Magic Quadrant for Data and Analytics Governance Platforms

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A data and analytics governance platform will help business and tech leaders to design, implement and monitor governance policies. As end users increasingly demand the simplification and unification offered by this emerging platform, D&A leaders should explore and adopt these capabilities to meet their evolving needs.

Market Definition/Description

A data and analytics governance platform is a set of integrated business and technology capabilities that help business leaders and users to develop and deploy a diverse set of governance policies and monitor and enforce those policies across their organizations' business systems. These platforms are unique from data management in that data management focuses on policy execution, whereas these platforms are used primarily by business roles — not only or even specifically IT roles.

Data and analytics leaders who are investing in operationalizing and automating the work of data and analytics governance should evaluate this market. The work of data and analytics governance includes policy setting and policy enforcement, and excludes data management (policy execution). Use cases are employed across numerous governance policy categories and multiple business scenarios. The intersection of use-case and policy categories is then used to identify the technology capability. These capabilities may share similar names across policy categories, but may not mean the same thing. For example, data classification in a data security implementation would be quite different from a data classification effort in a master data management implementation, yet both markets and the vendors in them use the same terminology.

Mandatory Features

The must-have features for this market include:

- Work of policy setting — Operationalize, serve and automate the work of the governance board in policy setting.
- Work of policy enforcement — Operationalize, serve and automate the work of the data and analytics steward (business role) in policy enforcement.

Common Features

The common features for this market include:

- Access management — Set up and assign roles, organization relationships, and user access privileges for functions related to D&A governance.
- Active metadata — This involves the continuous analysis of all available user, data management, systems/infrastructure and data governance experience reports to determine the alignment and exception cases between data as designed versus actual experience. Active metadata utilization includes the capability of operationalizing these analytics outputs in the form of operational alerts and generated recommendations. It identifies the nature and extent of patterns in data operations, ultimately resulting in AI-assisted reconfiguration of data itself and operations that use that data in active metadata utilization.
- Business glossary — This refers to the ability to develop and use a glossary in support of policy analysis and development. It includes the ability to support taxonomies and ontologies to address semantic variations. This expands from business glossaries to identifying relationships between data elements, synonyms and (preferably) support ontologies and semantic relationships (business metadata).
- Connectivity/integration — This refers to the capability to provide facilities for loading (import) and exporting metadata, including roles, in a fast, efficient and accurate manner with other third-party tools. These facilities provide a communication backbone for the bidirectional flow of metadata between the central repository and the data sources or other participating applications. The solution should support interoperability and, potentially, harmonization of metadata. Metadata harmonization is interoperability between several different metadata standards in combination and in a single software system. This concept is based on the idea of machine processability, or the ability to

automate the processing of different aspects of the metadata specifications. In this manner, machines can handle extensions, manage modules, understand refinement, and provide support for multiple languages.

- Data catalog — This is the ability to inventory and curate data assets. Data inventory capabilities are enabled by machine learning (ML) and automatic detection of relationships with other data assets. Data inventory requires a user-augmented process for validating and resolving any ambiguity in the automated inventory process.

- Data classification — Data classification is broadly defined as the process of organizing data by relevant categories so that it may be used and protected more efficiently. On a basic level, the classification process makes data easier to locate and retrieve. Data classification is particularly important for risk management, compliance and data security.

- Data dictionary — A data dictionary (technical metadata) is a collection of names, definitions and attributes about data elements that are being used or captured in a database, information system or as part of a research project. It describes the meanings and purposes of data elements within the context of a project and provides guidance on interpretation, accepted meanings and representation. A data dictionary also provides metadata about data elements. It is associated with a metadata repository, used to document and manage metadata, and is used to perform analysis using metadata. Organizations can also use repositories to publish information about reusable assets, which enables users to browse metadata during life cycle activities such as design, testing and release management.

- Data lineage — This capability includes the depth and breadth of data lineage for identifying data provenance. Data lineage must be broad because it must audit all the steps, applications and transformations that any data element has gone through from its original source to all the possible endpoints. Data lineage can also be inferred through ML to bridge possible gaps in the metadata. Data lineage also supports security and privacy because it helps to identify data as it evolves across structured and unstructured formats and locations.

- Impact analysis — This capability includes impact analysis to identify the impact of a change on any metadata element. It must be deep to allow for drilling down or analyzing to the finest level of detail, such as column-level or transformation logic.

- Information policy representation (high level) — This refers to a place to model, store and access (for state and/or persistence) a business representation of the governance policies being enforced, with integration and links to business rules enumerated in the various applications.
- Matching, linking and merging — This is the matching, linking and merging of related data entries within or across diverse datasets using a variety of traditional and new approaches, such as rules, algorithms, metadata and ML.
- Model management — This is the ability to review, edit, explore and otherwise interrogate various models (data, policy, rule, organizational, etc.) and various states and conditions over time.
- Orchestration/automation — Orchestration/automation comes with augmented data management. Augmented data management uses ML to automate various activities, including data quality, data integration, workload management, data catalog, data preparation, insight discovery, model development and insight sharing. It applies statistical significance and business context/relevancy. Note: The term “augmented” conveys the use of ML automation and AI techniques to improve human tasks and contextual awareness. This capability becomes more crucial in modern data and analytics architectures due to the sheer volume of multistructured data that needs to be processed in an ever-shorter amount of time. Augmented data management also caters to the needs of citizen roles, such as citizen integrators or citizen data scientists. AI- and ML-learning-assisted data fabrics for new applications are driving practices away from custom design and toward metadata-driven solutions.
- Organization and role models — This is the ability to set up organizational models and associated user IDs with key roles across the various workflows and the intersection of work related to policy setting and policy enforcement. An example is setting up models that tag real people to data elements, tasks, workflows, rules and more.
- Profiling — This refers to the statistical analysis of diverse datasets (ranging from structured to unstructured data and from internal to external data) to give business users insight into the quality of data and enable them to identify data quality issues. Profiling can also profile data against the rules created from the rule management.
- Rule management (low level) — This capability automates the enforcement of business rules that are tied to data elements and associated metadata. It supports dedicated

interfaces for the creation of, and the order of execution and links with, information stewardship for effective governance.

- Security (on the platform itself) — This refers to the provision of certain data security policies through data risk assessment and orchestration of data security controls that are available on the governance platform. The controls enact certain data access privileges, audits or monitoring to enable certain levels of security provision by the platform.

- Tag management — The solution should possess enrichment capabilities through user tagging of content or automatic detection, such as personally identifiable information/data (PII or PID). It should also provide context (such as tagging and rating) to enable data analysts, data scientists, data stewards and other data consumers to identify and integrate access to additional relevant datasets for the purpose of enhancing business value.

- Task management — This refers to the ability to set up, assign and reassign tasks across the organizational roles involved in policy setting, enforcement and external roles/users. Management tools are provided, such as dashboards and work-to lists to monitor the status of tasks.

