

Cloudera vs. Acceldata



CLUSTERA

Acceldata

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Different by Design

Cloudera is a complete, enterprise data and AI platform.

Acceldata is a data observability and monitoring vendor that rebranded around "Agentic Data Management" in 2025.

Large. Established. Proven.
The unified hybrid data and AI platform for the enterprise.

- ✔ 15+ years of data platform innovation.
- ✔ Thousands of enterprise customers.
- ✔ 30 exabytes managed in production.
- ✔ FedRAMP Moderate, GovRAMP, TX-RAMP Level 2, DoD ESI, FIPS 140-2 validated cryptography.
- ✔ Private, public, and hybrid flexibility.

Small. Narrow scope.

Observability vendor pivoting toward agentic data management.

- Founded in 2018.
- Fewer than 300 employees.
- ~60 customers for data quality products.
- Narrow focus on observability. Limited platform breadth.
- Relies on third-party vendors for catalog, warehouse, lakehouse, and AI.

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Platform Scope

Cloudera delivers an end-to-end platform for the entire data and AI lifecycle.

Acceldata customers typically assemble additional vendors to achieve the same outcomes.

One platform. End to end.

- ✔ **Governance & Catalog:** Secure, trusted, compliant data with SDX.
- ✔ **Streaming & Ingestion:** Real-time data at any scale (NiFi, Kafka, Flink).
- ✔ **Data Warehouse:** High-performance SQL analytics, on-prem and cloud.
- ✔ **Lakehouse:** Open formats. Full Iceberg across Spark, Hive, Impala, lakehouse runtime.
- ✔ **ML / AI Lifecycle:** Build, train, deploy, monitor with governance. AI Inference on-prem (GA).
- ✔ **Unified Platform:** Shared governance, lower complexity, faster time to value.

Built on third-party components.

- **Governance & Catalog:** Collibra, ServiceNow, Informatica typically required.
- **Streaming & Ingestion:** Kafka, Fivetran, Confluent typically required.
- **Data Warehouse:** Snowflake, Databricks, Redshift typically required.
- **Lakehouse:** Iceberg in ODP supported only via the Spark3 path. Not across Hive or Impala.
- **ML / AI Lifecycle:** MLflow, Databricks, SageMaker typically required.
- **Multiple Products:** More contracts, more integration work, typically slower outcomes.

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Cost & Complexity

Cloudera reduces TCO and operational complexity with one integrated platform.

A multi-vendor stack around Acceldata can run substantially higher than a single integrated platform.

Platform breadth and predictability.

- ✔ Broad platform scope. One contract.
- ✔ Unified support. One roadmap.
- ✔ Predictable pricing.
- ✔ Native security and governance through SDX.
- ✔ Simpler to deploy. Easier to manage.

Multi-vendor. Multiple moving parts.

- Integration complexity and risk.
- Multiple vendors, multiple contracts, higher total cost of ownership at scale.
- More to manage and maintain.
- More chances for gaps across tools.

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Agentic Reality Check

Cloudera AI Inference, AI Studios, and AI Agents are GA today.

Acceldata markets "over 10 specialized AI agents." Their own product navigation lists 7 agents, with 4 GA and 3 Coming Soon, plus the Visualization capability also Coming Soon.

GA today. Native and governed.

- ✔ **AI Inference:** GA, on-prem and cloud.
- ✔ **AI Studios + Agents:** Governed agentic workflows, hybrid.
- ✔ **ML:** Model catalog, governance, lifecycle.
- ✔ **Cloudera AI Workbench:** Build, train, deploy with full governance.
- ✔ **Trino-Backed Warehouse:** On-prem analytics, GA.

Marketing vs. their own product nav.

- **Their Live Nav Lists 7 Agents:** 4 GA, 3 Coming Soon.
- **GA:** Data Quality, Data Lineage, Data Profiling, Data Pipeline Health.
- **Coming Soon:** Data Governance Agent, Data Cost Optimization Agent, Performance Optimization Agent.
- **Also Coming Soon:** Visualization capability.
- **Data Governance Agent:** G2 still markets GDPR/HIPAA/BCBS 239 enforcement "without manual configuration" while their nav says "Coming Soon".

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Performance Claims

Acceldata's Spark/Gluten/Velox benchmark runs at 100GB, below the TPC-DS 1TB minimum, and lands at roughly half of upstream Apache Gluten's TB-scale numbers.

xLake's "exabyte" positioning is backed by billion-row benchmarks, which is terabyte scale.

One platform. End to end.

- ✔ **Real Production Scale:** 30 exabytes managed across enterprise customers today.
- ✔ **Streaming Throughput:** NiFi, Kafka, Flink integrated at sub-second latency. GigaOm Leader.
- ✔ **Hybrid AI Inference:** GPU-backed AI workloads on-prem or cloud, GA Feb 2026.
- ✔ **Open Formats:** Full Iceberg integration across Spark, Hive, Impala, lakehouse runtime.
- ✔ **Lakehouse Optimizer:** Iceberg performance tuning built in.

Benchmarks don't match the marketing.

- **Spark/Gluten/Velox benchmark** hits 1.31x at 100GB, below the TPC-DS 1TB minimum. Upstream Apache Gluten reports 3.02x at 3TB, roughly double the lift at ten times the scale.
- **ORC support** is partial, JSON and CSV can fall back, Structured Streaming isn't supported, and unsupported queries fall back to the JVM.
- **xLake's "exabyte" claim** is backed by benchmarks topping out at 6+ billion rows (terabyte territory), with no customer reference at exabyte scale.
- **Apache Gluten** graduated to Apache Top-Level Project status in March 2026. Acceldata bundles it rather than authors it.