

Knowledge Brief

Quadrant Knowledge Solutions

erwin by Quest is a Leader in SPARK Matrix: Metadata Management 2022



An Excerpt from Quadrant Knowledge Solutions
"SPARK Matrix: Metadata Management, 2022"

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Metadata management administrates and describes data assets and the context in an organization, as well as helps establish policies and processes on data governance and data searchability to maximize the utilization of data. Metadata unlocks the assets that are unutilized and unidentified by the organization. It is an approach that drives enterprises to organize their assets and establish policies in their business processes. This ensures that the information is integrated, discussed, analyzed, and maintained across the organization. Additionally, the metadata strategy would allow the organization to flow through high-quality data with consistency and accuracy across various systems, which would help each department receive reliable data and allow them to make accurate decisions.

The data-driven culture has begun to evolve globally due to the significant growth of multi-data and advanced analytics platforms. When information flows through, it is essential to filter it for data findability and usability. This data can move from gigabytes to terabytes to petabytes in a few years. Metadata management bridges organizational gaps by assisting in understanding various data information and the value it can provide. It helps users become proficient and enables them to tackle large volumes of unfiltered data as per the regulations set by the organization. Metadata provides enterprises with data visibility and information, including type, created time, size, and author. Metadata manages to unlock data usability to users under a single data warehouse. Additionally, metadata will organize policies as it is important for an organization to control data flow based on the department and hierarchy.

Leading vendors offer functionalities such as AI- and ML-based model techniques, where machine learning lets metadata cluster the data based on the past and trends. AI helps organizations reach the highest efficiency of data usage. It enables organizations to predict the outcomes and automatically suggests keywords, data lineage diagrams, and many more.

Quadrant Knowledge Solutions' SPARK Matrix: Metadata Management, 2022 research includes a detailed analysis of the global market regarding short-term and long-term growth opportunities, emerging technology trends, market trends, and future market outlook. This research provides strategic information for technology vendors to better understand the existing market, support their growth strategies,

and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes ranking and positioning of leading metadata management vendors with a global impact. This study includes an analysis of key vendors, including Adaptive, Alation, Alex Solutions, Collibra, data.world, erwin by Quest, IBM, Informatica, Oracle, Precisely, Rocket Software, SAP, Semantic Web Company, MarkLogic, Solidatus, and Syniti.

Market Dynamics and Trends

Metadata management has been a critical solution in managing the problem in an organization that deals with a large amount of data by improving data usability, accessibility, and traction among them. Quadrant analysts believe that metadata management is gaining traction as industry verticals such as banking & financial services, government & public departments, and healthcare have heavily adopted it. Metadata management enables organizations to process the right information to users, establish policies, integrate information, control data access, analyze and maintain data in organizations, and many other things. Furthermore, an organization is looking to shift to active metadata management to minimize the risk of data errors and allow users to track the data catalog and attributes, as well as connect data sources for orchestration, enrichment, and policy enrichment.

The market of metadata management has always been high in demand because of its data pre-processing problem-solving in the organization. Businesses are more likely to adopt metadata management because it allows them to analyze their data assets and gain hidden insights and strategies based on them. The future of metadata management is being driven by AI and ML, which will automate data privacy regulation, metadata generation, graph-based lineage, and many other features. While global organizations increasingly recognize the value of deploying metadata management, the true capability of any platform is primarily to provide faster processing of various data formats with greater accuracy and to assist organizations in streamlining their business workflows. The market trends discussed above are expected to play a vital role in increasing the adoption rate and total market growth of metadata management.

