



**Gavilan
Research
Associates**

**IBM / Gavilan Research Associates
2008 MetaData Market Survey™
Summary of Findings Whitepaper**

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Prepared & Summarized by:
Stu Carty
President & Founder
Gavilan Research Associates
Danville, CA USA
phone: +1-925-855-7400
email: scarty@gavsys.com

Introduction and Executive Summary

In early 2008, IBM Corporation and Gavilan Research Associates (GRA) entered into a joint project together to investigate and better understand the top metadata management needs, challenges, issues and priorities within Global 5000 companies. IBM and GRA developed a common set of survey questions that were based on customer feedback, industry knowledge, and other relevant input.

The Survey was open to respondents for approximately seven (7) weeks and utilized the latest web-survey technology allowing respondents to participate through the internet. Over 330 unique respondents participated, of which a final tally of 287 responses were validated and used to prepare this report.

"Metadata" is "data about data" (definitions, descriptions, and inter-relationships). Metadata Management adds the same type of intelligent indexing to corporate information assets that card catalogs supply about books (or Google/Yahoo supply about web pages). Metadata Management Solutions (MMS) are a form of specialized software applications that take an inventory of metadata objects, attributes, and their inter-relationships. MMS help companies to inventory, organize and catalog key information assets such as data warehouses, business intelligence reports, computer programs, data files, and database schemas. Metadata management technologies cover a wide spectrum of alternative solutions - from enterprise metadata repositories to integration centric repositories to niche and single-purpose metadata management products. The 2008 MetaData Market Survey™ was primarily targeted at better understanding metadata management topics and issues across Global 5000 (corporate) IT and business environments.

Why Do a MetaData Usage Survey ?

The basic goal of the Survey was to ask a series of questions that explored the topics of:

- what metadata issues are companies currently struggling with ?
- who is most affected by these issues ?
- do any vendor product solutions help solve these problems ?
- what key features should vendors be incorporating into their metadata software products ?
- how can we better communicate the issues (and solutions) to our colleagues and management ?

These questions form the "theme" and essence of this Report. The survey questions examine the current topics, issues, trends, and problems that are concerning Global 5000 corporations in 2008. The Report also discusses potential vendor software products that may help you to solve your metadata management problems. Our world has become more complex (and will continue to become more complex). Unfortunately we have not solved the challenge of effectively

managing corporate metadata. We still have trouble in defining, managing, and accessing our valuable corporate information assets.

Survey Research Methodology

The 2008 MetaData Market Survey™ was officially launched on May 1, 2008. Using a friendly, informal web-survey response format, the goal was to collect several hundred responses from Global 5000 companies. Over 8,000 metadata management contacts were invited to participate in the Survey thru a series of 3-4 email campaign invitations sent out during the seven week project duration.

The Survey was comprised of 19 questions in total. Each survey respondent was asked to enter their specific company name along with other demographic information. "Company Name" was used to help validate that "real answers" were being submitted from "real Fortune 5000 companies".

Please note that the survey results are not meant to be "scientific". The Survey questions did not utilize any specific statistical analysis methodology. Survey responses should be viewed as "opportunistic" in randomly targeting metadata management contacts within Global 5000 companies.

Question #1 - 287 Respondents Participated

* YOUR COMPANY: What company/organization do you work for ?
(please indicate below - this information is used to help validate your survey responses)

Answers	Number of Response(s)
Company Name	287

IBM/Gavilan Comments:

A total of 331 survey responses were received. The responses were reviewed, validated, and reduced to a core set of 287. The primary reasons that a response was eliminated included a partial or incomplete response or an invalid company name.

