



# AI Brand Leader Report

Knowledge Graph Platforms

[itbrandpulse.com](http://itbrandpulse.com)



# Executive Summary

This report presents the results of 225 votes from the AI developer community for Market Leader and Innovation Leader for Knowledge Graph Platforms, 1 of 26 products in the AI Engineering stack covered by March 2026 AI Brand Leader surveys.

This was by far the most difficult product taxonomy we've ever built because the AI engineering market is moving so fast, it's highly fragmented, full of new names, conflicting definitions, and the offerings in the product categories often overlap with the capabilities of products in other categories.

We're confident the taxonomy we use next year will look very different.



We define Knowledge Graph Platforms as systems that model, store, and query relationships between entities using graph-based data structures, enabling AI applications to reason over connected data with context, semantics, and explainability.

These platforms provide capabilities such as graph databases, ontologies, semantic reasoning, entity resolution, and query languages (e.g., Cypher, SPARQL), making them essential for applications that require structured knowledge representation, explainable AI, and contextual intelligence across domains like finance, healthcare, cybersecurity, and enterprise search.

The March 2026 IT Brand Pulse survey shows Neo4j a clear leader in both market and innovation.

The results indicate a dominant leadership position for Neo4j, with a strong second tier but no immediate challenger. The alignment of market and innovation leadership suggests that Neo4j's technical advancements are directly translating into developer adoption and ecosystem strength.

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## What it means

Market leadership is not simply about size or revenue. In the AI world, it signals a brand's ability to set direction for the industry. A market leader defines categories, influences standards, attracts ecosystems, and becomes the default choice for buyers who want confidence and continuity.

## Why it matters

AI buyers, especially enterprise buyers, want stability as much as innovation. They want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance.

The AI compute, storage, and networking market is in relentless flux. Technology leaps, pricing shifts, and competitive plays happen at breakneck speed. Brand leadership whipsaws as yesterday's innovators become today's laggards, while new entrants seize fleeting advantages. Perceptions shift constantly, creating volatility in trust, adoption, and market dominance. In this environment, market leadership becomes a stabilizing force.

In AI infrastructure, brands like NVIDIA and Dell demonstrate this dynamic. When IT Brand Pulse surveys AI infrastructure professionals, these brands emerge as primary benefactors, leveraging scale, ecosystems, and innovation to capture mindshare, reinforce leadership, and amplify perceptions of enduring strength and trust.

Market leadership becomes a strategic moat, one that can outlast technological cycles. A strong market leader builds ecosystem gravity that attracts developers, partners, integrations, and corporate alliances. Developers learn CUDA; universities teach CUDA; startups build on CUDA. This ecosystem gravity makes market leadership self-reinforcing in ways that pure technical advantages cannot match.



## What it means

In AI, innovation is not optional. It's survival. Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's not about hype. It's about consistently releasing smarter models, introducing new techniques, improving performance, speed, and efficiency, challenging assumptions and solving previously unsolved problems

