

## Gartner Cool Vendor 2014



### **Ostia Software Solutions is named “Cool Vendor” by Gartner.**

Gartner’s high profile “Cool Vendor” is typically awarded to those IT vendors that challenge conventional thinking – today’s forerunners.

What exactly is a “Cool Vendor”? “Once a year, Gartner analysts become cool hunters. We set out to identify a crop of vendors who are doing something different and interesting. Sometimes they’re turning a business problem on its ear, thinking about it differently. Sometimes they’re exploiting emerging technologies in an innovative way. Sometimes they’re simply putting together a set of ordinary pieces in ways that others have not.”<sup>1</sup>

The report awarding Ostia’s “Cool Vendor”<sup>2</sup> status analyses three companies that approach the Information Governance and Master Data Management (MDM) market with fresh ideas. Many of the more than 400 Cool Vendors that Gartner is profiling are exploiting the nexus of cloud computing, social, mobile and information to challenge long-held assumptions and effect IT investment. These vendors are transforming the ways businesses operate and consumers engage with technology.

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<sup>1</sup> What is Cool? Cool Vendors Challenge Our Thinking; Jake Sorofman , Gartner Blog Network, 3 May 2013

<sup>2</sup> Gartner, Cool Vendors in Information Governance and MDM, 2014; Debra Logan et al, 6 May 2014.



*“We are honoured to be recognized as a Cool Vendor by Gartner,” says John Power, Ostia’s CEO. “The report is a well-researched and respected publication. We see our inclusion to be an endorsement of our innovative approach to system integration – one that is centred on our unique ‘discovery’ process”.*

Each year, Gartner identifies new Cool Vendors in key technology areas and publishes a series of research reports highlighting these innovative vendors and their products and services. The annual reports highlight emerging vendors that provide innovative technologies warranting attention from prospective customers. Click [here](#) for more information about Gartner’s Cool Vendors.

Gartner points out that these reports are meant to help organizations filter out hype; hone in on worthwhile innovations, and identify those vendors that are inflection points in market evolution. Through statistical analysis, Gartner has found that the innovative value of the Cool Vendor mention lasts over time. Indeed, Gartner Cool Vendor reports have spotted many successful companies.<sup>3</sup>

Ostia’s speciality is addressing ‘the elephant in the room’ – core transactional systems. Ostia have many years of experience with these systems and have developed processes and tools to discover and automate the documentation of an organisation’s core transactional systems. This facilitates informed IT decision making in response to today’s key business drivers and forces. Ostia can then help its customers react to these drivers in an evolutionary fashion whether it be to reuse, migrate or replace. Ultimately we help our customers to make their core transactional systems agile and reactive at the right pace with reduced risks and costs – successfully responding to the business needs of today and tomorrow.

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Cool Vendor

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**Further Information**

You can get more detailed information from the Ostia website at [www.ostiasolutions.com](http://www.ostiasolutions.com)

<sup>3</sup> Gartner, Cool Vendors in Information Governance and MDM, 2014; Debra Logan et al, 6 May 2014.