Question #2 - Industry Breakdown (Demographics) of Participating Companies

* YOUR COMPANY'S INDUSTRY/PRIMARY BUSINESS: What is your company's primary industry or business ? (choose single/best answer)

Answer	0%	100%	Number of Response(s)	Response Ratio
Agriculture / Forestry			1	<1 %
Banking / Finance			67	23.3 %
Insurance			43	14.9 %
Bio-Tech / Pharmaceuticals			7	2.4 %
Computer Hardware / Software developer/vendor			17	5.9 %
Consultant / IT Services / Systems Integrator			35	12.1 %
Educational Institution			5	1.7 %
Government (Federal, State, or Local)			27	9.4 %
Healthcare / Medical (non-insurance)			18	6.2 %
Manufacturing / CPG			11	3.8 %
Mining / Oil / Gas			3	1.0 %
Professional Association or Non-Profit Organization			2	<1 %
Publishing / Media / Advertising			1	<1 %
Retailer / Wholesaler / Distributor			14	4.8 %
Telecommunications			8	2.7 %
Transportation / Shipping / Travel Services			9	3.1 %
Utilities			7	2.4 %
College Student			0	0.0 %
Other			12	4.1 %
No Response(s)			0	0.0 %
Totals			287	100%

IBM/Gavilan Comments:









- All major industries were represented within the survey responses received. It is interesting that the top responding industry was Banking / Finance with more than 23%. This industry is often at the top of the list for complying with government regulations and metadata plays a critical part in the process.
- "Other" industries represented (typed in by respondents) included Food Services, Aerospace & Defense, Automotive Industry (both Manufacturing and Parts/Distribution), Air Traffic Services, and eCommerce / Online Commerce.

Questions #3 and #4 - Headquarters Locations and Size of Respondent Companies

* YOUR COMPANY'S HEADQUARTERS LOCATION: Where is your company's headquarters location ?
(choose single/best answer)

Answer	0%	100%	Number of Response(s)	Response Ratio
USA			207	72.1 %
Canada			19	6.6 %
International - outside USA or Canada			61	21.2 %
No Response(s)			0	0.0 %
Totals			287	100%

COMPANY SIZE / # OF EMPLOYEES: What is your organization's approximate total number of employees (across all functions / divisions / departments) ? (choose single/best answer)

Answer	0%	100%	Number of Response(s)	Response Ratio
1 - 1000 employees in total			51	17.7 %
1001 - 5000 employees			61	21.2 %
5001 - 20,000 employees			61	21.2 %
20,001 - 50,000 employees			41	14.2 %
50,001 - 100,000 employees			36	12.5 %
more than 100,000 employees in total			29	10.1 %
Not Sure			5	1.7 %
No Response(s)			3	1.0 %
Totals			287	100%

IBM/Gavilan Comments:

- The goal of the Survey was to target "Global 5000 Companies" with revenues greater than US \$1 billion (total number of employees greater than 1000).
- The majority of the respondents were from the USA and Canada, however, additional international countries represented more than 20% of the entire sample.

Question #5 - Size/Number of Full-time "MetaData" Employees

OF FULL-TIME METADATA EMPLOYEES: What is the total number of current or planned full-time employees (or full-time equivalents FTEs) working on your metadata solution ?
(choose single/best answer)

Answer	0%	100%	Number of Response(s)	Response Ratio
zero (0)			39	13.5 %
1 - 2			96	33.4 %
3 - 5			53	18.4 %
6 - 10			23	8.0 %
11 - 20			10	3.4 %
21+ FTEs			18	6.2 %
Not Sure			45	15.6 %
No Response(s)			3	1.0 %
Totals			287	100%

IBM/Gavilan Comments:

- It is interesting to see the wide range in size of metadata related staff, especially the number of respondent companies (18) that have more than 21 "metadata" employees.

