

Data Integrity Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY



***iSG** Research



Key Takeaways

Data integrity has evolved from separate governance, data quality and master data management practices into a coordinated discipline for establishing trusted enterprise data. Enterprises increasingly depend on accurate, complete and consistent data to accelerate analytics, BI and AI while meeting privacy and regulatory requirements. AI, GenAI and agentic AI are simultaneously increasing data governance demands and automating activities such as classification, quality assessment, lineage and sensitive-data identification.

Software Provider Summary

The ISG Buyers Guide™ for Data Integrity evaluates 26 software providers offering products that support data governance, data quality and master data management. The research ranked the top three overall as Salesforce, IBM and SAP. Actian, Alation, AWS, Collibra, Databricks, IBM, Microsoft, Pentaho, Precisely, Salesforce and SAP were rated Exemplary, with Ataccama and Syniti rated Innovative. Google Cloud and Oracle were rated as providers of Assurance, and Alibaba Cloud, Atlan, Cloud Software Group, Experian, Huawei Cloud, OvalEdge, Qlik, Quest, SAS, Snowflake and Tencent Cloud were rated providers of Merit. IBM, Actian and Salesforce were identified as Leaders for Data Governance, while Boomi, SAP and Oracle were identified as Leaders for Master Data Management.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (50%) and Platform (30%), including adaptability, manageability, reliability and usability. Salesforce, IBM and SAP were the Product Experience Leaders. Performance reflects requirements spanning metadata management, data lineage, data profiling and quality rules, data modeling and stewardship, and AI for governance, data quality and MDM.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Oracle, AWS and IBM 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 integrity platforms based on the ability to establish trusted, consistent data across operational, analytical and AI use cases. Assessment should prioritize governance and regulatory controls, data quality, metadata and lineage, MDM, data stewardship and automation. Organizations should also evaluate AI-enabled classification and quality management while ensuring GenAI and agentic AI initiatives incorporate privacy, sensitive-data controls, bias mitigation and appropriate governance.



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 Salesforce atop the list, followed by IBM and SAP. Providers that place in the top three of a category earn the designation of Leader. IBM has done so in four categories, Salesforce and SAP in three, Oracle in two and AWS, Databricks and Microsoft in one category.

Data Integrity Overall

Providers	Grade	Performance
Salesforce	A-	Leader 82.9%
IBM	A-	Leader 82.0%
SAP	B++	Leader 78.2%
Precisely	B+	74.5%
Pentaho	B+	71.8%
Databricks	B+	71.6%
Action	B+	71.5%
AWS	B+	70.5%
Ataccama	B+	70.0%
Collibra	B+	69.3%
Microsoft	B+	69.3%
Alation	B	68.5%
Oracle	B	68.2%
Google Cloud	B	66.0%
Qlik	B	65.1%
Syniti	B	64.5%
Alibaba Cloud	B	62.6%
Snowflake	B-	60.6%
Tencent Cloud	B-	59.5%
Atlan	B-	59.1%
Huawei Cloud	B-	58.5%
Quest	B-	58.2%
OvalEdge	B-	58.0%
Experian	B-	57.4%
SAS	C++	55.1%
Cloud Software Group	C++	53.6%



Source: ISG Research
Data Integrity Buyers Guide
© 2026 Information Services Group, Inc.



About ISG Research

ISG Research provides subscription research, advisory, consulting and executive event services focused on market trends and disruptive technologies. ISG Research delivers guidance that helps businesses accelerate growth and create more value. For further information about ISG Research subscriptions, please visit research.isg-one.com.

About ISG

[ISG](#) (Nasdaq: [III](#)) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth. The firm, founded in 2006, is known for its proprietary market data and research, in-depth knowledge and governance of provider ecosystems, and the expertise of its 1,500 professionals worldwide working together to help clients maximize the value of their technology investments.

About the Authors



Matt Aslett

Director of Research, Analytics and Data

Matt Aslett leads software research and advisory for Analytics and Data at ISG. His focus areas of expertise and market coverage include data platforms, data management, data operations and real-time data, as well as analytics and AI, with a focus on the data management requirements for AI use cases, including generative and agentic AI.



David Menninger

Executive Director, Software Research and Distinguished Analyst

David Menninger leads the overall team for software research and advisory, supporting IT and expertise in AI software at ISG. With over three decades of experience in enterprise software, Dave's leadership has advanced digital transformation with information and insights for enterprises around the world.