Master Data Management

Providing companies with analytics to determine if their customer experience is optimized

MASTER DATA MANAGEMENT

CONSTELLATION ShortList™

6 solutions to know

IBM

INFORMATICA

ORCHESTRA NETWORKS

ORACLE CDM CLOUD

RELTIO

RIVERSAND

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

About This Constellation ShortList™

Master data management (MDM) is both a technology and methodology for linking, centralizing, and maintaining enterprise data to a singular point of reference. MDM programs typically include a methodology to support data governance and ensure data quality across the enterprise. This requires a common definition of terms and entities across an organization and a consistent data quality approach for classifying, transforming, augmenting, mastering, securing, delivering, and refreshing enterprise data.

MDM in the past incorporated objects such as customer, product, supplier, and other specific domains. Today, most MDM systems can handle multi-domain models across multi-cloud architectures.

About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

Threshold Criteria

Constellation considers the following criteria for these solutions:

- Information integration
- Data quality
- Data governance
- Multi-domain (i.e., customer, product, supplier, reference data, sites, location)
- Multiple deployment models - on-premises, in the cloud, hybrid or multi-cloud
- Industry-specific templates and accelerators
- Self-service business rules
- Support for data privacy rules and regulations
- Customer references

The Constellation ShortList™

Constellation evaluates over 15 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- IBM
- Informatica
- Orchestra Networks
- Oracle CDM Cloud
- Reltio
- Riversand

Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 180 days as needed.

Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes

 Data to Decisions

 Digital Marketing & Sales Effectiveness

 Next-Generation Customer Experience

 Technology Optimization

To learn more:
Visit www.constellationr.com/ShortList
or email shortlist@constellationr.com

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R "Ray" Wang provides insight into how disruptive technologies and new business models, such as digital transformation, impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy, and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young, and Johns Hopkins Hospital.