Cloud Data Integration Products

Products shown on the Grid for Cloud Data Integration have received a minimum of 10 reviews in data gathered by October 2nd, 2014. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid:

- **Leaders** offer Cloud Data Integration products that are rated highly by G2 Crowd users and have substantial scale, market share, and global support and service resources. Leaders include: Microsoft Azure BizTalk Services and Dell Boomi.

- **High Performers** provide products that are highly rated by their users, but have not yet achieved the market presence and scale of the vendors in the Leader category. High Performers include: Jitterbit, SnapLogic, and Actian DataConnect.

- **Contenders** have significant market presence and resources, but their products have received below average user satisfaction ratings or have not yet received a sufficient number of reviews to validate their products. Contenders include: IBM Cognos and Informatica Cloud.

- **Niche** vendors do not have the market presence of the Leaders. They may have been rated positively on customer satisfaction, but have not yet received enough reviews to validate their success.
Grid Scores for Cloud Data Integration

The table below shows the satisfaction and market presence scores that determine product placement on the Grid. To learn more about each of the vendors, please see the executive profiles in the next section.

<table>
<thead>
<tr>
<th>Product Name</th>
<th># of Reviews / Ratings</th>
<th>Satisfaction (normalized)</th>
<th>Market Presence</th>
<th>G2 Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaders</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microsoft Azure BizTalk Services</td>
<td>14</td>
<td>72</td>
<td>73</td>
<td>72</td>
</tr>
<tr>
<td>Dell Boomi</td>
<td>15</td>
<td>50</td>
<td>63</td>
<td>56</td>
</tr>
<tr>
<td><strong>High Performers</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jitterbit</td>
<td>35</td>
<td>98</td>
<td>29</td>
<td>63</td>
</tr>
<tr>
<td>SnapLogic</td>
<td>10</td>
<td>72</td>
<td>28</td>
<td>50</td>
</tr>
<tr>
<td>Actian DataConnect</td>
<td>10</td>
<td>57</td>
<td>34</td>
<td>45</td>
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<tr>
<td><strong>Contenders</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>IBM WebSphere Cast Iron</td>
<td>11</td>
<td>22</td>
<td>59</td>
<td>40</td>
</tr>
<tr>
<td>Informatica Cloud</td>
<td>16</td>
<td>17</td>
<td>53</td>
<td>35</td>
</tr>
</tbody>
</table>
Cloud Data Integration Definition

Data integration software allows businesses to unify data from disparate sources in various formats. Data integration products provide standard connectors to other cloud or on-premise software, and also include functionality to cleanse, monitor and transform data.

Data integration products are typically sold in two models: cloud or on-premise. Cloud data integration software is offered in a SaaS (software as a service) model and does not require the client to install software or hardware. This report is based on reviews of cloud data integration products only. On-premise data integration products are sold as a standalone product and can be installed locally or in a private cloud environment. To read reviews of on-premise data integration products, please visit: www.g2crowd.com/categories/on-premise-data-integration

Grid Rating Methodology

The Grid represents the democratic voice of real business and IT users, rather than the subjective opinion of one analyst. G2 Crowd rates data integration products algorithmically based on data sourced from product reviews shared by G2 Crowd users and data aggregated from online sources and social networks.

Technology buyers can use the Grid to help them quickly select the best file storage product for their business; to set realistic goals for their marketing initiatives, and to find peers with similar experiences. For vendors, media, investors, and analysts, the Grid provides benchmarks for product comparison and market trend analysis.

Grid Scoring Methodology

G2 Crowd rates products and vendors based on ratings and reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique, patent-pending algorithm to this data to calculate the product strength and vendor market presence scores in real time.

The satisfaction rating is affected by the following (in order of importance):

- Overall Customer Satisfaction and Net Promoter Score (NPS) based on ratings by G2 Crowd users
- Customer satisfaction with second-level product attributes based on user reviews
- Popularity and statistical significance based on number of ratings and reviews received by G2 Crowd

The market presence score is affected by the following (in order of importance):

- Number of employees for product and parent company (based on social networks and public sources)
- Market share based on share of voice including number of ratings and reviews received
- Vendor momentum based on web traffic and Google search trends
- Product social impact based on Klout score and Twitter followers
- Vendor social impact based on Klout score, Twitter, and LinkedIn followers
- Revenue and year over year revenue growth rate (if available)
- Age of company (number of years in operation)
- Employee satisfaction and engagement (based on social network ratings)

Product Executive Summaries

The following section includes summary profiles of each cloud data integration product with 10 or more reviews. To compare vendors in greater detail, please use the comparison tools available on the Cloud Data Integration category page: https://www.g2crowd.com/categories/cloud-data-integration
Microsoft Azure BizTalk Services

