

# The Forrester Wave™: Data Governance Solutions, Q3 2021

The 12 Providers That Matter Most And How They Stack Up

by Achim Granzen

July 21, 2021

## Why Read This Report

In our 31-criterion evaluation of data governance solutions providers, we identified the 12 most significant ones — Aim, Alation, Ataccama, Collibra, Congruity360, data.world, erwin, Infogix, OneTrust, SAP, Solix, and Syniti — and researched, analyzed, and scored them. This report shows how each provider measures up and helps data governance professionals select the right one for their needs.

# The Forrester Wave™: Data Governance Solutions, Q3 2021

## The 12 Providers That Matter Most And How They Stack Up



by [Achim Granzen](#)

with [Frederic Giron](#), [Michele Goetz](#), and [Sara Sjoblom](#)

July 21, 2021

---

## Data Governance Evolves To Address Compliance, Commercialization, Trust

Data protection and privacy regulations such as the EU's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and Singapore's Personal Data Protection Act (PDPA) have been major drivers for data governance initiatives and the emergence of data governance solutions. They have expanded the scope of data governance from an initial technical focus (master data management, data catalogs, data quality, etc.) to include data privacy, protection, and sovereignty. But organizations have an ever-increasing appetite to leverage their data for business advantage, either through internal collaboration, data sharing across ecosystems, direct commercialization, or as the basis for AI-driven business decision-making. While doing so, organizations must take care to maintain employee, partner, and customer trust in their approach of leveraging data (and technology fueled by data). This requires data governance and data governance solutions to step up once again and enable data-driven businesses to leverage their data responsibly, ethically, compliantly, and accountably.

### Data Governance Solution Providers Are Maturing And Broadening Their Capabilities

Data governance solution providers have responded by maturing their privacy, security, and compliance features. They have added collaboration features to get data governance closer to where the tribal knowledge and expertise lives. Providers address increased corporate visibility by building out policy and stewardship management capabilities that allow realization at scale. Ease of use across all user roles and personalization features support this, too. Providers are also strengthening their technical capabilities, expanding the use of AI, machine learning, and/or graph databases across their data governance solutions.

As a result of these trends, data governance solution customers should look for providers that:

**FORRESTER**

Forrester Research, Inc., 60 Acorn Park Drive, Cambridge, MA 02140 USA  
+1 617-613-6000 | Fax: +1 617-613-5000 | [forrester.com](https://forrester.com)

© 2021 Forrester Research, Inc. Opinions reflect judgment at the time and are subject to change. Forrester®, Technographics®, Forrester Wave, TechRadar, and Total Economic Impact are trademarks of Forrester Research, Inc. All other trademarks are the property of their respective companies. Unauthorized copying or distributing is a violation of copyright law. [Citations@forrester.com](mailto:Citations@forrester.com) or +1 866-367-7378

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

## The 12 Providers That Matter Most And How They Stack Up

- **Provide a data foundation for business decision-making at scale and drive data literacy.** Data governance solutions provide the foundation to drive the usage of data across organizations and enhance employee data literacy. Solutions must cater for a broad user audience, including IT, data stewards, data scientists, and compliance managers. Collaboration and discovery features expand the audience to data-literate end users. The most advanced solutions therefore enable collaborating across all functions to provide accurate data for business decisions. This democratization of data stewardship responsibilities is a key building block for organizations to become data driven at scale.
- **Balance strong technical capabilities with extensive management capabilities.** Data governance solutions must enable the execution and realization of an organization's data governance strategy or initiative. These solutions must perform well in data acquisition, data cataloging, data lineage, and data profiling and cleansing to enable organizations to build their data foundation into a critical corporate asset. But they must excel at enabling data governance teams to execute and manage their organization's strategy. AI enhances capabilities everywhere, from building out business glossaries, data cleansing, policy, and workflow monitoring to identifying the best-suited data stewards. The best-suited solutions have strong capabilities in policy development; management and reporting; and assigning and maintaining data stewardship roles and responsibilities, processes, and workflows.
- **Ensure security, privacy, and compliance and drive accountability and trust.** Compliance remains a key driver for organizations to realize or expand their data governance strategy. Therefore, security, privacy, and compliance features remain a key requirement for data governance solutions. Data collaboration, commercialization, and leverage for training AI algorithms are pushing the envelope of where and how data is being used. Data governance solutions must enable organizations to find a balance of trust with employees, ecosystem partners, and customers when leveraging their data assets. Stricter regulations for data usage, in particular for personally identifiable information or bias-free training data for AI, are already on the horizon. The most advanced data governance solutions enable organizations to take accountability seriously and address increasing regulatory involvement and consumer demand.

## Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our report [Now Tech: Data Governance Solutions, Q1 2021](#).

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on [Forrester.com](#) to download the tool.

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

The 12 Providers That Matter Most And How They Stack Up

**FIGURE 1** Forrester Wave™: Data Governance Solutions, Q3 2021

# THE FORRESTER WAVE™

## Data Governance Solutions

Q3 2021



**The Forrester Wave™: Data Governance Solutions, Q3 2021**

The 12 Providers That Matter Most And How They Stack Up

**FIGURE 2** Forrester Wave™: Data Governance Solutions Scorecard, Q3 2021

	Forrester's weighting	Aim	Alation	Ataccama	Collibra	Congruity360	data.world	erwin	Infogix	OneTrust	SAP	Solix	Symiti
<b>Current offering</b>	50%	2.94	4.15	3.30	3.67	1.76	3.58	2.47	3.94	2.41	2.94	1.57	2.96
Data discovery and access	15%	3.00	5.00	3.40	4.20	2.20	5.00	3.80	3.80	2.60	3.00	1.40	3.80
Data quality	15%	3.00	3.00	5.00	2.00	1.00	2.00	1.00	4.00	0.50	5.00	1.00	3.00
Policy management	20%	3.00	4.00	2.50	4.50	2.00	2.50	1.50	3.50	3.00	3.00	2.00	3.50
Stewardship management	15%	2.30	4.40	2.30	4.40	1.00	3.00	3.00	4.30	2.30	1.70	1.00	3.00
Data usage and collaboration	10%	2.40	4.30	2.40	2.30	1.70	4.30	4.40	3.70	2.30	2.40	1.00	2.30
Advanced features and focus areas	15%	3.70	3.70	3.00	3.00	1.70	4.30	1.70	3.70	3.10	2.30	1.70	1.70
Data governance management	10%	3.00	5.00	5.00	5.00	3.00	5.00	3.00	5.00	3.00	3.00	3.00	3.00
<b>Strategy</b>	50%	2.30	4.00	4.00	4.20	3.00	2.90	3.00	3.90	3.70	3.60	3.60	3.20
Solution vision	25%	3.00	5.00	5.00	5.00	3.00	5.00	3.00	5.00	5.00	3.00	3.00	3.00
Planned enhancements	20%	1.00	5.00	5.00	5.00	3.00	3.00	3.00	5.00	5.00	3.00	5.00	3.00
Execution roadmap	20%	3.00	3.00	3.00	3.00	3.00	1.00	3.00	3.00	3.00	5.00	3.00	3.00
Innovation roadmap	15%	1.00	5.00	5.00	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Partner ecosystem	10%	1.00	3.00	1.00	3.00	5.00	1.00	5.00	1.00	3.00	5.00	3.00	3.00
Supporting services	10%	5.00	1.00	3.00	3.00	1.00	3.00	1.00	5.00	1.00	3.00	5.00	5.00
<b>Market presence</b>	0%	3.00	3.50	4.00	4.50	4.00	2.00	3.50	3.00	3.50	4.50	2.50	3.00
Product revenue	25%	3.00	5.00	3.00	5.00	5.00	1.00	3.00	3.00	5.00	5.00	3.00	1.00
Number of customers	25%	1.00	3.00	5.00	5.00	3.00	1.00	3.00	3.00	5.00	5.00	3.00	1.00
Average deal size	25%	5.00	3.00	3.00	5.00	5.00	3.00	3.00	3.00	1.00	3.00	1.00	5.00
Geographical distribution	25%	3.00	3.00	5.00	3.00	3.00	3.00	5.00	3.00	3.00	5.00	3.00	5.00

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

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

The 12 Providers That Matter Most And How They Stack Up

## Vendor Offerings

Forrester included 12 vendors in this assessment: Aim, Alation, Ataccama, Collibra, Congruity360, data.world, erwin, Infogix, OneTrust, SAP, Solix, and Syniti (see Figure 3).

