



**MDM
SOFTWARE GUIDE
THE LONGLIST**



VIEWPOINT ANALYSIS

FOREWORD

MDM Software Guide - The Longlist

Welcome to the latest Viewpoint Analysis MDM Software Guide - The Longlist.

If you are looking to implement a new 'master data management' (or MDM for short) tool this year, we hope this report will give you a starting point for your initial market assessment. We've pulled together a list of MDM vendors that we think might be useful to speak to as you start to engage with the technology community.

The point of a longlist (the initial market sweep that comes before a shortlist) is to look at vendors of all shapes and sizes - and companies that you may not immediately know of. It is a way of really understanding what is available to you before you shortlist and go through your vendor selection process. Our hope is that you use it as a springboard - take some or all our suggestions, add others (ours is simply Viewpoint's curated list), and make those introduction calls.

If the options are overwhelming or if your team is stretched and you would like support, remember that Viewpoint Analysis provides a range of fixed-price matchmaker services that can take you from initial market assessment to preferred vendor and through to the business case, or just the piece you need.

- **Data Technology Matchmaker** - Where we bring a range of vendors to present how they can help you with your upcoming project. This is the 'longlisting' phase and we'll introduce you to a variety of vendors that we believe can help you. We'll write up your problem statement, promote your project to the technology community, and host the Matchmaker presentations.
 - Find out more about our [Data Technology Matchmaker](#)
- **Rapid RFI** - looking to find out what your longlist of potential vendors can do and to shortlist before issuing an RFP? Our Rapid RFI moves quickly to help.
 - Find out more about our [Rapid RFI](#)
- **Vendor Selection** - our Rapid RFP (RRFP) is changing the market for buying software. We run the process and save customers time and effort with our RRFP templates and vendor connections.
 - [Find out more about our Vendor Selection service here](#)

If we can help or if you have any questions or comments, drop us a note at: contactus@viewpointanalysis.com.

