

Gartner Peer Insights ‘Voice of the Customer’: Data Masking

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Initiatives: [Security of Applications and Data](#)

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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 Is Data Masking?

The market for data masking (DM) technologies includes offerings designed to desensitize data in order to protect it against abuses of confidentiality or privacy. These technologies enable organizations to operationally minimize the footprint and propagation of sensitive data (or its viewing) without extensive custom development. Data is masked either before access or at the time of access, depending on the use-case requirements. The most common use case for DM technologies is the desensitization of data in nonproduction environments.

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 [Market Guide](#) for the data masking market. For related research in this market, please visit the [Market Guide for Data Masking](#).

In the data masking market, Gartner Peer Insights has published 664 reviews and ratings in the 18-month period ending 30 April 2022. 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.

For ease of understanding, each quadrant is labelled as described below. For information on how to evaluate vendors in each quadrant of the "Voice of the Customer" graphic, see the full methodology [here](#).

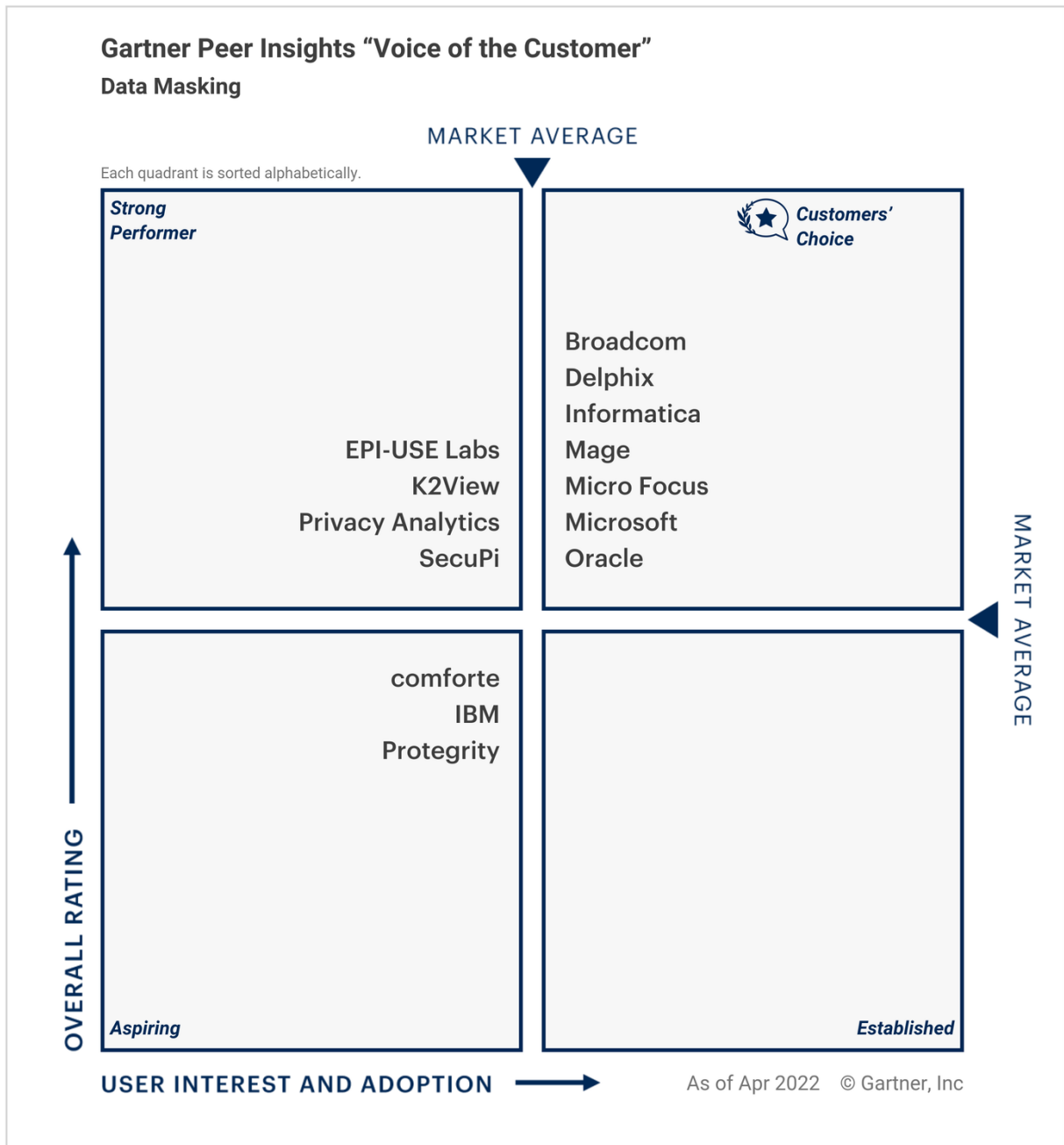
Vendors placed in the upper-right quadrant of the "Voice of the Customer" quadrants are recognized with the Gartner Peer Insights **Customers' Choice** distinction, denoted with a Customers' Choice badge. The recognized vendors meet or exceed both the market average Overall Rating and the market average User Interest and Adoption.

Vendors placed in the lower-right "**Established**" quadrant of the "Voice of the Customer" meet or exceed the market average User Interest and Adoption but do not meet the market average Overall Rating.

Vendors placed in the upper-left "**Strong Performer**" quadrant of the "Voice of the Customer" meet or exceed the market average Overall Rating but do not meet the market average User Interest and Adoption.

Vendors placed in the lower-left "**Aspiring**" quadrant of the "Voice of the Customer" meet neither the market average User Interest and Adoption nor the market average Overall Rating. Like all vendors in this report, their products align to this market and they have met the minimum criteria to be included.

Figure 1. Gartner Peer Insights “Voice of the Customer” Data Masking



Source: Gartner (June 2022)

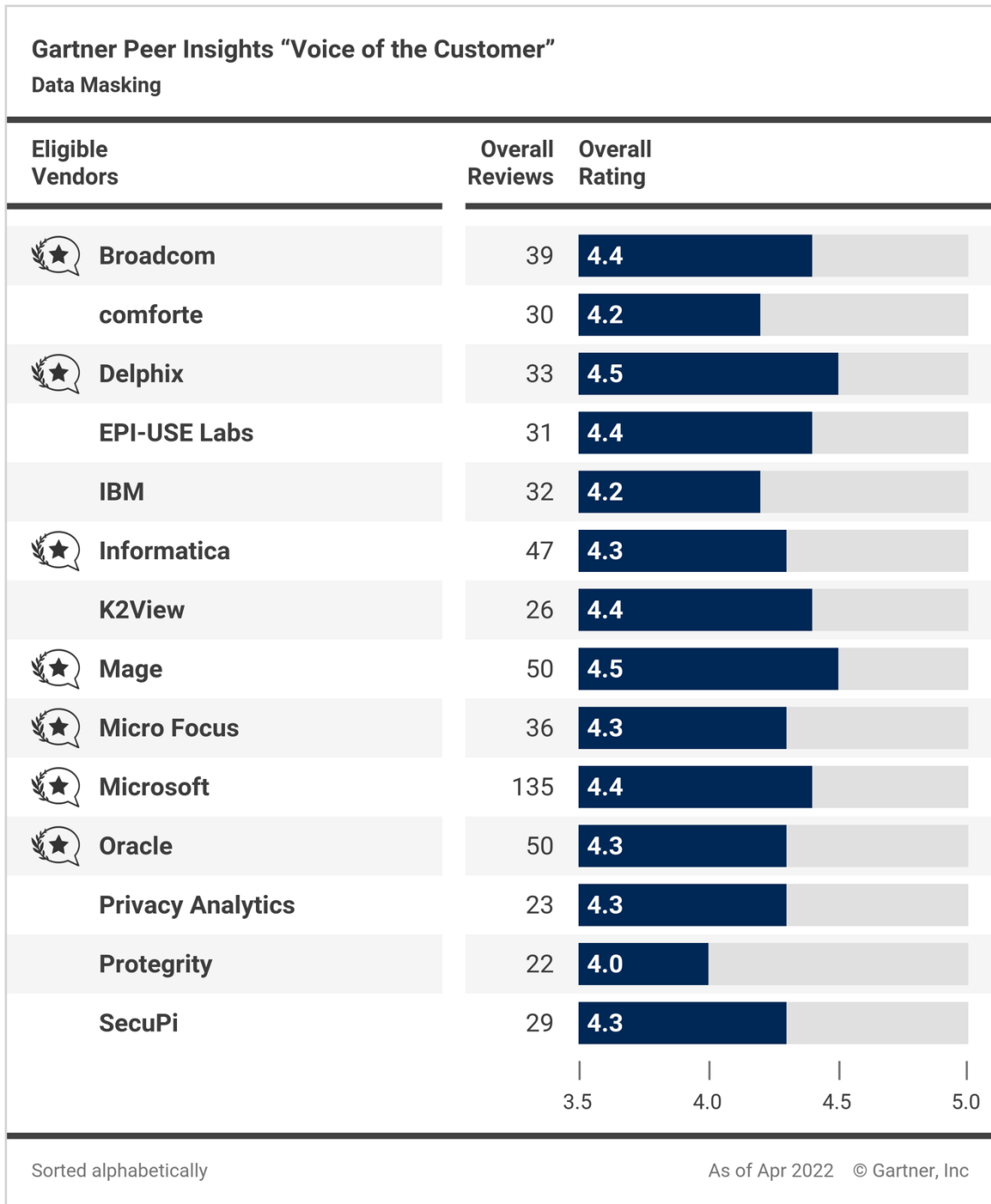
Data Masking Peer Reviews and Ratings

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 data masking 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 data masking market that have received more than 20 eligible reviews in the 18-month period ending on 30 April 2022, sorted alphabetically. The Overall Rating is a measure of how satisfied existing customers are with a vendor's product.

