

The Data Intelligence, Catalogs and Marketplaces Survey 25

BARC

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

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

Synabi D-QUANTUM



“ *Very good, modern visualization functionalities for data lineage. Meta-data management can be organized very well.*

Project manager for BI/analytics from IT, Transportation and logistics, >2,500 employees

BARC The Data Intelligence, Catalogs and Marketplaces Survey 25

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About The Data Intelligence, Catalogs and Marketplaces Survey 25

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The Data Intelligence, Catalogs and Marketplaces Survey 25

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

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

This summary highlights key findings for Synabi D-QUANTUM, emphasizing positive results without displaying all KPI outcomes.

The KPIs

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

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

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

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

Peer Group Classification

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

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

just marketed in one region.

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

Synabi D-QUANTUM features in the following peer groups:

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



About Synabi D-QUANTUM

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Synabi D-QUANTUM overview

Founded in 2016, Synabi is a German technology and service provider with headquarters in Munich. The company currently has around 50 employees and operates mainly in the DACH region. Originally a spin-off of a consulting company, Synabi started out with customers in the banking sector before branching out into other industries. The company offers a data intelligence solution primarily, but also provides business and technical consulting, and educational services.

D-QUANTUM is a data catalog and data governance solution used by both IT and business users. It was initially developed as project solution and then brought to the next level as a highly customizable tool that grows with the customer's needs. Today, customers can choose to use predefined use cases, specific out-of-the box solutions or to configure the solution to get an individualized catalog.

The tool is a web-based data catalog with a PostgreSQL database. It is available on premises, as a service or in hybrid

scenarios. Synabi connects to a range of source systems from databases to analytical software to business applications. The basic connection to other systems is done via D-QUANTUM Connect, which supports asynchronous exchange of CSV, XML, JSON and JDBC and provides an SDK. Real-time exchange to other systems is provided via REST API. D-QUANTUM Connect is basically a framework that provides ready-to-use connectors to extract metadata from various source systems or to build new connectors.

D-QUANTUM covers a full branch of catalog use cases including search & discovery, business glossary, lineage, data products & marketplace functionality and of course data governance capabilities. Supportive features like the configurable workflow engine and the integrated CMS help to shape and personalize the user experience. For metadata curation, D-QUANTUM supports users with algorithms, clear structures and an Excel interface to export/import metadata information. Providing an intuitive and familiar interface to business users via Excel is a good option to increase catalog adoption in the company and to collect

business knowledge. The idea is quite simple: D-QUANTUM generates an Excel sheet with a predefined structure. Users can edit this sheet by adding metadata information for tables, logic and more into the structure. After editing, the sheet can be re-imported and loaded into the catalog.

The tool itself is geared towards flexibility. Synabi provides an open and extendable metadata model to store and expose various metadata objects. An out-of-the-box business model can be adapted or redesigned by customers, and workflows can be easily customized. Of course, customizable role-specific and individual views on metadata (with some built-in roles, such as owner and steward) are provided, but the metadata model remains the same for all users.

In terms of ecosystem integration, the solution can be integrated with surrounding processes and tools to support, for example, direct data access if required.



User and Use Case Demographics



This year, we had **24 responses** from Synabi D-QUANTUM users. At the time of the survey, 35 percent of them were using version 5 of the product, 4 percent version 5.2, 30 percent version 5.3, 22

percent version 5.4 and 9 percent version 5.5.

Use cases

n=24



Total number of admins per company

n=24

| | Median | Mean |
|--|--------|------|
| Synabi D-QUANTUM | 2 | 5 |
| Data Intelligence, Catalogs & Marketplaces | 3 | 10 |

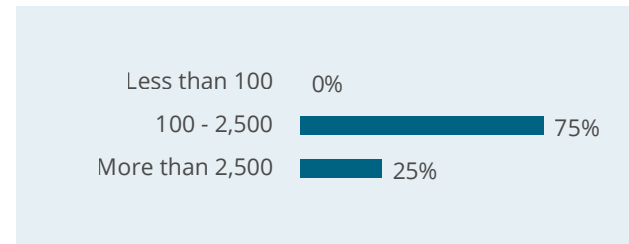
Total number of experts per company

n=24

| | Median | Mean |
|--|--------|------|
| Synabi D-QUANTUM | 18 | 48 |
| Data Intelligence, Catalogs & Marketplaces | 10 | 45 |

Company size (employees)

n=24



Total number of consumers per company

n=23

| | Median | Mean |
|--|--------|------|
| Synabi D-QUANTUM | 100 | 254 |
| Data Intelligence, Catalogs & Marketplaces | 33 | 684 |