**FIGURE 3** Evaluated Vendors And Product Information

Vendor	Product evaluated	Product version evaluated
Aim	Aim dataBelt	21.01
Alation	Alation Data Governance	2021.1
Ataccama	Ataccama ONE	13.0
Collibra	Collibra Data Intelligence Cloud	N/A
Congruity360	Congruity360 Classify360	N/A
data.world	data.world data catalog	N/A
erwin	erwin Data Intelligence Suite	10.2
Infogix	Infogix Data360	2021.2
OneTrust	OneTrust DataGovernance	6.20
SAP	SAP Data Intelligence	2013
Solix	Solix Common Data Platform	2.6
Syniti	Syniti Knowledge Platform	7.4.3

## Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

### Leaders

- Alation builds on strong data discovery, access, and catalog capabilities.** Founded in 2012, the California-based company's vision is to empower a curious and rational world, and thus foster a strong data culture within its clients. While Alation Data Governance has traditionally been deployed on-premises, the firm's more recent cloud offering is gaining increasing traction. Alation's client base is concentrated in North America (78%), but the company is rapidly expanding its global reach, particularly in Europe (17%). Alation works with clients across all verticals, with financial services, technology, and retail being key industries. The firm has a medium-sized partner-

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

## The 12 Providers That Matter Most And How They Stack Up

led business and is looking to increase its partner-based go-to-market. Alation has a small services business accompanying its platform; offerings include implementation/coaching and a solution architect in-residence.

Reference clients use Alation Data Governance not only to realize their corporate data governance initiatives but also to achieve transparency and compliance. Alation's capabilities in data discovery and access as well as data usage and collaboration are highlights. Reference client feedback confirms this. They cite the solution's ease of deployment and ease of use for both business and IT audiences, its connectivity, and its API framework as key decision factors. Reference clients note overall workflows and more analytics for data monitoring as areas the vendor should improve on. Alation is a top choice for clients requiring class-leading data discovery, access, and cataloging capabilities to realize their data governance initiative.

- **Collibra excels in stewardship, policy, and overall governance management.** Founded in 2008 and based in New York and Brussels, Collibra has a strong business focus to data governance and brands itself as the "Data Intelligence Company." With a large majority of its clients already cloud-based, Collibra goes forward with a 100% cloud focus; its on-premises solution will see end-of-life by the end of 2023. Collibra has its greatest presence in North America, with 70% of customers in the US, as well as 25% of customers across six countries in EMEA. Collibra serves all verticals but has specific expertise in financial services, pharma/health, and the public sector. The firm has a growing partner-led business and a small services business to complement its platform.

Reference clients use Collibra Data Intelligence Cloud to realize their enterprise data governance and data literacy programs and gain better understanding of their corporate data assets. Collibra's capabilities in policy management and stewardship management are highlights, and client feedback confirms this. In particular, reference clients cite the solution's business-user-friendly interface, the ability to tie business definitions with a technical catalog, and the software-as-a-service (SaaS)-driven deployment speed as key decision factors. Reference clients suggest that Collibra should improve its knowledge transfer and guidance during engagements. Collibra is a top choice for clients with a cloud-first strategy to build out their corporate data governance framework with the strongest overall governance management capabilities.