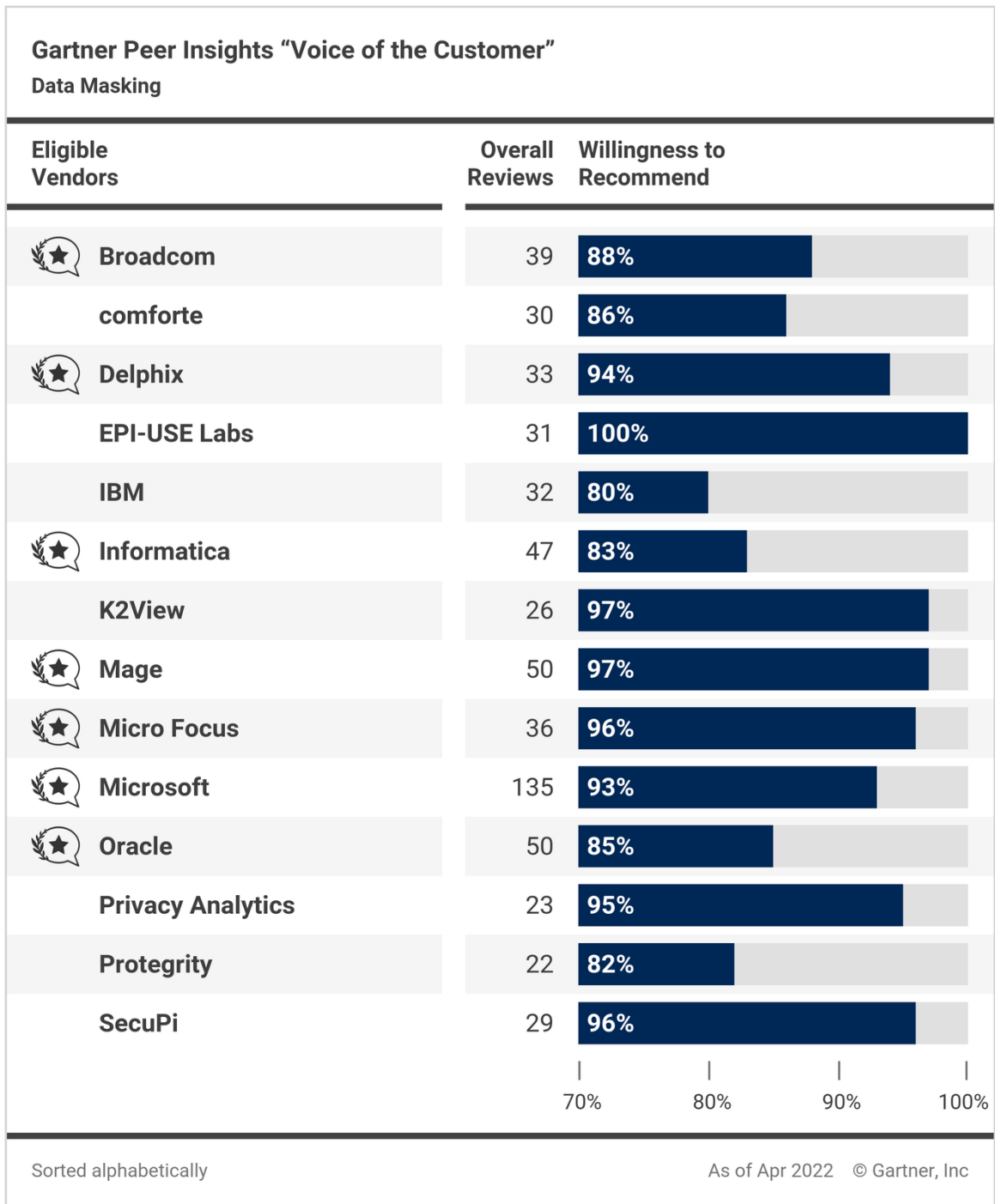
Figure 2. Gartner Peer Insights “Voice of the Customer” Data Masking Overall Ratings



Source: Gartner (June 2022)

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” Data Masking Willingness to Recommend

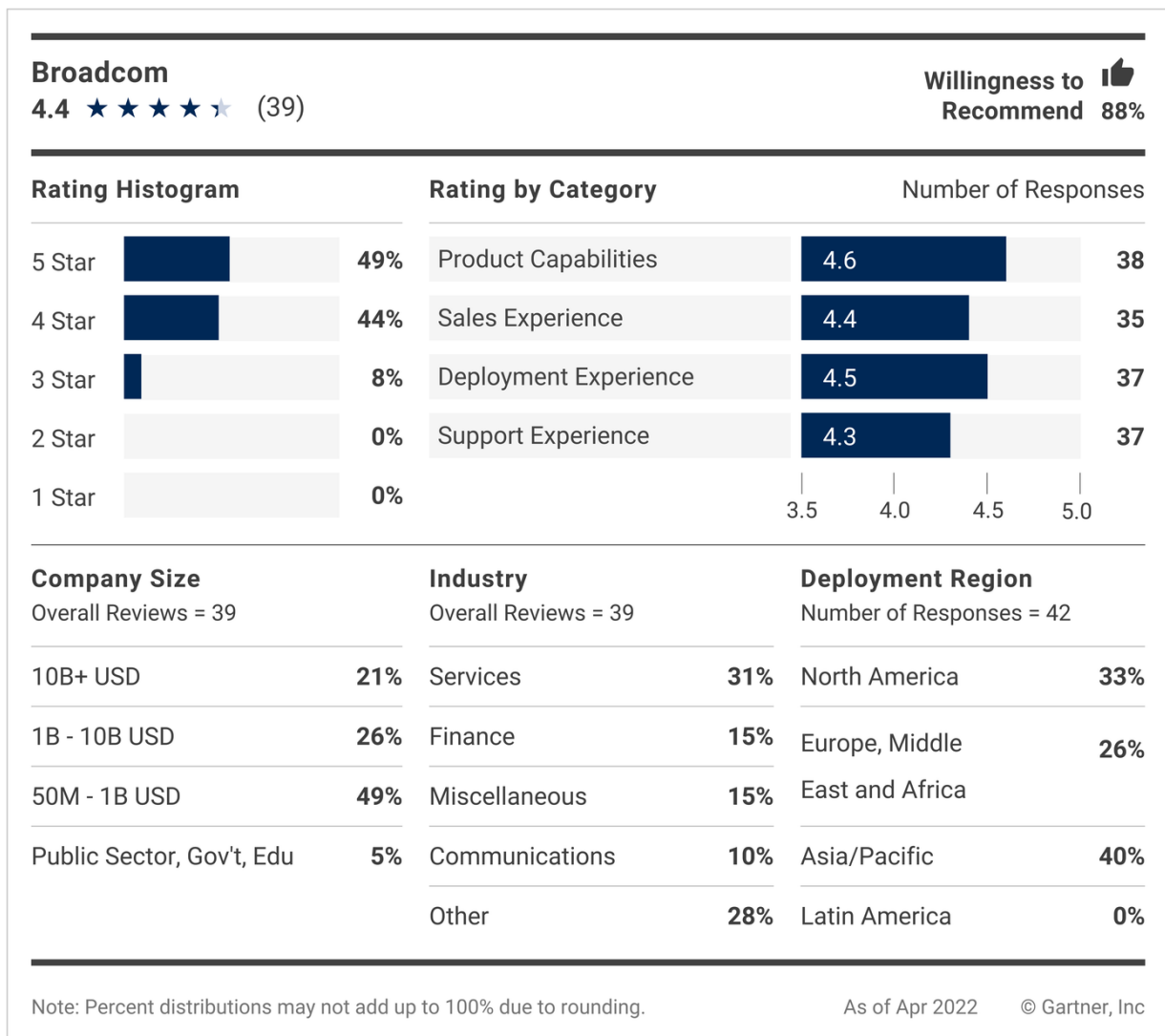


Source: Gartner (June 2022)

Vendor Summaries

Figures 4 through 17 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 2022; 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.

