

# ENTERPRISE METADATA MANAGEMENT SOFTWARE

COMPETITIVE LEADERSHIP MAPPING, 2021



## TABLE OF CONTENTS

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<b>1</b>	<b>COMPETITIVE LEADERSHIP MAPPING</b>	<b>3</b>
1.1	MARKET DEFINITION	3
1.2	MARKET OVERVIEW	3
1.3	COMPETITIVE LEADERSHIP MAPPING TERMINOLOGY	4
1.3.1	VISIONARY LEADERS	5
1.3.2	INNOVATORS	5
1.3.3	DYNAMIC DIFFERENTIATORS	5
1.3.4	EMERGING COMPANIES	5
1.4	PRODUCT PERFORMANCE SCORECARD	7
1.5	BUSINESS STRATEGY SCORECARD	7
1.6	KEY BUYING CRITERIA	8
1.6.1	PRODUCT MATURITY	8
1.6.2	STRATEGIC MATURITY	8
<b>2</b>	<b>COMPETITOR ANALYSIS</b>	<b>9</b>
2.1	BUSINESS STRATEGY ANALYSIS	9
2.2	TOP 3 COMPETITORS OF MANTA	9
<b>3</b>	<b>COMPANY PROFILES</b>	<b>10</b>
3.1	MANTA	10
3.1.1	OVERVIEW	10
3.1.2	PRODUCTS OFFERED	10
3.1.3	BUSINESS STRATEGIES	10
3.1.4	MAJOR STRENGTHS	11
3.2	MICROSOFT AZURE	11
3.2.1	OVERVIEW	11
3.2.2	PRODUCTS OFFERED	11
3.2.3	BUSINESS STRATEGIES	11
3.2.4	MAJOR STRENGTHS	12
3.3	INFORMATICA	12
3.3.1	OVERVIEW	12
3.3.2	PRODUCTS OFFERED	12
3.3.3	BUSINESS STRATEGIES	12
3.3.4	MAJOR STRENGTHS	13
3.4	COLLIBRA	13
3.4.1	OVERVIEW	13
3.4.2	PRODUCTS OFFERED	13
3.4.3	BUSINESS STRATEGIES	13
3.4.4	MAJOR STRENGTHS	14

- 3.5 OCTOPAI ..... 14
  - 3.5.1 OVERVIEW..... 14
  - 3.5.2 PRODUCTS OFFERED..... 14
  - 3.5.3 BUSINESS STRATEGIES ..... 14
  - 3.5.4 MAJOR STRENGTHS..... 15
- 4 APPENDIX..... 16
  - 4.1 METHODOLOGY ..... 16
  - 4.2 AUTHOR DETAILS..... 19

## LIST OF FIGURES

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**FIGURE 1** ENTERPRISE METADATA MANAGEMENT SOFTWARE: COMPETITIVE LEADERSHIP MAPPING,2021

6



# 1 COMPETITIVE LEADERSHIP MAPPING

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## 1.1 MARKET DEFINITION

Metadata is the foundation of all information capacities such as data lineage, stewardship, data governance, data inventory, etc. It is the process of management of organized as well as unorganized metadata that provides additional information and adds context to information resources. Metadata is "the data that depicts different features of a data that describes various facets of an information asset." Enterprise metadata management enhances visibility and gives control that is expected to deal with the organization's frequent, ongoing changes that often lead to a complex enterprise data environment.

## 1.2 MARKET OVERVIEW

Enterprise Metadata Management (EMM), assessed at USD 3.3 billion in the year 2020, is projected to arrive at a size of USD 8.2 billion by 2027, at a CAGR of 14% for 2020-2027. The applications of Enterprise Metadata Management software are widely adopted by various verticals such as Telecommunication & IT, Retail & Commerce, Healthcare & Life Science, Government & Defense, Media & Entertainment, and Energy and Utility sector to ease the burden of risk and compliance. Due to the expanded reliability of enterprises on data to help business choices, there is a rise in the demand for advanced quality data and management. Artificial intelligence has enhanced analytical capabilities, which is why enterprises depend on it for data governance, risk management, and compliance.