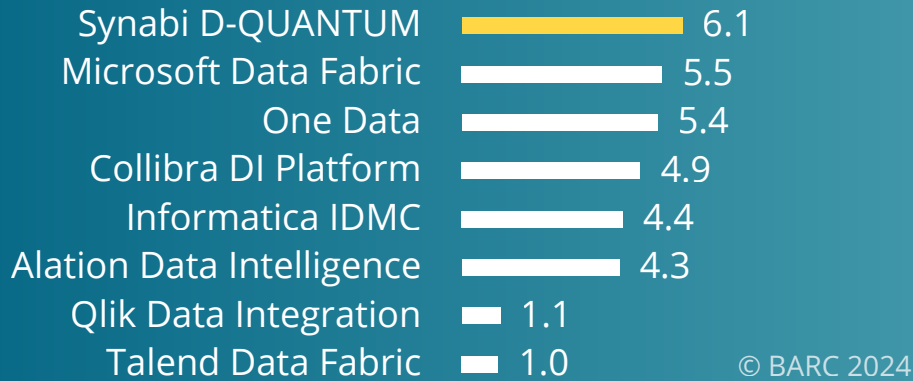


Sales Experience

This KPI is based on how respondents rate their sales/purchasing experience with the vendor.



Sales Experience



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

89%

of surveyed users rate Synabi's **ability to understand the needs of their business** as excellent or good.

BARC Comment

A highly competent pre-sales team with years of experience from data governance projects help to get to the heart of data problems and solve them in the best possible way in the D-QUANTUM platform.



Deployment & Operations

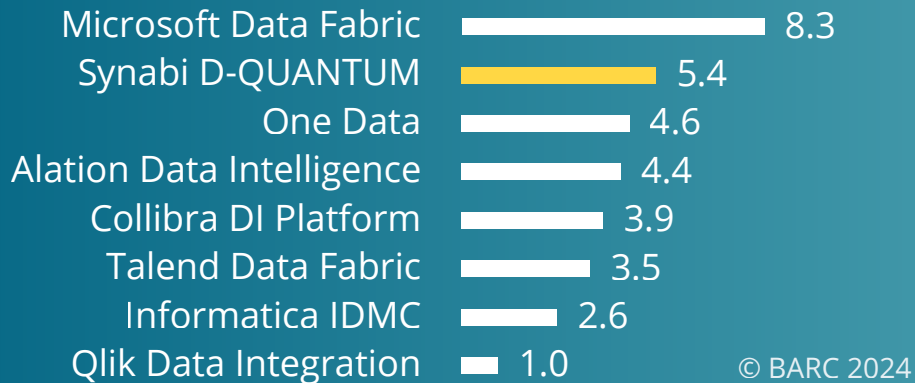
BARC
Deployment & Operations

Top-ranked

The Data Intelligence, Catalogs and Marketplaces Survey 25
Data Intelligence Platforms (Small Scenarios)

This KPI is based on the level of functional support the tool provides for deployment and operations.

Deployment & Operations



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

83%

of surveyed users rate Synabi D-QUANTUM's deployment & operations as excellent or good.

Most liked

“

*A very flexible tool, ready for use quickly.**

BARC

Enterprise architect, Banking and finance, >2,500 employees

The Data Intelligence, Catalogs and Marketplaces Survey 25



Extensibility

This KPI is based on how users rate their tool in terms of extensibility.

BARC
Extensibility

Top-ranked

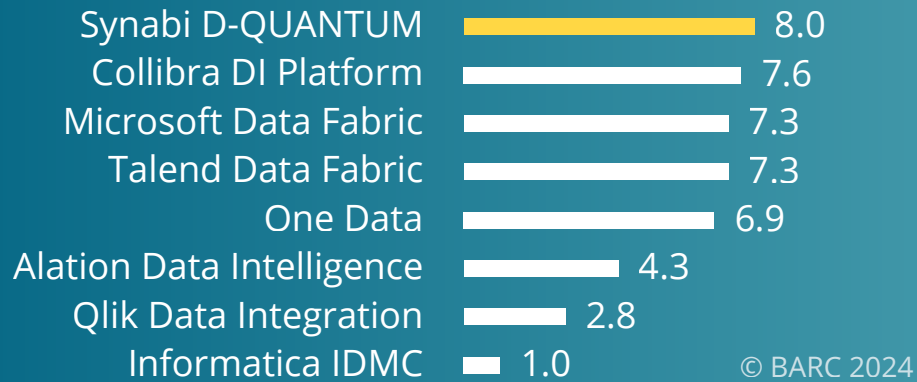
The Data Intelligence, Catalogs and Marketplaces Survey 25
Data Intelligence Platforms (Small Scenarios)

BARC
Extensibility

Leader

The Data Intelligence, Catalogs and Marketplaces Survey 25
Data Catalogs

Extensibility



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

85%

of surveyed users rate Synabi D-QUANTUM's extensibility as **excellent** or **good**.