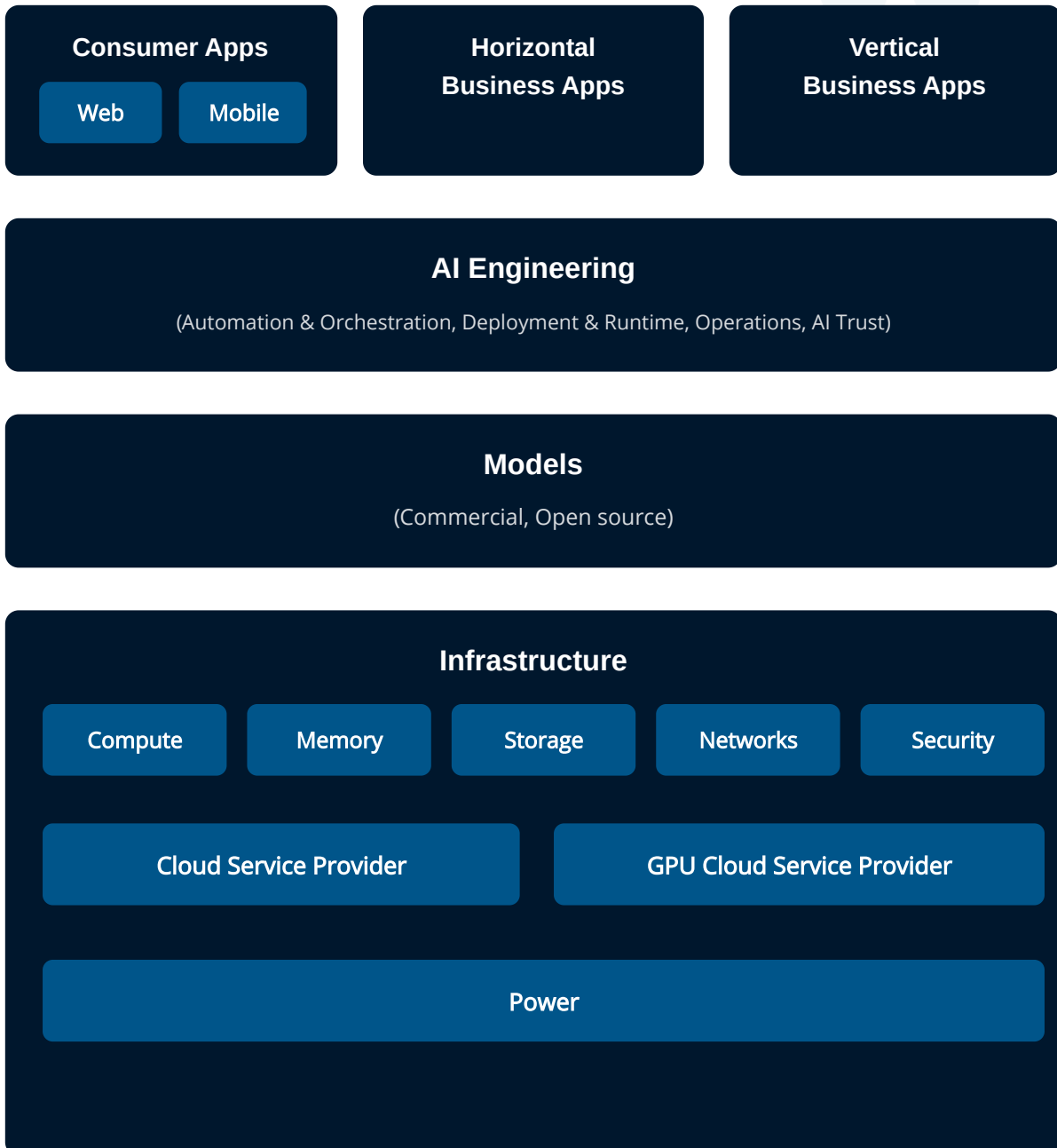
## Why it matters

AI companies are judged by their rate of progress. Buyers want assurance that a brand's solutions won't fall behind as models and hardware evolve. Innovation demonstrates vitality, proof that the brand is not static. Innovation leadership attracts top engineering talent, fuels investor confidence, inspires developers to build on the platform, signals that the brand is shaping the future, not reacting to it.

In a market where yesterday's breakthrough becomes today's baseline, intelligence leadership is one of the strongest predictors of long-term viability. The brands that win are those that make others react to them, not the other way around. Consider how quickly the landscape shifts: a model architecture that was revolutionary six months ago is now table stakes. Inference speeds that were impressive last quarter are now minimum requirements. In this environment, a brand's innovation velocity becomes a signal of its future relevance. Buyers aren't just evaluating what a brand can do today; they're evaluating whether it will still be leading tomorrow.

# AI Product Taxonomy

The Knowledge Graph Platforms covered in this survey are part of the AI Engineering layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



# AI Engineering Stack

Below is the stack of 7 product categories and 26 sub-categories, including Knowledge Graph Platforms, that make up the AI Engineering layer in our AI Product Taxonomy.

## **Development**

- AI Model Development Frameworks
- Foundation Model Platforms
- LLMOps Platforms
- AI Agent Development Frameworks
- AI App Builder Platforms

## **Context & Memory**

- AI Context Engineering Platforms
- AI Memory Platforms
- Multimodal Memory Platforms
- Knowledge Graph Platforms
- Vector Databases

## **Data & Retrieval**

- Feature Stores
- Synthetic Data Platforms
- Data Labeling Platforms

## **Automation & Orchestration**

- AI Workflow Automation Platforms
- Agent Orchestration Platforms
- AI Integration Platforms
- Deployment & Runtime
- Model Serving Platforms
- AI Inference Optimization Platforms
- AI Application Platforms

## **Operations**

- AI Observability Platforms
- AI Evaluation Platforms
- Experiment Tracking Platforms
- Model Registry Platforms

