



Everest Group Data Observability Technology Provider PEAK Matrix® Assessment 2024

Focus on DQLabs

June 2024



Introduction

In recent years, enterprises have embarked on a modernization journey, harnessing data to drive innovation and become digital-first organizations. The rising adoption of AI/ML has further revolutionized how enterprises utilize data, thereby significantly increasing its access and consumption. However, the constantly changing dynamics of high-volume data, coupled with the complex interdependencies between platforms, have heightened the challenges faced by data teams. These complexities hinder their visibility into data movement, impacting data quality, reliability, and cost management. In response, enterprises are embracing modern data management practices such as data observability. This empowers organizations to gain comprehensive visibility across their data stack, proactively detect and resolve data-related issues, and ensure the accuracy and reliability of their data. Technology providers, with their development of AI-/ML-powered capabilities and investments in next-generation technologies, can assist enterprises in successfully navigating these complexities.

In this research, we present an assessment and detailed profiles of 20 data observability technology providers featured on the [Data Observability Technology Provider PEAK Matrix® Assessment 2024](#). Each provider profile provides a comprehensive picture of its strengths and limitations. The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading data observability technology providers, client reference checks, and an ongoing analysis of the data observability market.

The full report includes the profiles of the following 20 leading data observability technology providers featured on the Data Observability Technology Provider PEAK Matrix:

- **Leaders:** Acceldata, Ataccama, DQLabs, IBM Databand, and Monte Carlo
- **Major Contenders:** Anomalo, Bigeye, DataKitchen, Decube, Kensu, Metaplane, Qualdo.ai, Sifflet, Soda, Telm.ai, Unravel Data, and Validio
- **Aspirants:** DataBuck (FirstEigen), RightData, and Timeseer.AI

Scope of this report

Geography: global

Product: data observability platform

Technology providers: 20 leading technology providers for data observability platforms

Data observability products PEAK Matrix® characteristics

Leaders

Acceldata, Ataccama, DQLabs, IBM Databand, and Monte Carlo

- Leaders have established themselves as pioneers in offering data observability platforms for enterprises across industries and buyer segments. They have displayed a focused vision and strategy to drive data operations transformation through data observability for their customers
- A majority of the Leaders have built a wide partnership network by forging partnerships with System Integrators (SIs), hyperscalers, cloud data platforms, and technology providers, to broaden their offerings and increase enterprise mindshare
- They are strategically investing to expand their data observability capabilities through acquisitions, partnerships, and integrations, among others. Additionally, they are also at the forefront of innovation and driving enhanced customer experience by leveraging next-generation technologies such as generative AI and NLP

Major Contenders

Anomalo, Bigeye, DataKitchen, Decube, Kensu, Metaplane, Qualdo.ai, Sifflet, Soda, Telmai, Unravel Data, and Validio

- Major Contenders offer coverage across various modules of data observability and have shown high confidence in their sweet spots within the data observability spectrum. Additionally, they are making continued investments to expand their offerings and offer a holistic platform to their enterprise clients
- While Major Contenders have the vision to develop full product play and have outlined plans to enhance offerings, their platform capabilities are yet to match the comprehensiveness, scale, and balance of Leaders
- They need to supplement their vision and investments with an effective communication of success on transformative data observability engagements to enhance their market perception

