# V E N T A N A
## R E S E A R C H

# Value
# Index

## Data Integration
## 2012

## Executive Summary

San Ramon, California
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Ventana Research performed this research and analysis independently. Our goals were to determine the Value Index for Data Integration and to evaluate vendors and products in accordance with the Ventana Research data integration blueprint and specific operational and performance activities and processes. We charged no fees for this research and invited to participate all vendors that provide data integration software. This report includes vendors and products generally available as of May 2012.

Our purpose in conducting this research was to evaluate the maturity of software vendors and products and their appropriateness for the methodology and processes of data integration. This research and report are not intended to imply that one vendor or product is the right choice for any particular organization. Rather, they provide a baseline of knowledge that organizations can use to evaluate vendors and products to manage and improve data integration by aligning business and IT. Unlike IT analyst firm reports that use subjective influences to score vendors, our research is based on thorough analysis of customer assurance and product categories that best represent how an organization should evaluate its technology supplier.

We certify that Ventana Research performed the research to the best of our ability; that the analysis is a faithful representation of our knowledge of vendors and products; and that the analysis and scoring are our own.

*Ventana Research*

# Data Integration

Ventana Research defines data integration as the use of information technology to automate the sourcing and transformation of data from any source into consistent information and its integration to enable efficient organizational use. Although organizations strive to be more efficient in business processes, many have not put in place automated processes that make it possible to manage data in a timely manner. However, being able to cope with the intensity of competitive pressures today requires that data, whatever its form, be integrated for immediate use across the organization and with customers and partners.

Effectively managing the integration of data is essential not only to ensure efficiency in business processes but also to help improve outcomes no matter how data-dependent they are. Ventana Research has conducted benchmark research on both business analytics and information management; we used the findings of this research to shape this Value Index assessment. This approach – using research to focus assessments of vendors and their products and thereby guide adoption and deployment decisions in areas such as data integration – is unique, blending our firm's experience, research and comprehensive vendor and product framework to produce the only reliable research-based approach available to help organizations determine what technology they need and which products to consider.

This approach is essential; to improve the maturity of your organization in its people, process, information and technology dimensions, it is critical to select the right vendor and product. Many need to improve in this regard: Our research analysis placed only about one in six organizations (16%) at the highest Innovative level of maturity in the field of information management, which depends on data integration. But a caution is appropriate here: Technology improvements alone are not enough to improve maturity. Doing so requires applying a balanced set of skills in people that can improve processes and harvest the information from the organization's data. The research consistently finds that such improvements are not only necessary but desired, as only 2 percent of participants said that improvement to their information processes is not necessary and only 10 percent are very satisfied with how they handle data integration.

> **Conventional structured data grew more than 30 percent in the last year in 17 percent of organizations and grew 10 to 30 percent in two-thirds of them.**

The goal of data integration is to make available through any channel consistent, high-quality and timely data from any source. Getting this right is not easy: Multiple instances of data – in effect, from the enterprise view, multiple versions of the truth – spread across too many applications and systems are impediments for nearly two-thirds of organizations. This is exacerbated by the growing volume of data sources; more than half (57%) of organizations currently integrate six or more sources. Over the next 12 months, the information management research suggests, this figure will reach 68 percent and the number of organizations with more than 20 data sources will increase from 24 percent to 37 percent.

Volumes of data continue to grow as well. Conventional structured data of the kind found in transaction systems grew more than 30 percent in the last year in 17 percent of organizations and grew 10 to 30 percent in two-thirds of them. And

organizations increasingly must address the velocity of incoming data and integrate it more frequently than in the past as they strive to maintain competitive positioning by making decisions based on the most current data. Two-thirds of research participants integrate most of their data daily or more often, and almost one-third (31%) integrate their data hourly or more often. Executives are particularly aware of this pressure: 47 percent said their organization integrates data at least hourly.

The research finds that data integration is a critical part of the information management strategy in 55 percent of organizations. Yet in the last two years only 15 percent have completed a formal data integration improvement initiative.

Dedicated software for data integration can automate much of this work. Properly deployed, such a tool can save significant time and resources in producing data that is consistent, timely and of high quality. Automation also can save people time in data preparation; more than two-thirds of the organizations participating in our research reported that they spend more time on preparing the data than on productive analysis.

Data integration must be part of an overall information management strategy that also includes data quality, master data management, data governance and data virtualization. Many organizations (42%) said that existing barriers to effective information management will force them to undertake improvements, particularly where they must address such organizational issues as globalization and mergers or acquisitions.

This research underscores the importance of having a reliable guide such as our Value Index for Data Integration. Relying on this research and our years of bench-marking, we have developed a blueprint designed to guide organizations to improve information management and the use of data integration. Using this approach enables companies to more effectively align their activities and processes. We will regularly update this Value Index to enable companies to evaluate technology for managing data effectively.

