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 Are Data Masking Technologies?

The market for data masking (DM) tools regroups offerings designed to desensitize data to protect it against confidentiality or privacy abuse. These technologies enable organizations to operationally minimize the footprint and propagation of sensitive data (or its view), without extensive custom development. Data is either masked 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 DM market. For related research in this market, please visit the Market Guide for Data Masking.

In the DM market, Gartner Peer Insights has published 492 reviews and ratings in the 18-month period ending 30 April 2021. 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.

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 (see full "Voice of the Customer" methodology here for details).

Figure 1. Gartner Peer Insights "Voice of the Customer" Data Masking
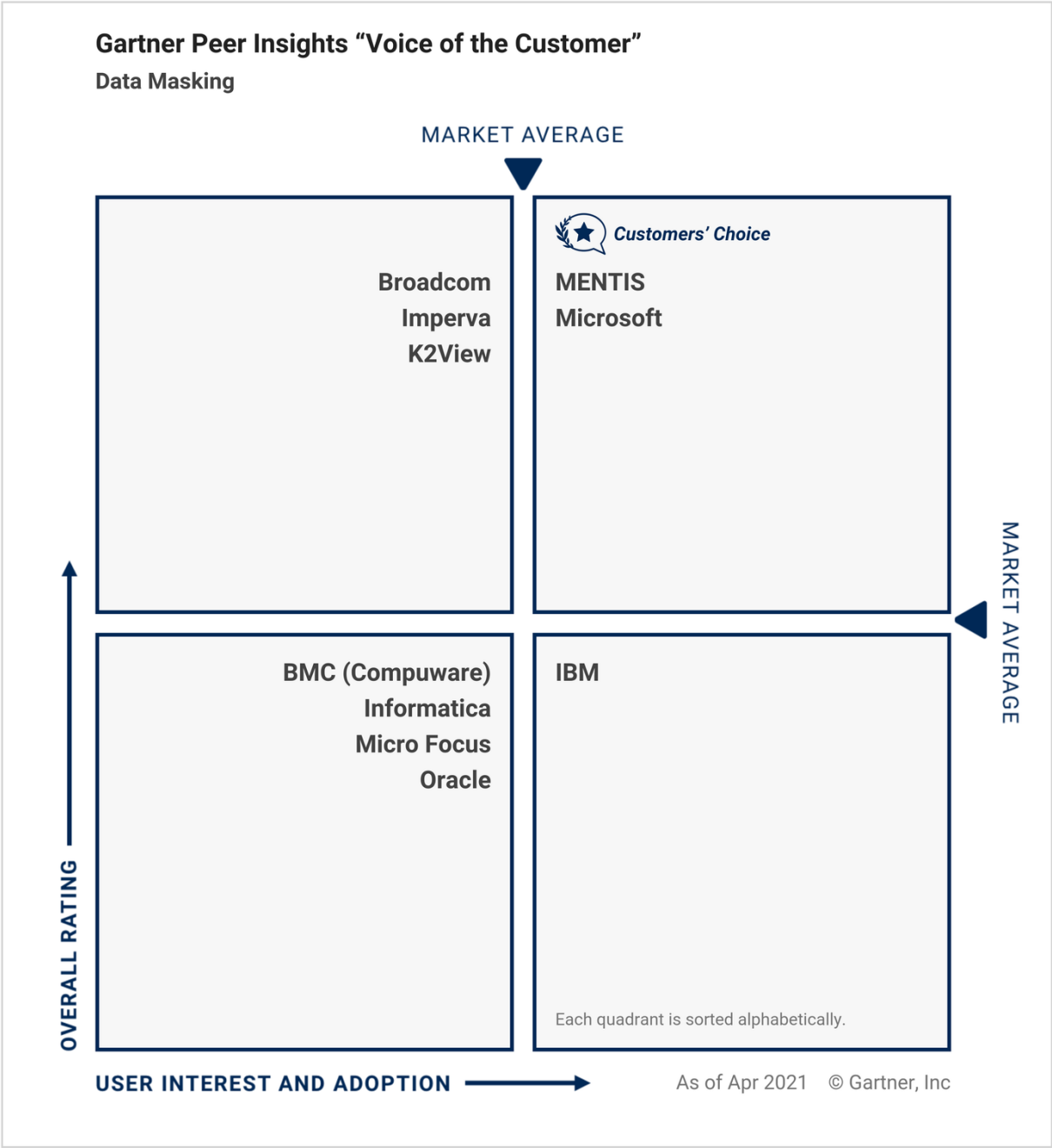
Source: Gartner (June 2021)

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 DM 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 DM market that have received more than 20 eligible reviews in the 18-month period ending on 30 April 2021, 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

Gartner Peer Insights "Voice of the Customer"
Data Masking

Eligible Vendors	Overall Reviews	Overall Rating
BMC (Compuware)	26	4.3
Broadcom	25	4.4
IBM	30	4.2
Imperva	27	4.6
Informatica	40	4.3
K2View	20	4.5
★ MENTIS	57	4.5
Micro Focus	20	4.2
★ Microsoft	145	4.4
Oracle	43	4.3

