



## Uniserv in the Magic Quadrant for Data Quality Tools 2009

**Uniserv is the largest pure-play provider of data quality solutions in Europe – 40 years of history  
– SaaS increasingly moving into the focus**

Uniserv GmbH for Data Quality Solutions from Pforzheim has been positioned in the Magic Quadrant for Data Quality Tools 2009\*. The analytical assessment by Gartner is based on the completeness of vision and on the ability to execute that vision. Gartner evaluated a total of 14 solution suppliers for data quality in the Magic Quadrant for Data Quality Tools 2009.

Uniserv carried out a strategic realignment in 2008. In this respect, a completely re-structured and considerably enlarged portfolio of internationally usable software and services for securing the data quality of customer and business data was introduced. Uniserv customers have a high opinion of the comprehensive coverage of all processes in all areas of data quality in this range of products, starting with data profiling (data analysis) and data cleansing (checking and cleansing the data) to data quality firewall (data quality directly at input) to data quality monitoring. With the positioning in the Magic Quadrant for Data Quality Tools 2009, Uniserv CEO Roland Pfeiffer sees vindication of the policy of concentrating on data quality in the realignment: "Uniserv was one of the first to point out the critical importance of the quality of customer and business data to the enterprise and its relevance for operative and strategic business decisions and has considered this in its portfolio of solutions. In my opinion, the positioning of Uniserv in the Magic Quadrant for Data Quality Tools 2009 is an acknowledgement of our clear focusing on the issue of data quality, and we will continue resolutely on the chosen path."

Over the 40 years since the foundation of the company, Uniserv has constantly observed the market and the customers, and therefore identified trends at an early stage and incorporated the information obtained in development. "Data quality, e.g. in data integration projects, master data management or business intelligence initiatives, is gaining more and more in importance. Uniserv and its solutions are currently making a valuable contribution to this, numerous projects have already been successfully completed. In addition to this, services covering all aspects of data quality are increasingly in demand as SaaS (Software as a Service). We are implementing this as long-term customer benefit via best practices", says Ulrich Sohn, Director of Sales at Uniserv. ■

### About the Magic Quadrant

The Magic Quadrant is copyrighted 2009 by Gartner and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

\* Gartner "Magic Quadrant for Data Quality Tools" by Ted Friedman and Andreas Bitterer, 9 June 2009

### Additional Information

Uniserv GmbH • Rastatter Str. 13 • 75179 Pforzheim  
Tel. +49 7231 936-0 • Fax +49 7231 936-3002 • e-mail: [info@uniserv.com](mailto:info@uniserv.com) • [www.uniserv.com](http://www.uniserv.com)