- User interface (as support for all governance-related roles) — This refers to the ability to support the skills and needs of a variety of roles — such as data architects, data engineers, data stewards and data analysts — and provide them with collaborative workflows. It includes the ability to address a variety of users with an interface that is easy to use and engaging to interact with. The UI should enhance the experience that users have while interacting with the solution/product and ensure that different personas find the appropriate virtual environment in which to work. It should also create a collaborative experience.

- Workflow management — These capabilities include business process modeling, data flow modeling and documentation, and support for analytics key performance indicators (KPIs) and other benchmarking efforts.

Optional Features

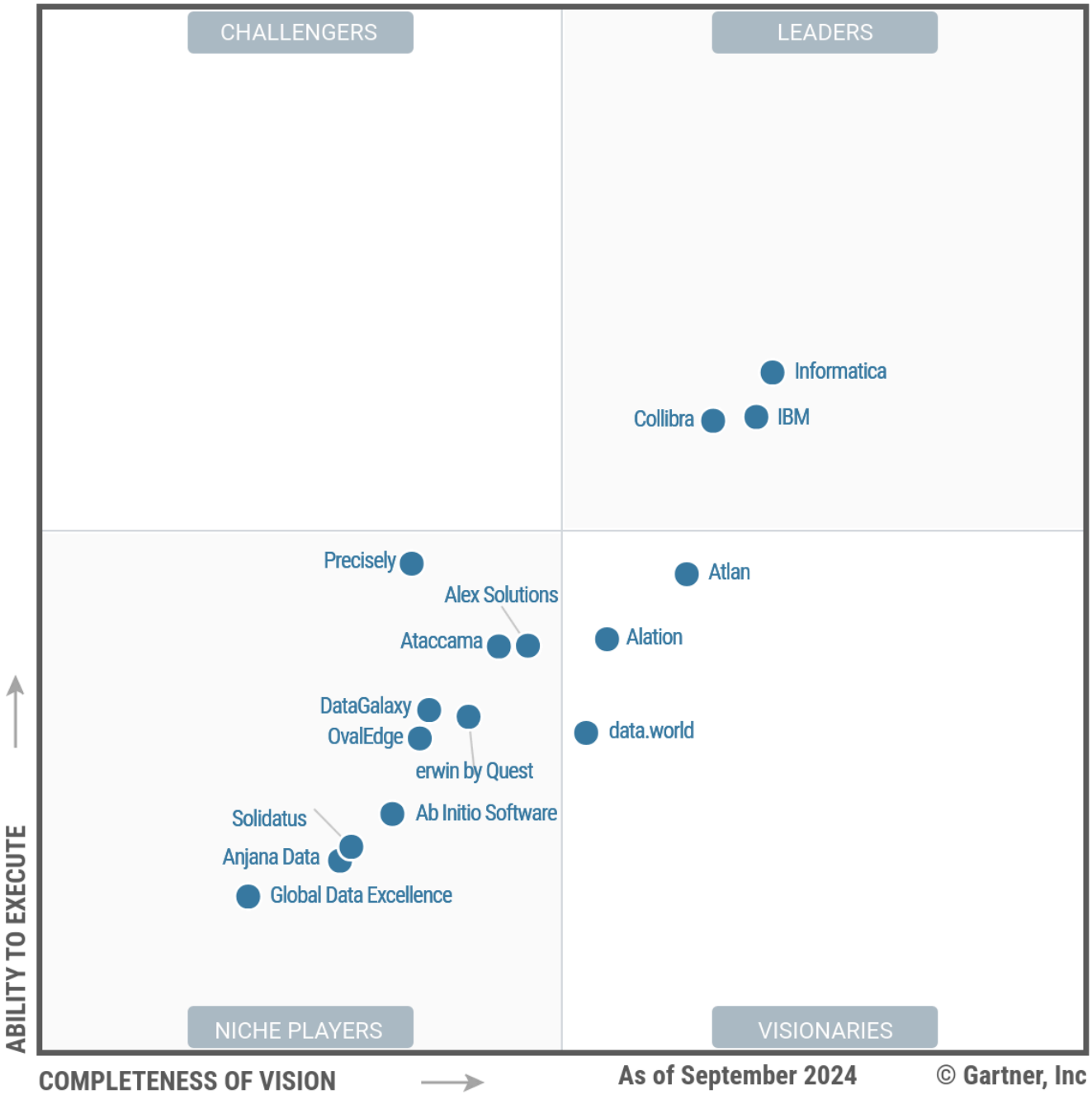
The optional features for this market include:

- Analytics models — These new breeds of products are helping with data preparation as well as versioning models and reports, and promoting them from development to testing to production environments.

- Data observability — This refers to the ability to understand the health of an organization's data landscape, data pipelines and data infrastructure by continuously monitoring, tracking, alerting, analyzing and troubleshooting incidents to reduce and prevent data errors or downtime. It tells us not only what went wrong, but also why, and it assesses the impacts. Data observability improves reliability of data pipelines by increasing the ability to observe changes, discover unknowns and take appropriate actions.

Magic Quadrant

Figure 1: Magic Quadrant for Data and Analytics Governance Platforms



Gartner

Vendor Strengths and Cautions

Ab Initio Software

Ab Initio is a Niche Player in this Magic Quadrant. It is headquartered in Massachusetts, U.S. Its Enterprise Data Platform provides the necessary functionality to manage data across the data life cycle management. It is a privately owned company, with around 2,000 clients. Approximately three quarters of Ab Initio's clients are in North America and EMEA, and in highly regulated industries such as banking, insurance, telecom and healthcare.

Strengths

Sales strategy: The metadata hub module (the vendor's primary D&A Governance offering within its broader Enterprise Data Platform) offers the company an opportunity to engage with more midmarket companies, expanding its market coverage from the typical Ab Initio Data Platform customers, which are predominantly large, complex and highly regulated organizations.

Product: The company's product and engagement methodologies frequently meet the complex and organizational challenges faced by its customers' large, regulated and complex environments, which has resulted in a holistic and adaptive set of data management tools.

Pricing strategy: Ab Initio offers flexible pricing options for its metadata hub offering with options based on unlimited usage across an enterprise, one or more departments, or one or more projects/systems, with flexibility to include geographic domains.

Cautions

Sales execution: For the metadata hub module, Ab Initio has found more success targeting small and midsize enterprises than in its traditional client base of large organizations for the Enterprise Data Platform. While Ab Initio has done well in small and midsize organizations, it has an opportunity to better leverage its traditional client base.

Implementation complexity: Some clients have reported concerns around complexity in using the tool as well as a lack of documentation and training opportunities.

Pricing: Ab Initio's average licensing costs is higher than many of its competitors, which is likely because features such as data quality processing, active metadata/discovery, metadata-driven data preparation are treated as add-ons.

Alation

Alation is a Visionary in this Magic Quadrant. It is headquartered in California. Its D&A governance product, Alation Data Intelligence Platform, is offered as a SaaS option in AWS cloud, or can be deployed in an infrastructure as a service (IaaS) configuration on AWS, Google Cloud and Microsoft Azure. The product can be installed either in an on-premises or private cloud environment.