- **Infogix provides a well-rounded data governance solution.** The Illinois-based company was founded in 1982 but has refocused its activities to enable business-ready data for today's enterprises. In May 2021, Infogix was acquired by Precisely. Infogix supports both cloud and on-premises deployments, with clients preferring cloud deployments for governance activities and on-premises for other activities such as quality. Seventy-five percent of the firm's clients are based in North America, and another 20% are in EMEA. Infogix supports clients in all verticals, with financial services, insurance, and utilities being key industries. The firm's partner-led business is small but provides global coverage and is expected to increase after the acquisition by Precisely. Infogix has a medium-sized services business with data strategy consulting capabilities to complement its platform offering.

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

## The 12 Providers That Matter Most And How They Stack Up

Reference clients use Infogix Data 360 for data governance and data management in one single, centralized platform and to improve their overall data quality. Infogix's capabilities in data quality and policy and stewardship management capabilities are strong points, which client feedback confirms. Reference clients cite the ability to enable data governance for business and the solution's workflow, configuration, and customization options as key decision points. They also rate the firm's consulting capabilities positively. Infogix is a top choice for clients looking for a well-rounded data governance solution with solid data quality capabilities and data strategy consulting services.

- **Ataccama's data quality capabilities make it stand out.** The Ontario, Canada-based company was founded in 2008 and aims to provide a unified platform to build out an enterprise data quality fabric. In 2021, the firm acquired data visualization provider Tellstory and launched the second generation of its ONE platform. The large majority of Ataccama's clients are deploying on-premises, but the firm is looking to grow its cloud business. In 2021, Ataccama transitioned to a subscription-only model. The firm has a balanced client base across North America (48%) and EMEA (44%) and has presence in multiple European countries and Australia. Ataccama has a strong focus on financial services but supports pharma/healthcare, telecom, and other verticals as well. The firm has a small but growing partner-led business and a medium-sized services business.

Reference clients use Ataccama ONE to establish and mature their enterprise data governance framework but also to support data compliance, audits, and protection. Ataccama's capabilities for data discovery and in particular data quality are differentiators. Client feedback also emphasizes the solution's security, privacy, and compliance features. Reference clients call out its support of hybrid infrastructure and ability to deal with enterprise-scale data volumes as key deciding factors. They also emphasize ease of use and implementation as strengths, alongside the firm's focus on its centralized data governance solution. Some reference clients expect more customization and visualization options to be provided. Ataccama is a top choice for clients looking to incorporate top data quality capabilities into their data governance solutions, particularly where large scale on-premises and cloud environments are prevalent.

**Strong Performers**

- **SAP excels in data quality and management in complex, hybrid enterprise environments.** The software giant was founded 1972 in Germany; the firm's data intelligence portfolio is part of its business technology platform. SAP is advocating its hybrid data management approach, enabling clients to transition to cloud at their own pace. It offers both an on-premises solution (SAP Information Steward) and a cloud-based suite (SAP Data Intelligence). SAP supports a global customer base with a focus on EMEA (44%) and North America (29%), as well as Asia Pacific (12%) and Latin America (8%). It covers all verticals. SAP leverages its extensive global partner network for indirect sales but also to develop expansion packages for specific use cases. The firm's services business includes product support, consulting, and advisory services.

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

## The 12 Providers That Matter Most And How They Stack Up

Reference clients use SAP Information Steward and SAP Data Intelligence to build out data governance for their core enterprise resource planning (ERP) solutions from the same vendor, with a strong focus on data quality. SAP's key strengths are its data quality capabilities, data discovery and access, and overall data governance management. This is supported by feedback from reference clients, who also cite as a strength the overall integration capabilities with both SAP and non-SAP systems in a complex landscape. All reference clients, however, call out usability and user interface as a specific weakness (particularly for SAP Information Steward), along with limitations in reporting. SAP must continue to address those shortcomings (which it does for its SAP Data Intelligence suite) and continue the coexistence approach across its cloud and on-premises offerings. SAP is a good choice for clients with the firm's ERP system at the core of a complex IT landscape, who require strong data quality capabilities across a variety of SAP and non-SAP sources.

