

THE 2027 GUIDE

How do you choose your [data marketplace] solution?

The full comparison table: Huwise against 7 other pure player solutions, across 32 criteria.

DETAILED COMPARISON · HUWISE VS. 7 PURE PLAYER SOLUTIONS

✓ Publicly documented
 − Partially documented or restricted
 ✗ Not publicly documented

	Huwise	Dawex	Entropy D.	Harbr D.	Immuta	Revelate	RightData	Witboost
Standard features								
Data product publishing and cataloging	✓	✓	✓	✓	✓	✓	✓	✓
Search and discovery	✓	✓	✓	✓	✓	✓	✓	✓
Access governance: requests, approvals, and policies	✓	✓	✓	✓	✓	✓	✓	✓
Data sharing and delivery outside the platform: multiple formats and use cases	✓	✓	✓	✓	−	✓	✓	✓
Data product access tracking	✓	✓	✓	✓	✓	−	−	−
Change management: versioning and notifications to data consumers	✓	−	✓	✗	−	✗	−	✓
User experience and adoption								
Intuitive, e-commerce-style navigation: AI-powered search, filters, and favorites	✓	−	−	−	−	−	−	✓
Ability to consume data directly within the marketplace through dedicated tools	✓	−	−	✓	✗	−	−	−
User experience designed for business users	✓	−	✓	✓	−	✓	✓	✓
Personalized data product recommendations	✓	✗	−	−	✗	✗	−	−
Granular measurement of actual data usage: user journeys, clicks, and activity	✓	−	−	✗	✗	−	−	−
Full white-label customization: homepage, catalog, and data products	✓	✓	✗	✓	−	✓	✗	−
Collaboration features: reviews, communities, and academy	−	✗	✗	−	−	✗	−	−
Reference data provided by vendor	✓	✗	✗	✗	✗	✗	✗	✗
Tools and context for AI agents								
MCP server	✓	✓	✓	✓	−	✗	✗	✓
Dynamic context layer enriched with usage signals	✓	✗	✗	✗	✗	✗	−	✗
AI agent for data exploration beyond just metadata	✓	✗	✓	−	−	✗	✓	−
AI agents to simplify data marketplace administration	✓	✗	✓	✗	✓	✗	−	−
Architecture and governance								
Access rights and usage policies for each data product	✓	✓	✓	✓	✓	−	✓	✓
Automatic access provisioning in the source platform	−	−	✓	−	✓	−	−	✓
Semantic capabilities: business glossary and ontologies	✓	✓	✓	✗	✗	✗	✓	✓
Native connectivity to third-party data sources	✓	✓	✓	✓	✓	✓	−	✓
Independent, customizable workspace for each entity	✓	−	−	−	−	−	✗	−
Usage traceability: lineage, analytics, and conversion funnel	✓	−	✓	−	−	−	−	−
ISO 27001 certification	✓	✗	✓	✗	✓	✓	✗	✓
Sovereignty (sovereign by design)	✓	✓	✓	✗	✗	✗	✗	✓
Data sharing use cases								
Internal data marketplace	✓	✓	✓	✓	✓	✓	✓	✓
Data hub and B2B monetization	✓	✓	✗	✓	✗	✓	✗	✗
Business data applications	✓	✗	✗	−	✗	✗	✗	✗
External data marketplace and open data	✓	−	✗	−	✗	−	✗	✗
Implementation requirements								
Go live in just a few weeks	✓	✓	−	✓	✗	✓	✓	✗
No platform requirements or upfront data modeling needed	−	✗	✗	✗	✗	−	✗	✗

Choosing a data marketplace solution commits your organization for the next three to five years. The market now counts more than twenty solutions, split into two broad families: modules embedded in a data platform, and dedicated solutions, known as pure players.

This document covers the second family. It compares Huwise with the seven other pure player solutions on the market, across 32 criteria that make a daily difference: what your business teams can do without raising a ticket, what your AI agents can consume, and what your data team will have to build itself.

Gartner recommends that organizations running several data management solutions select a stand-alone data marketplace solution, for ease of implementation, integration and interoperability across ecosystems.

How to read the table

- Every cell is based on a **public page or document published by the vendor**, reviewed in September 2026.
- A feature that is not publicly documented may still exist: “not documented” refers to the documentation, not to the product.
- The functional scope draws on the framework published by Gartner, but **the assessment is ours** and does not engage the firm.
- Huwise does not score top marks everywhere. The criteria where we are partial are marked as such.

Gartner®, *Market Overview for Data Marketplace Solutions*, By Richa Jha, Ehtisham Zaidi, Robert Thanaraj, August 2026 — source and inspiration for the comparison framework.

Forrester Consulting, *Total Economic Impact™* study of Huwise, September 2026. Results for a composite organization of 10,000 employees, over three years.

Websites and public documentation of the vendors cited, reviewed in September 2026.

Huwise

About Huwise

Huwise gives your teams and your AI agents the confidence they need to adopt your data products quickly and easily. Our mission is to help data leaders turn their data into a source of knowledge, innovation and performance. We build a SaaS data product marketplace designed for business teams and non-expert users, to make data accessible, actionable and value-generating.

With Huwise, organizations give their employees, AI agents and partners secure, self-service access to trusted data products within a single platform. In just a few weeks, we can deploy any type of data product marketplace, internal or external.

Today, more than 350 customers across 25 countries trust Huwise to accelerate their data initiatives, with more than 3,000 platforms already deployed worldwide. With 15 years of data management expertise, we provide tailored support that answers our customers' concrete use cases.

Data made yours.

www.huwise.com