Aspirants

DataBuck (FirstEigen), RightData, and Timeseer.AI

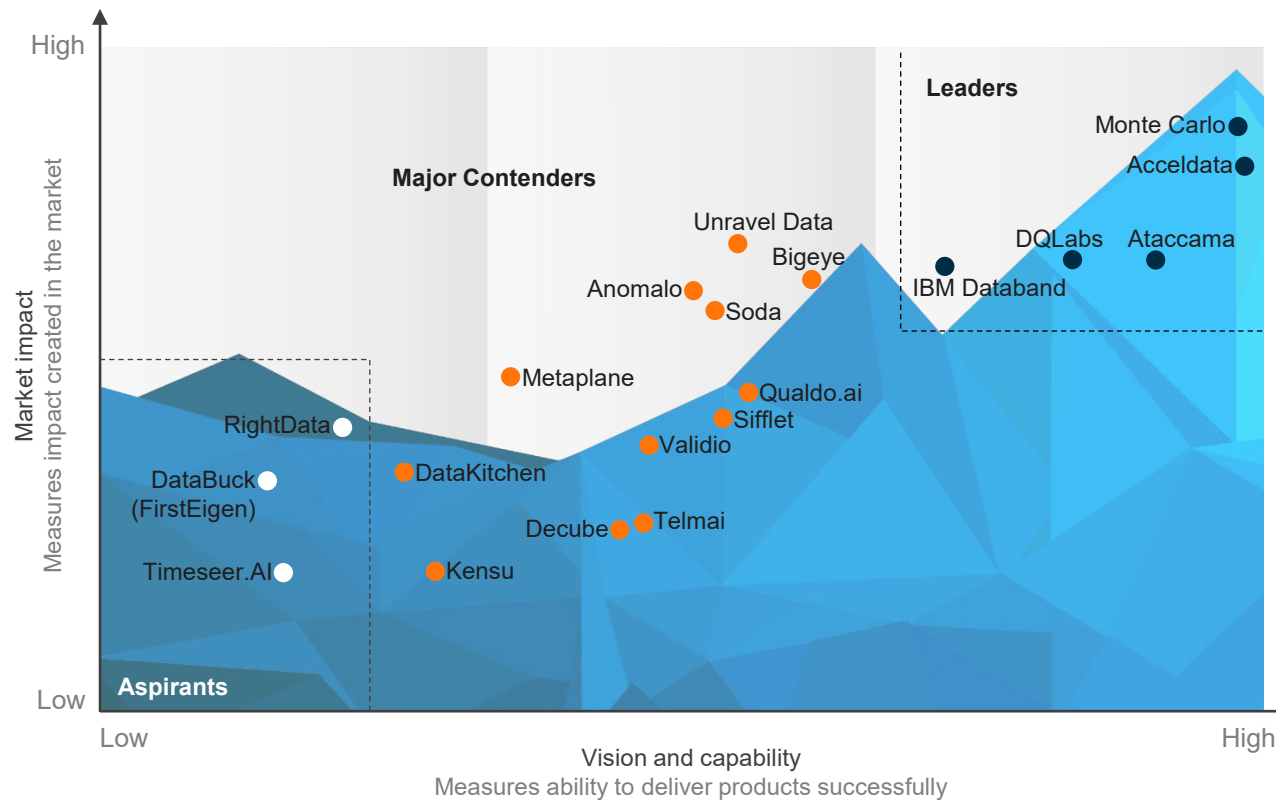
- Aspirants currently maintain a modest market presence and are focused on strengthening their capabilities in their preferred data observability module. Their strategic focus and investments are directed toward upgrading and improving these flagship capabilities
- Aspirants should aim to enhance their brand recall and increase their presence across enterprise accounts by focusing on expanding their capabilities and forging partnerships with technology providers

Everest Group PEAK Matrix®

Data Observability Technology Provider PEAK Matrix® Assessment 2024 | DQLabs is positioned as a Leader

Everest Group Data Observability Technology Provider PEAK Matrix® Assessment 2024^{1,2}

- Leaders
- Major Contenders
- Aspirants



¹ Assessments for Kensu and Metaplane exclude technology provider inputs on this study and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of technology providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

² Assessment for Anomalo is based on partial inputs provided by technology provider and is also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of technology providers' public disclosures, and interaction with buyers. For this company, Everest Group's data for assessment may be less complete

Source: Everest Group (2024)

DQLabs profile (page 1 of 5)

Overview

Company profile

DQLabs, founded in 2020, is a modern data quality platform that enables enterprises to produce trustworthy and correct data to improve business outcomes. With an automation-first approach and self-learning capabilities, the DQLabs platform combines the benefits of data observability, augmented data quality, and data discovery to help data producers, consumers, and leaders turn data into action quickly, easily, and collaboratively.