Alation has approximately 600 customers, with the majority of them in North America. Their customers are primarily in the financial services, healthcare and public sectors.

Strengths

Product strategy on data catalog: With more than 10 years of experience as a data catalog vendor, Alation provides strong inventorying of data assets across various data sources. It offers more than a hundred connectors for different data sources and various tools and APIs that are easily accessible and understood. It uses browser-like tools that make it easy for nontechnical business users to search for and discover data.

Customer experience: Alation's customers express satisfaction in its product, especially its ease of use. The interface is user friendly, simple to navigate and intuitive for nontechnical users. It has easy-to-use out of the box (OOTB) connectors that connect various data sources, and builds automations that enhance the user experience through its smooth customizability.

Service: Alation provides quick and reliable customer support and its customers are kept up to date on new features and roadmaps. It offers a vast user community and university to its customers, which are both helpful accelerators for adoption.

Cautions

Product strategy: Alation lags functionality in areas, such as data quality, data observability and master data management (MDM), and is leveraging third-party vendors to fill in the gaps. For example, its open data quality initiative allows its customers to select their own preferred data quality (DQ) vendors. This partnership requires additional contract, license and cost of ownership. It also reflects concerns about the level of interoperability.

Product offering: Alation does not offer comprehensive D&A governance and lags its competitors in providing some features that are native to other platforms, such as advanced profiling, observability, extensive persona-based UI options, and rule creation with GenAI/NLP. The features in cloud and on-premises may not be available at the same time. Their on-premises customers may see delay for the features available to them.

Limited cloud offering: Alation prefers that its customers utilize the Alation Cloud Service (ACS), which is a SaaS deployment option. The ACS applications and databases run only on AWS currently.

Alex Solutions

Alex Solutions is a Niche Player in this Magic Quadrant. Its headquarters is in Melbourne, Australia. Its D&A governance platform includes a data hub, intelligent scanners, enterprise reporting and analytics, a data lineage service, and Alex AI Guru. Alex Solutions has more

than 55 customers across North America, Europe and APAC. Its largest presence is in APAC. Almost 50% of its clients are in the banking and financial sector. It emphasizes automation by building its own connectors, supporting a wide range of use cases including compliance, data risk management, data analytics, data quality management and data privacy.

Strengths

Innovation: Alex Solutions invests in real-time data activation orchestration and GenAI, aiming to make data management an essential tool for all its clients. It envisions becoming a data management resource planning solution.

Market visibility: Alex Solutions is building a community through its open meta hub and focuses on thought leadership and content generation. It has a good presence on LinkedIn with almost 51,000 followers.

Compliance and risk management: The Alex platform includes features for real-time lineage of data flow, historical analytics, anomaly detection and certifications for compliance, addressing the rise of data risk with the use of AI.

Cautions

Operations: Alex Solutions is currently scaling operations to meet growing demand, which may require additional planning.

Marketing strategy: Continuing efforts to expand its market penetration in North America, Europe and APAC are limited compared to its competitors, which may result in operational changes or adjustments.

Task management: Although this is an identified area of improvement by Alex Solutions, most of our reference customers report that its ability to effectively support task management did not meet their expectations.

Anjana Data

Anjana Data is a Niche Player in this Magic Quadrant. Its headquarters is in Bilbao, Spain.

Founded in 2018 as a spin-off from a Spanish consultancy firm, Anjana Data has 30 customers in Europe and Latin America, and is majorly distributed in the banking, utilities, insurance and government sectors. The company prides itself on its industry-agnostic approach and its business-oriented technology.

Strengths

Strategic partnerships: Anjana Data maintains strong alliances with major cloud vendors and data technologies that enhance its platform's functions and integration options.

Focus on compliance: The company prioritizes regulatory compliance and government-approved technology, which is crucial in today's environment.

Pricing strategy: The platform's flexible pricing model and low initial investment make it accessible to a wide range of customers, from small businesses to large enterprises.

Cautions

Sales execution: Anjana Data does not provide dedicated salespeople, and a lack of dedicated IT infrastructure for support might limit its ability to scale and manage customer relationships effectively. It is, however, investing in a customer-success-focused scheme that is addressing those potential gaps.

External platforms support: Anjana Data relies on external platforms for data-related tasks, which could pose integration challenges and affect the overall user experience.

Entity resolution: The platform does not natively support matching, merging or linking of data, which are essential for comprehensive data governance.

Ataccama

Ataccama is a Niche Player in this Magic Quadrant. It is headquartered in Toronto, Canada. Its primary D&A governance platform, Ataccama ONE, is available for both in cloud and on-premises. It has 261 active customers with a client base mostly in EMEA and North America. These clients are predominantly from the financial services, healthcare and telecommunications sectors.

While Ataccama is an established player in the data quality and MDM market, it has shifted its focus to a unified, platform-based strategy through Ataccama ONE.

Strengths

Data quality: Ataccama ONE provides strong core data quality functions including advanced profiling, entity resolution and lineage-based root cause analysis. It complements these through GenAI, AI-ML, knowledge graph and metadata-based augmentation while also adding observability components for advanced monitoring of data quality.

Offering strategy: Ataccama is planning to move from stand-alone product offerings to a unified, cloud-agnostic data management platform while continuing to offer on-premises solutions. Its roadmap is focused on delivering data governance support across the life cycle of data from the source to ready-to-consume product. It supports broad personas including data scientists and casual users, which Ataccama says will deliver and demonstrate enhanced ROI from the deployment.

Service: The company supplements its product with an extensive and tiered customer engagement and services model that includes an agile approach to platform onboarding, and self-paced and instructor-led training for knowledge transfer and consulting services. The significant and growing revenue share from support services further enhances its market viability.

Cautions

Innovation: Ataccama's innovation strategy leans toward enhancing its data quality and observability. It lags competitor offerings in key innovation areas associated with broader governance platform functions such as data marketplace experience, AI-model governance, private large language model (LLM) integration, multilingual support, unstructured data curation and governance.

Sales strategy: Ataccama has so far relied on unsolicited leads with the customer base split roughly equally between small, medium and large enterprises. To broaden its customer base, the company would need to ramp up both its sales resources and its processes.

Lineage through Manta (now IBM): Even with plans to develop native data lineage scanners, Ataccama primarily relies on components from Manta via an OEM partnership for end-to-end lineage. Manta is charged separately for installation per environment. Since lineage is critical for data quality, which is its key value proposition, IBM's acquisition of Manta may impact its long-term product strategy.

Atlan

Atlan is a Visionary in this Magic Quadrant. Its headquarters are in New York and Singapore. It offers its eponymous Atlan platform for D&A governance.

Atlan has more than 240 customers across North America, Europe, Asia/Pacific and Latin America, with its largest presence in North America. The majority of its customers are in the

IT and financial industries. Its platform focuses on enabling “humans of data” to manage AI-ready data, metadata and stewardship efforts.

Strengths

Track record: Atlan has achieved significant growth, with a good win rate in competitive evaluations. Its broad platform approach and focus on long-term leadership in data governance have positioned it as an emerging trusted advisor in the governance community.

