

# The Data Management Survey 22

*The voice of the data management community*

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





## KPI results

11  
1

top-rankings  
and  
leading  
position

in 1 peer group.

THE DATA MANAGEMENT  
SURVEY22



## Recommendation

96%

of surveyed users  
say they would  
**recommend** dataspot.\*

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

THE DATA MANAGEMENT  
SURVEY22



## Satisfaction

96%

of surveyed users  
are **satisfied** with  
dataspot.\*

*\* Based on the aggregate of  
"Very satisfied" and "Somewhat satisfied".*

THE DATA MANAGEMENT  
SURVEY22



## Ease of use

79%

of surveyed users chose  
dataspot. because of its  
**ease of use for  
business users.\***

*\* Compared to 27% for the average  
data management tool.*

THE DATA MANAGEMENT  
SURVEY22



## Problems

50%

of surveyed users report  
**no significant problems**  
in the use of  
dataspot.\*

*\* Compared to 36% for the average  
data management tool.*

THE DATA MANAGEMENT  
SURVEY22



## Support

96%

of surveyed users rate  
dataspot.'s  
**support quality as  
excellent or good.\***

*\* Compared to 58% for the average  
data management tool.*

THE DATA MANAGEMENT  
SURVEY22



## Peer Group Data Governance Products



### Top-ranked in

Price to Value  
Time to Market  
Recommendation  
Product Satisfaction  
Support Quality  
Customer Satisfaction  
Performance  
Platform Reliability  
Developer Efficiency  
Usability  
Customer Experience



### Leader in

Innovation Power

## BARC Summary

dataspot.'s data governance solution achieved 11 top ranks and one leading position in the *Data Governance Products* peer group this year, including one maximum rating of 10/10 for *Price to Value* and a 9.9/10 for *Usability*. Half of dataspot.'s customers claim they experience no significant problems when using the product. dataspot. shows that less is more. Instead of supplying a huge range of functionality, it focuses on the essentials and a clear structure to support data stewards and business experts – and this approach is paying off handsomely.



## The Data Management Survey 22: dataspot. Top Ranks



## Customer Quotes

Very valuable tool for making the company's internal data model tangible from a business and technical point of view and for constantly validating and optimizing it.\*

THE DATA MANAGEMENT  
SURVEY22

CTO, IT, >2,500 employees

I am really very enthusiastic about dataspot. Due to its ease of use, I can only warmly recommend dataspot. to any company! Huge praise to dataspot. & Co.\*

THE DATA MANAGEMENT  
SURVEY22

Business analyst, IT, <100 employees

Finally, a tool where departments can document their data and everything around it (responsibility, lineage, data quality checks, reporting, interfaces) in one place. And it's fun to work with! How many tools can make that claim?\*

THE DATA MANAGEMENT  
SURVEY22

Business analyst, IT, <100 employees

Very good experience, especially regarding the support!\*

THE DATA MANAGEMENT  
SURVEY22

Business analyst, banking and finance, industry, 100-2,500 employees

A tool that perfectly supports companies in the area of data management, and builds a bridge between technology and business expertise, while being structured in such a user-friendly way that one notices first progress very quickly.\*

THE DATA MANAGEMENT  
SURVEY22

Business analyst, consulting, <100 employees

\* Translated by BARC



## What Customers Love Most



“ Your own flexible design in the models is possible. Well-structured design of the database. Very good support.\*

THE DATA MANAGEMENT  
SURVEY22

” Data engineer/data manager, banking and finance, 100-2,500 employees

“ dataspot. is really easy to use and has high usability. The software guides you intuitively and all connections are quickly recognizable. The software is structured very logically and in a user-friendly way.\*

THE DATA MANAGEMENT  
SURVEY22

” Business analyst, IT, <100 employees

“ Easy to use, very intuitive, covers all business metadata and links them intelligently; integrates data governance; no IT customizations required - works out of the box; additional fields can be created without IT.\*

THE DATA MANAGEMENT  
SURVEY22

” Head of Data Management, banking and finance, 100-2,500 employees

“ Easy to use, even for line-of-business departments, complex data streams are made visible, thus creating clarity.\*

THE DATA MANAGEMENT  
SURVEY22

” Person responsible/project manager for BI from IT department, construction, 100-2,500 employees

“ The holistic nature of the solution from a business and technical perspective. It addresses the most important challenges in the area of data governance and also makes them measurable.