Questions #6 and #7 - Your Top MetaData Management Issues

YOUR TOP METADATA TOPICS/ISSUES: What are some of the specific topics or issues that your
 * company is facing (or struggling with) concerning metadata management ?
 (check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
documenting Technical metadata definitions			161	6.4 %
documenting Business metadata definitions and/or Business Rules/Processes			232	9.3 %
support for Data Administration, Data Modeling and/or Process Modeling			150	6.0 %
support for Database Administration (DBA)			43	1.7 %
impact or dependency analysis across multiple systems, applications, and tools			182	7.3 %
Data Lineage reporting and/or Data Mapping analysis			188	7.5 %
documenting Data Transformation rules, mappings, and/or processes			180	7.2 %
implementing a Corporate Data Dictionary or Corporate Glossary			184	7.4 %
integrating and/or physically moving metadata definitions between dev tools			97	3.9 %
providing a "Card Catalog" or Info Directory to help Business Users find things			104	4.1 %
documenting existing Applications and/or Legacy Systems			119	4.8 %
documenting program Source Code and/or Logic			42	1.6 %
support for Program / Application Modernization			52	2.0 %
support for a corporate Acquisition/Merger by taking an inventory of systems			29	1.1 %
support for Standards/Regulations Compliance (SOX, ACORD, BASEL II, etc...)			87	3.5 %
support for Data Governance / Data Stewardship			194	7.8 %
support for Risk Assessment/Management			64	2.5 %
support for a common business Vocabulary / Taxonomy / Ontology			174	7.0 %
documenting an Enterprise Architecture (artifacts, systems, components, etc ...)			140	5.6 %
support for Education or Training of IT and/or Business Users			57	2.2 %
Totals			2479	100%

ADDITIONAL METADATA TOPICS/ISSUES: Continuing from Question #2 above - what are some

*** additional metadata management topics/issues that your organization is currently facing ? (check all that apply)**

Answer	0%	100%	Number of Response(s)	Response Ratio
support for onsite contractors or outsourcing			42	4.8 %
documenting an ERP or CRM system			57	6.5 %
documenting a Data Warehouse, Data Mart(s), or Analytical Application			186	21.4 %
documenting a Business Intelligence (BI tool) environment			148	17.0 %
support for Master Data / Customer (CDI), Employees, Products, etc ...			161	18.5 %
support for Messaging and/or SOA metadata			115	13.2 %
support for Library Science metadata			16	1.8 %
support for Dublin Core / website metadata			23	2.6 %
support for GIS/mapping metadata			32	3.6 %
support for text / documents / email content / unstructured metadata			86	9.9 %
Totals			866	100%

IBM/Gavilan Comments:

For these questions, respondents could choose multiple answers, which represent the broad spectrum of issues facing companies today. Because multiple choices could be selected, the totals for the response ratio column must be interpreted as dividing the number of responses for each topic by the total number of complete survey responses (287) used.

The “top 5” metadata management issues in 2008 are:

- documenting business metadata (business rules & element descriptions) - 80.8 % of respondents
- support for Data Governance and Data Stewardship (67.5% of respondents)
- support for Data Lineage reporting and/or Data Mapping analysis (65.5%)
- documenting a Data Warehouse, Data Mart, or Analytical Application (64.8% of respondents)
- implementing a corporate Data Dictionary or Data Glossary (64.1%)

Respondent Comments:

- “My top issue is getting metadata out of existing toolsets into a repository, where it can be accessed and reported on.”
- “Change Management is our biggest issue! (How could you miss this point?)”

Question #8 - Focus Question on Data Governance

* DATA GOVERNANCE: Does your organization currently have a Data Governance Council and/or Data Governance project ? (choose single/best answer)

Answer	0%	100%	Number of Response(s)	Response Ratio
No / Not Yet / Not Sure			131	45.6 %
Yes - but without any formal sponsorship			57	19.8 %
Yes - with VP-level IT (Information Technology) sponsorship			36	12.5 %
Yes - with VP-level BUSINESS sponsorship			45	15.6 %
Yes - with sponsorship lower than VP level (Business and/or IT)			18	6.2 %
No Response(s)			0	0.0 %
Totals			287	100%

IBM/Gavilan Comments:

Support for a Data Governance, Regulations Compliance, and/or Data Stewardship are important reoccurring topics among Global 5000 companies in 2008. Data Governance spans beyond the more traditional metadata management topics and includes areas such as data quality metrics, master data management and more.

Respondent Comments:

"Data Governance, enterprise data standards and metadata management are vital for our agency's health and success."

"Our Data Stewards group includes VP level people, who will be responsible for Data Governance, starting with Data Quality metrics."

"Our Master Data Management (MDM) initiative is driving the need for Data Governance."

"Data Governance falls under our CIO who delegates the daily operational duties to lower levels."

"We are trying to get a Data Governance solution for the entire enterprise. Push is from IS division, not program divisions."

"All production data tables have an assigned steward, but the stewards' level of activity/involvement is not consistent (yet) across the group."