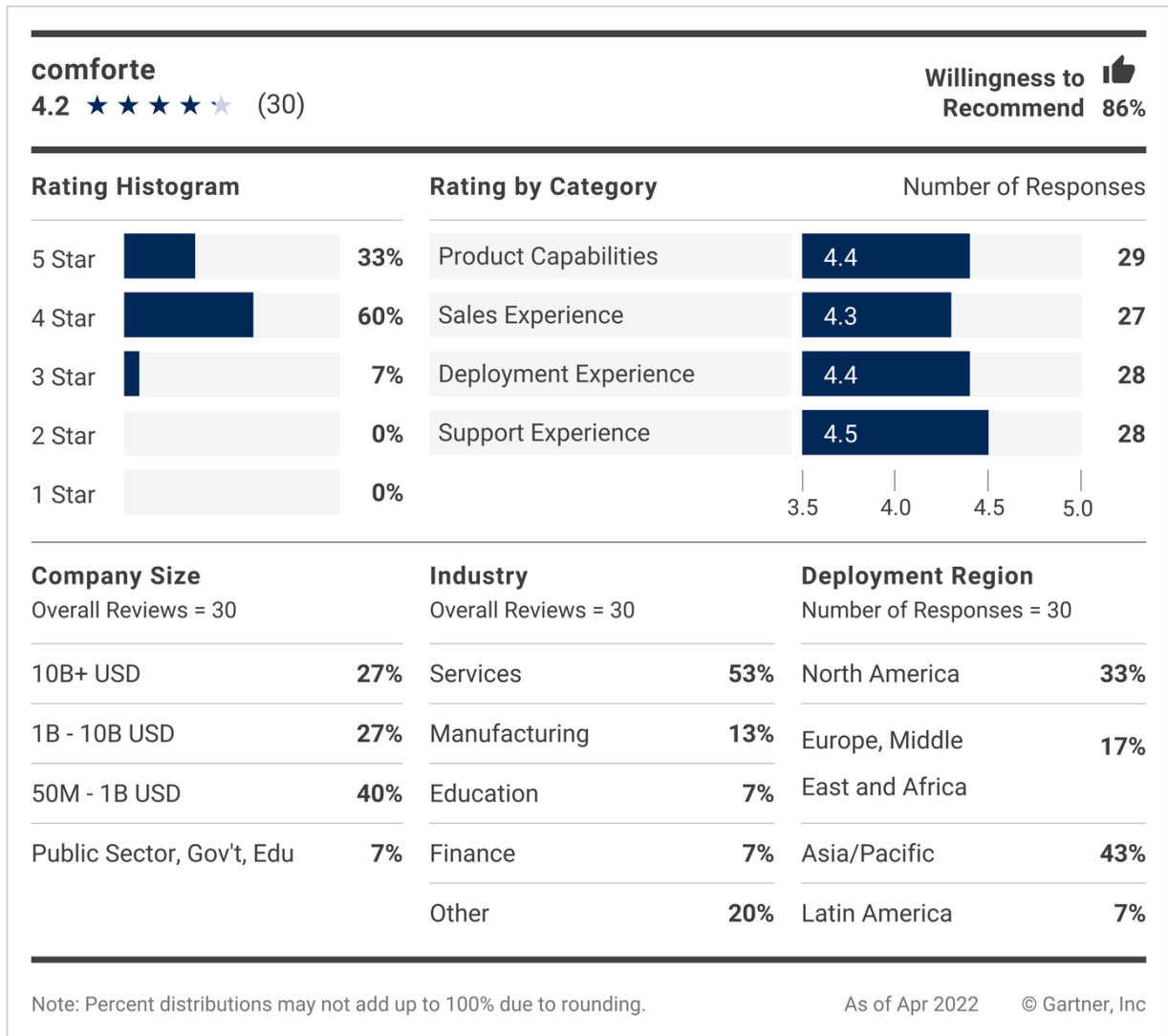
Figure 4. Gartner Peer Insights “Voice of the Customer” Data Masking Broadcom Vendor Summary



Source: Gartner (June 2022)

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

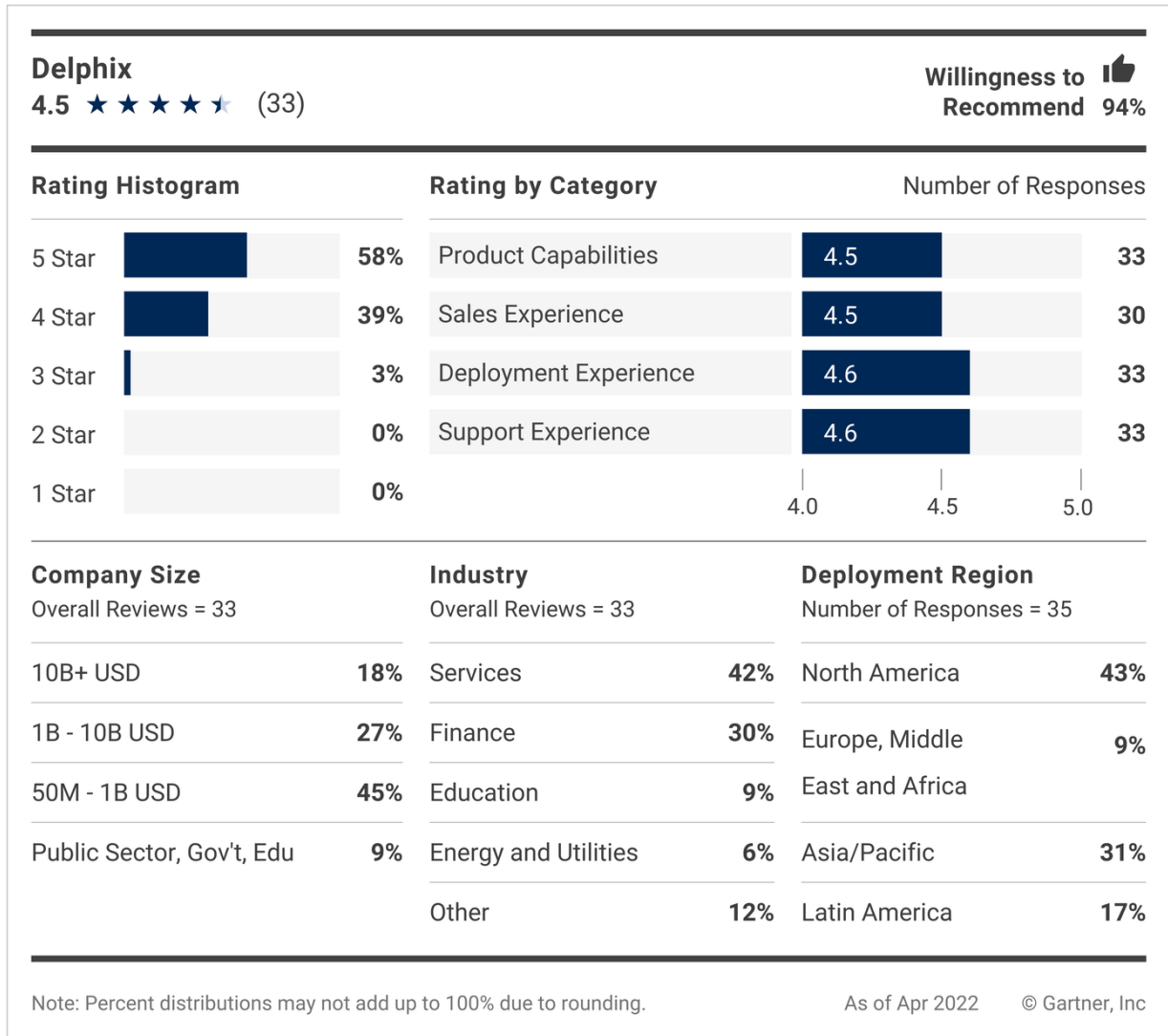
Figure 5. Gartner Peer Insights “Voice of the Customer” Data Masking comfote Vendor Summary



Source: Gartner (June 2022)