3.5   4.0   4.5   5.0

Sorted alphabetically   As of Apr 2021   © Gartner, Inc

Gartner

Source: Gartner (June 2021)
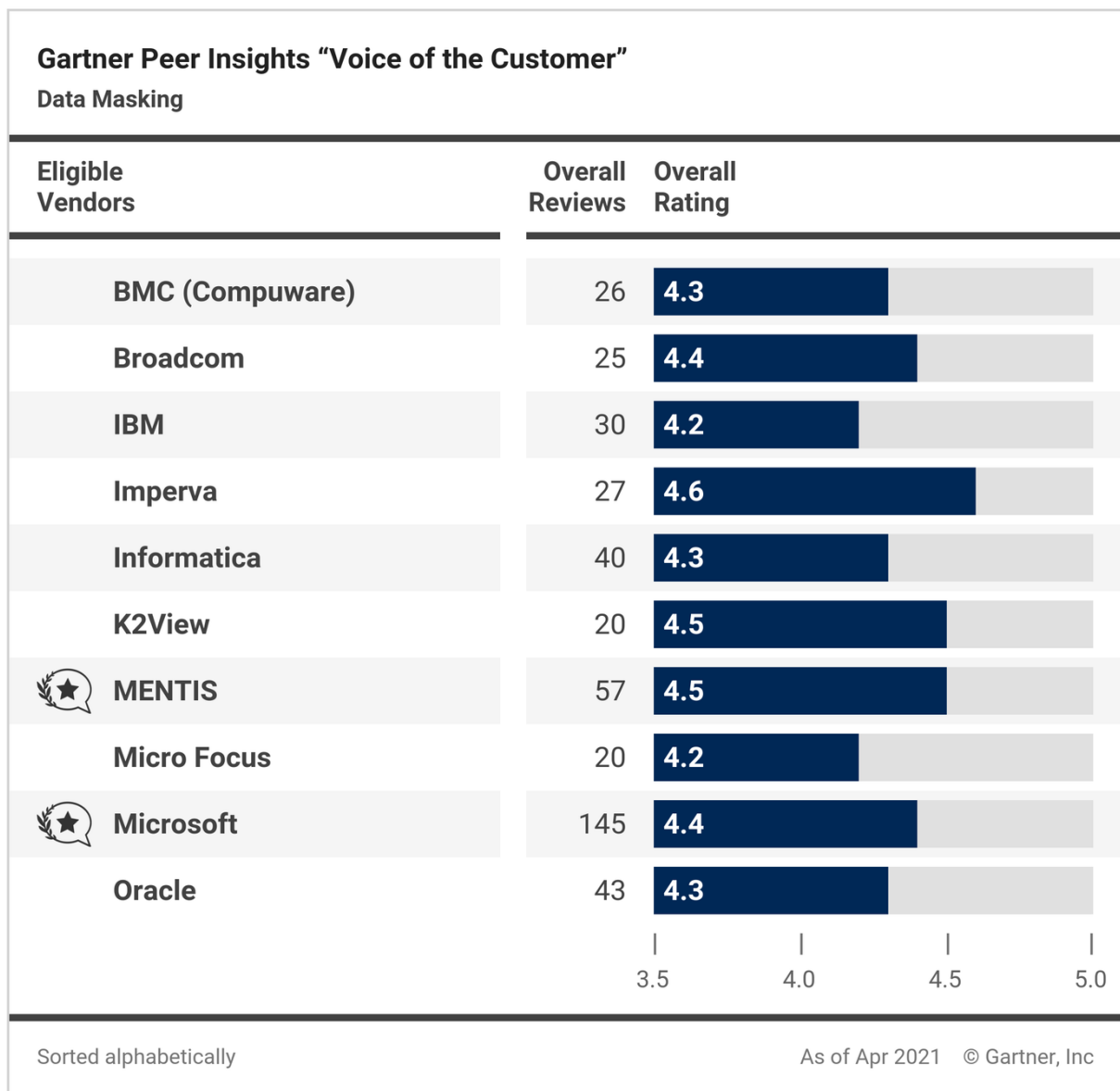
In addition to the Overall Ratings, Gartner Peer Insights' reviews also give insight into end users' willingness to recommend each vendor. Willingness to recommend is a component of the "Voice of the Customer" X-axis. See methodology here for details. Figure 3 compares vendors by the percent of reviewers 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

Gartner Peer Insights "Voice of the Customer"
Data Masking

Eligible Vendors	Overall Reviews	Willingness to Recommend
BMC (Compuware)	26	92%
Broadcom	25	84%
IBM	30	83%
Imperva	27	91%
Informatica	40	89%
K2View	20	94%
⭐ MENTIS	57	93%
Micro Focus	20	78%
⭐ Microsoft	145	89%
Oracle	43	87%

60%   70%   80%   90%   100%

Sorted alphabetically   As of Apr 2021   © Gartner, Inc
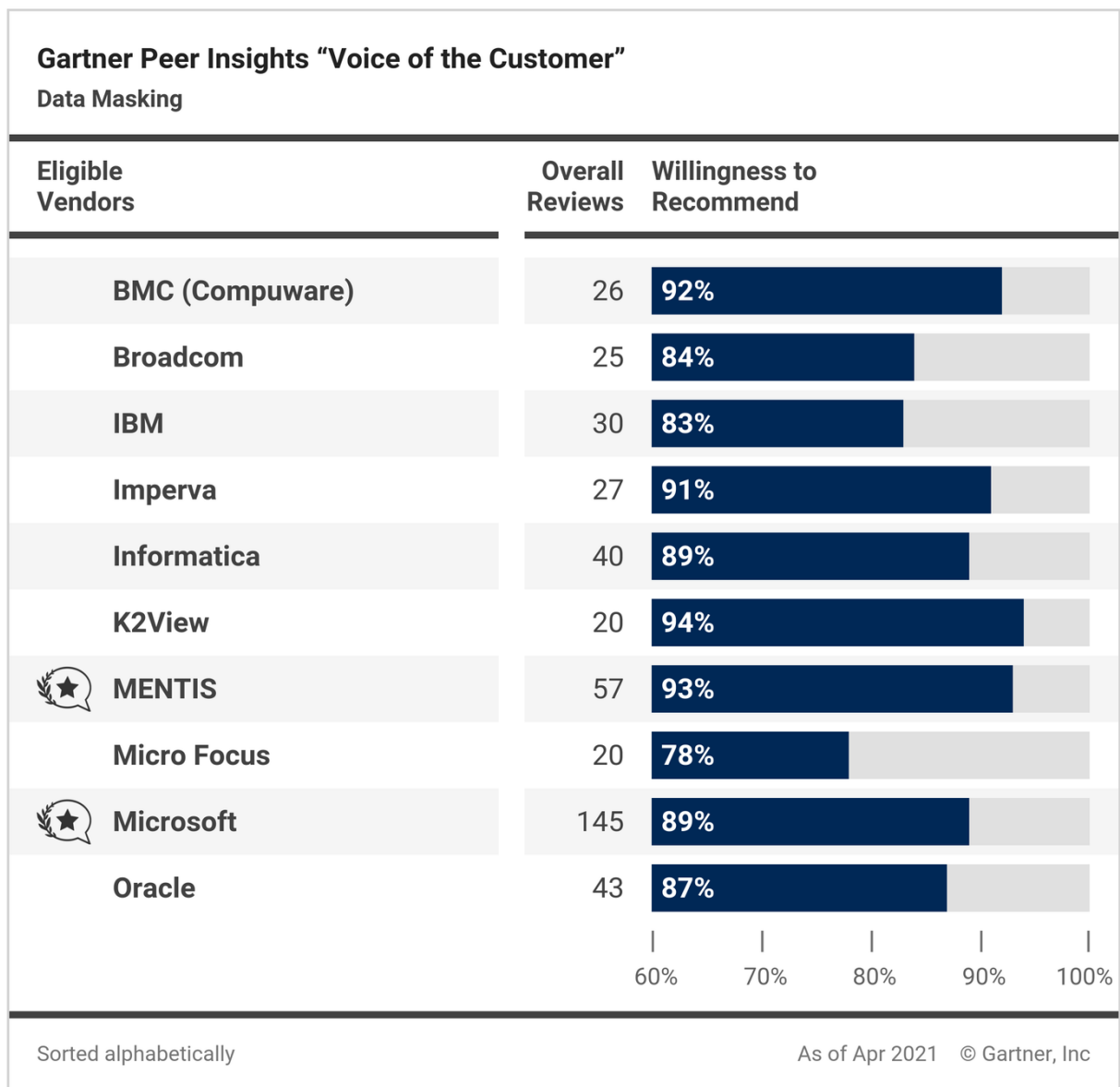
Source: Gartner (June 2021)