Yours Sincerely,

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MDM LONGLIST VENDORS

Ataccama

Ataccama ONE

Contentserv

Product Experience Cloud

IBM

MDM

Informatica

Data Management Cloud

Reltio

MDM

SAP

Master Data Governance

Semarchy

Unified Data Platform

Stibo

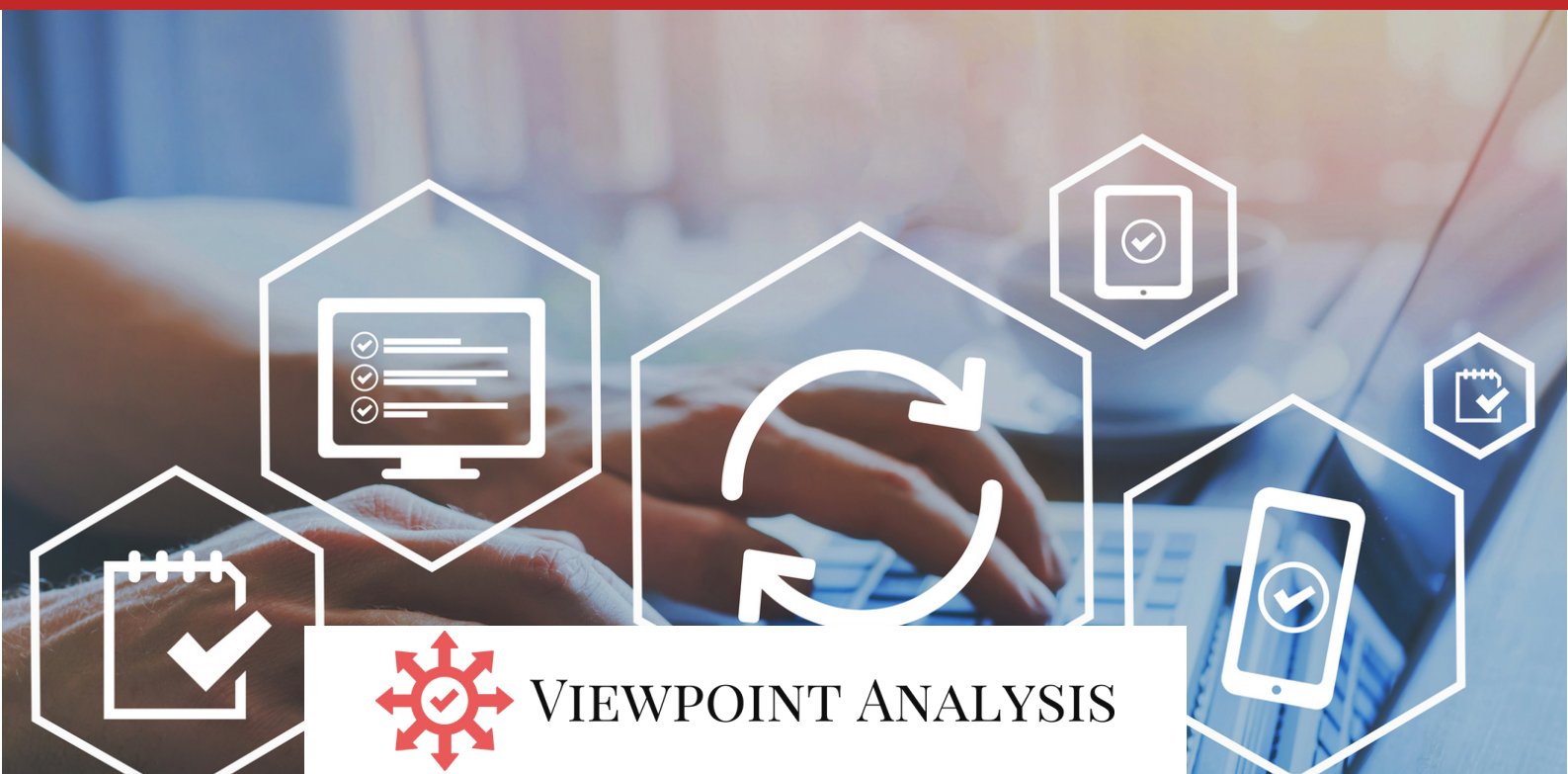
MDM

Syndigo

Active Content Engine

Tibco

Connected Intelligence Platform



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ATACCAMA

Website: www.ataccama.com

What do they do?

Ataccama offers a unified data platform (Ataccama ONE) that covers a number of key areas, from Data Quality to Master Data Management, and Data Governance to Metadata Management. MDM is one element of their overall solution and covers on-premises and cloud data sources.

Why should they be on your longlist?

Ataccama regularly features amongst the key vendors in a number of analyst reviews. Through their ONE solution, MDM forms an important part of an overall data solution. They offer a broad multi-domain solution covering areas like Vendor, Product, Location, Customer, and more.

Who works with them?

Customers include CBRE, GSK, RNLI and Heineken.

CONTENTSERV

Website: www.contentserv.com

What do they do?

Contentserv offers a 'Product Experience Cloud' with an all-in-one platform that enables clients to create and manage content across their product-related business. Master Data Management is one element of their cloud and sits alongside a range of other areas (e.g. PIM, DAM, Data Quality, and more).

Why should they be on your longlist?

Contentserv aims to help customers to create, optimize, automate and monetize product content, such that they can deliver personalized experiences that their customers really want. They focus on product-focused businesses with some exciting logos and customers across the globe.

Who works with them?

Customers include Miele, Mizuno, Lacoste and Whirlpool.

IBM

Website: www.ibm.com

What do they do?

'Big Blue' is one of the most recognizable technology vendors with a rich and long pedigree in the enterprise marketplace. Their MDM solution provides a 360-degree view of data across a business and forms one element of a wide-ranging software portfolio.

Why should they be on your longlist?

IBM is an existing IT supplier to many global businesses. Their MDM solution is consistently featured in the leadership group by the major analyst firms.

Who works with them?

Customers include the London Borough of Camden and The Health Collaborative.

INFORMATICA

Website: www.informatica.com

What do they do?

