

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

Germany – May 15th 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 AlOps. As a leader in global IT Automation research, Research In Action has published its 2^{nd} consecutive Observability and AlOps research report: This year we have produced two separate studies.

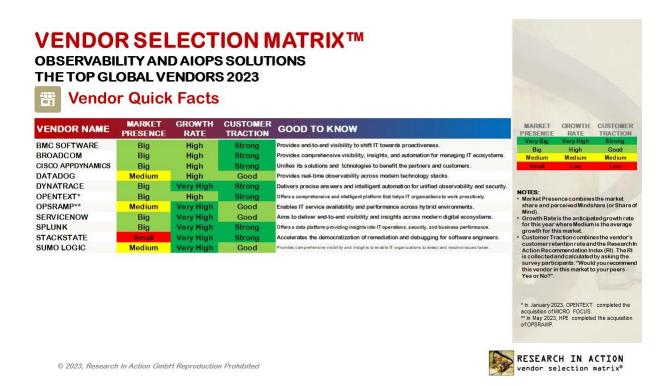
- 1. Vendor Selection Matrix™: The Top Global Observability And AlOps Solutions 2023.
- 2. Vendor Selection Matrix™: The Top Global AlOps Solutions 2023.

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 AlOps 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 AlOps 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 AlOps can automate this journey. The integration of both observability and AlOps 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 AlOps automation tools to improve their maturity and have reached a specific state of maturity in their observability capabilities and adopt AlOps 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 AlOps Solutions 2023.



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 AlOps 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 AlOps.

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

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

^{*} In May 2023, HPE completed the acquisition of OPSRAMP.

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

^{**} In January 2023, OPENTEXT completed the acquisition of MICRO FOCUS.



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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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