Vendor Summaries

Figures 4 through 13 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 2021; 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 BMC (Compuware) Vendor Summary

BMC (Compuware)
4.3 ★★★★☆ (26)

👍 Willingness to Recommend 92%

Rating Histogram

5 Star		42%
4 Star		54%
3 Star		4%
2 Star		0%
1 Star		0%

Rating by Category — Number of Responses

Product Capabilities	5.0	3
Sales Experience	4.3	24
Deployment Experience	4.3	25
Support Experience	4.4	25

3.5 4.0 4.5 5.0

Company Size
Overall Reviews = 26

10B+ USD	12%
1B - 10B USD	23%
50M - 1B USD	65%
Public Sector, Gov't, Edu	0%

Industry
Overall Reviews = 26

Services	46%
Finance	15%
Miscellaneous	15%
Retail	8%
Other	15%

Deployment Region
Number of Responses = 28

North America	18%
Europe, Middle East and Africa	25%
Asia/Pacific	43%
Latin America	14%

Note: Percent distributions may not add up to 100% due to rounding.
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Source: Gartner (June 2021)

Read all Peer Insights user reviews for BMC (Compuware).

Figure 5. Gartner Peer Insights "Voice of the Customer" Data Masking Broadcom Vendor Summary

Broadcom
4.4 ★★★★☆ (25)

Willingness to
Recommend 84% 👍

Rating Histogram			Rating by Category		Number of Responses
5 Star		44%	Product Capabilities	4.6	7
4 Star		52%	Sales Experience	4.5	21
3 Star		4%	Deployment Experience	4.2	23
2 Star		0%	Support Experience	4.2	25
1 Star		0%		3.5 4.0 4.5 5.0	

Company Size		Industry		Deployment Region	
Overall Reviews = 25		Overall Reviews = 25		Number of Responses = 26	
10B+ USD	16%	Services	52%	North America	38%
1B - 10B USD	24%	Finance	16%	Europe, Middle East and Africa	15%
50M - 1B USD	60%	Communications	12%	Asia/Pacific	38%
Public Sector, Gov't, Edu	0%	Miscellaneous	8%	Latin America	8%
		Other	12%		

Note: Percent distributions may not add up to 100% due to rounding.   As of Apr 2021   © Gartner, Inc

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for Broadcom.

Figure 6. Gartner Peer Insights "Voice of the Customer" Data Masking IBM Vendor Summary

IBM			Willingness to Recommend 83%
4.2 ★★★★☆ (30)			

Rating Histogram

5 Star		37%
4 Star		53%
3 Star		7%
2 Star		3%
1 Star		0%

Rating by Category — Number of Responses

Product Capabilities	4.4	16
Sales Experience	4.1	26
Deployment Experience	4.3	29
Support Experience	4.4	30

Scale: 3.5 4.0 4.5 5.0

Company Size
Overall Reviews = 30

10B+ USD	20%
1B - 10B USD	37%
50M - 1B USD	40%
Public Sector, Gov't, Edu	3%

Industry
Overall Reviews = 30

Services	33%
Finance	27%
Healthcare	10%
Transportation	10%
Other	20%

Deployment Region
Number of Responses = 33

North America	48%
Europe, Middle East and Africa	9%
Asia/Pacific	39%
Latin America	3%

