

Magic Quadrant for Master Data Management Solutions

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By Stephen Kennedy, Lyn Robison, [and 1 more](#)

A master data management solution helps organizations ensure the uniformity, accuracy and semantic consistency of an enterprise's shared master data assets. D&A leaders should explore and adopt these solutions to meet end users' demand for reliable and trustworthy master data.

Market Definition/Description

Master data management (MDM) is a technology-enabled business discipline that enables business and IT to collaborate on the uniformity, accuracy and semantic consistency of an enterprise's shared master data assets. Organizations buy MDM solutions to enable their MDM strategy, which is critical for data, analytics and AI strategies. These typically manage multiple data domains (e.g., customer, product, supplier, location), served by a combination of analytical and operational use cases, utilizing one or more implementation styles as per the organization's needs and data ecosystems.

Business, IT, and data and analytics (D&A) leaders who are investing in operationalizing, scaling and automating their MDM programs should evaluate vendors in this market. The work of MDM primarily includes defining, executing and enforcing the policies necessary to ensure the uniformity, accuracy and semantic consistency of enterprises' shared master data assets. MDM solutions are enterprise software products that support:

- The mastering, cleansing, enrichment, linking and synchronization of multiple data domains
- Both operational and analytical use cases via multiple implementation styles

- Master data governance — the setting of master data policy
- Master data stewardship — the enforcement of master data policy across all relevant applications and D&A pipelines
- On-premises, hybrid and cloud-native architectures

Mandatory Features

- **Create or define a golden record:** The ability to connect to multiple data sources to create a single version of truth for a master data asset or set of assets. The MDM solution must create and manage a central, persisted system of record or index of record for master data.
- **Operational and analytical use-case support:** The ability to support both operational (how MDM is used to support business applications) and analytical (how MDM is used to support analytics, business intelligence, data science and ML) requirements, and the integration between the two (i.e., both the operational and analytical usage of the data being mastered within the solution).
- **Implementation style support:** The ability to support two or more of the four foundational MDM implementation styles (or hybrids of those styles), as defined by Gartner, and provide support for smooth evolution from a simple style, such as consolidation or registry, to a complex style, such as coexistence.
- **Multidomain and cross-domain support:** The ability to support mastering multiple domain types independently, as well as the relationships between multiple domains.
- **Data quality and cleansing:** The ability to perform profiling, cleansing, semantically reconciling, matching, linking and merging related data entities within or across diverse datasets, using techniques such as rules, algorithms, metadata, semantics, AI and ML.
- **Integration, data loading and synchronization:** The ability to support integration to and from source and destination systems, with support for varying degrees of latency and common integration techniques such as event-driven architectures, change-data-capture, reverse ETL and data streaming.
- **Data stewardship and data governance support:** The ability to support policy setting, execution and enforcement for master data stewardship (business role in the case of operational use cases, or D&A/technical roles in the case of analytical use cases) and

governance through workflow-based and ML-assisted anomaly detection, match recommendations, event-driven governance triggers, corrective-action techniques, lineage analysis and metadata capture.

- **Off-the-shelf solution:** The ability to be implemented by end-user organizations without the use of professional services to change code or custom software development. End-user organizations may, however, select to use optional professional services, whether those of the vendor or a third-party service provider.

Common Features

- **Native connectors:** Offers out-of-the-box connectors to data governance and data management platforms (e.g., quality, metadata, observability, D&A governance, integration), cloud database management systems, ERPs, CRMs and third-party data providers.
- **Packaged integration with MCP connectors:** The ability to serve AI/generative AI (GenAI) technologies with master data via Model Context Protocol (MCP).
- **Dynamic data modeling:** The ability to support dynamic data models, which allow adding or changing attributes of an existing data model based on an external input such as underlying active or passive metadata, a new policy, an enhanced business rule or newly discovered data attributes. It can be enabled using techniques such as rules, algorithms, metadata, semantics, AI and ML.
- **Data fabric integration:** The ability to facilitate ingress and egress integrations, data modeling and stewardship within the data fabric architecture. These architectures provide flexible, reusable and augmented data integration pipelines and services in support of operational and analytics use cases, delivered across multiple deployment and orchestration platforms.
- **Medallion architecture support:** The ability to provide versioning and change management support for data management environments that use a medallion architecture.
- **Enhanced data product support:** The ability to support the identification, creation, delivery and ongoing monitoring of fit-for-purpose data products, which are consumption-ready datasets trusted by consumers and kept up to date for agreed-upon

SLAs. Examples include domain-based publishing, observability for data product consumption and data product marketplaces or inventories.

- **Performance, scalability, availability and security:** The ability to process large amounts of master data (potentially millions of master data records) reliably, predictably and safely.
- **User experience:** The ability to offer low-code or no-code frictionless customization and configuration to engage users, streamline administration tasks and deliver a consistent UI across all aspects of the MDM solution.

Magic Quadrant

Figure 1: Magic Quadrant for Master Data Management Solutions





Gartner.

Vendor Strengths and Cautions

Ataccama

Ataccama is a Challenger in this Magic Quadrant, headquartered in Boston, Massachusetts, U.S.

Its MDM product is Ataccama Master Data Management, which is part of the Ataccama ONE platform. The platform provides MDM as well as metadata management, data observability and data quality capabilities. Ataccama reported that it has 190 active customers for its MDM product, most of which are located in North America. The vendor said its customers are primarily in the financial services, insurance and manufacturing sectors. The vendor claims

that all its customers master party (vendors, customers, partners) domain either as stand-alone or in conjunction with other domains.

Strengths

- **Native data quality capabilities:** Ataccama ONE's embedded data quality capabilities support deep profiling, cleansing, matching, enrichment and anomaly detection. These integrated functions ensure that quality rules and governance policies are applied consistently across the master data life cycle.
- **AI innovation:** Ataccama has released the ONE AI Agent, a goal-based tool to perform tasks or analyze activities such as data analysis, rule creation and issue triaging. The chat-based interface leverages metadata and documentation to facilitate users' queries and interactions with the platform. The vendor also released Ataccama MCP server to expose data trust context to external AI tools, plus embedded GenAI features for lineage analysis; extract, transform and load (ETL) generation; RDM editing; data modeling; and data type detection.
- **AI guardrails:** To improve its AI accuracy, Ataccama regularly updates underlying models and reengineers system prompts based on internal benchmarks. The vendor expanded AI evaluations to provide more precise accuracy measurement and AI observability, while also increasing the number of data quality rule types the AI can generate. Ataccama delivers incremental improvements to support reliable, production-ready, AI-enabled MDM features.

Cautions

- **Desktop-based configuration:** Ataccama relies on a desktop application for data modeling and advanced administrative configuration, which is separated from its main web-based data stewardship UI. This creates a fragmented user experience compared to many modern competitors that offer unified, fully web-based platforms.
- **Event streaming scalability constraints:** Organizations with significant, real-time downstream integration needs should carefully evaluate Ataccama's throughput capabilities. The current event-streaming mechanism can struggle with high data change volumes, which may limit throughput and operability in high-scale scenarios. The vendor has invested in event-streaming performance, stability and interoperability, delivering these improvements in version 16 LTS (released late 2025), but not all customers have migrated to it.

- **Matching and reprocessing:** Ataccama lacks granular controls for match reevaluation and data reprocessing if the default is disabled. When attributes change, records are automatically rematched without a mechanism to route them for steward review (prior to version 16 LTS). Additionally, reprocessing after rule changes executes at the full entity level rather than targeting specific data layers. This results in incomplete group reprocessing, unintended identity splits and longer processing times.

