Research Question:

What are the growth drivers for Informatica?

Summary of Findings

- Informatica Corp.’s (INFA) growth prospects are in its new products, but these may not be enough to drive the company forward. Its core ETL tool market has peaked, its social data tools are immature, questions surround the effectiveness of its sales force, and open-source solutions are a threat.
- Eight of 13 sources said Informatica’s growth will come from its new MDM and cloud products. One source said Informatica’s MDM sales have grown 20% in Europe while another said a survey revealed only 30% of his clients have MDM software, presenting Informatica with the potential for further market penetration.
- In response to a peaking market for core ETL solutions, one source said Informatica is developing new ETL tools to meet demand for real-time data in retail and logistics.
- Criticisms of Informatica include its lack of a strong indirect sales organization, difficulty in expanding to clients outside large enterprises, and its software’s lack of versatility and reusability.
- The market for social data and big data is immature and wide open. No vendor has a mature end-to-end solution yet.
- Some sources believe open-source solutions will not steal Informatica’s customers because the company offers superior support. Others said customers will favor open source’s lower cost and ability to manage unstructured data, including social.

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Silo Summaries

1) INFORMATICA PARTNERS
Three of five sources said Informatica’s growth will come from its MDM products. One source said Informatica’s MDM sales have grown 20% in Europe. Data management through the cloud is another growth area for Informatica. These products will provide instant ROI and reduce total cost of ownership. Informatica remains a leader in ETL, but demand and usage of ETL tools are beginning to peak. Informatica’s superior customer support will protect it from losing existing customers to open-source solutions. An outlying source cautioned that MDM will not be a driver for Informatica because the company lacks experience in selling business-facing solutions. He and another source also said Informatica will not be a key player in harnessing social data, which will require BI tools that are beyond Informatica’s solutions.

2) INFORMATICA CUSTOMERS
Two of these four sources said Informatica’s growth will come from its cloud solution. Informatica also helps to reduce costs with its business-to-business exchanges, fast ROI and low TCO. One of the two sources cited a survey that revealed only 30% of his clients have MDM software. ETL growth has peaked, though customers remain pleased with the product. Sources were critical of Informatica’s lack of a strong indirect sales organization, which has difficulty explaining and selling the products. One source said existing social data tools are not mature and that an end-to-end solution is needed. Another said Informatica needs to improve the versatility and reusability of its software. Sources disagreed on whether Informatica’s best strategy was to cross-sell to existing customers or to sell its core product to new customers. The final source has been pleased with Informatica’s ETL but will not add its MDM solution.

3) INDUSTRY SPECIALISTS
Three of four sources said Informatica’s growth will come from demand for its MDM and data quality tools. One source believes this growth is most likely to come from cross-selling MDM and cloud services to existing customers; expanding to new clients is more challenging. Big data and social data have vast potential, but products are immature and adoption is slow. Two sources said open-source solutions are a threat and a good option for customers. Informatica remains a leader in ETL, but the market is not growing. One source said the company is developing new tools for ETL to address the demand for real-time data in retail and logistics.
Background
Blueshift Research has written three reports on big data. Sources for our March 1 report on SAP AG (SAP) said the company’s HANA was performing well in pilots and threatening Oracle Corp.’s (ORCL) Exadata in the short run, eliminating the need for Oracle databases and lessening the long-term importance of servers. Our April 3 report on big data management and analysis tools found a fragmented market full of many options and varying data and storage needs at the enterprise level. Sources praised HANA’s platform with its positive proofs of concept and said it had the ability to take share from Oracle, especially among customers using both Oracle and SAP products. Our May 8 report found that adoption of SAP’s HANA and Oracle’s Exalytics in-memory machine was slow and that the market was focused on hybrid database solutions.

CURRENT RESEARCH
In this next study, Blueshift narrowed in on one company, Informatica, to learn what will drive its growth among its core ETL solutions, its cloud data integration services, its CRM solution, social data and others. We employed our pattern mining approach to establish and interview sources in four independent silos:

1) Informatica partners (5)
2) Informatica customers (4)
3) Industry specialists (4)
4) Secondary sources (2)

We interviewed 13 primary sources, including six repeat sources, and identified two of the most relevant secondary sources focused on next-generation ETL tools using Hadoop and Qlik Technologies Inc.’s (QLIK) QlikView for compatibility with Informatica software.

Next Steps
Blueshift will follow up with these same sources and interview others in order to learn about the growth rate of Informatica’s MDM and cloud solutions. We also will determine the size and significance of the data management and cloud markets for Informatica and their ability to spur the company’s growth as the ETL market peaks.

Our next big data report will focus on demand for analytical tools. We will interview customers, business intelligence (BI) software vendors, BI systems integrators and industry specialists to determine which BI software is best suited for demand in social data, big data and real-time analytics.

Silos
1) INFORMATICA PARTNERS
Three of five sources said Informatica’s growth will come from its MDM products, which provide visibility and bring order to the data so BI can work with it. One source said Informatica’s MDM sales have grown 20% in Europe. Data management through the cloud is another growth area for Informatica; cloud providers will become the biggest clients given the growing need to keep vast data organized. This also leads to a lower average selling price as service providers will have higher discounts compared to regular clients. These products will provide instant ROI and reduce total cost of ownership (TCO). Informatica remains a leader in ETL, but demand and usage of ETL tools are beginning to peak. Informatica’s superior customer support will protect it from losing existing customers to open-source solutions. An outlying source cautioned that MDM will not be a driver for Informatica because the company lacks experience in selling business-facing solutions. He and another source also said Informatica will not be a key player in harnessing social data, which will require BI tools that are beyond Informatica’s solutions.
Marketing and strategy executive for a consulting firm in Europe; repeat source

New ILM and MDM products will drive Informatica’s growth. These products are growing more than 20% in Europe despite budgets cuts and will bring instant ROI by reducing clients’ TCO. Informatica is a leader in ETL though strong competition may cut into its business.

