

The Data Fabric Survey 26

The voice of the data management community

Sample, Products, Methodology, and KPIs

This document provides background information to help gain a clearer understanding of The Data Fabric Survey 26

BARC

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Introduction

The Data Fabric Survey 26 is one of the largest and most thorough fact-based analyses of the data management software market currently available. It is not based on anecdotal accounts or personal opinions, unlike much analyst research, neither is it intended to be a measure of market shares. Instead, it sets out to analyze market trends and produce meaningful comparisons of competing products across a wide range of critical software and vendor-related criteria. The Data Fabric Survey also provides a detailed quantitative analysis of why customers buy data fabric tools, what they are used for, what problems they experience with the tools, and how successful they are.

The Data Fabric Survey 26 is based on the real-world experiences of 776 respondents and features 19 products. Much of its value lies in the effective analysis of such an impressive, well-distributed sample.

After data cleansing and removing responses from participants unable to answer specific questions about their use of data fabric products, we were left with a sample of 413 end users, 149 consultants, and 100 vendor and reseller employees. Participants from all over the world took part in The Data Fabric Survey 26.

The findings from The Data Fabric Survey 26 are presented in several documents, each focusing on a specific set of the survey results.

Document	Description
The Data Fabric Survey 26 - The Results	An overview and analysis of the most important product-related findings and topical results from The Data Fabric Survey 26
The Data Fabric Survey 26 - Sample, Products, Methodology, and KPIs	Provides information about the sample and an overview of the survey methodology. It also includes descriptions of the KPIs we use in The Data Fabric Survey, as well as details of our calculation methods.
The Data Fabric Survey 26 - Vendor Performance Summaries	A series of executive reports on each product featured in The Data Fabric Survey 26. Each report contains a product review by BARC’s analyst team plus a summary of the relevant product-related results from The Data Fabric Survey.

Data Decisions. Built on BARC.

BARC is the leading analyst firm for data & analytics, AI, corporate performance management (CPM), and ESG with a reputation for unbiased and trusted advice. Our expert analysts deliver a wide range of research, events, and consulting services for the data & analytics community. Our innovative research evaluates software, vendors, and service providers rigorously and highlights market trends, delivering insights that enable our customers to innovate with data, analytics, and AI. BARC's 25 years of experience with data strategy & culture, data architecture, organization, and software selection helps clients transform into truly data-driven organizations.

Research

BARC user surveys, software evaluations, and analyst advisory services along with expert driven content such as research notes, trend analysis, and blogs give organizations the confidence to make the right decisions. Our independent research gets to the heart of market developments; evaluates software, vendors, and service providers thoroughly; and gives valuable ideas on how to turn data, analytics, and AI into added value and successfully transform businesses.

Consulting

The BARC consulting practice is entirely focused on translating companies' requirements into future-proof decisions. The holistic advice we provide helps companies successfully implement their data & analytics strategy and culture as well as their architecture and technology.

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

At BARC events, leading minds and industry experts come together to share insights and drive innovation. Our conferences, roundtables, and online webinars attract over 10,000 participants annually, offering a unique blend of information, inspiration, and interactivity. These events provide a platform to exchange ideas with peers, explore emerging trends, and gain expert perspectives on market developments.

By engaging with thought leaders and industry practitioners, participants discover actionable strategies to enhance their business and stay ahead in the evolving world of data & analytics.

For further information see:

www.barc.com

The sample

Most surveys are conducted or sponsored by an organization based in, and focused on, one country. However, data management is a worldwide market and we wanted to capture a larger international sample.

The net result was an extraordinarily international panel. Respondents were located in 49 countries. The regions with the most respondents are Europe and North America.

The online questionnaire was published in two languages: English and German.

Sample size and make-up

Many thousands of people around the world were invited to participate in The Data Fabric Survey 26, using BARC's online research panel and the support of vendors and various websites. As in previous years, the questionnaire offered different sets of questions for vendors and users (or consultants answering on behalf of users).

The results of the online data collected are shown in the following chart, with the numbers of responses removed also displayed.

Table 1: Responses to the survey

Vendor profile	
Total responses	776
Filtered during data cleansing	-74
Remaining after data cleansing (total answering questions)	702
Non-users (did not answer questions about products)	-40
Vendors (did not answer questions about using products)	-100

The number of responses is split between users, consultants, vendors, and non-users. Vendors answered a different set of questions to those answered by users. This document focuses on the analysis of the user results.

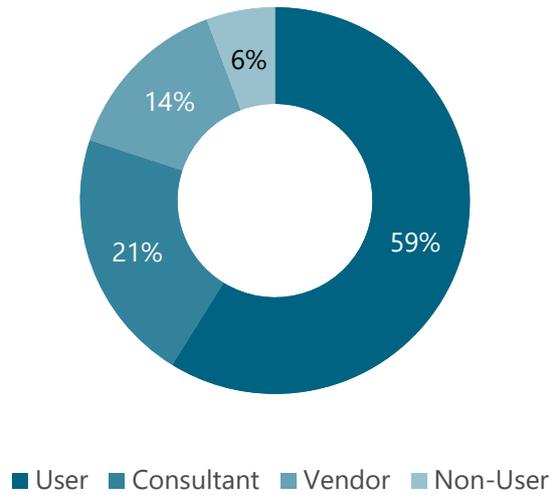


Figure 1: Does your business use data management technologies? (n=702)

Organization sizes by headcount

Specialized data management software is mostly found in medium and large organizations (see Figure 2). A high percentage of the responses we received were from users in companies with more than 1,000 employees (see Figure 3).