The enterprise metadata management market covers North America, Europe, Asia Pacific (APAC), Middle East & Africa (MEA), and Latin America. Apart from resolving data ambiguity, metadata provides numerous other benefits to organizations, such as impact analysis that helps to identify the root cause analysis, visibility on data flow through the enterprise, regulatory management, and business glossary.

### Enterprise Metadata Management Software Market Drivers

#### Centralized data management

Enterprises generate huge volumes of organized and unorganized information that require analysis. Data centralization can modify the capacity to respond to an opportunity or mitigate the risk when change happens. The level of data centralization within an organization can affect its performance and advancements. Data centralization opens a ton of additional opportunities that assist organizations in acquiring an upper hand. Metadata management tools upgrade consistency, speed, proficiency, and accountability. Likewise, it provides more agility to deal with enterprise data assets.

#### Data quality management and operational excellence

Information produced from numerous sources in various structures keeps on testing employees' capabilities to successfully deal with process requests and information coming from different clients and customers. It spurs the interest in digitalization, data quality management tools, and operational excellence to mitigate the changing requirements. Enterprises try to integrate all systems that can transform the operations digitally and modernize internal operations. Hence, the implementation of metadata management tools helps in improving operational excellence within an organization.

### Increased data volume

Enterprises produce an immense volume of including corporate information, delicate monetary and value-based information, and client information leading to an enormous amount of structured and unstructured information. This would spike the interest in advanced data management tools for enterprises to upgrade dynamic abilities. In this manner, it becomes essential for an enterprise to analyze the exploding amount of organized and unorganized information in the real-time and stored database.

### Risk and compliance management

Data management regulations for different industry verticals like medical care, manufacturing, finance, and automotive become increasingly more rigid with data management policies. Thus, these businesses are carrying out data management strategies intended to reduce the risk and adhere to compliance. Therefore, monetary and non-monetary organizations need to provide risk data to enhance the decision-making process.

## Enterprise Metadata Management Software Market Opportunities

### Rise in Artificial Intelligence for better data quality management

Ongoing real-time data created across different environments are usually both organized and unorganized in varied forms of sound, text, pictures, and others. Due to increased dependence on data to help business choices, the interest in quality data and its management increased rapidly. Artificial intelligence works on the capacity to gather and examine information, propose administration, and decrease regulatory risk. Artificial intelligence tools are accessible to deal with imperfect data by gathering and examining the suitable nature of data that address regulatory issues.

### Risk Management & Incident Management Applications enhancing the overall metadata management

Metadata management can have a positive effect while dealing with massive data collections and gives additional information about any progression made to data resources. These progressions are of critical significance when considering compliance, for example, access control. However, when utilized against an association, data critical to business can make disastrous impacts, plus an exponential volume of data coming from numerous sources requires the integration of risk and incident adjustment solutions. Such a scenario gives rise to assessing and managing risk related to information resources.

## Major Enterprise Metadata Management Software Market Players

The major vendors offering enterprise metadata management software include Microsoft Azure, Informatica, Oracle, MANTA, and Collibra.

## 1.3 COMPETITIVE LEADERSHIP MAPPING TERMINOLOGY

The Micro Quadrant matrix provides information about the major players in the enterprise metadata management software market. It outlines the findings and analysis of how well each market vendor performs within the predefined Micro Quadrant criteria. Vendor evaluations are based on two broad categories: product offerings and business strategies. Each category carries various criteria based on which vendors are evaluated. The evaluation criteria considered under product offerings include the breadth of offerings, delivery (based on the industries that the vendors cater to, deployment models, and subscriptions), and support (based on pre- and post-sales support services). The evaluation criteria considered under business strategies include reach (based on geographical presence), channel (based on the channel partners that the vendors cater to), and inorganic growth (comprising partnerships, collaborations, and acquisitions).