Customer-centric approach: Atlan’s customer experience team is larger than its sales team, emphasizing a commitment to customer success. It offers courses, certifications and templates through Atlan University, ensuring continuous learning and improvement for its clients.

Innovation: Atlan provides automation, AI recommendations and tools to enrich and govern data at source. Its focus on AI-driven solutions and open metadata lakehouse infrastructure addresses the challenges of increasing data scale and diversity.

Cautions

Product implementation: Atlan’s platform may pose challenges during implementation, especially for organizations with limited technical expertise or resources.

Scalability: As Atlan continues to grow and expand its customer base, scaling its cloud-native platform and ensuring its ability to handle larger and more complex data estates while ensuring stable platform performance could be critical.

Enforcement of policy management: Many of Atlan’s customers interviewed during the assessment period reported its ability to effectively support policy management did not meet their expectations. As Atlan continues to develop its policy management functionalities, primarily through its policy manager module, it needs to align to evolving end-user expectations.

Collibra

Collibra is a leader in this Magic Quadrant. It is headquartered in New York. Its D&A governance product, Collibra Data Intelligence Platform, is a vendor-managed cloud environment available on AWS and Google Cloud. It also has a product called Collibra Data Quality & Observability, which is currently deployed in an on-premises environment only, and can be integrated with Collibra Data Intelligence Platform. Collibra has evolved from a

traditional data catalog tool into a D&A governance platform that supports many scenarios, including AI governance.

Collibra has approximately 700 customers, primarily in North America and EMEA, which tend to be in the financial services, healthcare and retail sectors.

Strengths

Overall viability: Collibra demonstrates a strong 15% year-over-year (YoY) growth in revenue and 37% YoY growth in its customer base for its D&A governance products and services.

Market understanding: Collibra presents a strong vision in providing end-to-end governance to support various governance use cases and requirements, including AI governance. It provides structure and governance functions with a dedicated focus across technical and nontechnical business users. It continues to grow its connections to other data resources and support for various data policies.

Business model: Collibra has a strong partnership network with major technology providers and systems integrator partners such as AWS, Google, Infosys and Snowflake. It provides native integrations with more than 100 different data environments or applications, and has also recently entered into an exclusive partnership to support SAP ecosystems.

Cautions

Offering strategy: While Collibra does offer data quality and observability functionalities, it exists as a separate module, which currently is not natively part of the Collibra Data Intelligence Platform. Customers looking for these features need to evaluate additional requirements of hardware, software license, configuration and integration with its product Collibra Data Quality & Observability. This is only available on-premises and integrates with the rest of its portfolio via API calls.

Workflow management: Collibra's Workflow Designer enables customers to create forms and build workflows, but utilization of these workflow management features may require the knowledge/skill of a programmer capable of creating, supporting and maintaining these as well as understanding the entire workflow development and other functions of the tool. Collibra offers several out-of-the-box workflows; however, some customers that generate custom workflows (or customize existing workflows) with script tasks may require additional testing for every new release from Collibra, as these workflows could introduce variations. Collibra customers need to allocate resources to perform additional testing.

Release documentation: Collibra's product release notes for maintenance or new features sometimes do not provide clear communication about changes made in the upgrade. As Collibra releases updates monthly, and moves quickly to launch upgrades to customers, its product documentation is sometimes outdated and does not have the latest information because existing features have changed or new features have already been added.

DataGalaxy

DataGalaxy is a Niche Player in this Magic Quadrant. It is headquartered in Lyon, France. Its integrated data governance solution consists of DataGalaxy Knowledge Catalog and DataGalaxy Browser.

It has 170 active customers. Its client base is mostly in EMEA and North America, with clients primarily in the banking, energy, aerospace and defense industries. Its product strategy focus is geared toward greater adoption by nontechnical business users through better UX, collaborative data modeling, data and AI product management, and sharing.

Strengths

Ease of use: DataGalaxy's product interface for setting, enforcing and observing policies is simple and intuitive. It works alongside a web browser extension and integrates with common enterprise collaboration tools (Slack and Teams) to make governance tasks part of business workflows.

Workflow management: The platform enables collaborative governance workflow design and management through its no-code, flexible Campaign module, which supports a variety of stewardship tasks, including bulk data certification, glossary validation and quality remediation.

Data modeling: The platform provides an extendable OOTB metadata model, which is further supplemented by Data Knowledge Studio (DKS). This allows users to represent data and its context in a single diagram, which helps with interactive collaborative modeling of data between data architects, data product managers, governance and engineering teams.

Cautions

DQ and profiling: DataGalaxy does not offer native data quality, monitoring or observability. It allows data quality rules to be defined, but its implementation and observation is done through API integration with third-party tool partners such as Bigeye, Monte Carlo and Soda.

Automation: The company lags its competitors in deploying AI/ML and LLMs in conjunction with active metadata for automating governance tasks such as automated cataloging, natural language search and querying, workload management and rule suggestion.

Overall viability: DataGalaxy is comparatively small in terms of size and revenue but showed an impressive 55% YoY growth in 2023. Scaling sustainably may pose a challenge as it has one of the lowest average deal sizes, a disproportionate concentration of customers in EMEA (over 90%), and a client mix that is skewed toward small and midsize customers.

data.world

data.world is a Visionary in this Magic Quadrant. It is headquartered in Austin, Texas. Its D&A governance platform has 80 customers across North America and Europe, with its largest presence in North America. Its clients are mostly in the banking, insurance and consumer brands industries (almost 40%) but with a larger percentage (43%) spread across all other industries. It aims to carve out a niche by integrating GenAI applications into its platform, aiming to simplify the work of data governance professionals.

Strengths

Innovation: data.world integrates GenAI into data cataloging and governance, offering features such as guided idea exploration, text-to-SQL conversion, query summarization and AI-based search. These innovations improve productivity and ease of use for nontechnical governance teams.

Product: The platform's customizable and flexible user interface, along with a focus on user-centric workflows, ensures that it can be tailored to meet the specific needs of many different organizations and domains.

User community: The platform offers a collaborative approach to governance as its tools facilitate teamwork and user-friendly automation. Monthly town halls and a popular podcast further enhance community engagement and knowledge sharing.

Cautions

Offering strategy: Setting up the platform and managing its integrations with on-premises and cloud sources may require additional effort and expertise from the customer.

Customer experience: Customer references report conflicting feedback regarding data.world's market innovation. These mixed signals could potentially lead to a lack of

confidence among users who are considering investing in a strategic roadmap that includes the vendor.

Entity resolution: Using the platform's entity-resolution features requires significant effort from the customer. This complexity may pose a challenge for organizations looking for automated solutions that are about enhancing the quality of data, and ensuring that data assets are accurate and free of redundancies.

erwin by Quest

erwin by Quest is a Niche Player in this Magic Quadrant. It introduced the erwin Data Intelligence by Quest product to provide D&A Governance capabilities as a stand-alone offering or as an integrated platform with its flagship data modeling tool, erwin Data Modeler by Quest. Quest Software is a privately owned company based in Aliso Viejo, California. The majority of its customers using erwin Data Intelligence by Quest are large organizations (more than 10,000 employees) that are based in North America and EMEA.

