

The Data Intelligence, Catalogs and Marketplaces Survey 25

BARC

Part of The Data Management Survey 25 –
the voice of the data management community

*This is a specially produced summary by BARC
of the headline results for*

datapot.



“ *The business user viewpoint is exactly met, the technical requirements are comparable with competitors.*

Consultant, Healthcare, 100–2,500 employees

BARC The Data Intelligence, Catalogs and Marketplaces Survey 25

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[barc.com/reviews/
dataspot.](https://barc.com/reviews/dataspot)

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dataspot. Highlights Dashboard



KPI results

57 top rankings
and

21 leading positions
in 3 peer groups.

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Recommendation

97%
of surveyed users
say they would
recommend dataspot.*

* Based on the aggregate of
"Definitely" and "Probably".

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Price to Value

100%
of surveyed users
rate dataspot.'s
price to value as
excellent or **good**.

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Vendor Support

97%
of surveyed users
rate dataspot.'s
vendor support as
excellent or **good**.

BARC



Satisfaction

97%
of surveyed users
are **satisfied**
with dataspot.*

* Based on the aggregate of
"Very Satisfied" and "Rather Satisfied".

BARC



Usability

93%
of surveyed users
rate dataspot.'s
usability as
excellent or **good**.

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About The Data Intelligence, Catalogs and Marketplaces Survey 25

More information:

barc.com/reviews/dataspot.

The Data Intelligence, Catalogs and Marketplaces Survey 25

The Data Intelligence, Catalogs and Marketplaces Survey 25 is based on the world's largest survey of data intelligence, catalogs and marketplaces software users conducted from January to May 2024, with 909 respondents and analysis of 12 products. It evaluates user feedback on 31 criteria (KPIs), such as *Business Benefits*, *Project Success*, *User Experience* and *Customer Satisfaction*.

The Data Intelligence, Catalogs and Marketplaces Survey 25 is part of The Data Management Survey 25, which also comprises The Cloud Data Platforms Survey 25 and The Data Product Engineering Tools Survey 25.

This summary highlights key findings for dataspot., emphasizing positive results without displaying all KPI outcomes.

The KPIs

The Data Intelligence, Catalogs and Marketplaces Survey 25 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

1. Only measures that have a clear good/bad trend are used as the basis for KPIs.

2. KPIs may be based on one or more measures from The Data Intelligence, Catalogs and Marketplaces Survey.
3. Only products with samples of at least 15–20 (depending on the KPI) for each of the questions that feed into the KPI are included.
4. For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
5. A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22–33% or (in peer groups of five vendors) the top 2 products listed in the chart.

Peer Group Classification

The Data Intelligence, Catalogs and Marketplaces Survey 25 features a range of different types of data management tools, so we use peer groups to help identify competing products:

- **Data Catalogs:** 'Yellow pages' to support search for data and to support governance leveraging metadata in a highly user-friendly environment.
- **Data Catalogs (Big Players):** Data catalog solutions that are used around the world and not

just marketed in one region.

- **Data Intelligence Platforms & Marketplaces:** Platforms that support search & discovery, data governance, data collaboration and data access & marketplaces through the automated integration, preparation and analysis/use of metadata.
- **Data Intelligence Platforms (Large Scenarios):** Platforms mainly used as enterprise solutions in complex scenarios with more than 500 users, providing access to metadata from various sources.
- **Data Intelligence Platforms (Small Scenarios):** Tools mainly used in smaller scenarios, often dedicated to a specific use case or department (e.g., for search & discovery or data governance use cases).
- **Data Intelligence Platforms (Big Players):** Data intelligence platform solutions that are marketed and used around the world, and not focused on just one region.

dataspot. features in the following peer groups:

- Data Intelligence Platforms & Marketplaces
- Data Intelligence Platforms (Large Scenarios)
- Data Catalogs



About dataspot.

View full
profile:

[barc.com/reviews/
dataspot](https://barc.com/reviews/dataspot)

dataspot. is a privately-owned consultancy and technology provider based in Vienna, Austria, founded in 2016. With 32 employees and 15 freelancers, the company operates mainly in the DACH region. Initially focused on data governance consulting, dataspot. later developed its own metadata management software. Today, it offers a comprehensive data governance solution, including consulting, metadata management software and education services.