### 1.3.1 VISIONARY LEADERS

The leading players operating in the enterprise metadata management software market include Azure, Informatica, Oracle, SAP, IBM, and Erwin. These top players are recognized as visionary leaders. These companies have a strong portfolio of products, solutions, and services in the enterprise metadata management software market. Further, they have been marking their presence in the enterprise metadata management software market by offering customized solutions as per the requirements of their clients. These companies also adopt organic and inorganic growth strategies to gain an edge over their competitors.

### 1.3.2 INNOVATORS

MANTA, Collibra, Alex Solutions, Orion, and Alation are considered innovators in the enterprise metadata management software market. These companies have an innovative portfolio of enterprise metadata management software. They possess innovative offerings that cater to the enterprise metadata management software demands of the future. These companies have a strong focus on their product portfolios and show strong potential for building strong business strategies and expanding their businesses to stay at par with the Visionary Leaders. These vendors have been consistently offering enterprise metadata management software and related services to fulfill the demands of their customers.

### 1.3.3 DYNAMIC DIFFERENTIATORS

ASG Technologies, Semaphore, and Infogix are recognized dynamic players in the enterprise metadata management software market. Dynamic differentiators have an innovative portfolio of products & services and an extensive network of channel partners and resellers for increasing the reach of their products & services across a multitude of vertical markets. These vendors have been consistently generating positive revenue in the enterprise metadata management software market. Their market position has been boosted due to the adoption of organic and inorganic measures.

### 1.3.4 EMERGING COMPANIES

The emerging players in the enterprise metadata management software market include Octopai, OvalEdge, MetaCenter, data world, and Alvin. These emerging vendors undertake multiple acquisitions to boost their sales capabilities across regions to offer enterprise metadata management software to a wider range of clients.

**FIGURE 1** ENTERPRISE METADATA MANAGEMENT SOFTWARE: COMPETITIVE LEADERSHIP MAPPING,2021



Source: Press Releases, Expert Interviews, and 360Quadrants Analysis

For more information on vendors providing Enterprise Metadata Management Software, including reviews and ratings, visit [360Quadrants – Enterprise Metadata Management Software](#).

## 1.4 PRODUCT PERFORMANCE SCORECARD

Product Name	Informatica	MANTA	COLLIBRA
Overall Score	3.95	3.32	2.96
Market Rank	2	6	7
Service	5	5	3.3
Features and Functionalities	4.15	4.15	3.9

Source: Press Releases, Investor Presentations, Expert Interviews, and 360Quadrants Analysis

## 1.5 BUSINESS STRATEGY SCORECARD

Product Name	Informatica	MANTA	COLLIBRA
Overall Score	3.95	3.32	2.96
Market Rank	2	6	7
Viabilities	5	3.15	5
Sectors	3.05	2.7	0.65
Partner Ecosystems	4.4	5	3.8
Geographies	2.5	0.6	1.45

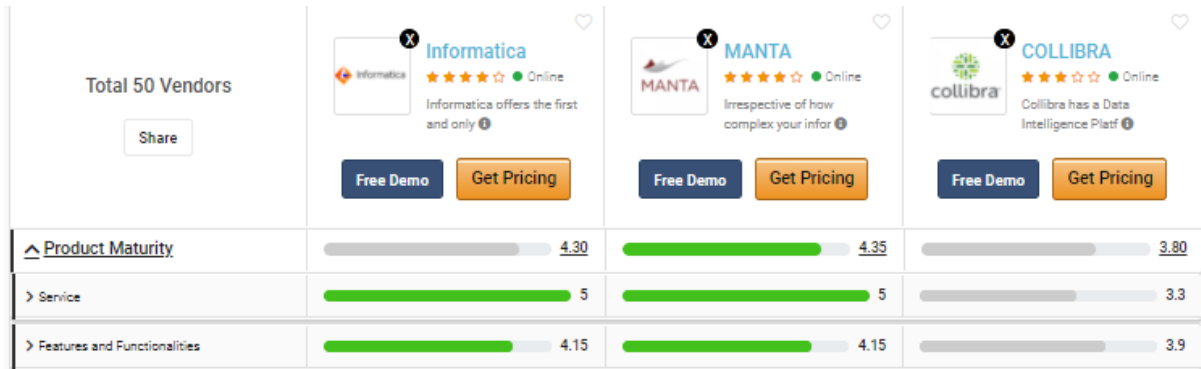
Source: Press Releases, Investor Presentations, Expert Interviews, and 360Quadrants Analysis