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

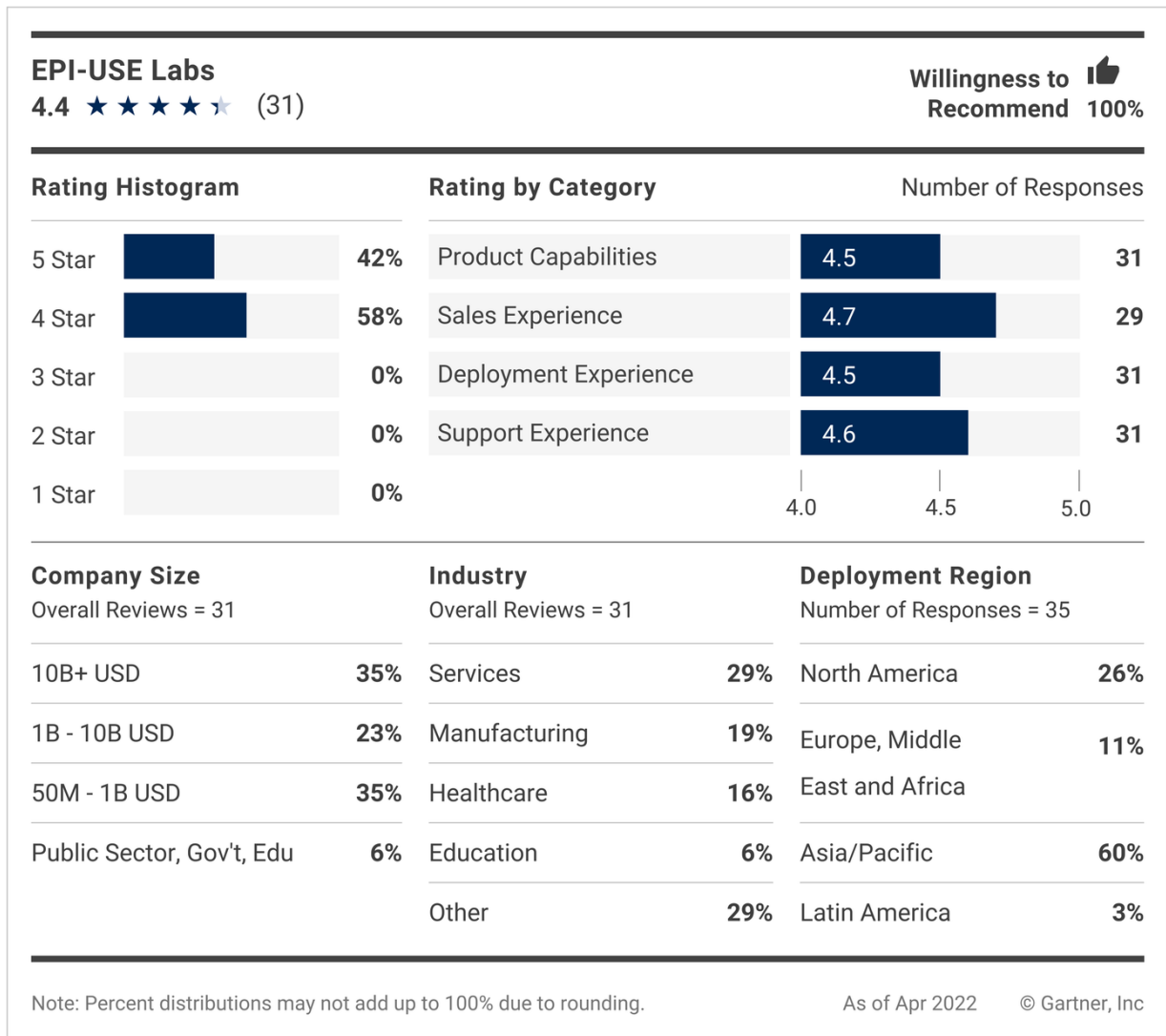
Figure 6. Gartner Peer Insights “Voice of the Customer” Data Masking Delphix Vendor Summary



Source: Gartner (June 2022)

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

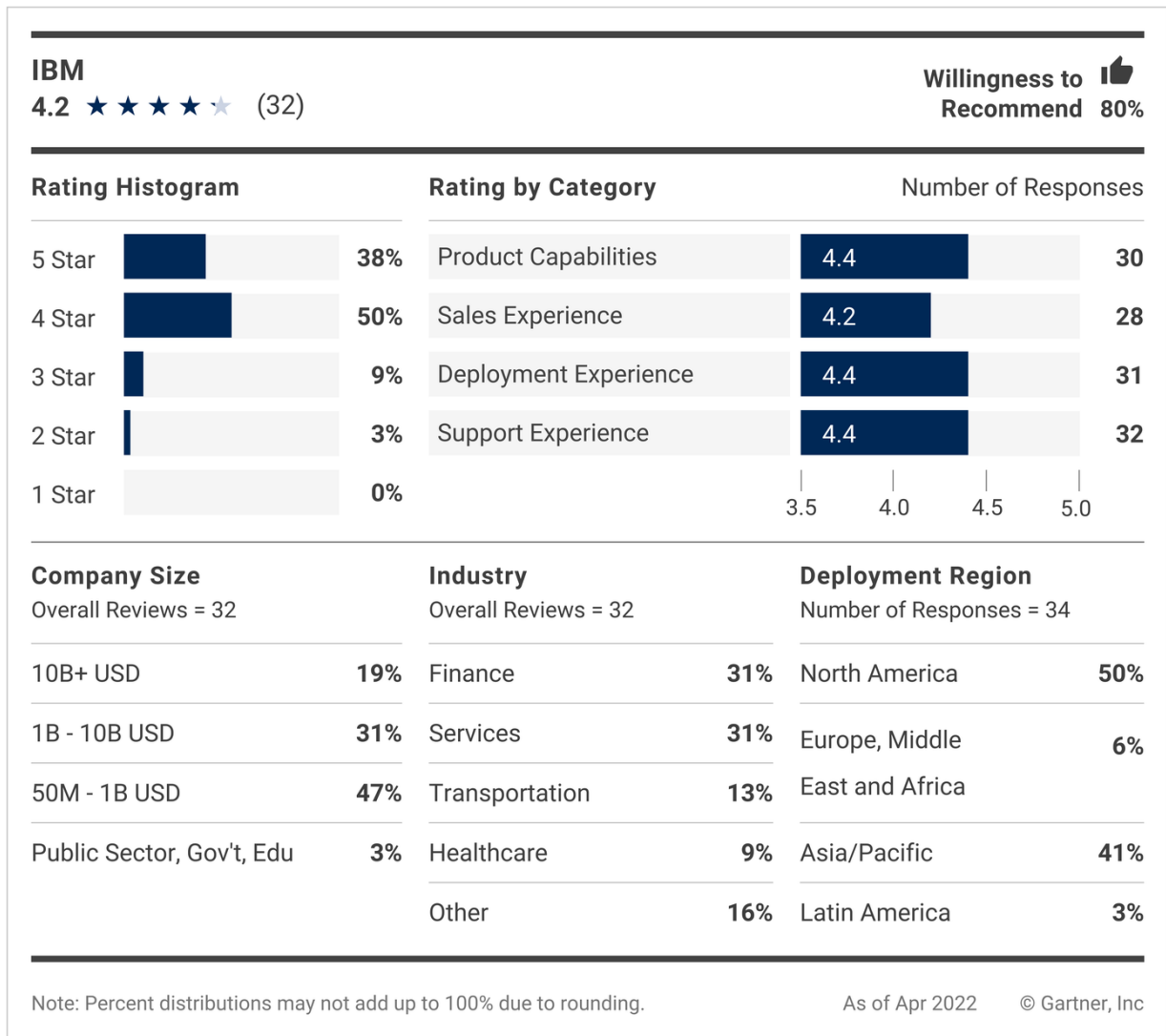
Figure 7. Gartner Peer Insights “Voice of the Customer” Data Masking EPI-USE Labs Vendor Summary



Source: Gartner (June 2022)

Read all Peer Insights user reviews for [EPI-USE Labs](#).