Strengths

Customer experience: Reference clients report favorable reviews of the company's responsiveness to requests for customer support and product enhancements.

Market responsiveness: The vendor has a clear understanding of the D&A governance market and this is reflected in its product offering roadmap which includes a rich set of features that will accommodate future end-user demands.

Product: Reference clients report favorable reviews of the platform's user-friendly interface. This includes features such as the mind map, which allows users to visualize the technical and business asset relationships of data products, AI models and other related data assets.

Cautions

Sales strategy: As the D&A governance market is primarily driven by nontechnical business users, erwin needs to ensure that its sales strategy and support services covers nontechnical user expectations and needs, which are different from their broader data modeling user base.

Development resources: The company allocates a lower percentage of its internal resources toward D&A governance capabilities than its competitors given an expanded portfolio of Quest products.

Customer growth: Relative to other vendors in this market, Quest has added fewer new customers over the past year for its D&A governance product.

Global Data Excellence

Global Data Excellence (GDE) is a Niche Player in this Magic Quadrant. It is headquartered in Geneva, Switzerland. Its D&A governance product is a web-based SaaS solution called DEMS-Nixus.

It currently has 40 active customers, mainly from the EMEA region. It has significant experience working with large organizations that operate globally and in strongly regulated environments such as government, finance, energy, audit and healthcare. It is focused on providing a multilingual end-to-end platform that provides ethical and value-driven AI for governance.

Strengths

Innovation: Semantic and linguistic AI is at the core of GDE's product, which translates into multiple use cases such as natural language rules for code generation, multilanguage translation for querying, semantic meta model for contextual intelligence, and processing and decrypting unstructured data.

Ease of deployment: GDE offers a faster pace of implementation than its competitors due to its stand-alone, end-to-end system, its simplified pricing, and its fully in-house deployment and servicing. It helps organizations deliver faster results by supplementing its data excellence framework with consulting support and well-defined business outcomes.

Regulatory compliance: GDE has OOTB support for multiple regulations including the General Data Protection Regulation (GDPR), Swiss Financial Market Supervisory Authority (FINMA) and Sustainable Development Goals (SDGs). It supplements its know-how on compliance-driven D&A governance through extensive partnerships with global institutions, industry consortiums, governments and academic institutions.

Cautions

Scalability: GDE is a lean shop with limited employees and a small set of customers who are serviced by internal resources only. As it scales, ramping up its number of employees, external partnerships, sales operations, marketing and branding may be a challenge.

Lack of customer references: Due to GDE's limited presence in our internal queries or external media, it is difficult to independently ascertain the effectiveness of its products and operations through its customers.

Explainability of AI: Ethical and value-driven AI, including GenAI, is at core of GDE's product portfolio. It is important that prospective clients are able to assess the accuracy and reliability of these models, and ensure that those models align with the client organization's specific requirements and ethical standards.

IBM

IBM is a leader in this Magic Quadrant. It is headquartered in Armonk, New York. Its D&A governance products are integrated through IBM Cloud Pak for Data (CP4D) and watsonx. These are cloud-native solutions that support hybrid, multicloud data landscape delivery. watsonx is a series of AI and data management functions dedicated to AI initiatives. IBM has many installed bases for these product lines. Its operations are geographically diversified, with clients in various sectors.

Strengths

Innovation: IBM is adding key emerging technologies to its core capabilities, such as watsonx.governance for governing AI models, a knowledge-graph-based visualization tool to explore relationships among data assets, ontology mappings for use when onboarding assets, and real-time DQ rule execution. All of these provide comprehensive governance across many types of data and requirements.

Offering strategy: Both CP4D and watsonx are cloud-native solutions that are built on a common data fabric architecture. This uses container- and microservices-based architecture to enable flexible and scalable deployment models built on the Red Hat OpenShift layer for on-premises and/or cloud. IBM also offers IBM Cloud deployment for a fully-managed SaaS solution.

Packaging and pricing: IBM now offers improved pricing and licensing options in the form of new entry-level packages. Improved bundling based on user personas and customer use cases are also available. CP4D is available on both the AWS and Azure marketplaces, which provides flexible pricing options and is unique to these cloud providers' customers.

Cautions

Operations: IBM's D&A governance is spread through many different products, some of which were through previous acquisitions (Databand and Manta), or small plug-in tools (IBM DataStage). These are individual products with separate licenses, pricing and additional integration efforts. IBM customers would need to work on these tools separately.

Legacy product-migration plan: IBM's product strategy is to primarily invest in IBM Knowledge Catalog (IKC) and watsonx. Since a fair amount of its customers are still using the legacy on-premises product InfoSphere Information Server for D&A governance purposes, they would need to consider a migration path to IKC to take advantage of IBM's new and innovative technologies. Moving to IKC will require additional licensing, different infrastructure and a large migration effort that would need careful consideration and forward planning.

Customer perception: Some IBM prospects feel that its solution is complicated, expensive, large-scale and suitable only for enterprises that have skilled IT professionals. Small or midsize enterprises rarely consider IBM, unless they are already using IBM solutions, and sales opportunities rely on cross-selling from the existing client base.

Informatica

Informatica is a Leader in this Magic Quadrant. It is headquartered in Redwood City, California. Its D&A governance product, Informatica Cloud Data Governance and Catalog, is offered as part of Intelligent Data Management Cloud (IDMC). This cloud-native SaaS solution supports multicloud environments such as AWS, Azure, Oracle and Google Cloud.

Informatica is investing in bringing AI/GenAI into IDMC by introducing CLAIRE GPT and CLAIRE AI. Informatica has more than 5,000 customers for all of its products and its operations are geographically diversified, with clients in many industry sectors.

Strengths

Market understanding: Informatica demonstrates a good understanding of the D&A governance platform market and an ability to adapt to market changes and disruptions. About D&A governance, Informatica coordinates its positioning with sales approaches and marketing strategies.

Innovation: Complementing its comprehensive data management features — including D&A governance, data quality, data cataloging, MDM and data integration — Informatica launched CLAIRE GPT in its unified IDMC platform to enable users to perform data

management tasks through natural language input. It also offers CLAIRE AI — a plug-in tool that allows technical users to automate more data management tasks and processes.

Product ecosystem: Informatica has a strong global ecosystem, with over 500 partners for all its products. These include technology providers, systems integrators, independent software vendors and service providers. This increases not only its expertise, but also support in data governance areas across many industries and practices. For example, Informatica has a strategic partnership with Microsoft to support the Microsoft Fabric D&A governance platform.

Cautions

Offering strategy: With its cloud-only approach, Informatica has shifted its D&A governance to the cloud and has limited investment in its on-premises legacy products (such as Enterprise Data Catalog and Axon). It lags its competitors in support for on-premises or hybrid models, which prospective customers should be mindful of while evaluating its products.

