

# VENDOR SELECTION MATRIX™ AIOPS PLATFORMS

ABRIDGED VERSION  
WITHOUT VENDOR SCORES  
AND FULL SCORECARDS

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REPORT NOW

## THE TOP GLOBAL VENDORS 2022

**Research In Action**

**June 2022**

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**RESEARCH IN ACTION**  
independent research & consulting

# FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment. 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 IT or business decision makers and 37% on the analyst's judgement. 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 which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

The continuous growth in volumes of data across applications, services, and technology stacks is a huge challenge for IT Enterprise teams to derive meaningful insights no matter if in Application Development or in IT Operations. In an earlier phase, Artificial Intelligence for IT Operations (AIOps) was a way to augment human IT operators who previously had to wade through many screens to pinpoint the problem to take next steps. While the adoption AIOps has already gained acceptance within the IT Operations team, Application Development and Service Support functions are also seeing the benefits of leveraging AI to predict, prevent, or analyse within their context and area of responsibilities. Many sceptics have overcome their hesitation, uncertainty, and doubt about what the usage of artificial intelligence can bring and are applying AI across many different areas within IT functions. The vendor solutions vary greatly in how AI is applied to deliver benefits, and which use cases are addressed. Today, AIOps has become a term which describes the next phase of managing the complexity of applications and business services for the digital businesses and gives IT and business teams more power to satisfy their different constituencies.

This report provides you with useful guidance to important market trends within AIOps platforms and names the Top 18 vendors as selected by 1,500 users based upon product, company, and service quality, and will help you make an informed decision for your vendor shortlist. Thank you.

**You only live once (YOLO)!**

**Eveline Oehrlich**

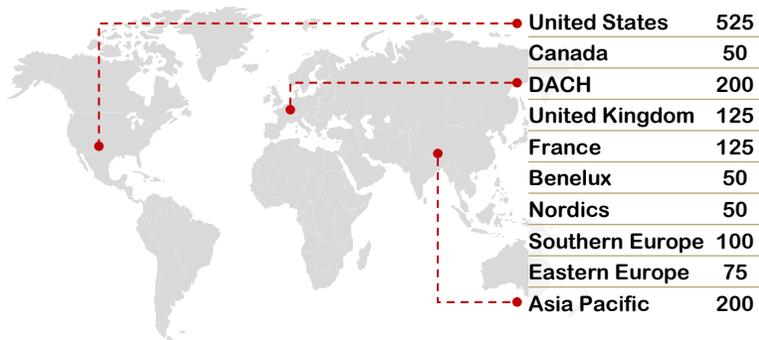
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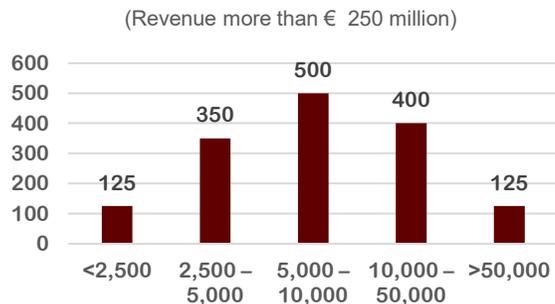


# OUR SURVEY DEMOGRAPHICS: IT AUTOMATION

## Country Breakdown



## Company Size Breakdown



## 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
<b>Total</b>	<b>1,500</b>

## Job Title Breakdown

VP IT Infrastructure	160	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
<b>Total</b>	<b>1,500</b>	<b>Total</b>	<b>1,500</b>

