



## **New Research In Action Vendor Selection Matrix™ Reports – Observability And AIOps Solutions: The Top Vendors 2023.**

**Germany – May 15<sup>th</sup> 2023: The 2023 Top Vendors in Observability and AIOps to revolutionize IT Operations.**

We provide extensive vendor selection research and are excited to share the findings from our research in Observability and AIOps. As a leader in global IT Automation research, Research In Action has published its 2<sup>nd</sup> consecutive Observability and AIOps research report: This year we have produced two separate studies.

1. Vendor Selection Matrix™: [The Top Global Observability And AIOps Solutions 2023.](#)
2. Vendor Selection Matrix™: [The Top Global AIOps Solutions 2023.](#)

As more organizations have embraced digital transformation and the complexity of IT environments has grown, there has been a corresponding rise in the adoption of observability and AIOps solutions to help manage these increasingly complex systems. While there is still not a combined market and vendors are adding, acquiring, changing, and morphing their current strategy, go-to-market and vision, observability and AIOps solutions have become more tightly integrated. The goals for enterprise organizations should be to identify, understand, and resolve issues across their entire technology ecosystem and the combined solutions of observability and AIOps can automate this journey. The integration of both observability and AIOps may include data correlation and analytics capabilities, offering a more comprehensive view of system performance or the inclusion of issues around security. The bottom line is that IT organizations have already invested in observability and/or AIOps automation tools to improve their maturity and have reached a specific state of maturity in their observability capabilities and adopt AIOps practices. The stages range from basic monitoring to autonomous operations. The current state should guide organizations what to do next.

The Vendor Selection Matrix™ is a primarily survey-based methodology for evaluating vendors, with 63 % of the evaluation is based on a survey of enterprise, marketing, or business decision makers and 37% based on the analyst's opinion. The analyst's input comes from a combination of in-depth interviews with software or services vendors and their customers, as well as the analyst's informed, independent perspective. This is what makes Research in Action's Vendor Selection Matrix™ reports so unique. This approach is one of Research In Action's key differentiators in market research. This year, we surveyed 1,500 enterprise IT and business managers with budget responsibility at companies around the world. We then selected the vendors that received the best evaluations scores from the buyers, excluding those with fewer than 15 evaluations. In the reports, we learn not only why they are doing these projects, but also which software vendors are the most well-known and what do the IT and businesspeople think about these



vendors' products and services. The following is an example taken from the Vendor Selection Matrix™: The Top Global Observability and AIOps Solutions 2023.

## VENDOR SELECTION MATRIX™ OBSERVABILITY AND AIOPS SOLUTIONS THE TOP GLOBAL VENDORS 2023

### Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
BMC SOFTWARE	Big	High	Strong	Provides end-to-end visibility to shift IT towards proactiveness.
BROADCOM	Big	High	Strong	Provides comprehensive visibility, insights, and automation for managing IT ecosystems.
CISCO APPDYNAMICS	Big	High	Strong	Unifies its solutions and technologies to benefit the partners and customers.
DATADOG	Medium	High	Good	Provides real-time observability across modern technology stacks.
DYNATRACE	Big	Very High	Strong	Delivers precise answers and intelligent automation for unified observability and security.
OPENTEXT*	Big	High	Strong	Offers a comprehensive and intelligent platform that helps IT organizations to work proactively.
OPSRAMP**	Medium	Very High	Good	Enables IT service availability and performance across hybrid environments.
SERVICENOW	Big	Very High	Good	Aims to deliver end-to-end visibility and insights across modern digital ecosystems.
SPLUNK	Big	Very High	Strong	Offers a data platform providing insights into IT operations, security, and business performance.
STACKSTATE	Small	Very High	Strong	Accelerates the democratization of remediation and debugging for software engineers.
SUMO LOGIC	Medium	Very High	Good	Provides comprehensive visibility and insights to enable IT organizations to detect and resolve issues faster.

MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION
Very Big	Very High	Strong
Big	High	Good
Medium	Medium	Medium
Small	Low	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?"

\* In January 2023, OPENTEXT completed the acquisition of MICRO FOCUS.  
\*\* In May 2023, HPE completed the acquisition of OPSRAMP.

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

- **Different roles across IT require different insights to determine next steps.** The challenges of the complex environment and the data volume and data diversity can be solved through correlation and providing contextual information around events and incidents. Advanced analytics, machine learning, and artificial intelligence can help in identifying patterns, anomalies, and relationships among the data, enabling teams to make better-informed decisions. AIOps use cases have blurred the line between the Observability and AIOps platforms.
- **If you have not done so yet, start developing your observability strategy.** Modern IT systems are increasingly distributed, involving microservices, containers, and serverless architectures. This creates a highly dynamic environment where components scale, change, or fail constantly. Keeping track of these rapidly evolving systems can be difficult, requiring sophisticated monitoring tools that can handle the scale and complexity. Those organizations who already have developed and are amid observability are able to address the complexity, changes and scales of the digital tech stack. Other IT organizations will follow.
- **The slow merger of Observability and AIOps topics across the vendor platforms is happening.** The vendor market of Observability today is highly competitive and rapidly evolving. It includes a wide range of vendors, from large technology companies to startups, offering a variety of solutions for monitoring and managing complex systems. While a lot of consolidation happened in 2021



(Datadog acquired Sqreen, AppDynamics, a Cisco company, acquired Moveworks, Splunk acquired TruSTAR, New Relic acquired Pixie Labs, Dynatrace acquired SpectX) in 2023 many vendors are adding AIOps to their Observability platforms either merging products or shifting their strategy. This is the last year where we will produce two reports. The future reports will combine these two topics into only one study of Observability and AIOps.

- **Who came out on top?** Here are the top vendors in the two 2023 Vendor Selection Matrix™ reports (listed alphabetically):

The Top Global Observability and AIOps Solutions	The Top Global AIOps Vendors
BMC SOFTWARE	AVANTRA
BROADCOM	BIG PANDA
CISCO APPDYNAMICS	MOOGSOFT
DATADOG	NEW RELIC
DYNATRACE	SCIENCELOGIC
HPE*	SPLUNK
OPENTEXT**	
SERVICENOW	
SPLUNK	
STACKSTATE	
SUMO LOGIC	

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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



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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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