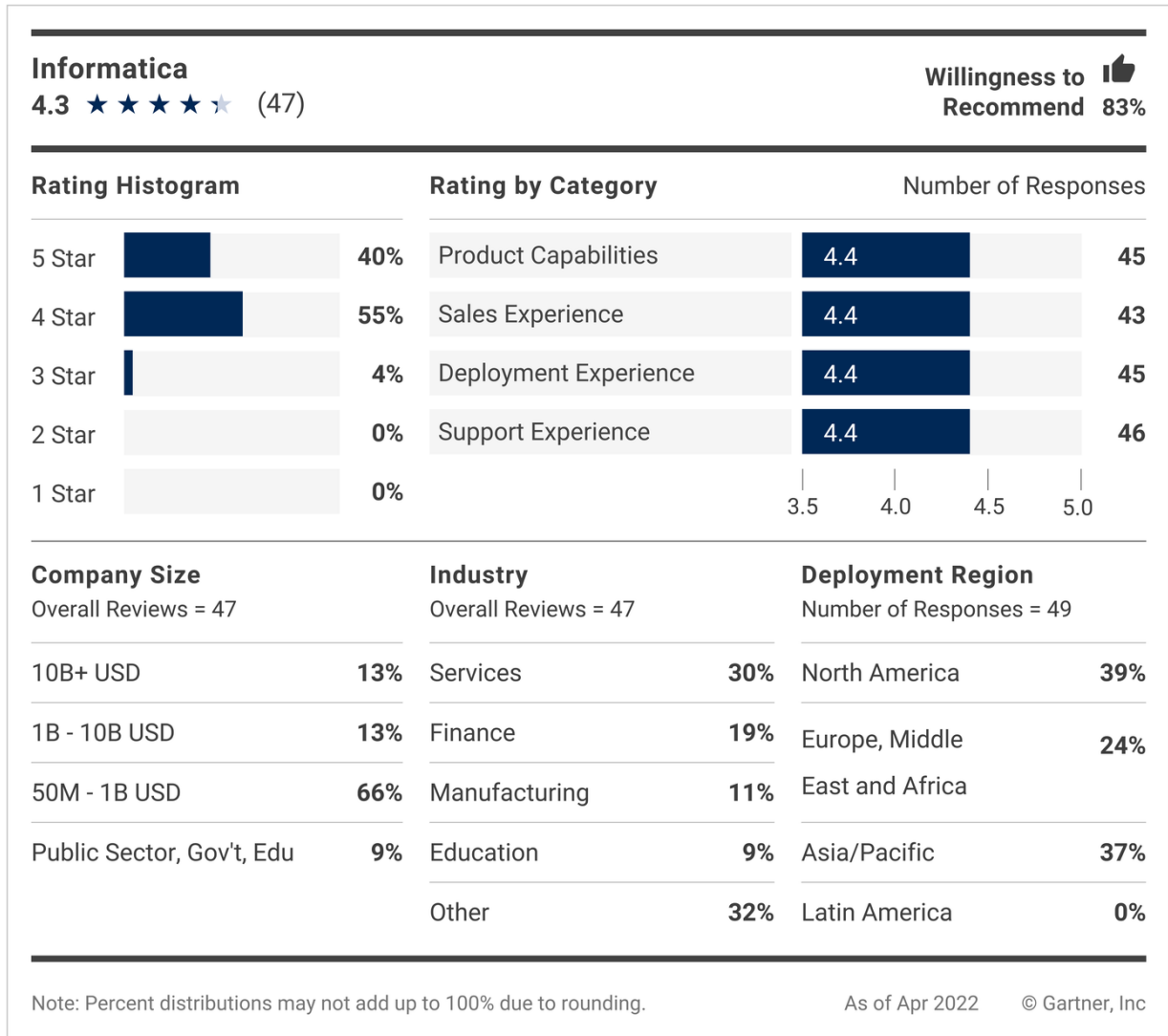
Figure 8. Gartner Peer Insights “Voice of the Customer” Data Masking IBM Vendor Summary



Source: Gartner (June 2022)

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

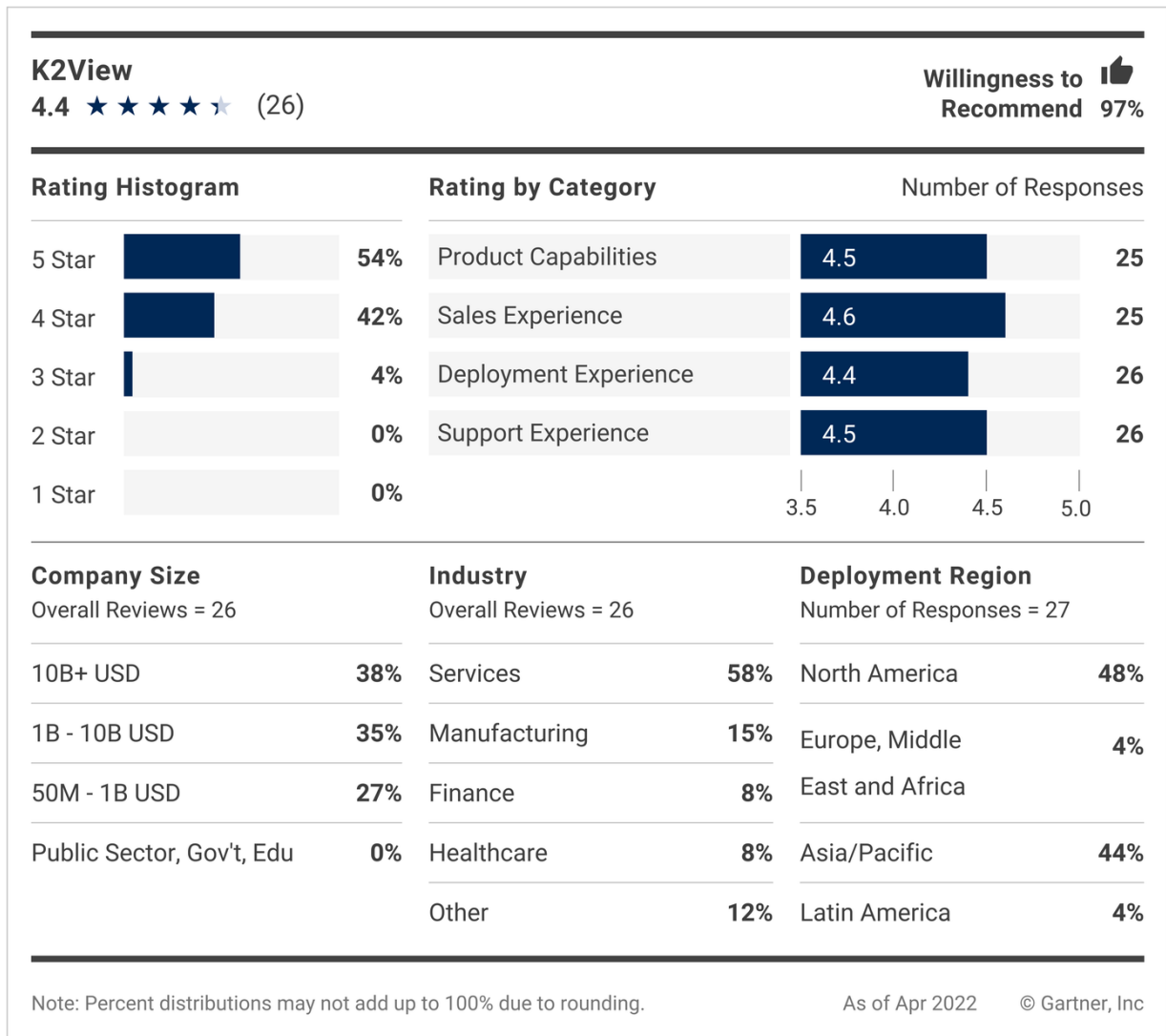
Figure 9. Gartner Peer Insights “Voice of the Customer” Data Masking Informatica Vendor Summary



Source: Gartner (June 2022)

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

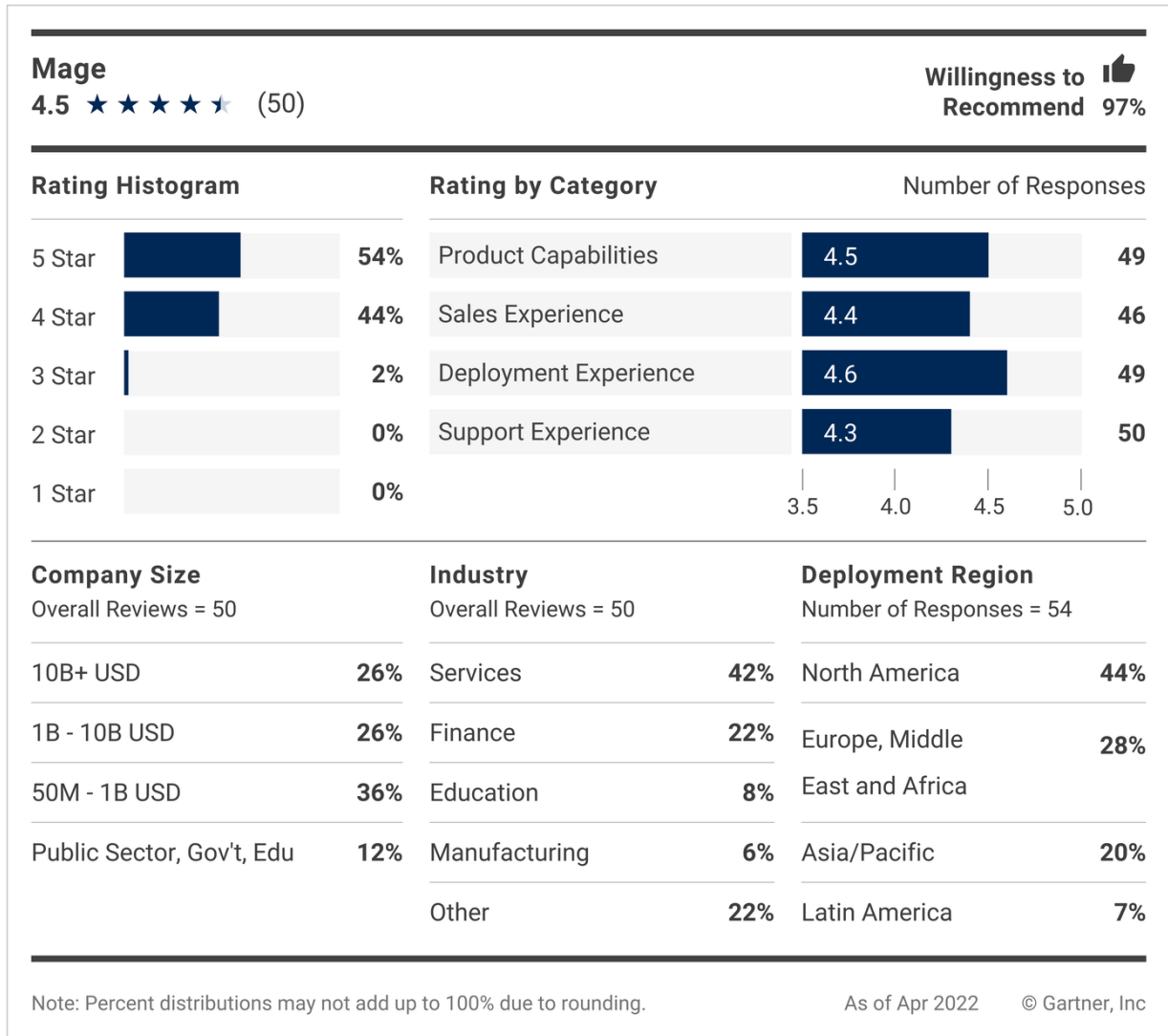
Figure 10. Gartner Peer Insights “Voice of the Customer” Data Masking K2View Vendor Summary



