

## **Knowledgent Named to Gartner's Cool Vendors 2012 List - Aces Information Governance and Master Data Management Requirements**

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New York, NY ([PRWEB](#)) May 09, 2012 -- Innovative capabilities in enriching the value of information through more effective ways in organizing, mining, governing, and consuming information earned Knowledgent a spot on Gartner's prestigious Cool Vendors in Information Governance and Master Data Management (MDM) for 2012 list.

Knowledgent, one of five companies making the 2012 list, was among more than 400 vendors entered into this year's competition—a competition distinct for its requirement that candidacy is contingent solely upon nomination by analysts within the Gartner community. The ranking earmarks Knowledgent as one of an elite group of almost 1,500 vendors listed since 2004.

Through the Cool Vendors list, Gartner shines light on innovative companies who use information to enable business outcomes, improve and enrich the meaning and use of master data, extend MDM into unstructured data, and apply governance beyond master data. In making the list, Knowledgent has demonstrated they are a leading consultancy that has skillfully and innovatively tackled “big data” and should be considered by information managers and architects when looking to complement their current information management technology investments.

According to Gartner, Knowledgent's value proposition is its use of more than 200 industry- and domain-specific ontologies in its engagements, largely amid highly regulated industries including financial services, life sciences and healthcare.

Additionally, Gartner cites Knowledgent's deep bench of seasoned, senior information strategists as an additional asset. Individually and collectively these experts have demonstrated the value in sourcing data from both inside and outside a client-base. Evolving to present day, their strategies now comprise the use of flexible rule-based approaches to assess and govern the information lifecycle, including enrichment from unstructured sources like social networks.

Gartner also highlights Knowledgent's use of its proprietary xBI framework. Used in Knowledgent's engagements, xBI is a multifunction framework that facilitates the identification and remediation of gaps in the data sourcing, transformation, cleansing, publication, and analysis processes in a client's environment.

With its capabilities in the area of semantic enrichment of a client's internal data, xBI positions Knowledgent to make a significant contribution to the MDM market, Gartner says. Internal data often includes master data and reference data using internal or external, structured or unstructured (including social) data, based on rules specified within the framework's rule engine.

The xBI framework also consists of a broad set of core functionalities that include data federation, a business rule engine to facilitate operational decisions and enable advanced analytics, and a publication layer that

provides reporting and analytic insight capabilities. xBI also has additional capabilities for discovering and managing metadata, including lineage and quality metrics. In cases where the client already has satisfactory technology in a particular area, xBI can be extended to integrate with that capability - a feature which Knowledgent Managing Partner Chris Blotto says, “makes Knowledgent stand out as more nimble than its competitors in serving a broad range of clients.”

That range, according to Gartner, includes organizations whose critical consideration is regulatory compliance and business performance reporting, and analytics along with businesses that require configurable rule-based mechanisms that identify and extract data of interest from internal and external, structured and unstructured data, including social networks.

“All of us at Knowledgent thank Gartner for naming us to this year’s Cool Vendor’s list, especially because nomination alone is based upon recognition from a member of Gartner’s highly-regarded analyst team,” says Blotto.

“Like past Cool Vendor honorees, Knowledgent will continue to innovate in the MDM space to exceed expectations among our roster of clients in the industries we already serve and expand our implementation of MDM solutions to clients in other segments,” Blotto says.

“Again, many thanks to Gartner for such a tremendous honor.”

#### About Knowledgent

Knowledgent ([www.knowledgent.com](http://www.knowledgent.com)) is a leading industry information consultancy. It combines advanced information management and analysis capabilities with deep industry domain expertise to maximize the value of information to empower clients with actionable business insights. Knowledgent leverages big data analytics, unstructured data mining, semantic enrichment and master information management to help clients optimize business operations. Knowledgent has offices in Boston, Massachusetts, New York City, New York and Warren, New Jersey.

#### About Gartner

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**Contact Information**

**Leslie Arturi**  
Knowledgent  
646-398-5170

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