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



**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.



# OUR MARKET IMPACT OVER 12 MONTHS



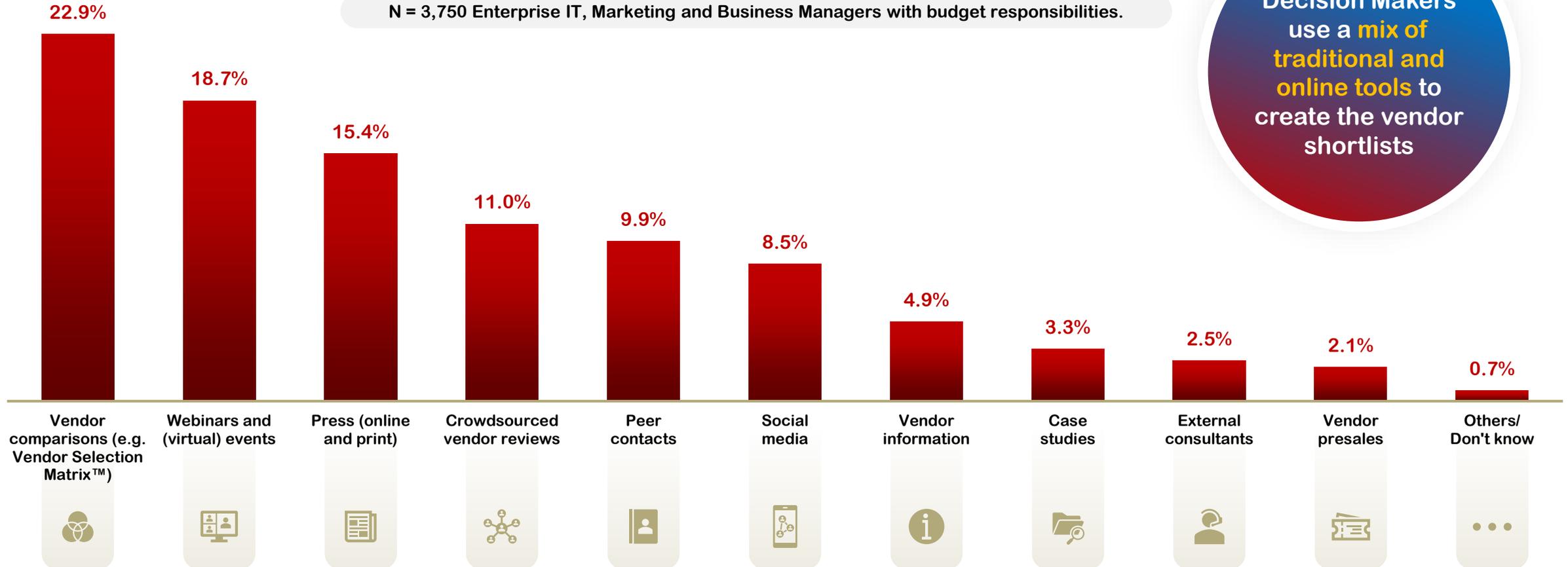
**Vendor Selection Matrix™: The right mix makes all the difference**  
**63% customer evaluations + 37% analyst's judgement = 100% success**



# WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?

N = 3,750 Enterprise IT, Marketing and Business Managers with budget responsibilities.

Decision Makers use a mix of traditional and online tools to create the vendor shortlists