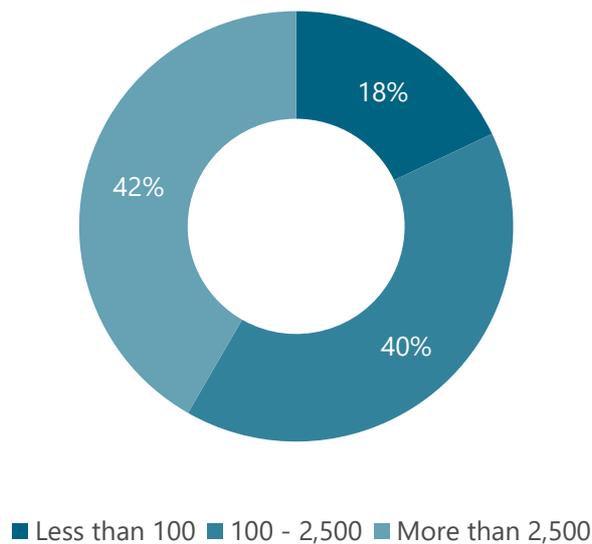


Figure 2: How many employees are there in your entire organization, including all of its branches, divisions, and subsidiaries? (n=530)

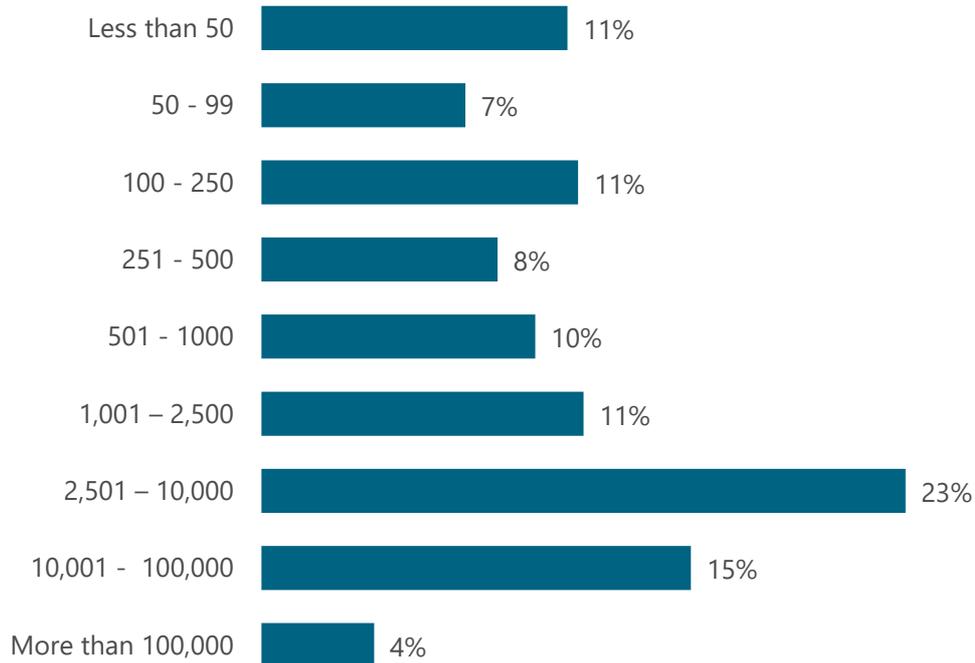


Figure 3: How many employees are there in your entire organization, including all of its branches, divisions, and subsidiaries? (n=530)

Vertical markets

We asked all respondents which industry sector their company operates in. The chart below shows the results of this question. Most respondents have a manufacturing background, followed by Services and then IT.

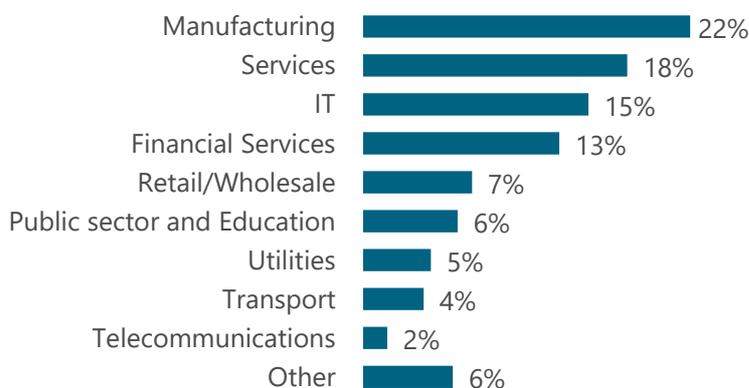


Figure 4: Which of the following best describes your organization's industry sector? (n=602)

Featured products

When grouping and describing the products featured in The Data Fabric Survey, we did not strictly follow the naming conventions the vendors use. Note that the names we use in this document are our own and are not always the official product names used by the vendors.

One of the key reasons for this is that the products we analyze are not necessarily the latest version of the tool. Vendors often change the product name between versions, making it difficult to have a single official name for several versions of the same product. The point is not to challenge the naming conventions of the vendor, but simply to reduce the complexity of the survey findings for the convenience of the reader. In some cases, we also shorten the names of the products to improve the formatting of the charts.

We asked respondents explicitly about their experiences with products from a predefined list, with the option to nominate other products. Our predefined list can be found at the end of this document. In cases where respondents said they were using an 'other' product, but from the context it was clear they were actually using one of the listed products, we reclassified their data accordingly.

The following table shows the products included in the detailed analysis. In this edition of The Data Fabric Survey, a minimum of 19 responses is required for a product to be included in the detailed analysis. The number of responses about 'other' products is not included in the following table.