Technology Trends

The following are the key technology drivers as per Quadrant Knowledge Solutions' metadata management strategic research:

- Metadata Management vendors provide AI-based solutions with emerging capabilities such as AI-driven knowledge graphs for data lineage.
- Vendors are focusing on impact analysis which provides insights into data transformation and usage efficiency.
- Organizations are continuing to prioritize the incorporation of metadata management technologies into data management and analytics frameworks. Organizations are also using no-code tools to make technology more accessible to non-technical users and to provide more self-service.
- There is an increasing demand for platforms that can reveal unused data assets in the organization to improve the business by processing its insights.
- Organizations are shifting towards active metadata management solutions that improve context and auto-generate data quality, lineage, impact analysis, auto-classifications and provide embedded collaboration.
- Metadata management vendors are looking beyond traditional workflows and gradually integrating automation into their ecosystems to improve their business operations and create a seamless user experience.
- Vendors are focusing on providing metadata management solutions to drive augmented data catalogs, allowing enterprises to properly utilize and monetize their data assets to a much larger user space.

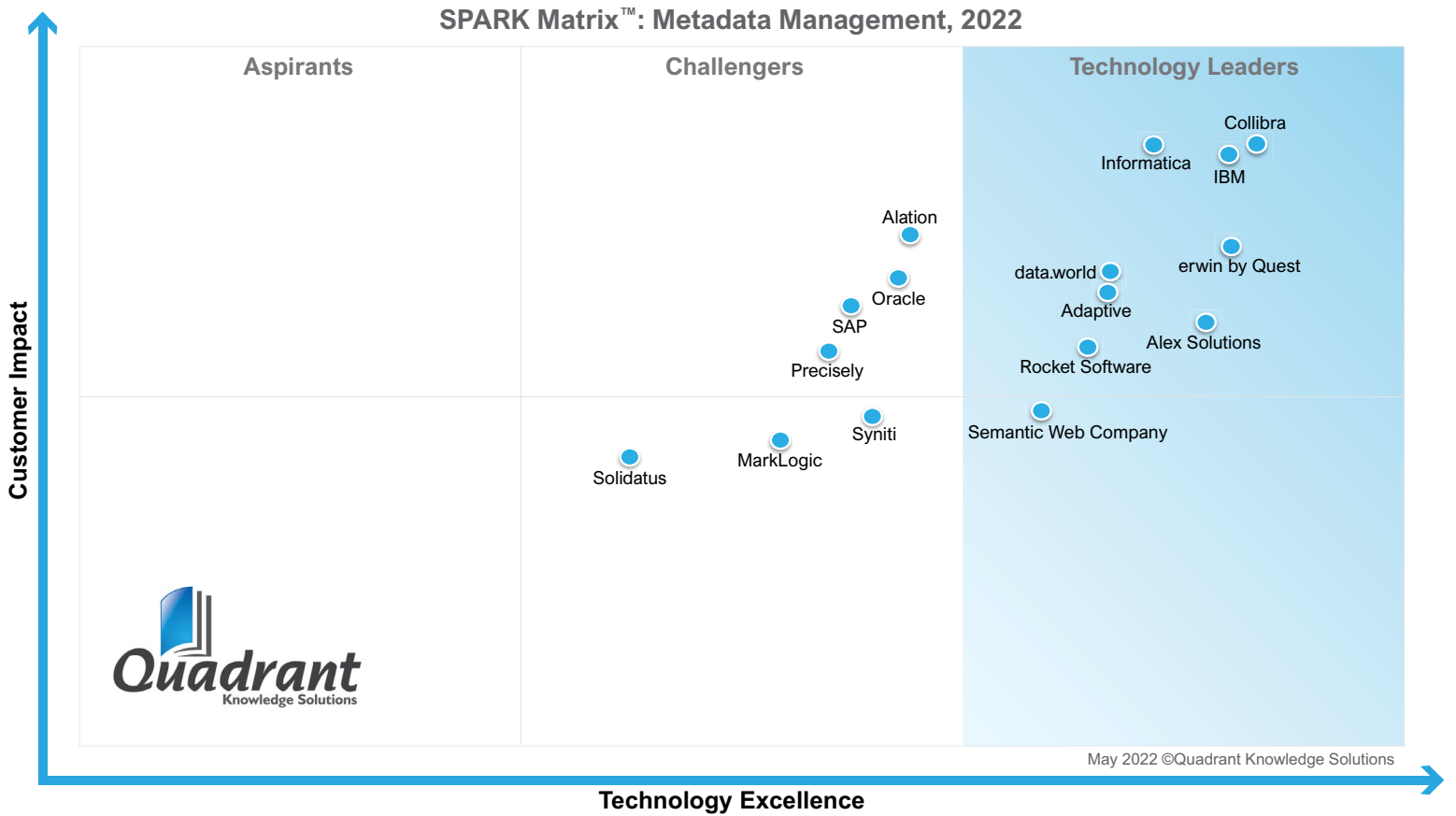
SPARK Matrix Analysis of the Metadata Management Market