THE DATA MANAGEMENT  
SURVEY22

” CEO/board member, real estate, 100-2,500 employees

\* Translated by BARC





“

Do not wait too long. It's indispensable.\*

THE DATA MANAGEMENT  
SURVEY22

”

*CEO/board member, retail/wholesale/  
trade, <100 employees*

“

I can highly recommend dataspot. to every company. Not only is the product convincing, but also the team behind it, because they are truly living it.\*

THE DATA MANAGEMENT  
SURVEY22

”

*Business analyst, IT, 100-2,500 employees*

\* Translated by BARC



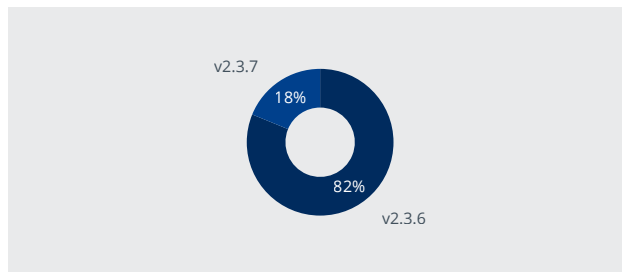
## dataspot. Overview

dataspot. was founded in 2016 and started out as a data governance consultancy before developing its own data governance software for metadata management. Today, it provides a data governance solution and metadata management software, data excellence consulting and education services. The company currently has more than 20 employees (plus 15 freelancers) and operates mainly in the DACH region with customers of various sizes.

dataspot.'s software is strongly aligned with its data governance framework known as the Data Excellence Framework©. The framework helps to develop data governance in a step-by-step approach that takes all relevant strategic and organizational factors into account. The software can either be used independently or in combination with the framework. dataspot. software provides metadata-based cataloging and advanced data governance functionality, such as data quality, around a business data model. dataspot. focuses more on business users than on technical users. Nevertheless, technical data models have also been integrated and technical users are supported.

### Versions used

n=48



Openness is key to integrating the software into companies' ecosystems. Therefore, the 100 percent open-source-based solution is delivered on-premises or as a service, and the container-based architecture can be operated in Microsoft Azure, AWS or Google. To cover specific data governance requirements, the software is fully customizable and metadata storage is 100 percent open for any changes. Moreover, concepts are in place to serve multiple business data models in parallel and to link them together (e.g., separate views for local entities). dataspot. relies on an open metadata model and standard interfaces to enable integration with the surrounding ecosystem and metadata exchange. Metadata is linked and curated by a well-structured guided process for data stewards and business experts. The centrally stored metadata can be searched, used and analyzed via a user-friendly web-based interface that provides features such as full-text search functionality and visual end-to-end data lineage (business and technical). Users can explore metadata in different modules depending on what they are looking to achieve. The modules include the business data model, reference data model, KPI dictionary, data product catalog, data quality catalog, technical data models and organizational models. Based on these, companies can cover most popular data governance use cases and achieve benefits quickly.

### dataspot. Customer Responses

This year we had 48 responses from dataspot. users. At the time of the survey, 82 percent were using version 2.3.6 and 18 percent were using version 2.3.7.

## Introduction



### THE DATA MANAGEMENT SURVEY22

The Data Management Survey 22 is based on the findings from BARC's major survey of data management end users, conducted from January to April 2021. In total, 1,101 people responded to the survey with 845 answering a series of detailed questions about their use of a named product. Altogether, 20 products (or groups of products) are analyzed in detail.

