As 2022 Almost Is Over - Onto An Exciting 2023 IT Automation Research Agenda

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Research planning is always the most difficult part and particularly in times like now. The next year will be tough as the challenges of inflation, supply chain struggles and global recession will stress us all. In hope that there are no additional uncertainties, we have turned our attention towards the IT Automation research plan for 2023.

Over the past year, every role in IT has felt a variety of challenges. Insufficient skills or resources, budget and funding issues and managing technical and/or avoiding technical debt have been the challenges across IT in 2022 and will continue to be an issue in 2023. Consequently, key automation solutions are becoming more important to facilitate and enable IT and the business to continue the digital journey. Here are the key themes essential for the 2023 IT automation journey.

1. **Innovate, optimize, and continuously improve workflows across all aspects of an organizations.** The goal should be to decrease complexity and increase productivity with the outcome to accelerate key business initiatives. All verticals and industries face the same challenges as mentioned above and the evolution from IT service management towards enterprise service management must continue.

2. **A revolution into insights into everything for improved outcomes.** As organizations continue down their digital path, technology stacks continue to expand in breadth and depth and systems and user experiences require ongoing optimization. Mind shifts (or revolution) across monitoring and management of the complex environments is essential as product teams, which consist of personas from business and IT, must have for real-time insights all the time.

3. **Visibility plus value management of technology spend.** The challenging economic times require a clear visibility into technology spend and the value that spend delivers. Without such visibility, it is impossible to make data-driven decisions and optimization journeys will not yield the promises of an organizations businesses' technology strategy.

I am not sure about you, but 2022 feels like one day, but it felt better than 2021. I certainly hope that 2023 will bring all of us some humanness and solitude. Personally, it will be an important year and professionally, I am thrilled to share what research I have planned for 2023. Here it is:

Worflow Automation Through Enterprise Service Management (ESM) and IT Service Management (ITSM)

- The vendor research on ESM and ITSM will include the study of global ESM vendors, DACH ESM vendors and ITSM vendors in Germany serving the mid-market.

- The research schedule includes briefings held in October/November 2022. Review phase will happen in February 2023 with publication of a variety of reports in March 2023.

Intelligent Insights Through Observability and AIOps

- The vendor research on Observability and AIOps will home in on the top global vendors offering Observability platforms and/or AIOps capabilities to provide intelligent insights within and across tech stacks.
- The research schedule includes briefings held in February 2023. Review phase will happen in April 2023 with publication of a variety of reports in May 2023.

Improved Responsiveness and Resiliency Through IT Operations Management (ITOM)

- ITOM has been around for a while but is experiencing a renaissance and we find it necessary to address this important topic research global vendors.
- The research schedule includes briefings in March 2023. Review phase will happen in May 2023 with publication in June 2023.

Data-driven Decision Making With Technology Cost Management (TCM)

- The naming of this category continues to be a challenge, but I hope that this one will stick. I am trying to avoid vendor terms and I am resisting to leverage the outdated term of IT Financial Management (ITFM).
- The research schedule includes briefings in June 2023. Review phase will happen in July 2023 with publication in August 2023.

For all the vendors out there, reach out if you see this and have questions. If not, I will provide a research premise and contact you for briefing times. For end-user clients, feel free to check in with me if you are interested in more details on how to receive the studies when done.

Stay connected.

Sincerely,

Eveline Oehrlich