

# Gartner Peer Insights 'Voice of the Customer': Master Data Management Solutions

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By Peer Contributors

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Initiatives: [Data Management Solutions](#)

Gartner Peer Insights is a free peer review and ratings platform designed for enterprise software and services decision makers. Reviews go through a strict validation and moderation process in an effort to ensure they are authentic.

## What Are Master Data Management Solutions?

Master data management (MDM) solutions are enterprise software products that:

- Support the global identification, linking and synchronization of master data across heterogeneous data sources through semantic reconciliation of master data.
- Create and manage a central, persisted system of record or index of record for master data.
- Support the four MDM hub implementation styles, as defined by Gartner.
- Enable generation and delivery of a trusted version of one or more subject areas to all stakeholders, in support of various business initiatives.
- Support ongoing master data stewardship and governance requirements through workflow-based monitoring and corrective-action techniques.
- Are agnostic to the business application landscape in which they reside.
- Can be implemented by end-user organizations without having to make use of a professional.

## What Is Gartner Peer Insights "Voice of the Customer"?

*The "Voice of the Customer" is a document that synthesizes Gartner Peer Insights' reviews into insights for IT decision makers. This aggregated peer perspective, along with the individual detailed reviews, is complementary to Gartner expert research and can play a key role in your buying process, as it focuses on direct peer experiences of implementing and operating a solution. In this document, only vendors with 20 or more eligible published reviews during the specified 18-month submission period are included. Reviews from end users of companies with less than \$50M in revenue are excluded from this methodology. See the full "Voice of the Customer" methodology [here](#).*

Along with the historical peer-based perspective represented in this document, Gartner has a related expert-led [Magic Quadrant](#) for the MDM solution market. For related research in this market, please visit the [Magic Quadrant for Master Data Management Solutions](#).

In the MDM solutions market, Gartner Peer Insights has published 996 reviews and ratings in the 18-month period ending 30 April 2021. Figure 1 shows all eligible vendors categorized into four quadrants based on User Interest and Adoption (X-axis) and Overall Rating (Y-axis). Within each quadrant, vendors are listed in alphabetical order.

Vendors' User Interest and Adoption scores incorporate three factors, each given one-third weight: review volume, user willingness to recommend, and review market coverage across industry, company size, and deployment region. A vendor must meet or exceed the market average User Interest and Adoption Score to qualify for the right-hand quadrants.

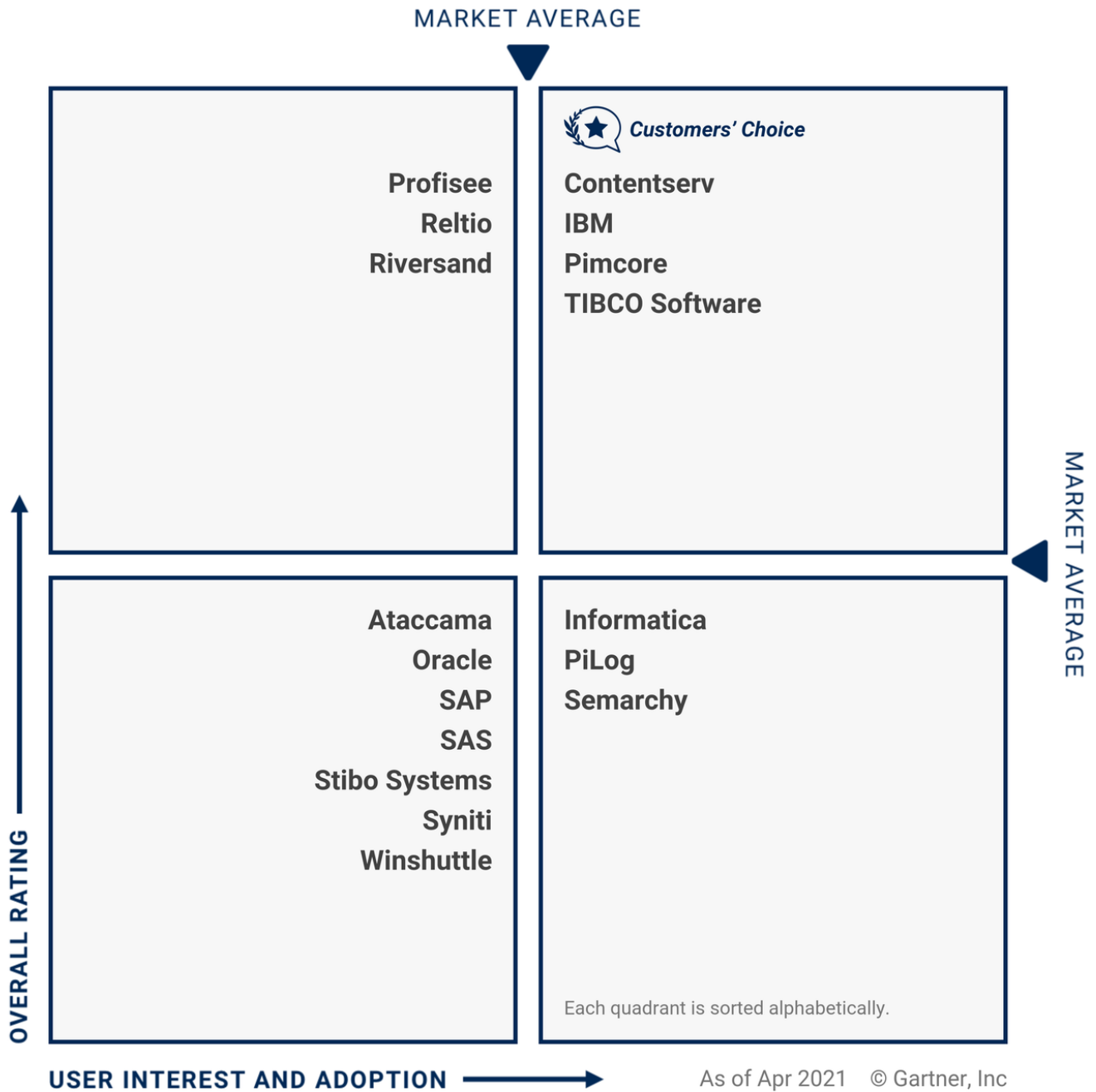
The market average Overall Rating is the mean of all eligible vendors' average Overall Ratings. Vendors must meet or exceed the market average Overall Rating to be positioned in the upper quadrants.

Vendors placed in the upper-right quadrant of the "Voice of the Customer" quadrants are recognized with the Gartner Peer Insights Customers' Choice distinction, denoted with a Customers' Choice badge. The recognized vendors meet or exceed both the market average Overall Rating and the market average User Interest and Adoption (see full "Voice of the Customer" methodology [here](#) for details).

**Figure 1. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions**



**Gartner Peer Insights “Voice of the Customer”  
Master Data Management Solutions**



**Gartner.**

Source: Gartner (June 2021)

Master Data Management Solutions Peer Reviews and Ratings




In addition to the synthesis provided by the “Voice of the Customer,” you can read individual reviews and ratings on Gartner Peer Insights by [clicking here](#).

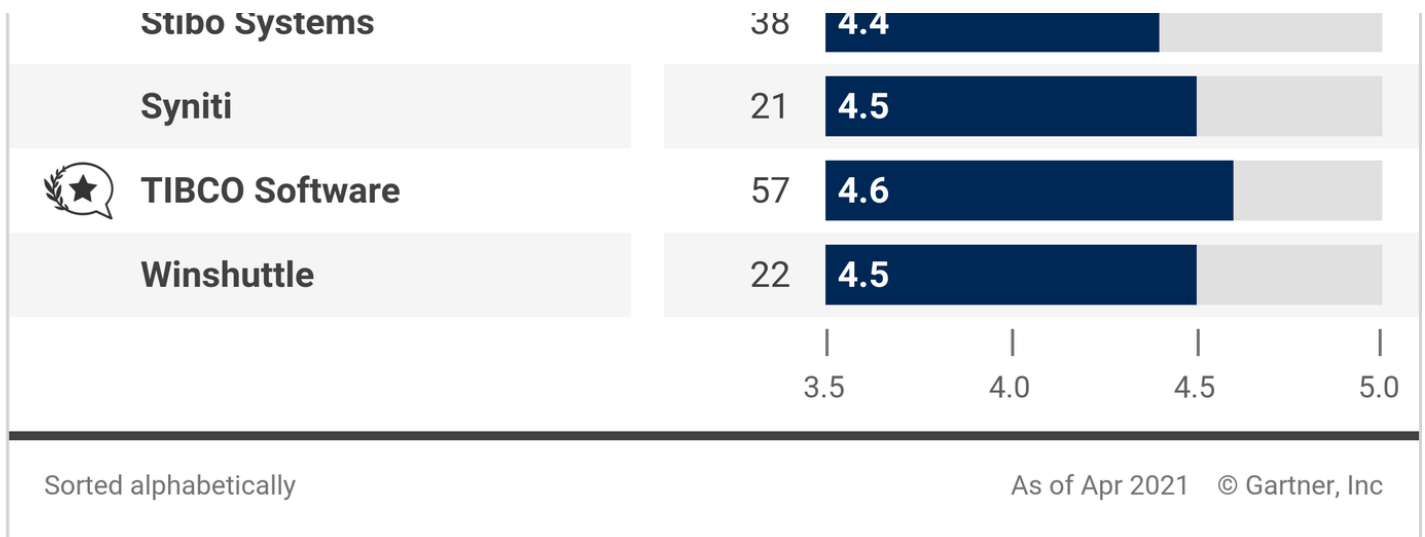
The rest of this document will highlight some key insights for the MDM solution market based on 18 months of reviews, and will also point you to particular ways to use the site in your buying process.