Note: Percent distributions may not add up to 100% due to rounding.   As of Apr 2021   © Gartner, Inc
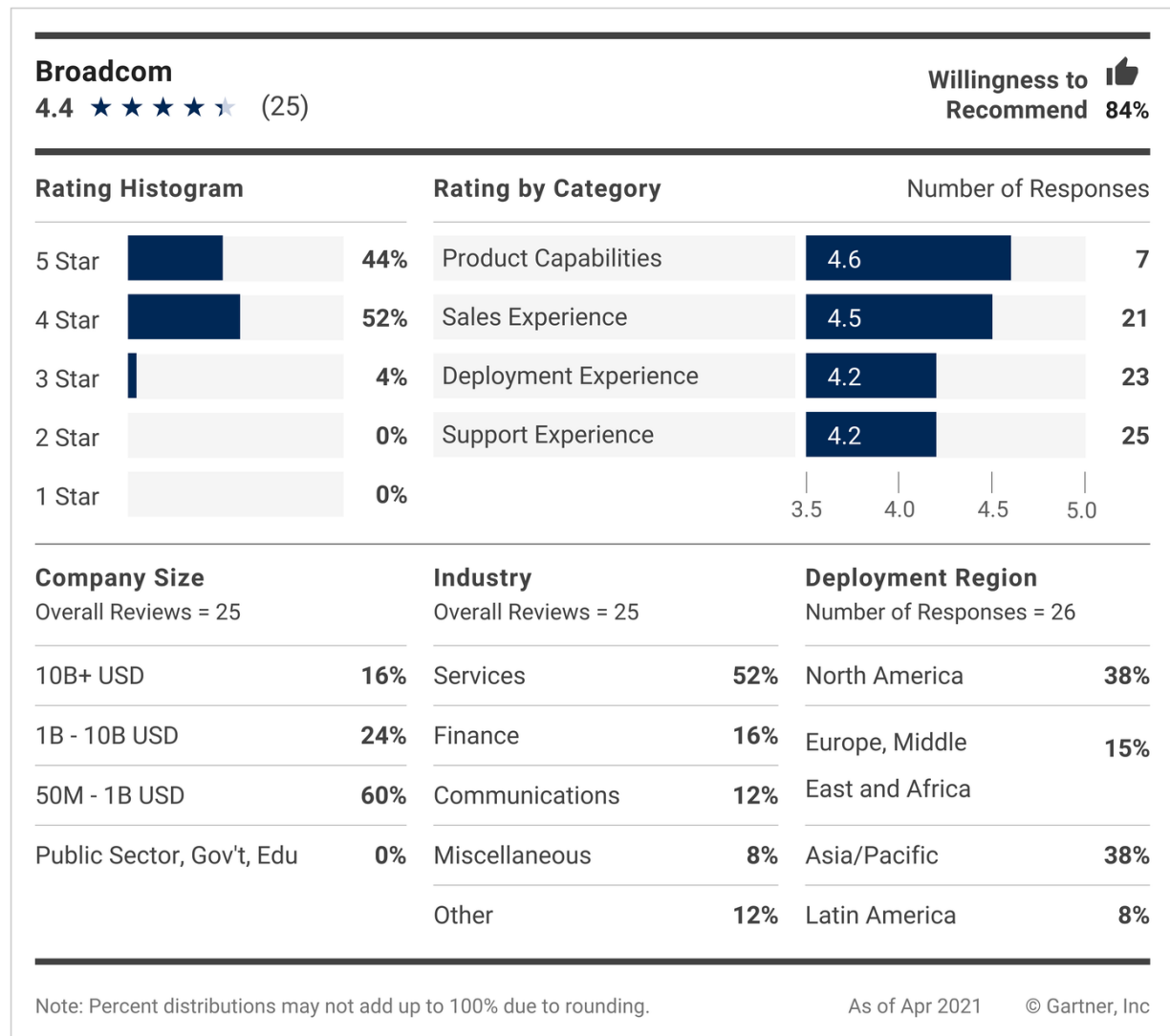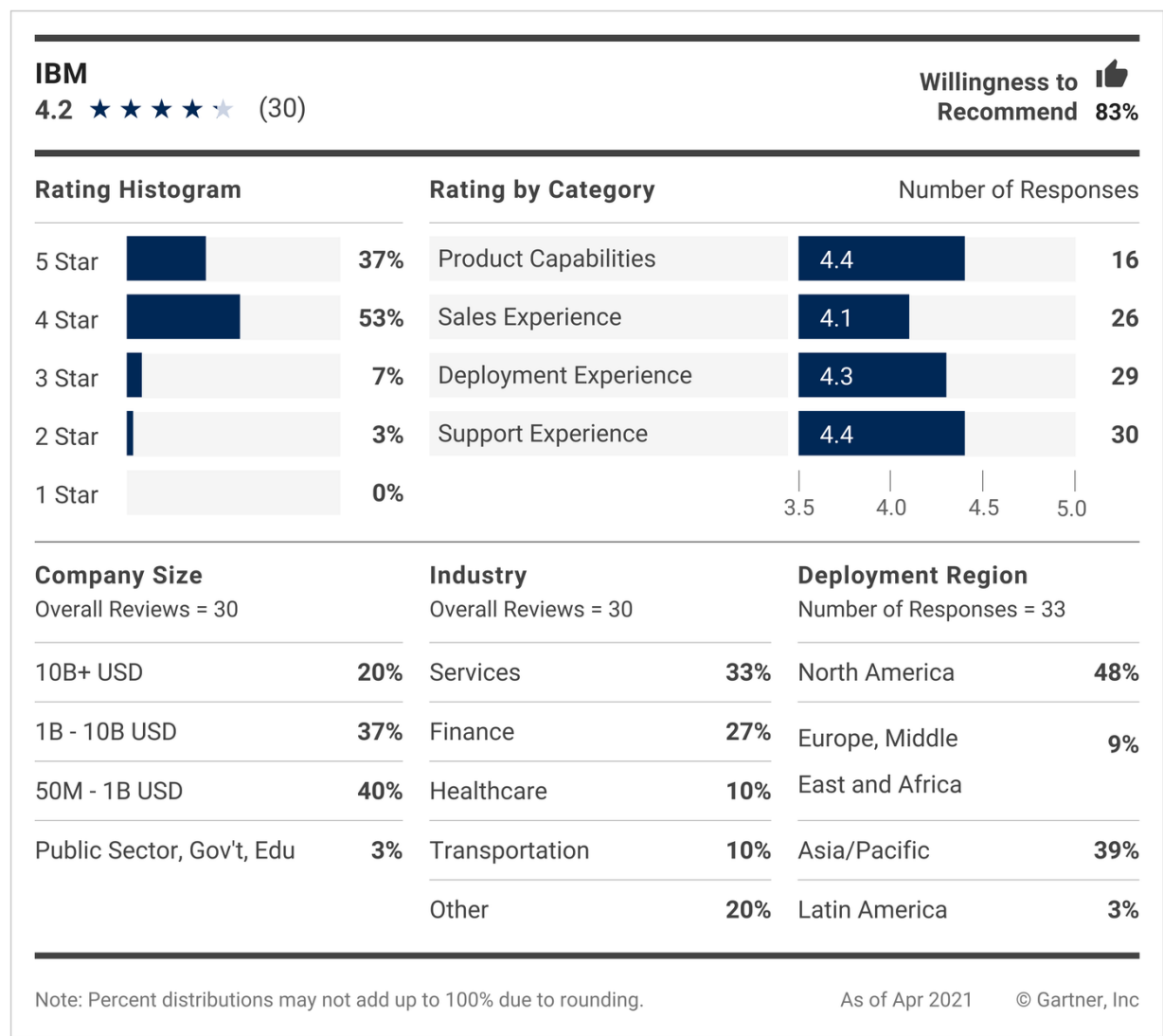
Source: Gartner (June 2021)

Read all Peer Insights user reviews for IBM.

Figure 7. Gartner Peer Insights "Voice of the Customer" Data Masking Imperva Vendor Summary

Imperva
4.6 ★ ★ ★ ★ ★ (27)

Willingness to Recommend 91% 👍

Rating Histogram			Rating by Category		Number of Responses
5 Star		56%	Product Capabilities	4.5	10
4 Star		44%	Sales Experience	4.6	24
3 Star		0%	Deployment Experience	4.4	25
2 Star		0%	Support Experience	4.5	26
1 Star		0%		3.5 4.0 4.5 5.0	

Company Size		Industry		Deployment Region	
Overall Reviews = 27		Overall Reviews = 27		Number of Responses = 28	
10B+ USD	26%	Services	70%	North America	29%
1B - 10B USD	7%	Finance	11%	Europe, Middle East and Africa	7%
50M - 1B USD	67%	Communications	7%		
Public Sector, Gov't, Edu	0%	Healthcare	7%	Asia/Pacific	46%
		Other	4%	Latin America	18%

Note: Percent distributions may not add up to 100% due to rounding.   As of Apr 2021   © Gartner, Inc

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for Imperva.