Boomi

Boomi is a Challenger in this Magic Quadrant, headquartered in Conshohocken, Pennsylvania, U.S. Boomi Data Hub extended core data integration capabilities to include cloud-native mastering, low-code integration, GenAI mapping and real-time bidirectional synchronization. Boomi did not disclose how many customers it has for its MDM product. The vendor reported that most of its customers are located in North America and are primarily in the manufacturing, banking/finance and service industries.

Strengths

- **Integration-led architecture:** Boomi has built upon its integration platform as a service (iPaaS) foundation to provide a unified platform that converges integration, MDM and API management. This allows customers to manage data movement and mastering in a single environment, reducing the need for separate integration tools.
- **Rapid time to value:** Boomi Data Hub uses low-code configuration and GenAI for data discovery and mapping to accelerate deployment. This approach enables D&A teams to implement master data hubs in weeks rather than months, according to the vendor.
- **AI and agentic innovation:** Boomi positions its MDM as an AI activation layer designed to ground AI agents with trusted data. The platform includes native GenAI agents like Boomi HubGen and Boomi Suggest that automate complex setup tasks, such as drafting data models and mapping fields, by leveraging crowdsourced intelligence from millions of integration patterns.

Cautions

- **Complex hierarchy support:** Boomi's platform has relatively limited capabilities for complex hierarchy management compared to specialized enterprise MDM tools. Customers who need the ability to handle deep, multiparent hierarchies should verify that Boomi can meet their requirements.

- **Metadata management support:** At the time of this research, Boomi does not offer robust metadata management capabilities. The solution does not contain deep, platform-native lineage infrastructure to track semantic relationships required for rigorous AI governance. Customers should evaluate Boomi's metadata capabilities to assess whether they will meet their needs.
- **Data sovereignty constraints:** Boomi Data Hub's control plane is based in the U.S., which can create compliance hurdles for customers in Europe and other regions with strict metadata residency and processing requirements. While Boomi plans to roll out a dedicated control plane in Europe during 2026, customers should verify whether the current architecture meets their immediate regulatory mandates for metadata storage.

CluedIn

CluedIn is a Visionary in this Magic Quadrant, headquartered in Copenhagen, Denmark. CluedIn's platform enables entity modeling across multiple domains, identity resolution, survivorship, golden records management, versioning and full lineage. CluedIn reported that it has 128 active customers for its MDM product, which are mostly in EMEA, with some in North America and Asia/Pacific (APAC). The vendor said its customers are primarily in the financial services, energy and utilities, and healthcare sectors.

Strengths

- **Continuous delivery model:** CluedIn enables a cloud-native, continuous delivery model with releases that are small and composable. Its capabilities are designed to integrate seamlessly into existing models, policies and workflows. CluedIn's capabilities for automated testing, backward-compatible schema evolution and environment promotion practices support rapid iteration.
- **Zero upfront modeling:** CluedIn's underlying graph technology allows users to wrangle data from multiple sources without any predefined data modeling approach, which reduces time to value. On average, it takes customers three months to implement the full MDM suite, which is less than most vendors' suites in this evaluation.
- **AI features:** CluedIn's platform includes the large language model (LLM)-powered CluedIn Copilot that explains matches as well as suggests and builds matching rules. The system leverages probabilistic scoring and continuously refines its algorithms by learning directly from steward corrections and feedback. CluedIn also features AI agents that operate 24/7 to autonomously fix data quality issues and identify duplicates.

Cautions

- **Learning curve for Microsoft Power Fx:** CluedIn has introduced Power Fx to its platform, which allows users to write custom logic for data processing requirements that are too complex for standard configuration but do not require a full software engineering environment. Power Fx has a steep learning curve for nontechnical users.
- **Performance with bulk historical data:** CluedIn's ability to process large volumes of historical data (e.g., hundreds of millions of records) is lacking compared to competitors and does not match its performance in handling live, streaming data.
- **Customer domain dominance:** The customer domain represents a substantial portion of CluedIn's active user base, as CluedIn's product strategy prioritizes B2C and B2B use cases over product, supplier and location domains. Customers looking for deep expertise across multiple domains may encounter limitations.

Gaine Technology

Gaine Technology is a Niche Player in this Magic Quadrant, headquartered in San Luis Obispo, California, U.S. Gaine Health Data Management Platform offers a healthcare-specific ontology, cross-domain relationship mastering, a real-time orchestrator and zero-ETL integration. Gaine reported that it has 49 active customers for its MDM product, most of which are located in North America. The vendor said that all its customers are in the healthcare, life sciences and insurance industries.

Strengths

- **Healthcare specialization:** Gaine offers a deep, prebuilt ontology specifically for healthcare and life sciences, with more than 3,500 elements and 500 relationships out of the box. This specialized focus allows customers in the healthcare industry to deploy complex provider and member domains significantly faster than with generic MDM toolkits.
- **Relationship mastering:** The platform treats relationships (e.g., doctor-at-hospital) as first-class master data objects with their own history and lineage. This capability is critical for customers who need to manage complex, time-varying affiliations.
- **Coexistence architecture:** Gaine's platform supports multiple valid views of truth for different departments. This coexistence model allows customers to harmonize data across systems without forcing a rigid centralized standard on all business units.

Cautions

- **Limited AI and data marketplace capabilities:** Gaine Health Data Management Platform focuses on data preparation and lineage, but currently has limited capabilities for AI-driven stewardship, and it lacks a centralized data marketplace for business users. It plans to expand capabilities in these areas during 2026.
- **Limited centralized authoring:** Gaine does not target use cases where centralized data entry is the primary requirement. Client organizations seeking a system of entry MDM, where business users manually create and edit master records directly within the hub, may find that Gaine's architecture does not align with their needs.
- **Geographic concentration:** Gaine's operations and customer base are heavily concentrated in the U.S., with a limited presence in EMEA and Canada, reflecting a deliberate focus on U.S. healthcare payer and provider MDM requirements. Customers who require extensive local support or data residency options outside of North America may find Gaine's current footprint insufficient, although the vendor plans to initiate international expansion during the next three years through channel partners.

IBM

IBM is a Challenger in this Magic Quadrant, headquartered in Armonk, New York, U.S. IBM Master Data Management (MDM) offers multidomain mastering, hybrid cloud deployment, data fabric integration and privacy-aware governance, all of which are integrated with IBM's broader data, governance and AI stack. IBM did not disclose how many active customers it has for its MDM product. The vendor reported that most of its customers are located in North America and Europe, and they are primarily in the financial services, healthcare, public sector and manufacturing/retail industries.

Strengths

- **Metadata- and AI-driven entity resolution:** IBM embeds MDM within its metadata and governance ecosystem, leveraging IBM watsonx.data intelligence and ML-based matching for entity resolution, classification and mapping. This approach enables customers to create trusted master records from large, heterogeneous data sources and supports both operational and analytical MDM patterns.
- **Integrated data and AI platform:** IBM MDM is tightly integrated with IBM data integration, data quality, governance and AI services. For analytics and AI use cases, the platform's shared security, logging and monitoring — along with its unified user experiences and

out-of-the-box integrations — simplify ingestion, stewardship and downstream consumption.

- **Vertical and domain depth:** IBM has strong domain coverage across party-, product- and industry-specific use cases. It supports high-scale operational hubs in banking and insurance, master patient index and healthcare exchange scenarios, and product information and experience management with complex hierarchies and digital assets.