- MDM and ILM are bringing the most growth for Informatica, more than 20%, while ETL is nearly flat. Informatica continues to be strong in ETL, but that will not be a key driver in the future. Big data, MDM, ILM and the new products will be the ones to keep Informatica growing fast. MDM and ILM can sustain Informatica revenue growth if demand volume is enough. Big data is only starting and is not significant yet.
- “Informatica is a leader in ETL, but they now have a new series of products that are very innovative, such as ILM and MDM. In difficult times like now, companies need visibility, and MDM and ILM are key components for those projects. In fact, business intelligence tools need data to be in order or they will not perform.”
- “Informatica’s ETL business might suffer a bit due to competition; nowadays you can find ETL software that is good at a good price. However, Informatica’s new products don’t have many competitors. The ILM product line is the best in class.”
- “Another area where Informatica is focusing is big data. They have announced tools, but market demand is still weak for Informatica tools. At the moment, software like Hadoop, Cassandra and MapReduce [all three part of The Apache Software Foundation] are more suitable and have a lower TCO,”
- “Informatica has a lot to gain from big data. Right now big data and Hadoop are on a parallel track, hurting more IBM [Corp./IBM] or Oracle. However, as soon as the Hadoop-based data put a foot into the ERP, Informatica will gain power as that data will need to be cleaned and checked.”
- “CIOs have reduced budgets and generally cut spending by eliminating applications. Informatica tools help reduce the number of applications and, therefore, are generally a priority purchase.”
- “Big data is an important issue now, but in reality it is difficult to work with big data in a company ERP. Very few databases can handle big data. Big data is usually unstructured and cannot be handled by most applications. Most companies work with Hadoop data mining tools, Cassandra and MapReduce, outside the ERP and bring back only trends. Informatica has connectors to big data, but I have seen very little projects. It is a potential hit but not so far.”
- “Data quality is extremely important today. Again, Informatica has very good tools to check data quality, and that segment is growing as well though not at its full potential yet.”

Marketing and strategy executive for a global consulting firm

ETL and MDM are at the center of every project, and Informatica is well placed in both. The company will continue to be the independent market leader and be the vendor of choice for all those not married to SAP or Oracle. However, software vendors face dangers in the new models, especially as companies consider outsourced solutions as investments are transferred from capex to opex.

- “Informatica’s strongest potential for growth is MDM, ILM and data quality. That will produce the most revenue for them. Cloud providers will be the biggest clients. They will have to move a lot of data for their own customers and will need Informatica to keep the data under control with data quality tools and an MDM software. Clients will want cloud providers to use Informatica as they are the best tool and have the best reputation.”
- “Tibco [Software Inc./TIBX] has made more noise in MDM and is well known. Tibco is the only one that has an impact on Informatica, but they are more concentrated on process and BPM while Informatica is centered on data so neither of them will kill the other. They only overlap a little. SAP MDM is good as well, but it is only used by their clients.”
- “Informatica is our product of choice, and they are the ETL of choice of many of our clients. There is competition. Ab Initio is very good, IBM too, but Informatica is still the best ETL. The only problem I see is that it will be hard to continue to grow at a fast rate and when they grow less, their stock will fall and they will be purchased.”
“ETL is never going to go away. Informatica is one of the only pure players. Most of the competitors are consolidating with ETL as part of software giants. I hope Informatica can stay independent and not be part of a big group. Many companies would like to buy them.”

“Informatica will continue to grow as they are good at what they do, but for how long, I don’t know. Asia and Europe have slowed down and are flat to slightly up. European IT budgets are flat compared to last year, but clients have committed to go ahead, especially on all data management projects. CIOs are very positive on data management projects.”

“Hadoop software will continue to be used for social listening and a lot of data mining. As companies work in the cloud more, the use of Hadoop will increase. Service providers will be tempted to use the cheap software more. However, the customer is king, and service providers will always make sure the client is happy with the software that is being used. So Informatica will continue to be the vendor of choice for data management for the quality of their products. They will not go away as competitors so far are not as good.”

“The economy had an impact on CIOs’ budgets, which are being reduced. Companies prefer opex rather than capex these days, so they are moving all licenses and IT fixed costs to outsourcing costs. Service providers are taking the whole accountability of IT systems whether in the cloud or on premise.”

“Software vendors like Informatica have to deal with service providers instead of final clients. As service providers are bigger and stronger negotiators, Informatica and other software vendors may have to reduce license prices.”

Partner in a U.S. management consulting firm, and former SAP and Oracle executive

Data management through the cloud is a big opportunity for Informatica, which has a solid cloud offering, but this market will require time to develop. Informatica also should have success with its MDM product, and the market for its core platform remains strong, especially in untapped industries such as travel. Informatica likely will not be a big player in social data. Open-source solutions are not a serious threat to Informatica.

“Informatica is a very respected player in the on-premise data movement business. With their cloud product, there’s a wealth of opportunity, but people are still understanding the concept of data management and migration through the cloud and why it brings value. I’d even say Informatica is still fine-tuning its cloud business model.”

“Informatica cloud leverages the traditional on-premises PowerCenter suite. The product is very mature and stable, but the market is just learning about these tools and how they can be of value. Building awareness on the Informatica cloud product is important to their success, leveraging good success stories.”

“I think Informatica has the upper hand with the PowerCenter product. In terms of the ETL story and the cloud, it still needs a bit of time, the connectors need to be built out, the story needs to be told a little more.”

“IT buyers are still concerned about data security and performance [with the cloud], especially in high-volume environments. Cloud is still a green field. As cloud computing continues to grow and be adopted, you’re going to see a lot more folks leveraging the cloud services that are available on the Informatica platform in a million ways.”

“We’ve taken some of our clients and done some very interesting data cleansing routines with the Informatica ETL maps. We’ve done some very interesting geographical projects where data is synchronized across continents. Those are things you couldn’t do before with a traditional on-premise product.”

Informatica’s strongest potential for growth is MDM, ILM and data quality. That will produce the most revenue for them. Cloud providers will be the biggest clients. They will have to move a lot of data for their own customers and will need Informatica to keep the data under control with data quality tools and an MDM software. Clients will want cloud providers to use Informatica as they are the best tool and have the best reputation.

Marketing & Strategy Executive
Global Consulting Firm

MDM could be a good piece of Informatica’s portfolio. A lot of larger organizations are moving toward an MDM strategy, especially IT-intensive industries like healthcare, banking and manufacturing. The travel industry is a great opportunity as well.

Partner, Management Consulting Firm
United States
“MDM could be a good piece of Informatica’s portfolio. A lot of larger organizations are moving toward an MDM strategy, especially IT-intensive industries like healthcare, banking and manufacturing. The travel industry is a great opportunity as well, and a lot of technology companies often miss that. Travel is very IT-intensive, especially when you look at things like revenue management, travel schedules, fulfillment and supply chain operations. That’s a great opportunity for a tool like Informatica.”

“MDM is 100% a technology play. The initiative might come from the business side—‘I need to see my customer info in one place’—but that task will be passed on to IT to make it happen.”