> **The Value Index can be used to evaluate existing suppliers and also provides evaluation criteria for new projects; applying it thus can shorten the RFP cycle time.**

The Value Index for Data Integration uses the Ventana Research methodology, a framework that evaluates application vendors and their products in seven categories of requirements. Five are product-related, assessing usability, manageability, reliability, capability and adaptability, while two quantify the customer assurance issues of vendor validation and total cost of ownership and return on investment (TCO/ROI).

This Value Index report evaluates the following vendors that offer products that address key elements of data integration as we define it: Attunity, IBM, Informatica, Information Builders, Microsoft, Oracle, Pentaho, Pervasive, SAP, SAS, SnapLogic, Syncsort and Talend.

We urge organizations to do a thorough job of evaluating data integration systems and tools and offer this Value Index as both the results of our in-depth analysis of
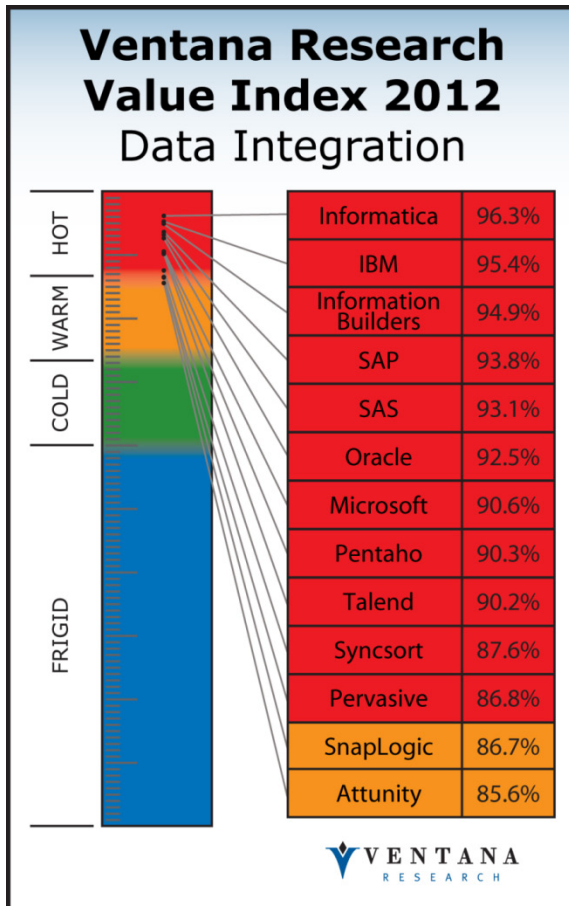
these vendors and as an evaluation methodology. The Value Index can be used to evaluate existing suppliers and also provides evaluation criteria for new projects; applying it thus can shorten the RFP cycle time.

Unlike many IT analyst firms that rank vendors from an IT-only perspective, Ventana Research has designed the Value Index to provide a balanced perspective of vendors and products that is rooted in an understanding of business and IT drivers and needs. This approach not only reduces cost and time but also minimizes the risk of making a decision that is bad for the business. Using the Value Index will enable your organization to achieve the levels of efficiency and effectiveness needed to optimize data integration.

# Value Index Overview

The *Ventana Research Value Index: Data Integration 2012* is the distillation of a year of market and product research efforts by Ventana Research, the premier benchmark research and advisory services firm. Built on a foundation of 10 years of business and technology research, this unbiased, fact-based index is the first such industry undertaking to assess the value of software designed specifically for enabling data integration.

This Ventana Research Value Index is an analytic representation of our assessment of how well vendors' offerings meet buyers' requirements for software that enables and supports data integration. The Index evaluates the software in seven key categories. Five are product-related: usability, manageability, reliability, capability and adaptability. In addition, we considered two customer assurance categories: vendor validation and total cost of ownership and return on investment (TCO/ROI). To assess functionality, one of the components of capability, we applied the Ventana Research data integration methodology and blueprint, which links the business process of data integration to an organization's information technology.

### Ventana Research Value Index 2012 — Data Integration

| Vendor | Score |
|---|---|
| Informatica | 96.3% |
| IBM | 95.4% |
| Information Builders | 94.9% |
| SAP | 93.8% |
| SAS | 93.1% |
| Oracle | 92.5% |
| Microsoft | 90.6% |
| Pentaho | 90.3% |
| Talend | 90.2% |
| Syncsort | 87.6% |
| Pervasive | 86.8% |
| SnapLogic | 86.7% |
| Attunity | 85.6% |

We use our research-based analytics and methodology to generate the Value Index percentages. We then build them into a set of indicators that we present graphically as temperature charts. In these indicators the colors reflect our assessment of the value to you, the potential buyer, on a scale from minimally valuable, or Frigid (blue), to very valuable, or Hot (red). Thus, we present the Value Index in both analytic and graphic form, each depicting the value of a specific vendor's offering based on an evaluation of what it can deliver that is relevant to your data integration needs.

