Data Orchestration Buyers Guide

2023 Vendor and Product Assessment

VENTANA RESEARCH

Bend, Oregon

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The information contained in this Ventana Research Buyers Guide provides a baseline of knowledge that organizations can use to evaluate the sophistication of vendors and products in the area of data orchestration. Our findings are drawn from thorough, research-based analysis of product and customer experience categories that best represent how an organization should evaluate technology vendors.

Nothing in this report or in our research is intended to imply that one vendor or product is the right choice for any one particular organization. Rather, our goal is to provide an objective ranking and rating of vendors and products related to the topic of this Buyers Guide using our research methodology and blueprint for successful evaluation and selection. We performed this research independent of any external influence, charged no fees for any technology vendor to participate in the research and invited all relevant vendors that met our inclusion criteria. This report includes products generally available as of August 30, 2023.

The complete Buyers Guide report and research is available to be licensed for use across an organization or the Internet. We provide insights on the technology industry, software categories and vendors related to this Buyers Guide to organizations through our Ventana On-Demand research and advisory service. We also offer assessment services using this research to help discover and provide guidance on vendor selection.

We certify that Ventana Research performed this research to the best of our ability, that the analysis is a faithful representation of our knowledge of vendors and products, and that the ranking and ratings are our own.

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Data Orchestration

Data orchestration is a concept that has been growing in popularity in the past five years amid the rise of DataOps, which describes more agile approaches to data integration and data management. Data orchestration provides the capabilities to automate and accelerate the flow of data from multiple sources to support operational and analytics initiatives and drive business value.

At the highest level of abstraction, data orchestration covers three key capabilities: collection (including data ingestion, preparation and cleansing); transformation (additionally including integration and enrichment); and activation (making the results available to compute engines, analytics and data science tools, or operational applications).

This may sound very much like the tasks that data management practitioners have been undertaking for decades. As such, it is fair to ask what separates data orchestration from traditional approaches to data management.

Key to understanding why data orchestration is different, and necessary, is viewing data management challenges through the lens of modern data-processing requirements. Data-driven organizations stand to gain competitive advantage, responding faster to worker and customer demands for more innovative, data-rich applications and personalized experiences.

Being data-driven requires a combination of people, processes, information and technology improvements involving data culture, data literacy, data democracy, and data curiosity. Encouraging employees to discover and experiment with data is a key aspect of being data-driven that requires new, agile approaches to data management.

> The increasing reliance on real-time data processing is driving requirements for more agile, continuous data processing.

Meanwhile, the increasing reliance on real-time data processing is driving requirements for more agile, continuous data processing. Additionally, the rapid adoption of cloud computing has fragmented where data is accessed or consolidated, with data increasingly spread across multiple data centers and cloud providers.

Traditional approaches to data management are rooted in point-to-point batch data processing, whereby data is extracted from its source, transformed for a specific purpose, and loaded into a target environment for analysis. These approaches are unsuitable for the

demands of modern analytics environments, which instead require agile data pipelines that can traverse multiple data-processing locations and can evolve in response to changing data sources and business requirements.

Given the increasing complexity of evolving data sources and requirements, there is a need to enable the flow of data across the organization through new approaches to the creation, scheduling, automation and monitoring of workflows. This is the realm of data orchestration, although the key capabilities of data orchestration will be familiar to existing data practitioners. Specific tasks related to these capabilities have traditionally been addressed with a variety of tools as well as manual effort, hand-coded scripts and expertise.

In comparison, data orchestration tools are designed to automate and coordinate the sequential or parallel execution of a complete set of tasks via data pipelines, typically based on directed acyclic graphs (DAGs) that represent the relationships and dependencies between the tasks. The capabilities delivered by data orchestration fall under three categories: pipeline monitoring, pipeline management, and workflow management.

As is often the case with new approaches to data and analytics, the requirements for data orchestration were first experienced by digital-native brands at the forefront of data-driven business strategies. One of the most prominent data orchestration tools, Apache Airflow, began as an internal development project within Airbnb, becoming an Apache Software Foundation project in 2016; workflow automation platform Flyte was originally created and subsequently open-sourced by Lyft; and Metaflow was developed and open-sourced by Netflix.

