ISG Research

Syndigo

BUYERS GUIDE
EXEMPLARY PROVIDER
Master Data Management
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BUYERS GUIDE LEADER
CAPABILITY CATEGORY
Master Data Management
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BUYERS GUIDE LEADER
USABILITY CATEGORY
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Master Data Management Buyers Guide 2025

Analysis Summary

Our analysis classified Syndigo as Exemplary, receiving an overall grade of B++ with a 77.1% performance. Syndigo's best grouped results came in Product Experience with a 78.1% performance and a B++ grade, due in part to its A in Capability. In Customer Experience, Syndigo received a B+ grade with a 74.7% performance due to its 76.2% performance in TCO/ROI. Syndigo was designated a Leader in Capability and Usability.

Strengths

Syndigo performed best in Product Experience with a B++ grade, notably receiving an A in Capability due to the breadth of master data rules and data stewardship functionality. Syndigo received a B+ grade in Customer Experience, with a B++ in TCO/ROI for the breadth and quality of product information required to build a business case and summarize the strategic value of using the software.

Matt Aslett
Director of Research, Analytics and Data

"Syndigo is one of a handful of specialist providers focused on product and master data management. The depth of functionality and rich user experience offered with Syndigo MDM is combined with the company's industry expertise, support services and breadth of partnerships to address data integrity and data quality while enabling deep insights into customer behavior and interactions."

Master Data Management
Syndigo
Exemplary Provider

Category	Performance	Grade
Overall	77.1%	B++
Product	78.1%	B++
Adaptability	75.0%	B+
Capability	Leader 88.8%	A
Manageability	79.4%	B++
Reliability	66.7%	B
Usability	Leader 83.9%	A-
Customer	74.7%	B+
TCO/ROI	76.2%	B++
Validation	73.2%	B+

Source: ISG Research
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