune for high performance across large, distributed deployments. Lastly, we noted an upgraded UI that provides a modern look and feel.

GoodData is a fast, batch-oriented, structured analytics platform, and many customers still hire the vendor to set up and manage data integration processes. Its PAML capabilities are comparatively simple; it offers no AI services and very simple streaming analytics capabilities. Finally, its delivery model is still primarily for white-labeled data product applications — customers wanting to build internal applications may find they don't need everything the platform offers.

### Contenders

- › **Reltio has advanced, ML-driven data cataloging and master data capabilities.** Reltio provides a SaaS platform that builds on its leading ML data catalog and master data management (MDM)-as-a-service capabilities, extending these into an insight application development platform.<sup>14</sup> It comes with either Databricks or Qubole for Spark and notebook-based predictive analytics. We think its advanced, ML-driven data cataloging and master data capabilities will help customers build insight applications that focus on high-quality views of customers, products, and partners.

Reltio is a rapidly expanding startup and is suffering from growing pains. It's also not as general-purpose as offerings from our Leaders and Strong Performers; for example, it provides no business intelligence capabilities for SQL analytics and only simple support for event-based data stream processing. Customers will be restricted in the types of insight applications they can easily build. Lastly, because of Reltio's insight platform immaturity, expect some complex configurations, difficulty with integrations, and occasional performance issues. For example, platform management and configuration require complex JSON file editing.

### Challengers

- › **EdgeVerve offers a unified development experience primarily targeted at ML.** EdgeVerve has spun off to take Infosys IP to market as commercial software. Its Nia insight platform is a blend of big data open source with tools for automated ML, text analytics, and insight application development workflows. Nia provides a unified development experience primarily targeted at ML, knowledge management, and conversational application development. Firms looking to accelerate algorithm development or quickly build knowledge applications with conversation components may find value in this offering.

**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**

The Nine Providers That Matter Most And How They Stack Up

Nia is a productized version of the solution acceleration stack that Infosys has been offering for several years; however, Nia has less to offer than other vendors in this Forrester Wave. Its data management functionality consists almost entirely of open source, with a lightweight orchestration workbench that does double duty as both data integration and ML workflow automation. It offers little in the way of visual or streaming analytics beyond open source. EdgeVerve was unable to furnish Nia customer references for us to speak with as part of this evaluation.

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## Supplemental Material

### Online Resource

The online version of Figure 3 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings. Click the link at the beginning of this report on Forrester.com to download the tool.

## The Forrester Wave™: Enterprise Insight Platforms, Q1 2019

### The Nine Providers That Matter Most And How They Stack Up

#### Data Sources Used In This Forrester Wave

Forrester used a combination of four 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 September 18, 2018.

- › **Vendor questionnaires.** Forrester surveyed vendors on their capabilities as they related to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls, when necessary, to gather details of vendor qualifications.
- › **Product demos.** We asked vendors to conduct demonstrations of their products' functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- › **Executive strategy briefings.** To better understand its product vision, past performance, and innovation road map, we asked each vendor to provide a briefing of the strategy around its enterprise insight platform solution.
- › **Customer reference survey/calls.** To validate product and vendor qualifications, Forrester conducted reference calls with several of each vendor's current customers.

#### The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria for evaluation in this market. From that initial pool of vendors, we 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. Vendors marked as incomplete participants met our defined inclusion criteria but declined to participate or contributed only partially to the 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 evaluation — and then score the vendors based on a clearly defined scale. We intend these default weightings to serve only as a starting point and 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. Vendors marked as incomplete participants met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. For more information on the methodology that every Forrester Wave follows, please visit [The Forrester Wave™ Methodology Guide on our website](#).

## The Forrester Wave™: Enterprise Insight Platforms, Q1 2019

### The Nine Providers That Matter Most And How They Stack Up

#### Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

#### Survey Methodology

The Forrester Analytics Global Business Technographics® Data And Analytics Survey, 2018, was fielded between February and March 2018. This online survey included 2,879 respondents in Australia, Canada, China, France, Germany, India, the UK, and the US from companies with 100 or more employees.

Forrester Analytics Business Technographics ensures that the final survey population contains only those with significant involvement in the planning, funding, and purchasing of business and technology products and services. Research Now fielded this survey on behalf of Forrester. Survey respondent incentives include points redeemable for gift certificates.

Please note that the brand questions included in this survey should not be used to measure market share. The purpose of Forrester Analytics Business Technographics brand questions is to show usage of a brand by a specific target audience at one point in time.

