

Categories	Description
Accelerator Technologies (GPU/FPGA/ TPU)	Companies involved in the development of specific hardware which is designed and optimised for processing-intensive operations such as deep learning, analytics and engineering applications.
Artificial Intelligence	A high-level category including tools or services offered that fall under the broader Artificial Intelligence field, however are not part of the specific subcategories. This particularly includes consultancies focusing on AI applications.
AI - Expert Systems	In artificial intelligence, an expert system is a computer system that emulates the decision-making ability of a human expert. Expert systems are designed to solve complex problems by reasoning through bodies of knowledge, represented mainly as if-then rules rather than through conventional procedural code.
AI - Image Processing and Biometrics	Organisations which provide image processing and recognition services, products, advisory and applications. This includes but is not limited to facial recognition, as well as biometric solutions.
AI - Machine Learning	Organisations which provide Machine Learning capabilities. Machine Learning specifically focuses on creating programs which learn for themselves when given a particular dataset, for example through neural networks.
AI - Natural Language Processing and Semantic Web	A product or service that processes natural human speech or text to create computable data and carry out a task. Also included here are products or services which provide products, which ascribe meaning and/or sentiment to textual data.
AI - Robotic Process Automation	Robotic process automation tools provide functionality to allow the automation of complex repetitive processes. This is normally based on "watching" a user carry out tasks in particular across multiple systems.
AI - Robotics	Companies offering services or physical products in the field of robotics. Robotics is a branch of engineering that involves the conception, design, manufacture, and operation of robots.
Algorithm Development	This will include organisations which provide specialist algorithm development services - ie. to help customers develop specific set of processes to follow, or mathematical models for software and hardware engineering.
Blockchain	Companies who provide products or services implementing blockchain- or distributed ledger technology - does not include products which use blockchain as a component of their application solely. A blockchain is a time-stamped series of immutable record of data that is managed by cluster of computers not owned by any single entity. These blocks of data are secured and bound to each other using cryptographic principles (i.e. chain) so are very difficult to falsify.
Business Intelligence	Companies offering business intelligence implementation and advisory services. There is some overlap with data analytics, data mining, data discovery and increasingly advanced analytics.
Data Analytics	This includes organisations which provide a tool or service which can turn data into useful insight. The analytic continuum outlines increasing levels of analysis - descriptive, diagnostic, predictive and prescriptive. This category may overlap with data visualisation and also into AI / ML for predictive and prescriptive analysis.
Data Consultancy	This category includes organisations which specifically offer data-related consultancy services, such as the handling of data and databases, as well as product and technology implementations.
Data Engineering	This includes organisations providing capabilities for carrying out data transformation and joining and integrating data from different sources. It also encompasses the move to agile data and DataOps so would include organisations offering products which enable that.
Data Hosting	Companies which provide physical infrastructure - eg. Data centre hosting. This includes companies providing Infrastructure as a service, private cloud. It does not include SaaS solutions.
Data Management	A high-level category including companies that offer products or services regarding the management of customer data, but which do not fall under the specific subcategories. This specifically includes general data maintenance advisory services, or companies with offerings that cover most aspects of handling and processing data.

Data Management - Data Governance and Metadata Management	This category includes organisations offering tools / consultancy in data cataloguing, or other products which help organisations understand their data.
Data Management - Data Quality	Organisations providing products and services which can report, manage and improve data quality.
Data Management - Master Data Management	Companies which provide a tool or service to help customer organisations with Master Data Management challenges – that is combining different versions of the same data to create a linked "golden" record or "single view of truth", eg. a single view of a customer across different systems.
Data Management - Platforms	Companies providing a Data Management Platform. This might be generic data management platforms (eg. Cloudera, Azure, AWS etc), or a specific data management platform developed for particular use cases.
Data Mining and Search	Companies which provide services or products which generate information from large datasets, and
Data Modelling and Database Design	Companies providing data design products or services. Data modelling is a process through which data structures can be understood and communicated. Conceptual data models describe the big building blocks, eg. Customer, Product. Logical models will go into more detail in terms of understanding attributes and relationships, but are still based around real world understanding, NOT physical storage. Physical models describe how data is actually stored. Specific types of data models may be used for analytics. Data modelling can also include the mapping of data flows through different systems and processes.
Data Science	This includes organisations providing data science expertise. There is some overlap with AI, data mining, data analytics – particularly predictive and prescriptive analytics.
Data Security	This category includes vendors of tools, technologies and processes which protect the veracity and privacy of data, ensuring only authorised users have access. Also includes organisations which provide specialist consulting on data security.
Data Visualisation	Companies offering services or tools for the presentation of data in visual way. The category most commonly covers infographics and analytics result modelling, but also includes interactive, 3D and physical data presentation.
Data-related Training	This category includes organisations which provide training in any aspect of using / managing data. This does not include companies offering training on their proprietary products, but rather transferable data-related skills.
Geospatial / Mapping	This includes any data product or service which is using geographic / geospatial data. Most commonly includes vendors of Geographic Information Systems.
Internet of Things	This category covers organisations that offer IoT solutions for purposes such as smart cities/homes, as well as industrial automation, Industry 4.0, where a number of different sensors are gathering real-time data and combining this to make decisions about what to do next. This category is not only focused on engineering components, but on the application of IoT sensor technology.
Open Data	This includes organisations which provide Open Data or products that facilitate the production of it. Open Data is data that can be used, shared and built on by anyone, anywhere for any purpose. By definition, Open Data is provided for free.