The Data Management Survey 22 examines user feedback on data management product selection and usage across 17 criteria (KPIs) including *Price to Value*, *Recommendation*, *Functionality* and *Product Satisfaction*.

This document contains just a selection of the headline findings for dataspot.. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).





## User and Use Case Demographics

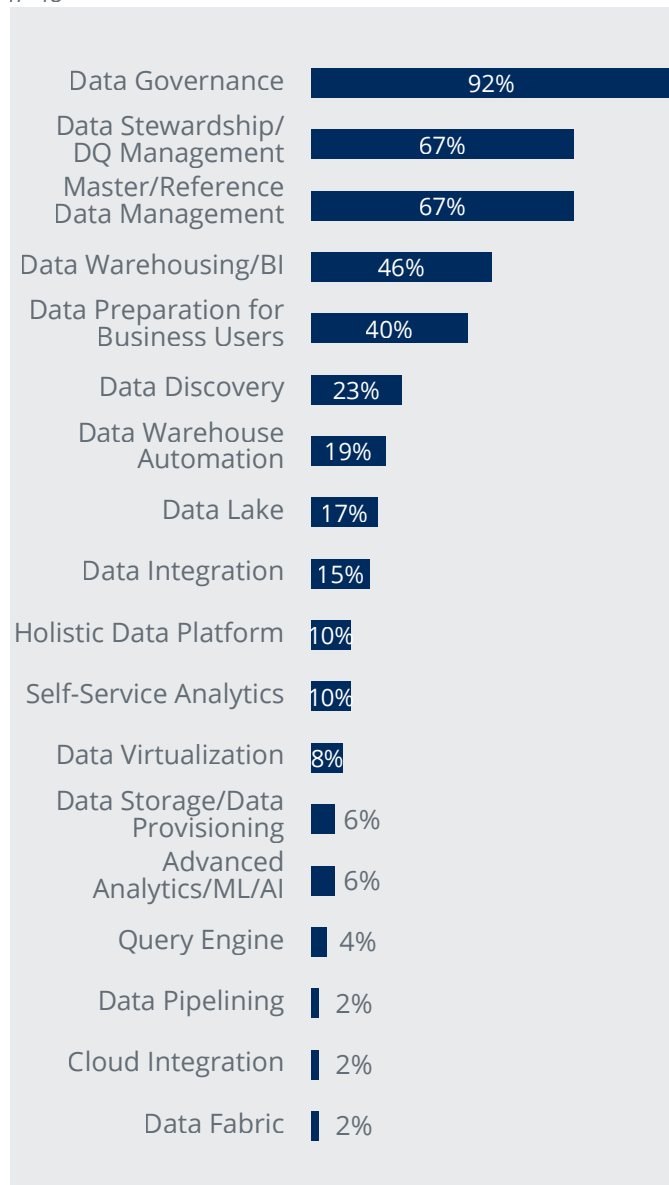
### BARC Comment

As expected, a very high percentage of the customers surveyed use dataspot. as a data governance solution (92 percent). It is interesting to note that it is also used specifically for data quality management (67 percent) and master data management (67 percent). However, it is rather surprising that data preparation (40 percent) and data warehousing (46 percent) are cited so frequently. dataspot. does not process any data but supports those use cases by delivering data transparency. For data preparation, business analysts must be able to find and understand data, and decisions based on data warehouses rely on consistent data and KPIs. This is where a good data governance solution can help, even if it only deals with metadata.

The software is used in companies of all sizes, but mainly in medium-sized organizations. The median number of 16 users per installation is as expected given the role-based model which mainly supports dedicated data stewards and business experts. However, the mean of 79 indicates that even larger numbers of users can be served by the tool. This applies mainly to the 36 percent segment of large companies that use the product. For administration, the mean of 5 administrators is well below average, indicating that less effort is required for maintenance and operation compared to dataspot.'s peers.

