

Real-Time Data Emerging Providers Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY

***ISG** Research



Key Takeaways

Real-time data emerging providers are helping enterprises accelerate adoption of event-driven architectures, streaming analytics and real-time decision-making capabilities. These providers often focus on specialized areas of the real-time data ecosystem, delivering innovation in messaging, stream processing, streaming databases and real-time analytics. As AI-driven applications and autonomous systems increase demand for immediate access to current data, real-time processing is becoming a foundational element of enterprise automation.

Software Provider Summary

The ISG Buyers Guide™ for Real-Time Data Emerging Providers evaluates 17 software providers offering products that support messaging, event processing, streaming data and streaming analytics. The research ranked the top three overall leaders as Redpanda, Striim and StreamNative. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Hazelcast, InfluxData, Materialize, Qubole, Redpanda and Striim were rated Exemplary, with GridGain, Kinetica and StreamNative rated Innovative. Gravitee, Safe Software and StarTree were rated Assurance, and Adeptia, Conduktor, Kurrent, Patchworks and PhoenixAI 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. StreamNative, Redpanda and Striim achieved the highest performance as Leaders in this category, highlighted by messaging and event-processing capabilities and support for streaming data, streaming analytics and application integration. Leaders demonstrated enterprise-grade platform capabilities across varied real-time processing, analytics and integration contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Striim, Gravitee and Safe Software 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 emerging real-time data providers based on how effectively the capabilities support broader event-driven and AI-enabled data strategies. Assessment should prioritize scalability, integration flexibility, streaming performance, governance and interoperability with existing data architectures. Organizations should also evaluate how providers support the convergence of streaming data, AI inferencing and real-time analytics 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 Redpanda atop the list, followed by Striim and StreamNative. Providers that place in the top three of a category earn the designation of Leader. Redpanda has done so in five categories, Striim in four, StreamNative in three, Gravitee in two and GridGain and Safe Software in one category.

Real-Time Data Emerging Providers

Overall

Providers	Grade	Performance
Redpanda	B-	Leader 60.2%
Striim	B-	Leader 58.3%
StreamNative	B-	Leader 56.6%
Gravitee	C++	52.8%
Materialize	C++	52.6%
GridGain	C++	51.9%
Safe Software	C++	50.4%
Adeptia	C+	49.6%
Qubole	C+	49.4%
Hazelcast	C+	49.0%
Kinetica	C+	48.2%
InfluxData	C+	48.0%
PhoenixAI	C+	47.2%
StarTree	C+	46.4%
Conduktor	C+	45.0%
Patchworks	C	43.8%
Kurrent	C	40.8%



Source: ISG Research
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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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