# New Research In Action Vendor Selection Matrix™ Report – Value Stream Management: The Top Global Vendors 2020

Germany – July 27th 2020: Value Stream Management is essential to accompany your Agile and DevOps journey.

Value Stream Management (VSM) is not new but has gained incredible attention over the past year due to the focused efforts of organizations to show that they are truly creating value when delivering digital processes to their business counterparts. Additionally, the COVID-19 pandemic has pivoted the conversation within product teams towards the cost versus value and outcome delivered from software projects. While some organizations are still trying to understand the value of VSM, others have created their own way of managing the value streams across their software delivery chains and the smart ones have acquired a VSM automation tool. The VSM automation tool market is continuously changing as vendors are acquiring, being acquired, entering, and exiting this dynamic space.

The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise IT or business decision makers and 37.5 % on the analyst's opinion. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500 IT managers with budget responsibility in enterprises globally. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.
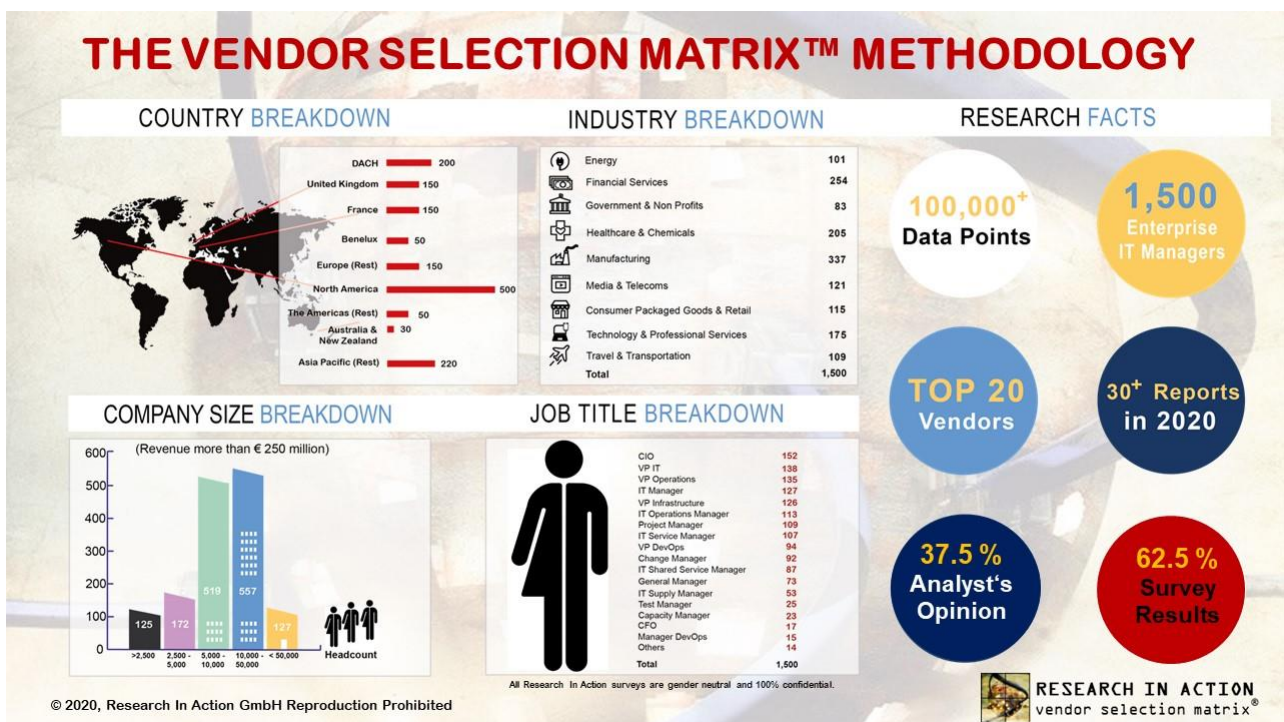
Report details can be viewed here:

http://researchinaction.de/wp-content/uploads/VSM-GL-2020-WWW.pdf.

Eveline Oehrlich, Research Director for IT Automation at Research In Action GmbH, comments:

- **Value Stream Management is a must-do not a nice-to-do.** Enterprise organizations are realizing that increasing the velocity and quality of software delivery are not the only goals. Business teams and product owners are looking for what are the returns on investment and how they are delighting customers.

- **Conversations are shifting from the "What" to the "Why" of VSM.** The continuous evangelizing of VSM, success stories from organizations which have adopted it and the continuous demand for improved software delivery with associated value has finally settled the discussion on what VSM really is. Now the conversation has shifted to the "Why" VSM is so important.

- **VSM stakeholder map is expanding as organizations shift from a project to product approach.** Digital transformations supported through methodologies like Agile and DevOps, is responsive to user feedback and changing market conditions, and encourages fluidity and mid-course adjustment in lieu of tying all budgeting and staffing decisions to an initial product plan and it includes members from a variety of teams such as program management, business teams and representatives across the software delivery value chain.

- **The global Value Stream Management software market keeps morphing**. Vendors of all sizes, coming from different perspectives or best-of-breed focus areas such as CI/CD are presenting themselves as VSM vendors. While enterprise teams are realizing that they need to adopt this category of tools some might have already "engineered" their own tool. Acquisitions, divestments, and investments will shape the coming year within this market.

- **Different approaches to VSM automation adoption exist.** One approach is the all in one where one vendor might be able to cover all (or key) capabilities and phases within the software delivery chain from plan, to build to run encompassing Planning, CI/CD, DevOps and Application Release Orchestration automation. A second approach is the complimentary or unified approach where VSM vendors are integrating into the Agile, DevOps or other best-of-breed tools and federating the information and data for a complete end-to-end visibility across the value chains

- **Who came out on top?** Here are the top vendors of the Vendor Selection Matrix™ – Value Stream Management 2020:
    1. DIGITAL.AI
    2. TASKTOP
    3. PLUTORA
    4. SERVICENOW
    5. IBM

6. GITLAB

7. TARGETPROCESS

8. CLOUDBEES

Vendor Selection Matrix™ Disclaimer:

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Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

Press Contact:

Research In Action GmbH

Eveline Oehrlich

Research Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 151 40158054

E-Mail: eoehrlich@researchinaction.eu

Internet: www.researchinaction.eu