

The same 20 vendors. Two completely different stories.

Gartner's Magic Quadrant position and Critical Capabilities scores produce radically different rankings.

ANALYSIS BY RYAN DOLLEY • [RYANDOLLEY.COM](https://ryandolley.com)

MQ RANK ADVANTAGE

MQ rank → CC rank

Microsoft	#1	→	#17	-16
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SAP	#10	→	#19	-9
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Google	#3	→	#11	-8
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CC RANK ADVANTAGE

MQ rank → CC rank

Tellius	#18	→	#3	+15
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GoodData.AI	#15	→	#4	+11
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Incorta	#20	→	#9	+11
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SWIPE TO SEE BOTH RANKINGS →

These are independent editorial rankings calculated by Ryan Dolley using Gartner research.

They are not Gartner rankings and have not been endorsed or validated by Gartner.

Two reports. Two different questions.

Gartner looks at the same market but measures two fundamentally different things.

MAGIC QUADRANT

Who is best positioned in the enterprise market?

Evaluates vendors across two dimensions:

Ability to Execute

Completeness of Vision

Incorporates product strategy, sales, customer experience, market presence **and organizational viability.**

CRITICAL CAPABILITIES

Whose product performs best for specific BI use cases?

Scores software capability across:

Data Storytelling

Perceptive Analytics

Governance

Composability

A more direct view of what the **software can actually do.**

**The MQ is not a product ranking. The CC is not a market ranking.
The widening gap between them reveals a BI market in transition.**

A forced 1–20 ranking of the Magic Quadrant

Both MQ axes normalized, then averaged equally.

RANK & VENDOR			INDEX
1	Microsoft	72.78	11 Strategy54.35
2	Salesforce (Tableau)	67.66	12 Alibaba Cloud52.46
3	Google	65.12	13 SAS48.94
4	ServiceNow (Pyramid)	62.81	14 Domo48.36
5	ThoughtSpot	62.52	15 GoodData.AI45.24
6	Databricks	61.98	16 IBM44.86
7	Qlik	60.67	17 Zoho43.84
8	Oracle	60.15	18 Tellius41.71
9	Amazon Web Services	59.88	19 Sigma41.34
10	SAP	58.48	20 Incorta36.49

● Synthetic 0–100 position index. Gartner does not publish a one-dimensional MQ score.

The average across all four Critical Capabilities use cases

Data Storytelling • Perceptive • Governance • Composability

RANK & VENDOR

AVERAGE

1	ServiceNow (Pyramid)	3.768	11	Google	2.860
2	ThoughtSpot	3.515	12	Sigma	2.840
3	Tellius	3.330	13	Domo	2.815
4	GoodData.AI	3.213	14	Oracle	2.798
5	Salesforce (Tableau)	3.210	15	Qlik	2.770
6	Databricks	3.163	16	Zoho	2.768
7	Strategy	3.138	17	Microsoft	2.753
8	Amazon Web Services	2.995	18	IBM	2.573
9	Incorta	2.980	19	SAP	2.558
10	Alibaba Cloud	2.945	20	SAS	2.418

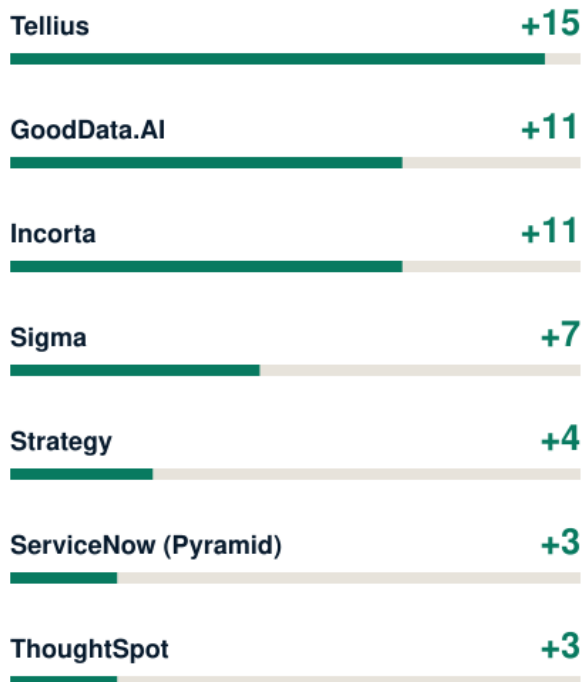
● Gartner's 1.0–5.0 scale. GoodData.AI and Tableau are effectively tied.

Product strength and market position are not the same thing

Technical leaders trail in market position. Market leaders trail in technical capability.

Capabilities rank higher

Technical scores outperform MQ



MQ rank is higher

Market position outperforms technical scores



The MQ measures far more than product capability:
market execution, strategy, sales, customer experience and viability all matter.

How all 20 vendors move between the two rankings

Nine stay within three positions. Eleven move four or more.



The crossings are the story: technical capability and market position are pulling apart.

The BI market approaches a reset

Four conclusions from the gap between market position and product capability.

01

The market is changing faster than buyers

Smaller vendors are rapidly outpacing traditional enterprise leaders on software capability. **The MQ–CC divergence is the strongest evidence yet that buyers have not caught up.**

02

We have seen this movie before

In the early 2010s, Tableau and visual-discovery tools moved BI from reporting to interactive self-service dashboards. **The MQ did not reorganize around that reality until 2016. Is history repeating itself?**

03

Consolidation is winning—for now

Platform consolidation and AI innovation are the market's two dominant forces. The MQ suggests buyers still prioritize consolidation—**until the technical gap becomes impossible to ignore.**

04

The vendors best positioned

ServiceNow, Salesforce and **Databricks** lead mega-vendors with end-to-end data offerings and high technical scores. **ThoughtSpot** leads the independents, with **GoodData, Tellius, Incorta** and **Sigma** positioned to fight for category-leader status.

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METHODOLOGY

MQ RANKING

Dot centers normalized across Ability to Execute and Completeness of Vision, then averaged equally.

CC RANKING

Gartner's published scores across four use cases averaged equally. These are independent rankings, not Gartner's.

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THANK YOU, GARTNER

Gartner analysts do an enormous amount of invaluable enterprise research. This analysis depends on their 2026 MQ and Critical Capabilities work.

WITH THANKS TO THE REPORT AUTHORS

MQ — Anirudh Ganeshan, Christopher Long and Edgar Macari

CC — Edgar Macari, Christopher Long, Anirudh Ganeshan and Jamie O'Brien

Read the original reports directly for their complete methodology, vendor profiles, strengths and cautions.

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