Informatica

4.3 ★★★★☆ (40)

Willingness to Recommend 👍 **89%**

Rating Histogram

5 Star	▊▊▊▊	**40%**
4 Star	▊▊▊▊▊	**53%**
3 Star	▊	**8%**
2 Star		**0%**
1 Star		**0%**

Rating by Category — Number of Responses

Product Capabilities	4.4	**7**
Sales Experience	4.3	**35**
Deployment Experience	4.3	**38**
Support Experience	4.2	**39**

Scale: 3.5 4.0 4.5 5.0

Company Size
Overall Reviews = 40

10B+ USD	**20%**
1B - 10B USD	**28%**
50M - 1B USD	**50%**
Public Sector, Gov't, Edu	**3%**

Industry
Overall Reviews = 40

Services	**53%**
Manufacturing	**15%**
Communications	**10%**
Healthcare	**10%**
Other	**13%**

Deployment Region
Number of Responses = 41

North America	**17%**
Europe, Middle East and Africa	**20%**
Asia/Pacific	**61%**
Latin America	**2%**

Note: Percent distributions may not add up to 100% due to rounding.

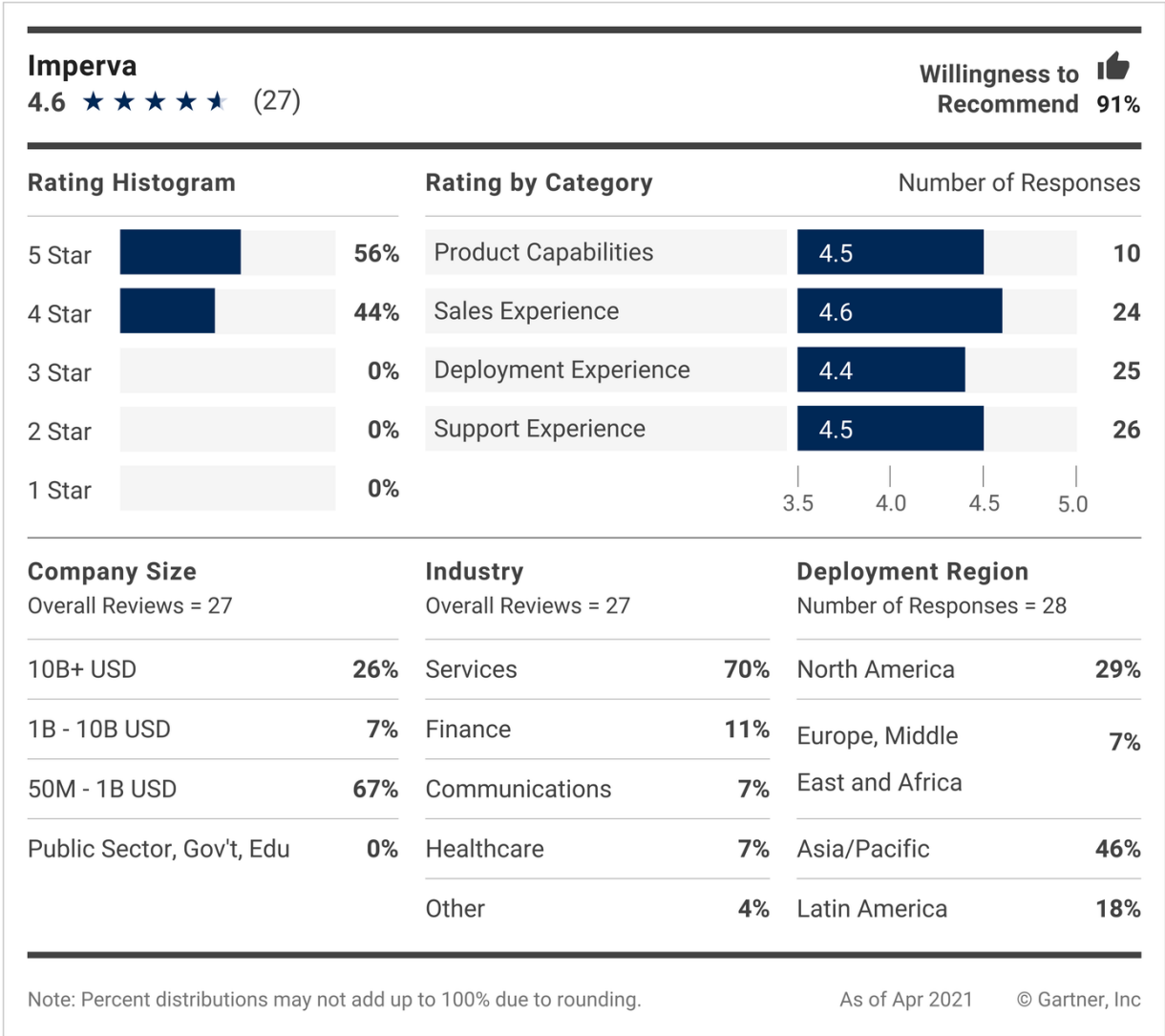As of Apr 2021   © Gartner, Inc

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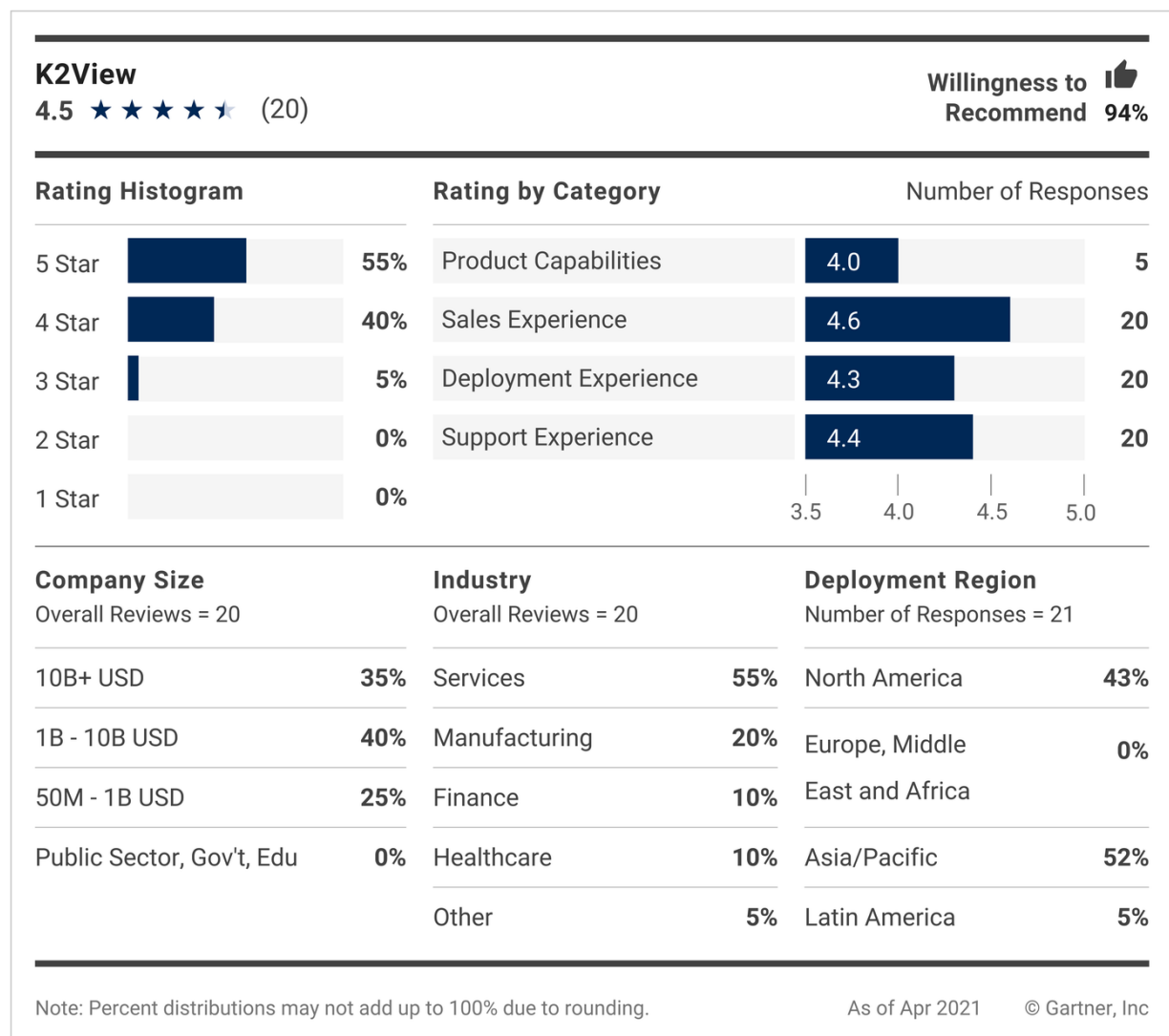Source: Gartner (June 2021)

