

Datactics: Data Quality Platform

The Company

Datactis was founded in 1999 and is a data quality company. The Datactics Platform is a solution for data quality and matching, allowing non-technical users to manage data quality. Customers include the UK Policing Data Quality Improvement Service, Danske Bank, Bank of Ireland and Thomson Reuters. The company is privately held, with investors including Par Equity, Kernel Capital and Crescent Capital. The most recent funding round was in April 2025.

Datactics is headquartered in Belfast, Northern Ireland.
Visit their website <https://www.datactics.com/>

Datactics Global Presence & Financial Strength

>5M	5+	50+	20+
Annual revenue	Countries with customers	Employees	Corporate customers

The Market

The data quality software market is a relatively mature one, with the first specialised data quality tool having been released in 1968. The size of the current market depends on the exact definition of what is included, but it is certainly over \$1 billion in size, and is estimated by some analysts to be as large as \$4 billion. It is related to the more recent data observability market, with some overlap between the two markets.

Overview

Datactics is a broad-based data quality vendor, with a wide range of functionality including data profiling, record matching, and data cleansing. It has established a solid customer base, particularly in the UK, and especially within government and in regulated industries like financial services. The intuitive user interface of Datactics is firmly aimed at business users rather than technologists, and this encourages ownership of data quality by the business lines rather than the IT department.

Key Features:

Business oriented user interface	Sophisticated matching and entity resolution	Auto rule suggestion	Explainability
The user interface is aimed at business rather than technical users, encouraging ownership of data quality by the business.	The Datactics technology has had many years being proven in demanding clients, its matching capabilities being mature and robust.	Data quality rules are suggested based on profiling analysis, reducing implementation time.	The rules-based suggestions and matching are explainable, which appeals to clients in regulated industries.

The Technology

The Datactics ADQ platform is a tried and tested data quality solution that ranges from data profiling through to records matching, data cleansing and more. It connects to existing data sources and profiles these, calculating data completeness, validity, consistency etc. Users can configure standardisation rules and apply matching algorithms to link related records across systems. Datactics build dashboards that show these metrics over time, illustrating trends in data quality and the impact of any remediation efforts made. The cleansed and matched data can then be fed back into systems such as data warehouses or master data management systems, or embedded into data quality workflows that can be orchestrated

orchestrated by other tools. The Datactics platform can detect anomalies or missing data, and an AI feature provides auto-suggestion of rules based on the data profiling, so speeding things up. The matching engine supports exact, fuzzy or loose matches for records such as customer in order to build a “golden record” for important entities like customer name and address. Data quality issues are flagged and alerts can be generated via ticketing tools such as ServiceNow. The Datactics software can be deployed either on premises, in a private cloud or hosted environments as desired. The rule suggestions and matching are transparent and explainable, important for regulated industries.

Competitors

Datactics competes with other data quality solutions, such as those from Informatica, Ataccama, Talend, Soda, Great Expectations and SAS. It competes to a lesser degree with data observability vendors such as Monte Carlo, Anomalo, Bigeye, Soda and Acceldata.

Summary

Datactics has a well-proven, broad-based data quality solution with particularly good matching and an intuitive user interface. Datactics is particularly suitable for those who want to empower their business users to own their data quality solution, rather than rely on technical staff. The explainability of its rules has served it well in heavily regulated industries, such as financial services and government.

Market Differentiation:

- Attractive visual interface aimed at business users.
- Advanced matching and entity resolution.
- Pre-built accelerators for industries like banking and insurance.
- Explainability of its rules appeal to regulated industries.

“It gives them the kind of information they need to respond immediately”

Lucy Glenday, Chief Data Officer,
Surrey County Council

About The Information Difference

At [The Information Difference](https://www.informationdifference.com), we offer in-depth analysis of the data management industry, in-depth analysis of the main vendors, assessments of the marketplace and white papers discussing key issues and best practice.

If you are contemplating a data management project, we can advise you on strategy, vendor selection and best practice.