- **data.world's data discovery, access, and catalog capabilities make a solid foundation.**

Founded in 2015 in Texas as a public benefit corporation, data.world's vision is to make data available to everyone and elevate them to a first-class citizen. It also operates the world's largest open data catalog. The solution is fully cloud-native SaaS. Its customer base is US centered (90%), and the firm is aggressively expanding into Europe in 2021. The firm supports all verticals, with a focus on marketing and advertising, insurance, and management consulting. Its partner-led business is under development and rapidly growing. The firm has a small services business alongside its platform offering and includes implementation services as part of its subscription.

Reference clients use data.world's data catalog for data discovery and collaboration, joining technical and business domains to simplify data analysis. Its capabilities in data discovery and access are standouts, along with its support for data sharing, commercialization, and valuation. Reference clients also call out its capabilities in data usage and collaboration. They emphasize ease of use for business and IT and ease of implementation as key strengths, alongside its connectivity and workflow features. To score higher, data.world needs to improve on its strategy (in particular, its execution), partner ecosystem, and supporting services to expand beyond the US. For organizations looking to drive data analysis, collaboration, and discovery through data governance programs or to mature their capabilities, data.world is a good choice.

- **Syniti condenses its consulting expertise into its platform.** Founded in Massachusetts in 1996 as a consulting firm, Syniti has since assetized its expertise to help its clients leverage data as a strategic business asset. Syniti supports both on-premises and cloud deployments, but it will strongly focus on cloud SaaS going forward, with nearly all deployments expected to be on cloud by the end of 2021. Syniti supports a global client base across North America (58%), EMEA (30%), and Asia Pacific (12%). The firm works across all verticals and engages with multiple lines of business. Syniti has a very strong partner business that supports its global footprint. Unsurprisingly, its services business is also very strong, with a dedicated consulting organization providing the majority of revenue. Syniti is looking to grow its software business to equal its consulting business.

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

## The 12 Providers That Matter Most And How They Stack Up

Reference clients use Syniti Knowledge Platform to support their data governance practices, procedures, and policies and also for data quality initiatives. Syniti's capabilities for policy management stand out, and reference clients also call out its data quality, data discovery and access, and data collaboration capabilities. They also choose Syniti for its focus and integration of business rules across the platform. However, they point out some shortfalls in product and documentation quality. To score higher, Syniti must mature its platform offering. Syniti is a good choice for clients looking for a combination of software and consulting services to drive and mature their data governance practices.

- **OneTrust makes trusted data, compliance, and privacy its core mission.** Founded in 2016, with headquarters in both Atlanta and London, OneTrust's vision is to provide the "trust fabric" for organizations, making trust a competitive advantage. OneTrust is 100% cloud-native SaaS and offers modular subscriptions. Its client base is concentrated in North America (66%) and EMEA (30%), but the firm has a small presence in Asia Pacific as well. OneTrust is industry-agnostic, with a focus on technology, retail, and financial services. The firm has a medium-sized partner-led business and a small services business focusing on templates, models, and tools. Uniquely, OneTrust offers a regulatory research database and has in-house researchers and legal experts to curate information. OneTrust DataGovernance is a subscription-based offering.

Reference clients use OneTrust to achieve regulatory compliance (GDPR, CCPA, etc.), including data risk and privacy. OneTrust has stand-out capabilities for security, privacy, compliance, and policy development and management. It does not offer data quality capabilities. Reference clients praise its ease of use for business and IT audiences and its collaboration support, but they expect more and better reporting capabilities. They also call out the firm's strong focus on information security, compliance, and privacy audiences. OneTrust must strengthen its overall offering to score higher; in particular, it must close the gap in data quality capabilities. Its overall strategy is strong, especially its solution vision and enhancement roadmap. This makes OneTrust a good choice for clients looking for regulatory compliance as a core focus of their data governance initiative.

- **erwin focuses on data empowerment through automation, usage, and collaboration.** Originally founded in New Jersey in 1993, erwin was acquired by Quest Software in January 2021. Its vision is to automate every aspect of a customer's data governance journey. The firm supports deployments in the cloud and on-premises. Its customer base is mostly in North America (73%) and EMEA (20%). It supports multiple verticals and focuses on large enterprises in regulated industries such as financial services, healthcare, and government. The firm has an extensive global partner network, which accounts for the majority of its revenue. It has a small services business alongside its platform offering, delivering consulting service and change management services.