Figure 2 summarizes the Overall Ratings (out of 5 stars) for vendors in the MDM solution market that have received more than 20 eligible reviews in the 18-month period ending on 30 April 2021, sorted alphabetically. The Overall Rating is a measure of how satisfied existing customers are with a vendor’s product.

**Figure 2. Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions Overall Ratings**



Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions		
Eligible Vendors	Overall Reviews	Overall Rating
Ataccama	39	4.5
 Contentserv	55	4.8
 IBM	69	4.5
Informatica	97	4.5
Oracle	31	4.4
PiLog	135	4.5
 Pimcore	65	4.7
Profisee	35	4.8
Reltio	24	4.7
Riversand	27	4.7
SAP	32	4.4
SAS	28	4.0
Semarchy	75	4.5

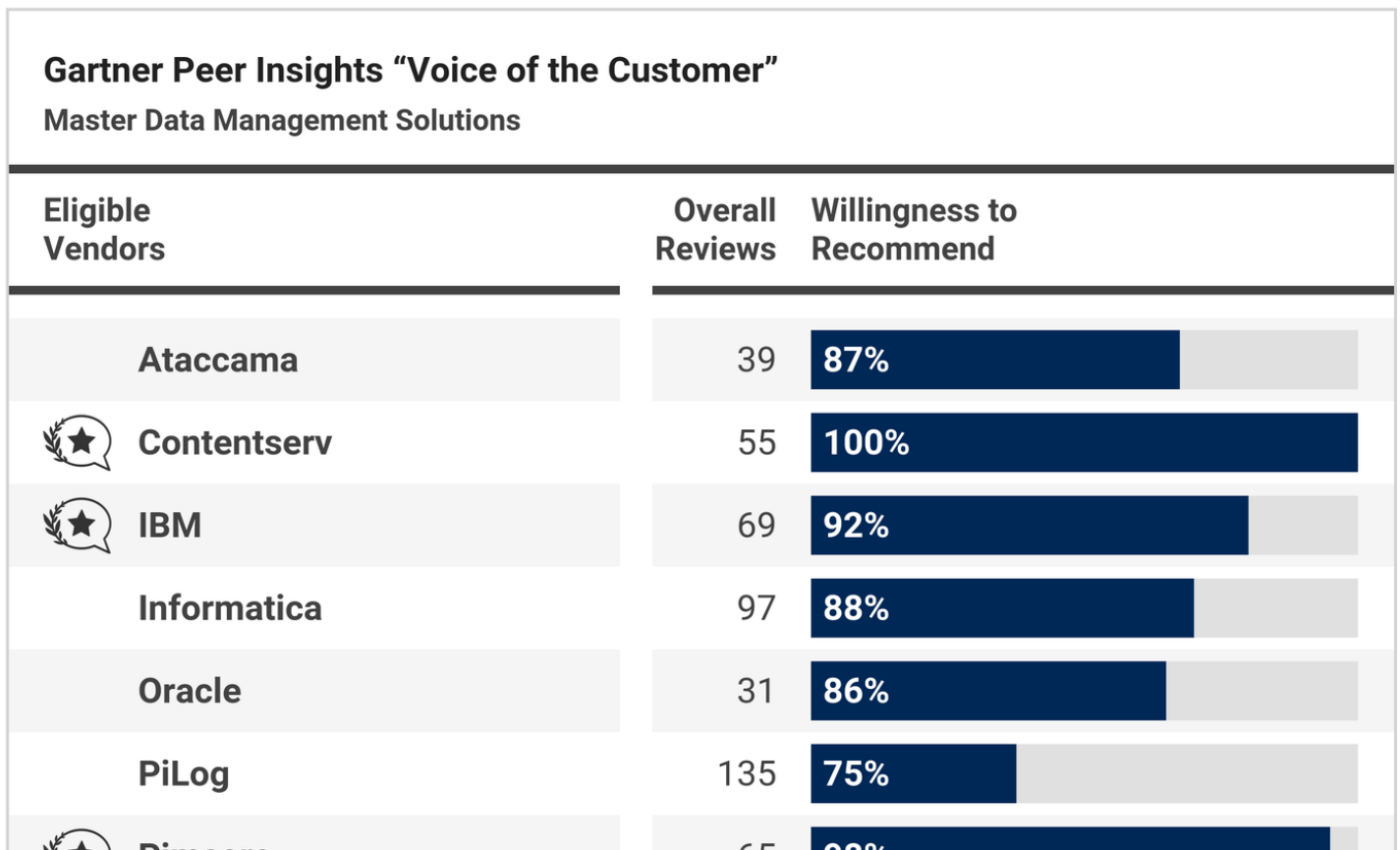


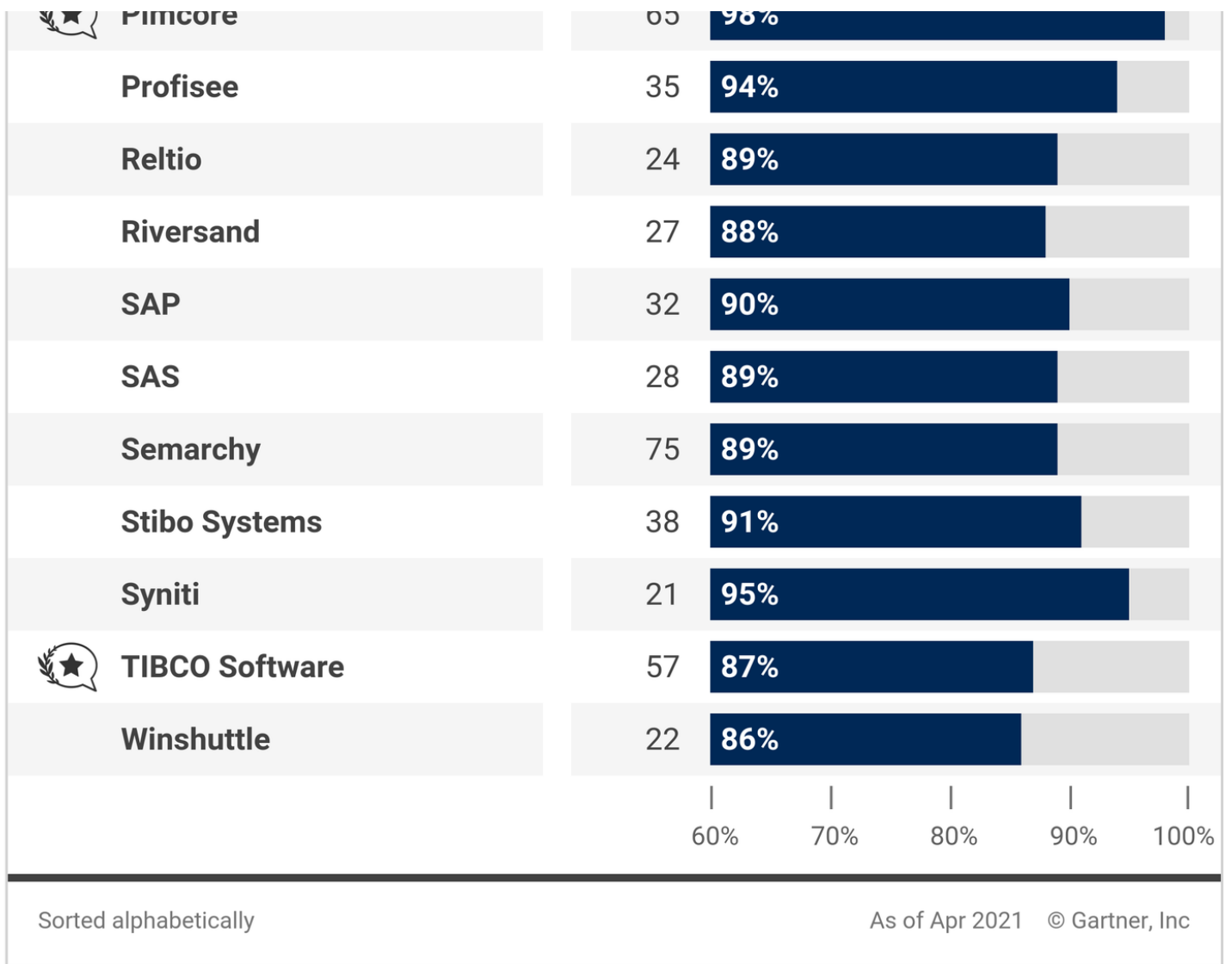
**Gartner**

Source: Gartner (June 2021)

In addition to the Overall Ratings, Gartner Peer Insights' reviews also give insight into end users' willingness to recommend each vendor. Willingness to recommend is a component of the "Voice of the Customer" X-axis. See methodology [here](#) for details. Figure 3 compares vendors by the percent of reviewers who were willing to recommend them (see "Methodology" section for details). To create a more detailed comparison between several vendors on your shortlist, please [click here](#) to go to the Peer Insights market page and press the "Compare Alternatives" button under the vendor/product you are interested in.

**Figure 3. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions Willingness to Recommend**





**Gartner**

Source: Gartner (June 2021)

## “Voice of the Customer” Segment view

Figure 4 through Figure 6 group vendors in the market under a specific customer segment of industry, deployment region or company size based on the demographics of their reviewers. Gartner Peer Insights collects this information from end users’ account profiles and submitted reviews. Only vendors with 20 or more eligible reviews in the segment in the 18-month review period are included. For each segment, vendors are positioned based on the market average Overall Rating on the Y-axis and User Interest and Adoption on the X-axis. User Interest and Adoption is calculated from review count score and willingness to recommend (each weighted 50%). Only reviews from reviewers in the segment are included in the calculations for both axes. Review market coverage is not included in this calculation because each graph refers to one particular segment.