Most liked

“ Usage and expansion are generally very flexible. Support and assistance provided promptly. Customer requests and requirements can be evaluated and answered quickly.*

BARC

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

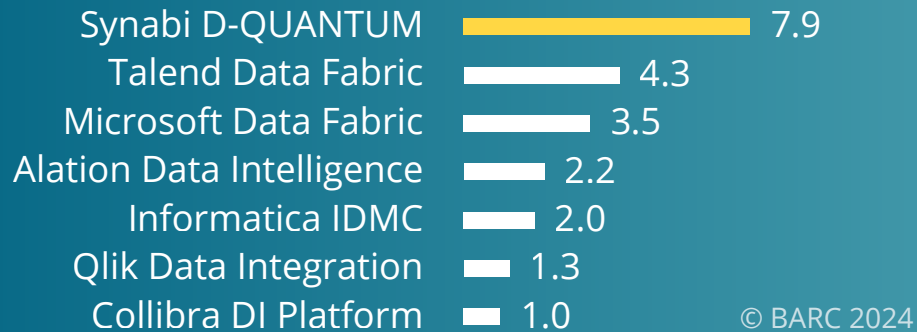


Competitive Win Rate

This KPI is based on the percentage of wins in competitive evaluations.



Competitive Win Rate



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

BARC Comment

The platform allows the implementation of precisely configured data catalogue solutions that can create high value for the customer. This sweet spot is particularly appealing to customers who value customizability, expandability and configurability of the catalogue solution.

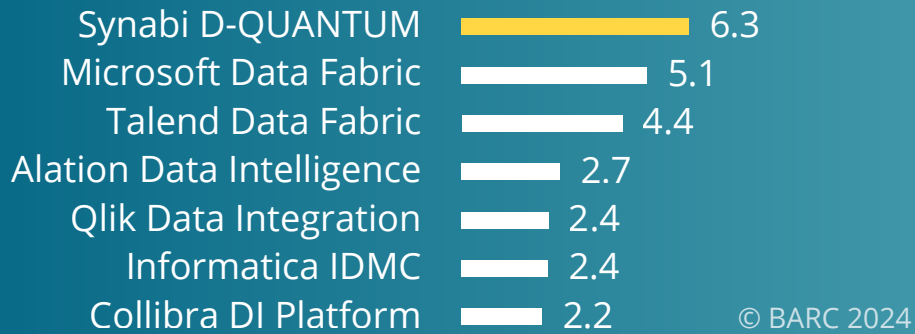


Competitiveness

This KPI combines the *Considered for Purchase* and *Competitive Win Rate* KPIs to measure the product's competitiveness.



Competitiveness



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

BARC Comment

Synabi is one of the leading German-speaking providers of data catalog and governance tools. Its customers include well-known names.



The Data Intelligence, Catalogs and Marketplaces Survey 25: Synabi D-QUANTUM Highlights

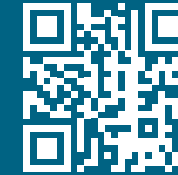


| | Peer Group Data Intelligence Platforms (Small Scenarios) | Peer Group Data Intelligence Platforms & Marketplaces | Peer Group Data Catalogs |
|---------------|--|---|--|
| Top-ranked in | <p>Sales Experience Deployment & Operations Extensibility Competitive Win Rate Competitiveness</p> | | |
| Leader in | <p>Adaptability Development & Content Creation User Experience</p> | <p>Sales Experience Adaptability Competitive Win Rate Competitiveness</p> | <p>Sales Experience Extensibility Competitive Win Rate Competitiveness</p> |

BARC Comment

This year, Synabi has achieved 5 top ranks and 11 leading positions within the peer groups for Data Intelligence and Data Catalogs. Users particularly appreciate the solution’s adaptability and extensibility, allowing it to meet individual business needs. Over 80% of users confirm this adaptability and extensibility, rating Synabi’s solution as either „excellent“ or „good“ in these categories. Synabi also received its highest score in *Sales Experience*, with 89% of users acknowledging the company’s ability to understand complex business requirements and translate them effectively into solutions. The combination of Synabi’s functional strengths, tailored capabilities and deep expertise ensures that their offerings are well-aligned with user needs, resulting in highly effective and customized solutions for a variety of industries.

Data Decisions. Built on BARC.



BARC

BARC

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

Research

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

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

Consulting

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

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

Events

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

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