“Enterprises are looking a lot at data consolidation right now. Within the MDM umbrella, they’re looking for system consolidation and they’re looking at data quality. They’ve got to clean the data, make sure the addresses and telephone numbers match up. That’s a big part of data integration and master data management.”

 “[The need for ETL] varies by industry. In a manufacturing environment, you still see a lot of the batch job processing. In more customer-facing industries like banking, healthcare, insurance, it’s moving toward real time. As consumers, we expect the information now; it can’t be more than a second late.”

“Businesses have an increasing need for business intelligence, and business intelligence is highly dependent on all of those information systems in an organization. It’s an opportunity for Informatica to position themselves as that hub for all things information. That’s here to stay. There’s still a lot of market share there. I think Informatica will be very successful.”


“From a data perspective, that’s where the need is. That Hadoop party is just about to start. If Informatica was to make the Hadoop data, or the unstructured data, easier to work with, that could be an area of growth for them. If they develop it, that’s an opportunity for them.”

“Informatica’s customer support provide a huge advantage over most open-source companies.

“Overall, I think Informatica is pretty well positioned to take advantage of the opportunities ahead of it.”

“Radian6 are going to own the social data space. They’re like the Informatica of social listening and social data. Social is an angle that your sales and marketing teams are going to tune into. ETL and MDM are things your IT people are going to tune into. In terms of audience and customer, I think they are two different silos.”

“Informatica probably doesn’t have a team that knows how to sell MDM. Their experience is in ETL and data management, which were always targeting the back-end, IT infrastructure groups. MDM is very business-facing.”

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Partner, Management Consulting Firm
United States

Founder and CTO of a data management consulting firm in the U.S.

Informatica’s biggest growth opportunity may be in developing tools to work effectively with Hadoop data. MDM is not likely to be a huge driver for Informatica because its lack experience in selling business-facing applications. Informatica can provide the tools to help capture social data, but it is not positioned to extract the value from such information. Informatica’s customer support provide a huge advantage over most open-source companies.

“Informatica’s MDM toolset does really well within the large financial customer domain. That’s where Informatica’s MDM toolset does really well within the large financial customer domain. That’s where Siperian [acquired by Informatica in 2010] started.”

“MDM is an outlier from Informatica’s typical toolset. It’s more business-focused. One criticism is that Informatica probably doesn’t have a team that knows how to sell MDM. Their experience is in ETL and data management, which were always targeting the back-end, IT infrastructure groups. MDM is very business-facing.”
“There are companies that sell to the business side, but Informatica by its nature is a play that sells to the IT infrastructure team. That’s always going to be a difficult sell from that perspective.”

“One thing that would help Informatica is helping companies understand where they fit in. IT knows where they fit in, but the business side holds the budget. IT only manages the budget. I’ve been on the other side, trying to figure out why I need this toolset or why I need to spend X amount of dollars on this toolset. That’s where the challenge is for Informatica. It’s more of a marketing issue than a tool’s capability issue.”

“Informatica’s MDM tool itself is decent, but one problem is the repository for the MDM toolset is not integrated with the repository for the PowerCenter.”

“The way I think about companies like Informatica is that they are like the plumbing. They’re oblivious to what flows through them. Informatica might enable getting to that social data, but getting insight into that data is a different skill set. I don’t think Informatica will perform that function. Getting insights into what social data means is outside Informatica’s platform.”

“The problem for enterprises is not that the data is unstructured but how to get insight into the data they have. Some companies get a lot of data, and it just sits on a hard drive somewhere. What they’re never able to do is to gain insight into that data, make it actionable.”

“Because social data is a very nascent area, as people answer these questions, they’re going to write the algorithms—the combination of these words means X. Once those algorithms are fairly well defined, the next set of problems is going to be solved. I don’t think that’s an area Informatica will get into because that’s more like BI.”

“If you look at any of the open-source companies, they always say they leverage the open-source community and have a large developer network and they all do these things for free, but the minute you have a problem, they say, ‘We didn’t develop this. That’s an unsupported feature. It no longer works with the next version.’”

“Informatica, on the other hand, is very organized around support, so when it comes to mission-critical functions, Informatica is head and shoulders above any of the open-source companies.”

“It’s a very customer-focused company. If a customer has issues, they jump on it.”

“In picking up any software, one of the bigger challenges is finding people who know how to use the software, who can develop on the software. Informatica has a huge developer base, so the total cost of ownership [of its software] goes down.”

“Informatica’s strength in the enterprise space is that it looks at a lot of the ERP systems and has predefined mappings, so you can leverage that to do your ETLs. You can buy a connector from Informatica where they’ve spent the time to understand how a piece of data flows through an ERP system, such as SAP’s or Oracle’s. So it’s literally blazing-fast development time.”

“Informatica has connectors to Salesforce.com, and they do it really well.”

“Informatica by its nature is enterprise scale. For some of the medium- to small-size companies, it’s overkill.”

“What Informatica does really well is allow you to have control over the metadata—the data about the data.”

Marketing and strategy executive for a U.S. consumer data and analytics firm

Informatica traditionally has been a leader in tools that allow companies to manage large data sets on a regular basis. However, the speed, volume and variety of data being produced today are steering enterprises toward different types of software, and Informatica will need to adapt. Software developers have an opportunity to help enterprises connect social and mobile data to the rest of their customer information, an arena Informatica should pursue.

“Informatica is one of the leaders in what has historically been described as ETL. If you have 15,000 databases that you manage on behalf of clients like we do, you have to be really good at extracting, transforming and loading data. Informatica is one of the toolsets we use.”

“Years ago, ETL was the lifeblood of databases, but the whole process is changing. ETL works well where you have very big files that need to get loaded on a regular basis. But the use case is changing. As opposed to a
handful of very large files, now it’s turning into a gazillion really small files that need to get ingested on demand. I don’t know how well Informatica has made that change.”