Table 2: Products included in the sample

Product label	Product name	Respondents
2150 Datavault Builder	2150 Datavault Builder	20
Amazon Redshift	Amazon Redshift	19
AnalyticsCreator	AnalyticsCreator	25
Databricks DI Platform	Databricks Data Intelligence Platform	20
dbt Cloud	dbt Cloud	20
dbt Core	dbt Core	19
Dremio	Dremio	21
Exasol Cloud	Exasol Analytics Engine (Exasol Cloud)	20
Google BigQuery	Google BigQuery	20
Informatica IDMC	Informatica Intelligent Data Management Cloud	20
Microsoft Azure Data Factory	Microsoft Azure Data Factory	24
Microsoft Fabric	Microsoft Fabric	45
One Data	One Data	20
Qlik Data Integration	Qlik Data Integration	22
SAP BW/4HANA	SAP BW/4HANA	38
SAS Data Engineering	SAS Data Engineering	20
Snowflake Platform	Snowflake AI Data Cloud	21
TimeXtender	TimeXtender	20

The products in the sample vary in their market focus and origin. Most feature in our detailed analysis every year, especially those from the large players.

Peer groups

The Data Fabric Survey 26 features a wide range of data management tools. We use peer groups to help readers identify and compare competing products. The peer groups are defined using the criteria outlined in Table 3.

The peer groups are designed to help readers compare similar tools in terms of the scenarios the products are used in. See Table 4 for an overview of the products in each peer group. These functional peer groups are mainly data-driven and based on how customers say they use the product.

Table 3: Peer group descriptions

Peer group	Description
Data Platforms	Mainly SaaS platforms that provide integrated, end-to-end functionality to manage the complete data lifecycle – from data integration and processing to storage and governance – in order to deliver trusted data for a wide range of use cases such as business intelligence, self-service analytics, data science, and AI/ML applications.
Data Platforms (Big Player)	The world’s leading vendors in the data platform segment, whose solutions are marketed and used globally.
Data Warehouses	Centralized databases optimized for analysis, which store historical and consolidated data from various sources to enable enterprise-wide business intelligence and reporting.
Data Engineering Tools	Tools and platforms for designing, orchestrating, automating, and managing data pipelines that transform source data into usable formats for operational, analytical, and business purposes.
Data Warehouse Automation	Tools that accelerate the design, implementation, and operation of data warehouses through the automated, metadata-driven generation of data models and processes.
ETL Tools	Specialized tools for the extract, transform, load (ETL/ELT) process to move and prepare data from various sources into central analytical target systems such as data warehouses or data platforms.
Cloud Data Warehouses	Data warehouse platforms provided as a cloud service, offering high scalability, flexibility, and a usage-based pricing model for storing and analyzing large volumes of data.
Data Engineering (Big Players)	The world’s leading vendors of data engineering solutions, whose products are marketed and used globally.

Table 4: Peer Group Matrix - The Data Fabric Survey 26

	Data Plat- forms	Data Plat- forms (Big Players)	Data Ware- houses	Data En- gineering Tools	Data Wa- rehouse Automa- tion	ETL Tools	Cloud Data Ware- houses	Data En- gineering (Big Play- ers)
2150 Datavault Builder				X	X			
Amazon Redshift	X	X	X				X	
AnalyticsCreator				X	X			
Databricks DI Platform	X	X	X					
dbt Cloud				X	X	X		X
dbt Core				X	X	X		X
Dremio								
Exasol Cloud	X		X				X	
Google BigQuery	X	X	X				X	
Informatica IDMC	X			X		X		X
Microsoft Azure Data Factory				X		X		X
Microsoft Fabric	X	X	X				X	
One Data				X		X		
Qlik Data Integration				X	X	X		X
SAP BW/4HANA			X					
SAP Datasphere	X	X	X				X	
SAS Data Engineering				X		X		X
Snowflake Platform	X	X	X				X	
TimeXtender				x	x			

Overview of the key calculations in The Data Fabric Survey 26

Measuring business benefits

Business benefits are the real reason for carrying out any data management project. The BI & Analytics Survey (formerly known as The BI Survey) and The Planning Survey have been studying them directly for years. The Data Fabric Survey includes business benefits for the third time this year. We asked respondents the extent to which they have realized a list of benefits.

For each potential benefit, respondents were asked to indicate the level of achievement, if any, with five levels. We use a weighted scoring system, as shown in Table 5 below, to derive a composite score for each of the possible benefits, based on the level of benefit achieved. We call this the BBI (Business Benefits Index).

Table 5: The Business Benefits Index weighting system

Level of benefit	Weighting
Fully	10
To a large extent	7.5
Somewhat	5
Little	2.5
Not at all	0

This rating system is the basis of the most important index in The Data Fabric Survey. It is a dimensionless number with an arbitrary value, but as long as the weighting system remains constant, it can be used for comparisons between segments of the sample, such as the sample for individual products or regions, to name just two.

Participants were asked to rate each benefit. Business Benefits were calculated by counting the number of each reported level of benefit and multiplying this number by the corresponding weighting. The results were then divided by the number of responses for each particular benefit to find the average response.

Figure 5 shows that “increased AI readiness/maturity,” “better enforcement of governance standards and policies,” and “better adherence to regulatory & compliance” are the top three benefits companies have achieved through the use of their data management products.

In contrast to the main benefits, “better control of data activities,” “Faster implementation of requirements,” and “improved data accessibility” are seen as relatively minor benefits.