Cautions

- **Solution complexity and skill requirements:** IBM MDM is more complex than pure-play MDM tools. Successful implementations often require expertise in Red Hat OpenShift, IBM Software Hub and related IBM services for data governance, integration and quality capabilities. These specialized services, while integrated, have a steep learning curve, which can lead to longer implementation times. IBM offers training and internal and external services to assist customers in deployment.
- **Cloud-native delivery considerations:** IBM MDM's fully managed SaaS solution is optimized for IBM Cloud. While IBM offers Red Hat OpenShift managed deployments on some hyperscalers, customers seeking containerized deployments on other cloud environments or on-premises may need to manage these themselves, adding operational effort and delaying time to value.
- **Pace of MDM-specific innovation:** IBM MDM is positioned as one of many components within IBM's broad portfolio. While IBM has a large team committed to its MDM offerings, MDM-specific enhancements are not IBM's sole focus. It lags market leaders in cloud-native SaaS maturity, AI/ML-driven matching and agile multidomain scalability. Customers should expect steady, incremental improvements rather than rapid feature innovation.

PiLog Group

PiLog Group is a Niche Player in this Magic Quadrant, headquartered in Dubai, UAE. PiLog Data Quality & Governance Suite offers ISO-standard technical dictionaries, prebuilt asset and material taxonomies, SAP integration and automated data quality. PiLog did not disclose how many active customers it has for its MDM product. The vendor reported that most of its customers are located in the Middle East, APAC and Africa, and they are primarily in the oil and gas, mining, utilities, and manufacturing industries.

Strengths

- **SAP integration:** PiLog is an SAP Endorsed App with more than 220 certified integrations. PiLog is highly optimized for SAP landscapes, ensuring seamless interoperability for customers running SAP S/4HANA or SAP ECC.
- **Features for asset-intensive industries:** PiLog differentiates its platform by providing deep, prebuilt, ISO-standard taxonomies and a repository of more than 25 million golden records for assets and materials. Customers in these industries can realize faster value when cleaning engineering and maintenance, repair and operations data with PiLog's tools, compared to more general-purpose MDM tools.
- **High retention:** PiLog reports a 99% customer retention rate, indicating stability and high customer satisfaction. The high retention rate suggests that customers can expect a reliable long-term partnership.

Cautions

- **Limited global reach:** PiLog has a small market footprint outside of the Middle East, APAC and Africa. Customers in other regions may have limited access to local sales and support or peer references.
- **Narrow industry focus:** PiLog Data Quality & Governance Suite is heavily specialized for asset-intensive industries like oil and gas, mining, utilities, and manufacturing. Customers who need a multidomain solution to master customer or party data alongside assets may need to supplement PiLog with additional vendor tooling.
- **Service-centric delivery model:** PiLog's business model relies heavily on professional services and consulting, as 45% of the vendor's 2025 revenue came from professional services. PiLog's approach can require ongoing dependency on its vendor advisory and implementation resources, which may not resonate with customers seeking a self-service MDM platform.

Pimcore

Pimcore is a Niche Player in this Magic Quadrant, headquartered in Salzburg, Austria. Pimcore Platform offers consolidated MDM and product information management (PIM), digital asset management (DAM), a flexible architecture, and multichannel commerce capabilities. Pimcore reported that it has 179 active customers for its MDM product, most of which are located in Europe. The vendor said its customers are primarily in the manufacturing, service and media industries.

Strengths

- **Native PIM and DAM integration:** Pimcore combines MDM, PIM and DAM into a single platform, managing structured and unstructured data together. This allows customers to consolidate their technology stack and manage complex product content alongside master data.
- **Deployment flexibility:** The Pimcore Platform is designed to support data in any data ecosystem without the need to write code. This flexibility enables customers to adapt the system to chaotic or evolving data landscapes.
- **Transparent, predictable costs:** Pimcore emphasizes its low total cost of ownership. Its transparent licensing provides customers with more predictable costs compared to larger competitors.

Cautions

- **UI complexity:** Pimcore's user interface can be complex and takes time for users to learn. Customers should plan for adequate user training or wait for the planned Pimcore Studio update that aims to improve usability.
- **Lack of industry blueprints:** Pimcore does not offer predefined industry-specific MDM blueprints, although it plans to release some templates in 2026. Customers may need to invest more time and effort in initial configuration until the release.
- **Limited native governance:** Pimcore does not natively support automated impact analysis for rule changes, nor does it provide prebuilt connectors to external metadata repositories like Collibra or Purview. For advanced governance scenarios, customers will need to invest effort in building these integrations and simulation capabilities using APIs and custom configuration, or supplement with additional vendor tooling.

Precisely

Precisely is a Niche Player in this Magic Quadrant, headquartered in Burlington, Massachusetts, U.S. Precisely's EnterWorks software is an MDM solution for data domains such as product, customer, supplier, location and reference data. Precisely did not disclose how many customers it has for its MDM offering. The vendor reported that most of its customers are located in North America and are primarily in the retail, manufacturing and financial services industries.

Precisely did not respond to requests for supplemental information or to review the draft contents of this document. Gartner's analysis is therefore based on other credible sources.

Strengths

- **Product information management (PIM) and syndication:** Precisely's EnterWorks, a multidomain MDM solution, has historically shown its strongest traction in PIM and product master data use cases. Its workflow automation, multidomain modeling and syndication capabilities that support the retail, consumer packaged goods (CPG), oil and gas, and distribution industries. It provides differentiated customer experiences and efficient data sharing across channels.
- **Integrated data governance capabilities:** Precisely's solution integrates with the Precisely Data Integrity Suite to connect master data to enterprise KPIs and supports a shared business glossary. The solution integrates with the Suite's Geo Addressing service for address quality and data enrichment through verification, geocoding and autocomplete.
- **Support for SAP environments:** Precisely Enterworks can leverage Precisely Automate capabilities for master data management in enterprise environments that are centered on SAP ERP systems.

Cautions

- **Limited multidomain market penetration:** Precisely has focused on PIM and product master data use cases, with less market penetration in customer and party domains compared to competitors. Its appeal may be limited for customers seeking vendors with demonstrated adoption across domains.
- **Relatively small customer base:** Compared with larger vendors in the MDM space, Precisely has fewer customers for its MDM offering.
- **Integration dependency for advanced capabilities:** Support for data governance and newer AI features requires integration of EnterWorks with the Precisely Data Integrity Suite. This dependency introduces an extra layer of licensing complexity for customers seeking a stand-alone solution.

Profisee

Profisee is a Leader in this Magic Quadrant, headquartered in Alpharetta, Georgia, U.S. Profisee Master Data Management (MDM) offers native integration with Microsoft Azure and Microsoft Fabric. It also offers FastApps for data stewardship and multidomain mastering. Profisee reported that it has 373 active customers for its MDM product, many of which are located in North America. The vendor said its customers are primarily in the manufacturing, service and financial services industries.

Strengths

- **Microsoft ecosystem alignment:** Profisee is deeply integrated with Microsoft Azure, Microsoft Fabric and Microsoft Purview. Customers with Microsoft-heavy ecosystems can leverage their existing Azure infrastructure and procurement channels for a seamless experience.
- **Pricing strategy:** Profisee's transparent, volume-based subscription model charges based on record count with unrestricted use of domains, attributes and users in the base license. This approach eliminates the risk of annual adjustments and complex metering, providing customers with long-term cost predictability as they expand their scope and operational usage.
- **FastApps usability:** Profisee's platform features FastApps, a no-code UI that allows customers to tailor stewardship applications to specific business roles. This feature ensures that business users only see the data and tasks relevant to them, which helps to improve adoption.