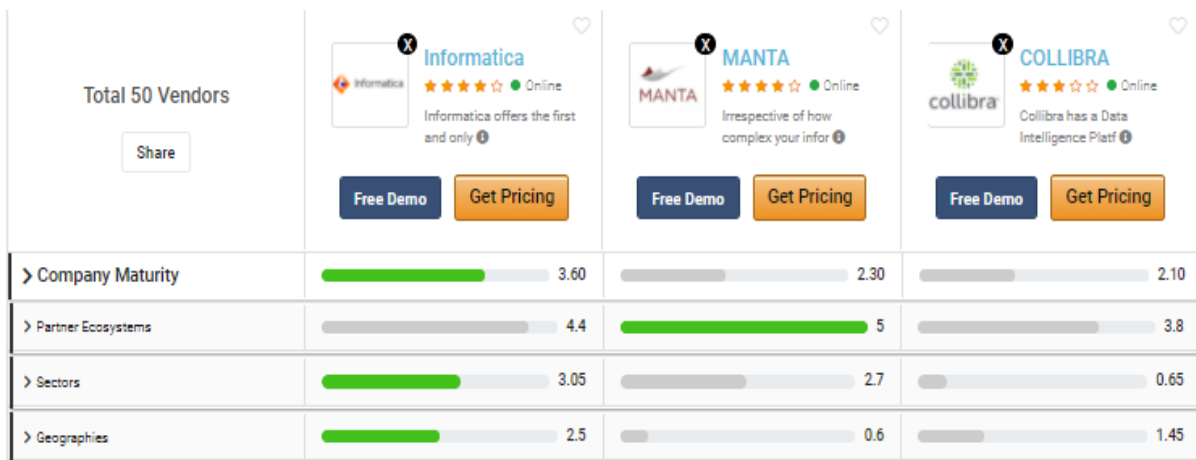
## 1.6 KEY BUYING CRITERIA

Get to know the strengths & weaknesses of the top vendors offering enterprise metadata management software. Compare vendors against their competitors based on criteria, the scores of which are derived by ratings from buyers, industry experts, 360Quadrants analysts, and vendors. The ‘Set Comparison Preferences’ option allows enterprises to decide important features and evaluate vendors while considering these features as parameters.

