



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

Germany – July 27th, 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](#).

July 2022:

- July 26th: Vendor Selection Matrix™ Hybrid Cloud Service Management Solutions. Report details can be [viewed here](#).
- July 27th: Vendor Selection Matrix™ Hybrid Cloud Cost Management Solutions. Report details can be [viewed here](#).

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.

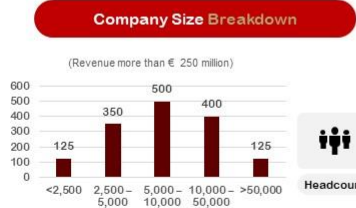


OUR SURVEY DEMOGRAPHICS: IT AUTOMATION



Industry Breakdown

Energy	90
Financial Services	255
Government & Non Profit	90
Life Sciences	200
Manufacturing	350
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	105
Professional Services	110
Travel & Transportation	100
Total	1,500



Job Title Breakdown

VP IT Infrastructure	190	Chief Operations Officer	60
IT Manager	150	VP Technology	50
VP IT	140	Business Executive	40
Chief Information Officer	130	Sourcing and Vendor Management	30
IT Operations Manager	125	VP IT Financial Management	30
VP Service Desk	120	VP Enterprise Architecture	25
Chief Digital Officer	90	Project Manager	25
Chief Technology Officer	70	VP Application Development	20
Project Management Office	65	VP DevOps	20
VP IT Shared Services	65	Chief Financial Officer	15
VP Operations	60	Chief Sales Officer	10
		Total	1,500

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.



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vendor selection matrix®

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):

VENDOR SELECTION MATRIX™ HYBRID CLOUD DISCOVERY AND MAPPING SOLUTIONS

Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
BMC	Big	Medium	Good	Accelerates growth-minded enterprise leaders' digital transformation journey
CISCO	Very Big	High	Good	Executes the full power of the CISCO brand and its impressive portfolio capabilities
DYNATRACE	Very Big	High	Strong	Delivers answers and intelligent automation from data to accelerate digital transformation
MATRIX42	Medium	High	Strong	Fully embraces the convergence of Hybrid Cloud and Enterprise Service Management
MICRO FOCUS	Very Big	Medium	Strong	Enables global enterprises' transformation towards a digital business
REALTECH	Small	Low	Strong	Has strong CMDB, cost management and SAP integration capabilities
SERVICENOW	Big	High	Good	Continues to modernize its digital services platform to continue to grow
SNOW SOFTWARE	Medium	High	Good	Offers one of the best solutions for Hybrid Cloud Software Asset Management
SOLARWINDS	Big	Medium	Strong	The leading solution for cost-effective, full-stack Hybrid Cloud Observability
VMWARE	Very Big	High	Good	Continues to leverage the strong leadership position in virtualization technologies

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MARKET PRESENCE: Very Big, Big, Medium, Small
GROWTH RATE: Very High, High, Medium, Low
CUSTOMER TRACTION: Strong, Good, Medium, Low

NOTES:
 • Market Presence combines the market share and perceived Mindshare (or Share of Mind).
 • Growth Rate is the anticipated growth rate for this year where Medium is the average growth for this market.
 • Customer Traction combines the vendor's customer retention rate and the Research In Action Recommendation Index (RI). The RI is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?"



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

VENDOR SELECTION MATRIX™ HYBRID CLOUD INFRASTRUCTURE MANAGEMENT SOLUTIONS

Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
BMC	Big	Medium	Good	Accelerates growth-minded enterprise leaders' digital transformation journey
CISCO	Very Big	High	Good	Executes the full power of the CISCO brand and its impressive portfolio capabilities
CLOUDBOLT	Medium	High	Strong	Helps enterprises anywhere they are on their Cloud journey
DYNATRACE	Very Big	High	Strong	Delivers answers and intelligent automation from data to accelerate digital transformation
FNT	Medium	Medium	Strong	Excels in integrated management of IT, data center and telecom infrastructure
MICRO FOCUS	Very Big	Medium	Strong	Enables global enterprises' transformation towards a digital business
MORPHEUS DATA	Medium	High	Strong	Offers a 100% agnostic Hybrid Cloud Management platform designed from the ground up
NETAPP	Medium	Medium	Medium	Is becoming a strong force in both Hybrid Cloud Infrastructure and Cost Management
SOLARWINDS	Big	Medium	Strong	The leading solution for cost-effective, full-stack Hybrid Cloud Observability
VMWARE	Very Big	High	Good	Continues to leverage the strong leadership position in virtualization technologies