Read all Peer Insights user reviews for Informatica.

Figure 9. Gartner Peer Insights "Voice of the Customer" Data Masking K2View Vendor Summary

K2View
4.5 ★★★★⯪ (20)

Willingness to 👍
Recommend 94%

Rating Histogram

5 Star	55%
4 Star	40%
3 Star	5%
2 Star	0%
1 Star	0%

Rating by Category — Number of Responses

Product Capabilities	4.0	5
Sales Experience	4.6	20
Deployment Experience	4.3	20
Support Experience	4.4	20

(scale) 3.5 4.0 4.5 5.0

Company Size
Overall Reviews = 20

10B+ USD	35%
1B - 10B USD	40%
50M - 1B USD	25%
Public Sector, Gov't, Edu	0%

Industry
Overall Reviews = 20

Services	55%
Manufacturing	20%
Finance	10%
Healthcare	10%
Other	5%

Deployment Region
Number of Responses = 21

North America	43%
Europe, Middle East and Africa	0%
Asia/Pacific	52%
Latin America	5%

Note: Percent distributions may not add up to 100% due to rounding.
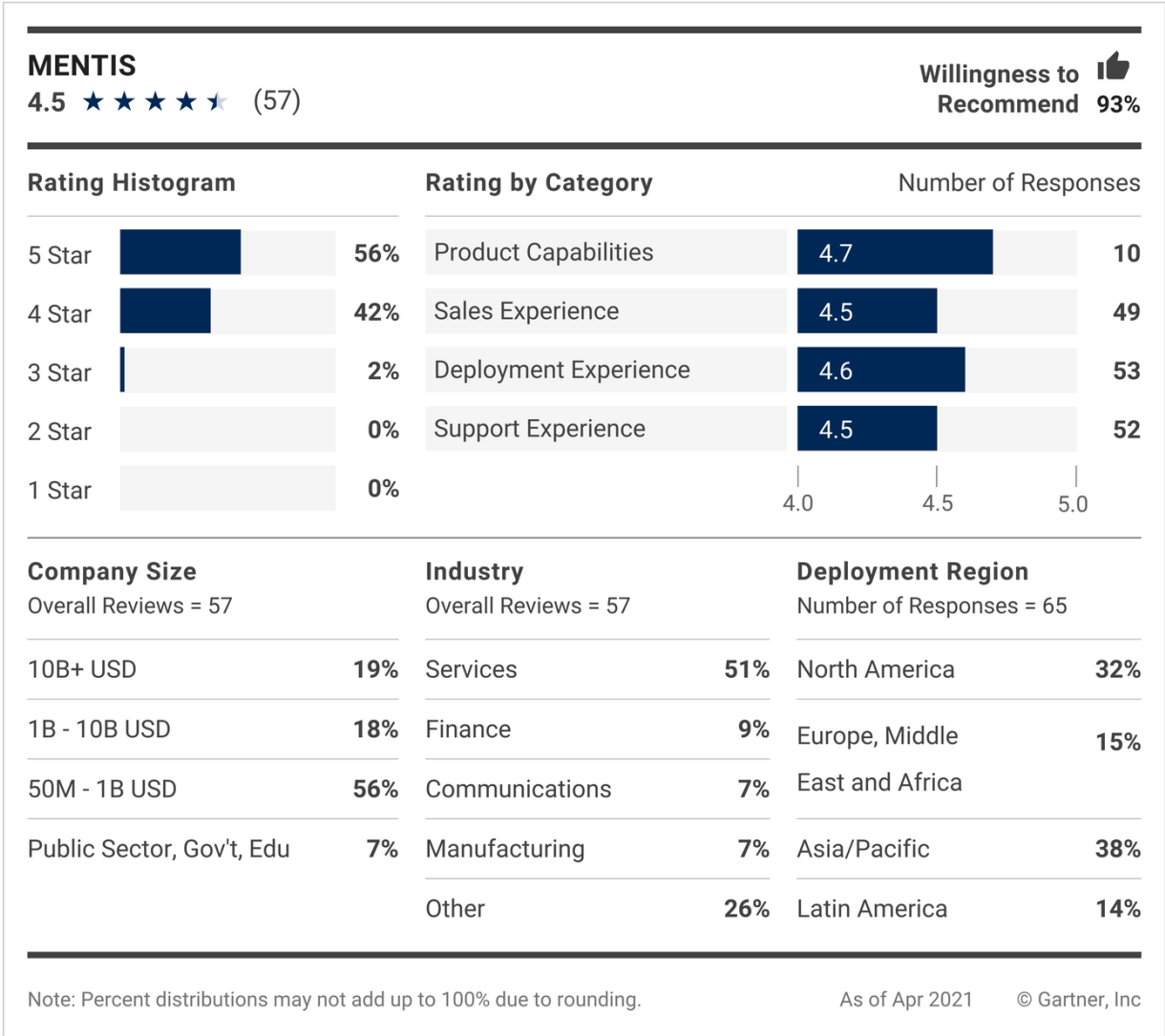
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Source: Gartner (June 2021)