Cautions

- **Desktop dependency:** Some of Profisee MDM's administrative functions still require a desktop client (FastApp Studio), which can be a friction point for modern cloud-first organizations. The vendor has already migrated some of these features to their cloud offering and plans to migrate remaining features to the web by summer 2026.
- **SaaS deployment restricted to Azure:** While the Profisee platform is cloud-agnostic and has customers deployed on Amazon Web Services (AWS) and Google Cloud via containers, its SaaS offering currently runs only on Microsoft Azure. Some customers may find that this hosting limitation does not meet their requirements.
- **Connector ecosystem:** Compared to larger integration-focused vendors, Profisee has a smaller library of out-of-the-box connectors with the ability for customers to create connectors via an open document-based framework. Customers should verify connector

support and whether Profisee's open approach meets their requirements for diverse system integrations.

Prospecta Software

Prospecta Software is a Niche Player in this Magic Quadrant, headquartered in Sydney, Australia. Prospecta Master Data Online (MDO) is a multidomain, SAP-endorsed app, with an embedded AI assistant (KAI), offering specialized workflows to support asset-intensive industries. Prospecta reported that it has 46 active customers for its MDM product, most of which are located in APAC and North America. The vendor reported its customers are primarily in the energy and utilities, manufacturing, and service industries.

Strengths

- **SAP endorsed app:** Prospecta MDO is an SAP Endorsed App. It meets the security and integration standards for SAP environments, which reduces risk and implementation time for SAP-centric organizations.
- **Asset-heavy industry focus:** Prospecta's platform is well-suited for asset-heavy industries, managing domains like maintenance, repair and operations (MRO) and health, safety and environment (HSE), and is able to extend to additional domains. It provides specialized workflows for asset reliability that general-purpose MDM solutions often lack.
- **AI governance:** The embedded KAI AI engine supports MDM programs by guiding users through data creation. KAI empowers enterprise AI adoption through its agents, like request agent, enrich agent, help agent, steward agent and insight agent; each has a specific focus.

Cautions

- **Evolving entity resolution:** Prospecta's platform is still refining its match and merge capabilities, and the vendor expects enhancements to be released in 2H26. Customers should test these features to verify whether it can handle their identity resolution use cases.
- **AI stewardship gaps:** Prospecta MDO has limited capabilities for AI-driven stewardship. Customers may need to manually perform certain stewardship tasks until Prospecta delivers on its roadmap items for automated stewardship.

- **No centralized policy management:** Prospecta MDO focuses on policy execution rather than on centralized policy management. Customers may need supplementary tools or processes to define and manage data governance policies. The vendor expects to introduce these capabilities within the next 12 months.

Reltio

Reltio is a Leader in this Magic Quadrant, headquartered in Redwood City, California, U.S. Reltio Data Cloud is a cloud-native, multitenant, multidomain MDM platform built on an intelligent data graph that unifies entities, relationships, interactions and groups. Reltio reported that it has more than 200 active large-enterprise customers for its MDM platform, mostly in the U.S., U.K., Canada, France and Switzerland. The vendor said its customers are primarily in life sciences, healthcare, technology and communications, and financial services.

On 27 March 2026, SAP announced that it has agreed to acquire Reltio. At the time of publication of this Magic Quadrant, the transaction has not closed, with SAP announcing the expected closure to be 2Q26 or 3Q26.

Strengths

- **Intelligent data graph:** Reltio models master data as an entity graph, capturing attributes, relationships and interactions across domains such as person, organization, product and location. This supports flexible schemas, resolve-on-read patterns, and consistent operational and analytical profiles exposed directly through APIs.
- **Agentic AI and unstructured data enablement:** Reltio provides agent-based automation through its AgentFlow layer, offering prebuilt agents for data management and business processes, with extensibility for custom agents. The platform can extract attributes from unstructured content, such as documents, and link them to the entity graph with lineage and traceability.
- **Industry accelerators:** Reltio offers industry-specific velocity packs with preconfigured data models and integrations for life sciences, healthcare, financial services and insurance, and for B2B, B2C, product and supplier use cases. Combined with structured implementation approaches, these industry accelerators support faster deployments and time to value.

Cautions

- **SaaS-only delivery model:** Reltio is delivered primarily as a cloud-native, multitenant SaaS platform with customer-hosted deployment options available in select cases. Reltio's Private Link offerings manage security and data sovereignty. Customers requiring on-premises deployments may find that this model does not align with their architectural or regulatory requirements.
- **Support and skills for complex deployments:** Large, global implementations of Reltio may require additional support and access to skilled technical resources. Customers should assess Reltio's support coverage, partner availability and its internal capabilities for mission-critical use cases.
- **Packaging and cost considerations:** Some of Reltio's advanced capabilities, including stringent higher availability tiers and specialized delivery options, are not included in its base pricing and are offered as add-ons. Customers should evaluate feature packaging and pricing to understand total cost of ownership as deployments scale.

Salesforce (Informatica)

Salesforce (Informatica) is a Leader in this Magic Quadrant, headquartered in Redwood City, California, U.S. Informatica Intelligent Data Management Cloud (IDMC) offers multidomain MDM, the CLAIRE AI engine, prebuilt 360 applications and broad data lineage in a single platform. While Informatica did not disclose how many active MDM customers it has, Gartner estimates that Informatica is one of the largest MDM vendors in terms of market share. Its customer base is geographically distributed, and the vendor reported that its customers are primarily in the financial services, healthcare and manufacturing industries.

In May 2025, Salesforce entered into an agreement to acquire Informatica. The acquisition closed 18 November 2025.

Strengths

- **Deep vertical expertise and broad regional presence:** Informatica offers a robust portfolio of prebuilt 360 applications and extensions for verticals (such as life sciences, healthcare, retail, manufacturing and financial services) and data domains. These come with preconfigured data models, business rules and workflows to accelerate time to value.
- **Deep integration and broad connectivity:** Informatica's MDM capabilities are built into the broader IDMC platform and leverage the same security, scalability, monitoring and user management as Informatica's other services. The platform also offers extensive

connectivity across cloud and on-premises sources, support for multiple latency patterns, and prebuilt integrations with analytics platforms and event-driven architectures.

- **AI-augmented data quality:** Informatica's CLAIRE AI engine enhances profiling, rule suggestion, matching and stewardship workflows. Its AI matching capabilities, combined with deterministic rules with adaptive AI trained on steward feedback, are supported by explainable dashboards. Informatica MDM has data quality, enrichment, lineage, survivorship and auditability embedded across the MDM life cycle.

Cautions

- **Implementation complexity:** Some customers with enterprisewide IDMC use cases have reported that IDMC's multidomain, multistyle deployments require experienced data engineering and governance teams due to their complex operations, especially during the initial setup.
- **Risk of paying for redundant features:** While Informatica MDM utilizes a volume-tiered model based on mastered record counts rather than Informatica Processing Units (IPUs), the solution bundles core MDM with Data Quality, Data Integration and Governance capabilities for use only with MDM. Customers with existing data management tooling may find themselves paying for redundant capabilities.
- **Salesforce acquisition and future strategy:** Salesforce's recent acquisition of Informatica creates a degree of uncertainty for customers about IDMC's long-term roadmap, pricing models and platform independence. Prospective buyers should carefully evaluate Salesforce's strategy and roadmap for IDMC to ensure that it continues to be an ecosystem-agnostic MDM platform.

SAP

SAP is a Challenger in this Magic Quadrant, headquartered in Walldorf, Germany. SAP Master Data Governance offers embedded governance for S/4HANA, federated governance for hybrid landscapes, process automation and prebuilt industry content. SAP did not disclose how many active customers it has for its MDM product. In general, its customers are geographically distributed, and the vendor reported that its customers are primarily in the manufacturing, healthcare and energy industries.

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expected closure to be 2Q26 or 3Q26.