# DEFINITION OF AN AIOPS PLATFORMS

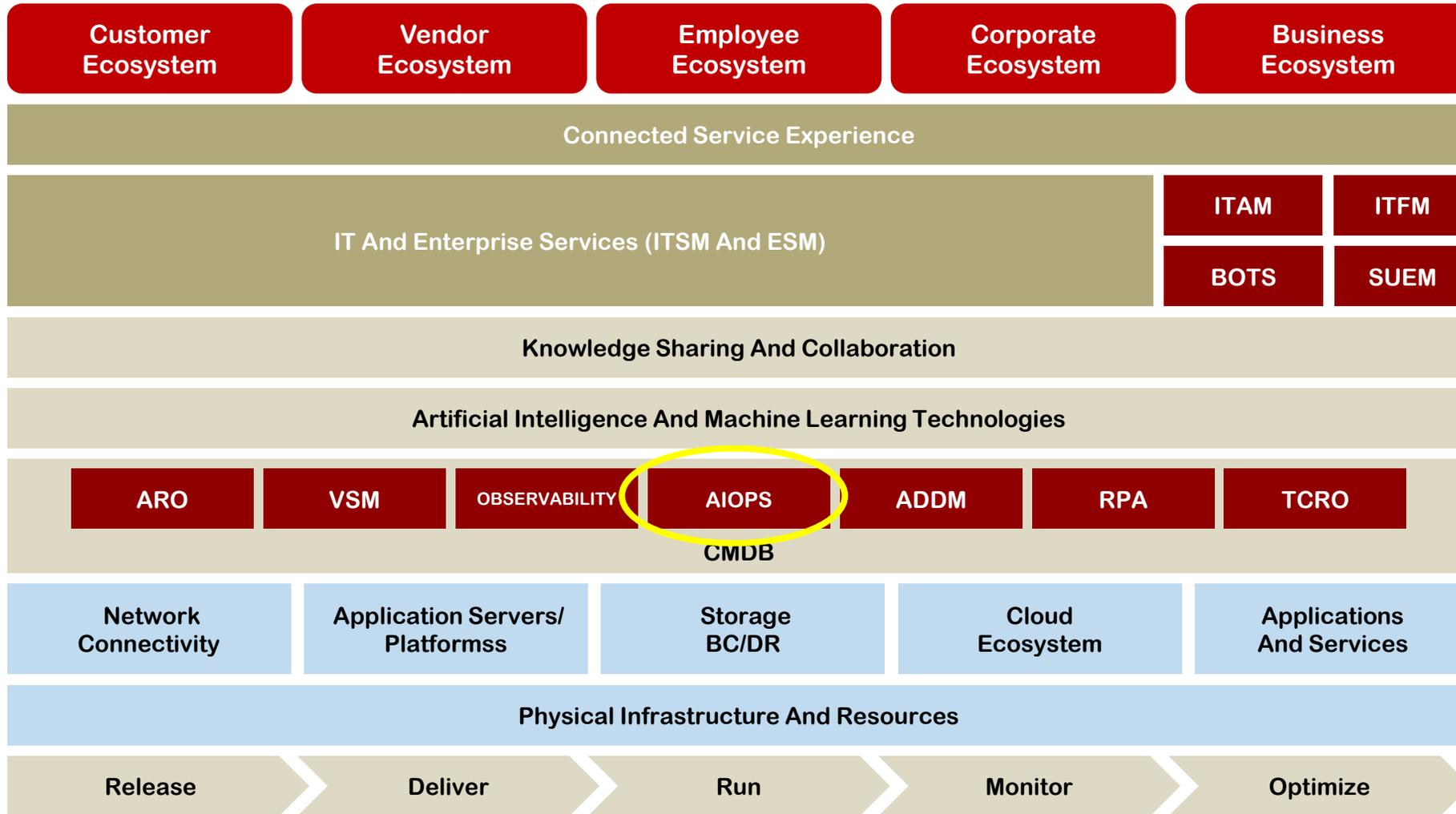
Artificial Intelligence for Operations (AIOps) Platforms equip different IT teams with extensive analysis of volumes and categories of data to improve key processes, tasks, and decision making. The adoption of these tools automates the ingestion of fast volumes of data, leverage machine learning to analyse the data, present findings to either predict, alert or advise on issues, and aid its user with proactive decision making. The solutions should support a broad set of stakeholders to observe, analyse, act, and predict upon a fast amount of data available.

The solution should include but is not limited to:

- Access and ingest data from multiple sources such as existing tools within development and IT operations teams.
- Include real-time and historical data analysis capabilities using machine learning algorithms.
- Enable the storing of relevant data (including access for further analysis or deep dives).
- Input for action and additional insights with prescriptive responses to the analysis of observed and ingested data.
- Action suggestions then can be integrated with automatic remediation or fulfilment solutions.
- Role-based dashboards for overview and insights (result of the analysis).



# THE IT AUTOMATION MARKET TEXTURE



IT Automation solutions are necessary for a modern digital operating model.