Reference clients use erwin Data Intelligence Suite to achieve regulatory compliance and increase their data governance maturity, in particular through data collaboration. The firm's capabilities in data usage and collaboration are class-leading, and it has strong data discovery and access capabilities. Reference clients confirm these strengths and specifically call out erwin's

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

## The 12 Providers That Matter Most And How They Stack Up

functionality around data connectors, lineage/reverse lineage, and automation capabilities. They see opportunities for improvement in the platform's data quality capabilities and its user interface and usability. To score higher, erwin should mature its capabilities in data quality and policy management and bring them in line with its key strengths. For clients looking to drive automation, usage, and collaboration through their data governance initiatives, erwin is a good choice.

**Contenders**

- **Aim drives compliance through a combination of consulting and technology expertise.** Aim was founded as a consulting firm in the UK in 2004 and has augmented its consulting expertise around data governance and management strategy with a range of software products since 2016. Aim provides both options for on-premises as well as cloud SaaS. Its business is EMEA focused (70%) with a significant share in Asia Pacific (20%). The firm is looking to expand its US business. Aim supports all verticals, with a specific focus on financial services and pensions, logistics, and government. The firm is looking to grow its medium-sized partner-led business to support its global expansion. Aim has a strong services business; it leads with strong consulting skills but is strategically shifting to a more software-driven business.

Reference clients use Aim dataBelt to establish regulatory compliance (GDPR, CCPA, etc.), looking to reduce technical debt and manual efforts. Aim has solid capabilities in data quality; data discovery and access; and security, privacy, and compliance. Reference clients' feedback supports this, and they also call out its ease of use. The firm's services and frameworks for data governance are also mentioned positively. However, reference clients point out the challenge of maintaining the high product quality while expanding a comparatively young product. To score higher, Aim must ensure its product roadmap and development is realized and strengthen its innovation and partner approach. Aim is a good choice for clients looking to modernize their data governance approach and underlying data platform, particularly in Aim's focus verticals.

- **Solix builds on a strong data lifecycle management foundation.** Founded in 2002 in California, Solix is looking to provide a single platform to understand, manage, and govern an enterprise's data. Solix can be deployed on-premises, but the large majority of Solix deployments are in the cloud (both public and private). The firm's customer base is mainly in North America (68%) and EMEA (20%). Solix supports all verticals, with a focus on large enterprises in financial services, healthcare, and manufacturing. The firm has a medium-sized partner-led business. Solix has a strong services business and accompanies each initial deployment of its software with its implementation services.

Reference clients use Solix Common Data Platform for data lifecycle management as part of their data governance initiatives, in particular data archiving and retention. Solix's lead capabilities are in data acquisition, policy management, and compliance. The firm's offering falls behind the competition in other data governance capabilities. Reference clients acknowledge the data acquisition capabilities but see room for improvement in both product and documentation quality.

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

## The 12 Providers That Matter Most And How They Stack Up

To score better, Solix must improve core data governance capabilities in stewardship management, data usage and collaboration, and data quality. The overall strategy is sound, but Solix must take care to execute. This makes Solix a consideration for clients with a focus on data lifecycle management within their data governance initiative.

- **Congruity360's strength is data classification and archiving for compliance.** Congruity360 was established in Massachusetts in 2016. With a background in infrastructure and storage, Congruity360 now focuses exclusively on governance. Starting out as an on-premises solution, Congruity has replatformed its solution to cloud SaaS but keeps an on-premises version for existing customers. Congruity has a strong business in healthcare but also focuses on financial services and legal. The firm's business is distributed mainly across North America (60%) and EMEA (35%), and it is looking to expand in Asia Pacific. Congruity is a partner-first company, and the large majority of its business is partner driven. The firm has a small business of consulting services.

