



## New Research Market Deep Dive Report: Continuous Management

### Software Anchor Vendors For The Enterprise

**Germany – February 16, 2021: Take a look at the top six anchor vendors through the lens of Continuous Management.**

The approach to automate a variety of tasks, processes and enable different functions which are responsible for end-to-end delivery of a product or service is not new. The one challenge lies in what to call this approach, what solution frameworks are best suited for this and who are the vendors which have the capabilities within their solutions and products to enable such. While there are many IT automation solutions leveraged across IT enterprise teams, each has its own stack, addresses key processes, and might integrate with other products and solutions.

Vendor	Strength	Room for Improvement	Opportunity	Threat
<b>BMC</b>	Excellent long-term vision for the future of IT enterprise organizations where Agility, customer centricity and actionable insights are correlated into automated value creating systems enabling the organization and its ecosystem to focus on higher-value responsibilities. Key word: The Autonomous Digital Enterprise.	While this vision is attractive for organizations to embrace, the reality of existing system of records, system of engagements and legacy technologies requires key roadmaps for IT to understand and take on. BMC could create roads to value for its customers specifying how to get there with its automation solutions.	The evolution towards a Autonomous Digital Enterprise (according to BMC) requires transcendent customer experience, automation everywhere, Enterprise DevOps, data-driven business, and adaptive cybersecurity. This is great opportunity for BMC to partner with key software and services partner for reality in its routes to value.	Budget challenges and balancing long term visions with immediate executions within IT Enterprises will require a holding on and leading BMCs installed base towards the Autonomous Digital Enterprise. This means fighting off competitors with existing solutions such as BMC Helix and helping customers to continually upgrade to stay current is essential.
<b>Broadcom</b>	Broadcom challenges the status quo in its enterprise installed base with the vision of BizOps. The strategy and vision are excellent but does require a focused go-to-market activity including thought leadership and ideation sessions with customers to show proof of both ROI and conversion from the old to the new operating model.	While its vision of BizOps is attractive, practical and defined roadmaps of how this vision can be accomplished and implemented within IT enterprise organizations which struggle with legacy and transformations into new models is essential.	The existing portfolio has tremendous strength while the vision for BizOps is compelling. The opportunity for Broadcom is to evangelize and show proof points of successful customer adoptions.	The loyalty of Broadcom enterprise customers has always been the Achilles heel for the company. The threats do not necessarily come from the competition yet, but attractive offers which might include conversion of the continuous management solution set into competitive platforms might just be what some of its loyal customers are waiting for.
<b>IBM</b>	The shift towards hybrid cloud and some new acquisitions in the IT management space have brought renewed attention that IBM is a player in this space. Its large existing portfolio around service and IT operation management is still existing in many large IT organizations and is a fruitful installed base. Watson AIOps is also an offering that adds to experience in the space.	A clear strategy communicated to its enterprise customers and partners on where the IT management solutions are heading is an absolute key for IBM and its customers.	The recent announcement of the acquisition of Instana is an excellent opportunity for IBM to set the stage of where they are today and where they are going in the future with regards to the broader space of continuous management. The renewed focus on a clear Automation platform is also an opportunity.	While a partnership with ServiceNow is unavoidable as ServiceNow has penetrated IBM's installed base for a while, it is unclear if the bet will pay off.
<b>Micro Focus</b>	Rework across its architecture and focus on what is essential for IT organizations in terms of IT management is what brought Micro Focus back into the automation autobahn. A diligent effort to focus on key value chains and essential collaborations within its teams to ensure that services and IT operations solutions are modern and work together is paying off.	Communication of what has changed, how it impacts its customers and what will change further so that there is ongoing collaboration is the key for the future. While Micro Focus has established and leveraged feedback loops with its customers, showing actions and improvements go a long way to retain and ensure loyalty of its installed base.	Accelerating transformations, no matter which ones, requires shifts in culture, processes, and technologies. This is painful for many IT organizations but no one better than Micro Focus has this expertise. Sharing how to transform with its enterprise clients across all three will eliminate some anxiety and drama within its installed base assisted with its continuous management portfolio.	As the solution portfolio and architecture have received not just a face lift but a reengineering effort, if Micro Focus stays on the course they will continue to gain leadership in this space. Only execution issues with its channels and partners could stop them.
<b>ServiceNow</b>	The abilities to automate workflow keeps accelerating within its solution portfolio supported by the Now Platform. The ability to automate anything across the different value streams inside and outside of enterprise organizations has attracted a giant installed base as well as partners and integrators.	While such phenomenal success is envied by many of its competitors, attention to customer experience and value gained must not get lost in the ongoing journey for more. While almost everything can be automated with ServiceNow, price versus value ratio must be managed carefully as not all customers want and need every bell and whistle.	Ensuring that there are solid value parameters which are fulfilled through its automation of workflows will be essential in the next normal. While budgets might grow within IT organizations and business functions, value metrics such as revenue generating, being a better company, reducing cost and risks both internally and externally is driving the purchase of IT automation solutions in 2021.	Releases come every six months for the platform and monthly or more on the ServiceNow Store. Its enterprise customers might not be able to shift to another solutions due to customizations and configurations done and the platform is too ingrained. As the ongoing digital evolution brings ongoing changes within the ecosystem, existing customizations might make it difficult for new operating models or agile ecosystem integrations.
<b>Splunk</b>	Sticking to its roots of ingesting data across the managed ecosystem is working well. Accelerating this big data approach with the additional capabilities to bring intelligence with the adoption of Artificial Intelligence allows Splunk to be management agnostic and there for fitting into any operating model no matter if DevOps, NewOps, CloudOps or alike.	Splunk IT Service Intelligence is a application for IT Operations, which has integrations with service management solutions like ServiceNow and others. Splunk must position its IT Service Intelligence product as a premium solution for IT Operations stressing the importance of data ingestion.	The endless discussion of which IT or business automation solution is the best can be avoided if organizations are focusing on the data they have and need and what they can learn from it. Splunk has a giant opportunity to rise above the anchor vendors by applying its unique data platform which ingest data across every domain, analyse and then provide actionable intelligence across all layers of the technology stack.	Splunk management, product teams and sales must continue its evangelizing journey of big data and not get lured into the IT and business automation space through shiny objects which might divert its course. It is essential to highlight the uniqueness of its data platform and broad data ingestion capability.