A vendor must meet or exceed the average User Interest and Adoption Score in the segment to qualify for the right-hand quadrants. A vendor must meet or exceed the average Overall Rating in the segment to be positioned in the upper quadrants. Both averages, for Overall Rating and User Interest and Adoption, are calculated using only reviews in the segment for vendors included on the graph.

Vendors placed in the upper-right quadrant of the segment quadrants are recognized through the Customers’ Choice Segment Distinction. The recognized vendors meet or exceed both the average Overall Rating and the average User

Interest and Adoption for the segment (see [here](#) for details).

### Company Size Segment View (by Annual Revenue)

- [Midsize Enterprise \(50M - 1B USD\)](#)

### Deployment Region Segment View

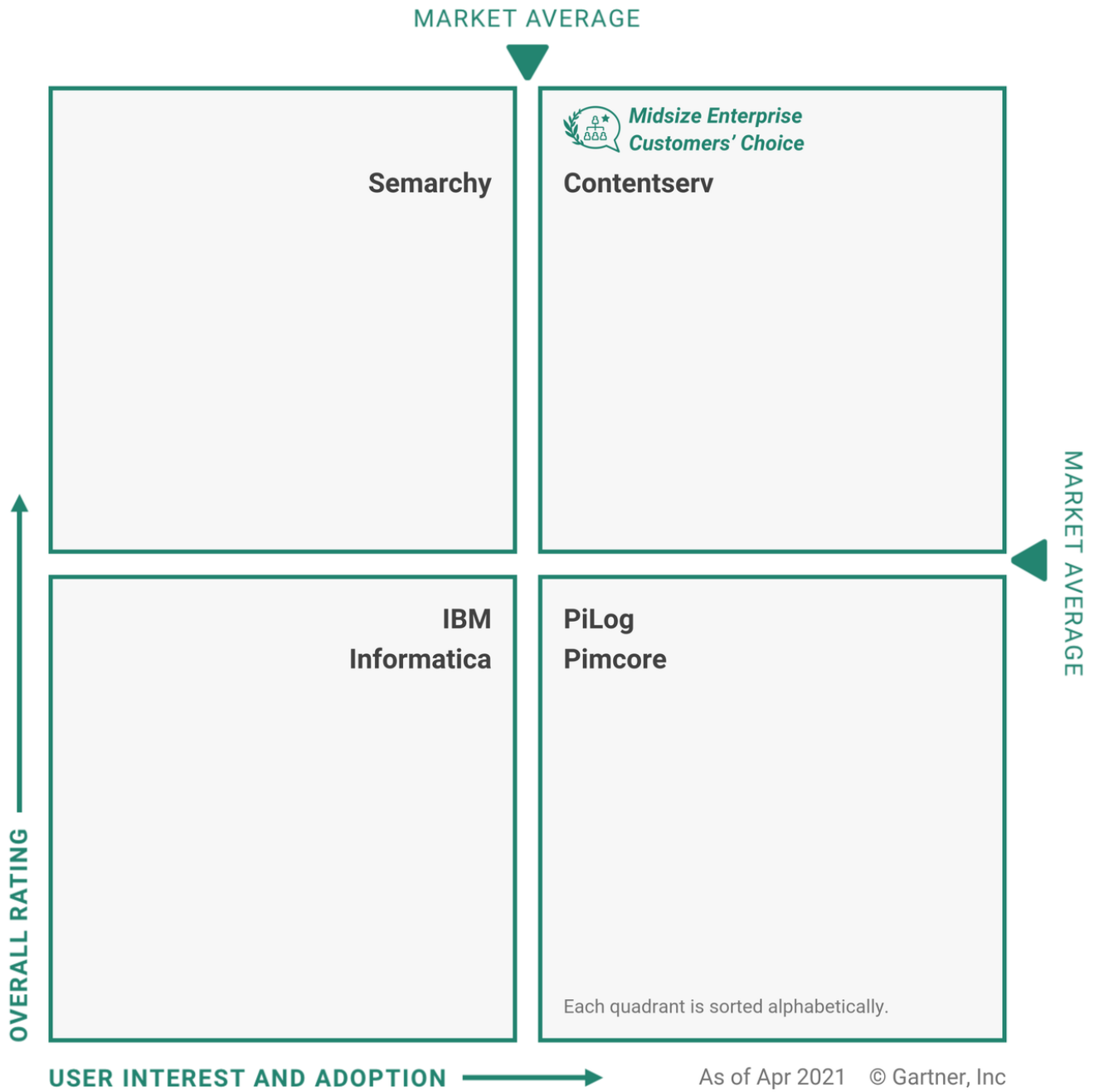
- [Europe, the Middle East and Africa](#)
- [North America](#)

### Company Size Segment View (by Annual Revenue)

**Figure 4. Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions Midsize Enterprise (50M - 1B USD)**



**Gartner Peer Insights “Voice of the Customer” Company Size Segment  
Master Data Management Solutions**



**Gartner.**

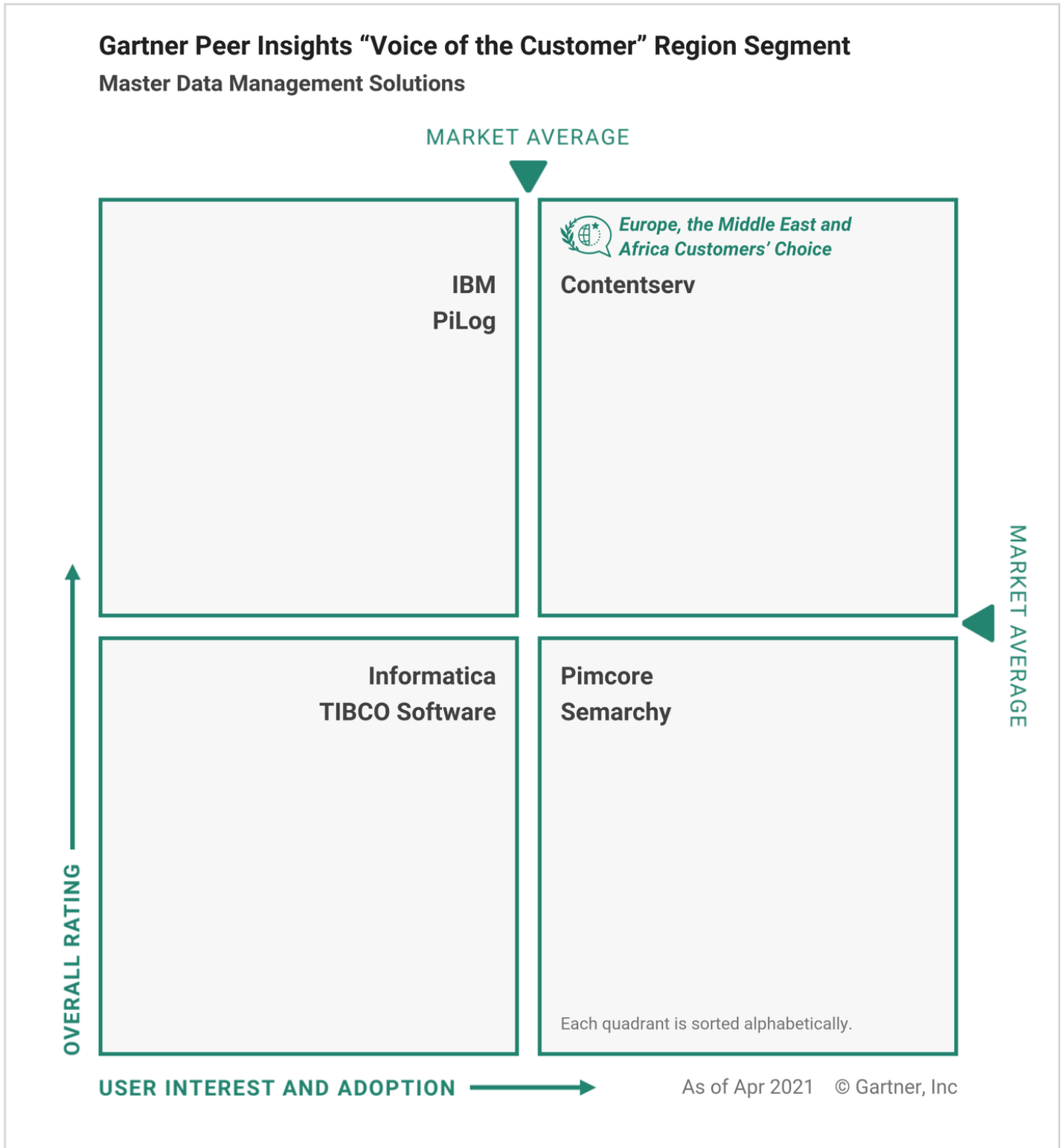
Source: Gartner (June 2021)

[Go back to the segment list](#)

Deployment Region Segment View



Figure 5. Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions Europe, the Middle East and Africa