The software aligns closely with its Data Excellence Framework®, a step-by-step methodology designed to build data governance strategies. It offers metadata-based cataloging, data quality management, and supports both business and technical users. dataspot. emphasizes business-driven data governance, helping customers establish strong data strategies, culture and literacy.

The solution, which is based on open standards, is available on-premises, as a service in Azure, or can be operated in Azure, AWS and Google Cloud.

The centrally stored metadata can be accessed via different integration capabilities (e.g., REST/APIs) or searched, used and analyzed via a user-friendly, web-based user interface. This interface allows for intuitive metadata navigation, guided by the Data Excellence Framework®. Users can navigate metadata with different modules depending on what they are looking to achieve.

The solution comes as a standalone product providing everything “out of the box” that the customer needs to follow the Metadata Framework (e.g., business data model, reference data model, KPI dictionary, data usage catalog, data quality catalog, organizational models, etc.).

To cover specific catalog or data governance requirements, the software is fully configurable and metadata storage is open for any changes. The software is highly user-friendly and supports parallel business data models with separate views for local entities. Integration with the surrounding ecosystem is enabled via an open metadata model and standard interfaces.

Recent updates include enhanced UI/UX features, such as advanced search capabilities and a tag manager for consistent tag lists. Additional technical improvements include support for JSON schema and XML schema, new connectors and direct SQL access for additional integration use cases. The latest versions also feature enhanced support for data products, which can now be treated as a unique asset type within the dataspot. catalog.



User and Use Case Demographics

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profile:
[barc.com/reviews/
dataspot](https://barc.com/reviews/dataspot)

This year we had **30 responses** from dataspot. users.
At the time of the survey 4 percent were using version 4.0
of the product, 11 percent version 4.1, 7 percent version
4.2, 21 percent version 4.3 and 57 percent version 4.4.

Use cases

n=30



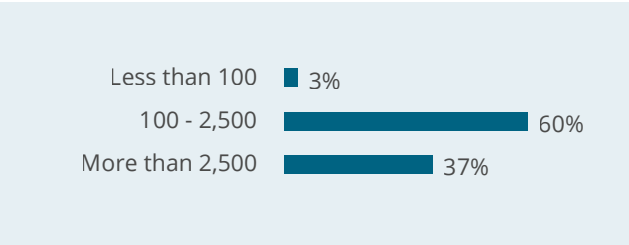
Total number of admins per company

n=30

	Median	Mean
dataspot.	3	4
Data Intelligence, Catalogs & Marketplaces	3	10

Company size (employees)

n=30



Total number of experts per company

n=29

	Median	Mean
dataspot.	10	38
Data Intelligence, Catalogs & Marketplaces	10	45

Total number of consumers per company

n=28

	Median	Mean
dataspot.	30	476
Data Intelligence, Catalogs & Marketplaces	33	684



Price to Value

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Price to Value

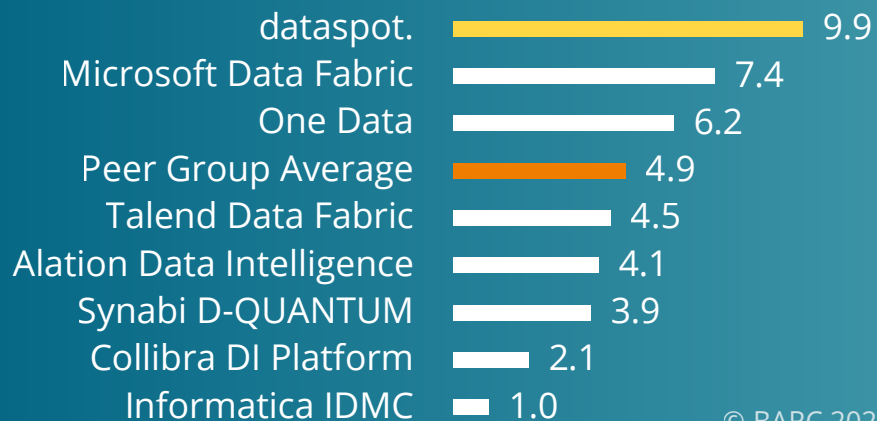
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI is based on how users rate the price to value of their chosen product on a scale from “excellent” to “very poor”. To obtain the final KPI we calculate an average weighted score per product and convert it to a scale of 1 to 10 (worst to best product) using a linear min-max transformation.