4.1 out of 5 stars

Executive Summary

Vendor Information

Review Breakdown*

SAMPLE REPORT
Purchase Cloud Data Integration Research to download all product profiles and data.
https://www.g2crowd.com/categories/cloud-data-integration/research

*Demographic information is compiled from reviewers’ LinkedIn profiles and is not available for all reviewers.
Dell Boomi

3.4 out of 5 stars

Vendor Information

Executive Summary

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Vendor Information

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https://www.g2crowd.com/categories/cloud-data-integration/research

*Demographic information is compiled from reviewers' LinkedIn profiles and is not available for all reviewers.
SnapLogic

4.1 out of 5 stars

Executive Summary

SAMPLE REPORT
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*Demographic information is compiled from reviewers’ LinkedIn profiles and is not available for all reviewers.
Executive Summary

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SAMPLE REPORT
Purchase Cloud Data Integration Research to download all product profiles and data. [https://www.g2crowd.com/categories/cloud-data-integration/research](https://www.g2crowd.com/categories/cloud-data-integration/research)
IBM WebSphere Cast Iron

3.6 out of 5 stars

Vendor Information

Review Breakdown*

Executive Summary

SAMPLE REPORT
Purchase Cloud Data Integration Research to download all product profiles and data.
https://www.g2crowd.com/categories/cloud-data-integration/research
Informatica Cloud

3.2 out of 5 stars

Vendor Information

Review Breakdown*

Executive Summary

SAMPLE REPORT
Purchase Cloud Data Integration Research to download all product profiles and data.
https://www.g2crowd.com/categories/cloud-data-integration/research
Satisfaction Ratings

Overall, G2 Crowd users were satisfied with the cloud data integration software products they reviewed. The table below shows the average satisfaction levels across survey questions.

<table>
<thead>
<tr>
<th>Customer Segment</th>
<th>Azure BizTalk</th>
<th>Jitterbit</th>
<th>Dell Boomi</th>
<th>SnapLogic</th>
<th>Actian DataConnect</th>
<th>WebSphere Cast Iron</th>
<th>Informatica Cloud</th>
<th>Grid Average</th>
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<tbody>
<tr>
<td>Small Business</td>
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<td>Mid-Market</td>
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<td>Enterprise</td>
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Customer Segments Served

As shown below, cloud data integration vendors serve a range of small, mid-market, and enterprise customers.
Vendor Market Presence

Key data on the vendor’s overall market presence and scale are summarized below. The information is representative of the company as a whole including any resources dedicated to products other than cloud data integration.

### Vendor Info

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Azure BizTalk</th>
<th>Jitterbit</th>
<th>Dell Boomi</th>
<th>SnapLogic</th>
<th>Action DataConnect</th>
<th>WebSphere Cast Iron</th>
<th>Informatica Cloud</th>
<th>Grid Average</th>
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### Financial Data (if available)

<table>
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<tr>
<th>Revenue (S$ ttm)</th>
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### Vendor Social and Web Impact

<table>
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<tr>
<th>Employees on LinkedIn (Vendor)</th>
<th>LinkedIn Followers</th>
<th>Twitter Followers</th>
<th>Klout Score</th>
<th>Alexa Web Traffic Rank</th>
<th>Google Page Rank</th>
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</table>

SAMPLE REPORT

Purchase Cloud Data Integration Research to download all product profiles and data. [https://www.g2crowd.com/categories/cloud-data-integration/research](https://www.g2crowd.com/categories/cloud-data-integration/research)
Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 Crowd up to October 2, 2014. The ratings may change as the products are further developed, the vendors grow, and as additional opinions are shared by users. G2 Crowd updates the ratings on its website in real-time as additional data is received, and we will update this report at least twice per year. By improving their products and support and/or by having more satisfied customer voices heard, contenders may become leaders and niche vendors may become high performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account to validate a G2 Crowd user’s identity and employer and verify all reviews manually. We do not allow users to rate their employer’s products or those of their employer’s competitors. Though we share reviews from business partners (they often contain valuable content), we filter out business partner ratings in our aggregate ratings to avoid bias.

Our G2 Crowd staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Vendors cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid Inclusion Criteria

All products in a G2 Crowd category that have at least 10 reviews from real users of the product will be included in the Grid. Inviting other users, such as colleagues and peers to join G2 Crowd and share authentic product reviews will accelerate this process.

If a cloud data integration product is not yet listed on G2 Crowd and it fits the cloud data integration market definition, then users are encouraged to suggest its addition to our Cloud Data Integration category on our website at www.g2crowd.com.