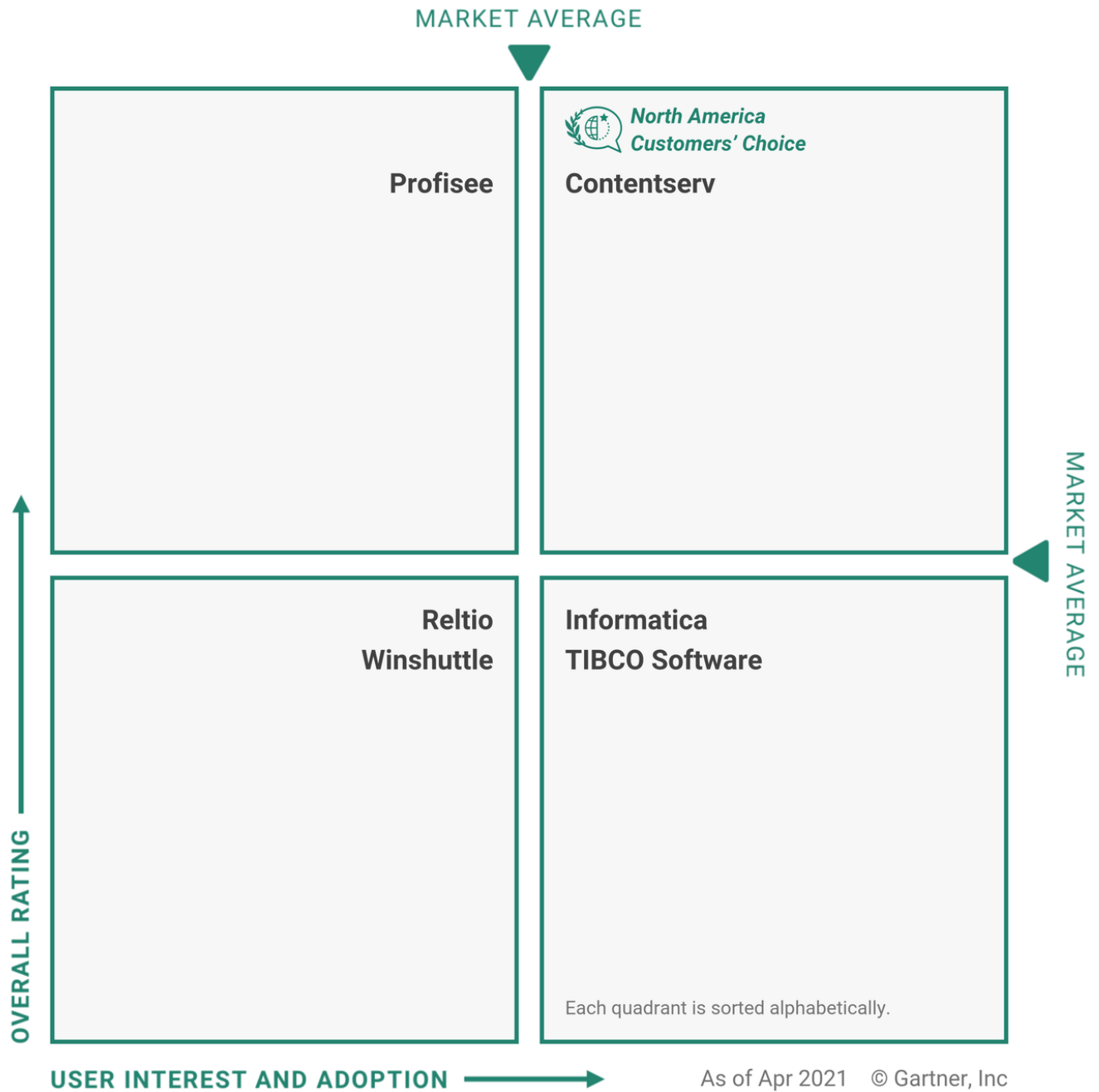
Source: Gartner (June 2021)

[Go back to the segment list](#)

Figure 6. Gartner Peer Insights “Voice of the Customer” Master Data



### Gartner Peer Insights “Voice of the Customer” Region Segment Master Data Management Solutions



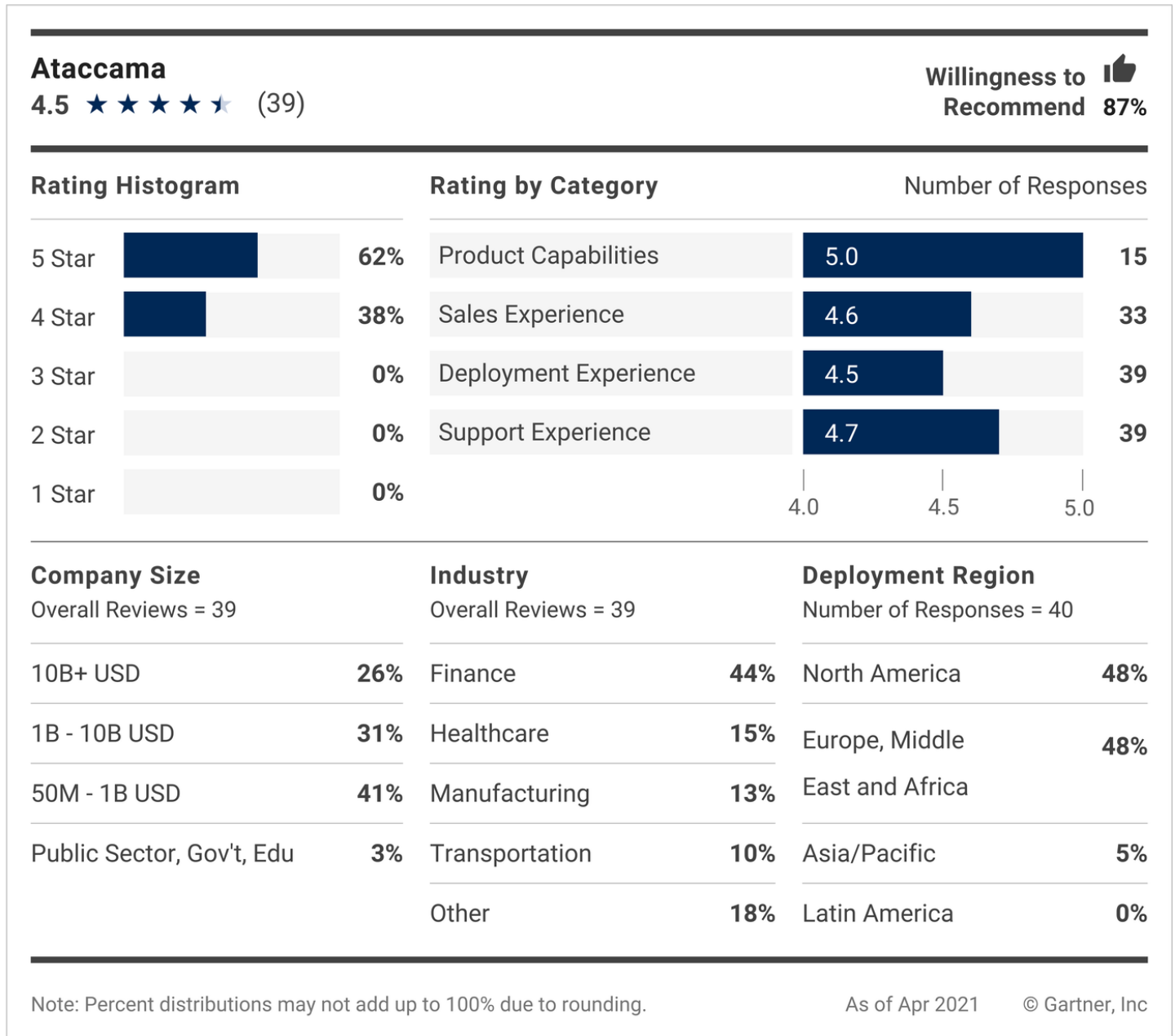
Source: Gartner (June 2021)

[Go back to the segment list](#)

## Vendor Summaries

Figures 7 through 23 summarize key information for each vendor included in the “Voice of the Customer”: reviewer demographics for reviews received in the 18-month review period, ending 30 April 2021; Overall Rating and rating distribution; and other ratings covering specific aspects of the experience with the vendor. The same eligibility requirements and weighting used in the “Voice of the Customer” quadrants also apply for ratings in the vendor summary figure, including overall star rating, willingness to recommend, and rating by category (see methodology page [here](#) for details). Below each image is a direct link to the user reviews on the Peer Insights site.

