

# Data Observability Technology Provider PEAK Matrix<sup>®</sup> Assessment 2024

April 2024: Complimentary Abstract / Table of Contents



Data and Analytics



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- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
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- ▶ Pricing Analytics as a Service
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# Introduction

In recent years, enterprises have embarked on a modernization journey, harnessing data to drive innovation and become digital-first organizations. The rising adoption of AI/ML has further revolutionized how enterprises utilize data, thereby significantly increasing its access and consumption. However, the constantly changing dynamics of high-volume data, coupled with the complex interdependencies between platforms, have heightened the challenges faced by data teams. These complexities hinder their visibility into data movement, impacting data quality, reliability, and cost management. In response, enterprises are embracing modern data management practices such as data observability. This empowers organizations to gain comprehensive visibility across their data stack, proactively detect and resolve data-related issues, and ensure the accuracy and reliability of their data. Technology providers, with their development of AI-/ML-powered capabilities and investments in next-generation technologies, can assist enterprises in successfully navigating these complexities.

In this research, we present an assessment and detailed profiles of 20 data observability technology providers featured on the Data Observability Technology Providers PEAK Matrix®. Each provider profile provides a comprehensive picture of its strengths and limitations. The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading data observability technology providers, client reference checks, and an ongoing analysis of the data observability market.

**This report includes the profiles of the following 20 leading data observability technology providers featured on the Data Observability Technology Provider PEAK Matrix:**

- **Leaders:** Acceldata, Ataccama, DQLabs, IBM Databand, and Monte Carlo
- **Major Contenders:** Anomalo, Bigeye, DataKitchen, Decube, Kensu, Metaplane, Qualdo.ai, Sifflet, Soda, Telm.ai, Unravel Data, and Validio
- **Aspirants:** DataBuck (FirstEigen), RightData, and Timeseer.AI

## Scope of this report

**Geography:** global

**Product:** data observability platform

**Technology providers:** 20 leading technology providers for data observability platforms

# Overview and abbreviated summary of key messages

This report examines the data observability technology market and evaluates the positioning of technology providers on the Everest Group PEAK Matrix®. It provides insights into the evolving market dynamics, competitive landscape, providers' capabilities, and Everest Group's remarks on providers' key strengths and limitations.

## Some of the findings in this report, among others, are:

### Data observability technology market overview

- The increase in data consumption, migration to modern cloud data platforms, and increasing complexity in data journey are the biggest drivers influencing the adoption of data observability
- In the recent years, the supplier landscape has expanded significantly through the emergence of next-generation no-code/low-code solution providers, along with increased participation from established observability and data management technology providers
- Enterprises are focusing on partnerships and integrations with technology providers, quality of proof of concept, and attractive pricing constructs, while selecting a data observability vendor
- As investments in data and AI continue to grow in the future, there is an opportunity for technology providers to step up and help enterprises in addressing the challenges being faced in scaling the adoption of data observability initiatives

### Technology provider characteristics

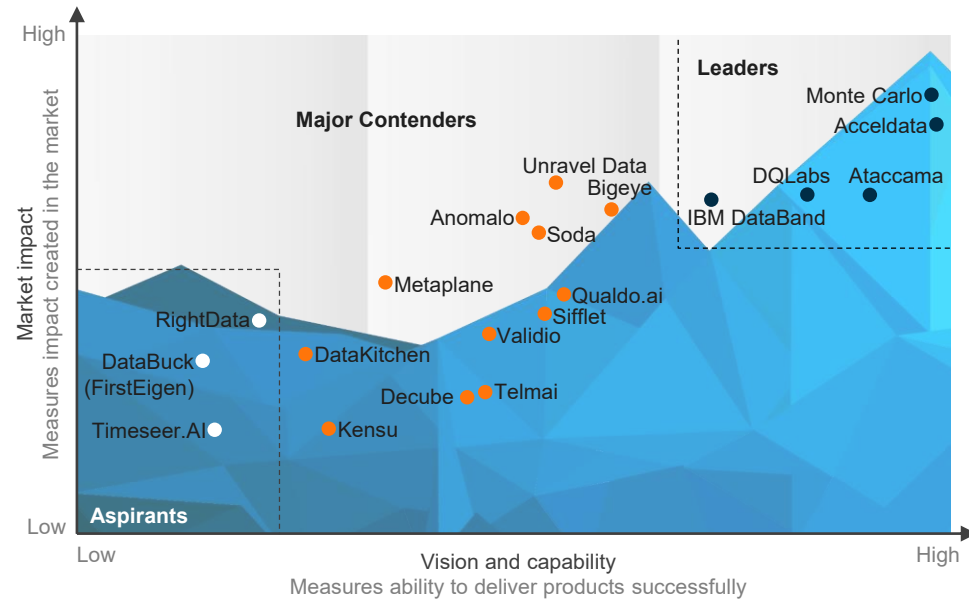
- Acceldata, Ataccama, DQLabs, IBM Databand, Monte Carlo, and Unravel are the current leaders in the data observability technology providers market, with several other providers emerging as major contenders and aspirants
- Leaders are at the forefront of innovation by making strategic investments to expand their data observability capabilities through acquisitions, partnerships, and integrations, among others. Additionally, they are also driving enhanced customer experience by leveraging next-generation technologies such as generative AI and NLP
- Major Contenders offer coverage across various modules of data observability and have shown high confidence in their sweet spots within the data observability spectrum
- Aspirants currently maintain a modest market presence and are focused on strengthening their capabilities in their preferred data observability module