Source: Gartner (June 2022)

Read all Peer Insights user reviews for [K2View](#).

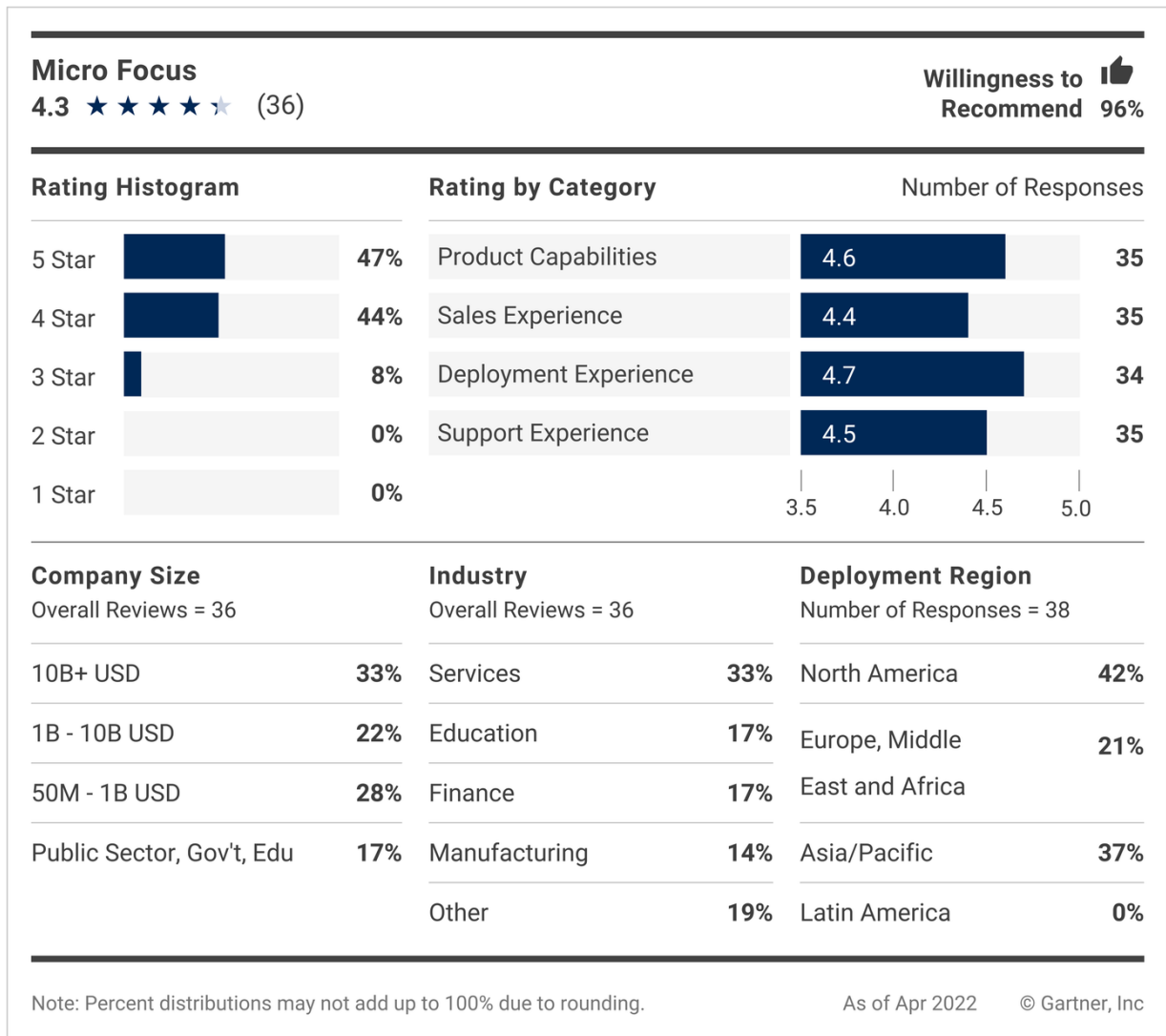
Figure 11. Gartner Peer Insights “Voice of the Customer” Data Masking Mage Vendor Summary



Source: Gartner (June 2022)

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

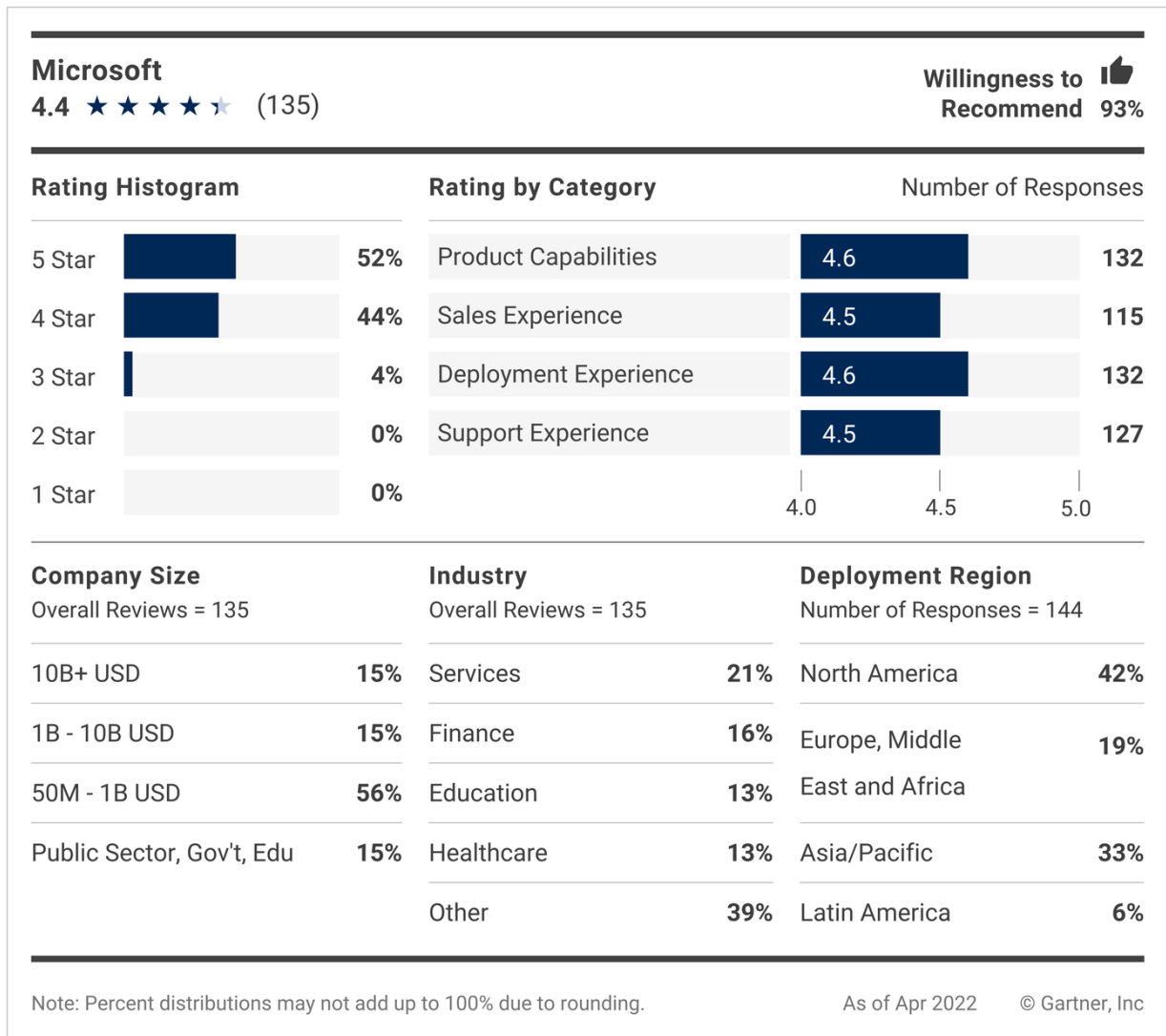
Figure 12. Gartner Peer Insights “Voice of the Customer” Data Masking Micro Focus Vendor Summary



