

2023 COMPETITIVE MATRIX



| | Qalytics | MONTE CARLO | Anomalo | lightup | Informatica | Collibra | Global IDs | IBM Infosphere | great expectations | dbt. |
|-------------------------------------|--|--|--|---|--|--|--|-------------------------------------|---|-------------------------------------|
| Categorization | Data Quality | Data Observability | Data Observability | Data Quality | Data Quality | Data Observability | Data Observability | Data Quality | Data Testing | Data Testing |
| Column-level Auto-Inferred DQ Rules | Supported | Supported | Supported | Supported | Not Supported | Supported | Supported | Supported | Not Supported | Not Supported |
| Row-level Auto-Inferred DQ Rules | Supported | Not Supported | Limited (Black Box) | Limited | Not Supported | Limited | Limited | Not Supported | Not Supported | Not Supported |
| Tier 1 Rules | Null / Not Null, Distinct, Unique, Min/Max (Partition Size), Min / Max (Range), Std, Less Than, Greater Than, Data Type, Dupes | Null, Unique, Zero, Min / Max, Std | Null | Null, Not Null, Unique, Less Than, Greater Than | Manual Rules | Data Type, Null, Not Null, Min / Max (Range), Dupes | Null, Unique, Zero, Min / Max, Std | Manual Rules | Manual Rules | Manual Rules |
| Tier 2 Rules | Contains PII, Expected Values, Matches Pattern (Regex), Histogram Distribution Shift, SQL | SQL | SQL | Matches Pattern (Regex), SQL | Manual Rules | Contains PII, Matches Pattern (Regex), SQL | SQL | Manual Rules | Manual Rules | Manual Rules |
| Tier 3 Rules | Exists In, Is Replica Of, Predicted By, Time Distribution Size, User Defined Functions, Absolute / Relative Change Limit | N/A | N/A | In/Not In | Manual Rules | N/A | N/A | Manual Rules | Manual Rules | Manual Rules |
| Freshness & Volumetrics | Automated volumetrics, manual freshness | Automated freshness / volumetrics | Automated freshness / volumetrics | Automated autometrics (volume, delay, null %, schema drift) | Manual Rules | Manual Rules | Automated freshness / volumetrics | Manual Rules | Manual Rules | Manual Rules |
| Inter-column Relationships | Trained and auto-inferred relationships based on data actuals | Not Supported | Not Supported | Not Supported | Not Supported | Supported via SQL | Supported via SQL | Supported via SQL | Manual Rules | Manual Rules |
| Notifications / Workflows | Notifications through various methods (HTTP, Webhooks, Teams, Slack, ServiceNow, JIRA etc) with customizable payloads | Notifications through various methods (HTTP, Webhooks etc) | Notifications through various methods (HTTP, Webhooks etc) | Notifications through various methods (HTTP, Webhooks etc) | Notifications through various methods (HTTP, Webhooks etc) | Notifications through various methods (HTTP, Webhooks etc) | Notifications through various methods (HTTP, Webhooks etc) | Limited notifications publicized | Manual through scripting | Manual through scripting |
| Enrichment | Anomalies and associated metadata writtend to Enrichment store | Not Supported | Not Supported | Limited - failing records query, manually input | Not Supported | Not Supported | Not Supported | Limited to remediation plan | Up to user to manually implement | Up to user to manually implement |
| Deployment | Hybrid, on-prem or SaaS | SaaS, Hybrid (AWS-only) | SaaS only | Hybrid, on-prem or SaaS | Hybrid, on-prem or SaaS | Hybrid | SaaS | Hybrid, on-prem or SaaS | Hybrid, on-prem | Hybrid, on-prem or SaaS |
| Scalability | Spark backend; Single-tenant, Kubernetes-native deployment | No K8s / Spark, limited scalability | No K8s / Spark, limited scalability | AWS-only for Cloud / Hybrid, no K8s for scale | No K8s / Spark, limited scalability | No K8s / Spark, limited scalability | No K8s / Spark, limited scalability | No K8s / Spark, limited scalability | No K8s / Spark, limited scalability | No K8s / Spark, limited scalability |
| API | Dedicated, Single-Tenant | Cloud API | Cloud API | Dedicated, Single-Tenant | Dedicated, Single-Tenant | Dedicated, Single-Tenant | Dedicated, Single-Tenant | Dedicated, Single-Tenant | Dedicated, Single-Tenant | Dedicated, Single-Tenant |
| Sources Supported | Data Warehouse, Data Lake, RDBMS, Raw Files | Data Warehouse only | Data Warehouse only | Data Warehouse, Data Lake (virtual tables), RDBMS | Data Warehouse, RDBMS | Data Warehouse, RDBMS | Data Warehouse, RDBMS | Data Warehouse, RDBMS | Data Warehouse, Data Lake, RDBMS, Raw Files | Data Warehouse, Data Lake, RDBMS |