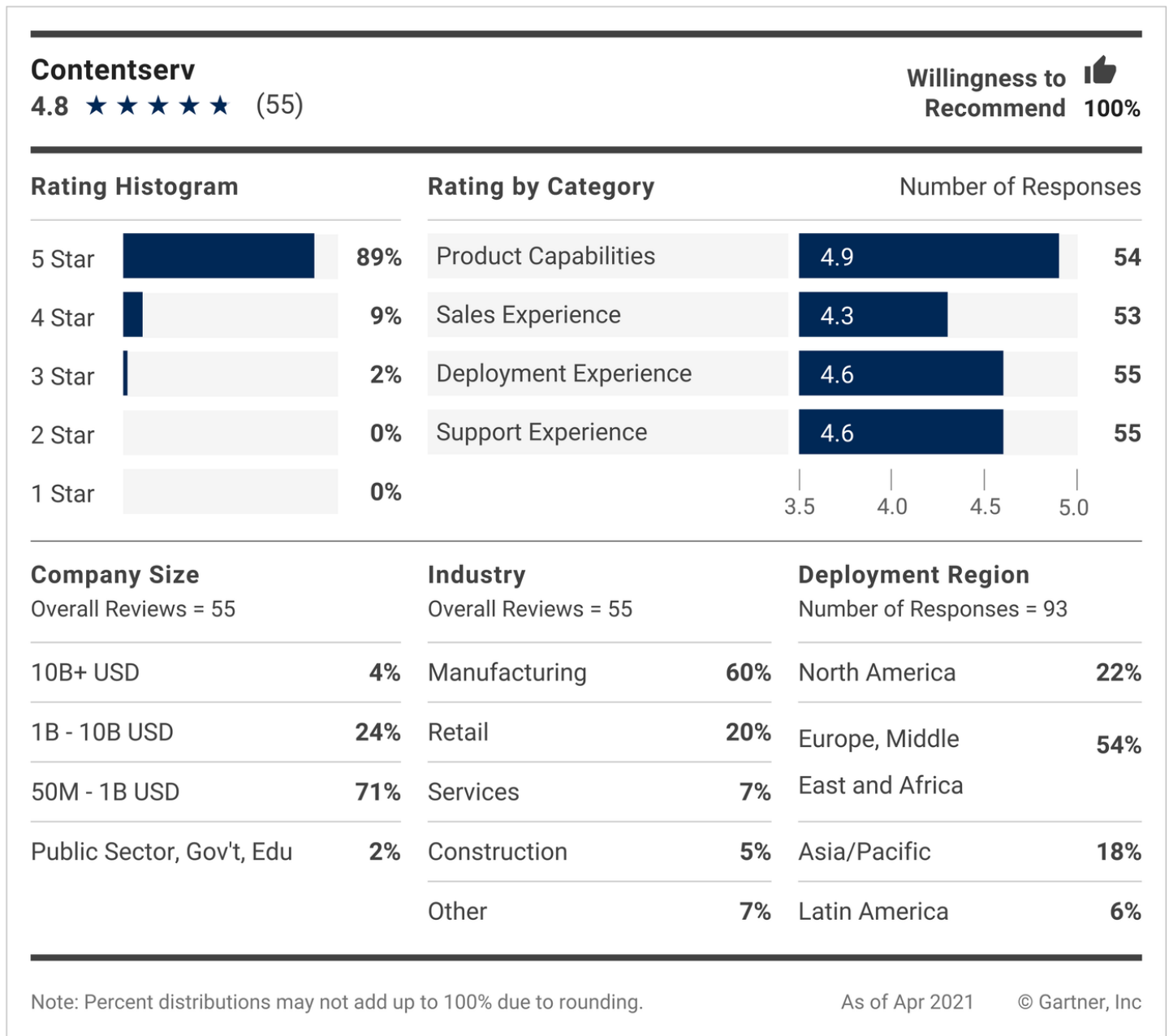
**Figure 7. Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions Ataccama Vendor Summary**



Source: Gartner (June 2021)

Read all Peer Insights user reviews for [Ataccama](#).

Figure 8. Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions Contentserv Vendor Summary




Source: Gartner (June 2021)

Read all Peer Insights user reviews for [Contentserv](#).

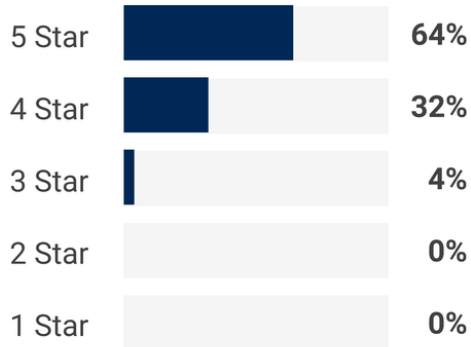
Figure 9. Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions IBM Vendor Summary



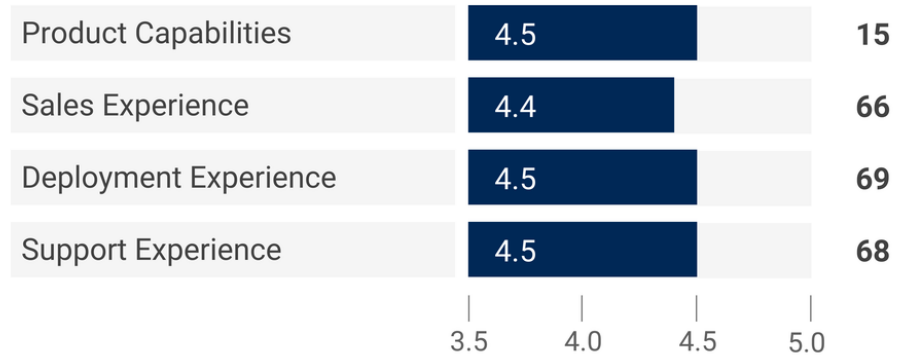
**IBM**  
 4.5 ★ ★ ★ ★ ★ (69)

Willingness to   
 Recommend **92%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 69

10B+ USD	19%
1B - 10B USD	38%
50M - 1B USD	38%
Public Sector, Gov't, Edu	6%

**Industry**

Overall Reviews = 69

Manufacturing	33%
Services	20%
Finance	17%
Communications	7%
Other	22%

**Deployment Region**

Number of Responses = 76

North America	24%
Europe, Middle East and Africa	29%
Asia/Pacific	42%
Latin America	5%

Note: Percent distributions may not add up to 100% due to rounding.

As of Apr 2021

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for [IBM](#).

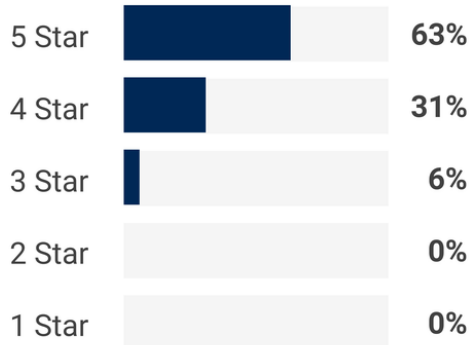
**Figure 10. Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions Informatica Reviewer Demographics**



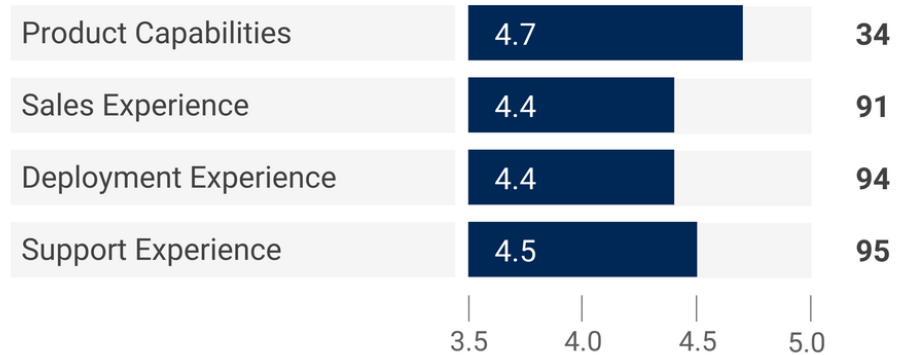
**Informatica**  
 4.5 ★★★★★ (97)

Willingness to   
 Recommend **88%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 97

10B+ USD	27%
1B - 10B USD	28%
50M - 1B USD	40%
Public Sector, Gov't, Edu	5%

**Industry**

Overall Reviews = 97

Services	20%
Finance	19%
Manufacturing	13%
Healthcare	11%
Other	37%

**Deployment Region**

Number of Responses = 105

North America	56%
Europe, Middle East and Africa	25%
Asia/Pacific	12%
Latin America	7%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for [Informatica](#).

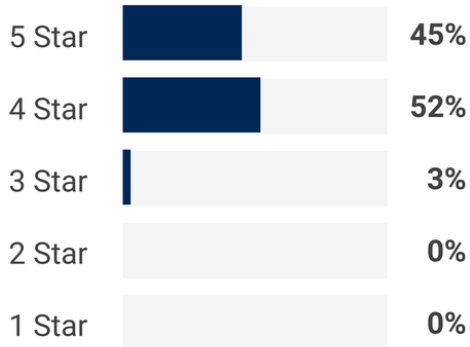
Figure 11. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions Oracle Vendor Summary



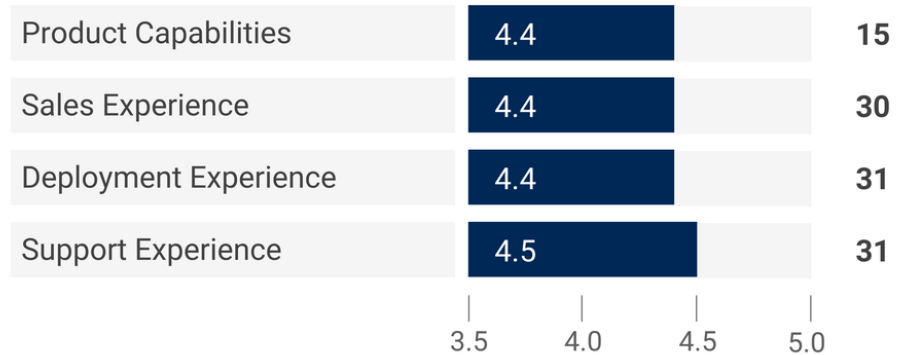
**Oracle**  
 4.4 ★ ★ ★ ★ ★ (31)

Willingness to   
 Recommend **86%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 31

10B+ USD	10%
1B - 10B USD	29%
50M - 1B USD	58%
Public Sector, Gov't, Edu	3%

**Industry**

Overall Reviews = 31

Services	29%
Finance	13%
Manufacturing	13%
Miscellaneous	10%
Other	35%

**Deployment Region**

Number of Responses = 33

North America	30%
Europe, Middle East and Africa	12%
Asia/Pacific	58%
Latin America	0%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)


Read all Peer Insights user reviews for [Oracle](#).