Headquarters: Pasadena, California **Website:** www.dqlabs.ai

Key leaders

- Raj Joseph, Founder and Chief Executive Officer
- Dave Casillo, Chief Revenue Officer
- Ankush Jain, Global Head of Marketing and Strategy
- Shelly Bodine, Head of Partnerships
- Prashant Parikh, Head of Engineering

Data observability platform revenue mix (CY 2023)

● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)

By geography

● North America	● United Kingdom	● Rest of Europe
● Asia Pacific	● Middle East and Africa	● Latin America

By industry

● BFSI	● Manufacturing	● Public sector
● Healthcare and life sciences	● Telecom, media, and entertainment	● Retail, distribution, and CPG
● Technology	● Travel and transport	● Others

DQLabs profile (page 2 of 5)

Offerings

Data observability platform

Modules	Key features/capabilities	Details
Data observability	<ul style="list-style-type: none">• Data monitoring• Automated alerts with root cause• End-to-end automated lineage• Anomaly detection	It provides a solution for data observability, allowing enterprises to monitor and manage their data ecosystems. Automatic testing provide reliable data using pre-built connectors and anomaly detection algorithms. Users receive real-time warnings over Slack, Teams, or email, allowing for swift root cause analysis and downtime elimination. DQLabs' automatic lineage tracking makes effect analysis easier and fosters collaboration among data stakeholders.
Data quality	<ul style="list-style-type: none">• Agile quality stewardship• Out-of-the-box quality checks• Auto-discovery of rules	It provides a platform for improving data accuracy and achieving great business results. It maintains data integrity by using 250+ quality indicators including health, frequency, distribution, and statistics. Its automated rules discovery accelerates the process, while ensuring consistency. DQLabs promotes agile quality stewardship by integrating standardized business terminology, data dimensions, aggregation, scorecards, issue management, and reporting into a single platform, facilitating data-to-business integrity.
Data discovery	<ul style="list-style-type: none">• Auto-learns data quality checks• Incident management• Auto-discovery of business terms	Through the DQLabs advanced semantic discovery module, the platform employs semantic data classification techniques to automatically identify data related to glossary terms. This ensures that data quality and observability assessments are consistently generated whenever new data is associated with business terms, ensuring data quality compliance without manual effort. DQLabs takes a proactive approach to data quality and observability automation.





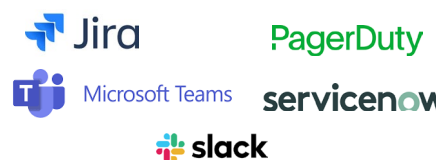



DQLabs profile (page 3 of 5)

Recent developments

Key initiatives (representative list)

Products	Type of event	Details
Modern data quality platform	Product	Announced the debut of DQLabs' modern data quality platform, powered by Snowflake, at the Snowflake summit 2023 – the company's annual user conference

Key integrations (representative logos)

<p>Cloud data warehouses/lakes/ lakehouses</p> 	<p>Big data platforms and databases</p> 	<p>Business intelligence tools</p> 	<p>Data integration, transformation, and orchestration tools</p> 	<p>Monitoring tools</p>
<p>Collaboration and communication</p> 	<p>AI/ML platforms</p>	<p>Data catalogs</p> 	<p>Security and access control</p> 	<p>Others (if any)</p> 

DQLabs profile (page 4 of 5)

Case studies

CASE STUDY 1

Transformed data quality management by deploying a cloud-based platform

Business challenge

The client faced substantial hurdles in managing the quality of its extensive data landscape. With disparate data sources and manual processes, it grappled with data accuracy issues, hindering informed decision-making and operational optimization. Manual SQL queries and Excel sheets were insufficient for managing over 1,000 data quality rules daily, impeding trust in reports and analytics.

Solution and impact

The client partnered with DQLabs.ai to transform its data quality management. Deploying DQLabs' cloud-based platform, it automated manual data quality checks and streamlined workflows across departments. Leveraging native connectors to systems such as Snowflake and MS SQL Server, DQLabs facilitated data scans and provided out-of-the-box quality checks. With auto-scheduled rule configurations and real-time alerts, the client gained immediate insights, empowering better decision-making and report accuracy.

- Enhanced data accuracy
- Increased confidence in decision-making
- Improved operational efficiency

CASE STUDY 2

Achieved regulatory compliance and enhanced data quality

Business challenge

The client struggled with problems related to data quality and dependability. A lack of access into data pipelines, inaccuracies, and inconsistencies made it difficult to make informed lending decisions. The dangers associated with regulatory compliance and operational inefficiencies were made worse by the lack of adequate data quality and observability technologies.

Solution and impact











The client partnered with DQLabs, leveraging its modern data quality and observability platform. By integrating with existing infrastructure including Snowflake, SQL Server DB, Collibra Catalog, and Denodo reporting, DQLabs provided comprehensive data management solutions. Migrating hundreds of rules and automating data quality checks improved accuracy and observability, reducing manual intervention.

