



Talend Named a Leader in Gartner Magic Quadrant for Data Quality Tools

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Significantly Improved Position Based on Ability to Execute and Completeness of Vision

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 26, 2017-- [Talend \(NASDAQ: TLND\)](#), a leader in [cloud](#) and [big data](#) integration solutions, today announced it has been positioned by Gartner, Inc. in the 'Leaders' quadrant of the [2017 Magic Quadrant for Data Quality Tools](#) report¹. The company improved its position from a Visionary to a Leader based on its completeness of vision and ability to execute. For a complimentary copy of Gartner's complete report [click here](#).

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171026006043/en/>

Figure 1. Magic Quadrant for Data Quality Tools



Source: Gartner (October 2017)

Talend was recognized by Gartner as a Leader in the 2017 Magic Quadrant for Data Quality Tools report. The cloud and big data integration leader improved its position from a Visionary to a Leader based on its completeness of vision and ability to execute. (Graphic: Gartner)

*governance, data diversity, latency, analytics, intelligence, deployment and pricing.*¹ Talend Data Quality is a capability that runs throughout Talend's entire integration platform—Talend Data Fabric—because having quality data is paramount to making more effective business decisions. Talend Data Quality helps customers profile, cleanse, and mask data, while monitoring data quality over time, in any format or size. It also utilizes self-service tools to enable a more collaborative approach to data quality, wherein both IT and line-of-business users are collectively responsible for ongoing quality monitoring and maintenance.

According to the report, regarding completeness of vision, "Gartner analysts evaluate vendors on their ability to convincingly articulate logical statements. The evaluation covers current and future market direction, innovation, customer needs and competitive forces, and how well they correspond to Gartner's view of the market." Similarly, for ability to execute, the report states, "Gartner analysts evaluate technology vendors on the quality and efficacy of the processes, systems, methods and procedures that enable their performance to be competitive, efficient and effective, and to positively affect their revenue, retention and reputation."

Talend's open, native, and unified data integration platform enables organizations to take advantage of the very latest big data and cloud technologies,

According to Gartner, Inc., "Leaders demonstrate strength in depth across the full range of data quality functions, including core functions (parsing, standardization and cleansing), profiling, interactive visualization, matching, multidomain support and business-driven workflow. Leaders exhibit a clear understanding of dynamic trends in the data quality market; they explore and execute thought-leading and differentiating ideas; and they deliver product innovations based on the market's demands."

"We believe our advancement into the Leaders Quadrant speaks not only to the depth and breadth of our solutions but also our vision and approach to data quality," said Mike Tuchen, CEO, Talend. "There is a 'changing of the guard' taking place in the market today, brought about by evolving market dynamics and new customer needs. Talend's unique approach to collaborative data quality and governance coupled with our innovative solutions, give us the ability to address the currently unmet needs of large enterprises and help make them more data-driven."

Most companies recognize that poor quality data wastes time, increases costs, weakens decision making, and makes it more difficult to apply data insights to the business successfully. Yet, according to a recent [Harvard Business Review survey](#), on average, 47 percent of newly-created data records contain at least one critical error.

The market overview of the Magic Quadrant for Data Quality Tools states: "As digital business requires innovations in data quality tools, vendors are competing fiercely by enhancing existing capabilities and creating new capabilities in eight key areas: audience,

including Apache Spark, Hadoop, Flink and Beam to connect and process data at speed and scale from a wide range of sources, to meet the constantly evolving demands of modern business.

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About the Magic Quadrant

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About Talend

Talend ([NASDAQ: TLND](https://www.nasdaq.com/markets/stock-tickers/TLND)) is a next-generation leader in cloud and big data integration software that helps companies turn data into a strategic asset that delivers real-time, organization-wide insight into customers, partners, and operations. Through its open, native, and unified integration platform, Talend delivers the data agility required for companies to meet the constantly evolving demands of modern business. With Talend, companies can easily scale their data infrastructure and rapidly adopt the latest technology innovations in cloud and big data. Talend's solutions support over 1500 global enterprise customers including Air France, GE, and Lenovo, across a range of industries. Talend has also been recognized as a leader in its field multiple times by leading analyst firms, as well as several industry and data trade publications including InfoWorld and SD Times. For more information, please visit www.talend.com and follow us on Twitter: [@Talend](https://twitter.com/Talend).

¹ *Gartner, Inc. "Magic Quadrant for Data Quality Tools," Mei Yang Selvage, Saul Judah, Ankush Jain, 24 October 2017.*

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