Migration to IDMC: Informatica, at the time of assessment, does not offer self-service migration of data catalogs and metadata from legacy tools to IDMC. The migration process involves engaging with its professional services teams or service providers, which incurs additional cost and time.

Pricing: Informatica's pricing model, based on Informatica Processing Units (IPUs), means that customers have to forecast their annual usage and spend on its product features, and any remaining IPUs cannot be carried over to the next year. Some customers report that the cost of ownership of its platforms is relatively higher than its competitors.

OvalEdge

OvalEdge is a Niche Player in this Magic Quadrant. It is headquartered in Georgia, U.S. The OvalEdge platform enables clients to catalog datasets, define business glossaries, trace data lineage, monitor quality, enforce data access policies, and monitor and enforce privacy and compliance policies.

OvalEdge is growing with over 200 clients, primarily in the North America and EMEA regions. It is carving out a position in the midsize market (between 1,000 and 10,000 employees in the healthcare, finance and technology sectors). It has a strong product offering at a reasonable price.

Strengths

Price: OvalEdge is one of the less expensive tools on the market, making it more appealing to budget-minded customers who are new to adopting D&A governance technologies. While the solution is competitively priced, it contains the basic core features that most customers would expect.

Ease of use: Customers report an easy-to-use interface, which makes it easier for new and nontechnical users to adopt the solution.

Customer service: Clients who have adopted OvalEdge have reported strong customer service support.

Cautions

Limited product offering: Though the product is relatively less expensive than other products in the market, the OvalEdge platform does not offer some features such as managing business semantics, profiling data-in-flight, monitoring data pipelines, master data management, and security tools.

Product development: Some clients report that new product releases lack important information, and that new features and functionality can take a while to implement.

Community support: The company offers limited community knowledge sharing and networking to its users, with the only opportunity being on the LinkedIn platform.

Precisely

Precisely is a Niche Player in this Magic Quadrant. It is headquartered in Burlington, Massachusetts, U.S. Its data governance product is a hybrid SaaS solution called the Precisely Data Integrity Suite, which currently has 115 active customers. Its operations are geographically diversified, and its customers are mostly large enterprises.

Its product strategy is to help organizations move from documentation-based governance to operationalization through better enforcement, monitoring and reporting, especially for AI initiatives.

Strengths

Offering strategy: The Precisely Data Integrity Suite's governance service can be coupled with its other services (such as data integration, data observability, data quality and data

enrichment) via SaaS deployment. It also supports the best-of-breed approach to natively integrate with existing data management solutions.

Connectivity and integration: With multiple OOTB connectors, REST APIs (for external source systems) and diverse technology partnerships, the Precisely Data Integrity Suite connects seamlessly across the D&A ecosystem. It is helpful for customers looking to scale their governance programs across a large and complex data architecture.

Sales execution: Precisely demonstrates strong sales, which includes dedicated regional sales teams for different verticals and regions, digital sales teams, and extensive technology partners for joint marketing.

Cautions

Innovation: The Precisely Data Integrity Suite does not sufficiently leverage ML-based active metadata, semantic knowledge graph and GenAI use cases for augmented and automated governance support. Its AI adoption is more measured than its competitors due to privacy and security concerns, which reflects a focus on explainable AI for data management.

Automation: Precisely Data Integrity Suite lags its competitors in automating governance tasks such as rule generation, autoclassification and tagging, which are well-established in the data governance market.

Product strategy and pricing: Since the Precisely Data Integrity Suite is offered as seven interoperable services on a common foundation, pricing and licensing conversations may get complicated. Its diverse product portfolio also runs the risk of confusing its customers about its combined product roadmap.

Solidatus

Solidatus is a Niche Player in this Magic Quadrant. The Solidatus platform offers data lineage, catalog, governance and management solutions. With headquarters in England and the U.S., its operations are focused in North America and EMEA markets. Its clients tend to be large organizations in the finance, insurance, healthcare and government sectors. Its product implementations are equally managed by internal resources and external implementation partners.

Solidatus is currently integrating more AI to further refine its lineage solution and to augment related stewardship processes.

Strengths

Data lineage: Solidatus provides strong data lineage, and has been named by Microsoft as its preferred data lineage solution partner. The company has proved capable of delivering historically challenging lineage functionality into highly regulated environments such as the finance, healthcare and government sectors.

Product roadmap: The company has a strong product roadmap and partnership with Microsoft's Purview, which demonstrates a good understanding of the D&A market direction.

Partnerships: The company has strong relationships with both implementation and technology partners.

Cautions

Solution complexity: While Solidatus has worked to improve its user interface, some customers report that the tool's flexibility and number of customization options can make it difficult for nontechnical users to quickly adopt the tool.

Marketing execution: Solidatus lags its competitors in providing opportunities for customers to collaborate and network.

Innovation: Though Solidatus has incorporated AI/ML-based automation to particularly support lineage and entity resolution, its overall innovation for D&A governance currently lags behind competitors with limited support for areas such as automated policy recommendation, natural-language-based rule creation and a data marketplace.

Inclusion and Exclusion Criteria

To qualify for this body of research vendors must meet the following requirements:

General availability (GA)

Offer stand-alone platform solutions that are positioned, marketed, and sold specifically for general-purpose data and analytics governance applications. Vendors that provide several D&A governance product components must demonstrate that these are integrated, and collectively meet the full inclusion criteria for this Research. The platforms must demonstrate the capabilities as available in GA from 1 June 2024.

Product or service capability

Operationalize and automate the work of policy setting and policy enforcement enabled by the following required standard capabilities:

- Access management
- Active metadata
- Business glossary
- Connectivity/integration
- Data catalog
- Data classification
- Data dictionary
- Data lineage
- Impact analysis
- Matching, linking and merging
- Model management.
- Orchestration/automation
- Organization and role models
- Profiling
- Rule management (low level)
- Security (on the platform itself)
- Tag management
- Task management
- User interface (as support for all governance-related roles)
- Workflow management

Support augmentation of at least five of the capabilities listed above by leveraging AI/ML features (supervised, semisupervised or unsupervised methods, NLP-based or LLM-

supported), graph analysis and metadata analytics.

Enable large-scale deployment (in terms of number of concurrent users and data volume) via runtime architectures that can support concurrent users and applications. Cloud-based/SaaS versions should support all capabilities listed above. Vendors must showcase at least three large-scale deployments.

Include a complete solution addressing administration and management, as well as end-user-facing functionality, for five or more of the following types of users:

- Data steward
- Data architect
- Data quality analyst
- Data engineer
- Database administrator
- Data integration analyst
- Data scientist
- Data analyst
- Business intelligence analyst
- Citizen user

Support integrability and interoperability with other data management solutions (such as metadata management, master data management, data quality data integration solutions, and data security platforms) from third-party tools.

Demonstrate in at least three scenarios how the platform operationalizes and automates policy, setting, policy enforcement and policy execution.