Price to Value – Top-ranked

Peer Group: Data Catalogs



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

dataspot. offers an enterprise license based on company size, with unlimited users and no extra fees, ensuring cost transparency. The flexible licensing model supports growth, is ideal for data governance projects, and is available through a monthly contract. Fast deployment and consulting services enhance its appeal, providing customers with an efficient, scalable solution.

“The dataspot. team understood our specific requirements well and came up with convincing solutions during the evaluation. The dataspot. software is well structured and organised. Best price-performance-ratio.*

Project manager for BI/analytics from IT, Public sector, >2,500 employees

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The Data Intelligence, Catalogs and Marketplaces Survey 25



Vendor Support

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Vendor Support

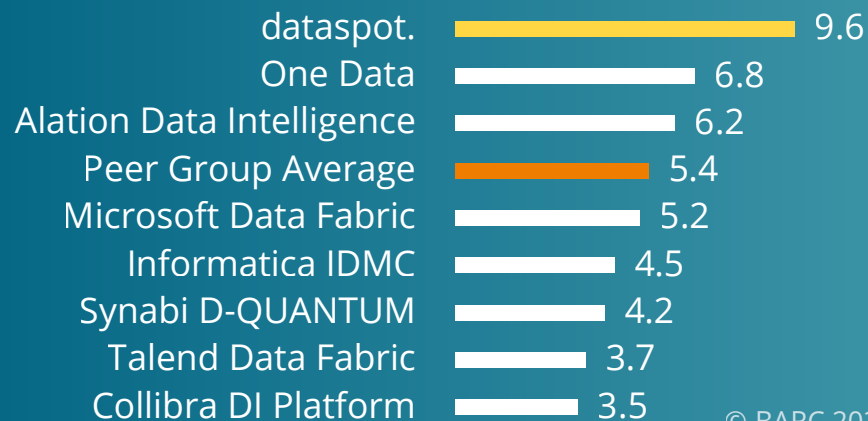
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI is based on how respondents rate the vendor support provided for the product on a scale from “excellent” to “very poor”. To arrive at the final KPI, we calculate an average weighted score per product and convert it to a scale of 1 to 10 (worst to best product) using a linear min-max transformation.

Vendor Support – Top-ranked

Peer Group: Data Catalogs



© BARC 2024

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

The company values customer feedback and addresses pain points by offering not only high availability for support, but also access to subject matter experts and direct communication with developers. 24/7 support is available through multiple channels, and a user group hosted by dataspot. is also in place.

Most
liked

“Very quick response from the manufacturer to questions/comments, the manufacturer makes every effort to respond to customer requests to find solutions or to support them in finding solutions.*”

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IT employee, IT, 100–2,500 employees

The Data Intelligence, Catalogs and Marketplaces Survey 25

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Product Satisfaction

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Product
Satisfaction

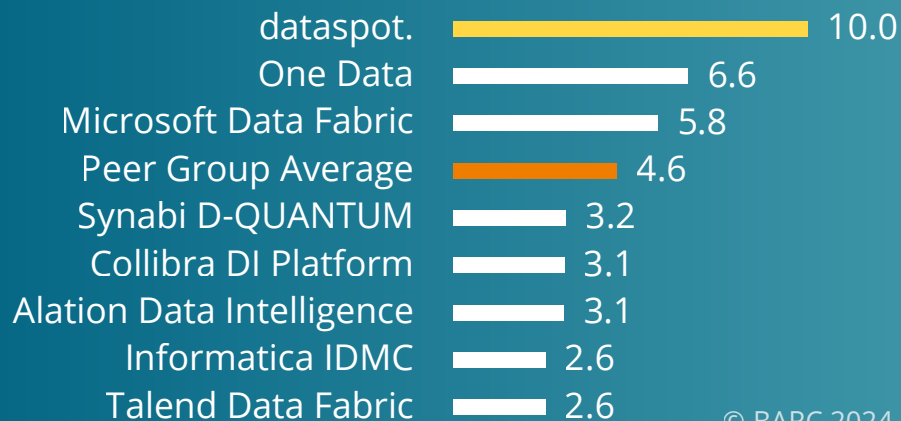
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI is based on the level of satisfaction with the product on a scale from “very satisfied” to “very dissatisfied”. To arrive at the final KPI, we calculate an average weighted score per product and convert it to a scale of 1 to 10 (worst to best product) using a linear min-max transformation.