Data orchestration is not just for digital natives, however, and a variety of vendors have sprung up with offerings based around these open-source projects, as well as other development initiatives, to bring the benefits of data orchestration to the masses.

> Data orchestration has the potential to drive improved efficiency and agility in data and analytics projects.

In addition to stand-alone data orchestration software products and cloud services, data orchestration capabilities are also being built into larger data-engineering platforms addressing broader data management requirements, including data observability, often in the context of data fabric and data mesh.

Whether stand-alone or embedded in larger data-engineering platforms, data orchestration has the potential to drive improved efficiency and agility in

data and analytics projects. Data orchestration addresses one of the most significant impediments to generating value from data. More than two-thirds (69%) of participants in Ventana Research's Analytics and Data Benchmark Research cite preparing data for analysis as the most time-consuming task in analyzing data.

> Adoption of data orchestration is still in the early stages and is closely linked to larger data transformation efforts that introduce greater agility and flexibility.

Adoption of data orchestration is still in the early stages and is closely linked to larger data transformation efforts that introduce greater agility and flexibility. However, by 2026, more than one-half of organizations will adopt data orchestration technologies to automate and coordinate data workflows and increase efficiency and agility in data and analytics projects.

If an organization's data processes and skills remain rooted in traditional products and manual intervention, then data orchestration is not likely to be a quick fix. However, alongside the cultural and organizational changes involved in people, processes, and information improvements, data orchestration has the potential to play a key role in the technological improvement involved in becoming more data-driven. All organizations are recommended to investigate the potential advantages of data orchestration with a view to improving their use of data and analytics.

This research evaluates the following vendors that offer products that address key elements of data orchestration as we define it: Alteryx, AWS, Astronomer, BMC, Databricks, DataKitchen, Google, Hitachi Vantara, IBM, Infoworks.io, Matillion, Microsoft, Prefect, Rivery, Saagie, SAP, Stonebranch, StreamSets and Y42.

Buyers Guide Overview

For over two decades, Ventana Research has conducted market research in a spectrum of areas across business applications, tools and technologies. Ventana Research has designed the Buyers Guide to provide a balanced perspective of vendors and products that is rooted in an understanding of the business requirement in any organization. Utilization of our research methodology and decades of experience enables our Buyers Guide to be an effective method to assess and select technology vendors and products. The findings of this research undertaking contribute to our comprehensive approach to rating vendors in a manner that is based on the assessments completed by an organization.

> Ventana Research has designed the Buyers Guide to provide a balanced perspective of vendors and products that is rooted in an understanding of business requirements in any organization.

This Ventana Research Buyers Guide: Data Orchestration is the distillation of over a year of market and product research efforts. It is an assessment of how well vendors' offerings will address organizations requirements for data orchestration software. The index is structured to support a request for information (RFI) that could be used in the RFP process by incorporating all criteria needed to evaluate, select, utilize and maintain relationships with technology vendors. An effective product and customer experience with a technology vendor can ensure the best long-term relationship and value achieved from a resource and financial investment.

In this Buyers Guide, Ventana Research evaluates the software in seven key categories that are weighted to reflect buyers' needs based on our expertise and research. Five are product-experience related: Adaptability, Capability, Manageability, Reliability, and Usability. In addition, we consider two customer-experience categories: Validation, and Total Cost of Ownership and Return on Investment (TCO/ROI). To assess functionality, one of the components of capability, we applied the Ventana Research Value Index methodology and blueprint, which links the personas and processes for data orchestration to an organization's requirements.

The structure of the research reflects our understanding that the effective evaluation of vendors and products involves far more than just examining product features, potential

revenue or customers generated from a vendor's marketing and sales efforts. We believe it is important to take a comprehensive research-based approach, since making the wrong choice of a data orchestration technology can raise the total cost of ownership, lower the return on investment and hamper an organization's ability to reach its potential performance. In addition, this approach can reduce the project's development and deployment time and eliminate the risk of relying on a short list of vendors that does not represent a best fit for your organization.

To ensure the accuracy of the information we collected, we asked participating vendors to provide product and company information across the seven product and customer experience categories that, taken together, reflect the concerns of a well-crafted RFI. Ventana Research then validated the information, first independently through our database of product information and extensive web-based research, and then in consultation with the vendors. Most selected vendors also participated in a one-on-one session providing an overview and demonstration, after which we requested they provide additional documentation to support any new input.