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MARKET PRESENCE: Very Big, Big, Medium, Small
GROWTH RATE: Very High, High, Medium, Low
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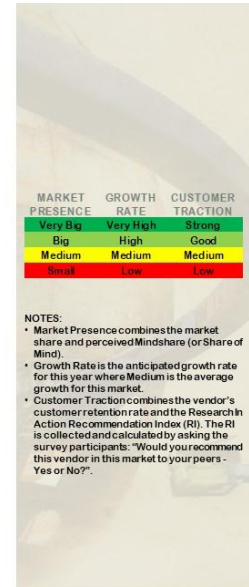
Here are the top vendors of the Vendor Selection Matrix™ – Hybrid Cloud Service Management Solutions: The Top Global Vendors 2022 (listed alphabetically):

VENDOR SELECTION MATRIX™ HYBRID CLOUD SERVICE MANAGEMENT SOLUTIONS

Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
BMC	Very Big	Low	Good	Accelerates growth-minded enterprise leaders' digital transformation journey
BROADCOM	Big	Low	Good	Positions CA Service Management as an enabler instead of a platform or tool
IFS	Medium	Medium	Medium	Successfully leveraged the Axios assist solution for Hybrid Cloud Management
IVANTI	Big	Medium	Medium	Continues to expand its market presence through acquisitions
MATRIX42	Medium	Medium	Strong	Fully embraces the convergence of Hybrid Cloud and Enterprise Service Management
MICRO FOCUS	Very Big	High	Strong	Enables global enterprises' transformation towards a digital business
REALTECH	Small	Low	Strong	Has strong CMDB, cost management and SAP integration capabilities
SERVICENOW	Very Big	High	Good	Continues to modernize its digital services platform to continue to grow
SOLARWINDS	Big	Medium	Strong	The leading solution for cost-effective, full-stack Hybrid Cloud Observability
USU	Medium	High	Strong	Charges full steam ahead in the areas of Hybrid Cloud Service and Cost Management

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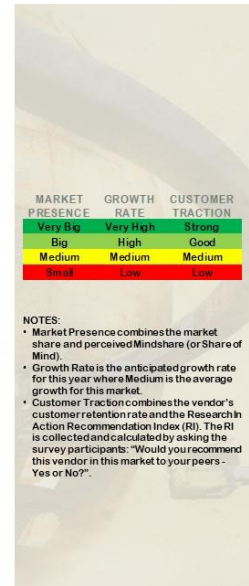
And finally, here are the top vendors of the Vendor Selection Matrix™ – Hybrid Cloud Cost Management Solutions: The Top Global Vendors 2022 (listed alphabetically):

VENDOR SELECTION MATRIX™ HYBRID CLOUD COST MANAGEMENT SOLUTIONS

Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
APPTIO	Big	High	Medium	Successfully markets its Cloudability solution to key decision makers of IT enterprise organizations
BMC	Big	Low	Strong	Accelerates growth-minded enterprise leaders' digital transformation journey
FLEXERA	Medium	High	Strong	Helps IT executives around the globe to turn insight into action
MORPHEUS DATA	Medium	High	Strong	Offers a 100% agnostic Hybrid Cloud Management platform designed from the ground up
NETAPP	Medium	Medium	Medium	Is becoming a strong force in both Hybrid Cloud Infrastructure and Cost Management
REALTECH	Small	Low	Strong	Has strong CMDB, cost management and SAP integration capabilities
SERVICENOW	Very Big	High	Good	Continues to modernize its digital services platform to continue to grow
USU	Medium	High	Strong	Charges full steam ahead in the areas of Hybrid Cloud Service and Cost Management
VIRTANA	Medium	High	Good	Has a well-rounded portfolio, best known for mature Hybrid Cloud Cost Management
VMWARE	Big	High	Good	A strong force in both Hybrid Cloud Infrastructure and Cost Management

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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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