Product Satisfaction – Top-ranked

Peer Group: Data Catalogs



© BARC 2024

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

By leveraging years of consulting experience and its own Data Excellence Framework®, the vendor offers more than just a software product – it provides a comprehensive solution. The software and methodology are seamlessly integrated, guiding users through a step-by-step, business-friendly interface to define their business model and finally their data governance strategy.



*I am an absolute fan of the software and the manufacturer.**

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Business analyst, Banking and finance, 100–2,500 employees

The Data Intelligence, Catalogs and Marketplaces Survey 25

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Ease of Use

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Ease of Use

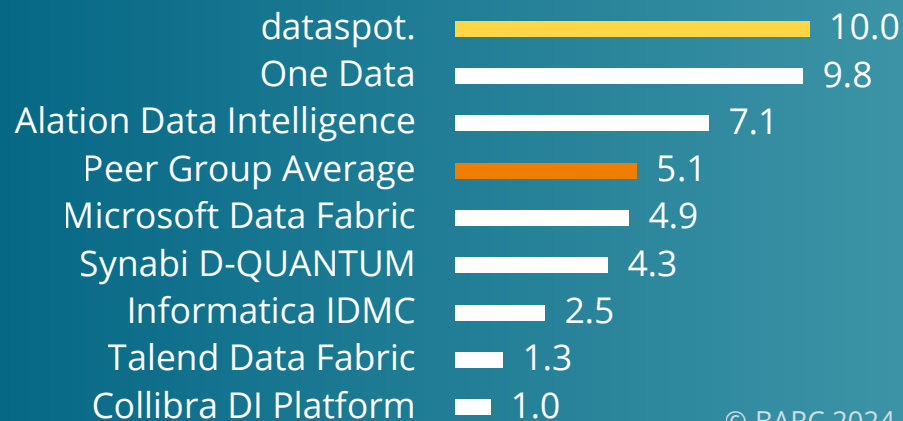
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI is based on how respondents rate the product's usability on a scale from "excellent" to "very poor". To obtain the final KPI, we calculate an average weighted score per product and convert it to a scale of 1 to 10 (worst to best product) using a linear min-max transformation.

Ease of Use – Top-ranked

Peer Group: Data Catalogs



© BARC 2024

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

87 percent of customers emphasize ease of use as one of the main reasons for purchasing the software, and the simple and intuitive user interface is also praised by several users in positive customer testimonials about the software. Only 10 percent of companies that have opted for dataspot. experience problems using the software. This is significantly below average.



*Easy to use, streamlined solution.**

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Consultant, Consulting, 100–2,500 employees
The Data Intelligence, Catalogs and Marketplaces Survey 25

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Adaptability

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Adaptability

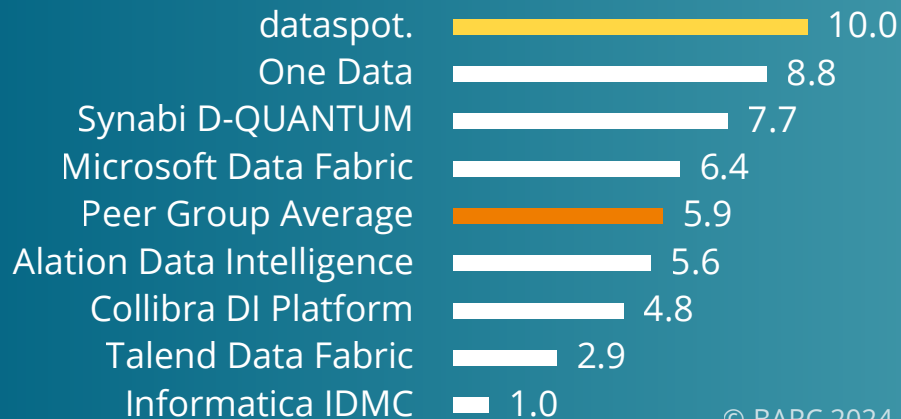
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI is based on how users rate their tool in terms of adaptability of the system to individual environments on a scale from “excellent” to “very poor”. To obtain the final KPI, we calculate an average weighted score per product and convert it to a scale of 1 to 10 (worst to best product) using a linear min-max transformation.