> Ventana Research believes that an objective review of vendors and products is a critical business strategy for the adoption and implementation of software.

Ventana Research believes that an objective review of vendors and products is a critical business strategy for the adoption and implementation of data orchestration software and applications. An organization's review should include a thorough analysis of both what is possible and what is relevant. We urge organizations to do a thorough job of evaluating data orchestration systems and tools and offer this Buyers Guide as both the results of our in-depth analysis of these vendors and as an evaluation methodology.

How To Use This Buyers Guide

Evaluating Vendors: The Process

We recommend using the Buyers Guide to assess and evaluate new or existing technology vendors for your organization. The market research can be used as an evaluation framework to establish a formal request for information from technology vendors on their products and customer experience and will shorten the cycle time when creating a RFI. The steps listed below provide a process that can facilitate best possible outcomes.

1. Define the business case and goals.
   Define the mission and business case for investment and the expected outcomes from your organizational and technology efforts.
2. Specify the business needs.
   Defining the business requirements helps identify what specific capabilities are required with respect to people, processes, information and technology.
3. Assess the required roles and responsibilities.
   Identify the individuals required for success at every level of the organization from executives to front line workers and determine the needs of each.
4. Outline the project's critical path.
   What needs to be done, in what order and who will do it? This outline should make clear the prior dependencies at each step of the project plan.
5. Ascertain the technology approach.
   Determine the business and technology approach that most closely aligns to your organization's requirements.
6. Establish technology vendor evaluation criteria.
   Utilize the product experience: Adaptability, Capability, Manageability, Reliability and Usability, and the customer experience in TCO/ROI and Validation.
7. Evaluate and select the technology properly.
   Weight the categories in the technology evaluation criteria to reflect your organization's priorities to determine the short list of vendors and products.
8. Establish the business initiative team to start the project.
   Identify who will lead the project and the members of the team needed to plan and execute it with timelines, priorities and resources.

The Findings

All of the products we evaluated are feature-rich, but not all the capabilities offered by a technology vendor are equally valuable to types of workers or support everything needed to manage products on a continuous basis. Moreover, the existence of too many capabilities may be a negative factor for an organization if it introduces unnecessary complexity. Nonetheless, you may decide that a larger number of features in the product is a plus, especially if some of them match your organization's established practices or support an initiative that is driving the purchase of new software.

Factors beyond features and functions or vendor assessments may become a deciding factor. For example, an organization may face budget constraints such that the TCO evaluation can tip the balance to one vendor or another. This is where the Value Index methodology and the appropriate category weighting can be applied to determine the best fit of vendors and products to your specific needs.

Overall Scoring of Vendors Across Categories

The research finds IBM atop the list, followed by Microsoft and Alteryx. Companies that place in the top three of a category earn the designation of Leader. Alteryx, IBM and Microsoft have done so in four of the seven categories; Databricks in three; Google in two; and AWS, BMC, Hitachi Vantara and SAP in one category.