Figure 12. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions PiLog Vendor Summary

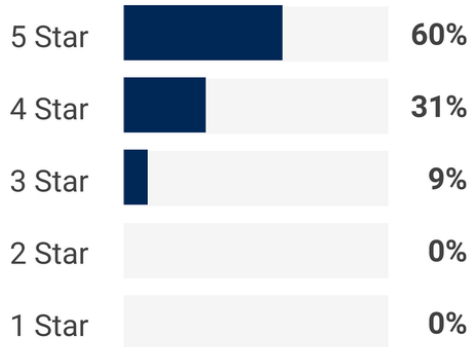


## PiLog

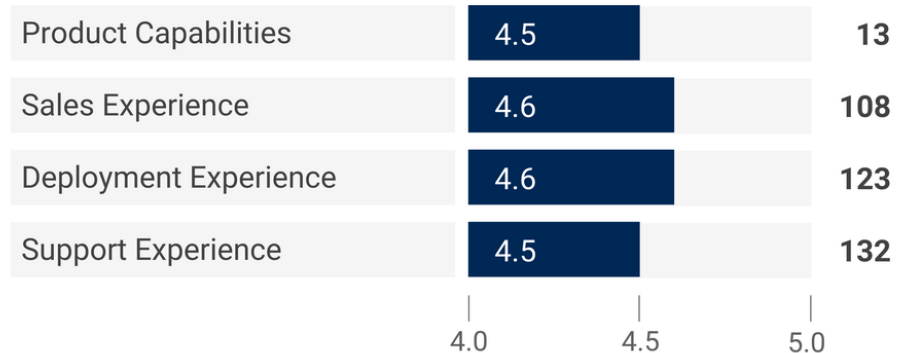
4.5 ★ ★ ★ ★ ★ (135)

Willingness to Recommend  75%

### Rating Histogram



### Rating by Category



### Number of Responses

### Company Size

Overall Reviews = 135

10B+ USD	27%
1B - 10B USD	19%
50M - 1B USD	53%
Public Sector, Gov't, Edu	0%

### Industry

Overall Reviews = 135

Manufacturing	79%
Energy and Utilities	10%
Services	7%
Miscellaneous	2%
Other	2%

### Deployment Region

Number of Responses = 145

North America	3%
Europe, Middle East and Africa	21%
Asia/Pacific	74%
Latin America	2%

Note: Percent distributions may not add up to 100% due to rounding.

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**Gartner.**

Source: Gartner (June 2021)


Read all Peer Insights user reviews for [PiLog](#).

**Figure 13. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions Pimcore Vendor Summary**

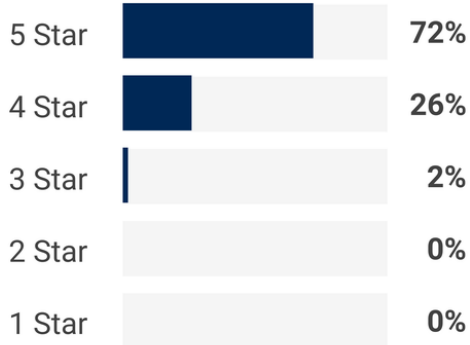




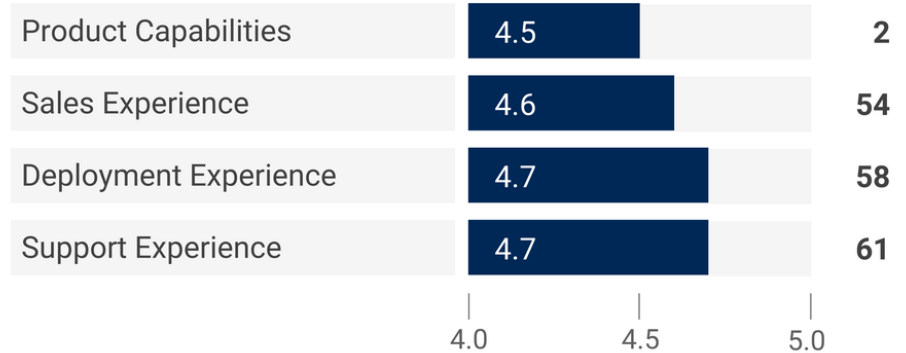
**Pimcore**  
 4.7 ★★★★★ (65)

Willingness to Recommend  **98%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 65

10B+ USD	14%
1B - 10B USD	23%
50M - 1B USD	63%
Public Sector, Gov't, Edu	0%

**Industry**

Overall Reviews = 65

Retail	37%
Manufacturing	29%
Services	15%
Finance	5%
Other	14%

**Deployment Region**

Number of Responses = 72

North America	24%
Europe, Middle East and Africa	68%
Asia/Pacific	7%
Latin America	1%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for [Pimcore](#).

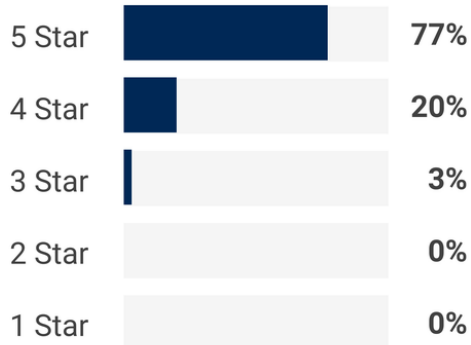
**Figure 14. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions Profisee Vendor Summary**



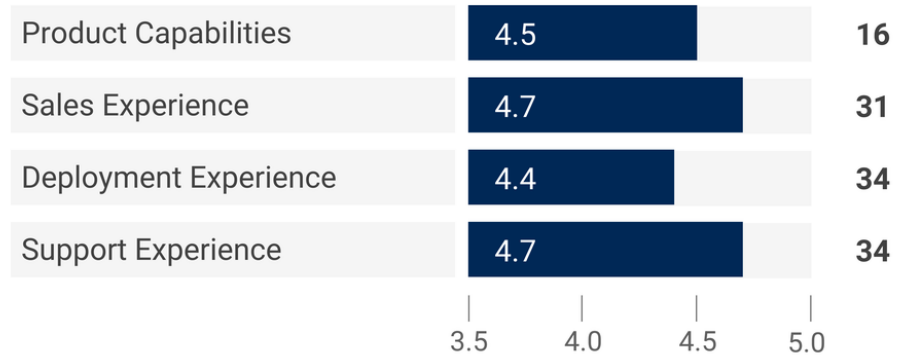
**Profisee**  
 4.8 ★★★★★ (35)

Willingness to Recommend  **94%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 35

10B+ USD	14%
1B - 10B USD	40%
50M - 1B USD	43%
Public Sector, Gov't, Edu	3%

**Industry**

Overall Reviews = 35

Manufacturing	34%
Healthcare	17%
Services	17%
Finance	9%
Other	23%

**Deployment Region**

Number of Responses = 41

North America	54%
Europe, Middle East and Africa	20%
Asia/Pacific	22%
Latin America	5%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for [Profisee](#).

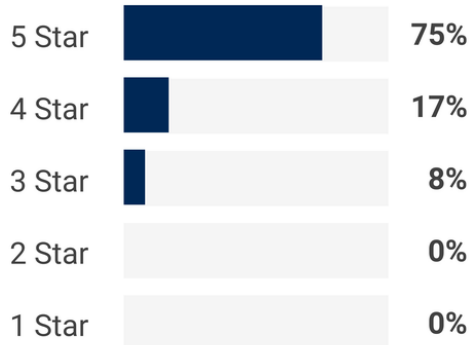
**Figure 15. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions Reltio Vendor Summary**



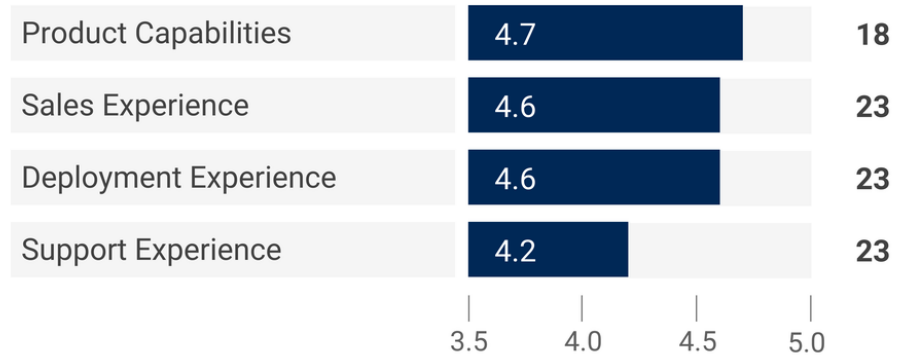
**Reltio**  
 4.7 ★★★★★ (24)

Willingness to Recommend  **89%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 24

10B+ USD	50%
1B - 10B USD	29%
50M - 1B USD	17%
Public Sector, Gov't, Edu	4%

**Industry**

Overall Reviews = 24

Healthcare	33%
Manufacturing	21%
Retail	17%
Services	17%
Other	12%

**Deployment Region**

Number of Responses = 32

North America	72%
Europe, Middle East and Africa	13%
Asia/Pacific	13%
Latin America	3%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for [Reltio](#).

