



## New Research In Action Vendor Selection Matrix™ Report – Observability Platforms: The Top Global Vendors 2022.

**Germany – May 5<sup>th</sup> 2022: Observability Platforms provide a pulse for highly distributed systems.**

As a leader in global Service Management research, Research In Action has released its Vendor Selection Matrix™ report on Observability Platforms: The top global Vendors 2022. While we see continuous growth and adoption of modern cloud applications, this growth has created additional complexities in the technology ecosystem. As a result, the old ways of monitoring and managing applications have become inefficient and have many visibility gaps. DevOps teams, Site Reliability Engineers and Developers have started looking for new approaches to meet the growing complexity requirements. Understanding how the highly distributed cloud applications work and predicting incidents is one area where teams look for automation tools. The other side is the data side. Telemetry required for understanding how highly distributed cloud applications behave has grown exponentially as well. That’s where Observability comes into play. Observability provides insight into the performance of cloud and other environments based on analytics of a vast amount of telemetry data (metrics, traces, histograms, logs, events) collected from a diverse set of data sources, such as cloud applications and services, infrastructures, Kubernetes, etc. Additionally, Observability allows the contextual insight across development, IT operations and business issues, enabling teams to come together to uncover new insights essential for every business – digital or non-digital.

### OUR MARKET IMPACT OVER 12 MONTHS



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. Report details can be viewed [here](#).

## OUR SURVEY DEMOGRAPHICS: IT AUTOMATION



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

- **Observability goes hand in hand with Application Performance Monitoring & Management (APM).** APM provides visibility into the performance of system components through the collection and analysis of traditional system metrics. These metrics provide the insights that help make the system observable. Making a system observable is achieved in part through the implementation of a robust APM strategy but Observability is more of a state than a process. A system is observable when its state can be easily determined without further implementations. However, don't confuse APM with Observability. APM is part of the tooling and processes which enable the observability of systems. While APM does not need to be part of the Observability platform, its output are essential metrics for Observability.



- **The emergence of OpenTelemetry impacts the monitoring space.** OpenTelemetry was formed through the merger of OpenTracing and OpenCensus and today has broad vendor and language support, providing standardization as to what the distributed telemetry data looks like. Many IT organizations are faced with tremendous complexity in the infrastructure and applications they are collecting telemetry from. The adoption of Observability hinges on processes and frameworks that make the instrumentation of applications and infrastructure easier. Observability must be more about data analysis and experience management than instrumentation, which can only be achieved if there are standards across telemetry data.
- **Complexity requires adoption of Observability.** The adoption of microservices, for better or worse, for many, have become the default architectural choice. For organizations with autonomous teams and loosely coupled systems, microservices can work well, but they bring the complexity inherent in working with any distributed system. Today's modern systems often feature microservices-based architectures within the distributed infrastructure. This makes it difficult to pinpoint the source of a problem and steps to increase the observability of applications and its supporting infrastructure must be prioritized.
- **Who came out on top?** Here are the top vendors of the Vendor Selection Matrix™ – Observability Platforms: The top global Vendors 2022 (listed alphabetically):
  - BMC
  - BROADCOM
  - CISCO APPDYNAMICS
  - DATA DOG
  - DYNATRACE
  - MICRO FOCUS
  - MOOGSOFT
  - OPSRAMP
  - SPLUNK
  - STACKSTATE
  - SUMO LOGIC

**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



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**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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