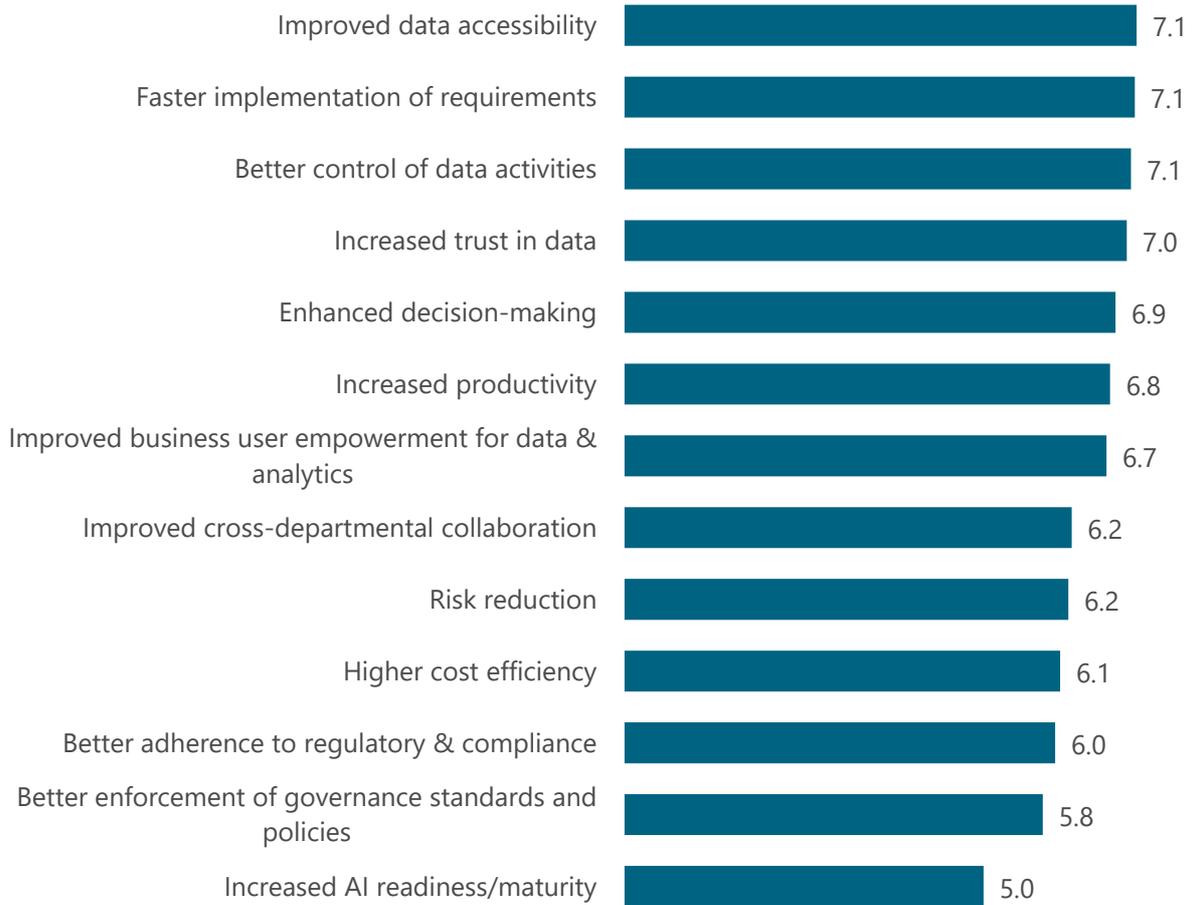


Figure 5: Evaluated business benefits with calculated value (BBI) (n=477)

Means and medians

The Data Fabric Survey makes frequent references to different forms of averages – means and medians. Just in case your statistical knowledge is a little rusty, here’s a quick reminder of the definition of the terms:

The mean is the usual arithmetic average. Its value is affected by every value in the sample, so a single large outlier can materially affect the mean, particularly with small samples.

The median is the value in the middle of the sample; that is, half of the sample is larger than the median, and the other half is smaller. It could be regarded as the ‘typical value,’ and is affected by the number, but not the value, of outliers. One or two large or small outliers therefore do not affect the median.

Understanding multiple response questions

Several questions in The Data Fabric Survey 26 allow the user to make multiple responses. For example, we asked users what problems (if any) they encountered in their projects. Because many users had more than one problem, the number of responses is larger than the number of respondents.

This means that there are two ways to calculate the percentage of a given response: based on the total number of responses or based on the total number of respondents. We present The Data Fabric Survey results based on the number of respondents.

Calculating percentages based on the number of respondents tells us how likely a given respondent is to have the problem, but results in percentages higher than 100% when all the problems are added together (e.g., 26% of all respondents reported that they have no significant problems). Conversely, calculating percentages based on the total number of responses would result in a total of 100 percent.

Survey data collection

The Data Fabric Survey 26 was conducted by BARC from February to September 2025. All data was captured online from a total of 776 respondents.

Respondents were solicited individually via BARC's own research panel and from dozens of vendors and independent lists, as well as websites from many different countries, with emailed invitations being sent to the lists in a staggered fashion.

At our request, most of the vendors notified their customers about The Data Fabric Survey using either their regular newsletters or websites. We also asked some bloggers to mention it. Each list and website had a different survey URL, though in all cases, the same questionnaire (in English or German) was used.

Understanding the KPIs

The goal of this section is to help the reader spot winners and losers in The Data Fabric Survey 26 using well-designed dashboards packed with concise information. The Data Fabric Survey includes a set of 20 normalized KPIs (which we refer to as 'root' KPIs) and 4 aggregated KPIs for each of the 19 products.

We have calculated a set of KPIs for each of the eight peer groups. The values are normalized on the whole sample. Peer groups are used to enable fair and useful comparisons of products that are likely to compete.

The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The Data Fabric Survey.
- Only products with samples of at least 15 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- Each KPI is measured on a scale from 0 (lowest possible value) to 10 (highest possible value).
- In some instances, adjustments are made to account for extreme outliers.

KPIs are only calculated if the samples have at least 15 - 30 data points (this varies from KPI to KPI) and if the KPI in question is applicable to a product. Therefore, some products do not have a full set of root KPIs. It is important to exclude KPIs based on small (and therefore not representative) samples to ensure that the graph scales are not distorted by outlier KPIs. In such cases, the product is still shown in the tables, but with a blank KPI value and no bar in the bullet graph or bar chart.