# This study offers three distinct chapters providing a deep dive into key aspects of data observability market; below are three charts to illustrate the depth of the report

## Everest Group PEAK Matrix® Assessment 2024

### Everest Group Data Observability Technology Provider PEAK Matrix® Assessment 2024<sup>1,2</sup>

● Leaders ● Major Contenders ○ Aspirants



1 Assessments for Kensu and Metaplane exclude technology provider inputs on this study and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of technology providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete  
 2 Assessment for Anomalo is based on partial inputs provided by technology provider and is also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of technology providers' public disclosures, and interaction with buyers. For this company, Everest Group's data for assessment may be less complete  
 Source: Everest Group (2024)

## Capability assessment

Illustrative example

Measure of capability: ○ Low ● High

Providers	Market impact				Vision and capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
Provider 1	●	●	●	●	●	●	●	●	●	●
Provider 2	●	●	●	●	●	●	●	●	●	●
Provider 3	●	●	●	●	●	●	●	●	●	●
Provider 4	●	●	●	●	●	●	●	●	●	●
Provider 5	●	●	●	●	●	●	●	●	●	●
Provider 6	●	●	●	●	●	●	●	●	●	●

## Everest Group's remarks on providers

Illustrative example

Measure of capability: ○ Low ● High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
●	●	●	●	●	●	●	●	●	●

### Strengths

- Provider 1 has capabilities across the entire spectrum of data observability, encompassing pipeline management, quality management, and cost governance
- It has built a diverse partnership ecosystem that covers strategic alliances with hyperscalers, cloud data platforms, Independent Software Vendors (ISVs), and System Integrators (SIs)

### Limitations

- Market feedback indicates that clients find Provider 1 pricing and commercial constructs to be more premium than that of its peers
- Market feedback points out that there is room for improvement when it comes to ease of setup and adoption. Clients have highlighted that they found the initial setup and learning process to be complex and difficult

# Research calendar

## Data and analytics

	Published	Current release	Planned
Reports title	Release date		
Data Observability: Unleashing the True Potential of Data			September 2023
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023			September 2023
The Dichotomy in the D&A Market: Finding the Balance Between Value Realization and Experimentation			October 2023
Data and Analytics (D&A) Services for Mid-market Enterprises PEAK Matrix® Assessment 2023			November 2023
Data and Analytics (D&A) Service Provider Compendium 2023			November 2023
Data and Analytics (D&A) Services for Mid-market Enterprises – Service Provider Compendium 2023			December 2023
Analytics and AI Services Specialists PEAK Matrix® Assessment 2024			March 2024
<a href="#">Data Observability Technology Provider PEAK Matrix® Assessment 2024</a>			<a href="#">April 2024</a>
Data Observability Technology Provider Compendium 2024			Q2 2024
From Chaos to Excellence: An Enterprise's Data Transformation Journey			Q2 2024
Analytics and AI Specialists – Service Provider Compendium 2024			Q2 2024
Unveiling the Modern Data Tech Stack: Evolution Over the Years			Q2 2024
Guardians of Data: Importance of a Strong Governance Layer			Q2 2024
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2024			Q3 2024
Data and Analytics (D&A): State of The Market Report 2024			Q3 2024
Unveiling the Modern Data Tech Stack: Rise of Data Fabric and Mesh			Q3 2024

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