Performance

Maintain an installed base of at least 25 paying production customers (different companies/organizational entities/logo) for their flagship data governance initiative (not just individual smaller modules or capabilities). The customers must be running in production for at least one month.

Provide direct sales and support operations, or a partner providing sales and support operations in at least two of the following regions: North America, South America, EMEA and Asia/Pacific.

Impact

Rank among the top organizations in the Customer Interest indicator (CII) identified by Gartner for this research. CII was calculated using a weighted mix of internal and external inputs that reflect Gartner client interest, vendor customer engagement, and vendor customer sentiment in the last 18 months.

Data inputs used to calculate D&A Governance market momentum included a balanced set of measures:

- Gartner.com Search
- Inquiry volume
- Frequency of mention in PI competitors
- Google Trends search index.
- Number of followers on X (formerly Twitter) and LinkedIn
- Average visits per month according to web traffic analysis

Geographic Coverage

The customer base for production deployment must include paying customers in multiple countries (at least five) and in two or more regions (North America, South America, EMEA and Asia/Pacific).

Industry Coverage

The customer base must be representative of three or more industry sectors.

Honorable Mentions

Microsoft Purview Data Governance: Did not meet the inclusion criteria of having the product available for general availability by 1 June 2024. The product was made generally available only by 1 September 2024. However, Purview — even in preview mode — has a

strong market presence and is considered as a strong competitor among the vendors assessed here.

Evaluation Criteria

Ability to Execute

Gartner analysts evaluate providers on the quality and efficacy of the processes, systems, methods or procedures that enable IT provider performance to be competitive, efficient and effective, and to positively impact revenue, retention and reputation within Gartner's view of the market.

Ability to Execute

Evaluation Criteria	*Weighting*
Product or Service	Medium
Overall Viability	Medium
Sales Execution/Pricing	Low
Market Responsiveness/Record	High
Marketing Execution	Medium
Customer Experience	Medium
Operations	Medium

Source: Gartner (December 2024)

Completeness of Vision

The evaluation covers current and future market direction, innovation, customer needs and competitive forces, as well as how well they correspond to Gartner's view of the market.

Our analysis focuses on each vendor's:

- Commitment to its D&A governance platform (D&AGP)
- Product's value proposition
- Business model evolution
- Partnership ecosystem
- Merger and acquisition strategy

Market understanding: Ability to understand customer needs and translate them into products and services. Vendors that show a clear vision of their market — listen, understand customer demands, and can shape or enhance market changes with their added vision.

Our analysis focuses on the following areas: product alignment to top D&AGP trends, thought leadership and market knowledge, competitive differentiators, feedback on ability to fulfill functional capabilities.

Marketing strategy: Clear, differentiated messaging consistently communicated internally, and externalized through social media, advertising, customer programs, and positioning statements.

Our analysis focuses on the following areas: Percentage of D&AGP revenue for marketing, clear and consistent branding/messaging, overall positioning statements, strategy for specific market segments.

Sales strategy: A sound strategy for selling that uses the appropriate networks including direct and indirect sales, marketing, service and communication. Partners that extend the scope and depth of market reach, expertise, technologies, services and their customer base.

Our analysis focuses on the following areas: Overall strategy, number of D&AGP sales resources, number of countries with D&AGP sales resources, number of sales channels/partners for D&AGP, feedback on pricing strategy.

Offering (product) strategy: An approach to product development and delivery that emphasizes market differentiation, functionality, methodology and features as they map to

current and future requirements.

Our analysis focuses on the following areas: Partnership/ecosystem development strategy, differentiated product capabilities, focus on user experience, new or planned product features.

Business model: The design, logic and execution of the organization's business proposition to achieve continued success.

Vertical/industry strategy: The strategy to direct resources (sales, product and development), skills and products to meet the specific needs of individual market segments, including verticals.

Our analysis focuses on the following areas: Number of industries with active customers, dedicated resources for specific industry/verticals, differentiated product capabilities for specific industry/verticals.

Innovation: Direct, related, complementary, and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or preemptive purposes.

Our analysis focuses on the following areas: R&D investment, use cases for emerging technologies, quality of product roadmap, execution/delivery of previous product roadmap.

Geographic strategy: The provider's strategy is to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography, either directly or through partners, channels and subsidiaries, as appropriate for that geography and market.

Our analysis focuses on the following areas: Number of regions with existing customers, number of regions and offices supporting D&AGP, number of regions with dedicated sales, revenue and customer growth outside home region.

Completeness of Vision

Evaluation Criteria	*Weighting*
Market Understanding	High
Marketing Strategy	High

Evaluation Criteria	*Weighting*
Sales Strategy	Medium
Offering (Product) Strategy	High
Business Model	Medium
Vertical/Industry Strategy	Medium
Innovation	High
Geographic Strategy	Medium

Source: Gartner (December 2024)

Quadrant Descriptions

Leaders

Leaders are vendors that are considered to have a strong ability to execute their strategies and a clear vision for the market. They provide comprehensive and integrated solutions that meet customer needs in policy management operationalization and automation, and have a proven track record of successful implementations. Leaders are often seen as industry innovators, and they typically have a large customer base and a strong presence in the market. For this market, there are few Leaders that can scale execution along with a good vision.

Challengers

Challengers are vendors that have the ability to execute their strategies effectively, but may lack a clear vision for the market. They offer competitive solutions and have a strong market presence, but they may not be as innovative or forward-thinking as the Leaders. Challengers may be strong competitors in the market. For this emerging market, our analysis showed there are no Challengers as the overall customer base is low, so there are relatively few new vendors that can have that scale of operation.

Visionaries

Visionaries are vendors that have a clear vision for the market and offer innovative solutions. They are often seen as forward-thinking and capable of driving change in the industry, based on innovation trends. Visionaries may have unique features or capabilities that differentiate them from other vendors but may still need to demonstrate their ability to execute their strategies effectively.

Niche Players

Niche Players provide specialized capabilities that cater to specific customer needs, but may not have the same breadth or depth of offerings as Leaders. The focus could still be in the data management area rather than data and analytics governance. The majority of the vendors fall in this quadrant due to the emerging nature of the market.

Context

The market for D&A governance platforms is growing. D&A is a composite market: the data-related segments (database management system [DBMS], data integration and data quality, master data management, and metadata management) grew by 12.8% to $114.4 billion in 2024. We observe that D&A governance platforms are growing 15% faster than other aspects of the data-related segment.

Various use cases are employed in different governance policy categories. The intersection of these use cases and policy categories helps identify the necessary technology capabilities. And it is this intersection that defines the emergence and promise of this governance platform. Whereas the past was marked by siloed and sometimes integrated solutions, this market is characterized by a unified platform with a consistent architecture. However, the terminology used in different markets and by different vendors may be inconsistent.

Many organizations have set up silos for specific governance initiatives such as data security, privacy management, and data and records retention. Risk and compliance programs also create silos. In recent years, growing cost and complexity has led organizations to question the logic of building silos rather than organizing around a single platform that supports multiple policy dimensions (see **Define Comprehensive D&A Governance Policies to Drive Efficiency**).