Table 7: Aggregated and root KPIs

Aggregated KPIs	Root KPIs
Business Value	Business Benefits
	Project Success
	Project Length
Customer Satisfaction	Price to Value
	Recommendation
	User Support
	Product Satisfaction
	Sales Experience
	Time to Market
	Product Enhancement
User Experience	Functional Coverage
	Ease of Use
	Adaptability
	Key User Support
Technical Foundation	Performance
	Platform Reliability
	Connectivity
	Scalability
	Ecosystem Integration
	Data Security & Privacy

Reading the KPI charts

We provide two different types of dashboards for viewing the KPIs:

1. A 'Product Dashboard' displays all the KPIs for a single product
2. A 'KPI Dashboard' displays the KPI values for each product in a peer group using simple bar charts. The products are sorted by value in descending order.

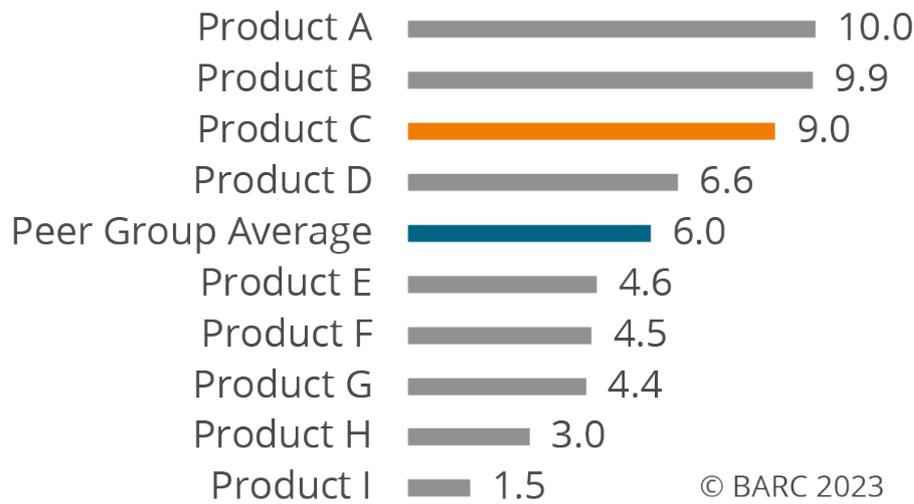


Figure 6: KPI dashboard used for displaying KPIs

In the KPI Dashboards (see Figure 6), the peer group average is indicated by a blue bar.

