



Self-Service Data Preparation

These data-prep products bring agile data exploration, integration, transformation and enrichment to data-savvy professionals outside of IT

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SELF-SERVICE DATA PREPARATION

ALTERYX
TRIFACTA

CONSTELLATION
ShortList™

3
solutions
to know

PAXATA

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The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

About This Constellation ShortList™

We all know about the virtues of data-driven decision making, but it's impossible to democratize business intelligence and analytics if the data is only accessible through IT. Self-service data preparation products have emerged to enable analysts, analytics professionals, data scientists and even data-savvy business users to get their hands on the data. These products support agile data discovery and exploration, as well as data blending, transformation, enrichment and delivery to a variety of analytical environments.

Self-service data prep eliminates the IT queue, enabling data-savvy users from outside of IT to come up with valuable new combinations of data, blending traditional data with new social, mobile and big data sources. The best products combine ease of use with flexibility tied to myriad data connection, profiling, transformation, enrichment and delivery options. They also foster collaboration while providing data-access and governance controls.

Threshold Criteria

Constellation considers the following criteria for these solutions:

- Capable data connection, exploration and profiling capabilities
- Approachable to a range of data-savvy users through intuitive user interfaces
- Flexible data blending, transformation and enrichment options
- Balanced support for sharing and control through collaboration and governance features
- Independent, with standalone deployment and myriad data-delivery options

The Constellation ShortList™

Constellation evaluates more than 15 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- Alteryx
- Trifacta
- Paxata

Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 180 days as needed.

Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes



Data to Decisions



Technology Optimization

To learn more:

Visit www.constellationr.com/ShortList
or email shortlist@constellationr.com



Doug Henschen Vice President and Principal Analyst

Doug Henschen focuses on data-driven decision making. Henschen's Data-to-Decisions research examines how organizations employ data analysis

to reimagine their business models and gain a deeper understanding of their customers. Henschen's research acknowledges the fact that innovative applications of data analysis require a multi-disciplinary approach, starting with information and orchestration technologies, continuing through business intelligence, data-visualization, and analytics, and moving into NoSQL and big-data analysis, third-party data enrichment, and decision-management technologies.

