



New Research In Action Vendor Selection Matrix™ Reports – Hybrid Cloud Management Solutions Parts I And II: The Top Global Vendors 2022.

Germany – June 22nd, 2022: New survey of 1,500 enterprises globally predicts strong growth in the use of Hybrid Cloud Management solutions over the next 24 months.

Research In Action continues to expand its leadership position in global IT and Service Management research with the publication of six new Vendor Selection Matrix™ reports between May and July 2022:

May 2022:

- May 5th: Vendor Selection Matrix™ Observability Platforms. Report details can be [viewed here](#).

June 2022:

- June 14th: Vendor Selection Matrix™ AIOps Platforms. Report details can be [viewed here](#).
- June 21st: Vendor Selection Matrix™ Hybrid Cloud Discovery And Mapping Solutions. Report details can be [viewed here](#).
- June 22nd: Vendor Selection Matrix™ Hybrid Cloud Infrastructure Management Solutions. Report details can be [viewed here](#).

Coming in July 2022:

- Vendor Selection Matrix™ Hybrid Cloud Service Management Solutions.
- Vendor Selection Matrix™ Hybrid Cloud Cost Management Solutions.

OUR MARKET IMPACT OVER 12 MONTHS



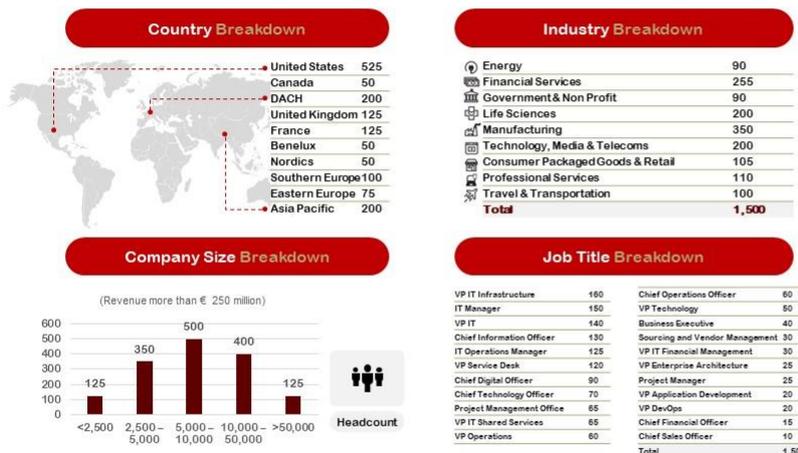
Vendor Selection Matrix™: The right mix makes all the difference
63% customer evaluations + 37% analyst's judgement = 100% success





The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63 % of the evaluation is based on a survey of enterprise, marketing, or business decision makers and 37% 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 enterprise IT and business managers with budget responsibility in enterprises globally. We selected those vendors who achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations. In the report, we discover not only why they are doing these projects, but also which software vendors are the most known and what do the businesspeople think about those vendor’s products and services.

OUR SURVEY DEMOGRAPHICS: IT AUTOMATION



All Research In Action surveys are gender, neutral and 100% confidential.

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100,000+
Data Points

1,500
Enterprise Managers

37%
Analyst's Opinion

63%
Survey Results

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey. We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations. The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.



Dr. Thomas Mendel Ph.D., Managing Director at Research In Action GmbH, comments:

- **The almost unprecedented proliferation of Hybrid Clouds.** The use of Hybrid Clouds in enterprises globally has multiplied in recent years. More than 93% of enterprises globally today use Hybrid Clouds. However, there are regional differences. North-America is leading the pack with 96.3% slightly ahead of Europe with 93.8% and Asia pacific lagging with 85%. Furthermore, enterprises globally today use four different public Cloud platforms (e.g., AWS, Microsoft Azure, Google Cloud) on average. Research In Action predicts that 24 months from now, 99% of all enterprises globally will be using Hybrid Clouds.



- **Followed by strong growth in the use of Hybrid Cloud Management solutions over the next 24 months.** While more than 93% of enterprises globally use Hybrid Clouds today, there are still more than 40% of companies that do not have Hybrid Cloud Management solutions in productive use. This, however, is about to change rapidly within the next 24 months. By that time, only around 1% of companies globally will not be using any Hybrid Cloud Management solutions at all.
- **There are four distinct markets for Hybrid Cloud Management solutions today.** The needs of the enterprise buyers vary by company size, region and industry and have resulted in four separate markets. Many of the start-up vendors were originally focused on public Cloud Management and are now adding private Cloud Management capabilities. For the established Infrastructure and Service Management vendors, the journey goes the other way, by adding public Cloud Management capabilities to the mix. Over time, today's separate markets will inevitably converge.
- **Who came out on top?**

Here are the top vendors of the Vendor Selection Matrix™ – Hybrid Cloud Discovery and Mapping Solutions: The Top Global Vendors 2022 (listed alphabetically):

- BMC
- CISCO
- DYNATRACE
- MATRIX42
- MICRO FOCUS
- REALTECH
- SERVICENOW
- SNOW SOFTWARE
- SOLARWINDS
- VMWARE

And here are the top vendors of the Vendor Selection Matrix™ – Hybrid Cloud Infrastructure Management Solutions: The Top Global Vendors 2022 (listed alphabetically):

- BMC
- CISCO
- CLOUDBOLT
- DYNATRACE
- FNT
- MICRO FOCUS
- MORPHEUS DATA
- NETAPP
- SOLARWINDS
- VMWARE



Vendor Selection Matrix™ Disclaimer:

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.

About Research In Action:

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.

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