

Streaming Analytics Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY

***ISG** Research



Key Takeaways

Streaming analytics is becoming a critical capability for enterprises seeking to act on business events as they occur rather than relying on delayed, batch-oriented analysis. Organizations are increasingly combining streaming data, real-time analytics and AI-driven decision-making to improve responsiveness and support intelligent applications. As event-driven architectures mature, streaming analytics is evolving from a specialized capability into a foundational component of today's data and automation strategies.

Software Provider Summary

The ISG Buyers Guide™ for Streaming Analytics evaluates 21 software providers offering products that support stream processing, real-time analytics and event-driven data management. The research ranked the top three overall leaders as Databricks, AWS and Oracle. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Alibaba Cloud, AWS, Confluent, Databricks, Google Cloud, Huawei Cloud, Microsoft and Oracle were rated Exemplary, with ClickHouse, Cloud Software Group and Palantir rated Innovative. Actian, Cloudera and IBM were rated Assurance, and Aiven, Broadcom, Cumulocity, Imply, KX, Siemens and SAS 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. Databricks, Microsoft and Palantir achieved the highest performance as Leaders in this category, highlighted by stream processing and analytics capabilities combined with query management and AI support for real-time data analysis. Leaders demonstrated enterprise-grade platform capabilities across varied streaming, analytics and operational decision-making contexts.

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 streaming analytics platforms based on their ability to operationalize real-time insights and support event-driven decision-making at scale. Assessment should prioritize stream processing performance, analytics depth, AI integration, query management and interoperability with broader data architectures. Organizations should also evaluate how effectively providers unify real-time and historical analysis while supporting governance, observability and automated downstream actions.



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

Streaming Analytics Overall

Providers	Grade	Performance
Databricks	A	Leader 87.8%
AWS	A-	Leader 82.9%
Oracle	A-	Leader 81.9%
Microsoft	B++	81.1%
Google Cloud	B++	77.5%
Palantir	B++	77.3%
Confluent	B++	77.0%
IBM	B++	76.5%
ClickHouse	B++	76.0%
Huawei Cloud	B++	75.3%
Alibaba Cloud	B+	74.7%
Cloudera	B+	74.6%
Siemens	B+	70.6%
SAS	B+	70.1%
Cumulocity	B+	69.6%
Action	B+	69.4%
Cloud Software Group	B+	69.2%
KX	B	65.9%
Aiven	B	62.7%
Broadcom	B-	61.8%
Imply	C++	54.5%

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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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