- “The most obvious trend with data that people see is the volume. Two zettabytes of data were created last year, which exceeds the world’s capacity for the fifth year in a row. We’re actually creating more data than we have the physical capacity to store, and that problem is getting worse.”
- “The volume of data overpowers traditional information systems. They are just not designed for the physics of today’s data flow. That’s why things like Hadoop, Cassandra and MapReduce have come out to deal with that problem.”
- “Another issue is the variety of data. The most interesting data today is unstructured. Roughly 80% of all this new data is unstructured—images, video, status updates, blog posts. The data doesn’t come in neat, little packets, the way that traditional information systems have been built to expect.”
- “The value of data itself can often be fleeting; it’s transient. The value of search is very transient for a lot of applications. If I’m searching for something because I’m in the market to buy, the value of that goes away once I buy.”
- “This is particularly a factor for Informatica. It used to be that you would have these neat, little processes where systems were updated every month or weekly or maybe even daily, but now that the value of data is transient and fleeting, there are a lot of applications where real time matters. If you’re not real time, you might miss the value.”
- “Another issue is data quality. In the traditional world, information systems professionals would go to great lengths to ensure quality. In the online world, data quality gets short shrift. There’s research that shows a lot of these online data places get gender wrong as much as a third of the time.”
- “From a marketer’s perspective, it’s all about social, mobile and local [data]. Each of them has grown up disparate, so you have technologies that are focused on just social or just mobile. Increasingly organizations are thinking about how to connect what goes on in the social world with what they already know about customers.”
- “The whole unstructured nature of social data presents new challenges for information architecture.”
- “Companies like [Salesforce.com’s] Radian6 have built decent business models around the idea of social listening. Others have created great tools for managing your presence in the social world. The next logical evolution is to get them connected to the rest of the company, the integration of what happens in the social world with the balance of the company.”
- “The real opportunity is going to be not how organizations react defensively [to social media data] but how the social channel can help them better engage customers. That’s an integration challenge, and one would think a company like Informatica would have its eye on that.”
- “Compiling and selling data are probably 10% to 15% of our business. The vast majority is helping clients connect what they see in transactional information from customers. That’s where an Informatica type tool would be used. We help manage these databases for clients, analyze them and help them connect the data to decision making, such as ad buying or CRM systems or yield management.”

2) INFORMATICA CUSTOMERS
Two of these four sources said Informatica’s growth will come from its cloud solution, which helps companies manage and optimize their IT costs. Informatica also helps to reduce costs with its business-to-business exchanges, fast ROI and low TCO. One of the two sources expects Informatica’s growth also to come from blossoming demand for ILM and MDM software. He cited a survey that revealed only 30% of his clients had MDM software. ETL growth has peaked, though customers remain pleased with the product. Sources were critical of Informatica’s lack of a strong indirect sales organization, which has difficulty explaining and selling the products. One source said existing social data tools, including those from Informatica, are
Informatica Corp.

not mature and that an end-to-end solution is needed. Another said Informatica needs to improve the versatility and reusability of its software but that its market share was stable. Sources disagreed on whether Informatica’s best strategy was to cross-sell to existing customers or to sell its core product to new customers. The final source has been pleased with Informatica’s ETL but will not add its MDM solution.

➤ CIO at a major Informatica client in Europe; repeat source
Informatica will continue to grow thanks to its new focus on ILM, big data, mobility, cloud, virtualization, MDM and V5 migration. This source’s survey of Informatica clients showed only 30% had MDM software. He cited a growing need for these solutions, and said Informatica is in the right market with the appropriate products in a time of cost reduction.

■ “MDM, ILM, big data and data quality tools will be the new engine of growth as they are needed and penetration is low. We did a survey among Informatica clients and the result is that only 30% have MDM software, so there is a lot to do in this area.”

■ “Data quality tools are needed if you want to work with big data. Again, very few companies have data quality tools. You also need to look at the whole data lifecycle with ILM tools.”

■ “V5 migration will be the main focus with most clients upgrading to the new version to be able to take advantage of the new features.”

■ “With reduced budgets, users need to have fast ROI and lower TCO. Informatica cloud solutions are perfect for this new need, so clients don’t have to start huge projects and pay lots of license fees ahead.”

■ “There are more and more systems that need to talk to each other in real time, and Informatica has a role to play there. In time of cost reductions, exchanges are important. The whole B2B scenario is needed even more. Purchases, core business, supply chain—everything passes through portals and portals need to connect different companies’ ERP. You can’t do that without Informatica converting and applying quality to data.”

■ “Growth is coming both from existing clients who add functionality and upgrade to V5 and also new clients. We see new Informatica users every day, large companies in retail, banking, insurance. The Informatica community is growing. And the existing clients stay as Informatica solutions do bring a lot of advantages.”

■ “Companies want to know what is going on. True, there is a slowdown in the economy and some areas are not growing as much. However, there is even more need to control the data and to know what to do with it, to find new strategies.”

■ “Big data is probably the most important issue now and brings a lot of questions on data quality. There are plenty of connectors but they do not produce quality. If we take a few examples such as RFID [radio frequency identification] and traceability, data quality is very important here. All those requirements produce big data, and it has to be pertinent and usable in the whole enterprise. Several marketing companies also pointed out to me that without data quality they can’t work.”

➤ Chief IT architect for a construction supply firm
Informatica could see some growth from cross-selling additional products such as cloud integration to existing customers, but its local sales force and channel partners need to do a better job pushing and explaining the products’ value. The growth of social networking data provides an opportunity for Informatica or any company that can develop a solution that ties together social and transactional data and automates a response to the information. His company used Informatica’s PowerCenter for a major integration project and found it to be technically strong. A lot of his company’s data integration needs now are met by SAP, but PowerCenter still is used for certain small projects.

■ “I see [cloud] products and services as key in the Informatica portfolio, with a huge potential for growth due to the maturity of the ITQ and BPO concepts, as well as a trend towards optimization of IT costs. Unfortunately, the Informatica sales and presales people only sell the technology, not the business linkage with the ITO, BPO strategies.”

■ “We’re looking at cloud services to support outsourcing initiatives with IT and business processes. One of the concerns [with that type of outsourcing] is about security and control of certain systems, such as the ERP, but we do feel comfortable outsourcing other systems, such as CRM, help desk and dispatch. But those systems require integration into the ERP, so that’s the value proposition of Informatica in cloud integration—supporting
the BPO strategy. A company would use [Informatica’s cloud service] for data integration between the company and the outsource supplier or SaaS platforms, such as Salesforce.com integrated into our on-premise SAP.”

- “Due to Informatica’s lack of strong organization at the local level and in its partnership network, customers like us don’t know the latest products and their value proposition. We have to investigate by ourselves and then request more information. For instance, the cloud integration products are quite interesting for us, but we only know the sales speech, not the technology behind the solution.”

- “The main issue that we have in terms of data is the social networks data trend. The issue is not to integrate satellite apps with our ERP, but to analyze in near real time what happens outside our company, not just inside transactions. We already experiment with some SaaS solutions for this, but from our point of view, [existing solutions] are not mature.”

- “The solutions need to be more end-to-end. They need to integrate the outside world—social network feeds about our brands, products, customers, company—with the transactional data to trigger actions. For example, a complaint in Twitter about our key product would trigger an automatic service ticket in our CRM. Today, we perform those actions very manually.”