Strengths

- **Deep SAP integration:** SAP Master Data Governance is deeply embedded into the SAP S/4HANA ecosystem, sharing data models and business rules. For customers with SAP-centric operations, the platform provides unmatched consistency and reduced integration effort.
- **Stewardship process analytics:** SAP Master Data Governance contains native reporting functions to monitor the status and performance of master data maintenance workflows. It tracks quantitative metrics such as the volume of open requests per domain, providing administrators with objective data to measure stewardship operations
- **Converged data fabric strategy:** SAP is integrating Master Data Governance into the SAP Business Data Cloud (note: SAP Master Data Governance embedded edition is still available). This will enable customers to manage and consume master data as governed data products alongside analytics and planning capabilities.

Cautions

- **SAP-centric value proposition:** SAP's MDG is most effectively realized by organizations standardizing their business processes on SAP. Customers with a significant SAP footprint may find synergy with MDG in comparison to ecosystem-agnostic MDM platforms.
- **Cloud parity gaps:** SAP Master Data Governance has functionality gaps, such as node extensibility, between its classic on-premises platform and the newer cloud-ready version. Customers should evaluate which deployment option meets their specific feature requirements.
- **Partner dependency for extended domains:** Out-of-the-box, SAP natively supports core domains like business partner, financial and material, and creates custom objects. MDG works with partner solution extensions to provide deep functionality for other domains. Customers should factor in potentially distinct licensing costs and roadmap dependencies when they require deep capabilities in these partner-supported domains.

Semarchy

Semarchy is a Leader in this Magic Quadrant, dually headquartered in Phoenix, Arizona, U.S. and Lyon, France. Semarchy Data Platform (SDP) offers a unified data platform that combines

MDM, data quality, agile data modeling, integration, matching and delivery of data products. Semarchy reported that it has about 400 active customers for its MDM product, most of which are located in Europe and North America. The vendor said its customers are primarily in the banking/finance, retail and manufacturing industries.

Strengths

- **Agile, DataOps-centric delivery:** SDP is designed for DataOps teams, treating data models and rules as software assets that support version control, continuous integration/continuous delivery (CI/CD) pipelines and agile iterations. This engineering-led approach with their embedded AI agent enables rapid time to value, with the vendor citing that simple implementations can go live in less than 12 weeks.
- **Data product support:** Semarchy's platform architecture bundles mastered data with the underlying governance logic, integration pipelines and semantic models required to maintain them. Customers can treat master data as a reusable data product that includes built-in APIs/MCP servers, semantic context, lineage and AI-powered stewardship applications, so human users and AI agents alike can consume data simultaneously without duplicating engineering effort.
- **Deployment flexibility:** Semarchy supports SaaS, on-premises and hybrid deployments from the same codebase. This gives customers full control over where their data resides, which is critical for meeting strict data sovereignty requirements. Semarchy offers a Snowflake Native App, extending deployment options directly into the Snowflake AI Data Cloud.

Cautions

- **Technical configuration experience:** Semarchy's design environment is geared toward technical creators and data engineers. Its Design Experience (DXP) is delivered as a Visual Studio Code extension, which may be intimidating for nontechnical business users compared to the no-code visual wizards offered by competitors.
- **Limited accelerator breadth:** Semarchy's library of prebuilt industry accelerators is smaller than that of some larger competitors, although it continues to expand its offerings. Customers may need to invest more time in initial modeling if a template for their industry is not offered.
- **Integration capabilities:** Semarchy's native data integration capabilities lag competitors. While the platform handles APIs well, complex batch and ETL integration often requires

the separate Semarchy xDI tool or third-party middleware.

Stibo Systems

Stibo Systems is a Leader in this Magic Quadrant, headquartered in Aarhus, Denmark. Stibo Systems Platform (STEP) is a unified platform that includes Customer Experience Data Cloud, Product Experience Data Cloud, Business Partner Data Cloud, Supplier Data Cloud, Sustainability Data Cloud and Location Data Cloud. Stibo Systems reported that it has 554 active customers for its MDM product. It has a global footprint across all core industries and data domains.

Strengths

- **Unified core architecture:** STEP has been organically built on a single codebase and technology stack. Rather than stitching together acquired technologies, Stibo Systems provides a deeply integrated platform where foundational IT functions (e.g., data modeling, data quality rules, system administration) share a centrally managed framework that can be applied universally across master data domains.
- **Sustainability focus:** Stibo Systems' Sustainability Data Cloud centralizes ESG and product sustainability data to support reporting, traceability and regulatory readiness. The solution enables this by managing and evaluating sustainability data across products, suppliers and materials, which helps customers meet and adapt to regulatory requirements (ESG reporting).
- **Expanded interoperability:** Stibo Systems has increased investment in interoperability via data as a service and native integrations with Microsoft Fabric, Databricks, Snowflake and BigQuery to aid the adoption of cloud-native lakehouse architectures. This enables customers to unify operational and analytical MDM without additional tooling.

Cautions

- **Agentic AI maturity:** Stibo Systems' fully autonomous agentic workflows are still under development. While Stibo Systems is investing in agentic MDM, these capabilities remain largely in the roadmap phase. None of its customers have deployed autonomous agentic MDM at scale yet.
- **Accelerator maturity for some markets:** While Stibo Systems offers feature-complete solutions for its core product-centric verticals (retail, CPG and manufacturing), its library

of industry-specific accelerators for markets like financial services and banking is smaller than those of some competitors.

- **User experience across domain solutions:** While the underlying platform is architecturally unified, the end-user experience when navigating between Stibo Systems specialized solutions (such as the Product, Customer and Supplier Data Clouds) currently lacks streamlined consistency. Stibo Systems is actively redesigning the user experience to simplify navigation for data stewards.

Syncari

Syncari is a Visionary in the Magic Quadrant, headquartered in San Francisco, California, U.S. Syncari offers stateful multidirectional synchronization, no-code automation, distributed data mastering and data fitness capabilities. Syncari reported that it has 38 active customers for its MDM product, most of which are located in North America. The vendor said its customers are primarily in the technology, healthcare and financial services industries.

Strengths

- **Stateful synchronization:** Syncari's patented multidirectional sync engine maintains state across all connected systems, ensuring data consistency in real time. This synchronization allows customers to align their CRM, ERP and marketing automation tools without the need for complex point-to-point integrations.
- **No-code orchestration:** Syncari's platform provides a no-code interface for managing pipelines, schemas and cross-system processes. The intuitive UI enables both business and technical teams to automate and orchestrate data and operational workflows without constant reliance on IT engineering.
- **Embedded analytics and monitoring:** Syncari embeds analytics directly into the platform, enabling customers to visualize, monitor and act on data quality and operational insights in real time. This reduces the need for separate business intelligence (BI) tools to maintain and manage master data health.

Cautions

- **Stewardship UI maturity:** Syncari lacks a traditional data stewardship UI, focusing instead on automation. Customers may find it challenging to support manual data remediation workflows until Syncari releases the Business Studio module, which is planned for 2026.

- **Connector coverage:** Syncari's library of out-of-the-box connectors is smaller than that of its larger competitors, although it continues to expand its offerings. Customers may need to use Syncari's SDK or generic connectors for less common applications.
- **Manual record actions:** Syncari recently added capabilities for manually creating or editing records (generally available as of January 2026). Customers should test these features to ensure that they meet usability expectations.

Syndigo

Syndigo is a Niche Player in this Magic Quadrant, headquartered in Chicago, Illinois, U.S. Syndigo Master Data Management (MDM) offers unified PIM/MDM, active content syndication, digital shelf analytics and integrated data quality. Syndigo reported that it has 53 active customers for its specific MDM product, most of which are located in North America. The vendor said its customers are primarily in the retail, manufacturing and technology industries.