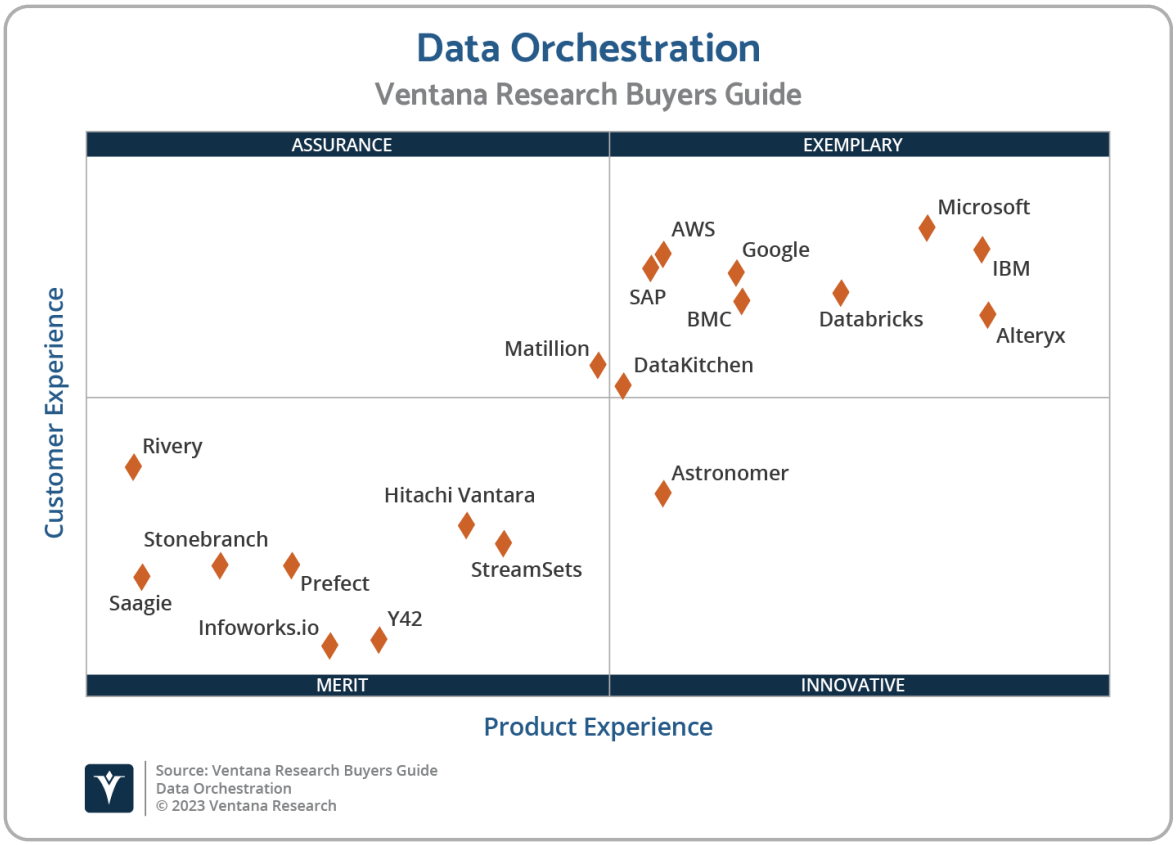
The overall representation of the research below places the rating of the Product Experience and Customer Experience on the *x* and *y* axes, respectively, to provide a visual representation and classification of the vendors. Those vendors whose Product Experience have a higher weighted performance to the axis in aggregate of the five product categories place farther to the right, while the performance and weighting for the two Customer Experience categories determines their placement on the vertical axis. In short, vendors that place closer to the upper-right on this chart performed better than those closer to the lower-left.

Data Orchestration
Overall

Vendors	Grade	Performance
IBM	B++	Leader 78.7%
Microsoft	B++	Leader 78.0%
Alteryx	B++	Leader 77.6%
Databricks	B+	74.8%
Google	B+	73.0%
BMC	B+	72.6%
AWS	B+	71.8%
SAP	B+	71.3%
DataKitchen	B	68.2%
Matillion	B	68.2%
Astronomer	B	67.2%
StreamSets	B	62.9%
Hitachi Vantara	B-	62.3%
Y42	B-	58.3%
Prefect	B-	57.9%
Infoworks.io	B-	57.1%
Rivery	B-	56.5%
Stonebranch	B-	56.4%
Saagie	C++	54.5%

Source: Ventana Research Buyers Guide Data Orchestration

The research places vendors into one of four overall categories: Assurance, Exemplary, Merit or Innovative. This representation classifies vendors overall weighted performance.



Exemplary: The categorization and placement of vendors in Exemplary (upper right) represent those that performed the best in meeting the overall Product and Customer Experience requirements. The vendors awarded Exemplary are: Alteryx, AWS, BMC, Databricks, DataKitchen, Google, IBM, Microsoft and SAP.

Innovative: The categorization and placement of vendors in Innovative (lower right) represent those that performed the best in meeting the overall Product Experience requirements but did not achieve the highest levels of requirements in Customer Experience. The vendor awarded Innovative is: Astronomer.

Assurance: The categorization and placement of vendors in Assurance (upper left) represent those that achieved the highest levels in the overall Customer Experience requirements but did not achieve the highest levels of Product Experience. The vendor awarded Assurance is: Matillion.