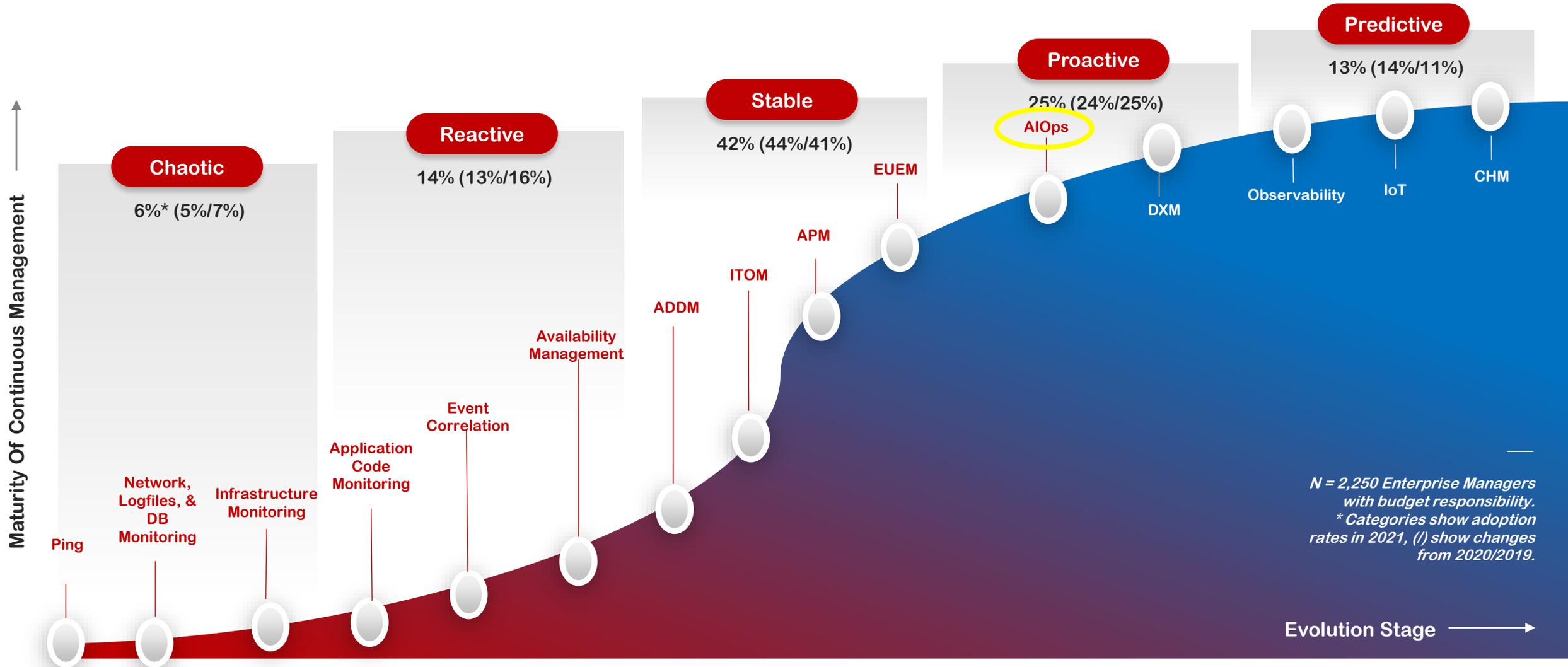
IT Automation solutions are foundational for any transformation to reduce toil and decrease manual errors.

IT Automation solutions can enforce good practices to optimize digital service quality and speed of service delivery.



# CONTINUOUS MANAGEMENT (CM)

## MATURITY S-CURVE 2022



N = 2,250 Enterprise Managers with budget responsibility.  
\* Categories show adoption rates in 2021, (/) show changes from 2020/2019.