The Value Index is not an abstraction; Ventana Research used a carefully crafted best practices-based methodology to represent how organizations actually will assess vendors. We believe it is important to take this approach, since making the wrong decisions can raise the total cost of ownership, lower the return on investment and hamper your organization's ability to reach its performance potential. In addition, this approach can reduce the project's development and deployment time and eliminate the risk of placing on your short list vendors that are wrong for your organization.

The Value Index for Data Integration in 2012 shows that currently the top supplier, based on the weighted factoring of the five product and two customer assurance categories, is Informatica, which qualifies as a Hot vendor, followed closely by 10

other Hot vendors: IBM, Information Builders, SAP, SAS, Oracle, Microsoft, Pentaho, Talend, Syncsort and Pervasive.
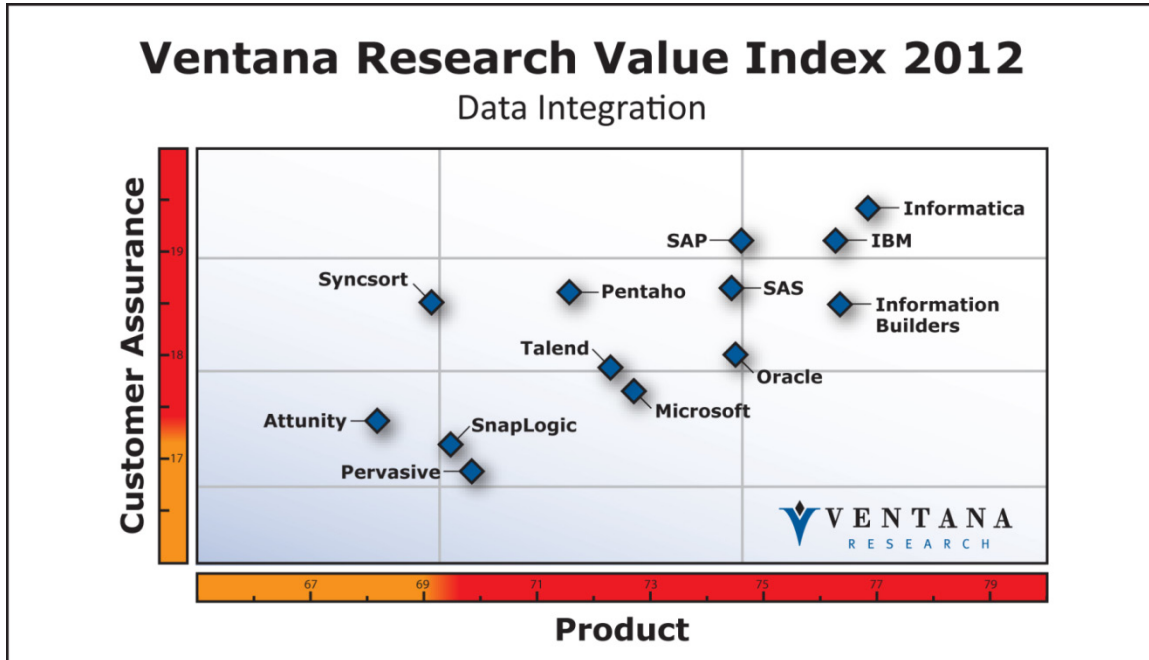


The Value Index analysis found differences in how products satisfy requirements such as supporting workflow and collaboration in data-related processes or data across the Internet and in cloud computing environments. There were notable differences in how products support team-based approaches to data integration and in some techniques for processing data. Some products are easy to use; some are Web-based; and others provide connectivity to data sources including big data like Hadoop or offer in-memory database computing to accelerate processing.

We warn that close vendor scores should not be taken to imply that the packages evaluated are functionally identical or equally well suited for use by every organization or for a specific process. Although there is a high degree of commonality in how organizations extract and load data, there are many differences in how transformation or analytics are applied to the data that can make one vendor's offering a better fit than another's with an organization's needs.

After more than a decade of technology advances, all the products we evaluated are feature-rich, but not all the capabilities they offer are equally valuable to users. Moreover, the existence of too many capabilities may be a negative factor for an organization if it introduces unnecessary complexity. Nonetheless, one company may decide that a larger number of options is a plus, especially if some of them match its established practices or better support a new initiative that is driving the purchase of new software.

Other factors besides features and functions or assessments about the vendor can turn out to be a deciding factor. For example, a company may face budget constraints such that the TCO evaluation can tip the balance to one vendor or another. This is where the Value Index methodology and the appropriate weighting can be applied to determine the best fit of vendors and products to your specific needs.

