



## **Dear IT Enterprise team: It is time to get serious about adopting Artificial Intelligence**

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I want to apologize right away to the IT enterprise teams that are already AI-savvy and have adopted Artificial Intelligence for IT Operations (AIOps) in the past. Hats off to you. But I know that there are still a few of you that are wondering, are hesitating (or might be confused) on the adoption and the topic of AIOps. The facts are that the shift towards AIOps is still slow. The findings [in this research](#) (where I was fortunate to collaborate) showed adoption of AIOps is lagging when compared to other monitoring tools in use and that the value received from AIOps covers a wide range of sentiment.

### **Short History Lesson On AIOps**

When AIOps was introduced in 2017 it was defined as [“Algorithmic IT Operations”](#). The purpose of these tools was to collect a broad range of historical and streaming data across the IT operations stack of infrastructure and applications. Integrations with other applications via application programming interfaces (APIs) enabled a vendor-agnostic data ingestion capability. AIOps also offered an augmentation of already existing IT Operations Management (ITOM) toolsets because of the ability to deal with data from any tool irrespective of the data type. This stage was a critical change in how enterprises consolidated data from the different data silos for end-to-end visibility and as input to apply algorithms and models to analyze, learn and predict.

I (at that time VP and Research Director at Forrester Research) liked the term [Cognitive Intelligence](#) better but that is another story. Voila! A new way of managing within IT operations! The business case was a tough one because already made investments into ITOM had promised end-to-end visibility and management. Also, existing [Continuous Application Performance Management \(APM\)](#) solutions had been adopted with the promise to provide predictive analytics.

At the same time, DevOps initiatives focused on automation across both Dev and Ops. During this stage (2018 onwards) one key initiative in many teams was to augment human IT operators who previously had to wade through many screens to pinpoint the problem to take next steps. This drove some adoption of AIOps within the IT operations team. At this time, difficult to say who and when, AIOps was redefined into Artificial Intelligence for IT Operations. I completely bought into this definition and studied and analyzed this market in [2019](#) upon my arrival at Research In Action.

During my recent research within this market, which started out as a Vendor Selection Matrix <sup>TM</sup> in AIOps I realized that other IT enterprise teams such as the application development and service support functions also see the benefits of leveraging AI to predict, prevent, or analyze within their context and area of responsibilities. Use cases of vendors described how skeptics have overcome their hesitation, uncertainty, and doubt about what the usage of artificial intelligence can bring and today are applying AI across many different areas within the IT enterprise functions.



## **Goodbye AIOps, Hello Artificial Intelligence Predictive Analytics (AIPA)**

The term AIOps has received a lot of hype and headlines within the past years. While headlines get everyone's attention, there is one important reason for IT enterprise teams (no matter if on a DevOps journey, adopting SRE as a practice, traditional IT operations, modern hybrid IT ops) to step up its analytics role, and that's profit. In this race for retaining and continuously improving customer experience, the organizations that keep and gain market share, brand recognition and can disrupt industries are agile on both the IT and business side; deliver the products and services that customers want and continually refresh and innovate them. This pressure to innovate means IT environments are changing far more rapidly and we see cloud agility and new IT operating models such as DevOps. But change is risky and can cause problems. Unfortunately changes causing problems for customers impacting business critical applications and services are bad for business. This means that the power of technology needs to be intelligently automated and augmented with predictive analytics to stay ahead.

[DevOps adoption](#) is good (62% planning or already deploying at project levels and 20% at enterprise level), and the DevOps way expands beyond what it is today. The goal is to make the entire IT enterprise functions quick and nimble together, no matter if that is development, delivery, deployment, or operations. During the different processes (develop, deploy, deliver, support), people need to learn more about the process, the flow, and anything else which is important for ongoing improvements towards customer experience. The infamous "wall" might have been taken down in some organizations between the different functional teams, but what is more important is that data walls are broken down. The idea of leveraging historical and real time data (from the previous idea of AIOps) applying AI and ML across different contextual use cases for predictive analytics is great ...but THAT should not be limited to IT operations and therefore the term AIOps is limiting.

Also, the term AIOps no longer matches the reality of the existing vendor solutions as each solution vendor has somewhat of a unique approach but all leverage AI to provide predictive analytics for one or many functions within IT enterprises. We at Research In Action are introducing Artificial Intelligence Predictive Analytics (AIPA) as a meta market description which includes AIOps and expands the use cases.

### **The Vendor World Is Big And Challenging**

In the space of AIPA, the vendor solutions vary greatly in how AI is applied to deliver predictive analytics in the context of the use case. Before you do your research, here are a few things to be aware of:

#### **Domain-agnostic vs. domain-specific... who cares.**

The conversation on domain-agnostic versus domain-specific does not really matter. In the past, the domain-agnostic AIOps tools heavily rely on integrations with many different sources to collect data. Domain-centric AIOps tools typically collect most of the required data themselves and sometimes can be more specific to special domains, such as log management or specific application topics such as ERP. Our belief is that Artificial Intelligence will be used across many domains and the current task for IT enterprises is to determine where they want to focus leveraging AI capabilities to gain insights and reduce wasted time and resources. While some vendors tout their AI capabilities specifically for IT operations, others



have and are adding additional data analytics and intelligent integrations to support evolving operating models.

**All vendors still talk too much inside-out metrics.**

Most of the vendors struggle to differentiate themselves. Tending to debate about their own competing technologies, they do not help IT enterprise teams to understand what is being offered. The challenges are around ensuring that value is delivered to an organization's customers and employees. That outside-in perspective of understanding how that value is measured should guide the appropriate metrics for improvements. Reduction of waste, improvement of flow, and optimization of processes to increase customers and employee experience and deliver what they need should be the most important metrics and aligned with their roadmap.

**Reflect on your today and future needs to assure a solid functionality mix.**

Reflecting on your insights and intelligent needs around your applications, services, and technology stacks within your company today and in the future will guide your evaluation of the functionality mix offered by vendors and will help buyers to fit the most suitable vendors to their AIPA project. Important is to evaluate what level of insights and intelligence the vendor can provide relative to the context areas or lens your team(s) need. The pressures of “keeping the business running while also innovating” is only possible if toil and noise can be reduced so that there can be focus on what is value add instead of wasted time towards the business, customers and employee satisfaction and happiness. If you already have deployed an IT automation solution, check and see how that vendor has expanded their offering around AIPA.

**OK Now It Is Your Turn To Develop A Short List For AIPA**

I did my part in a report which provides you with useful guidance (...[hopefully, always interested in feedback](#)) to important market trends within AIPA. Our [Vendor Selection Matrix™ Artificial Intelligence Predictive Analytics \(AIPA\)](#) names the Top 20 vendors as selected by 1,500 users based upon product, company, and service quality, and will help you make an informed decision for your vendor shortlist. Love to hear from you if you have comments.

Thank you.

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