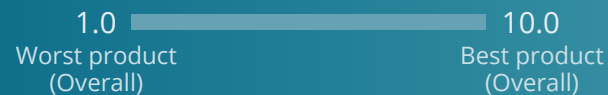
Adaptability – Top-ranked

Peer Group: Data Catalogs



© BARC 2024

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

The metadata model is easily customizable using YAML, with changes applied across all interfaces. Workflows and reports can be modified without programming, allowing quick adaptation to individual needs. Recent updates now allow the GUI to be adapted corresponding your Corporate Identity. The software is extendable and can integrate into any environment using open standards and a documented framework, though additional programming may be needed.



*User-friendly interface, expandability, integration of professional and technical model.**

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CIO, Education, >2,500 employees

The Data Intelligence, Catalogs and Marketplaces Survey 25



User Experience

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User Experience

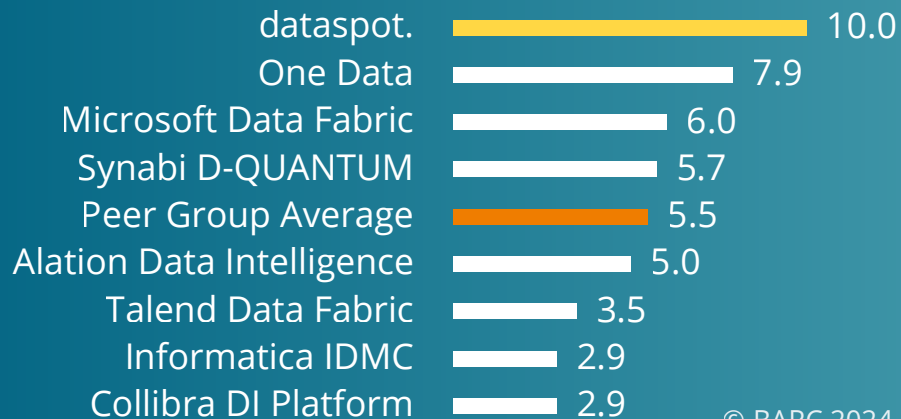
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI combines the *Ease of Use, Adaptability, Deployment & Operations, Development & Content Creation and Functional Coverage KPIs* to assess the overall user experience with the product.

User Experience – Top-ranked

Peer Group: Data Catalogs



© BARC 2024

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

dataspot. has excellent usability that caters for business users, technical users and also administrative personas. Recent features to enhance the user experience include advanced search functions and search result list reduction (e.g. nested filters), tag management for commonly used tags across the enterprise, as well as personalization options and some gamification functions including support of emojis and reactions.

Most
liked

“

*User-friendly intuitive interface, customizable and still simple.
Competent partner, good business focus.*

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Member of a cross-departmental BI/analytics team,
Banking and finance, >2,500 employees
The Data Intelligence, Catalogs and Marketplaces Survey 25



Recommendation

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Recommendation

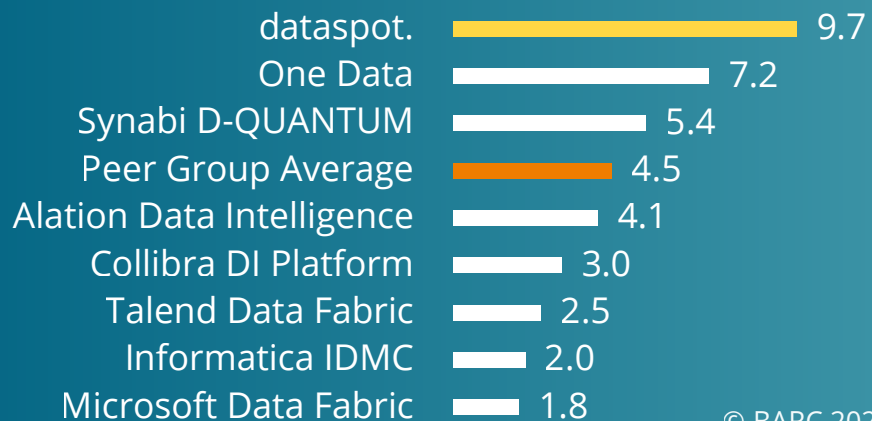
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI is based on the proportion of users that say they would recommend the product to others. To obtain the final KPI, we convert the result to a scale of 1 to 10 (worst to best product) using a linear min-max transformation.