To ensure the accuracy of the information we collected, we required participating vendors to provide evaluation data across seven categories designed to reflect the concerns of a well-crafted RFP. Ventana Research then validated the information, first independently through our database of product information and extensive Web-based research, and then in consultation with the vendors. The majority of selected vendors participated in one-on-one consultative sessions, after which we requested them to provide additional documentation to support any new inputs.

# APPENDIX: Vendors Not Included

All vendors with relevant data integration offerings were invited to participate in the Value Index evaluation process, at no cost to them. If the vendor did not respond to the invitation, we made a determination whether to include it in our analysis based on our knowledge of the company, its products and customers.

Eight of the 13 suppliers evaluated above responded to our requests for information to help in analysis of their data integration products; those that did not are Attunity, Information Builders, Microsoft, Oracle and Pervasive. In their cases we based our evaluations on reviews of their products and customers and information available on the Internet.

We did not include several other vendors in the Value Index because they did not meet enough of the criteria in our methodology for this research. They are Dell Boomi, Embarcadero, Jitterbit and Pitney Bowes Software.

# About Ventana Research

Ventana Research is the leading benchmark research and business technology advisory services firm. We provide insight and expert guidance on trends and mainstream and disruptive technologies. Our unparalleled insights and best practices guidance are based on our rigorous research-based benchmarking of people, processes, information and technology across business and IT functions worldwide. The combination we offer of benchmark research, market coverage and in-depth knowledge of hundreds of technology providers means we can deliver business and technology education and expertise to our clients where and when needed to reduce the time requirements, cost and risk of technology investments. The Ventana Research Indexes – the Value Index and the Benchmark Index family – have redefined the research industry by providing accessible, easy-to-use research-based business and technology guidance to businesses. Ventana Research provides the most comprehensive analyst and research coverage in the industry; the many business and IT professionals worldwide who are members of our community benefit from Ventana Research's insights, as do highly regarded media and association partners around the globe. Our views and analyses are distributed daily through blogs and social media channels including Twitter, Facebook, LinkedIn and Google+. Ventana Research was ranked the #1 analyst firm you can trust in enterprise software for 2009 for its relevance to the industry. To learn how Ventana Research advances the maturity of organizations use of information and technology through benchmark research, education and advisory services, visit www.ventanaresearch.com.

We offer a variety of customizable services to meet your specific needs including workshops, assessments and advisory services. Our education service, led by analysts with more than 20 years of experience, provides a great starting point to learn about important business and technology topics from compliance to business intelligence to building a strategy and driving adoption of best practices. We also offer tailored Value Index Assessment Services to help you define your strategy, build a business case and connect the business and technology phases of your project. And we can provide Ventana On-Demand access to our analysts on an as-needed basis to help you keep up with market trends, technologies and best practices.

Everything at Ventana Research begins with our focused research, of which this Value Index is a part. We work with thousands of organizations worldwide, conducting research and analyzing market trends, best practices and technologies to help our clients improve the efficiency and effectiveness of their organizations.

Through the Ventana Research community we also provide opportunities for professionals to share challenges, best practices and methodologies. Sign up for Individual membership at www.ventanaresearch.com to gain access to our weekly insights and learn about upcoming educational and collaboration events – webinars, conferences and opportunities for social collaboration on the Internet. We offer the following membership levels:

**Individual membership:** For business and IT professionals* interested in full access to our website and analyst team for themselves. The membership includes access to our library of hundreds of white papers and research notes, briefings and telephone or email consulting sessions to provide input and feedback.

**Team membership:** For business and IT professionals* interested in full access to our Web site and analysts for a five-member team. The membership includes access to our library of hundreds of white papers and research notes, briefings, telephone/e-mail consulting sessions to provide input and feedback and the use of Ventana Research materials for business purposes.

**Business membership:** For business and IT professionals* interested in full access to our website and analyst team for their larger team or small business unit. The membership includes access to our library of hundreds of white papers and research notes, briefings, telephone or email consulting sessions to provide input and feedback, use of Ventana Research materials for business purposes and additional analyst availability.

**Business Plus membership:** For business and IT professionals* interested in full access to our website and analyst team for larger numbers of company employees. The membership includes access to our library of hundreds of white papers and research notes, briefings, telephone or email consulting sessions to provide input and feedback, quotes and validation for media, use of Ventana Research materials for business purposes, additional analyst availability and access to our team for scheduled strategy consulting sessions.

This Value Index report is one of a series that are available for purchase. Also available are any of our extensive library of Benchmark Research reports. To purchase a report or learn more about Ventana Research services – including workshops, assessments and advice – please contact sales@ventanaresearch.com.

* *Additional services are available for solution providers, software vendors, consultants and systems integrators.*