#### Endnotes

- <sup>1</sup> Forrester also uses terms that relate to an enterprise insight platform, such as “full-stack BI platform.” A full-stack BI platform is an insight platform, primarily oriented toward structured analytics, that supports self-service, reporting, dashboards, and visual insight application development. Enterprise insight platforms are more general-purpose, supporting insight application development that includes both structured and unstructured data and requires combinations of structured analytics, visualization, predictive analytics, and ML and streaming capabilities. See the Forrester report “[Forrester’s 15-Step Methodology For Shortlisting BI Vendors.](#)”
- <sup>2</sup> We asked global data and analytics decision makers whose firms use IoT services about their biggest challenges with data, insights, and analytics for IoT. Integrating real-time and enterprise data was the most popular response (44%), ahead of managing data capture and movement (41%) and data ownership and governance (38%). Source: Forrester Analytics Global Business Technographics Data And Analytics Survey, 2018.
- <sup>3</sup> Source: 20 Forrester Wave reference clients we asked about enterprise insight platform vendors.
- <sup>4</sup> See the Forrester report “[The Q4 Global Tech Market Outlook For 2018 To 2019.](#)”
- <sup>5</sup> In 2019, global big data management solutions will grow 14%, and global BI and analytics software solutions will grow 12%. See the Forrester report “[Forrester Data: Big Data Management Solutions Forecast, 2016 To 2021 \(Global\)](#)” and see the Forrester report “[Forrester Data Report: World Business Intelligence And Analytics Software Forecast, 2016 To 2021 \(Global\).](#)”
- <sup>6</sup> See the Forrester report “[The Forrester Wave™: Insight Platforms-As-A-Service, Q3 2017](#)” and see the Forrester report “[The Forrester Wave™: Enterprise Insight Platform Suites, Q4 2016.](#)”
- <sup>7</sup> See the Forrester report “[The Forrester Wave™: Big Data Fabric, Q2 2018,](#)” see the Forrester report “[The Forrester Wave™: Enterprise BI Platforms With Majority Cloud Deployments, Q3 2017,](#)” see the Forrester report “[The Forrester Wave™: Enterprise BI Platforms With Majority On-Premises Deployments, Q3 2017,](#)” and see the Forrester report “[The Forrester Wave™: Multimodal Predictive Analytics And Machine Learning Solutions, Q3 2018.](#)”

**The Forrester Wave™: Enterprise Insight Platforms, Q1 2019**

The Nine Providers That Matter Most And How They Stack Up

<sup>8</sup> See the Forrester report [“The Forrester Wave™: Machine Learning Data Catalogs, Q2 2018.”](#)

<sup>9</sup> See the Forrester report [“The Forrester Wave™: Enterprise BI Platforms With Majority On-Premises Deployments, Q3 2017,”](#) see the Forrester report [“The Forrester Wave™: Multimodal Predictive Analytics And Machine Learning Solutions, Q3 2018,”](#) and see the Forrester report [“The Forrester Wave™: Streaming Analytics, Q3 2017.”](#)

<sup>10</sup> See the Forrester report [“The Forrester Wave™: Full-Stack Public Cloud Development Platforms, North America, Q2 2018.”](#)

<sup>11</sup> See the Forrester report [“The Forrester Wave™: Enterprise BI Platforms With Majority On-Premises Deployments, Q3 2017,”](#) see the Forrester report [“The Forrester Wave™: Enterprise BI Platforms With Majority Cloud Deployments, Q3 2017,”](#) see the Forrester report [“The Forrester Wave™: Multimodal Predictive Analytics And Machine Learning Solutions, Q3 2018,”](#) and see the Forrester report [“The Forrester Wave™: Streaming Analytics, Q3 2017.”](#)

<sup>12</sup> See the Forrester report [“The Forrester Wave™: Enterprise BI Platforms With Majority On-Premises Deployments, Q3 2017.”](#)

<sup>13</sup> See the Forrester report [“The Forrester Wave™: Enterprise BI Platforms With Majority Cloud Deployments, Q3 2017.”](#)

<sup>14</sup> See the Forrester report [“The Forrester Wave™: Machine Learning Data Catalogs, Q2 2018.”](#)

We work with business and technology leaders to develop customer-obsessed strategies that drive growth.

#### PRODUCTS AND SERVICES

- › Core research and tools
- › Data and analytics
- › Peer collaboration
- › Analyst engagement
- › Consulting
- › Events

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Forrester's research and insights are tailored to your role and critical business initiatives.

#### ROLES WE SERVE

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B2B Marketing  
B2C Marketing  
Customer Experience  
Customer Insights  
eBusiness & Channel Strategy

##### **Technology Management Professionals**

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- Enterprise Architecture
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