Informatica is perhaps the most well-known technology vendor in the data space with solutions that cover almost all key data requirements, from MDM to Integration and from Data Quality to Data Governance, all sitting beneath the 'Intelligent Data Management Cloud' suite.

Why should they be on your longlist?

Informatica is consistently listed as one (regularly the top) of the very best MDM vendors. Their recent move to build a cloud-native Master Data Management solution brings a new dimension to the platform and updates the user experience. They cover a wider range of multi-domain needs including customer, product, supplier, and more.

Who works with them?

Customers include KPMG, CNP Assurances and Hackensack Meridian Health.

RELTIO

Website: www.reltio.com

What do they do?

Reltio provides a well-respected cloud-native Master Data Management platform that is consistently rated highly by their customers and industry analysts. Reltio is often considered in the shortlist of MDM platforms due to its leadership over a number of years.

Why should they be on your longlist?

They are a consistent element of the MDM market and their CEO built the Reltio product after leaving Informatica. Their strong line-up of well-known customer logos is very impressive.

Who works with them?

Customers include AstraZeneca, GE Healthcare, Xerox, and L'Oreal.

SAP

Website: www.sap.com

What do they do?

The German powerhouse of enterprise software, SAP is one of the most well-known and respected technology vendors on the planet. Their portfolio of software solutions is extensive and deployed in many large and medium businesses across the world. Master Data forms a part of their data and analytics solutions under the Master Data Governance area.

Why should they be on your longlist?

SAP is well-regarded for Master Data by most industry analysts. They have an entrenched customer base that is increasingly looking at data solutions to add to their other software installs.

Who works with them?

Customers of SAP in the data area include the likes of Porsche, Hyundai Elevator, and Costain.

SEMARCHY

Website: www.semarchy.com

What do they do?

Semarchy offers a 'Unified Data Platform'. They put a great deal of emphasis on time-to-value and build their software to be as easy to implement as possible through a low-code UI. The platform consists of two key modules, Master Data Management, and Data Integration.

Why should they be on your longlist?

Semarchy is a perennial player in the MDM market and another that is consistently well-regarded by industry observers. Their approach to implementation speed is a differentiator in a market that is perhaps too well-known for the length of time to full deployment.

Who works with them?

Customers include the likes of Total, Volkswagen, BNP Paribas and Chipotle.

STIBO

Website: www.stibosystems.com

What do they do?

Stibo has been in the master data space for over two decades and is considered a key player within the market. They work with customers in multiple industries, from Retail to CPG and from Banking to Life Sciences. They provide multi-domain MDM (e.g. product, customer, supplier etc).

Why should they be on your longlist?

They have a significant number of strong customer brands and logos. Their history within the master data category is considerable and they bring a professional and deep knowledge of the area.

Who works with them?

Customers include the likes of Rituals, Saint Gobain, Siemens and Waste Management.

SYNDIGO

Website: www.syndigo.com

What do they do?

Products move when content flows, that's Syndigo's tagline. They offer an Active Content Engine to help customers manage data and content through the entire commerce ecosystem. Following their purchase of Riversand, the MDM leader, they offer a full suite of enterprise technology across the master data space (e.g. PIM, DAM, MDM) and beyond.

Why should they be on your longlist?

Syndigo has a strong business model with an impressive list of customers across a range of different industries. The Active Content Engine with MDM and associated areas provide a strong go-to-market solution that takes a customer from creating content to optimizing content and everything in between.

Who works with them?

Customers include the likes of Carrefour, 3M, Epson and Philips.



TIBCO

Website: www.tibco.com

What do they do?

Tibco is an established technology vendor celebrating its 25th anniversary this year. The 'Connected Intelligence Platform' covers a range of data areas. One element is the 'unify' area (unifying data intelligently for better access, trust, and control) and the MDM platform sits central to this piece.

Why should they be on your longlist?

Tibco is one of the core data software vendors. Their MDM solution sits at the heart of their strategy to allow customers to 'connect, unify and predict' and offers multi-domain capability - covering areas like customer, employee, supplier, assets, and a number more.

Who works with them?

Customers include the likes of Netspend, Koch, and Ontario Power.