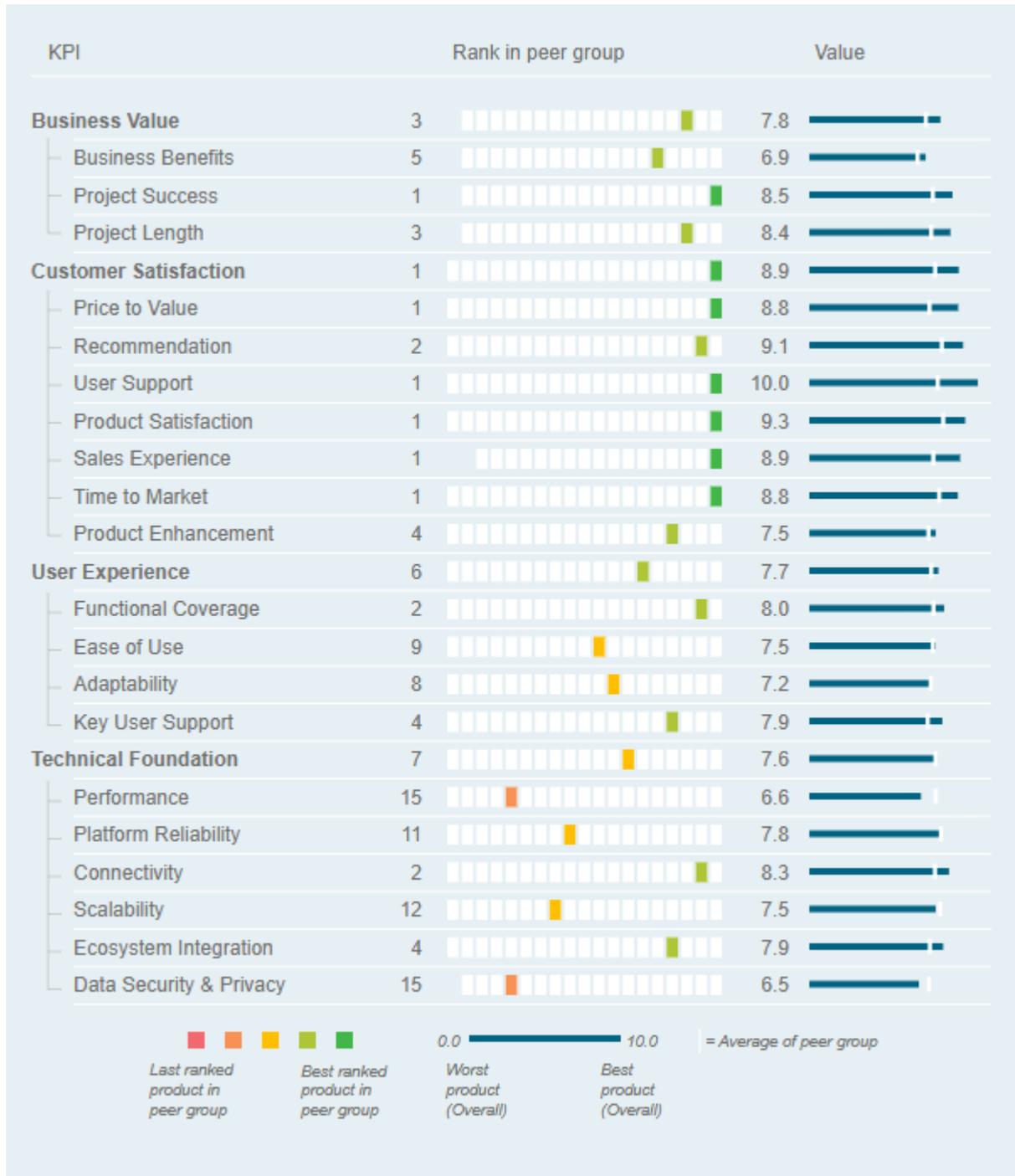


Figure 7: Product Dashboard used for displaying KPIs in the Analyzer

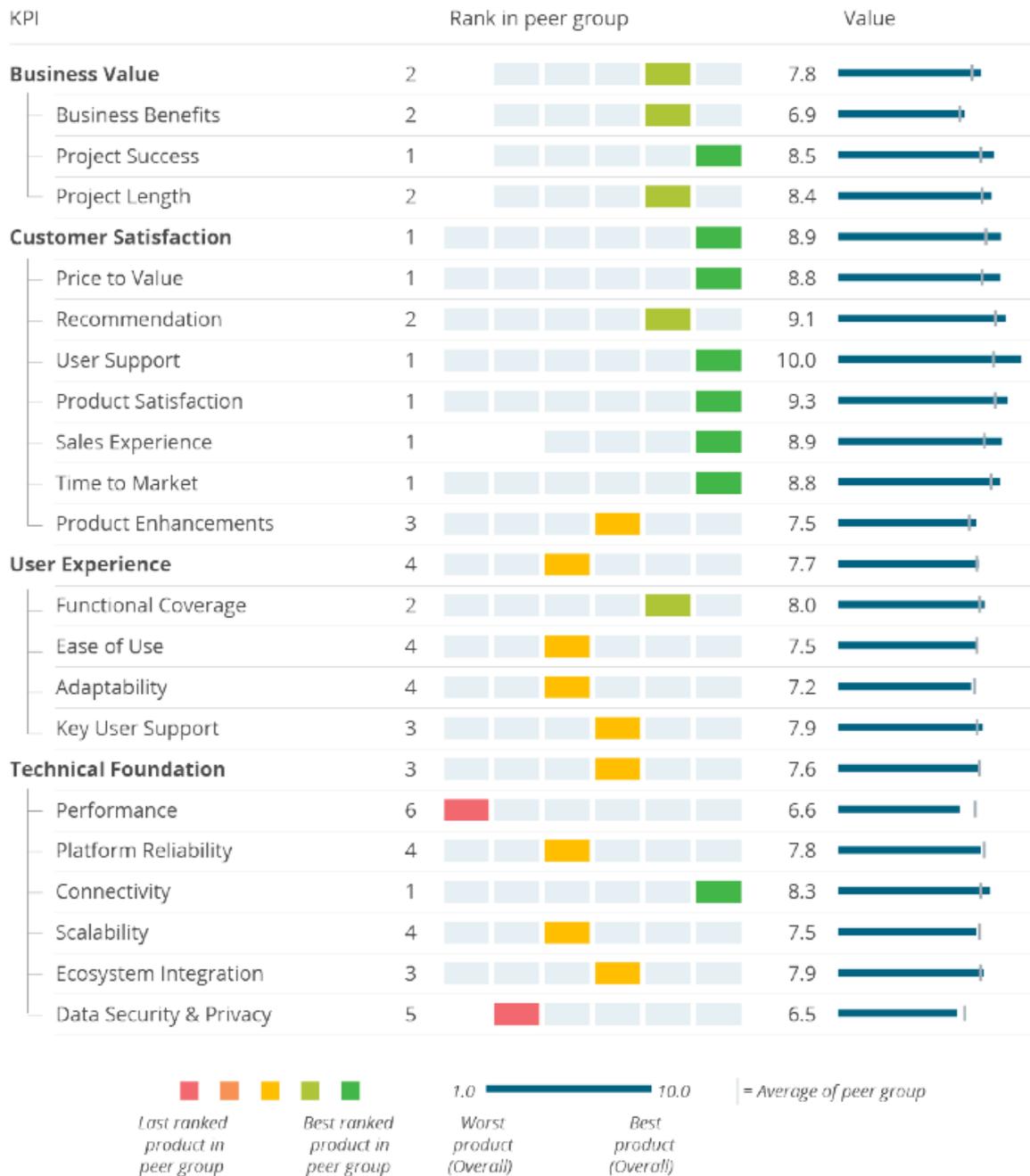


Figure 8: Product Dashboard used for displaying KPIs in the Vendor Performance Summaries

In Figure 7 and Figure 8, the blue bars on the right represent the KPI values for the product in question in each KPI. The gray/white vertical line represents the peer group average. The colored squares/bars in the middle represent the product's rank in the peer group for each KPI.

The KPIs (overview)

The following section provides the entire list of KPIs calculated for The Data Fabric Survey 26, as well as a description of the calculations.

KPIs are only calculated if the samples have at least 15 or 30 data points (depending on the KPI), so some of the products do not have a full set of KPIs. It is important to exclude KPIs based on small (and therefore unreliable) samples to ensure that the graph scales are not distorted by outlier KPIs based on small data samples. In such cases, the product is still shown in the tables, but with a blank KPI value in the bar chart.

Different readers will have their own views on which of these KPIs are important to them. For example, some people will regard *Connectivity* as vital, while others may consider *Time to Market* or *Ease of Use* to be more important.

The KPIs below provide a good selection from which readers can choose the ones that best fit their own organization’s requirements.

Business Benefits

What we measure

We measure the real benefit of projects after implementation whereas other surveys limit their questions to technical or organizational issues.