Question #9 - Usefulness of "MetaData for Data"

USEFULNESS OF METADATA FOR "DATA": In your experience, how useful is information about your company's DATA (e.g. quality, profiling, business metrics, business mapping specifications and record consolidation) to the end users of your metadata strategy (or the end users of your data) ? (choose single/best answer)

Answer	0%	100%	Number of Response(s)	Response Ratio
Somewhat Important			25	8.7 %
Moderately Important			53	18.4 %
Very Important			198	68.9 %
Not Sure			10	3.4 %
No Response(s)			1	<1 %
Totals			287	100%

IBM/Gavilan Comments:

Most respondents agree that metadata is very important/useful in defining and understanding data and includes characteristics about the data values themselves including its quality, its structure, how it conforms to business requirements and more.

Respondent Comments:

"Metadata Management is very important, but not currently done very well."

"Metadata Management helps us to be more confident in the accuracy of our data, so we can make better (more accurate) business decisions based on that data."







"Our data managers provide metadata as a service to others. They use an Application Inventory as starting point for an eventual self service model."

Question #10 - Any Current/Existing MetaData Products in Use at Your Company ?

EXISTING METADATA PRODUCTS: What metadata solution(s) has your company previously purchased or implemented (or is currently implementing) ? (check all that apply)

*

If your organization is currently using/implementing a specific metadata vendor product, please indicate the specific name/vendor of the product in the Comment box.

Answer	0%	100%	Number of Response(s)	Response Ratio
None / Not Sure / Not Applicable			45	9.5 %
MS-Excel (we currently use spreadsheets to manage metadata)			113	23.9 %
MS-Access or other DBMS (we currently use databases to manage metadata)			77	16.3 %
custom (in-house) built solution			97	20.5 %
custom (outsourced / consultant-built) solution			19	4.0 %
We are using a specific vendor solution(s) (indicate in Comments box below)			120	25.4 %
Totals			471	100%

IBM/Gavilan Comments:

This question was designed to “get a sense” of how many companies utilize vendor metadata products versus custom homegrown or outsourced solutions .

Microsoft Excel is a top, basic metadata management solution in use today (or at least a place where companies are defining and storing metadata definitions).







If a company had previously purchased a metadata solution, there was a broad spectrum of vendor products in use. The top vendor products mentioned by respondents included IBM, Computer Associates, Adaptive, Allen Systems Group (ASG), Data Advantage Group and Informatica.

If a company had built their own “in-house” metadata management solution, most companies used a standard DBMS, such as DB2, MS-Access, Oracle, or MS-SQL/Server as part of their solution.

Question #11 - What is the key Topic/Scope of Your Metadata Management Project ?

TOPIC/SCOPE OF CURRENT/FUTURE METADATA PROJECT: If you are currently using/implementing a metadata management solution (or are planning on implementing one soon) - what is your primary topic/focus for the next 12 - 24 months ?

Please indicate below the main topic(s) that your metadata management solution is/will address. (choose two (2) best answers)

Answer	0%	100%	Number of Response(s)	Response Ratio
None / Not Sure / Not Applicable			39	6.8 %
support for Data Integration related to Data Warehousing and/or BI reporting			112	19.8 %
support for Data Integration related to Master Data Management / CDI			85	14.8 %
support for Data Governance / Data Stewardship			145	25.3 %
support for Legal / Standards / Regulations compliance			37	6.4 %
Enterprise-wide Metadata Repository (many topics, systems, etc ...)			153	26.7 %
Totals			571	100%

IBM/Gavilan Comments:

This question was asked to determine the top, key project focuses for metadata management solutions and is correlated to the top metadata management project types from questions #6 and #7.

Respondent Comments:

"A new governance and metadata policy is being developed within our company, so all applies."

"Our top priorities are to "capture business metadata definitions, make metadata definitions available to business partners, make technical metadata definitions available to all development staff, then make metadata available to the enterprise."

Question #12 - Success Level of Current or Previous Metadata Management Solution

SUCCESS LEVEL (CURRENT/PREVIOUS METADATA SOLUTION): If you have previously implemented (or are currently implementing) a metadata management solution, how successful do you rate the implementation to-date ? (choose single/best answer)

Please consider such factors as ease of use, # of support staff needed to maintain, total cost of ownership, actual employee usage/acceptance, vendor support, etc ...