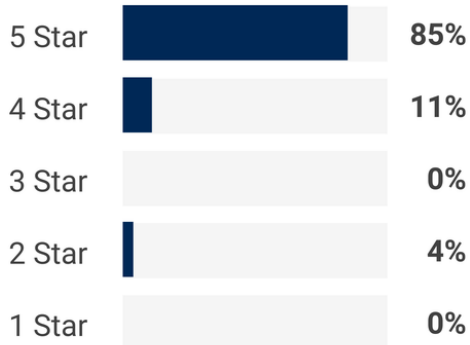
Figure 16. Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions Riversand Vendor Summary



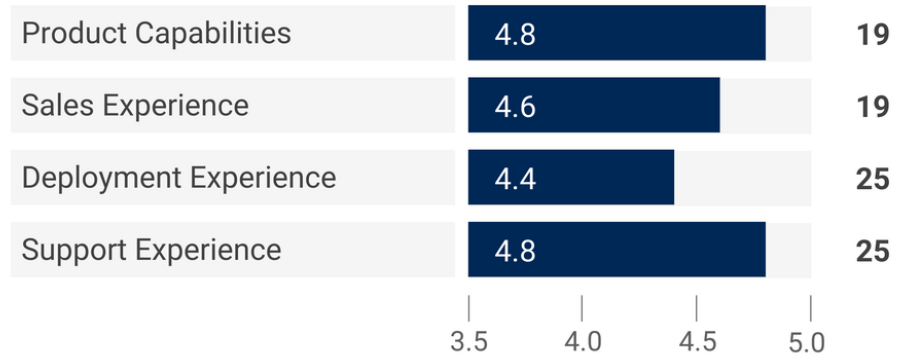
**Riversand**  
 4.7 ★★★★★ (27)

Willingness to Recommend  **88%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 27

10B+ USD	30%
1B - 10B USD	33%
50M - 1B USD	37%
Public Sector, Gov't, Edu	0%

**Industry**

Overall Reviews = 27

Retail	63%
Manufacturing	19%
Services	11%
Energy and Utilities	4%
Other	4%

**Deployment Region**

Number of Responses = 35

North America	46%
Europe, Middle East and Africa	31%
Asia/Pacific	11%
Latin America	11%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)


Read all Peer Insights user reviews for [Riversand](#).

Figure 17. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions SAP Vendor Summary

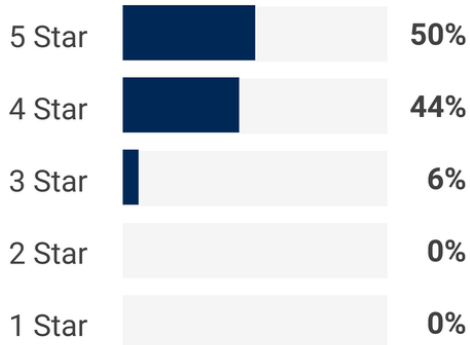


## SAP

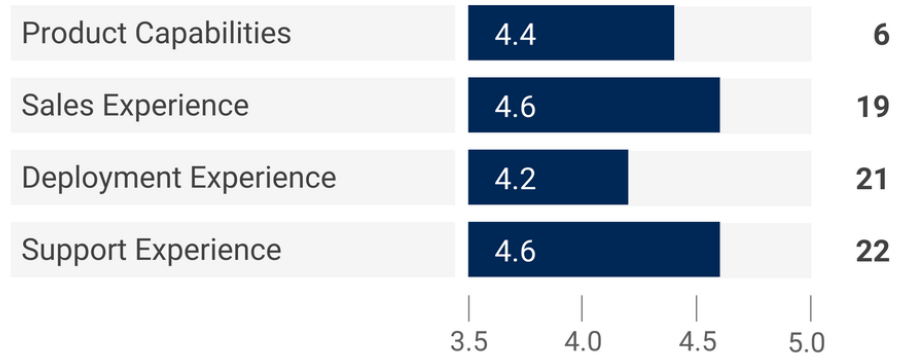
4.4 ★ ★ ★ ★ ★ (32)

Willingness to Recommend  90%

### Rating Histogram



### Rating by Category



### Company Size

Overall Reviews = 32

10B+ USD	25%
1B - 10B USD	31%
50M - 1B USD	44%
Public Sector, Gov't, Edu	0%

### Industry

Overall Reviews = 32

Manufacturing	53%
Services	13%
Retail	9%
Communications	6%
Other	19%

### Deployment Region

Number of Responses = 35

North America	6%
Europe, Middle East and Africa	49%
Asia/Pacific	34%
Latin America	11%

Note: Percent distributions may not add up to 100% due to rounding.

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**Gartner.**

Source: Gartner (June 2021)


Read all Peer Insights user reviews for [SAP](#).

**Figure 18. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions SAS Vendor Summary**

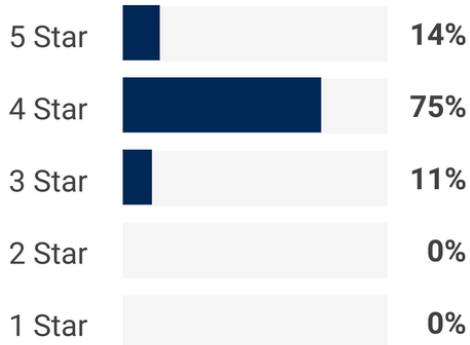


## SAS

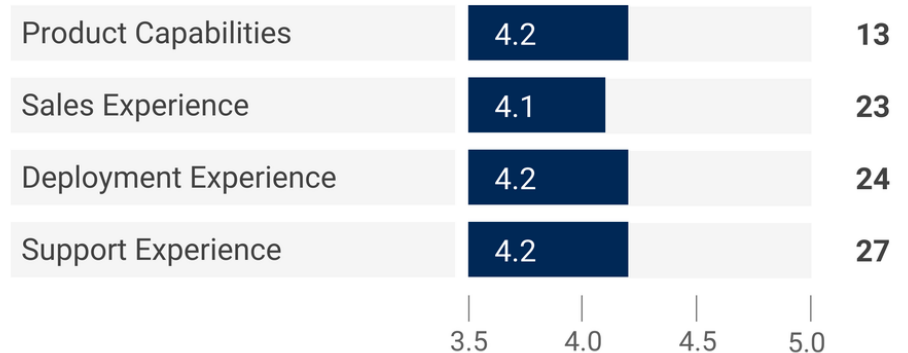
4.0 ★ ★ ★ ★ ★ (28)

Willingness to Recommend  89%

### Rating Histogram



### Rating by Category



Number of Responses

### Company Size

Overall Reviews = 28

10B+ USD	25%
1B - 10B USD	21%
50M - 1B USD	50%
Public Sector, Gov't, Edu	4%

### Industry

Overall Reviews = 28

Finance	36%
Services	29%
Healthcare	11%
Communications	7%
Other	18%

### Deployment Region

Number of Responses = 28

North America	29%
Europe, Middle East and Africa	18%
Asia/Pacific	54%
Latin America	0%

Note: Percent distributions may not add up to 100% due to rounding.

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**Gartner.**


Source: Gartner (June 2021)

Read all Peer Insights user reviews for [SAS](#).

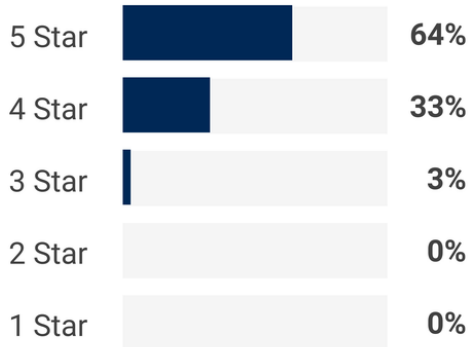
**Figure 19. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions Semarchy Vendor Summary**



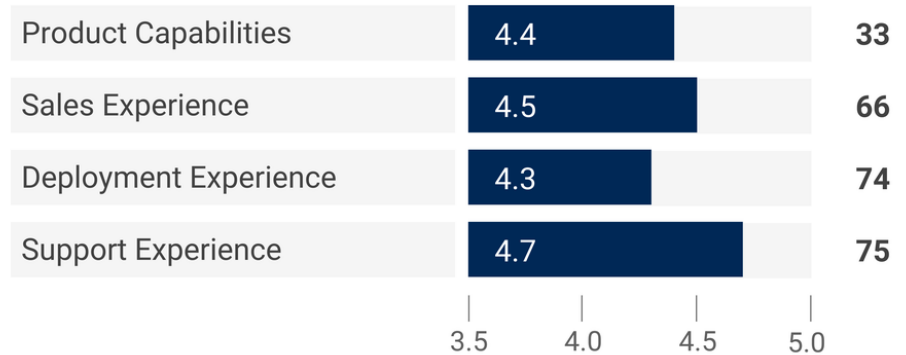
**Semarchy**  
 4.5 ★★★★★ (75)

Willingness to Recommend  **89%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 75

10B+ USD	21%
1B - 10B USD	44%
50M - 1B USD	32%
Public Sector, Gov't, Edu	3%

**Industry**

Overall Reviews = 75

Manufacturing	28%
Services	15%
Healthcare	12%
Finance	11%
Other	35%

**Deployment Region**

Number of Responses = 102

North America	18%
Europe, Middle East and Africa	60%
Asia/Pacific	14%
Latin America	9%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)


Read all Peer Insights user reviews for [Semarchy](#).