### 1.6.1 PRODUCT MATURITY



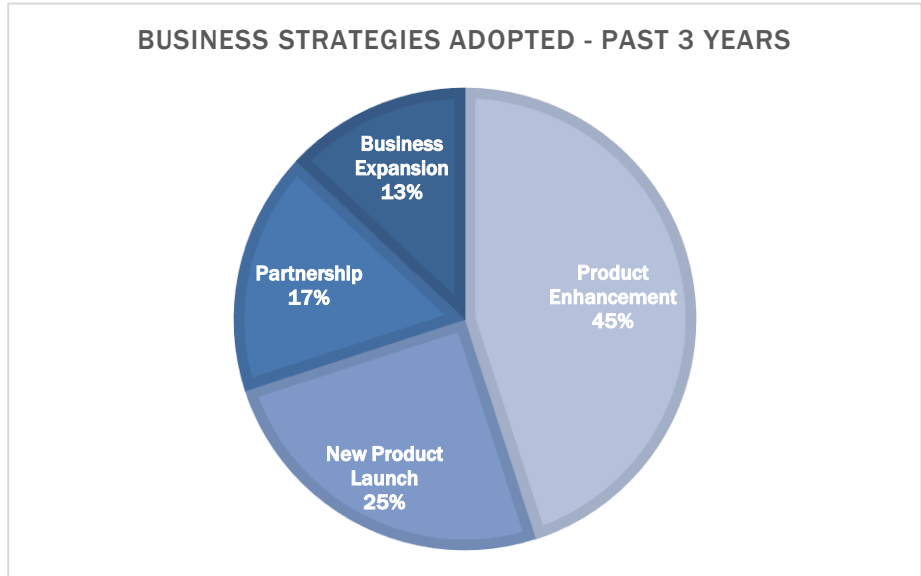
### 1.6.2 STRATEGIC MATURITY



## 2 COMPETITOR ANALYSIS

### 2.1 BUSINESS STRATEGY ANALYSIS

In the past three years, vendors employed different types of business strategies in the enterprise metadata management software market. By observing these trends, it can be interpreted that Product Enhancement (45%) is the most adopted strategy by vendors to obtain a competitive advantage in the market. This strategy, along with Product Launch (25%), proves to



be a reliable method of increasing market share. When combined, both these strategies account for 70% of all the strategies adopted.

Business expansion (13%) is the most-used approach for inorganic growth in the enterprise metadata management software market. Partnerships (17%) enhance product offerings and expand the client base in different geographies. Other strategies adopted by companies include acquisition, geographic expansion, and investments, rarely used in the past three years.

### 2.2 TOP 3 COMPETITORS OF MANTA

The below table shows the top four competitors of MANTA analyzed based on Data Lineage, Impact Analysis, Data Governance, Flexible Metamodel, and Data Quality Management.

COMPANY NAME	DATA LINEAGE	IMPACT ANALYSIS	DATA GOVERNANCE	FLEXIBLE METAMODEL	DATA QUALITY MANAGEMENT
MANTA	Yes	Yes	Yes	Yes	Yes
Collibra	Yes	Yes	Yes	Yes	Yes
Informatica	Yes	Yes	Yes	No	Yes
Octopai	Yes	No	Yes	No	No

### 3 COMPANY PROFILES

This report features profiles of 5 top companies providing enterprise metadata management software. For information on the top companies featured on the quadrant, visit [360Quadrants – Enterprise Metadata Management Software](#).

#### 3.1 MANTA

##### 3.1.1 OVERVIEW

MANTA delivers a first-class data lineage platform for mid-size and enterprise-level companies. It is a central hub of all data flows that automatically gather all metadata, scans the data environments, and build a complete lineage. The company was founded in 2016, and its offices are present in the US and Europe. MANTA is best suited to enterprises with huge data warehouses and looking to get rid of costly, tedious, and manual processes surrounding data management. MANTA unified lineage platform to make data a truly enterprise-wide asset and increase data quality, data privacy, and data security.

MANTA forms a robust map of all data flows and provides complete visibility and control of their data pipeline. The user can see the lineage in its native viewer app - on a level of detail that suits your requirements. With MANTA, users can search, focus on selected parts, review previous versions, and share their lineage opinions with others in the organization.

##### 3.1.2 PRODUCTS OFFERED

The company offers the following products:

CATEGORY	PRODUCT
Enterprise Metadata Management	<ul style="list-style-type: none"> <li>MANTA Data Lineage Platform</li> </ul>

Source: Company Website

##### 3.1.3 BUSINESS STRATEGIES

DATE	APPROACH	DESCRIPTION
July 2021	New Launch	MANTA unveiled its updated version of the data lineage platform with an industry-first active tags feature. It helps organizations to identify data quality and data privacy issues and address them effectively to improve collaboration.
August 2020	Partnership	MANTA partnered with Alation Inc. to deliver advanced data lineage solutions for comprehensive visibility and understanding of the data lifecycle across an enterprise. The integration offers an advanced lineage to ease regulatory compliance and perform impact analysis.