[Quadrant Knowledge Solutions](#) conducted an in-depth analysis of the major metadata management vendors by evaluating their product portfolio, market presence, and customer value proposition. Metadata management market outlook provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis offers a snapshot of key market participants and a visual representation of market participants. It offers strategic insights on how each vendor ranks related to their competitors based on their respective technology excellence and customer impact parameters. The evaluation is based on primary research, including expert interviews, analysis of use cases, and Quadrant’s internal analysis of the overall metadata management market.

Technology Excellence	Weightage	Customer Impact	Weightage
Sophistication of Technology	20%	Product Strategy & Performance	20%
Competitive Differentiation Strategy	20%	Market Presence	20%
Application Diversity	15%	Proven Record	15%
Scalability	15%	Ease of Deployment & Use	15%
Integration & Interoperability	15%	Customer Service Excellence	15%
Vision & Roadmap	15%	Unique Value Proposition	15%

According to the SPARK Matrix analysis of the global metadata management market, “erwin by Quest, with its unique enterprise-grade metadata management, has secured strong ratings across the performance parameters of technology excellence and customer impact and has been positioned amongst the technology leaders in the 2022 SPARK Matrix of the Metadata Management market.”

Figure: 2022 SPARK Matrix™
(Strategic Performance Assessment and Ranking)
Metadata Management Market



erwin by Quest

URL: www.erwin.com

Backed by Quest Software, founded in 1987 and headquartered in California, erwin by Quest is a provider of enterprise modeling and data intelligence software. The company specializes in creating an enterprise data governance experience for IT and business, which allows organizations to receive meaningful insights on risk management, agile innovation, and business transformation. The platform enables data integration and activation according to the business requirements within a single, unified data catalog. The company provides a metadata management solution that helps to unite and integrate visibility and data management, and governance of all the data sources and dataflows within the organization for better data transparency, data protection, and data utilization in the organization.

erwin Data Intelligence by Quest version 12.0, released in May 2022, includes automated data profiling, scoring, observability, and remediation features to help enterprises better understand and integrate newly acquired data sources into their organizational data landscape, as well as to improve data quality and build data trust. The key features and functionalities offered by the erwin Data Intelligence platform include automated metadata discovery and harvesting into a central data catalog, auto-mapping, data lineage, impact analysis, business glossary and data stewardship workflows, sensitive data classification and management, and data quality.

erwin allows customers to automatically discover, harvest, ingest and maintain current metadata from both data-at-rest sources and data-in-motion into a centralized metadata repository. The auto-mapping feature allows users to speed up the mapping of data from the data catalog. It includes versioning, baseline, and archive mapping documents to assist enterprises with regulatory audits and change control. erwin also offers an integrated data quality capability that leverages metadata within erwin Data Intelligence. It automates the profiling and scoring of data source quality and allows data governance teams and business users to view data quality scores alongside data catalog metadata, within data lineage, impact analysis, and mind map knowledge graphs, as well as within asset search results.

