

## Findings for Data Management: The Changing Nature of Data Quality Demanded 'As a Service'

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Enterprise approaches for deploying data quality tools and capabilities are slowly changing. Data quality technologies are required to meet emerging "as a service" demands for off-premises deployments.

## FINDINGS

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A Gartner study of data quality tool deployments shows a doubling in off-premises delivery models for deploying data quality capabilities compared to 2008. This manner of diversifying deployments reflects a rising demand for data quality "as a service."

## ANALYSIS

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A study on the adoption and use of data quality tools (see Note 1) identifies broadening usage and deployment patterns where off-premises deployments have doubled compared to 2008, representing nearly 17% of tool deployments among respondents. Most of those deployments (12%) were hosted, single-tenant implementations, while the remaining deployments (5%) were deployed in a SaaS model. The emergence of alternative delivery models are impacting the way data quality technologies are procured in non-traditional ways (such as pay-per-use, low or zero upfront cost) and deployed as a service. Gartner's interactions with clients suggest a lack of funding and resources is by far the biggest impediment to executing data quality projects and a major market inhibitor for data quality tools.

## Recommendations

**Users and IT organizations:** Organizations that need to gain data quality capabilities should evaluate increasing options and opportunities as market offerings mature and will be able to use alternative delivery models in addition to conventional software models.

**Providers:** Data quality technology providers need to understand and watch how deployment choices are changing toward growing demand for off-premises models and begin to develop capabilities beyond traditional on-premises software deployment. Capabilities for data quality as a service (see "Hype Cycle for Data Management, 2009") will become increasingly important to enterprises seeking to focus on the data of data quality and leaving the complexity on how tools are deployed to providers without any assumed dependency upon a physical infrastructure.

## WHAT YOU NEED TO KNOW

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In well defined areas of resolving data quality issues such as with customer contact data, the use of off-premises deployed data quality services through SaaS approaches are gaining in popularity. Begin to consider alternative delivery models for data quality capabilities as a way to reduce costs and speed implementations.

## RECOMMENDED READING

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"The Impact of Alternative IT Delivery Models on Data Quality"

"Best Practices for Data Stewardship"

"2009 Survey on Data Quality Tools Highlights Broadening Deployments With Focus on Proven Functionality"

### Note 1 Survey Information

The data cited in this report came from a survey on the adoption and use of data quality tools, which was conducted in early 2009 as part of the process to update Gartner's "Magic Quadrant

for Data Quality Tools." The Web-based survey included 206 organizations that use software from the technology providers included in the Magic Quadrant. They answered a set of questions about how they use the tools, their level of satisfaction with various aspects of the tools' functionality and their relationships with the technology providers. The organizations represent a mix of industries in countries across North America, Europe and Asia/Pacific. All respondents were made aware that their answers would be treated as anonymous.

This research is part of a set of related research pieces. See "Roundup of Business Intelligence and Information Management Research, 4Q09" for an overview.

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