Read all Peer Insights user reviews for K2View.

Figure 10. Gartner Peer Insights "Voice of the Customer" Data Masking MENTIS Vendor Summary

MENTIS
4.5 ★★★★★ (57)

Willingness to 👍
Recommend **93%**

Rating Histogram			Rating by Category		Number of Responses
5 Star		56%	Product Capabilities	4.7	10
4 Star		42%	Sales Experience	4.5	49
3 Star		2%	Deployment Experience	4.6	53
2 Star		0%	Support Experience	4.5	52
1 Star		0%		4.0 4.5 5.0	

Company Size		Industry		Deployment Region	
Overall Reviews = 57		Overall Reviews = 57		Number of Responses = 65	
10B+ USD	19%	Services	51%	North America	32%
1B - 10B USD	18%	Finance	9%	Europe, Middle East and Africa	15%
50M - 1B USD	56%	Communications	7%		
Public Sector, Gov't, Edu	7%	Manufacturing	7%	Asia/Pacific	38%
		Other	26%	Latin America	14%

Note: Percent distributions may not add up to 100% due to rounding.   As of Apr 2021   © Gartner, Inc

Gartner

Source: Gartner (June 2021)

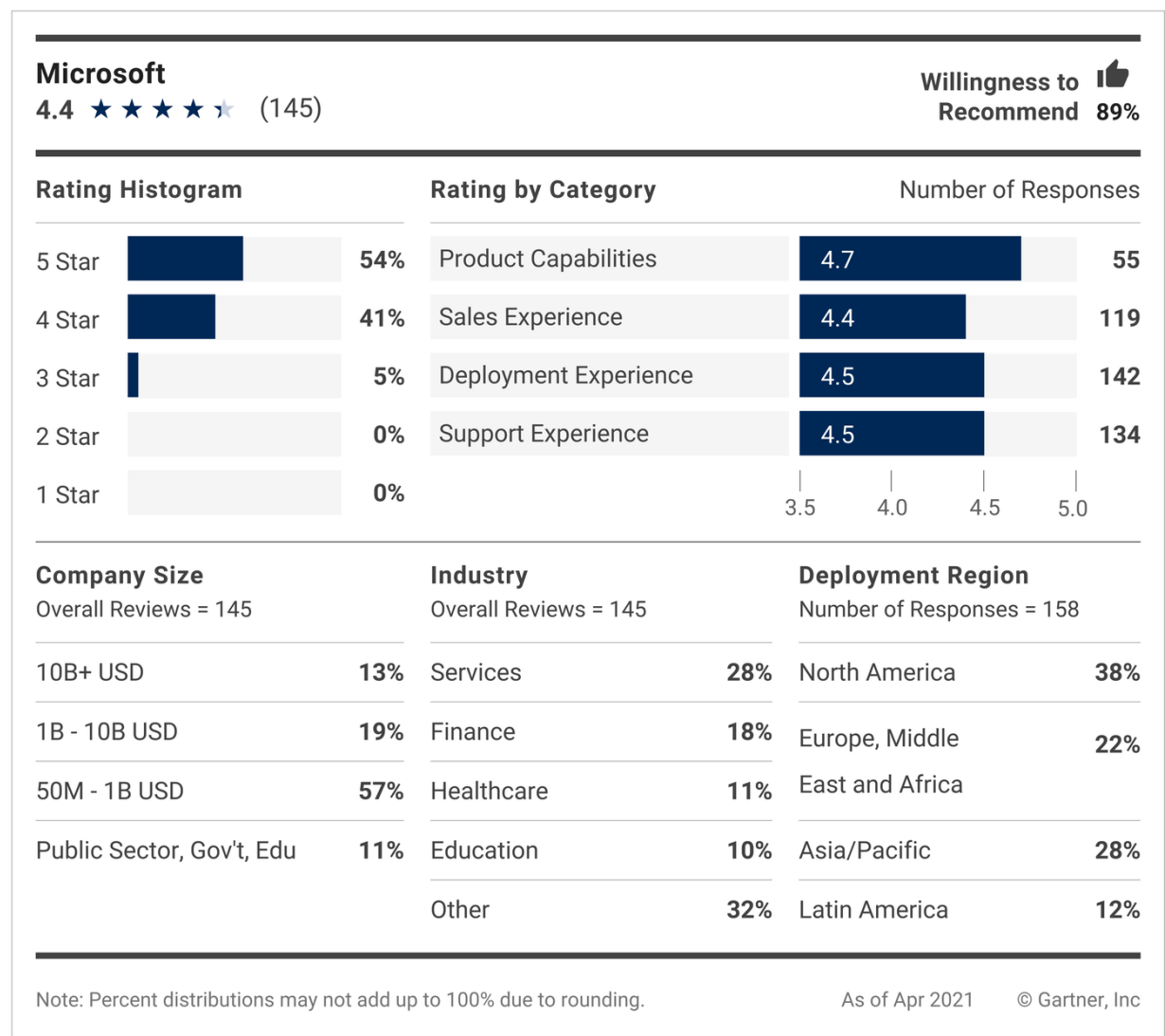Read all Peer Insights user reviews for MENTIS.