Today, IT enterprise teams are spending way too much time on evaluating technologies, integrating, and maintaining the integration and figuring out which lens is the correct lens to use to shift towards a proactive, connected way of continuous improvements and collaboration. Additionally, many IT



organizations are neglecting the fact that they need to focus on enabling value to their organization and customers at large. Through an analysis of the six anchor vendors leveraging the Continuous Management lens and survey details, we are excited to share this report [here](#).

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

- **A new management taxonomy to accelerate the culture of continuous improvement and collaboration within IT enterprises of today.** Continuous Management is the adoption of a continuous improvement effort which will influence the success of the ongoing execution of service delivery and management across key functional owners within an organization. This IT automation management category is comprised of interrelated functional modules for contextual usage across the IT enterprise to automate capabilities accelerating a variety of functional owners and teams towards velocity, agility, productivity and collaboration.
- **There exist different approaches to Continuous Management across the top 6 anchor vendors in IT Automation.** IT operations today (modern or traditional) must focus on automating key tasks, processes, and decisions to increase productivity within its own IT team and in how they serve and enable their customers and partners. Challenges such as ongoing reduction of toil or reducing technical debt within their current environment are top priorities to gain efficiency, quality, and speed of delivering value. The inclusion of Artificial Intelligence and Machine Learning technologies, when applied correctly, shifts IT operation towards predictive work increasing their ability to focus on innovation instead of reactive work. The top six vendors have different portfolios, but all are addressing the same challenges of IT enterprises today which is to evolve from a cost center towards a valued business partner enabling the overall digital evolution of the company.
- **Evolution of IT operations towards a business partner is not a question of if but when.** Continuous Management includes a variety of domains such as the service desk, IT Service Management (ITSM), Enterprise Service Management (ESM), the intelligent automation of processes and ongoing monitoring, observing, and analyzing of data and processes for an improved continuous IT operating model. Contextual insights across requests, incidents and problems (for example) and the ability to have integrated processes will create consistency and enforce collaboration ultimately achieving higher customer and employee experiences.

**Which vendors are described within the report?** Here are the top six anchor vendors within the Market Deep Dive (listed alphabetically):

- BMC
- IBM
- ServiceNow
- Broadcom
- Micro Focus
- Splunk



**Research In Action Market Deep Dive Disclaimer:**

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