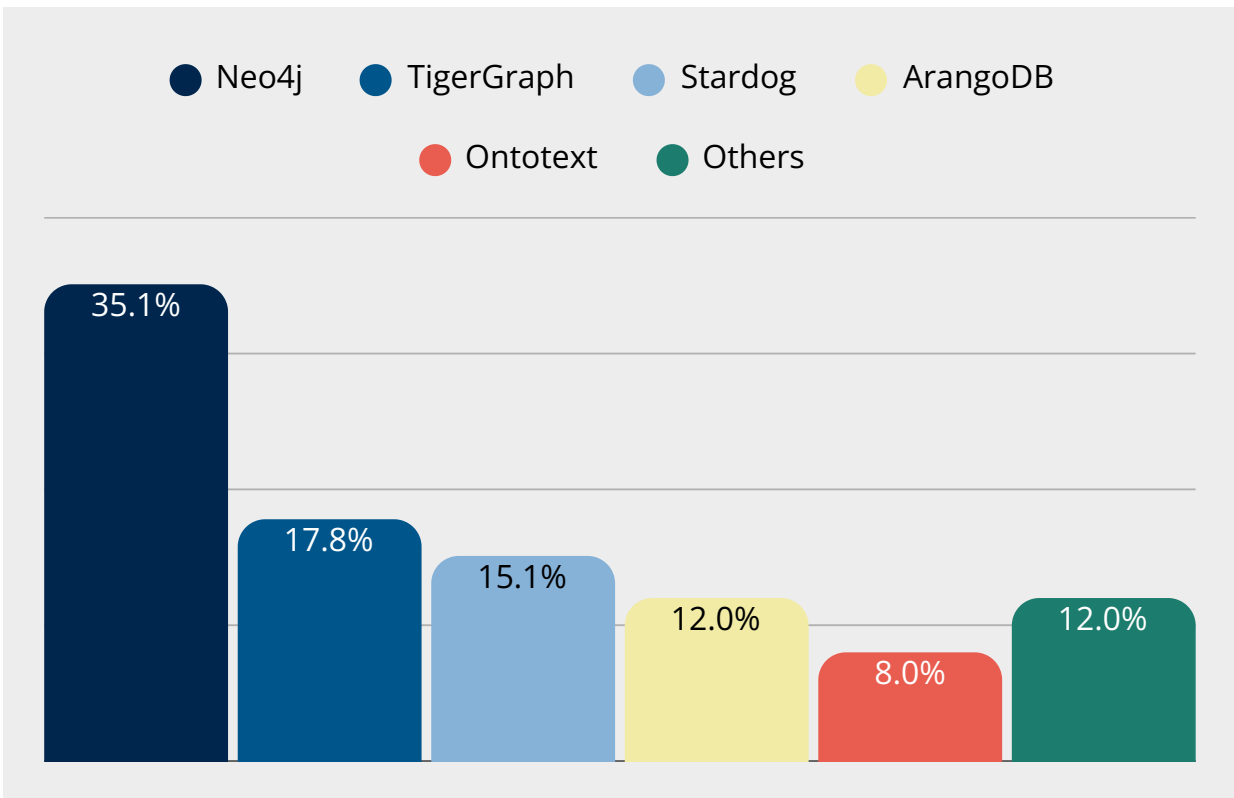
## **AI Trust**

- AI Governance Platforms
- AI Security Platforms
- AI Guardrails Platforms

# Knowledge Graph Platforms



The AI developer community voted Neo4j as the Market Leader with 35.1% of votes, ahead of TigerGraph at 17.8%, a 17.3-point spread. This is a decisive lead, far exceeding the narrow spreads seen in emerging AI categories. While other vendors such as Stardog (15.1%) and ArangoDB (12.0%) maintain meaningful presence, the gap between first and second place clearly establishes Neo4j is perceived as the leader in the category.