Strengths

- **Commerce-centric platform:** Syndigo combines MDM with PIM and syndication, connecting master data directly to the digital shelf and retailer networks. This integration helps customers to accelerate product time to market and sales performance.
- **In-house engineering:** Syndigo's platform is developed primarily in-house, without reliance on OEM engines for core mastering or data quality. This development approach provides customers with a cohesive architecture and faster support resolution.
- **AI-first staging roadmap:** Syndigo's roadmap includes a shift to AI-driven profiling and schema inferences at the staging layer. These future developments will help customers to identify data quality issues earlier in the onboarding process, reducing downstream stewardship work.

Cautions

- **Data masking:** Syndigo's data masking capabilities are limited, and context-aware privacy controls are a roadmap item for late 2026. Customers should validate that existing security controls meet their privacy requirements for sensitive data.
- **Analytical MDM:** Syndigo lacks full support for delivering governed data products that natively support BI, AI and decision workflows for analytics-first MDM.

- **Overly technical reporting:** Syndigo's reporting focuses more on technical health than business impact. The vendor plans to shift toward business-outcome-native analytics with future releases.

Tamr

Tamr is a Niche Player in this Magic Quadrant, headquartered in Cambridge, Massachusetts, U.S. Tamr Cloud offers AI-native data mastering, machine learning-based entity resolution, data enrichment services and data product templates. Tamr reported that it has 74 active customers for its MDM products, most of which are located in North America. The vendor said its customers are primarily in the healthcare, banking/finance and service industries.

Strengths

- **AI-native mastering:** Tamr uses patented machine learning models for entity resolution, scaling to handle massive data volumes that rule-based systems cannot. This AI-native approach allows customers to master millions of records with significantly less manual tuning.
- **Data products focus:** Tamr's platform is delivered via data products — preconfigured pipelines for specific domains like customers, suppliers or products. These data products accelerate time-to-value by providing a finished output rather than a toolkit.
- **Cloud scalability:** As a cloud-native solution, Tamr supports elastic scaling and integrates seamlessly with modern data stacks like Snowflake and Databricks. This prevents infrastructure bottlenecks when workloads fluctuate.

Cautions

- **Connector strategy:** Tamr is deprecating proprietary connectors in favor of an API-first and iPaaS partnership model. Customers may need to license third-party integration tools to connect to some of their source systems.
- **Rules configuration:** While Tamr supports configuration of matching logic through APIs and the visual UI, advanced logic configuration must be performed through APIs. Business users may find it difficult to adjust advanced matching rules without technical assistance until Tamr's planned UI updates arrive in 1H26.
- **Reference data management:** Tamr's support for reference data management (RDM) is API-centric, and the vendor is still rolling out full UI support. Customers who need to

manage lookups and hierarchies should verify that Tamr's RDM interface will meet their requirements.

TIBCO

TIBCO is a Niche Player in this Magic Quadrant, headquartered in Palo Alto, California, U.S. TIBCO EBX combines MDM, reference data management and governance with hierarchy management, data visualization and workflow orchestration. TIBCO reported that it has 268 active customers for its MDM product. It has a global client base across all core industries and data domains.

Strengths

- **Flexible data modeling:** TIBCO EBX allows customers to model any data domain without predefined structures, which supports complex hierarchies and relationships. It enables customers to map the software to business needs rather than adapting the business to the software.
- **Deployment choice:** TIBCO's platform offers the flexibility to deploy on-premises, in the cloud or in hybrid configurations. This is essential for customers who have strict data sovereignty or latency requirements.
- **All-in-one capabilities:** EBX includes data governance, hierarchy management and workflow alongside MDM in a single license. It provides all governance features at no additional cost, which simplifies procurement.

Cautions

- **Java customization:** TIBCO customers may need to use custom Java to implement complex validations or custom screens. While the vendor has made updates after the general availability cutoff for this analysis to improve these capabilities, customers should evaluate whether their teams have the development skills to make these customizations.
- **Stagnant new-customer-acquisition strategy:** TIBCO's strategy has been to focus on existing major customers, and it has acquired relatively few new MDM customers in the past year compared to competitors.
- **No SaaS offering:** TIBCO lacks a fully vendor-managed, cloud-native SaaS offering, which is a significant gap compared to competitors. The vendor is in the process of developing multitenant capabilities for TIBCO EBX.

Viamedici

Viamedici is a Niche Player in this Magic Quadrant. Viamedici operates globally, has offices in North America and Asia, and is headquartered in Berlin, Germany. Viamedici EPIM/5 offers combined product master and configuration, sovereign cloud deployment and real-time content distribution. Viamedici reported that it has 491 active customers for its MDM product, most of which are located in Europe. The vendor said its customers are primarily in the manufacturing, healthcare and retail industries.

Strengths

- **Sovereign cloud:** Viamedici offers a sovereign cloud option operated directly by the vendor, in addition to AWS and Azure deployments. Sovereign cloud is a differentiator for organizations operating in the EU or other regions with strict data residency laws.
- **Product configuration:** Viamedici's platform includes a native product configuration engine, VIA/Configuration (CPQ), that handles complex, variant-rich portfolios. This product enables customers to manage master data and complex product logic in one system, which is especially beneficial for manufacturing organizations.
- **Combined MDM/PIM/DAM:** Viamedici EPIM/5 unifies MDM, PIM and digital asset management on a single platform. This reduces tool sprawl and ensures that digital assets are directly linked to trusted master data.

Cautions

- **Vertical expansion:** Apart from the manufacturing industry, Viamedici offers few prebuilt industry accelerators. Customers in other industries may need to invest more in initial configuration.
- **Connector coverage:** Viamedici's out-of-the-box connector coverage varies for specialized enterprise applications. Customers should verify that connectors exist for their niche applications, or be prepared to use APIs for integration.
- **AI productization:** While Viamedici has AI capabilities, the vendor has not yet unified them into a consistent AI assistant experience. Customers may experience disjointed AI interactions until Viamedici's unified Co-Pilot and Data Expert interface is released.

Inclusion and Exclusion Criteria

To qualify for inclusion in this Magic Quadrant, providers need to:

- Deliver each of the mandatory features as described in the Market Definition for master data management.
- Offer stand-alone packaged software solutions or capabilities that are positioned, marketed and sold specifically for master data management. Vendors that provide several MDM product components must demonstrate that these are integrated and collectively meet the full inclusion criteria for this Magic Quadrant.
- Enable large-scale deployment via server-based or cloud-based runtime architectures that can support multicloud or cloud-agnostic deployments.
- Support integration and interoperability with other systems such as business applications like ERP or CRM, or data and analytics platforms, integration platforms, data warehouses, data lakes and data lakehouses. The MDM offerings will also likely integrate with metadata management, data quality management, data and analytics governance platforms, data observability, and data integration solutions from third-party tools.
- **At least 25 current customers** (in production as of November 2025) for packaged enterprise MDM solution functionality. The customers must be running in production for at least six months.
- The customer base for production deployment must include customers in multiple countries and in more than one region (North America, South America, EMEA and Asia/Pacific) and be representative of **at least three or more industry sectors**.
- 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.
- The qualifying offering (i.e., generally available release) has been made available as of 1 December 2025.