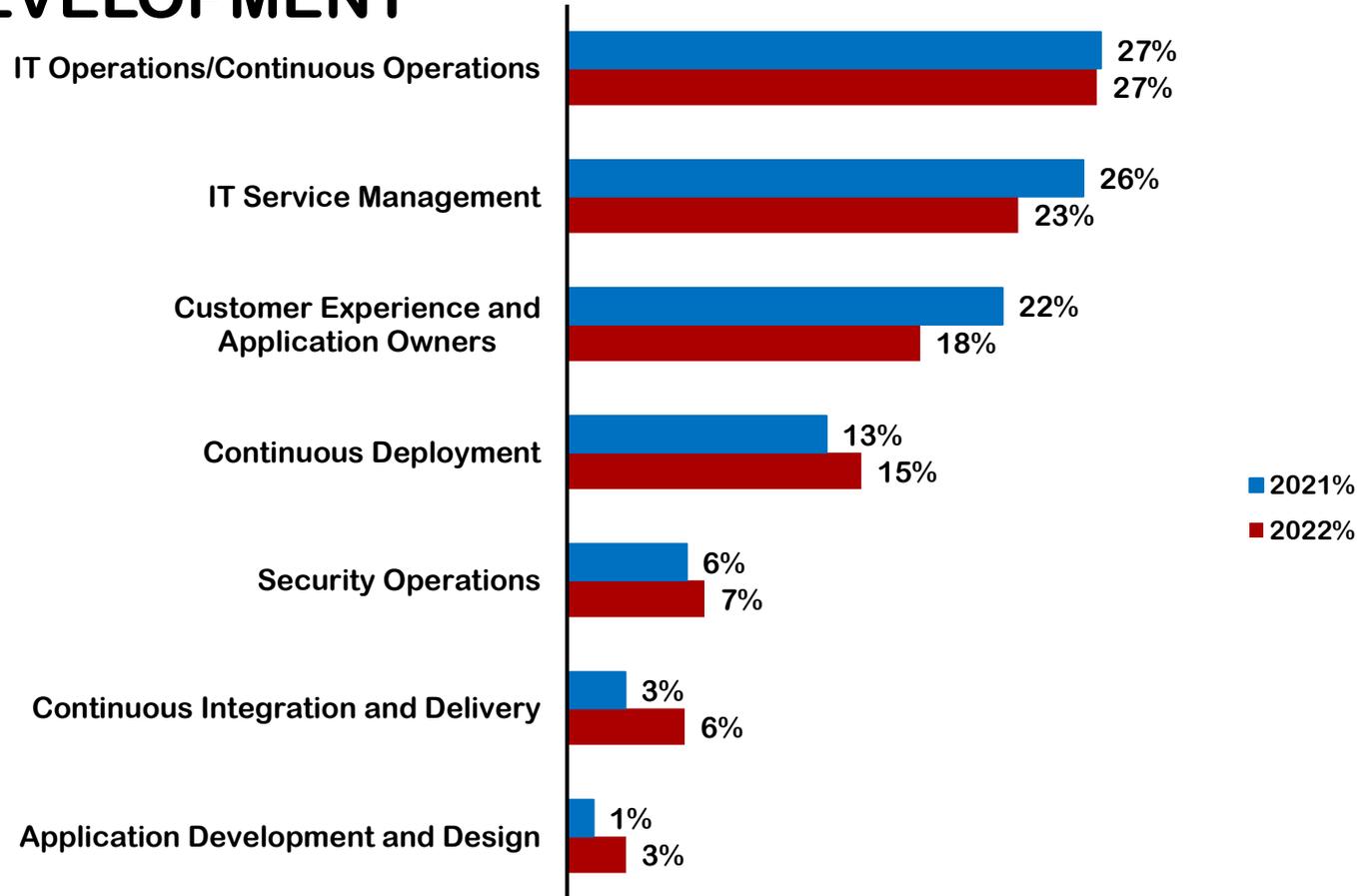
All acronyms are defined in the report Appendix



RESEARCH IN ACTION  
vendor selection matrix®

# RESEARCH:

## SOME SHIFTS OF AIOps INTO CI/CD AND DEVELOPMENT



N = 1,500 Enterprise IT and Business Managers with budget responsibilities.

Question:  
In which of the following areas are you applying AIOps today?

Small shifts occurred in applying AIOps platforms since 2021.

### IT Service Management

teams indicate applying less of AIOps than in the 2021 survey. This might be due to that some focus of ITSM teams has shifted towards customer and experience and application owners.

### Customer Experience and Application Owners

teams have added AIOps to their portfolio of tools. We assume that the pressure from business towards the continuous improvement of customer experience with an eye towards supporting business initiatives, such as digital transformation is one of the cause for the desire to apply AIOps.

