

IDC Innovators

IDC Innovators: Data Intelligence Software Platforms, 2019

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THIS IDC INNOVATORS EXCERPT FEATURES: ERWIN INC.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC Innovators: Data Intelligence Software Platforms, 2019 (Doc # US43554518).

Why erwin Inc. Was Chosen as an IDC Innovator

erwin has been synonymous with data modeling for decades but lost some visibility in the market when it became part of Computer Associates (CA). Taken out of CA in March 2016 by Parallax Capital, erwin is reemerging as a data intelligence market innovator, leveraging its modeling legacy while adding strategic acquisitions to build a platform that puts data intelligence in context.

erwin			
 Founded 2016	 Number of Employees 300	 Headquarters Melville, New York	 Number of Customers 100 for data governance, 3,500 for broader portfolio
 Product Name erwin EDGE Platform	 Founders Parallax Capital Partners		 Geographic Mix (% of Revenue by Major Region) 67% Americas 28% EMEA 5% AP
 Profiled Product/ Service Data intelligence in context of enterprise architecture and data and process models	 Funding Acquired out of CA by Parallax Capital, March 2016		

IDC Innovator Assessment

- The erwin EDGE platform is a persona-based collaborative solution that can be used by IT specialists, data integration developers, data scientists, data stewards, data owners, line-of-business analysts, compliance and security officers, and data and corporate executives.
- The platform's center of intelligence is a data governance module that provides a data catalog, a data dictionary, a business glossary, and data usage tracking and is surrounded by data mapping, business process, enterprise architecture, and data modeling capabilities – a data-first focus in enterprise context.
- The data mapping module of the EDGE platform provides a capability to generate ETL code for data integration tools, performs conversions of ETL from one tool to another, and supports data vault models.

- Data issues identified by users can be raised and routed to data stewards and owners in IT management systems such as ServiceNow.
- erwin sells the EDGE platform as a subscription based on the number of named users.

Key Differentiator

The erwin EDGE platform is providing data intelligence in context by combining enterprise architecture modelling with business process and data entity modeling capabilities connected to a glossary that can support classification of data using business ontology knowledge graphs, integrated with a data dictionary and data catalog containing location, relationship, lineage, and motion intelligence of enterprise data.

Challenges

erwin has been a mainstay of data modelling for decades but hidden within CA until divestiture in 2016. Now erwin is investing to become known again as a player in data intelligence, but it needs deeper integration among acquired assets to differentiate itself in an expanding but highly competitive market.

IDC INNOVATORS IN DATA INTELLIGENCE SOFTWARE PLATFORMS

This IDC study highlights five data intelligence software platform vendors that meet the criteria of an IDC Innovator. Data intelligence software is a relatively new view of functional segments in the data integration and integrity software market as defined by IDC. These segments include data profiling and stewardship, master data definition and control, data cataloging, and data lineage management. This view was created to size and forecast software that is used in the processes of data governance, data quality management, and self-service data – each having become significant in this new era of digital transformation and complex regulatory restrictions. Each of the software vendors highlighted in this document have influenced the definition of the data intelligence market view and have been successful in disrupting the data integration and integrity software market to the point that incumbents now have competing offerings.

TECHNOLOGY DEFINITION

Data intelligence software platforms are a collection of capabilities that help organizations with the grade school concept of answering the five Ws (of data): who, what, when, where, why, and how? Who is using the data, who created the data or asset, and who is responsible for it? What does the data represent, and what is the data being used for? When was the data created, when is the data being used, and when will the data expire? Where is the data in the organization, and where is the data being consumed? Why does the data exist, why is the data being persisted, and why is it being used? How was the data created or captured, and how is it being used? And data intelligence adds another dimension – relationship. What relationships are inherent within the data and between the people that are generating and consuming the data?

Having answers to these questions is what will inform and guide use cases such as data governance, data quality management, and self-service data. Getting answers to these questions requires harnessing the power of metadata that is generated every time data is captured at a source, is accessed by users, moves through an organization, and is profiled, cleansed, aggregated, augmented, and used for analytics for operational or strategic decision making. Data intelligence software goes beyond metadata management; it also includes data cataloging, data lineage, data profiling and stewardship, and master data definition and control. In detail:

- **Data cataloging** is an emerging software market that provides data location, usage information, business glossaries, cross-domain relationships, collaboration, and crowdsourcing of data knowledge.
- **Data lineage** is the portion of metadata management software that is focused on tracing the lineage of data used in data integration and BI reporting. This is most representative of traditional metadata management software in the data integration and integrity software market.
- **Data profiling and stewardship** is the use of software that captures schema, content heuristics, statistics, constraints, and data quality parameters such as duplication, completeness, timeliness, and consistency.
- **Master data definition and control** is the use of software that defines master and reference data schema and match reconciliation and survivorship rules, in addition to keeping reference information of master data sources distributed across an enterprise.

IDC INNOVATORS INCLUSION CRITERIA

An "IDC Innovators" document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

An IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue <\$100 million at the time of selection.
- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help to alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included even if the venture capital firm has a financial stake in the vendor's company.

LEARN MORE

Related Research

- *Turning "No" into "Yes" - Shifting from Data Governance to Data Enablement at Cox Automotive* (IDC #US43554918, September 2018)
- *IDC PlanScope: Data Intelligence Software for Data Governance* (IDC #US41714817, August 2018)
- *IDC PeerScope: Practices to Revitalize Data Governance in the Data-Driven Enterprise* (IDC #US44118318, July 2018)
- *Worldwide Data Integration and Integrity Software Forecast, 2018-2022* (IDC #US43555318, June 2018)
- *Worldwide Data Integration and Integrity Software Market Shares, 2017: The Year of Data Intelligence* (IDC #US43555618, June 2018)
- *IDC Innovators: Self-Service Data Preparation, 2016* (IDC #US41714516, November 2016)

Synopsis

IDC Innovators are emerging vendors with revenue <\$100 million that have demonstrated either a groundbreaking business model or an innovative new technology – or both. This IDC Innovators study profiles five vendors that have capabilities across all functional segments of the data intelligence view of the data integration and integrity software market. The vendors are Alation, Collibra, erwin Inc., Reltio, and Unifi Software. At least three of these five vendors have helped to define the data intelligence software market. And all of the vendors have been disruptive in the market to the point that incumbents have been trying to replicate their functionality.

"Data intelligence software provides resources across business and IT with information to improve data literacy and knowledge, supporting data governance and protection capabilities that can enable the organization with data," said Stewart Bond, director of Data Integration and Integrity research at IDC. "Vendors profiled in this document are disrupting the market with new innovations that insert automation, collaboration, and machine learning into collecting, managing, and analyzing the data about data."

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

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