Source: Company Website

### 3.1.4 MAJOR STRENGTHS

- MANTA, a self-service platform, helps organizations with digital transformation. Its data journey is clear and easily understandable to all levels of the organization. The platform accelerates development, speeds up the modernization process, and improves data governance, data quality, and data security.
- MANTA is designed to provide a detailed visualization of the data environment, eliminate manual labor, and open the potential of existing data governance solutions.
- MANTA’s easy-to-use user interface offers a wide variety of functions to track data lineage and take immediate action to improve the overall output smoothly.
- MANTA solution extracts and analyzes metadata from various systems and a range of technologies.

## 3.2 MICROSOFT AZURE

### 3.2.1 OVERVIEW

Microsoft Azure is a cloud computing platform designed to build, test, deploy, and manage applications and services through Microsoft-managed data centers. Azure supports many different programming languages, tools, and frameworks, including both Microsoft-specific and third-party software. The Azure cloud platform includes more than 200 products and cloud services. Microsoft Azure Data Catalog allows users to find and access the data asset easily. It gives the power to control and limit information sources. It takes care of the data with high-security parameters and helps in increasing value creation.

### 3.2.2 PRODUCTS OFFERED

The company offers the following products:

CATEGORY	PRODUCT
Enterprise Metadata Management	<ul style="list-style-type: none"> <li>• Microsoft Azure Data Catalog</li> </ul>

Source: Company Website

### 3.2.3 BUSINESS STRATEGIES

DATE	APPROACH	DESCRIPTION
January 2021	Partnership	Octopai supports Microsoft Azure Data Factory with its BI Intelligence platform to empower organizations and their data users. With Octopai’s support and analysis, business ventures can see complete end-to-end data lineage from Azure Data Factory.
December 2020	Product Launch	Microsoft Azure launched a new data governance service - Azure Purview in public preview. This cloud platform solution can automatically discover, classify, and catalog across a broader range of data sources while minimizing compliance risk.

Source: Company Website

### 3.2.4 MAJOR STRENGTHS

- Microsoft Azure Data Catalog is an enterprise-wide metadata catalog that enables data scientists to discover, improve, register, and understand the data sources quickly and directly.
- Azure Data Catalog allows users to find and use data in the required manner. Its intuitive user experience helps users to discover the data and work with the chosen tools.
- Azure Data Catalog platform help to increase broad adoption and continuous value creation across your data environment. Data Catalogue provides informed insights about the data ecosystem and enables a virtuous cycle of use.
- Microsoft Azure can integrate into existing processes and tools with open REST APIs. It ensures your data security rapidly and provides exciting and powerful insights.

## 3.3 INFORMATICA

### 3.3.1 OVERVIEW

Informatica is a software development company headquartered in California, US. The company was founded in 1993 and has a customer base of 9,500 companies. Informatica’s core portfolio includes Enterprise Cloud Data Management and Data Integration. Its data integration platform focused on extract, transform information lifecycle management, master data management, data exchange, cloud computing integration, data quality, and data governance. Informatica Metadata Manager is a web-based metadata management tool that helps enterprises create a knowledge graph of an organization’s data assets and relationships by applying AI and machine learning techniques.

### 3.3.2 PRODUCTS OFFERED

The company offers the following products:

CATEGORY	PRODUCT
Enterprise Metadata Management	<ul style="list-style-type: none"> <li>• Informatica Metadata Manager</li> </ul>

Source: Company Website

### 3.3.3 BUSINESS STRATEGIES

DATE	APPROACH	DESCRIPTION
August 2021	Product Launch	Informatica launched a new Informatica Cloud Data Governance and Catalog - enterprise-scale data governance catalog as-a-service solution. It is a key component of Informatica’s Intelligent Data Management Cloud designed to help organizations modernize their data and AI governance programs.
July 2020	Business Strategy	Informatica acquired Compact Solutions LLC to broaden its Industry-Leading Enterprise Data Catalog. The acquisition strengthens Informatica’s metadata-driven AI and automation capabilities and allows its customers to catalog and govern virtually all types of enterprise data.