Answer	0%	100%	Number of Response(s)	Response Ratio
None / Not Sure / Not Applicable			52	18.1 %
We're just getting started - its too early to rate our success			82	28.5 %
Abandoned project for lack of business support/justification			14	4.8 %
Abandoned project - could not prove ROI to senior management			2	<1 %
Abandoned project for software reasons (did not work or support requirements)			4	1.3 %
Success rate is LOW			35	12.1 %
Success rate is MODERATE			42	14.8 %
Success rate is GOOD			32	11.1 %
Success rate is HIGH and growing. (We love our metadata product !)			20	6.9 %
No Response(s)			4	1.3 %
Totals			287	100%

IBM/Gavilan Comments:

This question asked respondents to “rate the success” of a current or previous metadata solution implementation. Very interesting to note that less than 7% of all respondents considered their implementation “highly successful”. On the flip-side, the majority of the respondents (44.9%) did have at least some form of success (low, moderate, good or high).

Respondent Comments:

- “We calculate our Return on Investment (ROI) annually and it has been positive every year.”
- “The ‘successful implementation’ of a metadata management solution is not a destination but a ‘continuous journey’ - meaning that you are continuously refining and improving your metadata definitions and end-user access to those definitions.”
- “We have several stovepipe implementations of metadata, but are trying to create an integrated Enterprise Managed Metadata Environment.”

Question #13 - Metadata Solution Implementation "Challenges"

IMPLEMENTATION CHALLENGES: What are the two biggest challenges within your current metadata solution implementation ? (select two (2) best answers]

Answer	0%	100%	Number of Response(s)	Response Ratio
Not Sure / Not Applicable			47	8.6 %
reconciling multiple metadata definitions/relationships from multi sources/apps			112	20.5 %
linking operational metadata to design metadata			36	6.6 %
assigning stewards to maintain/control specific metadata objects			80	14.6 %
managing on-going metadata			77	14.1 %
archiving and storage of metadata			9	1.6 %
"versioning" of metadata definitions over time, release, life-cycle phase, etc			37	6.7 %
creating/documenting business metadata			79	14.4 %
linking business metadata to technical metadata			68	12.4 %
Totals			545	100%

IBM/Gavilan Comments:

This is an interesting question - one that metadata solution vendors might need to pay attention to in order to help their customers be more successful. This question highlights some of the fundamental metadata management challenges organization of all sizes face including reconciling multiple metadata definitions from multiple sources, assigning ownership and managing versions of metadata over time.

Respondent Comments:

"Managing the scope. As value is realized the desire is to have it consume everything. Our implementation needs to be realistically planned and managed."

"Our main challenge is keeping metadata synchronized across the various development tools and their metadata repositories."

Question #14 - How Important is "Ease of Use" ?

METADATA SOLUTION / EASE OF USE: How important is "ease of use" of the metadata technology/software solution to ensure wide-spread adoption and acceptance within your organization? (choose single/best answer)

"Ease of Use" could include "easy" interaction with the user interface, "easy editing and input", "easy search & query of metadata objects", etc ...

Answer	0%	100%	Number of Response(s)	Response Ratio
Not Important - ease of use is not an issue because adoption/use is mandatory			2	<1 %
Somewhat Important - ease of use is nice but individuals will go extra mile			51	17.7 %
Very Important - ease of use is the only reason to use the metadata system !			219	76.3 %
Not Sure / Not Applicable			12	4.1 %
No Response(s)			3	1.0 %
Totals			287	100%

IBM/Gavilan Comments:

By far, over 76% of all respondents felt "Ease of Use" is very important to the successful use and wide-spread adoption of a metadata management solution.

Respondent Comments:

"Mandatory - we are asking business people to become more involved. If the system has a heavy IT flavor, it will be abandoned."

"Ease of use is very important as long as a security policy is in place for data access. You don't want the wrong people to accidentally access sensitive data."

"Ease of use is paramount but obviously not the only reason to use the system."