Recommendation – Top-ranked

Peer Group: Data Catalogs



© BARC 2024

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

An impressive 97 percent of users are fully satisfied with the tool, and the same percentage say they would recommend it. While it can be used standalone, combining it with dataspot.'s Data Excellence Framework® enhances its value. Achieving governance success requires more than a tool; it's about aligning business goals, organization, processes and people. dataspot.'s approach delivers that, as shown by a 9.7/10 *Recommendation* rating.

“*dataspot. suits us. As a medium-sized company, we don't necessarily need software by a big player to meet our requirements.**”

Member of a cross-departmental BI/analytics team, Banking and finance,
100–2,500 employees

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The Data Intelligence, Catalogs and Marketplaces Survey 25



Customer Satisfaction

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Customer
Satisfaction

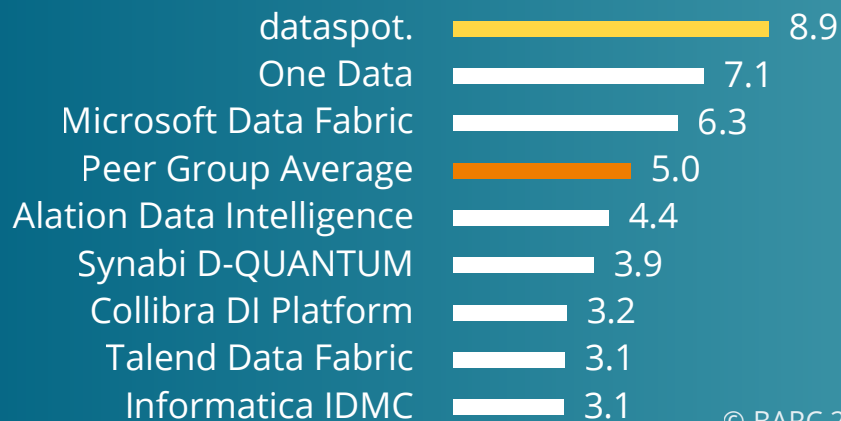
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI combines the *Price to Value*, *Recommendation*, *Vendor Support*, *Implementer Support*, *Product Satisfaction*, *Sales Experience*, *Time to Market*, *Product Enhancement* and *Partner Ecosystem KPIs* to measure satisfaction with the vendor and its product.

Customer Satisfaction – Top-ranked

Peer Group: Data Catalogs



© BARC 2024

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

40 percent of users report no significant issues with dataspot., comfortably above the 26 percent survey average. The tool's adaptability allows workflows and content to align with business processes, maximizing its value. Additionally, its enablement methodology helps structure and implement data governance, addressing challenges such as user acceptance and responsibility assignment, making it a successful solution for most customers.

Most
liked



Complete range of functionality, logical structure,
easy to use, easy to expand.*

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Project manager for BI/analytics from IT, Public sector, >2,500 employees

The Data Intelligence, Catalogs and Marketplaces Survey 25



Platform Reliability

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Platform
Reliability

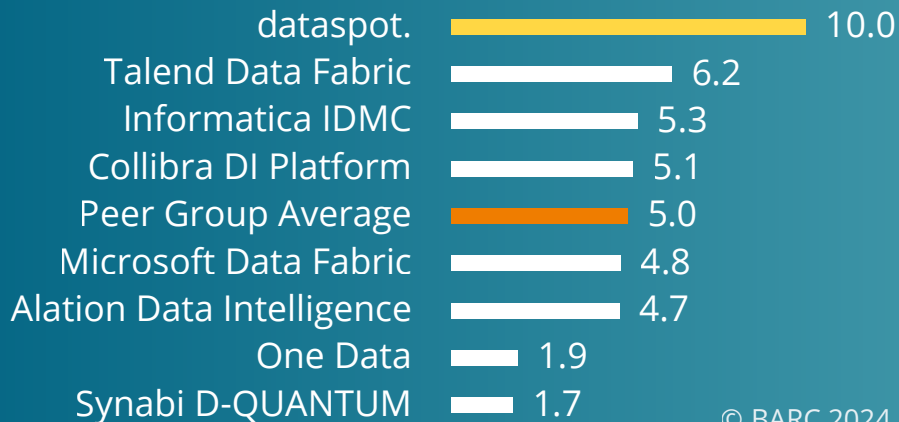
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI is based on how users rate their tool in terms of functions to increase platform stability to avoid outages, including functions for high availability and recovery, on a scale from “excellent” to “very poor”. To obtain the final KPI, we calculate an average weighted score per product and convert it to a scale of 1 to 10 (worst to best product) using a linear min-max transformation.

