

Real-Time Data Buyers Guide

Software Provider and Product Assessment

**EXECUTIVE
SUMMARY**

***ISG** Research



Key Takeaways

Real-time data technologies are becoming foundational to enterprise automation by enabling organizations to process, analyze and act on business events as they occur. Enterprises are increasingly adopting streaming data, event processing and real-time analytics to support operational responsiveness, AI-driven decision-making and intelligent applications. The convergence of event-driven architectures, streaming platforms and AI is accelerating the shift away from purely batch-oriented data processing models.

Software Provider Summary

The ISG Buyers Guide™ for Real-Time Data evaluates 23 software providers offering products that support messaging, event processing, streaming data and real-time analytics. The research ranked the top three overall leaders as AWS, Microsoft and Oracle. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. AWS, Cloudera, Databricks, Google Cloud, Huawei Cloud, IBM, Microsoft, Oracle and Salesforce were rated Exemplary, with Alibaba Cloud, Cloud Software Group and Confluent rated Innovative. Actian, SAP and Solace were rated Assurance, and Aiven, Broadcom, Cumulocity, Palantir, Red Hat, SAS, Siemens and Tencent Cloud were rated Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (50%) and Platform (30%), including adaptability, manageability, reliability and usability. Microsoft, AWS and Google Cloud achieved the highest performance as Leaders in this category, demonstrated by messaging and event processing capabilities and support for streaming data and streaming analytics at scale. Leaders demonstrated enterprise-grade platform capabilities across varied contexts for integration, analytics and real-time processing.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. AWS, IBM and Oracle were the Leaders in this category, demonstrating strong customer commitment and clear dedication to customer needs. Providers with lower performance often lacked sufficient information to demonstrate customer success, articulate commitment to customer experience or communicate measurable value through TCO/ROI.

Strategic Recommendations

Enterprises should evaluate real-time data platforms as strategic components of today's data architectures rather than niche technologies reserved for specialized use cases. Assessment should prioritize event processing capabilities, streaming analytics, integration flexibility, governance and interoperability with existing data and AI environments. Organizations should also evaluate how providers support the convergence of real-time data, AI inferencing and event-driven architectures to improve responsiveness and enable future automation initiatives.



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

Real-Time Data

Overall

Providers	Grade	Performance
AWS	A-	Leader 83.2%
Microsoft	B++	Leader 80.3%
Oracle	B++	Leader 78.9%
IBM	B++	78.3%
Google Cloud	B++	77.9%
Databricks	B++	76.8%
Confluent	B+	73.5%
Salesforce	B+	73.0%
Huawei Cloud	B+	70.7%
Cloudera	B+	70.5%
Alibaba Cloud	B+	69.8%
Solace	B	68.4%
Cloud Software Group	B	66.8%
Palantir	B	66.5%
SAP	B	66.2%
Tencent Cloud	B	64.8%
Actian	B-	62.3%
Aiven	B-	60.6%
Broadcom	B-	60.3%
Siemens	B-	60.1%
SAS	B-	60.1%
Cumulocity	B-	59.5%
Red Hat	B-	58.3%

ISG Source: ISG Research
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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 data management requirements for AI use cases, including generative and agentic AI.



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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.