- “Right now, the need for an end-to-end solution for social data mining is addressed by BI vendors like MicroStrategy [Inc./MSTR] and some niche vendors such as Lithium [Technologies Inc.], but they lack the data integration piece. Informatica does not yet have this specific solution I mentioned, but they have all the technical foundation to enable it due to their experience in data integration, message queuing and business-to-business data exchange products.”

- “This end-to-end solution approach is still new and is needed by companies like us or other Fortune 1000 firms. I see an opportunity for vendors like Informatica. I believe that Informatica can offer a service like this in the midterm—maybe in the short term with ad hoc solutions and later with an official product. In the meantime, the market is addressed by niche vendors.”

- “Informatica’s strengths include a strong technical foundation, several alternatives for data connectors, proven performance, strong metadata management visibility at the corporate level and products besides PowerCenter are well integrated.”

- “Their weaknesses are that the local Informatica sales reps and their partner channel lack some resources from a technical point of view. Also, the development component of PowerCenter is still a little bit primitive in order to manage versions, security and multiprojects’ independence.”

- “We started our Informatica endeavor in 2005. At that time, our company was growing through mergers and acquisitions, and we acquired [another company] with operations in Europe and the U.S. Our application landscape at that time was dominated by [Oracle’s] J.D. Edwards, ERP and several satellite applications connected with the ERP via [IBM’s] DataMirror technologies and homemade interfaces. But [the company we acquired] was SAP-centric. After a detailed analysis, we decided to replace JDE and move forward to SAP, with a new business model.”

- “The challenge for data integration was huge—integrate legacy JDE with the new SAP for coexistence, integrate more than 300 local satellite applications with the new SAP and migrate legacy JDE historical data. We evaluated several options in the market, including SAP standards and products for data integration, but we selected Informatica PowerCenter, mainly for time-to-market implementation and SAP compatibility. We started with PowerCenter, then added the MDM solutions and increased our connectors.”

- “Today, our scenario is much simpler than it was in 2005. We have already optimized and reduced satellites and now our approach is more SAP-centric, but Informatica still remains in our application ecosystem for key satellite integration and Business Intelligence services—SAP and non-SAP.”

- “We’ve started to use SAP integration tools for data management, the NetWeaver portfolio. But the complexity is high and the related cost to enable the solutions is a little bit prohibitive for small projects. That’s the reason Informatica PowerCenter is still an option for us for data integration.”

Due to Informatica’s lack of strong organization at the local level and in its partnership network, customers like us don’t know the latest products and their value proposition. We have to investigate by ourselves and then request more information. For instance, the cloud integration products are quite interesting for us, but we only know the sales speech, not the technology behind the solution.

Chief IT Architect
Construction Supply Firm
For SAP-centric companies like us, SAP’s NetWeaver integration component is a primary option, but from the best-of-breed standpoint, I firmly believe that Informatica is the best option for the cost-benefit ratio as well as for their level of investment in R&D to increase their portfolio.

IT executive for an international provider of transportation and business services
Informatica’s best opportunity for growth is in selling its core product to new customers rather than selling additional software to existing customers. Informatica’s data management solutions are solid and competitively priced, but the company could gain share by improving its software’s versatility and reusability.

- “Reusability is missing in data management software. At least with Informatica, that is a shortcoming that we face. Every project is a new effort from a development standpoint and from an operational standpoint. This is something data management software like Informatica can improve upon.”
- “I’ve used Informatica for almost 12 years now. We are using PowerCenter 8 currently and are in the process of upgrading to 9.”
- “Informatica’s market share and presence is excellent. It is a stable and comparatively priced product. Ab Initio, on the other hand, is a versatile product but is not priced to market well.”
- “Ab Initio, Oracle, SAS [Institute Inc.] are some of their direct competitors. I do not think Informatica is losing their market share as a whole, but they could eat a bigger pie if they improve their product technically as well—make it versatile and reusable.”
- “Due to the economic pressures, I do not see [Informatica cross-selling more products to existing customers]. Businesses are cutting costs and are conservative at this time. They may be able to sell PowerCenter to new customers due to their market appeal, but cross-selling is hard in this economy.”
- “Data integration is the biggest data management issue facing enterprises. Consolidation, acquisition and business dynamics are driving this change, and it is a continuous IT effort for any big enterprise.”

IT manager at a large bank in Europe; repeat source
Informatica has really good tools, but they are expensive. The bank is not planning to spend anything on ETL or MDM. It is using Microsoft tools for current operations as well as Informatica in some part of the enterprise. The bank is open to BI software that does its own data mining, such as QlikView.

- “We use Informatica in some part of our system. Informatica has very good ETL tools, and they are expensive. For the rest, we use mostly Microsoft Integration services and they are quite good. We also have SAP and Oracle, but we don’t use their ETLs.”
- “We are not planning to change any ETL so far, and we are not planning to implement any MDM as well. Our data management infrastructure will stay as it is for the time being. We are keeping Microsoft as our main supplier, with Informatica in some specific areas. We are not planning to integrate any big data and do not need additional data management tools.”
- “We did look at tools such as QlikView that are able to do their own data mining and do not need expensive implementations to be used by the final user.”

3) INDUSTRY SPECIALISTS
Three of four sources said Informatica’s growth will come from demand for its MDM and data quality tools. One source believes this growth is most likely to come from cross-selling MDM and cloud services to existing customers; expanding to new clients is more challenging, though SMBs are intriguing possibilities for new business. Big data and social data have vast potential, but products are immature and adoption is slow. One source said Informatica is not well positioned for big data because users will not need enterprise-level tools. Two sources said open-source solutions are a threat and a good option for customers. Informatica remains a leader in ETL, but the market is not growing. One source said the company is developing new tools for ETL to address the demand for real-time data in retail and logistics.
Informatica Corp.