The platform provides end-to-end data lineage between repositories and views data flows from source systems to reporting layers, including intermediary

transformation and business logic, down to the column level. It provides data stewards, data owners, and business users quick access to data lineage and other data asset information through a role-specific, consumer-like asset discovery experience, also new to erwin Data Intelligence 12.0, as well as the stewardship workspaces within the product. erwin Data Intelligence also includes real-time impact analysis diagrams, which connect fundamental data elements to the business glossary and allow users to identify the impact of changes to business terms or physical data before they are made.

erwin Data Intelligence enables data stewards to leverage its AI capabilities and templates to auto-match business and technical assets and accelerate the identification, tagging, and management of sensitive data elements for sensitive data governance. It provides mind map knowledge graphs that allow users to visually comprehend the data element associations of one or more business assets at the same time, as well as their related physical, logical, and governance metadata. Automated data quality features and wide visibility of data quality scoring assist enterprises in better understanding and integrating newly acquired data sources into their organizational data landscape.

erwin Data Intelligence provides users with a flexible data governance metamodel to create and manage several types of business assets including business terms, business policies, business rules, and more, customize attributes and support the full range of semantic associations between business and technical assets. Within its business glossary management features, it enables data stewards to document and manage policies related to the use of technology and business assets. Business policies can be immediately accessed to view through data asset links, as well as when viewing discovery visualizations such as within mind map knowledge graphs and in self-service business user asset searches. erwin Data Intelligence also offers interactive dashboards for IT relative to its data catalog and data quality efforts, as well as a data literacy dashboard for data governance teams that provides essential business asset statistics and data stewardship activity. Integrated business-friendly data asset search, asset discovery, social ranking, and collaboration capabilities are provided through a new user interface built for non-technical users in the latest version of the software, erwin Data Intelligence 12.0.

Analyst Perspective

Following is the analysis of erwin by Quest's capabilities in the global metadata management market:

- erwin Data Intelligence a metadata management platform that supports both IT and business needs with features including automated metadata scanning, dynamic data lineage, data profiling, impact analysis, and more. The platform provides comprehensive data connectors for automation that harvest data-at-rest metadata, including from more complex sources, and data-in-motion, including various types of code, industry-standard tools, and languages like business intelligence (BI), extract, load, transform (ELT), extract, transform, load (ETL). erwin Data Intelligence is open, extensible, and comes with a full set of APIs, allowing integration with third-party data access rights management and security tools. The company's capabilities drive metadata into agile and well-governed data preparation with integrated business glossaries and data dictionaries that provide business context for stakeholder data literacy.
- Some of the key differentiators for erwin's metadata management offering include automated metadata capabilities across the data landscape, including both data-at-rest and data-in-motion, as well as detailed data lineage and interactive data catalog and data quality dashboards capabilities for extensive data visibility, allowing users to see, understand, and better manage their organizations. Additionally, the platform enables data stewards to efficiently classify business assets as per sensitive data classifications and effectively define, curate, and manage business terms, policies, and rules. Also, erwin's mind map knowledge graph visualizations and integration of business metadata with technical metadata help business users in self-serving, visualizing, and comprehending the relationships and business context surrounding the data available.
- The company holds a strong customer base, including the leading brands across industry verticals such as banking & financial services, govt & public sectors, insurance, healthcare & life sciences, retail & eCommerce, and IT & telecom, and energy & utilities. In terms of geographical presence, erwin has a commanding presence over

North America, especially in the USA, followed by the European Union. The company also has a presence in the Asia Pacific, Latin America, and the Middle East & Africa.

- Some of the top use cases of erwin include improving self-service data governance, digital transformation and innovation, and establishing a common business language and guidelines surrounding available enterprise data assets. It accelerates data pipeline development and operation, data lineage, and impact analysis, ensuring proper classification and association with business policies to guide usage and protection. Additionally, erwin provides data literacy and business user collaboration and provides data governance efforts alongside digital transformation such as cloud migration.
- erwin's primary challenges include the growing competition from well-established and emerging vendors providing metadata management technology. But with its sophisticated technology platform and comprehensive functional capabilities, erwin is well-positioned to expand its share in the global metadata management market.
- Further, the company will continue to focus on increasing its business visibility by further introducing advanced artificial intelligence (AI) & machine learning (ML) to automate discovery, compliance, and technical & semantic connections, and new integrations with Quest data operations and data protection solutions to broaden the reach and use of intelligent data catalogs throughout the organization. The company will also focus on further integrating data quality throughout erwin Data Intelligence, further strengthening the use of erwin Data Intelligence for data governance and other quality-related enterprise initiatives.