Question #15 - Who is the primary Driver or Sponsor of Metadata Management ?

PRIMARY DRIVER/SPONSOR (METADATA SOLUTION PROJECT): Which group in your organization is considered the primary driver and owner of your metadata management initiative or solution? (choose single/best answer)

Answer	0%	100%	Number of Response(s)	Response Ratio
Business			25	8.7 %
Information Technology (IT)			137	47.7 %
Business and IT equally			90	31.3 %
Not Sure / Not Applicable			18	6.2 %
Group or Division other than Business or IT (indicate in Comments below)			14	4.8 %
No Response(s)			3	1.0 %
Totals			287	100%

IBM/Gavilan Comments:

Today - most metadata management projects are sponsored and owned by IT departments. However, this question indicates there is a trend toward growth in business-sponsored and co-owned projects.

Respondent Comments:

"IT drives the housing of the artifacts, but the business drives the definition of the business metadata through Data Stewardship."

"Our Business Sponsor is within our Finance Division which includes the Data Warehouse and Data Governance departments."

"The mandatory use of metadata tools is prescribed as part of our project management and software development methodologies."

"Sponsorship is probably a 70/30 split (IT/Business)."

Question #16 - Evaluate or Purchase in 2008 ?

* 2008 METADATA SOLUTION EVALUATION PROJECT: During 2008 - does your company plan to evaluate and purchase a new metadata management solution ? (choose single/best answer)

Answer	0%	100%	Number of Response(s)	Response Ratio
No / Not Sure / Not Applicable / Already Have a Metadata Solution			143	49.8 %
No - not this year, maybe in 2009			74	25.7 %
Yes - we purchased a new metadata solution in Q1/2008 (by March 31st)			11	3.8 %
Yes - we plan to purchase in Q2/2008 (by June 30th)			4	1.3 %
Yes - we plan to purchase in Q3/2008 (by September 30th)			6	2.0 %
Yes - we plan to purchase in Q4/2008 (by December 31st)			7	2.4 %
Maybe in 2008 - we need budget/approval to proceed			42	14.6 %
No Response(s)			0	0.0 %
Totals			287	100%

IBM/Gavilan Comments:

Approximately 24% of all respondents plan to evaluate and possibly purchase a metadata management solution in 2008 indicating metadata is a real priority and focus for Global 5000 companies. Interestingly, 60% of that sub-group indicated they still need to secure the appropriate budget and approvals to move forward. This suggests gaining acceptance and visibility across the enterprise is still a work in-progress.

Respondent Comments:

"Our company is too big and fragmented to have one single solution/product. We will have multiple metadata solutions."

"We are guided by metadata standards and in particular International Standards."

"We will evaluate and recommend during 2008 - then purchase in early 2009."

Question #17 - Top Evaluation Criteria

CHOOSING A METADATA PRODUCT OR VENDOR: What are some of the different sources of vendor/product information that you rely on when evaluating metadata solutions ?

(choose all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
"reputation of vendor/product" or "word of mouth"			173	22.0 %
familiarity of metadata product / "used at another company"			124	15.8 %
learned about metadata vendor at trade-show or conference			93	11.8 %
got the metadata software for "free" as part of a bigger software solutions pkg			42	5.3 %
attended a metadata product marketing webinar or seminar			63	8.0 %
used vendor/product research from an independent industry analyst			155	19.7 %
learned about the metadata vendor from a magazine or other industry article			57	7.2 %
the metadata vendor contacted me directly (thru phone call or email)			21	2.6 %
learned about the vendor from a Google/Yahoo keyword search			55	7.0 %
Totals			783	100%

IBM/Gavilan Comments:

"Reputation of Vendor or Metadata Solution" and "Industry Analyst Research" are the top two evaluation criteria/tools chosen by respondents.

Respondent Comments:

"We did a thorough analysis of each vendor's product features, then compared that with best practices and used logical process of elimination for selection."

"Software trials (or a Proof of Concept installation) is also a key factor."





"We made a short-list of metadata vendors by talking with other companies and learning about their experiences."

Question #18 - What If You Choose to "Do Nothing" ?

STATUS QUO: If you do "nothing more" to manage your metadata environment, what is/would your organization's risk be ?