Marketing and strategy executive for a consulting firm in Europe
Informatica is a leader in the MDM and ILM markets. Demand is strong in those two sectors because companies need to know more about their clients. Informatica has developed new tools for both traditional ETL and ILM, giving it an advantage over other ETL vendors that do only classical ETL. The traditional ETL sector is changing rapidly from batch processing to real-time data management to use in various platforms. The source believes social data will be transported into the ERP and then will require Informatica’s processing services.
- “The integration market is very dynamic. We had an MDM seminar and not only was it full of people but we had many RFPs and project declarations. To give a comparison, the CRM seminar was not as full.”
- “The MDM area has a great potential. There is competition from Oracle and SAP who are mainly selling to their clients. SAP is not as good with heterogeneous data. Informatica is a pure player that is very successful. The only threat is IBM. Tibco has a strong solution that is process-centric while Informatica is data-centric. Because of that, they don’t step on each other’s toes too much.”
- “Retail, banking, insurance and B2B in general are the most successful markets for Informatica right now. There is competition, but Informatica put a lot of effort into MDM and they are successful.”
- “Informatica’s ETL business is potentially very good. While traditional ETL is a commodity, new developments aren’t. The whole ETL market is in total transformation. We are going from a synchronization model to a streaming one. In a data warehouse we don’t want batch processing all night but data available at any time even if a short delay might apply. ... Informatica can do real-time data management. IBM and Oracle can do that well. SAP HANA is too expensive and less known. There are no other competitors.”
- “Informatica is focusing on big data and social networks, where the potential is huge. Right now companies are moving step by step as big data has a big impact on IT systems. That is why we do not see big projects but a slow adoption. Hadoop is one of the first steps, but as we get into the ERP, Informatica has a role to play.”
- “The data integration market is quite interesting now: On one hand companies are integrating data in the back office with CRM and SCM, and on the other hand they are working to have clean data for the front-office BI and CRM applications.”
- “We are going toward a data-centric market; our client managers want to work and explore data by themselves. QlikView is going in that direction with their latest QlikView Express, powered by Expressor. A new data integration solution specifically designed to enable users to extract, transform and load their data into QlikView for comprehensive analysis and reporting. Informatica is also an enabler for this new demand. SAP HANA can be a threat and comes with its own data integrator; however, it is not established and known as much as Informatica.”
- “Another area of growth is client applications. More and more retailers, whether a website or physical shops, want to know who their client is and customize their offer. That is impossible to do without MDM. Data quality is also important for that; Informatica has very good tools to check data quality.”
- “Last but not least, Informatica has developed an indirect channel that needs a lot of work. So far, midmarket penetration is low and slow for them; they need to do more with their partners.”

BI consultant and author in the U.S.; repeat source
Informatica’s growth is going to have to come from selling additional products such as MDM and cloud solutions to existing users of its main platform. The company could gain some traction in the growing SMB market though its price structure is an obstacle. Hadoop is a major threat as the market for data management moves toward a bottom-up model. Social data is a wide-open field, but Informatica will have to move quickly to get its existing customers to use its social data solutions.
- “Informatica has a virtual lock on the enterprise data integration market from a branding and perception perspective. There are other enterprise solutions out there, but Informatica is the only purely data integration vendor. As a consequence, Informatica is expensive and risks missing out on the emerging SMB market or OEM channel play.”
“Hadoop, like any platform innovation, threatens to potentially overturn the conventional market order. Informatica is a top-down data integration/data warehousing vendor, while Hadoop and emerging visual discovery vendors offer a more agile, bottom-up approach to acquiring, transforming and analyzing information. While you need both top-down and bottom-up, the current market forces are aligning behind bottom-up strategies and Informatica is vulnerable there.”

“[Their] strategy is pure cross-sell. Only Hadoop and SMB markets are growing.”

“[Informatica’s] ability to cross-sell additional products] depends on what the initial buy is for. Assuming it’s PowerCenter for data warehousing, then cross-sell flows seamlessly to PowerExchange to connect to additional sources, data quality, MDM and real-time data capture. Once a company is in that deep, they’ll look to leverage their Informatica skills and licenses if they need other data integration tools.”

“Most of the MDM vendors got bought by Oracle, IBM, SAP, etc. Ditto for data quality solutions. Cloud is up and coming, with SnapLogic [Inc.] and Dell [Inc.’s/DELL] Boomi as contenders. Not sure about ILM although IBM has a solution for sure.”

“[To succeed in the SMB market] Informatica has to focus on it and deliver an SMB package, which I think they have. Their cloud offering is more SMB-like in functionality and ease of use.”

“[Social data] is an open field now. There are some nimble upstarts using modern technology and new channels that could dominate if Informatica doesn’t move quickly to cement its installed base and grab new market share. By all accounts, it seems to recognize the threat and potential and is taking the appropriate steps.”

“In many respects [the challenge for enterprises] is the same as it always was and always will be: integrating data and delivering consistent definitions to shared metrics and data elements across functional boundaries. Beyond that, [the key data management issues involve] moving to real time, integrating external data, and incorporating unstructured data into analytical investigations to do social media analytics, track customer interactions, not just transactions.”

“Certainly, integrated unstructured and semi-structured data has been a huge blind spot within analytics for many years. Also, creating agile data management structures—that is, data warehouses that can be quickly changed to meet new business requirements.”

Analyst executive for a consulting firm in Europe; repeat source
Informatica is very well known among the Fortune 1000 for its excellent ETL tools, but the ETL market is not growing. Growth will come from companies looking to update MDM solutions and data quality. Informatica will need to be part of the big data hype. Competition is fierce, and Informatica is penalized by being independent. Partnership and channel will be key to Informatica’s success. Cloud solutions will be important, but license revenues will be penalized as service providers usually buy with a discount.

“Informatica ETL Business is good but it will not have much growth potential. Growth can be found in data quality and MDM. For example, there are several companies who would like to update their MDM client files and their CIM [customer information management] with data from social networks. There is less demand for MDM PIM [product information management].”

“In this new field, there is more competition than clients. SAS, for example, just presented to us their new offer. It is an appliance done in partnership with Teradata [Corp./TDC] and IBM. SAS has the front-end analytical tools, IBM has Netezza, and Teradata, the database. They said you can also purchase just a Hadoop database with SAS tools to save money. Some companies have already chosen this solution, which is already packaged and in working state.”

“Informatica should prepare a similar offer to Teradata if they want to compete in the social network analysis market.”

“There is a new branch of IT that analyzes the web and social networks. It is usually a data scientist with strong knowledge of both computer sciences and statistics. They usually work with Hadoop plus all the data mining.
Web harvester tools. ... Usually it is done by a service provider, and a data file is given to companies to use in their ERP. They can cross data and learn more about their clients for personalized offers.”