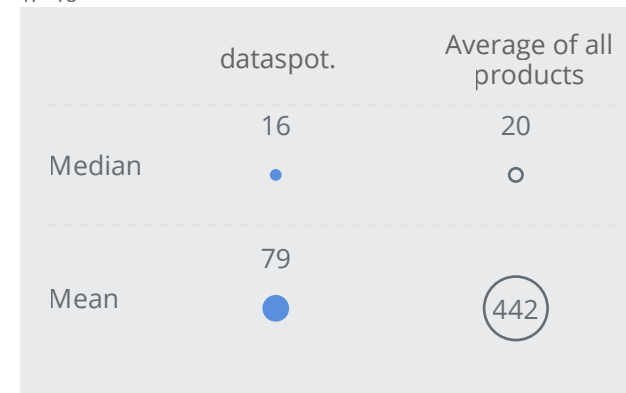
### Tasks in use

n=48



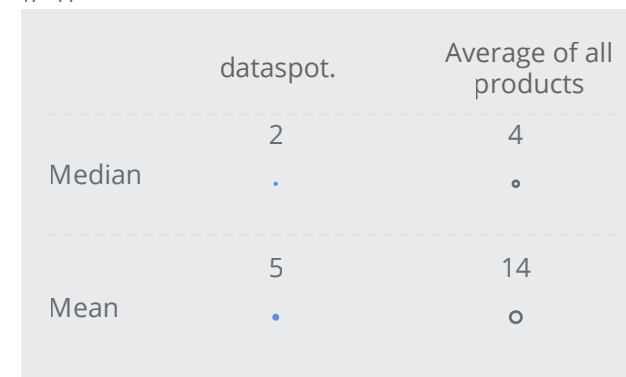
### Total number of users per company

n=46



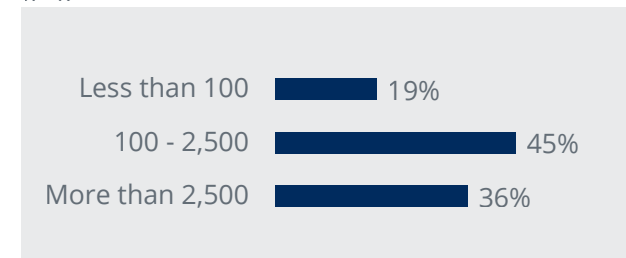
### Total number of administrators per company

n=41



### Company size (employees)

n=47





## Peer Groups and KPIs

### The KPIs

The Data Management Survey 22 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:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The Data Management Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- 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 following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

### Peer Group Classification

The Data Management Survey 22 features a range of different types of data management tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario – these peer groups are based on how customers say they use the product.
2. Functional capabilities – apart from the (most common) usage, we also examine the whole set of functions that a product is able to perform/provide.

dataspot. features in the following peer groups:

- Data Governance Products

### Peer Groups Overview

Data Warehouse Technologies: Data warehouse technologies prepare, store and provide data for data warehousing purposes.

Products to Support DW Automation: Products in this peer group support data-driven or requirements-driven data warehouse design and implementation. They mainly focus on the simplification and automation of data integration and data modeling tasks.

Data Pipelining Products: Data pipelining products take a modern approach to data integration and support more than one data integration pattern. A pattern can be data interaction, data integration, data preparation or even data orchestration in order to get data connected and to make it usable for any kind of business purpose.

Business Software Generalists: Business software generalists have a broad product portfolio including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP, BI, DM).

Analytical Database Products: Analytical database products prepare, store and provide data for analytical purposes.

Data Governance Products: Data governance products help to control, develop, monitor and secure data to make it usable for business needs. They do not manipulate data. Instead, they focus on managing and leveraging metadata such as data catalogs.