Platform Reliability – Top-ranked

Peer Group: Data Catalogs



© BARC 2024

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

dataspot. ensures quality and reliability through automated component, user acceptance and load tests. Additional features such as high availability and disaster recovery can be implemented if required. For deployments in the cloud, dataspot. uses the powerful Azure platform from Microsoft, leveraging the strengths of a hyperscaler to ensure the availability of software and services. In this year's survey, users reported no problems with reliability, which validates dataspot. as a strong and reliable platform.

Most
liked



Very high uptime. Virtually no failures.*

IT employee, IT, 100–2,500 employees

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The Data Intelligence, Catalogs and Marketplaces Survey 25

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Ecosystem Integration

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Ecosystem
Integration

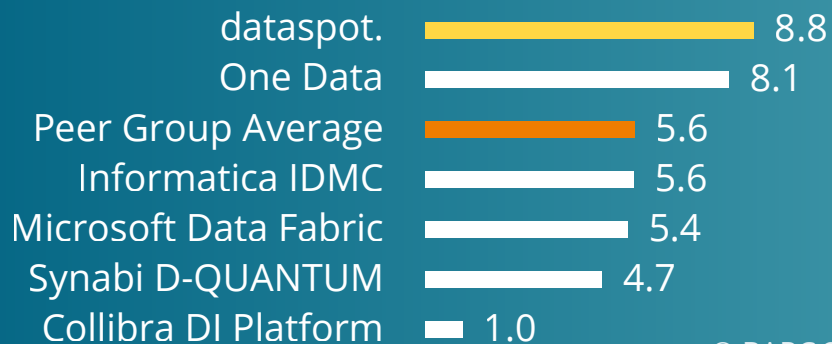
Top-ranked

The Data Intelligence, Catalogs
and Marketplaces Survey 25
Data Catalogs

This KPI is based on how users rate their tool in terms of interfaces and connectivity options to integrate into existing system landscapes on a scale from “excellent” to “very poor”. To arrive at the final KPI, we calculate an average weighted score per product and convert it to a scale of 1 to 10 (worst to best product) using a linear min-max transformation.

Ecosystem Integration – Top-ranked

Peer Group: Data Catalogs



© BARC 2024

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Comment

Since day 1 dataspot. has focused on 100% open standard and openness of the platform for integration in ecosystems. It has also recently introduced a SQL queryable meta-data repository for freely definable metadata extracts and reporting.

Most
liked

“ Practical applicability, user-friendliness, flexible, simple configuration and expansion options. *

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Chief data officer, Public sector, >2,500 employees
The Data Intelligence, Catalogs and Marketplaces Survey 25

*translated by BARC

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The Data Intelligence, Catalogs and Marketplaces Survey 25: dataspot. Highlights

Peer Group Data Catalogs



Price to Value
Recommendation
Vendor Support
Implementer Support
Product Satisfaction
Sales Experience
Time to Market
Product Enhancements
Customer Satisfaction
Functional Coverage
Ease of Use
Adaptability
Deployment & Operations
Development & Content Creation
User Experience
Performance
Platform Reliability
Scalability
Extensibility
Ecosystem Integration
Technical Foundation
Competitive Win Rate
Competitiveness



Project Success
Project Length
Business Value
Partner Ecosystem

BARC Comment

As in previous years, dataspot. scored highly in The Data Management Survey. Customers are consistently satisfied and award top marks to dataspot. in almost all KPIs. An above-average 40 percent of customers state that they have no significant problems with the software.

dataspot. took first place 23 times out of a total of 31 KPIs, achieving a maximum score of 10 seven times. data-spot. performed especially well in the *User Experience* category, which focuses on functionality and usability. Overall, the dataspot. concept and solution seem to pay off for the customer. In fact, 97 percent of the customers surveyed are satisfied with the solution and say they would recommend it to others.