Source: Company Website



### 3.3.4 MAJOR STRENGTHS

- Informatica Metadata Manager offers end-to-end detailed data lineage that can be summarized, stored, and recorded. It is a web-based metadata management tool that can examine metadata from different metadata repositories.
- Informatica Metadata Manager provides semantic search options to browse different data catalogs. The technical, business functional, and operational data can be managed and viewed visually.
- Informatica plays a central and crucial role in discovering data, understanding data relationships, tracking user data, and assessing the value and risks related to its use. With machine learning techniques, it makes the data management process comprehensive, intelligent, and dynamic.
- Informatica Metadata Manager highlights incorrect, missing, and anomalous data. It helps users automatically correct and improve the data fed into a report by avoiding costly mistakes and raising the quality of the data analytics to improve business decision-making.

## 3.4 COLLIBRA

### 3.4.1 OVERVIEW

Collibra offers metadata management platform for companies and enables them to enhance the business decisions quality. The platform comes with open APIs, and analytics that helps in building robust data strategy. It improves enterprise security by following enterprise level standards like SAML single sign-on, access management based on roles, and encryption management. With the Collibra platform users can facilitate collaboration across entire business through intuitive user interface. Collibra optimizes data lake productivity and automates data privacy governance along with elimination of duplicate data spending.

### 3.4.2 PRODUCTS OFFERED

The company offers the following products:

CATEGORY	PRODUCT
Enterprise Metadata Management	<ul style="list-style-type: none"> <li>• Collibra Data Intelligence Cloud</li> </ul>

Source: Company Website

### 3.4.3 BUSINESS STRATEGIES

DATE	APPROACH	DESCRIPTION
August 2021	Business Strategy	Collibra Data Intelligence Cloud Now Available in the Microsoft Azure Marketplace
February 2021	Business Strategy	Collibra Acquires Predictive Data Quality Vendor OwIDQ. The company uses machine learning to detect anomalies in data, to generate data quality rules automatically and to reconcile replication errors.

Source: Company Website

### 3.4.4 MAJOR STRENGTHS

- Collibra platform enables speedy and effortless data access with contextual search. It uses advanced technology for searching data in one centralized location within seconds.
- Collibra automates business processes and makes work fast with intuitive workflows. With collaborative work on making decisions, Collibra helps in transforming business outcomes.
- Collibra offers flexible operating model that can be customized as per requirement of the organization. With flexible operating model, different teams and users can design a model as per their work need.
- Collibra provides data helpdesk that can quickly recognize and rectify data issues. It improves data quality, and routes issues intelligently.

## 3.5 OCTOPAI

### 3.5.1 OVERVIEW

Octopai is one of the leading firms offering automated data lineage, data catalog, and data discovery solutions. The company enables users to find the data quickly and easily anywhere in BI landscape. Octopai offers cross system lineage that reflects the information streams and conditions utilizing automated and augmented strategies to give the broadest cross-framework perspective on the whole data scene. Octopai SaaS solution support and analyzes cloud as well as on-premise technologies.

### 3.5.2 PRODUCTS OFFERED

The company offers the following products:

CATEGORY	PRODUCT
Enterprise Metadata Management	<ul style="list-style-type: none"> <li>• Data Lineage XD</li> <li>• Automated Data Discovery</li> </ul>

Source: Company Website

### 3.5.3 BUSINESS STRATEGIES

DATE	APPROACH	DESCRIPTION
October 2021	Business Strategy	Octopai Supports Amazon Redshift for BI and Analytics
September 2021	Product Enhancement	Octopai Introduces New Data Catalog to Unify BI Teams Across Organizations
May 2021	Product Enhancement	Octopai announces new layered data lineage platform

Source: Company Website

### 3.5.4 MAJOR STRENGTHS

- Octopai metadata management software effectively satisfies necessities and demonstrate consistency with GDPR, CCPA, and all other data regulatory acts
- Octopai enables users to trace any data end-to-end through entire BI landscape quickly by using its data lineage platform.
- Octopai let users to gather data assets naturally from the whole BI landscape, regardless of the kind of environment or seller, guaranteeing an always up-to-date inventory of assets.