Merit: The categorization for vendors in Merit (lower left) represent those that did not exceed the median of performance in Customer or Product Experience or surpass the threshold for the other three categories. The vendors awarded Merit are: Hitachi Vantara, Infoworks.io, Prefect, Rivery, Saagie, Stonebranch, StreamSets and Y42.

We warn that close vendor placement proximity should not be taken to imply that the packages evaluated are functionally identical or equally well suited for use by every organization or for a specific process. Although there is a high degree of commonality in how organizations handle data orchestration, there are many idiosyncrasies and differences in how they do these functions that can make one vendor's offering a better fit than another's for a particular organization's needs.

We advise organizations to assess and evaluate vendors based on their requirements and use this research as a reference to their own evaluation of a vendor and products.

Product Experience

The process of researching products to address an organization's needs should be comprehensive. Our Value Index methodology examines Product Experience and how it aligns with an organization's life cycle of onboarding, configuration, operations, usage and maintenance. Too often, vendors are not evaluated for the entirety of the products; instead, they are evaluated on market execution and vision of the future, which are flawed since they do not represent an organization's requirements but how the vendor operates. As more vendors orient to a complete product experience, the more robust of an evaluation can be conducted.

The research based on the methodology of expertise identified the weighting of Product Experience to 80% or four-fifths of the overall rating. Importance was placed on the categories as follows: Usability (20%), Capability (25%), Reliability (10%), Adaptability (15%) and Manageability (10%). This weighting impacted the resulting overall ratings in this research. Alteryx, IBM and Microsoft were designated Product Experience Leaders as a result of their top-ranked weighted performance. While not Leaders, Databricks, BMC and Google were found to meet a broad range of enterprise data orchestration requirements.

Data Orchestration
Product Experience

Vendors	Grade	Performance
Alteryx	B++	*Leader* 61.4%
IBM	B++	*Leader* 61.3%
Microsoft	B++	*Leader* 60.1%
Databricks	B+	58.2%
BMC	B+	56.1%
Google	B+	56.0%
AWS	B	54.4%
Astronomer	B	54.4%
SAP	B	54.1%
DataKitchen	B	53.5%
Matillion	B	53.2%
StreamSets	B	51.0%
Hitachi Vantara	B	50.1%
Y42	B-	48.3%
Infoworks.io	B-	47.2%
Prefect	B-	46.4%
Stonebranch	C++	44.9%
Saagie	C++	43.2%
Rivery	C++	43.0%

Source: Ventana Research Buyers Guide
Data Orchestration

Many organizations will only evaluate capabilities for those in IT or administration, but the research identified the criticality of Usability (20% weighting) across a broader set of usage personas that should participate in data orchestration.

Customer Experience

The importance of a customer relationship with a vendor is essential to the actual success of the products and technology. The advancement of the Customer Experience and the entire life cycle an organization has with its vendor is critical for ensuring satisfaction in working with that vendor. Technology providers that have Chief Customer Officers area more likely to have greater investments in the customer relationship and focus more on their success. These leaders also need to take responsibility for ensuring the marketing of their commitment is made abundantly clear on website and in the buying process and customer journey.

Our Value Index methodology weights Customer Experience at 20% of the overall rating, or one-fifth, as it relates to the framework of commitment and value to the vendor-customer relationship. The two evaluation categories are Validation (10%) and TCO/ROI (10%), which are weighted to represent their importance to the overall research.

The vendors that evaluated the highest overall in the aggregated and weighted Customer Experience categories are Microsoft, IBM and AWS, and all are Leaders. These category leaders in Customer Experience best communicate their commitment and dedication to customer needs. Vendors such as SAP, Google, Databricks and BMC were not Overall Leaders but have a high level of commitment to the customer experience.

