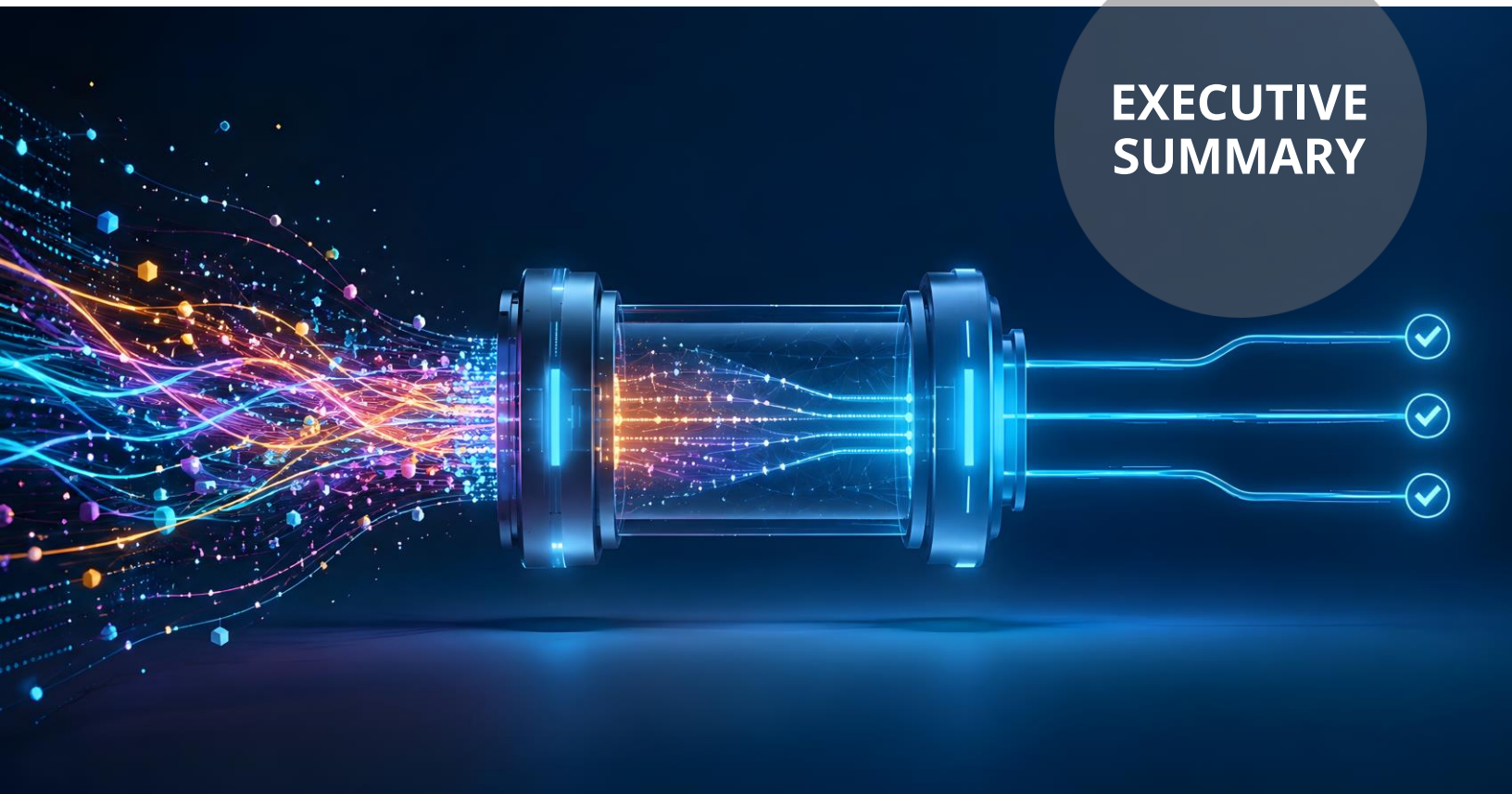


Data Engineering Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY



***ISG** Research



Key Takeaways

Data engineering has evolved from point-to-point batch integration into a holistic discipline for developing and managing agile data pipelines across distributed environments. Enterprises increasingly require continuous, reliable data processing to support real-time analytics, AI and agentic applications. Flexible integration, DataOps, observability and orchestration are replacing rigid processes with automated workflows that improve agility while reducing the complexity of data movement and processing.

Software Provider Summary

The ISG Buyers Guide™ for Data Engineering evaluates 26 software providers offering products that support data pipelines, data orchestration and data integration. The research ranked the top three overall as Databricks, Alteryx and DataOps.live. Alteryx, AWS, Boomi, Databricks, DataOps.live, Google Cloud, IBM, Matillion, Pentaho, Salesforce and SAP were rated Exemplary, with Fivetran + dbt Labs, Palantir and Qlik rated Innovative. Acceldata, BMC and Cloudera were rated as providers of Assurance, and Astronomer, CData, Gathr, K2view, Nexla, Snowflake, Tencent Cloud, Workato and Zoho were rated providers of Merit. Alteryx, DataOps.live and Databricks were identified as Leaders for Data Pipelines, while Alteryx, Databricks and Boomi were identified as Leaders for Data Orchestration and Alteryx, Databricks and InterSystems were identified as Leaders for Data Integration.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (50%) and Platform (30%), including adaptability, manageability, reliability and usability. Databricks, Alteryx and DataOps.live were the Product Experience Leaders. Performance reflects requirements spanning pipeline development, testing and deployment, workflow orchestration, orchestration monitoring and AI for data engineering, alongside enterprise platform capabilities.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. AWS, IBM and Alteryx were the Customer Experience Leaders and best communicate commitment and dedication to customer needs. Providers with lower performance may lack sufficient information demonstrating customer success, customer commitment or TCO/ROI value.

Strategic Recommendations

Enterprises should evaluate data engineering platforms based on the ability to support agile, reliable data processing across distributed environments. Assessment should prioritize pipeline development and management, data integration, workflow orchestration, monitoring, observability and AI-enabled automation. Organizations should also evaluate support for flexible ETL, ELT and CDC approaches, real-time processing and DataOps practices that reduce complexity while delivering trusted data for BI, AI and agentic applications.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Databricks atop the list, followed by Alteryx and DataOps.live. Providers that place in the top three of a category earn the designation of Leader. Alteryx and Databricks have done so in four categories, DataOps.live in three, AWS in two and Acceldata and IBM in one category.

Data Engineering Overall

Providers	Grade	Performance
Databricks	A	Leader 88.4%
Alteryx	A	Leader 88.2%
DataOps.live	A-	Leader 86.5%
Boomi	A-	86.3%
Pentaho	A-	86.1%
IBM	A-	83.0%
AWS	A-	82.9%
Matillion	A-	82.7%
Palantir	A-	81.3%
SAP	B++	79.6%
Salesforce	B++	79.1%
Google Cloud	B++	78.9%
BMC	B++	77.5%
Qlik	B++	77.5%
Acceldata	B++	77.4%
Fivetran + dbt Labs	B++	76.0%
Cloudera	B++	75.6%
Tencent Cloud	B+	74.4%
Astronomer	B+	74.4%
Zoho	B+	74.3%
Workato	B+	71.3%
Gathr	B+	71.1%
K2view	B+	69.8%
Snowflake	B+	69.6%
CData	B	64.7%
Nexla	B	64.1%



Source: ISG Research
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