Trifacta Recognized as Champion and Top Vendor in 2016 Self-Service Data Preparation & Cataloguing Market Update by Bloor Research

Submitted by: Martha Thierion de Monclin T/A Bijou PR
Thursday, 19 May 2016

Trifacta (http://www.trifacta.com), the global leader in data wrangling, today announced it has been selected as the top vendor in the 2016 Self-Service Data Preparation & Cataloguing Market Update by Bloor Research. The annual research evaluated 20 vendors, with this year's report seeing an emphasis on self-service. As described in the research, data preparation is a critical part of the analysis process, empowering users to more efficiently connect to the relevant data sources and join, de-duplicate, transform, cleanse, enrich, filter and pivot their data. Download the full Bloor Research report here (https://www.trifacta.com/gated-form/self-service-data-prep-cataloguing-market-update/).

"In the last two years, the demand for self-service data preparation has skyrocketed. Recognition as the category leader in the 2016 Self-Service Data Preparation & Cataloguing Market Update by Bloor Research further validates our user-centric approach to delivering the most intuitive, productive experience for wrangling data of all shapes and sizes. Used by over 3,000 companies in 121 countries, Trifacta helps organizations go from raw data to refined, bridging the gap between their messy data lakes and the clean, structured data they need for analysis," said Adam Wilson, CEO of Trifacta. "We're excited to be the most widely used data wrangling solution on the market and selected as the top vendor by Bloor Research."

Recognition by Bloor Research follows Trifacta's recent selection as the leader in end user data preparation by Dresner Advisory Services for the second consecutive year. It also reaffirms that Trifacta is the leading data wrangling solution for exploring and transforming diverse data. With Trifacta, business analysts are readily able to visually discover and prepare raw data, transforming it into clean and structured formats for analysis. Trifacta enables analysts to work with new data sources and improves the efficiency of existing reporting and analytics processes, ultimately helping to unlock the true potential of their data.

"In this year's research, we saw an emphasis on self-service data preparation and user experience. From a functionality standpoint, Trifacta stands comparison with any other product on the market," said Philip Howard, research director at Bloor Research. "Congratulations to Trifacta for ranking so highly in our report."

Bloor Research analysts defined a benchmark score for a domain leading company based on their overall ratings and those above that rating are in the Champions segment. Those that remain are placed in the Innovator segment if their innovation rating is over 2.5 and Challenger if it is less than 2.5. The exact position in each segment is calculated based on their combined innovation and overall score. Depicted in the above graph, Trifacta is the top-rated Champion in the 2016 Self-Service Data Preparation & Cataloguing Report.

The report was independently created by Bloor Research and the following vendors were included in the study: Alation, Alteryx, ClearStory Data, Datameer, Datawatch, Experian, FreeSight, IBM, Informatica, Oracle, Paxata, Rocket, SAP, SAS, Talend, Tamr, TICS, Trifacta, Unifi and Waterline.

In 2016, Trifacta has already been named to The Channel Company's 2016 Big Data 100 list, selected as the 2016 Top End User Data Preparation Vendor by Dresner Advisory Services for the second year in a row and selected as a Delta-V Award winner for the big data platforms category by Enterprise Strategy Group (ESG). Last year, Trifacta was named a 2015 Ventana Research Technology Innovation award winner in the big data category and was also selected as a 2015 Red Herring Top 100 North America Winner, showcasing the company's momentum in the big data space. Additionally, Trifacta was named to the The Channel Company's 2015 CRN® Big Data 100, recognizing companies that bring innovative tools, technologies and services to market.

###

About Bloor Research

Bloor Research is one of Europe's leading IT research, analysis and consultancy organizations. Bloor Research explains how to bring greater agility to corporate IT systems through the effective governance, management and leverage of information. Bloor has built a reputation for 'telling the right story' with independent, intelligent, well-articulated communications content and publications on all aspects of the ICT industry. Founded in 1989, Bloor Research has spent 25 years distributing research and analysis to IT user and vendor organizations throughout the world via online subscriptions, tailored research services, events and consultancy projects.

About Trifacta

Trifacta, the global leader in data wrangling software, significantly enhances the value of an enterprise's big data by enabling users to easily transform and enrich raw, complex data into clean and structured formats for analysis. Leveraging decades of innovative work in human-computer interaction, scalable data management and machine learning, Trifacta's unique technology creates a partnership between user and machine, with each side learning from the other and becoming smarter with experience. Trifacta is backed by Accel Partners, Cathay Innovation, Greylock Partners, and Ignition Partners.

Media Contacts:
Martha de Monclin
martha@bijoupr.com
T: 0777 168 2434