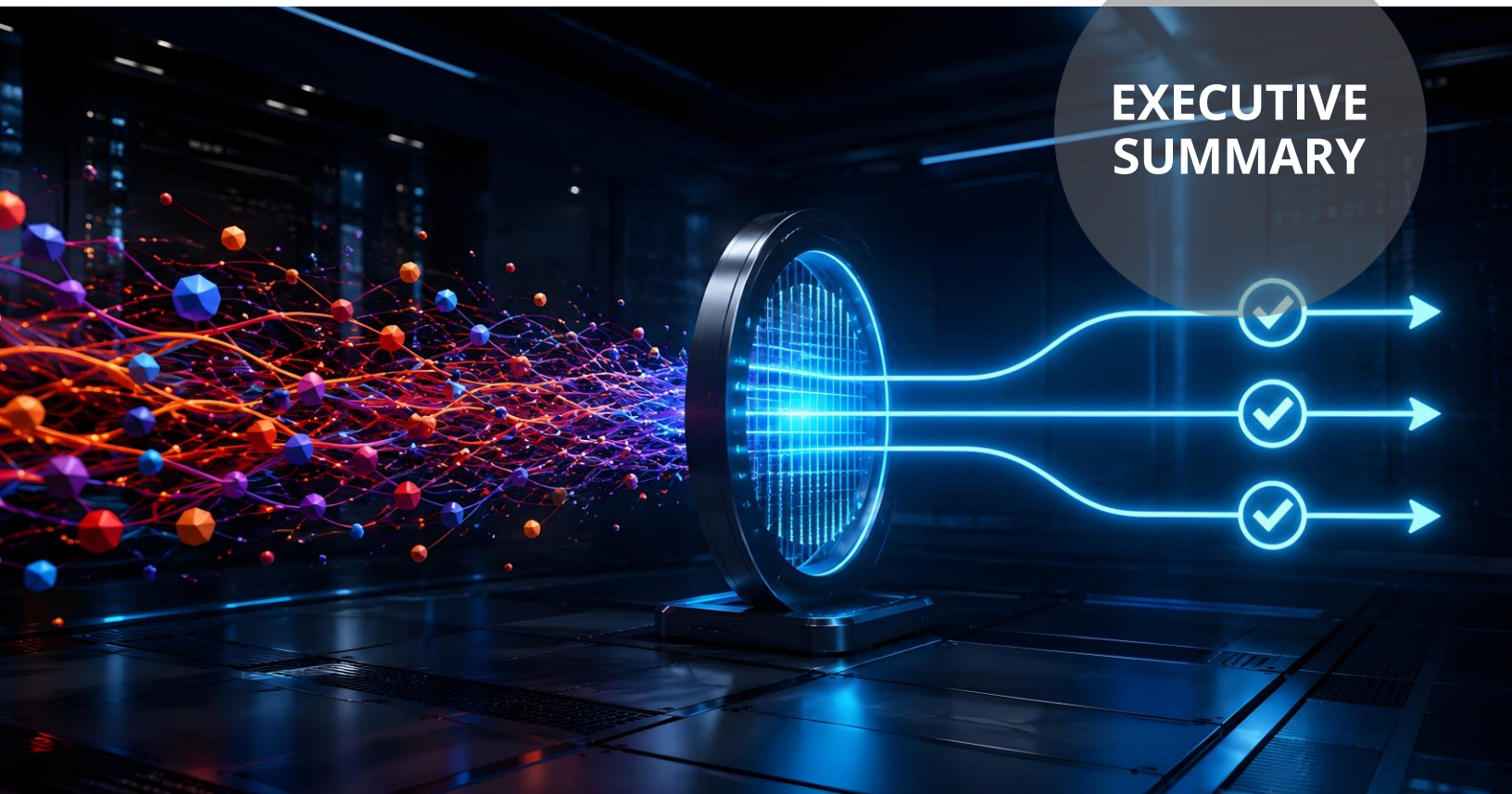


Data Management and Operations Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

***ISG** Research



Key Takeaways

Data management and operations have evolved from established data governance and integration practices into a more agile, automated discipline supporting data production and consumption at scale. Enterprises increasingly need trusted, high-quality, responsive data environments to support BI, generative AI and agentic AI. DataOps, automation, observability, orchestration and governed self-service are helping organizations improve data reliability while accelerating AI initiatives.

Software Provider Summary

The ISG Buyers Guide™ for Data Management and Operations evaluates 11 software providers offering products that support a combination of data management and Data Ops. The research ranked the top three overall as Databricks, Pentaho and IBM. Databricks, IBM, Pentaho and SAP were rated Exemplary, with Salesforce and Qlik rated Innovative. AWS and Google Cloud were rated as providers of Assurance, and Microsoft, Snowflake and Tencent Cloud were rated providers of Merit. Salesforce, IBM and SAP were identified as Leaders for Data Management, while Databricks, Pentaho and DataOps.live were identified as Leaders for DataOps.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (50%) and Platform (30%), including adaptability, manageability, reliability and usability. Databricks, Pentaho and IBM were the Product Experience Leaders. Performance reflects differentiated requirements spanning data intelligence, data governance, data quality, master data management, data engineering, data observability and reusable data products, alongside resilient enterprise platform capabilities.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. AWS, IBM and Google Cloud 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 management and operations platforms based on the ability to deliver trusted, reliable data while supporting agile data production and AI initiatives. Assessment should prioritize data governance and quality, integration, pipeline orchestration, observability, reusable data products and governed self-service access. Organizations should also evaluate automation and DataOps capabilities that improve collaboration, reduce repetitive work and errors, and accelerate reliable data delivery for BI, generative AI and agentic AI.



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 Pentaho and IBM. Providers that place in the top three of a category earn the designation of Leader. IBM has done so in four categories; Databricks and Pentaho in three; AWS in two; and Google Cloud, Microsoft and Salesforce in one category.

Data Management & Operations Overall

Providers	Grade	Performance
Databricks	A-	Leader 82.0%
Pentaho	B++	Leader 81.1%
IBM	B++	Leader 80.9%
Salesforce	B++	78.6%
SAP	B+	74.2%
Qlik	B+	72.6%
AWS	B+	72.5%
Microsoft	B+	72.4%
Google Cloud	B+	69.5%
Snowflake	B	66.7%
Tencent Cloud	B	64.7%



Source: ISG Research
Data Management and Operations Buyers Guide
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[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.

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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.



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