There has also been a shift in focus from governing D&A assets in operational use cases such as MDM in an ERP setting, toward governing D&A assets through the analytical pipeline, which has led to even more confusion in the market. While the terminology may be the same, data management promoted as data governance often lacks comprehensive capabilities. Master data management (MDM) was aimed at governing widely shared information, but often included too much data, making the programs large, expensive, and slow to adapt. Application data management (ADM) emerged to address this issue, but it damaged the understanding and perception of MDM. All of these industry efforts also lacked a key ingredient — sufficient focus on what the role of the business steward needed to manage governance exceptions in day to day operations.

Capabilities have generally gravitated toward data management use cases, where governance policies need to be executed. Some 10 years ago, Information stewardship solutions emerged to cater to the policy enforcement needs of business users that MDM offerings lacked. But they fell into disrepute as GDPR got going. Recently, there has been a growing interest in ethics and governing machine learning (ML) models. Vendors have started offering common capabilities to multiple markets and use cases. For example, data catalogs can help data scientists find datasets for their analytics models, while glossaries provide governed business terms and metadata. However, the requirements for these capabilities are not identical, and vendors are realizing this.

The net of all this is that the market opportunity for D&A governance has waxed and waned over the years, but its time seems to have finally come. Though there remains huge confusion in the market, end-user organizations are coalescing around an emerging and strong set of business and technology needs.

Different markets offer capabilities to operationalize specific aspects of D&A governance, such as DQ solutions, MDM solutions, and metadata management solutions. Newer Information stewardship applications have addressed some policy enforcement tasks, but have not expanded to additional policy classes. These technology capabilities are available across various D&A tools and technologies that can be used for operationalizing different aspects of D&A governance.

Due to the emerging nature of the market we have focused more on characteristics related to vision (marketing understanding, marketing, strategy, product strategy, and innovation) than execution (market responsiveness and track record). Note that the Leaders in this Magic

Quadrant should be considered with the caveat that, as an emerging market, there is yet a lot to be done.

Market Overview

Today, a wide range of narrow, governance-related, stand-alone tools span a variety of areas. Such solutions include data security, data privacy, DQ, file analysis, MDM, data or records retention, data catalog, data governance and analytics applied across a variety of both operational and analytical use cases.

As a result, there is both an overlap and a disconnection of capabilities. This means that organizations are paying for similar capabilities several times. Furthermore, the high level of integration and maintenance needed between these solutions comes at an increased cost, but without providing additional business benefit.

Data management, where D&A governance policy is executed (so outside the scope of this market) is itself evolving and one of the most significant changes has been the growth in active metadata, data fabric and data mesh. In summary, data management is evolving such that active metadata will be more widely used to connect data silos with semantic models. Inference engines, using ML, are getting better at discovering datasets and patterns in data across an enterprise. This insight can populate data catalogs, for example. They can also offer up, conceptually, proposed master data objects for consideration. This does not obviate the need for policy setting or enforcement, but active data, data fabric and data mesh can help speed the implementation of various governance efforts. Likewise, data fabric and data mesh can "learn" and use D&A-governed data as trusted sources as it develops its inferences. So there is a mutual relationship between data fabric/mesh and governance (see also **Secure a Competitive Edge With Data Ecosystems: A Comprehensive Guide)**

The fact that most D&A governance implementations focus on executing governance policies in infrastructure reinforces this bifurcation, and is the root of much confusion and consternation in the D&A space overall.

IT departments are under pressure to respond to requirements for more automation to support D&A governance policy management and execution. Therefore, they must consider new internal conversations as well as refreshed knowledge of emerging platforms

The points above refer to and focus on the capabilities organizations need to meet their D&A governance needs. This does not dictate how vendors will behave. Some will partner and integrate solutions to form interoperable platforms. Some will acquire others to attempt the same. Some will remain focused on niche or stand-alone segment needs. The next few years will be marked with ongoing and increased acquisitions and developments, even as other markets such as data management, analytics, business intelligence (BI) and data science develop capabilities in this lucrative, growing market.

Two areas of complexity do not yet show any sign of resolution:

The first is the conflation of use cases and the leverage of shared capabilities, such as that described by the use of data catalogs above. Many of our inquiries come from end users who have tried a capability that was sold as a fit for their needs, who then find out that it is not. The fact is that vendors — and end users — do not yet have enough shared agreement about the real requirements.

The second is the continued lack of vision on behalf of vendors to build out stewardship solutions that are needed by people in business roles to help with their policy-enforcement work.

The set of capabilities described in the Market Definition would be used differently by a marketing data steward in the marketing department than the IT users in the data management department. Even though “data lineage” and “data catalog” are common, the marketing data steward will need these capabilities to monitor and resolve business decisions and processes held hostage to “bad” data. The IT users will use the same capabilities to solve technical issues at a lower level of detail.

For a long time, end users have either built their own applications for their business stewards, or have gone without. When they go without, the governance program is effectively doomed to fail since no amount of heroic work on behalf of the IT team can cover for the lack of business involvement.

Gartner sees growing demand for converged D&A governance platforms that address policy setting, execution and enforcement across all policy types. The 2024 Gartner Data & Analytics Governance Survey directionally indicates that the majority of organizations leveraging D&A governance platforms have incorporated trust models. Trust models enhance data quality, improve risk management, and increase the transparency, operational efficiency and awareness of D&A.

The market for data and analytics governance platforms is still emerging with a significant number of players with effective data management capabilities not fully supporting the operationalization and automation of policy setting and policy enforcement.

Innovation

As the market is emerging, we have observed the following market trends:

- **Convergence of platforms:** The D&A governance platform model is converging with metadata management platforms, curating and analyzing metadata for automation of data governance tasks as well as for broader data management tasks. As such governance platforms position themselves as critical for data fabric architecture, many D&A governance platforms are also positioning themselves as end-to-end data management platforms (limiting the real opportunity existing in data governance) (see **Quick Answer: How Is D&A Governance Different From Data Management?**).
- **Consumerization:** Instead of catering to just technical professionals or stewards involved in governance tasks, D&A governance platforms are positioning themselves as the primary interface for diverse personas to discover and interact with data. This is evident in the use of GenAI-based natural language search and querying methods to engage with data. Many platforms have also moved to data marketplace experience to enable sharing of curated and trusted data products to a broader audience.
- **AI governance:** D&A governance platforms already have incorporated or plan to incorporate capabilities to govern AI models by providing version control, AI related policy enforcement capabilities, and integrating with MLOps tools. The demand for governing AI also means that capabilities critical for AI-ready data such as lineage, observability and governing unstructured data are prime focus of innovation (see **Quick Answer: How Does GenAI Impact D&A Governance Platform Capabilities**).
- **Augmented stewardship:** AI, metadata, knowledge-graph and lately GenAI continue to be used for augmenting data governance tasks. Most vendors have bet on GenAI to reduce the technical know-how barrier to engage in governance work.

⊕ Evidence

Notes

⊕ Evaluation Criteria Definitions