We excluded vendors who:

- Meet the above criteria, but are limited to deployments in a single specific application environment, industry or data domain
- Support only on-premises deployment and have no option in cloud-based deployment on any public cloud environment (e.g., AWS, Azure or Google Cloud)

- Are marketing service providers, data aggregators, data brokers and other data providers that provide trusted reference data external to the enterprise, but that do not provide an MDM solution that meets Gartner's definition of MDM
- Offer ERP, CRM or HCM application-specific products that solely perform data management functions for use in a specific business application's data store, because they are not, by definition, application-neutral
- Are unable to provide support for all use cases as featured in **Critical Capabilities for Master Data Management Solutions**
- Are product information management (PIM)-specific and customer data platform (CDP)-specific vendors

Honorable Mentions

LakeFusion

LakeFusion is based in Austin, Texas, U.S. The company's offering, LakeFusion, unifies and masters core enterprise entities within the lakehouse environment. The platform provides capabilities for entity resolution, match and merge, survivorship, stewardship workflows, and data quality, using AI-assisted techniques such as LLMs and vector-based similarity for entity resolution and data standardization. The vendor did not meet the inclusion criteria due to its offering only being available for the Databricks environment.

SimpleMDG

SimpleMDG is headquartered in Torrance, California, U.S. SimpleMDG is a master data governance solution built natively on the SAP Business Technology Platform. It offers a comprehensive set of preconfigured master data types, boasting an expanded catalog of more than 100 SAP master data types. This robust catalog enables customers to standardize and govern data across key SAP domains including finance, supply chain, customer and human resources within a unified, centralized governance framework. The vendor did not meet the inclusion criteria due to not having enough customers who use the tool to update master data between non-SAP business applications.

TopQuadrant

TopQuadrant is headquartered in Raleigh, North Carolina, U.S. TopQuadrant's platform is built on a knowledge graph using open standards, and features a semantic context layer that

uses AI to harmonize metadata and reference data across the enterprise with more than 300 prebuilt ontologies. The tool also offers policies-as-code that form an AI-ready data foundation for continuous metadata sharing between data management and AI applications. The vendor did not meet the inclusion criteria due to its limited ability to perform entity resolution, store master data golden records or update master data records between participating systems.

Verato

Verato is headquartered in McLean, Virginia, U.S. The company's flagship offering is Verato MDM Cloud. It is designed to unify, enrich and manage identity data from multiple systems of record, engagement and insight while providing a complete and trusted 360-degree view of individuals across consumer, patient, provider and organizations. The vendor did not meet the inclusion criteria due to its single-region geographic coverage.

Evaluation Criteria

We evaluated each vendor's Ability to Execute based on the following criteria.

Product or Service

We specifically looked for:

- The capabilities that are needed to address current market requirements. These include, but are not limited to, the features defined as mandatory features in the market definition.
- Capabilities that include defining, executing and ensuring the uniformity, accuracy and semantic consistency of enterprises' shared master data assets.
- Whether the solution provides data mastering, cleansing, enrichment, linking and synchronization of multiple data domains, along with master data governance and data stewardship, using on-premises, hybrid and cloud-native architectures.

Overall Viability

We specifically looked for:

- Customer growth and retention
- Revenue growth and market share

- The ability to secure funding as needed

Sales Execution/Pricing

We specifically looked for:

- The ability to provide tools and capabilities through different pricing models appropriate by usage, persona and other factors
- The ability to differentiate against other products in this market during client evaluations
- The ability to support clients on the journey of evaluating and securing funding for the vendors solution

Market Responsiveness/Record

We specifically looked for:

- The ability to incorporate AI, GenAI and agentic AI into the MDM solution, and to adapt to client preferences
- The ability to adapt to the general trend of converging data management platforms
- The ability to adapt to industry- and domain-specific requirements related to MDM

Marketing Execution

We specifically looked for:

- The overall effectiveness of the vendor's marketing efforts, which impact its mind share, market share and account penetration
- The ability to effectively market within the MDM, industry, domain and broader D&A markets
- The ability to create compelling marketing campaigns which result in well-qualified marketing leads

Customer Experience

We specifically looked for:

- The level of satisfaction expressed by customers with the vendor's product support and professional services support

- Customer feedback on a vendor’s ability to meet roadmap deliverables, technical knowledge sharing, skills enablement, augmentation and training
- Vendors’ resources in onboarding training for different personas, online documentation, and user certifications

We did not rate the **Operations** criterion for this market because the primary leading and lagging success indicators used to measure operational effectiveness were covered in the other sections of our analysis.

Ability to Execute

Ability to Execute Evaluation Criteria

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

Source: Gartner (April 2026)

Completeness of Vision

We evaluated each vendor’s Completeness of Vision based on the following criteria.

Market Understanding

We specifically looked for:

- Understanding of current market demands, dynamics and trends, as well as its customer requirements
- The degree to which vendors are aligned with the significant trend of convergence with other adjacent data management and governance markets
- Demonstration of thought leadership in the MDM area, and its ability to provide advice and insights into using master data management to support enterprisewide business and technical semantic consistency of master data

Marketing Strategy

We specifically looked for:

- Clear understanding of buyer personas and the ability to craft compelling marketing messages
- Clear and consistent branding/messaging in its official website or social media for overall positioning statements
- Ability to showcase a complex portfolio through clear differentiated messaging, justifying purchase and clarifying use of each product/SKU

Sales Strategy

We specifically looked for:

- Overall sales strategy in go-to-market (GTM) partnership, direct vs. indirect sales resources
- Growth through varying channels (e.g., OEMs, VARs, SIs, hyperscaler marketplaces, consulting companies, joint GTM, or partnerships with vendors in the D&A space)
- Clarity of the pricing strategy and its alignment with ideal customer profiles

Offering (Product) Strategy

We specifically looked for:

- Differentiated product capabilities to support various personas, use cases and data environments
- Tools exhibiting improvement in automation-oriented capabilities, including GenAI capabilities
- Vendors' roadmaps, existing capabilities and the degree to which it can support multiple use cases and/or the transition from one use case to another

Business Model

We specifically looked for:

- The approach the vendor takes to future-proof its business model in relation to external market conditions
- The approach the vendor takes to hone or improve its business model in relation to internal business operations
- Notable changes to key internal resources

Vertical/Industry Strategy

We specifically looked for:

- Diversity of industries and use cases supported by the vendor
- Differentiated product capabilities across industries
- The ability to acquire and integrate industry-specific knowledge into internal operations and the product offering

Geographic Strategy

We specifically looked for:

- Number of regions with existing customers
- Number of regions with dedicated sales, revenue and customer growth outside home region

We did not rate the **Innovation** criterion for this market because we evaluated innovative capabilities as part of the Product or Service criterion, instead of measuring innovation as a

separate consideration.

Completeness of Vision Evaluation Criteria

<i>Evaluation Criteria</i>	<i>Weighting</i>
Market Understanding	High
Marketing Strategy	Medium
Sales Strategy	Medium
Offering (Product) Strategy	High
Business Model	Medium
Vertical/Industry Strategy	Medium
Innovation	NotRated
Geographic Strategy	Low

Source: Gartner (April 2026)

Quadrant Descriptions

Leaders

Leaders demonstrate strength in depth across the full range of MDM functions, including the ability to support all four implementation styles (registry, consolidation, centralized and coexistence) within a single, converged platform. They exhibit a clear understanding of dynamic market trends, particularly the shift toward converged data management platforms where MDM is tightly integrated with data quality, data integration and governance capabilities.

Leaders are at the forefront of the AI-for-MDM and MDM-for-AI trends. They not only use AI to automate stewardship tasks (e.g., anomaly detection, match tuning) but also position MDM as the critical trusted context layer required to ground generative AI and agentic AI systems, preventing hallucinations in enterprise applications. They execute on this vision by delivering AI-ready data products that serve both operational transactions and analytical workloads.