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Who Are Viewpoint Analysis?

We are Technology Matchmakers....

Viewpoint Analysis Ltd aims to build a bridge between companies with a technology need and the exciting technology vendors that can meet your need. A Technology Matchmaker for want of a better term. Our services include:

- **Technology Ideas & Options**

Do you know that you need technology but are not sure what and where to turn? Our 'Technology Matchmaker' and our 'Technology Day' services bring amazing vendors to your door with new ideas and capabilities.

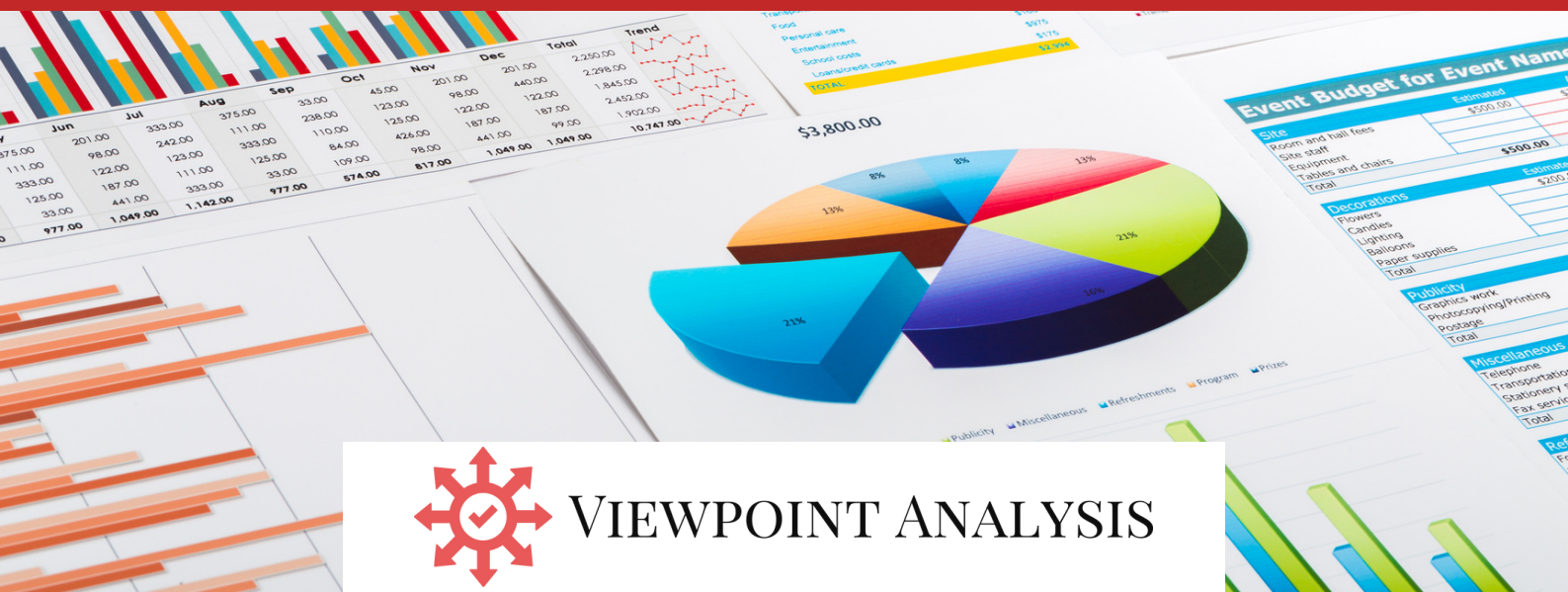
- **Market Assessment**

Our Rapid RFI connects your business requirement with the technology vendors who can satisfy it. A great way to run an initial market assessment ahead of a selection process.

- **Vendor Selection**

Our 'Rapid RFP' - for customers who want to run an RFP process but want to make a quick decision, We run the process on your behalf - connecting with the vendors, writing the RRFP, and helping our customers find the very best technology in the quickest time ever.

Email - contactus@viewpointanalysis.com or call 0113 5129252



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