Why it is important

Business Benefits is possibly the most important KPI, focusing on bottom-line benefits of software projects, rather than individual technical aspects.

A software project that does not deliver business benefits is superfluous. Unlike core transaction systems, data & analytics software projects are optional, not mandatory, so they must pay their way in terms of delivering business benefits.

How we measure

We ask users to judge each benefit based on a scale of achievement ranging from “fully” to “not at all.” Using this information, we weight their responses and calculate the Business Benefits Index (BBI). The KPI is a normalized version of this index.

See Figure 5 for a list of the benefits evaluated by survey participants.

Project Success

What we measure

We ask participants to rate the success of the implementation project.

Why it is important

The initial success of a data management project can have a great bearing on the business benefits achieved over time. Our surveys in previous years have consistently found that long-running projects are likely to become costlier than first anticipated, deliver less business benefits and often lead to other significant problems. Therefore, the speed with which a product is implemented can be crucial. User and administrator satisfaction are also an important indicator that the tool has been adopted as envisaged at the outset of the project.

How we measure

We ask participants to rate the quality of the success of the implementation project on a scale of “excellent” to “very poor.” To arrive at the final KPI, we calculate an average score per product.

Project Length

What we measure

We ask participants to rate the time it took to implement the product from software purchase to initial rollout.

Why it is important

Rapid implementation is a key measure of project success. Our research over the years has shown that projects with about a three-month implementation time deliver the most business benefits.

How we measure

We ask participants to rate the time it took to implement the product on a scale of “excellent” to “very poor.” To arrive at the final KPI, we calculate an average score per product.

Business Value

Business Value is a combination of the *Business Benefits*, *Project Success*, and *Project Length* KPIs.

Price to Value

What we measure

We ask participants to judge the price-performance ratio of their chosen product.

Why it is important

Data management software has evolved beyond mere cost-saving for data processing. Today, it plays a crucial role in swiftly implementing business requirements, thereby unlocking substantial value from data. This value is particularly evident in the empowerment of business users, granting them flexible access to data.

How we measure

We ask participants to rate the price-performance ratio of their chosen product on a scale of “excellent” to “very poor.” To obtain the final KPI, we calculate an average score per product.

Recommendation

What we measure

We measure whether customers already using a product would recommend that product to others.

Why it is important

No one knows more about how a product performs in the real world than the customers already using it. All too often, they find that products don't live up to expectations, or that the vendor does not support the product properly. Therefore, if existing users say they would recommend the product, we regard this as a positive indicator of its value.

How we measure

To obtain the final KPI, we calculate an average score per product based on how likely respondents say they are to recommend the product they are most familiar with. To arrive at the final KPI, we calculate an average score per product.

User Support

What we measure

We measure user satisfaction with the level of support provided for the product by the vendor.

Why it is important

Product support from the vendor is a key determinant for project success. This is an area where there are major differences between vendor ratings.

How we measure

We ask participants to rate the quality of the vendor's support for the product on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Product Satisfaction

What we measure

We measure the level of satisfaction with the product.

Why it is important

If a product proves unreliable at a critical time, the results can be debilitating and can even render an application unusable.

However, not all customers have the same dependency on reliability, as some applications are not mission critical or time critical.

How we measure

We ask participants to rate their level of satisfaction with their chosen product on a scale of "very satisfied" to "very dissatisfied." To obtain the final KPI, we calculate an average score per product.

Sales Experience

What we measure

We ask participants to judge the sales and presales activities of the vendor of their chosen product.

Why it is important

In a competitive space like the data management software market, a highly professional sales organization is essential in order to become successful and continue to win new customers. In an increasingly complex, competitive, and digitalized world, vendors that can quickly understand organizations' needs, provide industry-specific knowledge, and offer competitive pricing and contract flexibility are more likely to create a positive sales/purchasing experience for the customer. A positive experience in this regard can be as important to making the right software decision as functional and technical considerations.

How we measure

We ask users to rate the sales and presales activities of the vendor of their chosen product on a scale of "excellent" to "very poor." To obtain the final KPI, we calculate an average score per product.

Time to Market

What we measure

This KPI is based on how users rate their tool in terms of speed of development, implementation of changes, and creation of new applications with the tool.

Why it is important

This gives an indication of how easily and quickly changes and innovations can be implemented and then made available in the tool.

How we measure

We ask users to rate the speed of development, implementation of changes, and creation of new applications with the tool on a scale of "excellent" to "very poor." To obtain the final KPI, we calculate an average score per product.

Product Enhancement

What we measure

This KPI is based on how users rate their tool in terms of satisfaction with, and potential to influence, the vendor's roadmap.

Why it is important

Efficiency in data management can be significantly improved by using innovative technologies such as AI. The development and adoption by users of new, useful features as well as a robust, well-thought-out, and transparent vendor roadmap are important indicators for companies wanting to leverage a tool in the best and most efficient way in the medium to long term.

How we measure

We ask participants to rate the product enhancements (satisfaction with the vendor's roadmap and potential to influence the roadmap) of their chosen product on a scale of "excellent" to "very poor." To obtain the final KPI, we calculate an average score per product.

Customer Satisfaction

We combine the *Price to Value, Recommendation, User Support, Product Satisfaction, Sales Experience, Time to Market, and Product Enhancement* KPIs to measure satisfaction with the vendor and its product.

Functional Coverage

What we measure

This KPI is based on the users' general assessment of the functional and performance scope of the solution.

Why it is important

Ensuring a close functional alignment with use case requirements is essential. The product must offer comprehensive functional coverage, addressing the diverse use cases it is designed for. Any critical functionality gaps are simply not acceptable. But this is not just about offering an extensive array of features and functions; it is also important that the software supports various user types in efficiently and intelligently performing their data-related tasks.