# Price to Value & Time to Market



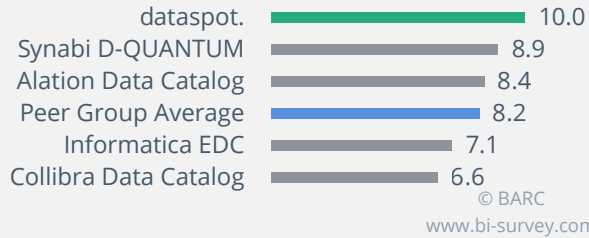
The *Price to Value* KPI is based on how users rate their tool in terms of price-to-value ratio.

The *Time to Market* KPI is based on how users rate their tool in terms of adaptability (agility to adapt to new requirements).

## Price to Value – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

Price to Value



dataspot. received a maximum 10/10 for *Price to Value*. The vendor offers an enterprise licence based on the size of the company with an unlimited number of users and roles. As a result, the customer has transparency in terms of costs and can handle increasing numbers of users, which is a common requirement in data governance projects. The ease and speed of deployment combined with a consulting service to prepare the project and a flexible licensing model seems to appeal to customers. 46 percent of customers say they chose dataspot. for its price-performance ratio, which is much higher than the average of 32 percent for all products analyzed in this survey.



## Time to Market



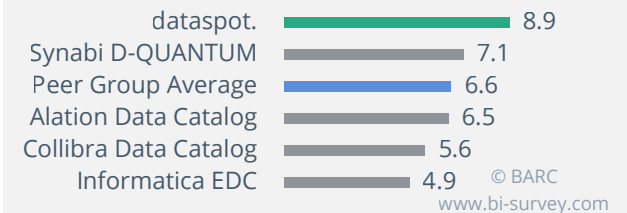
BARC Viewpoint

dataspot. takes top spot in the *Time to Market* KPI with a score of 8.9/10. The software is aligned to the vendor's own data excellence and metadata management methodology. Users are guided in the process from the beginning and can be up and running very quickly based on the dataspot. metadata standard, which is included in all models. Users also highlight that the software is easy to learn and has a fast ramp-up time.



## Time to Market – Top-ranked

Peer group: Data Governance Products



# Recommendation & Product Satisfaction



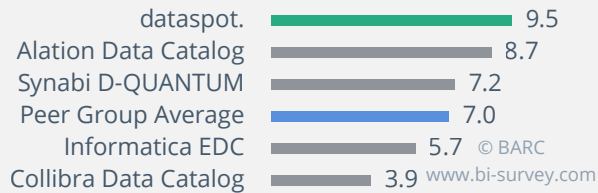
The *Recommendation* KPI is based on the proportion of users that say they would recommend the product to others.

The *Product Satisfaction* KPI is based on the proportion of users that say they are satisfied with their product.

## Recommendation – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

## Recommendation



An impressive 79 percent of customers stated that ‘the solution met our requirements’, which is almost double the survey average of 40 percent. In combination with the overall positive ratings, this explains dataspot.’s high *Recommendation* KPI (9.5/10). Users are simply convinced by this data governance solution. Even though the software can be bought as a standalone tool, customers will benefit more by combining it with dataspot.’s data excellence methodology. To be successful in the area of governance is much more challenging than simply implementing a tool. dataspot.’s approach appears to hit the spot for its customers.



## Product Satisfaction



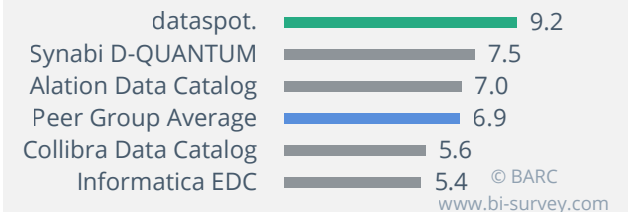
BARC Viewpoint

*Product Satisfaction* is rated highly at 9.2/10. Here, dataspot.’s approach seems to pay off. By developing a software product based on years of consulting experience in combination with the Data Excellence Framework®, the vendor delivers a model that goes beyond a pure software product. Software and methodology are well aligned and the user is guided by a step-by-step, business-user-friendly interface to describe the business model. Further modules provide additional optional functions such as organization and data quality. This results in a demand-driven licensing model and a clear roadmap for defining and implementing a data governance strategy.