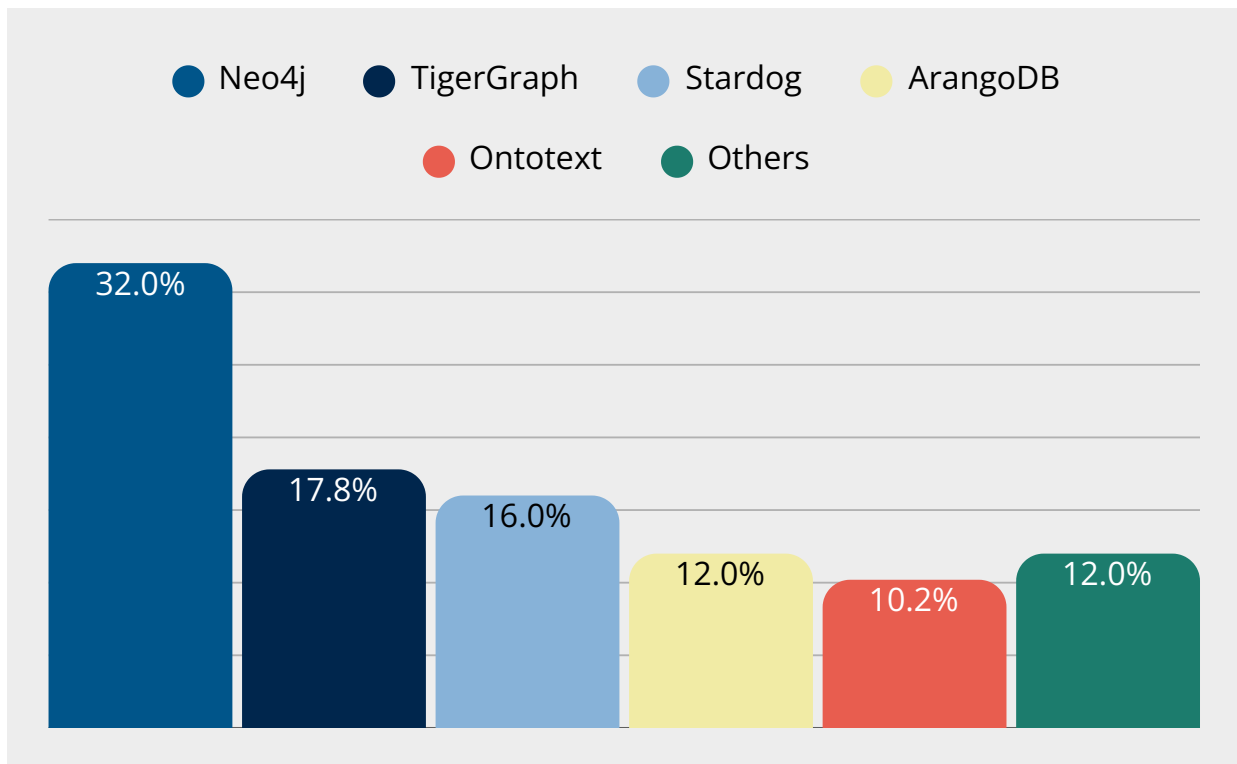


Neo4j's leadership is driven by a combination of first-mover advantage, strong developer ecosystem, and widespread enterprise adoption. It is most closely associated with graph databases, with its Cypher query language becoming a de facto standard. Its brand recognition, extensive documentation, and community support further reinforce its position as the default choice for knowledge graph implementations.

# Knowledge Graph Platforms



Neo4j also leads the Innovation category with 32.0% of votes, ahead of TigerGraph at 17.8%, resulting in a 14.2-point spread. This confirms a strong and sustained innovation leadership position, not just a legacy advantage. While vendors like Stardog and Ontotext continue to innovate in semantic reasoning and ontology-driven systems, they trail Neo4j in perceived forward momentum.



There is a strong correlation between market leadership and innovation leadership, with Neo4j leading both categories by wide margins. This alignment suggests that, in Knowledge Graph Platforms, innovation is reinforcing an already dominant market position rather than disrupting it. This market shows signs of maturity, with a clear incumbent continuing to extend its lead through ongoing innovation.

# Looking Forward



## Predictions

### **1. The AI engineering category will evolve toward knowledge-grounded AI systems.**

AI engineering will increasingly require structured knowledge layers to improve accuracy, explainability, and trust. IT Brand Pulse will need to introduce a taxonomy layer where knowledge graphs play a central role alongside models and memory. Brand leader voting will shift toward platforms that combine reasoning, retrieval, and structured knowledge.

### **2. The development sub-category will shift from data pipelines to reasoning pipelines.**

Developers will move beyond simply preparing and querying data to building systems that reason over relationships and context. This will elevate platforms that integrate graph databases with AI workflows, including RAG, agent reasoning, and semantic search.

### **3. Knowledge Graph Platforms will converge with AI memory and retrieval systems.**

The category will increasingly overlap with AI Memory Platforms and vector databases, forming a broader class of Hybrid Knowledge Systems that combine symbolic (graph) and vector (embedding) representations. Future brand leader voting will measure not only how well platforms integrate with AI pipelines, memory layers, and agent frameworks to support next-generation intelligent systems.



MARCH 2026

## AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

**See the latest survey results at:**

<https://itbrandpulse.com/brand-leader-program>.

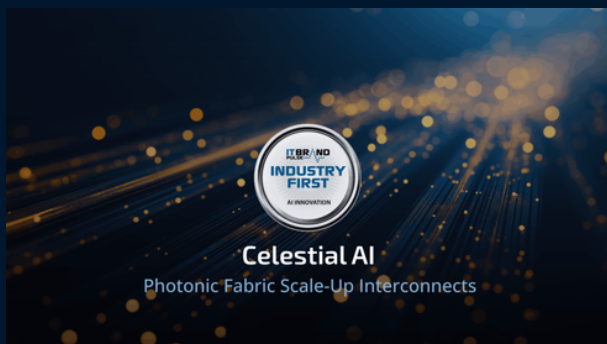




## Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: [itbrandpulse.com/industry-first](https://itbrandpulse.com/industry-first).



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