- Informatica might lose some business as licenses are sold to service providers instead of clients. This can reduce license prices as service providers get more discounts. Also, service providers can use seats for multiple clients. Clients can also buy appliances or analytical platforms to do the job and those might have different ETLs as HANA or Qlik do.”
- Informatica tools are powerful and their ETL is real time, a big advantage compared to others. Clients love real-time ETL. They can gain new business thanks to cloud offers, but they need to have more marketing. Or they can put their software in packages with other vendors. They have to have more visibility anyway.”
- “There can be a rush to acquire data from the web; in fact, several companies think Facebook and other social networks might charge more in the future for their data. So right now there can be a little hype.”
- “There is a lot of hype around big data. European legislation is hindering some of the growth around that as we can’t go and collect data about people without their consent. Very often, data mining is given to service providers in America or in Asia to avoid European legislation.”

Data analytics professional in the U.S., with experience using Informatica

The data management market is moving toward cloud-supported and decentralized solutions for end users rather than Informatica’s server-based tools that are aimed at IT personnel. Open-source options will be good alternatives for many companies, and Informatica will struggle to win new deals because its solutions tend to be expensive and difficult to implement and learn.

- “The major data management issues facing enterprises include the proliferation of data sources outside a data warehouse, such as public data; the need for integration of external data with the internal data warehouse or operational data; and the shift of data transformation away from IT groups into the business and end users.”
- “[Potential] growth drivers for Informatica would be the need for centralized data integration and real-time data processing.”
- “However, the market will trend toward decentralized and cloud-augmented ETL models. I think it’s already happening. Large corporations such as CBS [Corp./CBS] are already implementing ETL processes via Hadoop on an internal cloud. They use this tool to process web logs faster and cheaper compared to their existing tool.”
- “End users need faster access to large data sets, need to transform them based on their needs and don’t have the time to have IT build a process, especially if the process may only be in place for a couple of months until the analytics project is finished. Informatica and other incumbents are not built for end users; they are built for ETL specialists.”
- “You will see a shift back to more hands-on tools, whether it’s data management/processing via languages like Python or Ruby, or via semantic ETL tools like Expressor Software. The common ground is that it can be run or controlled from the end user’s desktop and provides sufficient throughput to solve their data integration or processing problems.”
- “This is not an environment that Informatica can easily compete in. Their software is not designed for this.”
- “We’ve used an earlier version of Informatica to load data into a data warehouse. However, in today’s world, Informatica and most other server/development-based tools are too cumbersome to use and have too steep of a learning curve.”
- “It will be hard for Informatica to attract new customers due to high entry prices and low value proposition for smaller shops.”
- “Talend and other open-source tools will be good alternatives, as is Microsoft SSIS.”

Informatica tools are powerful and their ETL is real time, a big advantage compared to others. Clients love real-time ETL. They can gain new business thanks to cloud offers, but they need to have more marketing. Or they can put their software in packages with other vendors. They have to have more visibility anyway.”

Analyst Executive, Consulting Firm North America

Data analytics professional in the U.S., with experience using Informatica

In today’s world, Informatica and most other server/development-based tools are too cumbersome to use and have too steep of a learning curve. ... It will be hard for Informatica to attract new customers due to high entry prices and low value proposition for smaller shops.

Data Analytics Professional
United States

Blueshift Research
321 Pacific Ave., San Francisco, CA 94111 | www.blueshiftideas.com
“Microsoft SSIS is a strong competitor in Microsoft shops. The Hadoop ecosystem will take away a large chunk of text data ETL that does not require too many transformations, primarily in the processing of machine data like log files.”

“Most existing [data management] solutions focus too much on project-driven or IT/development-centric approaches. In order to efficiently utilize new data, the business analysts need to have tools in hand that allow them to manipulate data. That’s why tools like QlikView and others have ETL functionality built in.”

“Right now, the analytics vendors are best positioned [for social data] because they offer sufficient ETL tools for data integration. I don’t need enterprise-level data management tools for big data analytics. End-users will not learn Informatica to solve their problems, and it would be too slow to react to the business’ needs.”

“Names that come to my mind: QlikView, Tableau [Software], [Microsoft’s] Excel, PowerPivot and SQL Server, Talend, MicroStrategy. The common thread [among those vendors] is that data management and ETL is just the means in the tool to quickly integrate data and feed/drive the analytics engine.”

**Secondary Sources**

**These two secondary sources focused on next-generation ETL tools using Hadoop’s and QlikView’s compatibility with Informatica software.**

- **June 12 Information Week article**
  Two upstart data analytics vendors working on top of Hadoop are offering competing ETL products and believe that incumbent business intelligence tools cannot keep up with next-generation tools.
  - “Datameer and Karmasphere, two competing upstart vendors offering reporting, data-visualization, and data-analysis capabilities on top of Hadoop, released new versions of their software on Monday. Both talked up the need for next-generation tools.”
  - “It’s not that old-school business intelligence software tools are going away, these upstarts grant. But both portray batch-oriented extract-transform-load (ETL) data integration, relational data warehousing, and old-school analytics as too slow, rigid, and expensive to keep up in the big-data era.”
  - “Hadoop is the future, these vendor’s [sic] contend, because it’s a massively scalable data-management and analysis environment that can handle variably structure data from many sources—log files, clickstreams, sensor data, social media sources and so on—without the delays inherent in dealing with the static schemas of relational databases.”
  - “If companies want to look at recent point-of-sale transactions alongside Web site clickstreams, recent online enrollments, email campaign results, and social media chatter, for example, it would be difficult if not impossible to quickly put all that data into a relational data warehouse and look for correlations.”
  - “Datameer and Karmasphere offer integration, data-analysis, and data visualization products that run on Hadoop. They’re two of the better-established companies hoping to provide what they describe as next-generation platforms. Founded in 2009 and 2005, respectively, Datameer and Karmasphere are private companies that each have a handful of nameable customers. Datameer points to blue chip Visa, among others, while Karmasphere says Intel and Microsoft are customers.”
  - “In his company’s work with a global bank on meeting Basel II capital requirements, Datameer CEO Stefan Groschupf reports that more than 250 data sources are required.”
  - “Finding a perfect star schema and building the required ETL for that is impossible,’ Groschupf told *InformationWeek.*”
  - “In another example, a big retailer wanted to get data that helped it better understand all its interactions with customers, rather than looking at isolated transactions.”

*Information Week Article*
“ETL and data warehousing and BI are just fine for the problem of looking at transactions here and there, but there’s no chance of bringing it all together to look at the interactions across all of the islands of information,” Groschupf says.

“Hadoop also scales in linear fashion to solve the data-volume challenge, and it’s built on commodity hardware, so it’s less expensive, terabyte for terabyte, than conventional relational systems, Datameer and Karmasphere contend.”