## Product Satisfaction – Top-ranked



Peer group: Data Governance Products



# Support Quality & Customer Satisfaction



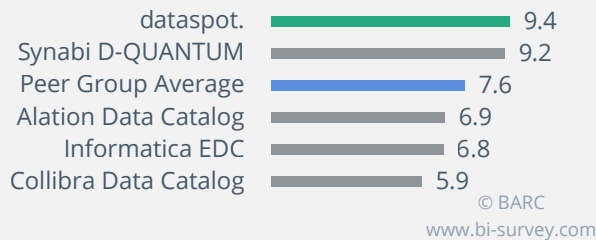
The *Support Quality* KPI is based on how users rate their tool in terms of support quality (e.g., availability, geographic coverage, support channels, effectiveness and efficiency, reaction time).

The *Customer Satisfaction* KPI combines the *Price to Value*, *Time to Market*, *Recommendation*, *Product Satisfaction* and *Support Quality* KPIs.

## Support Quality – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

Support Quality



*Support Quality* is rated at 9.4/10. Here, the 'local presence and good support' highlighted by 77 percent of users could be a reason for easier access to – and more productive use of – the software. First and foremost, it is notable that customers always have a voice. The company takes its customers seriously and is aware of their pain points. Support via various channels of communication is available around the clock. 3rd level support is provided exclusively by the vendor and 2nd level support can also be provided by support partners. Quick response times of just a few hours are reported and seem to keep customers satisfied. A user group hosted by dataspot. has also been set up.



## Customer Satisfaction



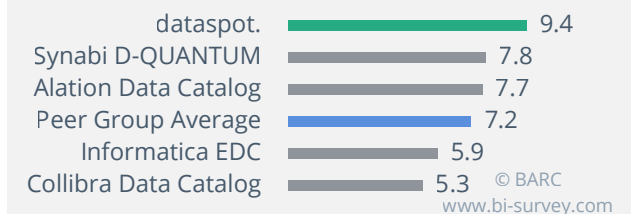
BARC Viewpoint

A rating of 9.4/10 in the *Customer Satisfaction* KPI secures first place in the *Data Governance Products* peer group. This reflects the fact that 50 percent of users stated that they have no significant problems with dataspot., which is well above the survey average of 36 percent. The business model is highly adaptable to customers' needs so that workflows and content can be perfectly aligned to business processes to get most out of the software. Furthermore, the methodology provided helps customers to structure and implement data governance while solving common obstacles such as acceptance and responsibility. This combination is proving successful for most customers.

## Customer Satisfaction – Top-ranked



Peer group: Data Governance Products





# Performance & Platform Reliability



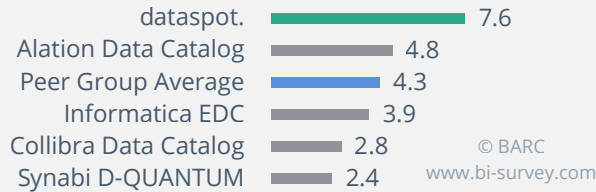
The *Performance* KPI is based on how users rate their tool in terms of performance (query performance, load performance, processing performance).

The *Platform Reliability* KPI is based on how users rate their tool in terms of platform reliability (i.e., stability, functional reliability, monitoring capabilities).