Source: Gartner (June 2022)

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

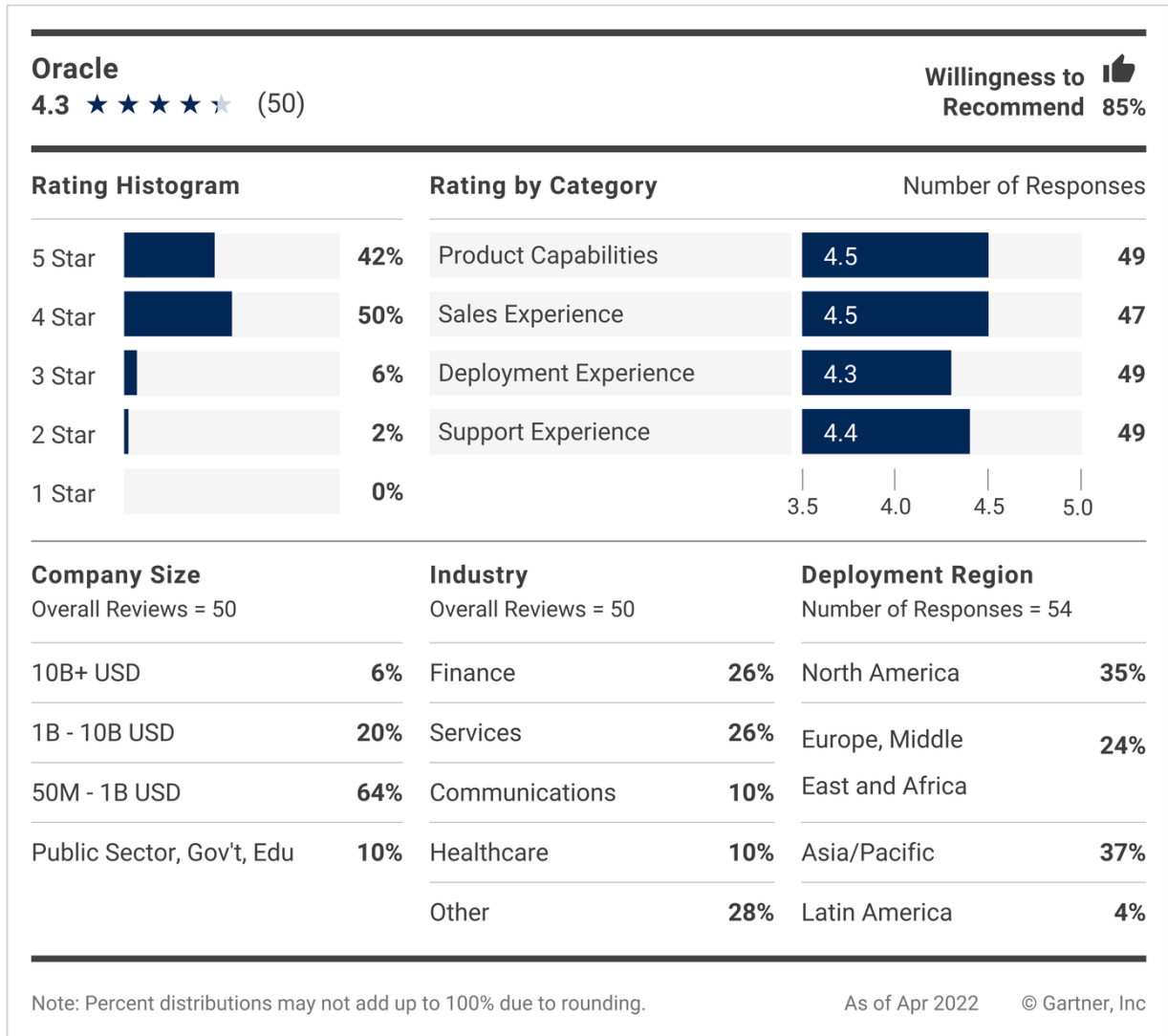
Figure 13. Gartner Peer Insights “Voice of the Customer” Data Masking Microsoft Vendor Summary



Source: Gartner (June 2022)

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

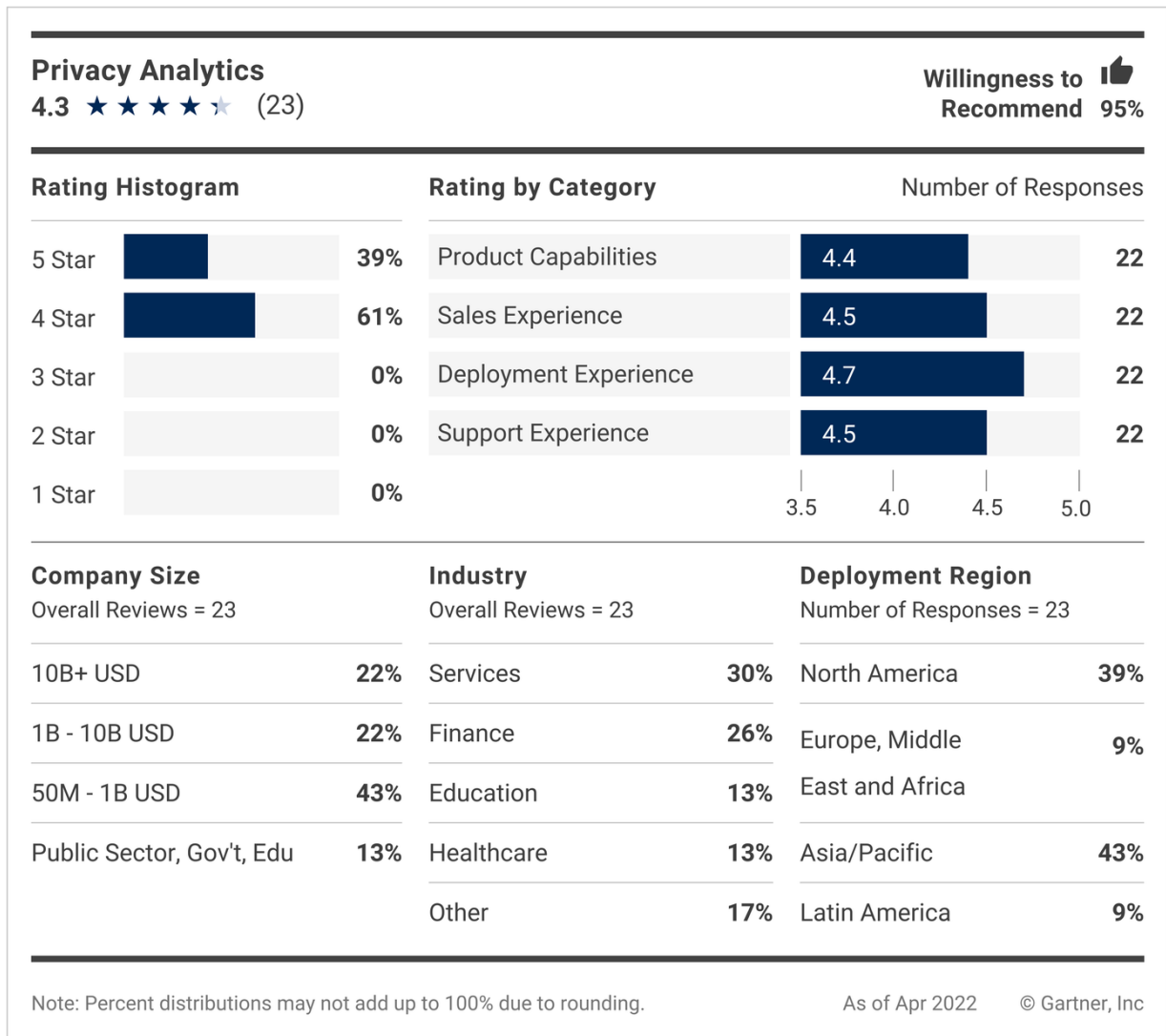
Figure 14. Gartner Peer Insights “Voice of the Customer” Data Masking Oracle Vendor Summary