Figure 11. Gartner Peer Insights "Voice of the Customer" Data Masking Micro Focus Vendor Summary

Source: Gartner (June 2021)
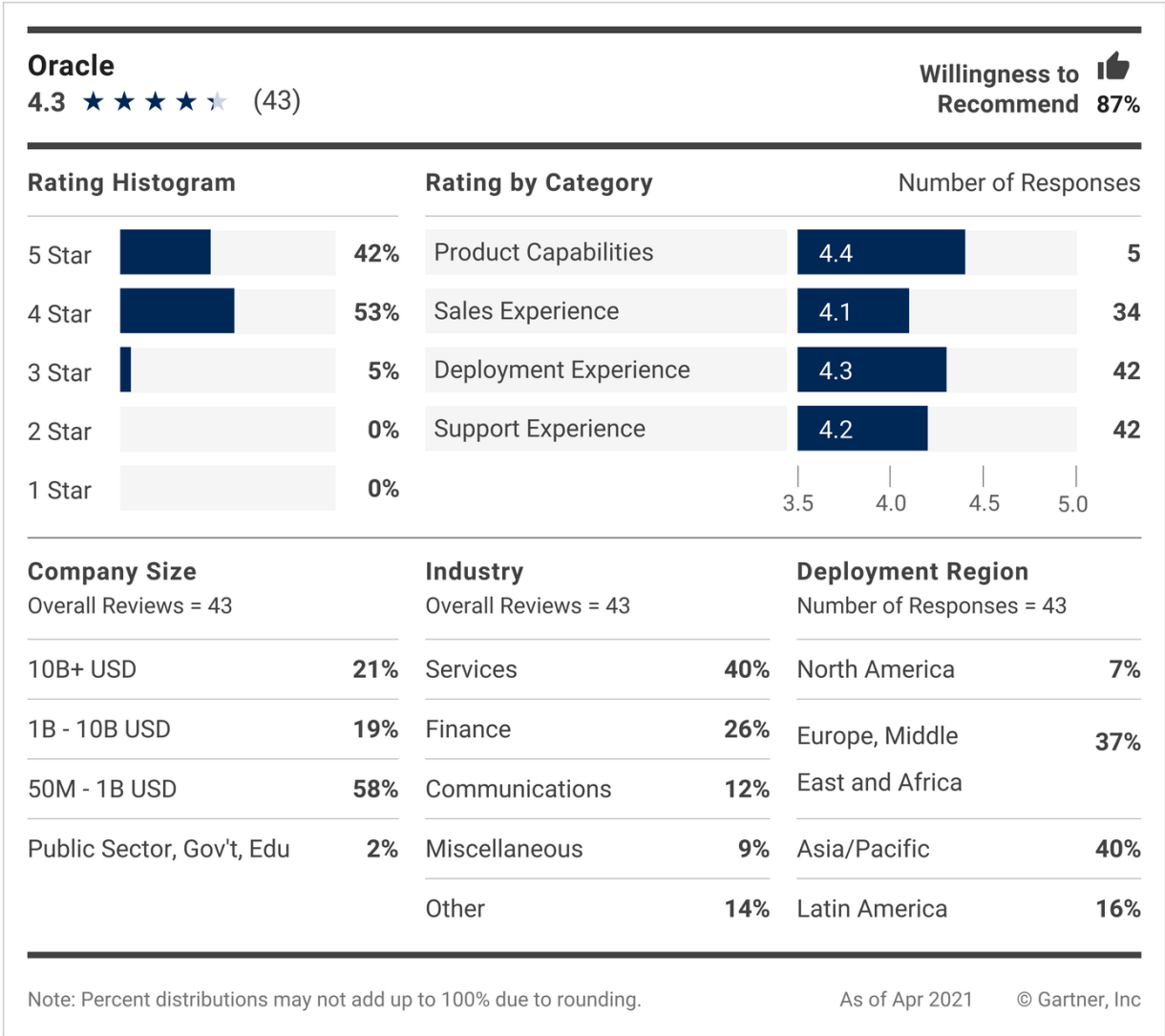
Read all Peer Insights user reviews for Micro Focus.

Figure 12. Gartner Peer Insights "Voice of the Customer" Data Masking Microsoft Vendor Summary

Microsoft

4.4 ★★★★☆ (145)

Willingness to 👍
Recommend 89%

Rating Histogram		Rating by Category		Number of Responses
5 Star	54%	Product Capabilities	4.7	55
4 Star	41%	Sales Experience	4.4	119
3 Star	5%	Deployment Experience	4.5	142
2 Star	0%	Support Experience	4.5	134
1 Star	0%			

(Category scale: 3.5 4.0 4.5 5.0)

Company Size		Industry		Deployment Region	
Overall Reviews = 145		Overall Reviews = 145		Number of Responses = 158	
10B+ USD	13%	Services	28%	North America	38%
1B - 10B USD	19%	Finance	18%	Europe, Middle East and Africa	22%
50M - 1B USD	57%	Healthcare	11%	Asia/Pacific	28%
Public Sector, Gov't, Edu	11%	Education	10%	Latin America	12%
		Other	32%		

Note: Percent distributions may not add up to 100% due to rounding.

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Source: Gartner (June 2021)

Read all Peer Insights user reviews for Microsoft.

Figure 13. Gartner Peer Insights "Voice of the Customer" Data Masking Oracle Vendor Summary

Oracle

4.3 ★★★★☆ (43)

Willingness to Recommend 87% 👍

Rating Histogram

5 Star	42%
4 Star	53%
3 Star	5%
2 Star	0%
1 Star	0%

Rating by Category — Number of Responses

Category	Rating	Responses
Product Capabilities	4.4	5
Sales Experience	4.1	34
Deployment Experience	4.3	42
Support Experience	4.2	42

Scale: 3.5 4.0 4.5 5.0

Company Size
Overall Reviews = 43

10B+ USD	21%
1B - 10B USD	19%
50M - 1B USD	58%
Public Sector, Gov't, Edu	2%

Industry
Overall Reviews = 43

Services	40%
Finance	26%
Communications	12%
Miscellaneous	9%
Other	14%

Deployment Region
Number of Responses = 43

North America	7%
Europe, Middle East and Africa	37%
Asia/Pacific	40%
Latin America	16%

Note: Percent distributions may not add up to 100% due to rounding.   As of Apr 2021   © Gartner, Inc

![Gartner]

Source: Gartner (June 2021)

Read all Peer Insights user reviews for Oracle.

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 - 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