## Performance – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

## Performance



Yet another top rank is achieved by dataspot. in the *Performance* KPI with a score of 7.6/10. More than half of respondents confirm its 'convincing performance'. dataspot. aims to ensure good performance via database indexes, an appropriate software architecture and recurring performance tests. Not a single respondent cited 'query/load/processing performance too slow' as an issue. Furthermore, the underlying methodology helps customer to focus on companies' key data assets and information needs rather than loading all technical and business metadata available into the data governance repository. Metadata that is not needed costs money and reduces performance while bringing no additional benefits.



## Platform Reliability



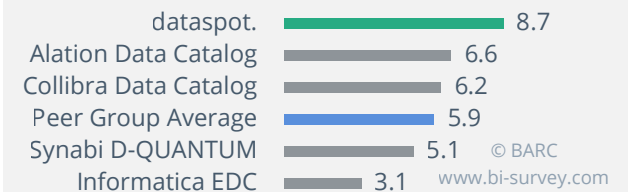
BARC Viewpoint

dataspot. achieves a leading position for *Platform Reliability* with a score of 8.7/10. Not one of the respondents surveyed rated it as 'unreliable software'. dataspot. seeks to ensure reliability via automated user acceptance tests. Furthermore, additional concepts such as high availability and disaster recovery can be implemented if needed. For cloud, dataspot. leverages the infrastructure of cloud platform providers AWS, Google and Microsoft to ensure the availability of the platform and services. Users did not report any reliability problems, confirming that dataspot. is a stable and reliable platform.

## Platform Reliability – Top-ranked



Peer group: Data Governance Products



# Developer Efficiency & Usability



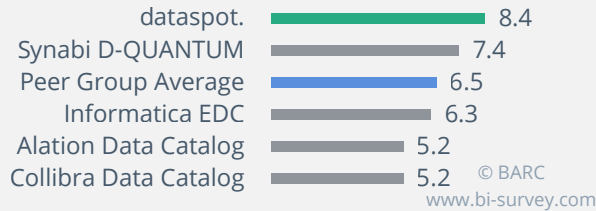
The *Developer Efficiency* KPI is based on how users rate their tool in terms of developer efficiency (e.g., for testing, deployment, reusability, ease of coding and use of metadata).

The *Usability* KPI is based on how users rate their tool in terms of usability (i.e., ease of use, GUI design, transparency & documentation).

## Developer Efficiency – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

## Developer Efficiency



*Developer Efficiency* is rated at 8.4/10, earning dataspot. another top rank. Development in terms of data governance solutions mainly means importing and curating metadata. Efficiency reflects the ability of dataspot.'s tool to support data stewards and business experts with features such as the clear workflow with approval process for curating metadata. Metadata can be curated decentrally by business experts and ultimately approved by the data steward. All in all, customers are satisfied with dataspot.'s easy-to-use and essential functions. This shows that the vendor has a clear idea of its target group and focuses on their requirements, convincing them with simplicity of use.



## Usability



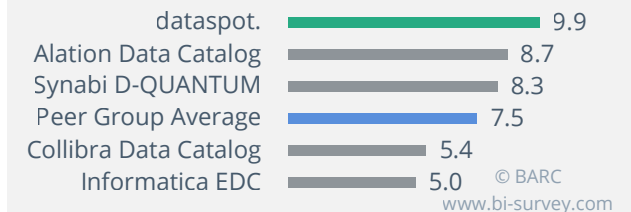
BARC Viewpoint

dataspot. scores highly in the *Usability* KPI with 9.9/10. 79 percent of companies cite 'ease of use for business users' as an advantage and a major reason for buying the technology. Usability is a key capability for data governance tools to get accepted by users so dataspot. works hard to provide a business-user-friendly interface. One user even stated that the tool "is so user-friendly that you notice the improvement straight away". 54 percent of companies named 'ease of use for technical users' as a reason for choosing dataspot. This makes sense: having started from a business perspective on metadata, dataspot. is now adding more functionality for technical users.