Data Orchestration
Customer Experience

Vendors	Grade	Performance
Microsoft	A	Leader 17.7%
IBM	A-	Leader 17.3%
AWS	A-	Leader 17.2%
SAP	A-	17.0%
Google	A-	16.8%
Databricks	A-	16.5%
BMC	A-	16.4%
Alteryx	B++	16.1%
Matillion	B+	14.9%
DataKitchen	B+	14.6%
Rivery	B	13.3%
Astronomer	B	12.8%
Hitachi Vantara	B-	12.2%
StreamSets	B-	11.9%
Prefect	B-	11.5%
Stonebranch	B-	11.5%
Saagie	B-	11.3%
Y42	C++	10.1%
Infoworks.io	C+	10.0%

Source: Ventana Research Buyers Guide
Data Orchestration
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Several vendors we evaluated did not have sufficient information available through their website and presentations. While many have customer case studies to promote their success, others lack depth on their commitment to an organization's journey to data orchestration. This makes it difficult for organizations to evaluate vendors on the merits of their commitment to customer success. As a result, some of the vendors' performances evaluated below 60%. As the commitment to a vendor is a continuous investment, the importance of supporting customer experience in a holistic evaluation should be included and not underestimated.

Appendix: Vendor Inclusion

For inclusion in the Ventana Research Data Orchestration Buyers Guide for 2023, a vendor must be in good standing financially and ethically; have at least $10 million in annual or projected revenue, verified using independent sources, or have at least 75 employees; and sell products and provide support on at least two continents. The principal source of the relevant business unit's revenue must be software-related, and there must have been at least one major software release in the last 18 months. The vendor must provide a product that supports agile and collaborative data operations and market themselves or their product as one of the following: a DataOps tool or platform; a data orchestration tool or platform; a data observability tool or platform. The research is designed to be independent of the specifics of vendor packaging and pricing. To represent the real-world environment in which businesses operate, we include vendors that offer suites or packages of products that may include relevant individual modules or applications. If a vendor is actively marketing, selling and developing a product for the general market and is reflected on its website that it is within the scope of the research, that vendor is automatically evaluated for inclusion.

All vendors that offer relevant data orchestration products and meet the inclusion requirements were invited to participate in the research evaluation process at no cost to them.

We categorize participation as follows:

> **Complete participation**: The following vendors actively participated and provided completed questionnaires and demonstrations to help in our evaluation of their product: None.
>
> **Partial participation**: The following vendors provided limited information to help in our evaluation: Alteryx, BMC and DataKitchen.
>
> **No participation**: The following vendors provided no information or did not respond to our request: AWS, Astronomer, Databricks, Google, Hitachi Vantara, IBM, Infoworks.io, Matillion, Microsoft, Prefect, Rivery, Saagie, SAP, Stonebranch, StreamSets, Y42.

Vendors that meet our inclusion criteria but did not completely participate in our Buyers Guide were assessed solely on publicly available information. As this could have a

significant impact on their classification and rating, we recommend additional scrutiny when evaluating those vendors.

Products Evaluated

Vendor	Product Names	Version	Release Month/Year	Participation Status
Alteryx	Alteryx Analytics Cloud	August 2023	August 2023	Partial
Astronomer	Astro, Astronomer Software	8.4	May 2023	None
AWS	Amazon Managed Workflows for Apache Airflow; AWS Glue	2.5.1; 4.0	January 2023	None
BMC	Control-M	9.0.21.100	May 2023	Partial
Databricks	Databricks Workflows, Delta Live Tables	July 2023	July 2023	None
DataKitchen	DataKitchen Platform (DataOps Observability, DataOps TestGen, and DataOps Automation)	1.1.275; 1.481; 0.2.0	July 2023	Partial
Google	Cloud Composer; Cloud Dataprep by Trifacta	2.3.2; 10.1	June; July 2023	None
Hitachi Vantara	Pentaho Data Integration and Analytics	9.5	May 2023	None
IBM	Cloud Pak for Data	4.7	August 2023	None
Infoworks.io	Infoworks Platform	5.4.2	May 2023	None
Matillion	Data Productivity Cloud	1.71	May 2023	None
Microsoft	Azure Data Factory	2 (June 2023)	June 2023	None
Prefect	Prefect Cloud	2.10.18	June 2023	None

Rivery	Rivery	May 2023	May 2023	None
Saagie	Saagie	2023.03	July 2023	None
SAP	SAP Data Intelligence Cloud	2023	May 2023	None
Stonebranch	Universal Automation Center	7.4	May 2023	None
StreamSets	StreamSets Platform	June 2023	June 2023	None
Y42	Y42	2	November 2022	None

Vendors of Note

There is a very large, and growing, number of vendors in the DataOps software segment. We did not include vendors that, as a result of our research and analysis, did not satisfy the criteria for inclusion in the Buyers Guide.