“Datameer’s platform for analytics on Hadoop provides modules for data-integration (including connectors to mainframes, databases, social sources like Facebook and Twitter, and more), a spreadsheet-driven data-analysis environment, and a dashboarding and data-visualization environment, the last part being new in version 2.0. The upgrade also introduces two lower-priced editions designed for fewer users and lower data volumes than the enterprise version.”

“Datameer’s key appeal is its spreadsheet-driven data-analysis environment, which the vendor says provides more than 200 analytic functions from simple joins to predictive analytics. Most importantly, it’s said to eliminate the need for Hadoop wonks and IT people to support data analysis. The interface is designed to let business analysts—and certainly any SQL-savvy BI or data-warehousing power user—use a point-and-click interface to analyze data within Hadoop. In the background, Datameer’s software turns the selections into Hadoop-based MapReduce and data-manipulation jobs without users having to write code.”

“Datameer Enterprise starts at $100,000 and supports Hadoop deployments with hundreds or even thousands of nodes. Datameer Workgroup is subscription based software that creates a small-scale Hadoop deployment on a single server. It starts at $3,000 per year for up to 10 users, but data volumes are limited to one terabyte. Exceed that ballpark and you’ll have to upgrade to the enterprise edition, thought the reports and analyses are portable.”

“Hadoop is actually misperceived as a solution that’s exclusively about big data, according to Groschupf, who contends that it’s suitable for small deployments where variable-data analysis is required. Datameer says possible workgroup uses include the same sorts of analyses Hadoop users might contemplate—like finding correlations among clickstreams, online signups, and e-mail campaigns—but with a week’s worth of data instead of a year.”

“Datameer Personal is $300 per year, limited to 100 gigabytes per year, and creates a mini Hadoop environment on a PC, giving power users a development and design environment to do small-scale social media analytics.”

“Karmasphere’s pricing is based on the number of nodes in the cluster and the number of named users. Small, five-node/five-user systems start at around $10,000 and average deployments for 30- to 40-node cluster with 10 to 20 users are $40,000. Truly large-scale deployments with hundreds of nodes cost $250,000 to $300,000.”

“For companies building on Hadoop that aren’t invested in so-called old-school BI or relational data warehousing, Datameer and Karmasphere should clearly on the short list. If you’re a SQL shop that’s heavily invested in more conventional BI, it can’t hurt to explore your Hadoop-integration options. Connectors to the Hadoop Distributed File System (HDFS) are commonplace. Less common are connectors to Hive, but keep your eye on growing maturity here.”

There are also emerging HCatalog capabilities within Apache Hadoop software that have made it possible for data warehousing vendors including EMC and Teradata’s Aster Data unit to tap Hadoop data as if they’re indices in any conventional relational database.”

“The idea of holistic analysis is what the enterprise data warehouse was always about. For many, the enterprise data warehouse remains an elusive dream. Even for those who think they’ve achieved it, it has always been hard and expensive. We have yet to find out if ‘next-generation analytics’ on top of Hadoop will fulfil [sic] the promise of doing so at a lower cost and across a wider variety and larger scale of data.”

May 14 Information Week article

The next version of QlikView will be compatible and easily integrated with Informatica software.
“QlikTech says its next release, currently dubbed QlikView.next, will deliver movie-star good looks and the brains of a genius. These are terms not typically applied to a BI tool, but with the combination of gorgeous user interfaces and comparative analytics that speed decision-making, the vendor says QlikView will deliver.”

“The vendor revealed plans for the release, due in 2013, at its annual conference in Miami late last month, where more than 900 partners were in attendance.”

“Donald Farmer, VP of product management at QlikTech, laid out five themes in the next QlikView product release: gorgeous and genius, collaboration, mobile and agile, open platform, and enterprise ready.”

“QlikView has been winning deals based on its appealing user interface as well as its unique associative analysis capabilities, which help users readily see how data relates—or doesn’t. For example, a doctor treating a patient can visualize which treatments have already been tried, as well as what hasn’t been tried. These sorts of queries are difficult, if not impossible, in a SQL-only world because they require complicated techniques like double-outer joins, intersect queries, and many subqueries.”

“Farmer outlined how Qlikview.next would further improve on analysis and speed decision-making through context, colors, and the ability to tell a story with data.”

“QlikView 11, the current product, delivers primarily IT-developed applications and dashboards, but the demo of QlikView.next presented the concept of business-user-assembled dashboards. QlikView 11 introduced collaborative features (see my BI Scorecard in-depth review), but with the next release, Farmer says QlikTech wants to make collaboration more pervasive.”

“With fast uptake of tablet devices (Apple sold 3 million units of its latest iPad in the first three days of the product’s launch), it’s not surprising that mobility is a key theme for QlikView.next. What was surprising, though, is that QlikTech gave a nod to Windows 8 impact on both the desktop experience and mobile, whereas most other BI vendors seem to have largely dismissed Microsoft’s influence on mobile.”

“QlikTech has grown as a company and QlikView applications have grown in scale, so QlikView.next will introduce more open API’s for partners to develop applications. It was noteworthy that this was the first partner conference that included an exhibit hall for technology partners such as Panopticon, Informatica, and Expressor.”

“The Panopticon [sic] integration, for example, brings real-time streaming into a QlikView dashboard. Expressor and Informatica integration brings more robust data integration and ETL than currently available in QlikView. Other planned improvements to enterprise administration include better tools for IT to manage large QlikView applications.”

“Noticeably absent from QlikTech’s future product strategy were plans for cloud deployment or big-data analysis. Scalability of QlikView applications was a theme in a number of track sessions, but there was no mention of integration to big-data platforms such as Hadoop.”

“QlikTech’s partner network, with numerous resellers that account for half the company’s revenue, is a competitive differentiator versus QlikTech’s chief rival, Tableau Software, which only recently began developing such a network. The network is also a differentiator versus mega BI vendors that have often failed to nurture such relationships. As one partner said, ‘with SAP we are a pawn, and they are the king. With QlikTech [the relationship] is direct, fair, and customer centric.’”

“This marked the first time that QlikTech invited analysts to its partner conference, a reflection of both the organization’s growing prominence in the BI space, but also its maturation in its ability to respond to questions and sometimes provocative criticism from analysts.”

“In some respects the conference was also a who’s who in the BI industry, as a number of industry veterans have flocked to this fast-growing vendor. There’s been a brain drain at some of the larger BI companies, and QlikTech has been among the aggressive smaller vendors attracting top talent.”

Additional research by Seth Agulnick

Informatica integration brings more robust data integration and ETL than currently available in QlikView.

Information Week Article

Additional research by Seth Agulnick
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