How we measure

We ask participants to rate their chosen product's functional coverage (general assessment of the functional and performance scope of the solution) on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Ease of Use

What we measure

This KPI is based on how respondents rate the product's usability.

Why it is important

Ease of use is often considered the holy grail of software. It is an important consideration for any vendor seeking to expand its footprint within enterprise sites. Business decision-makers don't want to have to spend a lot of time in training or attempting to learn new interfaces.

How we measure

We ask participants to rate their chosen product's usability on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Adaptability

What we measure

This KPI is based on how users rate their tool in terms of adaptability of the system to individual environments.

Why it is important

The simple integration of the tool into processes and data landscapes is essential. It must be possible to react quickly and easily to changes through configuration or parameterization, ideally without complex programming. This ranges from simple adaptations of the user interface to adapting functions, workflows and security concepts, to flexibility in the adaptation of interfaces.

How we measure

We ask participants to rate the adaptability (e.g., simplicity in the customization of users, workflows, configurability of interfaces, showing/hiding functions and content, individual landing pages) of their chosen product on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Key User Support

What we measure

This KPI is based on how users rate the level of support for, for example, developers, editors, and stewards in the creation and maintenance of pipelines, applications, and catalog content.

Why it is important

Supporting developers and content creators in crafting data assets is vital for streamlining data provisioning processes. This support encompasses a spectrum of functions aimed at boosting efficiency, such as integrated test management, object reusability, and multi-developer environments. It extends to automating repetitive data management tasks and applying machine learning algorithms, including automatic data object classification and PII detection.

How we measure

We ask participants to rate the level of support for, for example, developers, editors, and stewards in the creation and maintenance of pipelines, applications, and catalog content with their chosen product on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

User Experience

The *User Experience* aggregated KPI is based on a combination of the *Ease of Use*, *Adaptability*, *Key User Support*, and *Functional Coverage* KPIs to assess the overall user experience with the product.

Performance

What we measure

This KPI is based on how users rate their tool in terms of performance and functions to optimize and control performance.

Why it is important

Performance satisfaction is crucial when loading or querying (large) datasets or when calculating data. In some ways, complaints about performance are more important than performance measured in seconds, because acceptable delays can vary depending upon how the system is used.

How we measure

We ask participants to rate the performance (query, loading, and processing performance) of their chosen product on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Platform Reliability

What we measure

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

Why it is important

A tool brings benefits if it works reliably and is always available. Tool failures are not only annoying, but they can also lead to time-consuming troubleshooting or even threats to the business. This KPI indicates how robust and stable the tool is in everyday use, and therefore how reliable it is.

How we measure

We ask participants to rate the platform reliability (i.e., functions to increase platform stability to avoid outages, including functions for high availability and recovery) of their chosen product on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Connectivity

What we measure

This KPI is based on how users rate their tool in terms of the scope and quality of connectors for connecting to source and target systems.

Why it is important

This KPI considers the amount and quality of connectors available to connect to source and target systems. It is always helpful to have the logic in place (and maintained) that enables users to extract and load data or metadata efficiently.

How we measure

We ask participants to rate their chosen software's connectivity in terms of the scope and quality of connectors for connecting to source and target systems on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Scalability

What we measure

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

Why it is important

It is vital to be able to adapt the software technically (hardware), functionally and commercially to current needs at any time. This encompasses flexibility and granularity in both scaling up and scaling down as required.

How we measure

We ask participants to rate their chosen product's sensible and fair scaling options (e.g., flexibility and granularity in scaling in terms of functions or computing power, up/downgrade options, transparent costs along scaling) on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Ecosystem Integration

What we measure

This KPI is based on how users rate their tool in terms of interfaces and connectivity options to integrate into existing system landscapes.

Why it is important

Ecosystem integration describes the quality of integration into the existing landscape. This includes, for example, the openness of the system, compliance with standards (e.g., for data exchange), and connectors. Simple integration into existing strategic platforms such as Snowflake, Microsoft Azure, Databricks, AWS, SAP, and Google is a particularly important requirement for many. Good ecosystem integration is characterized by a high degree of automation during integration and by the depth of integration (e.g., more objects and/or information can be exchanged at a more granular level).

How we measure

We ask participants to rate their software's ecosystem integration (Connectivity of the tool in terms of interfaces or options for integration into existing system landscapes – for example, add-ins for Power BI, integration into JIRA, Git or Teams, integration into cloud platform) on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Data Security & Privacy

What we measure

This KPI is based on how users rate their tool in terms of data security & privacy design, monitoring, and application of policies and measures.

Why it is important

Securing and protecting data is crucial for compliance and trust. It enables secure data democratization across complex, distributed landscapes (e.g., multi-cloud). With the rise of agentic systems, robust data access protection becomes even more critical to prevent unauthorized actions and ensure responsible, AI-driven operations.

How we measure

We ask participants to rate their data security and privacy design, monitoring, and application of policies and measures on a scale of "excellent" to "very poor." To arrive at the final KPI, we calculate an average score per product.

Technical Foundation

The *Technical Foundation* aggregated KPI is based on a combination of the *Performance*, *Platform Reliability*, *Connectivity*, *Scalability*, *Ecosystem Integration*, and *Data Security & Privacy* KPIs.

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BARC

Data Decisions. Built on BARC.

www.barc.com

Germany

BARC GmbH
Berliner Platz 7
D-97080 Würzburg
+49 931 880651-0

Austria

BARC GmbH
Hirschstettner Straße 19 / I / IS314
A-1220 Wien
+43 660 6366870

Switzerland

BARC Schweiz GmbH
Buchhaldenstrasse 7
CH-5442 Fislisbach
+41 76 340 35 16

US

BARC US
13463 Falls Drive
Broomfield, CO 80020
USA