- Enhanced data quality
- Achieved operational efficiency
- Enhanced process efficiency
- Achieved regulatory compliance

DQLabs profile (page 5 of 5)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
									

Strengths

- **Semantic-powered offering:** DQLabs offers a comprehensive platform for data management, offering capabilities spanning data observability, augmented data quality, data discovery, and remediation. It has also embedded a semantics layer in its platform, which enables enterprises to infuse business context, mitigate alert fatigues, and facilitate decentralized governance effectively
- **Infusion of next-generation technologies:** it has a focus on harnessing next-generation technologies such as generative AI, knowledge graphs, and vector databases to augment its capabilities. It recently introduced an AI co-pilot that helps with the auto-identification of issues, business terms, and quality checks
- **Competitive and transparent pricing:** referenced clients have praised DQLabs' ability to offer competitive and flat pricing constructs. Some of the clients have also appreciated the platform's low cost of maintenance and the absence of hidden nuances in its commercial constructs

Limitations

- **Potential to enhance the platform's UI:** referenced clients have expressed that there is room for improvement in the usability and user interface aspect of the platform. Some of the clients highlighted challenges related to navigational capabilities, which posed a challenge in adoption by business users
- **Limited support services:** some of the referenced clients have expressed concerns related to the support services offered by the providers, especially around release cycles. Clients highlighted that they faced challenges due to the small support team
- **Gaps in training and documentation:** clients expressed that DQLabs should consider making investments to improve product training and documentation. They believe that this can help them effectively navigate the onboarding and installation process