Source: Gartner (June 2022)

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

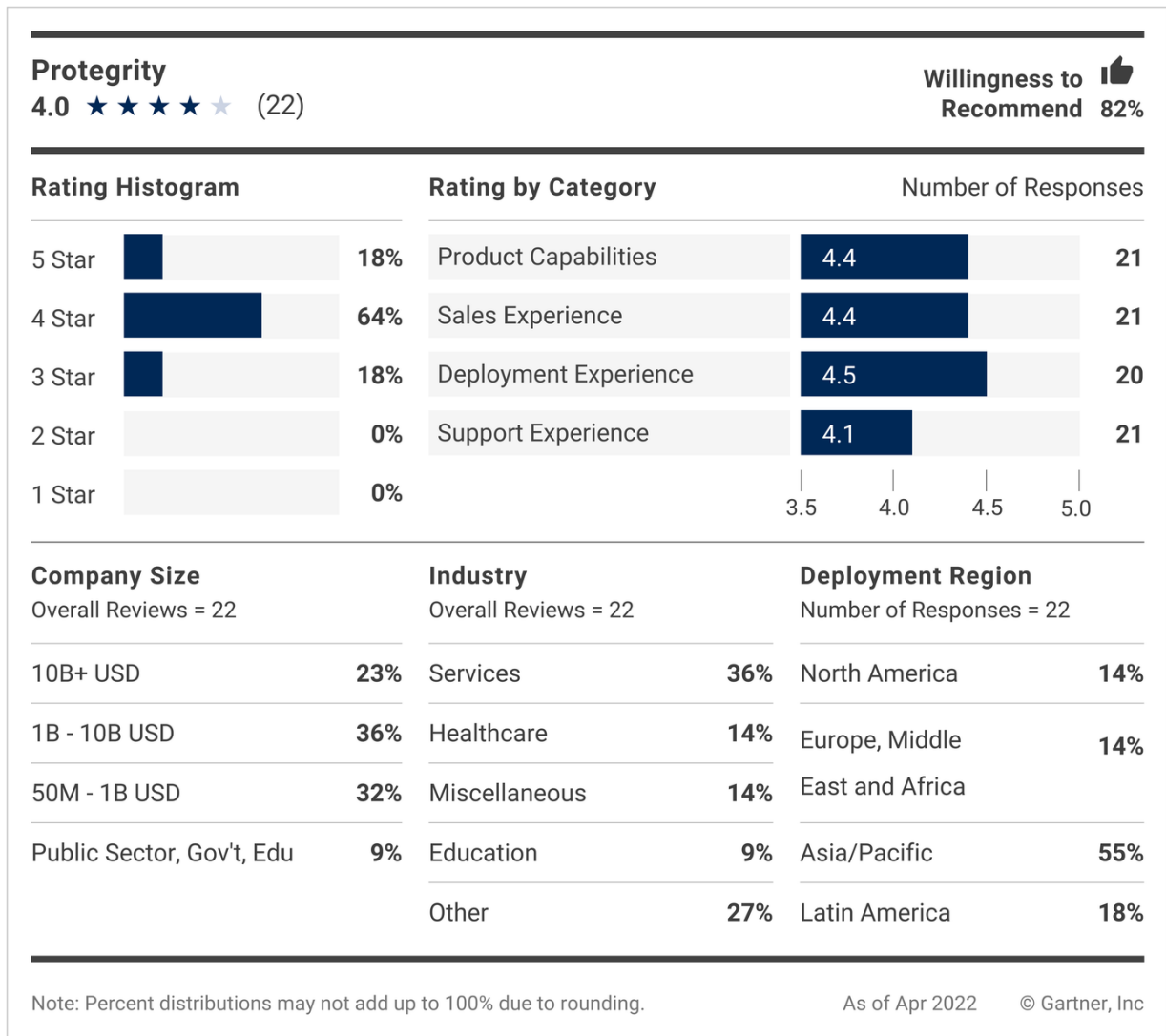
Figure 15. Gartner Peer Insights “Voice of the Customer” Data Masking Privacy Analytics Vendor Summary



Source: Gartner (June 2022)

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

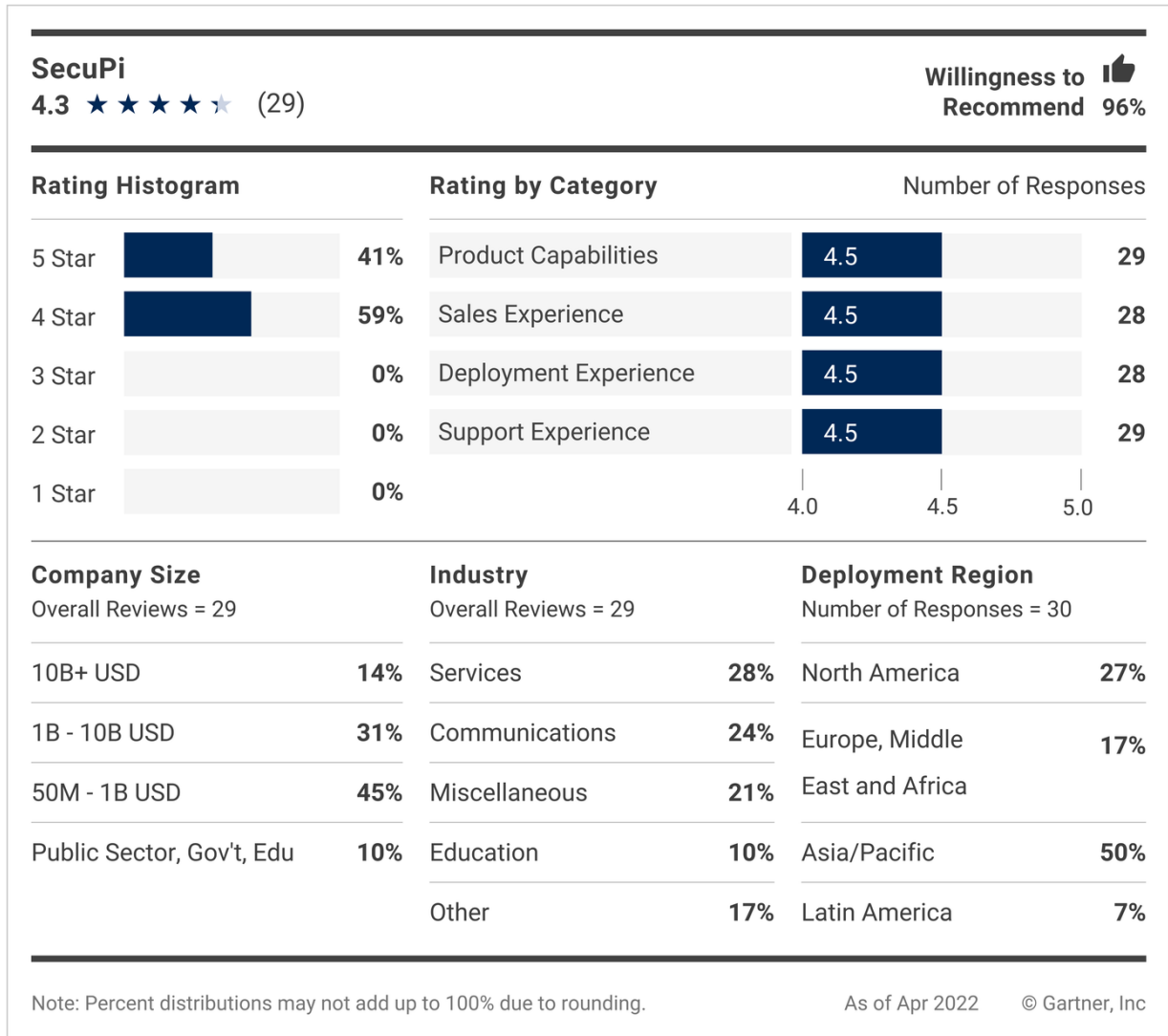
Figure 16. Gartner Peer Insights “Voice of the Customer” Data Masking Protegrity Vendor Summary



Source: Gartner (June 2022)

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

Figure 17. Gartner Peer Insights “Voice of the Customer” Data Masking SecuPi Vendor Summary



Source: Gartner (June 2022)

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

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.

Document Revision History

[Gartner Peer Insights 'Voice of the Customer': Data Masking - 4 June 2021](#)

[Gartner Peer Insights 'Voice of the Customer': Data Masking - 28 April 2020](#)

Recommended by the Author

Some documents may not be available as part of your current Gartner subscription.

[Market Guide for Data Masking](#)

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