## 4 APPENDIX

### 4.1 METHODOLOGY

The competitive leadership map delivered by 360Quadrants to the industry is an outcome of our ongoing research efforts and our analyst teams’ focus on tracking specific markets throughout the course of the year. The positioning of the various competitors in the matrix is derived from a ratings-driven quantitative process, based on primary and secondary research of markets and competition. The following pictorial view provides details about the methodology and the process deployed to research and develop the competitive positioning map.



The research team analyzes each competitor in a specific market on a predetermined list of criteria for both the following parameters:

- Business Strategy
- Product Performance

The **Business Strategy** parameter includes geographic footprint, breadth of applications served, channel strategy & fit, viability, vision alignment, and mergers & acquisitions strategy, while the criteria for **Product Performance** includes breadth & depth of product offerings, product features & functionality, delivery, and support & services. Based on the characteristics of the market, relevant criteria are considered for Competitive Leadership Mapping.

Competitors are rated based on applicable criteria, and an overall score is then generated for the two variables mentioned above. The ratings are a result of an in-depth quantitative and qualitative analysis of markets and competition done by our research team. A complete 360-degree view of competitors is established to arrive at the ratings. Primary and secondary research plays a critical role in the overall data collection process, besides utilizing our in-house expertise and industry tracking methods. Executives of major industry participants across the value chain are interviewed to acquire the most accurate and current data.

Quality Control is a critical component of our research methodology and comprises several layers of quality checks done by senior consultants, subject matter experts, and a dedicated Quality Control team. Each of these three teams reviews the findings, ratings, and positioning of various players in the graph at various stages of the production cycle. This triple-checking of data and output for accuracy and sanity ensures an authentic representation of the companies in the graph.

Once the Competitive Leadership Map is developed, it is then shared with companies and industry participants to secure feedback and any additional perspectives on the output. The research team takes the feedback; does a thorough analysis to accept, reject or adjust it; and refines the graph (if appropriate) before the matrix is finally cleared to be published as a research deliverable.

## PRODUCT PERFORMANCE COVERS AN IN-DEPTH ANALYSIS OF THE FOLLOWING PARAMETERS

### FEATURES AND FUNCTIONALITY

- Key Features
  - Data Inventory
  - Data Enrichment
  - Data Lineage
  - Impact Analysis
  - Data Profiling
  - Data Warehousing
  - Tagging
  - Data Connectivity
  - Workflow Management
  - Metadata Exchange
  - Business Semantics
  - Data Quality Management
  - Data Discovery
  - Data Security and Privacy
  - Reference Data Management
  - Flexible Metamodel
  - Incident management
- Solutions
  - Data Governance
  - Risk and Compliance



- Data Analysis
- Data Value
- Cloud Transformation
- Integrations
- API
- Organization Size
  - Small Enterprise
  - Medium Enterprise
  - Large Enterprise Payment Options

## SERVICES

- Support
  - Training
  - Consulting
  - Implementation
  - Support and Maintenance
- Deployment
  - On-Cloud
  - On-Premise

## 4.2 AUTHOR DETAILS

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Shrikant has over 14 years of experience in business research and market research. His core areas of expertise include competitive intelligence, market sizing, database management, and research platforms. He has completed his M.Com. in Taxation and Costing and holds an MBA in Marketing and Finance.

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**About 360Quadrants**

360Quadrants is the only comparison platform that combines expert analysis with crowdsourced insights. It covers emerging markets and technologies that are yet to be explored in detail. The platform gathers reviews from buyers, vendors, experts, and in-house analysts that influence the criteria used to position the company on the Quadrant.

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