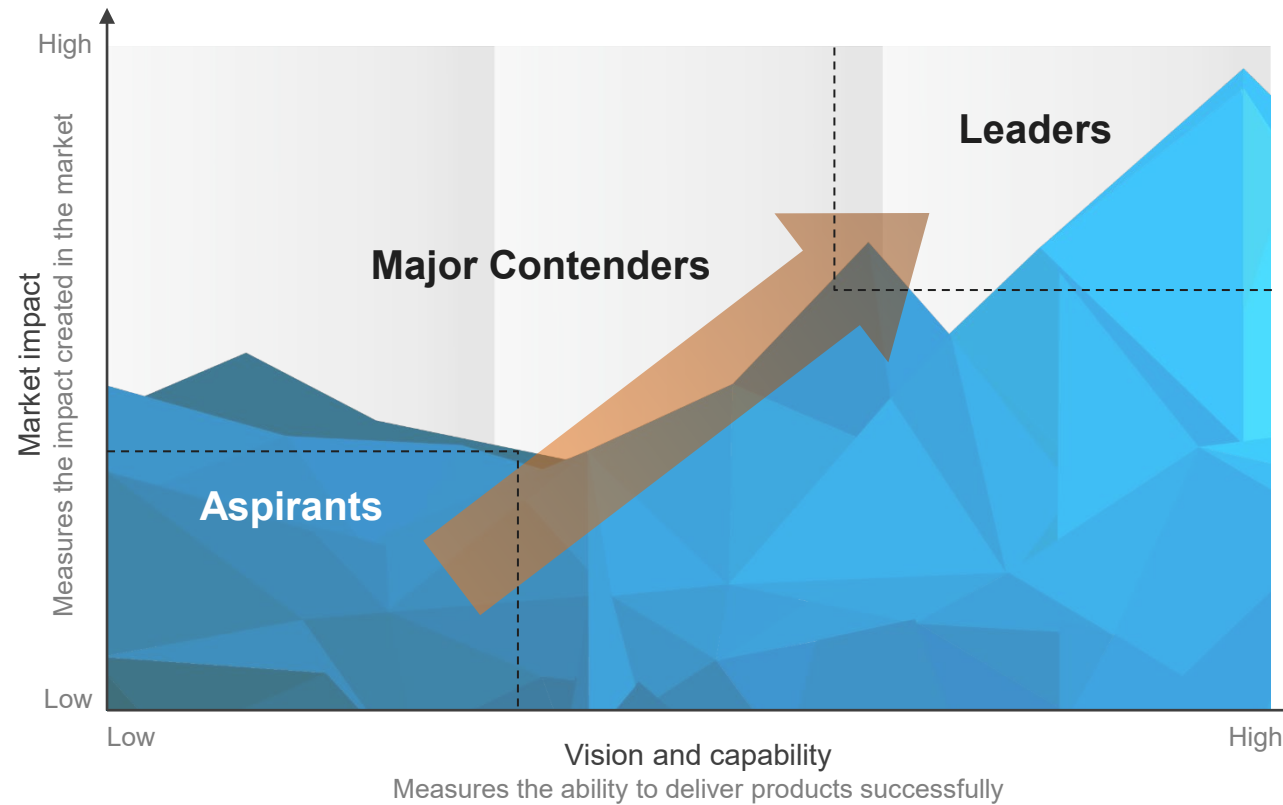
Appendix

PEAK Matrix® framework

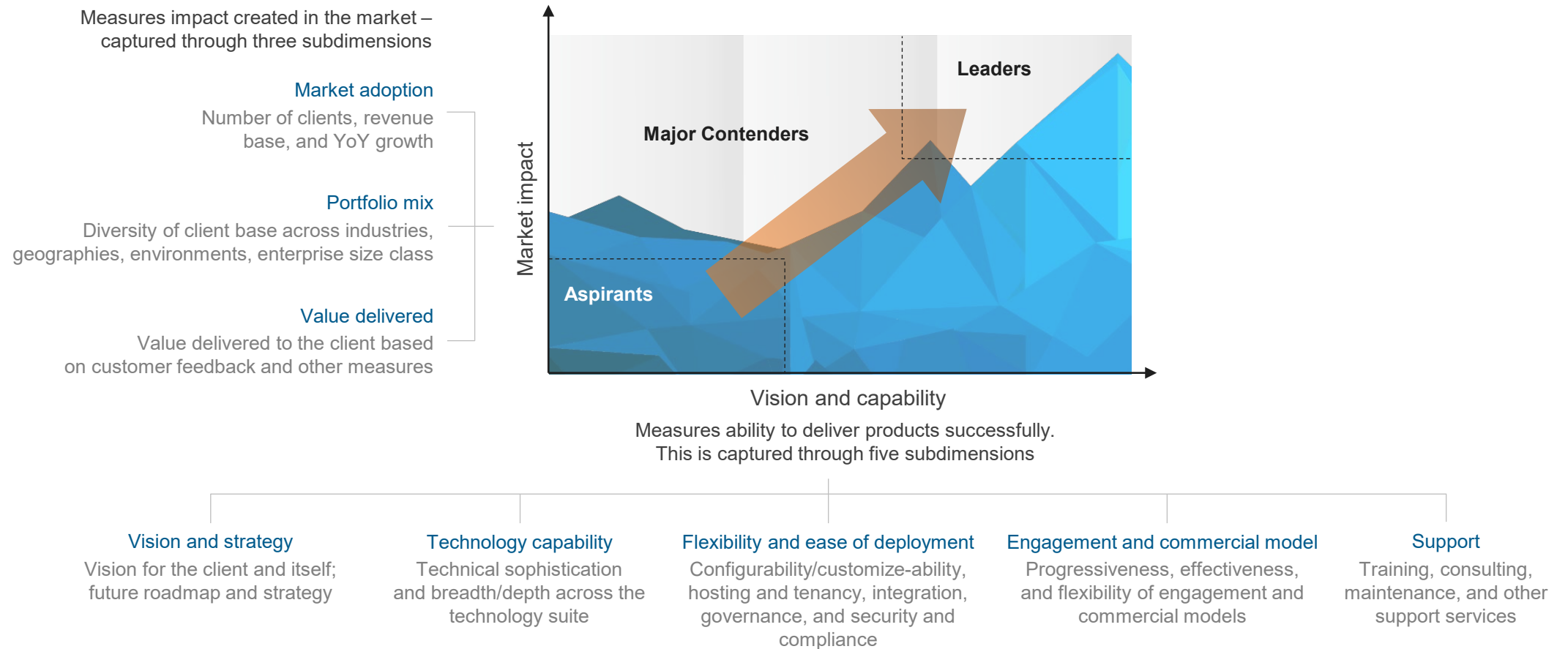
FAQs

Everest Group PEAK Matrix® is a proprietary framework for the assessment of market impact and vision and capability

Everest Group PEAK Matrix



Products PEAK Matrix® evaluation dimensions



FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

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