Reference clients use Classify360 for data classification and categorization and for archiving/retention (often as part of a compliance initiative). Congruity360's lead capabilities are in data acquisition; data usage monitoring; and security, privacy, and compliance. The firm's offering falls behind the competition in other data governance capabilities. Reference clients acknowledge the functional strengths and also call out ease of use and implementation as strengths. To score higher, Congruity360 must improve core data governance capabilities in stewardship management, policy management, and data quality. The firm's strategy is solid, and the strong partner focus is an advantage. This makes Congruity360 a consideration for clients looking for classification, archiving, and retention as part of executing their compliance initiatives, particularly in the firm's focus verticals.

## Evaluation Overview

We evaluated vendors against 31 criteria, which we grouped into three high-level categories:

- **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 are data discovery and access, data quality, policy management, stewardship management, data usage and collaboration, advanced features and focus areas, and data governance management.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated solution vision, planned enhancements, execution, innovation, partner ecosystem, and supporting services.
- **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's product revenue, number of customers, average deal size, and geographical distribution.

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

The 12 Providers That Matter Most And How They Stack Up

**Vendor Inclusion Criteria**

Forrester included 12 vendors in the assessment: Aim, Alation, Ataccama, Collibra, Congruity360, data.world, erwin, Infogix, OneTrust, SAP, Solix, and Syniti. Each of these vendors has:

- **A stand-alone governance solution that can be integrated into open data infrastructures.** We did not consider vendors whose data governance solutions primarily focus on their proprietary platform, solution, or infrastructure.
- **Breadth of offering, including support across all governance segments.** We did not include vendors that provide an offering solely in one data governance segment (e.g., data security, privacy and compliance, data strategy and process solutions, analytics and insights support, data sharing and commercialization).
- **Geographical coverage of at least two major geographies.** We only considered vendors that have business presence and revenue in at least two major geographic areas (e.g., North America, Europe, and/or Asia Pacific).
- **Mindshare with Forrester clients and vendors.** The vendors we evaluated are frequently mentioned in Forrester end-user client inquiries, shortlists, consulting projects, and case studies. They are also mentioned by vendors during Forrester briefings as viable competitors.
- **More than \$5 million in annual category revenue.** We did not consider vendors with less than \$5 million of annual category revenue for this Forrester Wave.

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

The 12 Providers That Matter Most And How They Stack Up

## Engage With An Analyst

Gain greater confidence in your decisions by working with Forrester thought leaders to apply our research to your specific business and technology initiatives.

### Analyst Inquiry

To help you put research into practice, connect with an analyst to discuss your questions in a 30-minute phone session — or opt for a response via email.

[Learn more.](#)

### Analyst Advisory

Translate research into action by working with an analyst on a specific engagement in the form of custom strategy sessions, workshops, or speeches.

[Learn more.](#)

### Webinar

Join our online sessions on the latest research affecting your business. Each call includes analyst Q&A and slides and is available on-demand.

[Learn more.](#)



**Forrester's research apps for iOS and Android.**

Stay ahead of your competition no matter where you are.

## Supplemental Material

### Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

### The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology Guide](#) to evaluate participating vendors.

**The Forrester Wave™: Data Governance Solutions, Q3 2021**

## The 12 Providers That Matter Most And How They Stack Up

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by May 4, 2021, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [The Forrester Wave™ And New Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

**Integrity Policy**

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

We help business and technology leaders use customer obsession to accelerate growth.

#### PRODUCTS AND SERVICES

- › Research and tools
- › Analyst engagement
- › Data and analytics
- › Peer collaboration
- › Consulting
- › Events
- › Certification programs

---

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

#### ROLES WE SERVE

##### **Marketing & Strategy Professionals**

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

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

- CIO
- Application Development & Delivery
- Enterprise Architecture
- Infrastructure & Operations
- Security & Risk
- Sourcing & Vendor Management

##### **Technology Industry Professionals**

- Analyst Relations

---

#### CLIENT SUPPORT

For information on hard-copy or electronic reprints, please contact Client Support at +1 866-367-7378, +1 617-613-5730, or [clientsupport@forrester.com](mailto:clientsupport@forrester.com). We offer quantity discounts and special pricing for academic and nonprofit institutions.