These vendors have a significant global presence, supporting complex, multidomain deployments across diverse industries. Their product strategies minimize time to value through prebuilt industry content and zero-upfront or agile modeling capabilities. Leaders demonstrate financial stability and a robust ecosystem of partners, ensuring that they can support large-scale enterprise transformations.

Challengers

Challengers are well-positioned to serve current market needs with established, robust platforms, but they may trail Leaders in aggressive innovation in emerging trends like agentic AI orchestration or fully converged data management architectures. They have a strong, loyal customer base and proven viability, often dominating specific ecosystems (e.g., SAP-centric or Microsoft-centric environments) or excel in traditional operational MDM use cases.

While Challengers offer competitive solutions for core mastering (matching, merging and stewardship), their roadmap may focus more on incremental improvements — such as cloud migration or UI modernization — rather than redefining the market with AI-native or autonomous concepts. They may view MDM primarily as a system of record for operational efficiency rather than a dynamic system of intelligence for AI activation.

Challengers generally execute well on standard implementations, but may lack the breadth of vision to fully support the data fabric or data mesh architectures that demand seamless, metadata-driven interoperability with a wide range of third-party analytics and governance tools.

Visionaries

Visionaries demonstrate a strong understanding of emerging technology and business trends, often leading the market in specific innovations such as AI-native entity resolution, graph-based relationship management or agentic MDM workflows. They align closely with

the MDM-for-AI trend, positioning their platforms as essential for the era of autonomous business operations, and often reject legacy, rules-heavy paradigms in favor of machine-learning-first approaches.

However, Visionaries may lack the global scale, broad field sales execution or the massive installed base that Leaders have. Their platforms might be optimized for specific implementation styles (e.g., analytical consolidation or real-time synchronization), rather than covering the full spectrum of registry, centralized and coexistence styles with equal depth.

Visionaries are often the first to introduce disruptive pricing models (e.g., “freemium,” flat-rate) or architectural shifts (e.g., zero-copy data sharing, headless architecture), but they may still be maturing their support networks and partner ecosystems needed for the largest global deployments.

Niche Players

Niche Players often specialize in a limited number of industries (e.g., healthcare, asset-intensive sectors), geographic areas or specific technical domains (e.g., product information management customer data platforms). They provide deep, out-of-the-box value for their target segments — such as prebuilt healthcare ontologies or industrial asset taxonomies — that broad-spectrum vendors cannot match.

These vendors may lag behind competitors in adopting broad, emerging technologies like generative AI for stewardship or metadata activation across a full data fabric. Their focus is often on solving specific operational problems (e.g., fixing asset data for SAP), rather than providing a general-purpose, enterprisewide data foundation.

Niche Players are often excellent choices for organizations with specific vertical requirements or budget constraints, offering specialized capability and pricing advantages. However, they may struggle to support complex, multidomain programs outside their core focus area, or lack the comprehensive converged platform capabilities (integration, quality, governance) offered by Leaders.

Context

MDM solutions have undergone a significant transformation, evolving from their traditional role as static, back-office systems of record into dynamic, real-time systems of intelligence essential for the AI era. This evolution is not just a technological shift, but a strategic imperative. Organizations recognize that MDM is going beyond consolidating records for reporting and toward providing the trusted context required to ground GenAI, support agentic workflows and fuel real-time operational decision making.

The driving force behind this shift is the convergence of data management disciplines and the rise of the chief data and AI officer. These leaders are rejecting the monolithic, multiyear implementations of the past in favor of agile, composable solutions that deliver rapid time to value. Their mission is to transform master data from a guarded IT asset into an accessible data product — a reusable, governed asset that can be consumed instantly by humans, applications and AI agents alike.

One of the primary business objectives fueling the adoption of modern MDM is the need for data fluidity within a governed framework. Organizations are increasingly moving away from enforcing a single, physical golden record for all use cases (the consolidation style) toward flexible architectural patterns like registry and coexistence. These styles allow data to be governed across distributed environments — supporting modern data fabric and data mesh architectures — where multiple valid views of the truth can exist simultaneously to serve different business functions without creating silos.

At the heart of this transformation is the symbiotic relationship between MDM and artificial intelligence, characterized by two distinct trends: AI for MDM and MDM for AI:

- **AI for MDM:** Vendors are embedding generative AI and machine learning to revolutionize data stewardship. By automating labor-intensive tasks such as entity resolution, anomaly detection and schema mapping, organizations can manage vast volumes of data with “human-in-the-loop” oversight rather than manual curation.
- **MDM for AI:** Conversely, MDM has emerged as the critical safety layer for enterprise AI. To prevent hallucinations in LLMs and ensure that autonomous AI agents take valid actions, AI systems must be grounded in accurate, governed master data. MDM provides the structured context (relationships, hierarchies and verified identities) that unstructured GenAI models lack.

Currently, the market is witnessing the absorption of MDM capabilities into broader converged data management platforms. The demand for tool consolidation is driving

vendors to unify MDM with data quality, data integration and metadata management into single cloud-native platforms. This convergence eliminates the friction of integrating disparate tools and ensures that governance policies are applied consistently from data ingestion to consumption.

The evolution of MDM from a passive repository to an active, AI-enabled control plane represents a fundamental shift in how enterprises manage their most critical assets. By embracing agentic capabilities and converged architectures, organizations can unlock the full potential of their data, positioning themselves to succeed in an era where trusted data is the prerequisite for autonomous business innovation.

Market Overview

With the explosion of new data formats, stricter regulatory pressures, rapid technology innovations and increasing governance challenges, the master data management (MDM) solutions market evolved significantly during the past four years.

Substantial Improvements in Platform Flexibility, Scalability, Usability and Agility

Organizations face a fragmented data landscape that is fraught with quality issues. Navigating these challenges is becoming even more complicated as adoption of AI increases and the pace of data generation accelerates.

In response, most MDM vendors have migrated from legacy on-premises systems to modular, cloud-native architectures. These modernized solutions deliver increased flexibility and scalability, are easier to use, and can be deployed rapidly. Most vendors are leveraging partnerships with major cloud service providers to offer their solutions through integrated marketplaces, and some are also now offering hybrid deployment models that combine on-premises capabilities with cloud-based agility.

These advancements help buyers to address issues such as disconnected data silos, inconsistent data standards across departments, and integrating legacy systems with modern, cloud-native infrastructures.

Introduction of AI-Augmented Features

Organizations are seeking AI capabilities that can improve their efficiency and enable faster time to value. In response, providers have rapidly integrated AI and machine learning (ML) capabilities into their platforms to enable automated data cleansing, rule-free entity resolution and conversational user interfaces. Some vendors now have AI-augmented features that automatically discover and resolve discrepancies in master data records and propose governance and quality assurance workflows. An increasing number of vendors are beginning to add support for agentic AI, such as by releasing Model Context Protocol (MCP) servers.

Redefined Data Governance Capabilities

As organizations face increasing regulatory and competitive pressures, buyers are focused on optimizing their data governance frameworks to improve business agility and real-time operational efficiency. MDM vendors have evolved their platforms to support active metadata management and augmented orchestration of data policies, enabling buyers to ensure regulatory compliance and improve data quality.

Providers in this market are embracing the trend toward holistic, cloud-native, AI-augmented MDM solutions that deliver improved efficiency and compliance. Use this evaluation as an input for selecting an MDM vendor whose solutions will help you gain a competitive edge in today's data-driven business landscape.

This new Magic Quadrant replaces the Market Guide for Master Data Management Solutions. It offers a rigorous, comparative analysis of vendors in this market so buyers can make more informed decisions as they navigate the market.

Dr. Usen Uboh contributed to this research.

⊕ Evaluation Criteria Definitions

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