Most of the vendors that did not meet our inclusion criteria were excluded based on size (either revenue and/or number of employees). Inclusion criteria validation was completed to the best of our ability using information publicly available or through our research.

Other vendors were excluded based on product suitability: either their products only addressed the orchestration or observability of data stored in a data platform, rather than all upstream and downstream stages of a data pipeline, or at the time of evaluation they did not have a generally available product marketed as a tool or platform for data pipeline development, data orchestration or data observability (although some subsequently now do). Others were excluded based on having no published documentation, making it impossible to evaluate the capabilities of the product.

We did not include vendors that, as a result of our research and analysis, did not satisfy the criteria for inclusion in the Buyers Guide. These are listed below as "Vendors of Note."

Vendor	Product	At least $10 million revenue	At least 75 employees	Product suitability	Documentation
Ascend	Ascend Data Automation Cloud	No	No	Yes	Yes
DataOps.live	DataOps.live	No	No	Yes	Yes
Elementl	Dagster	No	No	Yes	Yes
Kleene	Kleene	No	No	Yes	Yes
Meltano	Meltano	No	No	Yes	Yes
Nexla	Nexla	No	No	Yes	Yes
Palantir	Foundry	Yes	Yes	No	Yes
Promethium	Promethium	No	No	Yes	Yes

RightData	Dextrus, RDt	No	No	Yes	Yes
Saturam	Qualdo, Piperr	No	Yes	Yes	No
Shipyard	Shipyard	No	No	Yes	Yes
Switchboard Software	Data Automation	No	No	Yes	Yes
Tengu	Tengu Platform	No	No	Yes	Yes
Torana	iceDQ	No	Yes	Yes	No
UpSolver	Upsolver	No	No	Yes	Yes

About Ventana Research

Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. We provide insight and expert guidance on mainstream and disruptive technologies through a unique set of research-based offerings including Benchmark Research and technology evaluation assessments, education workshops and our research and advisory services, Ventana On-Demand. Our unparalleled understanding of the role of technology in optimizing business processes and performance and our best practices guidance are rooted in our rigorous research-based benchmarking of people, processes, information and technology across business and IT functions in every industry. This Benchmark Research plus our market coverage and in-depth knowledge of hundreds of technology providers means we can deliver education and expertise to our clients to increase the value they derive from technology investments while reducing time, cost and risk.

Ventana Research provides the most comprehensive analyst and research coverage in the industry; business and IT professionals worldwide are members of our community and benefit from Ventana Research's insights, as do highly regarded media and association partners around the globe. Our views and analyses are distributed daily through blogs and social media channels including Twitter, Facebook and LinkedIn.

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What We Offer

Ventana Research provides a variety of consulting, advisory, research and education (CARE) services to meet your specific needs when evaluating and selecting vendors. We offer tailored Assessment Services using the Buyers Guide and Value Index methodology to help you evaluate technology vendors and products used today or that may be used in the future. Ventana On-Demand (VOD) provides structured education and advisory sessions to support business and technology professionals.

Everything at Ventana Research begins with our market research using our subject matter expertise and industry experience working with organizations worldwide. Our continuous approach to conducting research and analyzing market trends, best practices and technologies helps our clients become more efficient and effective. Through the

Ventana Research community we share our research and insights. Sign up for free membership at https://www.ventanaresearch.com/ to gain access to our weekly insights and learn about upcoming educational and collaboration events.

We offer the following VOD membership levels for business and IT professionals:

Individual membership: For those interested in full access to our community and analysts for themselves. This level includes access to our library of market research and insights with access to industry analysts and subject matter experts by telephone or email.

Team membership: For those interested in full access to our community and analysts for a team. This level includes access to our library of market research and insights with ad-hoc advisory and structured consultative sessions to provide contextual feedback.

Business membership: For those interested in full access to our community and analysts for a larger group. This level includes access to our library of market research and insights with ad-hoc advisory and structured consultative sessions to provide contextual feedback.

Business Plus membership: For those interested in full access to our community and analysts across business teams and units. This level includes access to our library of market research and insights with ad-hoc advisory and structured consultative sessions to provide contextual feedback as well as additional strategic consulting sessions.

Additional services are available for technology vendors, consulting and systems integrators, and investment firms.

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