## Usability – Top-ranked



Peer group: Data Governance Products



# Customer Experience & Innovation Power

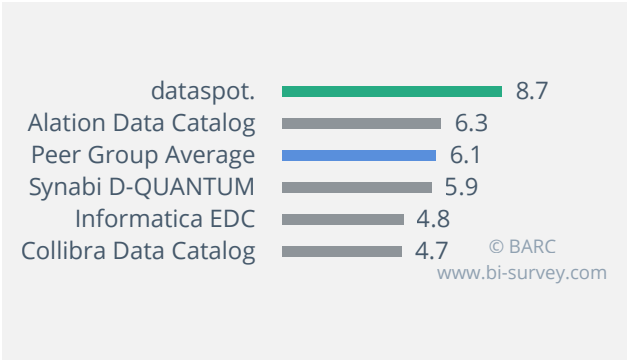


The *Customer Experience* KPI combines the *Performance*, *Platform Reliability*, *Developer Efficiency* and *Usability* KPIs.

The *Innovation Power* KPI is based on how users rate their tool in terms of innovative strength (i.e., amount of innovative functionality in the tool, market trend adoption time and rate).

# Customer Experience – Top-ranked

Peer group: Data Governance Products



## BARC Viewpoint

## Customer Experience

In terms of *Customer Experience*, dataspot. is top-ranked in all four root KPIs with an aggregated score of 8.7/10. With a mean of 79 users per company, dataspot. is below the overall average (442) of all evaluated data management tools. At this level of usage, reliability and performance issues should not be occurring. Only 5 percent rate ‘complexity in operation’ as a problem encountered with dataspot. Positive feedback overall and excellent ratings in the *Developer Efficiency* and *Usability* KPIs in particular feed into this good score for *Customer Experience*.

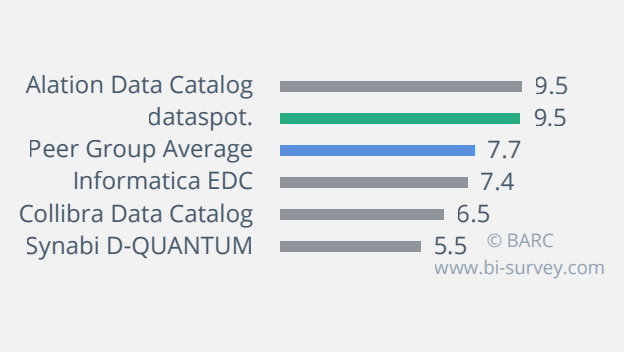
## Innovation Power

## BARC Viewpoint

*Innovation Power* is rated very highly at 9.5/10 despite the fact that no automation, machine learning or advanced analysis mechanism has been implemented as yet. This is a clear statement from the user base. Innovation does not necessarily mean chasing market trends: it is more about covering current user requirements and providing a transparent roadmap and guidance on how it plans to evolve. 52 percent of customers choose dataspot. because the ‘innovative strength of the vendor’ aligns with their real needs.

## Innovation Power – Leader

Peer group: Data Governance Products



BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become digital companies of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

### Research

BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

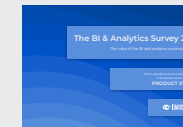
### Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

### Consulting

In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software.

## Other Surveys



**The BI & Analytics Survey 21** is the world's largest annual survey of BI users. Based on a sample of over 2,500 survey responses, The BI & Analytics Survey 21 offers an unsurpassed level of user feedback on 33 leading BI solutions. Find out more at [www.bi-survey.com](http://www.bi-survey.com).



**Modernizing the Data Warehouse: Challenges and Benefits** is a study based on a worldwide survey examining companies' approaches to taking their data warehouses to the next level. [Download here.](#)



**The Planning Survey 21** is the latest edition of BARC's major annual study into the use of planning software. Based on a worldwide survey of over 1,400 planning users and consultants, it provides detailed user feedback about 21 planning tools. Find out more at [www.bi-survey.com](http://www.bi-survey.com)

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