“ What Customers Like Most

“ *Easy to use for all users.
Continuous further development
through regular releases.**

Chief data officer, Utilities, 100–2,500 employees

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The Data Intelligence, Catalogs and
Marketplaces Survey 25

“ *Wide range of functions.
Easy to use.**

Data scientist, Banking and finance,
100–2,500 employees

BARC

The Data Intelligence, Catalogs and
Marketplaces Survey 25

“ *User-friendly intuitive interface,
customizable and still simple.
Competent partner, good business focus.*

Member of a cross-departmental BI/analytics team,
Banking and finance, >2,500 employees

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The Data Intelligence, Catalogs and
Marketplaces Survey 25

“ *Very high uptime of the software.
Virtually no failures. Very quick re-
sponse from the manufacturer to questions/
comments, the manufacturer makes every
effort to respond to customer requests to
find solutions or to support them in finding
solutions.**

IT employee, IT, 100–2,500 employees

BARC

The Data Intelligence, Catalogs and
Marketplaces Survey 25

“ *It flavors data governance with a
charming taste of tooling by its
excellent graphical capabilities, which makes
people understand data and related
concepts easily.*

Consultant, Healthcare, 100–2,500 employees

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The Data Intelligence, Catalogs and
Marketplaces Survey 25



“ What Customers Like Most

“ User-friendly interface, expandability, integration of professional and technical model.*

CIO, Education, >2,500 employees

BARC

The Data Intelligence, Catalogs and Marketplaces Survey 25

“ Excellent service and good expertise in the areas of OE development, data management, data strategy.*

Chief data officer, Utilities, 100–2,500 employees

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The Data Intelligence, Catalogs and Marketplaces Survey 25

“ The option of modeling the Enterprise Data Model and assigning business objects to data domains and linking them to the respective ownership and stewardship roles.*

Lead Corporate Data Management, Process industry, >2,500 employees

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The Data Intelligence, Catalogs and Marketplaces Survey 25

“ Practical applicability, user-friendliness, flexible, simple configuration and expansion options.*

Chief data officer, Public sector, >2,500 employees

BARC

The Data Intelligence, Catalogs and Marketplaces Survey 25

“ Comprehensive and clear presentation of the company's data landscape.*

CIO, Utilities, >2,500 employees

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The Data Intelligence, Catalogs and Marketplaces Survey 25

“ The business user viewpoint is exactly met.

Consultant, Healthcare, 100–2,500 employees

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The Data Intelligence, Catalogs and Marketplaces Survey 25

“ Top consulting and understanding of our requirements.*

Project manager for BI/analytics from business department, Banking and finance, 100–2,500 employees

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The Data Intelligence, Catalogs and Marketplaces Survey 25



Data Decisions. Built on BARC.



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BARC

BARC is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics. The company was founded in 1999 as a spin-off of the chair of Business Administration and Information Systems at the University of Würzburg, Germany. Today, BARC combines empirical and theoretical research, technical expertise and practical experience, and a constant exchange with all market participants to provide market-leading research publications, events and advisory.

Research

BARC user surveys, software tests and analyst assessments in blogs and research notes give you

the confidence to make the right decisions. Our independent research gets to the heart of market developments, evaluates software and providers thoroughly and gives you valuable ideas on how to turn data, analytics and AI into added value and successfully transform your business.

Consulting

The BARC Advisory practice is entirely focused on translating your company's requirements into future-proof decisions. The holistic advice we provide will help you successfully implement your data & analytics strategy and culture as well as your architecture and technology. Our goal is not to stay for the long haul. BARC's research and

experience-founded expert input sets organizations on the road to the successful use of data & analytics, from strategy to optimized data-driven business processes.

Events

Leading minds and companies come together at our events. BARC conferences, seminars, round-table meetups and online webinars provide more than 10,000 participants each year with information, inspiration and interactivity. By exchanging ideas with peers and learning about trends and market developments, you gain new impetus for your business.

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