* Comment from IBM/Gavilan: Do you agree that "doing nothing" to manage metadata has risk ?

(select all that apply and add your comments as applicable)

Answer	0%	100%	Number of Response(s)	Response Ratio
No Risk / Not Sure / Not Applicable			46	11.4 %
Fines possible from State / Federal agencies			51	12.6 %
Loss of potential revenue and/or customers			95	23.5 %
Continued, increasing cost to manage metadata in support of operations			211	52.3 %
Totals			403	100%

IBM/Gavilan Comments:

This question was used to test the idea of "Risk Mitigation". More than half the respondents (52.3%) identified they would see an increase in cost to manage support operations if nothing else is done to manage their metadata environment. This suggests that while companies realize metadata management must be addressed, they must still justify the solution benefit to gain the appropriate approval, management/executive support and budget for purchasing a product (see comments on question #16).

Respondent Comments:

"'Doing Nothing' in managing metadata results in duplicate data and reduced confidence in data quality. This could ultimately impact the validity of data contained in our executive reports and impact decision-making."

"Lack of effective metadata management could lead to customer dissatisfaction due to our inability to quickly provide them with service."

"Our main concerns are lack of efficiency in managing and accessing information, and also missed business opportunities!"

Question #19 - Questions / Comments / Feedback About This Survey

QUESTIONS/COMMENTS/FEEDBACK ABOUT THIS SURVEY: Do you have any questions or comments about this survey

? Too long ? Too short ? Not asking the right questions ?

(Please indicate below.)

57 Response(s)

IBM/Gavilan Comments:

Thank You for your input ! There were 57 "end of survey" comments received. Here are some highlights:

- "Good questions, right length"
- "Good job. I look forward to seeing the results."
- "Length of time to complete is perfect: not too shallow not too deep. Content of the questions is spot on (I actually learned things just from the content)."
- "I would rephrase a couple of questions to be more clear and ensure answers are more meaningful."
- "Friendly suggestion: Could you ask questions in a way that takes into account our having multiple metadata situations and solutions (which is our struggle right now) ?"
- "I look forward to more in-depth surveys about adoption and governance of corporate metadata."
- "The scope/definition of metadata may be too narrow. In our environment we want to apply richer models (static metadata as attributes for the modeling objects is ok), e.g. also defining relationships, rules etc."
- "Please make sure to send me the results from this survey, I'm interested in knowing what people in general think about these matters."

Summary and Last Page

Thank you for participating ! Your survey responses, comments, and input are extremely valuable to the efforts of both IBM and Gavilan Research.

About IBM Corporation

IBM offers an industry-unique approach to metadata management through its InfoSphere Information Server product portfolio, which accelerates the delivery of trusted information throughout an enterprise. InfoSphere products make the capture, maintenance, and association of metadata a natural and active consequence of using the tools.

The InfoSphere Information Server portfolio captures metadata from data sources, forms metadata connections across systems, and continuously records metadata to track exactly what happens to data as it is integrated. It also allows business glossaries to be associated to other data objects, bridging the historical gap between business and IT. This allows information to be better understood and trusted, and more easily integrated, both within source systems and as it moves throughout the enterprise.

For more information about IBM Metadata solutions visit

http://www-306.ibm.com/software/data/integration/info_server/overview/

About Gavilan Research Associates

Gavilan Research Associates (GRA) is an expert consulting firm that helps companies to evaluate and select enterprise technology solutions. GRA is the world's foremost authority on metadata management applications and vendor/product research. Stu Carty, the Principal & Founder of GRA, is an accomplished, international metadata solutions expert with 20 years progressive experience in the enterprise software industry. Mr. Carty has worked for notable metadata companies such as Informatica, Data Advantage Group, R&O Software (the original vendor of Rochade), Manager Software Products, Viasoft, and Reltech Group (the original vendor of CA's Advantage Repository). Stu has personally given over one thousand presentations & training workshops to Global 5000 companies on enterprise metadata management and has successfully helped hundreds of companies to evaluate, select, & implement metadata management solutions. For more information about Stu Carty and Gavilan Research Associates, please visit www.gavilanresearch.com