EVOTEK Labs
Lab Report

Emerging Data Trends

Data has forever been an ever-changing staple of the enterprise technology ecosystem. As technologies evolve, data volumes have increased, sources diversified, and response time demands have plummeted. This requires heightened data quality and consistency, as any impediment to data analysis undermines accurate business decisions. Additionally, mishandling or inappropriate data access opens up a host of bad actor threats and non-compliance with regulations.

Data Ingest

PROBLEM
Assembling data from multiple sources can be a convoluted process that requires intimate business and technical knowledge while posing quality, consistency, and security challenges.

SOLUTION
Automated platforms with low-/no-code integrations into a vast array of data providers using novel approaches, including interaction and visibility into data-in-motion.

RESULT
Rapid collection and analysis of data enables a more agile business, increases ROI, and improves customer satisfaction.

COMPANIES
10 / 16
■ Incumbents
■ Entrants

APPROACHES
13 / 19
■ ETL & ELT ■ Streaming

MATURITY
Early Adopters

VC INVESTMENT
Moderate

"Companies often must choose between speed and computational intensity, which can delay more sophisticated analyses and inhibit the implementation of real-time use cases."
— **McKinsey & Company**

Data Hygiene

PROBLEM
Poor data quality is the biggest obstruction toward actionable insights. Manual intervention is slow, prone to error, and unsustainable at scale.

SOLUTION
Automated tools to monitor and correct data quality and discoverability issues; including freshness, distribution, volume, schema updates, and lineage.

RESULT
Issues with data are resolved before impacting the business and decisions can be made with confidence because of trusted data quality.

COMPANIES
17 / 18
■ Incumbents
■ Entrants

APPROACHES
21 / 18
■ Observability ■ Quality

MATURITY
Early Adopters

VC INVESTMENT
Strong

"By 2025, 60% of data quality processes will be autonomously embedded and integrated into critical business workflows"
— **Gartner**

Data Platforms

PROBLEM
Structured and unstructured data require a fundamentally different approach to management and scaling among different providers and technologies.

SOLUTION
Blending features from data lakes and warehouses provide a unified toolset for different data types. Fabrics and distributed technologies allow for flexible growth.

RESULT
Reliable and cost-efficient mechanisms that bring big data to the fingertips of business users, while information is still relevant and actionable.

COMPANIES
11 / 18
■ Incumbents
■ Entrants

APPROACHES
10 / 12 / 11
■ Lakehouse
■ Distributed Data
■ Fabric

MATURITY
Early Adopters

VC INVESTMENT
Strong

"Data is like garbage. You'd better know what you are going to do with it before you collect it."
— **Mark Twain**

Data Protection

PROBLEM
Abiding by privacy and compliance laws is challenging, especially as data volumes increase and data locations are often dispersed across multiple systems and providers.

SOLUTION
Platforms that can trace data lineage, understand contextual significance, anonymize information, and verify against regulatory and business requirements.

RESULT
Risk reduction, from data leaks and leak severity; with improved regulatory posture, all while indirectly increasing consumer confidence.

COMPANIES
34 / 8
■ Incumbents
■ Entrants

APPROACHES
12 / 20 / 14
■ DSPM
■ Privacy/Gov/Compliance
■ DDR & Security

MATURITY
Early Adopters

VC INVESTMENT
Strong

"Where there is data smoke, there is business fire."
— **Thomas Redman, aka "the Data Doc"**

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