Figure 20. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions Stibo Systems Vendor Summary

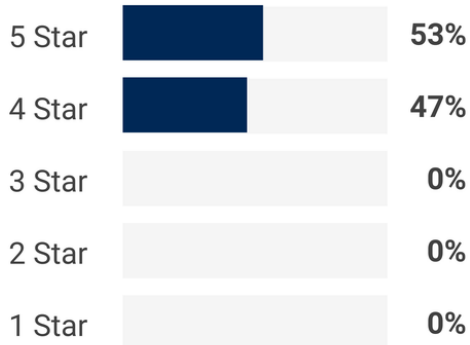


## Stibo Systems

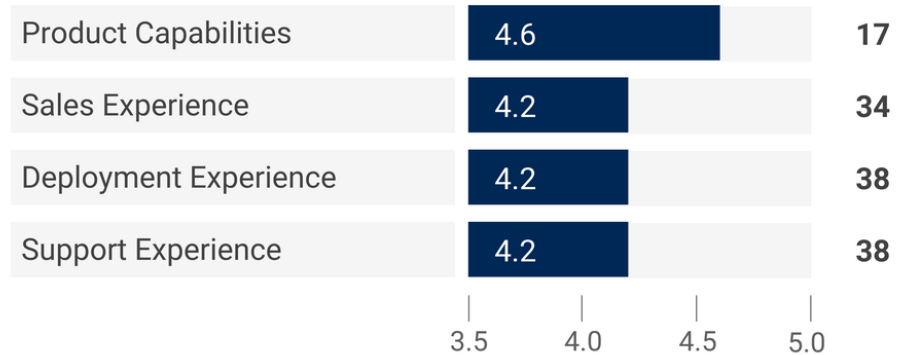
4.4 ★★★★★ (38)

Willingness to Recommend  91%

### Rating Histogram



### Rating by Category



### Number of Responses

### Company Size

Overall Reviews = 38

Company Size	Percentage
10B+ USD	26%
1B - 10B USD	21%
50M - 1B USD	50%
Public Sector, Gov't, Edu	3%

### Industry

Overall Reviews = 38

Industry	Percentage
Manufacturing	29%
Retail	29%
Services	13%
Energy and Utilities	8%
Other	21%

### Deployment Region

Number of Responses = 41

Deployment Region	Percentage
North America	27%
Europe, Middle East and Africa	41%
Asia/Pacific	24%
Latin America	7%

Note: Percent distributions may not add up to 100% due to rounding.

As of Apr 2021

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**Gartner.**

Source: Gartner (June 2021)


Read all Peer Insights user reviews for [Stibo Systems](#).

Figure 21. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions Syniti Vendor Summary

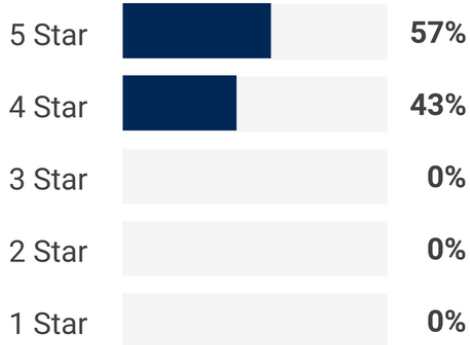




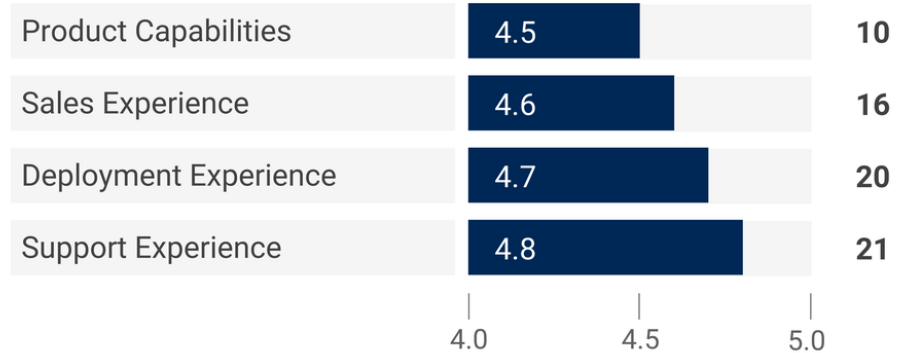
**Syniti**  
 4.5 ★ ★ ★ ★ ★ (21)

Willingness to   
 Recommend **95%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 21

10B+ USD	48%
1B - 10B USD	24%
50M - 1B USD	29%
Public Sector, Gov't, Edu	0%

**Industry**

Overall Reviews = 21

Manufacturing	57%
Services	19%
Retail	10%
Construction	5%
Other	10%

**Deployment Region**

Number of Responses = 23

North America	70%
Europe, Middle East and Africa	9%
Asia/Pacific	22%
Latin America	0%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for [Syniti](#).

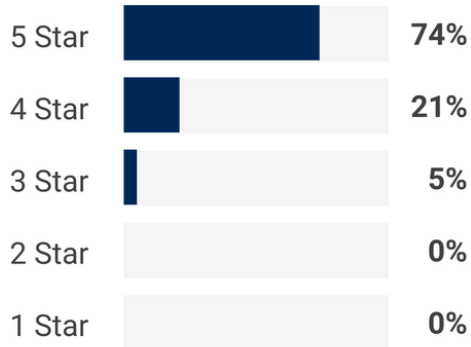
**Figure 22. Gartner Peer Insights "Voice of the Customer" Master Data Management Solutions TIBCO Software Vendor Summary**



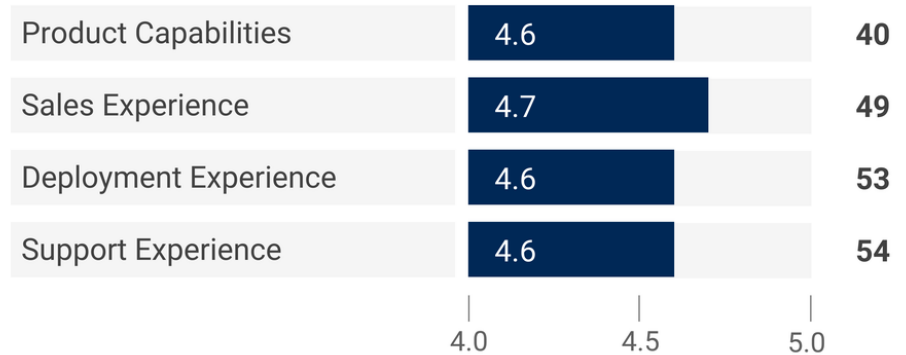
**TIBCO Software**  
 4.6 ★★★★★ (57)

Willingness to   
 Recommend **87%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 57

10B+ USD	35%
1B - 10B USD	32%
50M - 1B USD	32%
Public Sector, Gov't, Edu	2%

**Industry**

Overall Reviews = 57

Finance	37%
Manufacturing	19%
Retail	11%
Services	9%
Other	25%

**Deployment Region**

Number of Responses = 67

North America	39%
Europe, Middle East and Africa	40%
Asia/Pacific	9%
Latin America	12%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for [TIBCO Software](#).

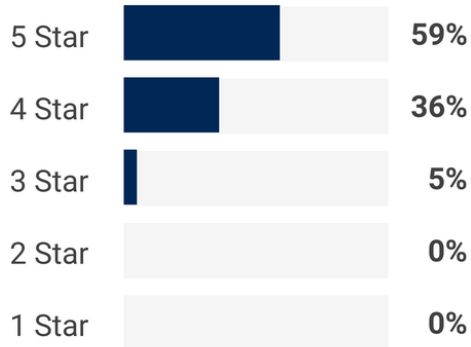
**Figure 23. Gartner Peer Insights “Voice of the Customer” Master Data Management Solutions Winshuttle Vendor Summary**



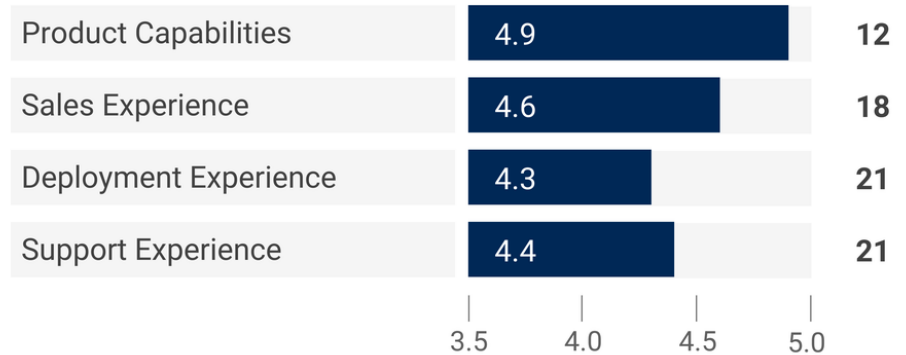
**Winshuttle**  
 4.5 ★★★★★ (22)

Willingness to   
 Recommend **86%**

**Rating Histogram**



**Rating by Category**



Number of Responses

**Company Size**

Overall Reviews = 22

10B+ USD	23%
1B - 10B USD	32%
50M - 1B USD	45%
Public Sector, Gov't, Edu	0%

**Industry**

Overall Reviews = 22

Manufacturing	27%
Miscellaneous	18%
Services	18%
Retail	14%
Other	23%

**Deployment Region**

Number of Responses = 22

North America	91%
Europe, Middle East and Africa	5%
Asia/Pacific	0%
Latin America	5%

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for [Winshuttle](#).

**Methodology**

Gartner Peer Insights "Voice of the Customer" Methodology: A full description can be found on the [Voice of the Customer Methodology](#) page.

The data used in this report is drawn from reviews on Peer Insights, a crowdsourced enterprise review platform that relies on dynamic data. Key to maintaining the integrity of the site is our ongoing moderation and validation of those reviews. Reviews are examined before publishing to the site and periodically, post publishing.

Due to the dynamic nature of the data, the external Peer Insights site will always have the most updated view of the vendors and products in this report. The “Voice of the Customer” methodology uses a snapshot of review data from a defined time frame. This “Voice of the Customer” report should therefore be used along with the detailed and current information available directly on the Peer Insights site for the most up-to-date view of the data for this market and associated segment views.

The “Voice of the Customer” report includes numerical scores for Overall Rating in Figure 2, willingness to recommend in Figure 3, and the four category ratings in each vendor summary. These numerical scores are weighted averages based on the available sample size of eligible reviews within the stated time frame. Thus, they are best interpreted as sample statistics with a reasonable margin for error, not as exact values. A small difference in numerical score between two vendors may or may not indicate a meaningful difference in the actual user experience.

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