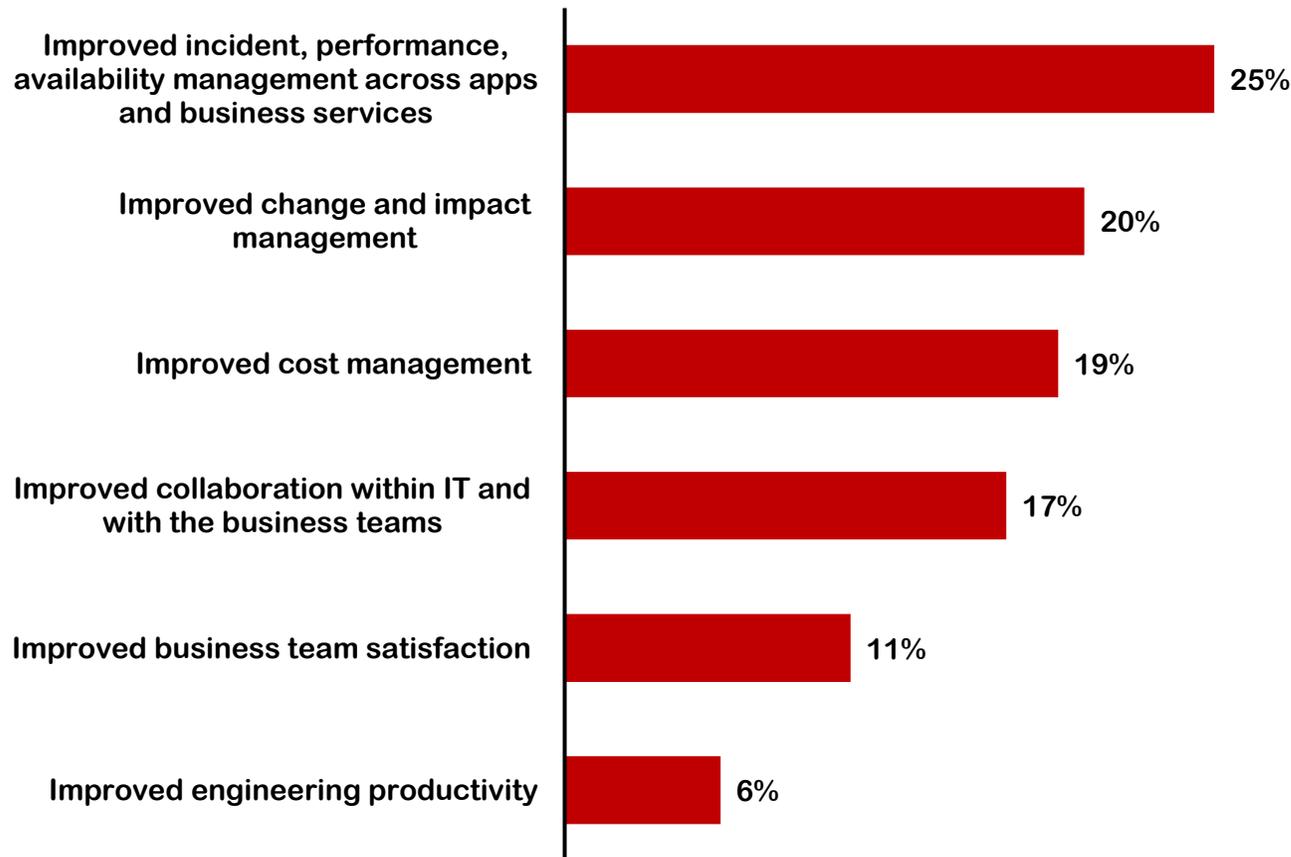
### Application Development

teams are starting to see value in AIOps to further help in the collaboration efforts with IT operation teams.



# RESEARCH:

## THE CRITICAL AIOPS PLATFORMS USE CASES



N = 1,500 Enterprise IT and Business Managers with budget responsibilities.

Question: Which three use cases do you see important while leveraging AIOps within your IT organization?

Improving IT operations quality and cost is critical.

25% are saying they leverage AIOps for improving how they run and manage their apps and services.

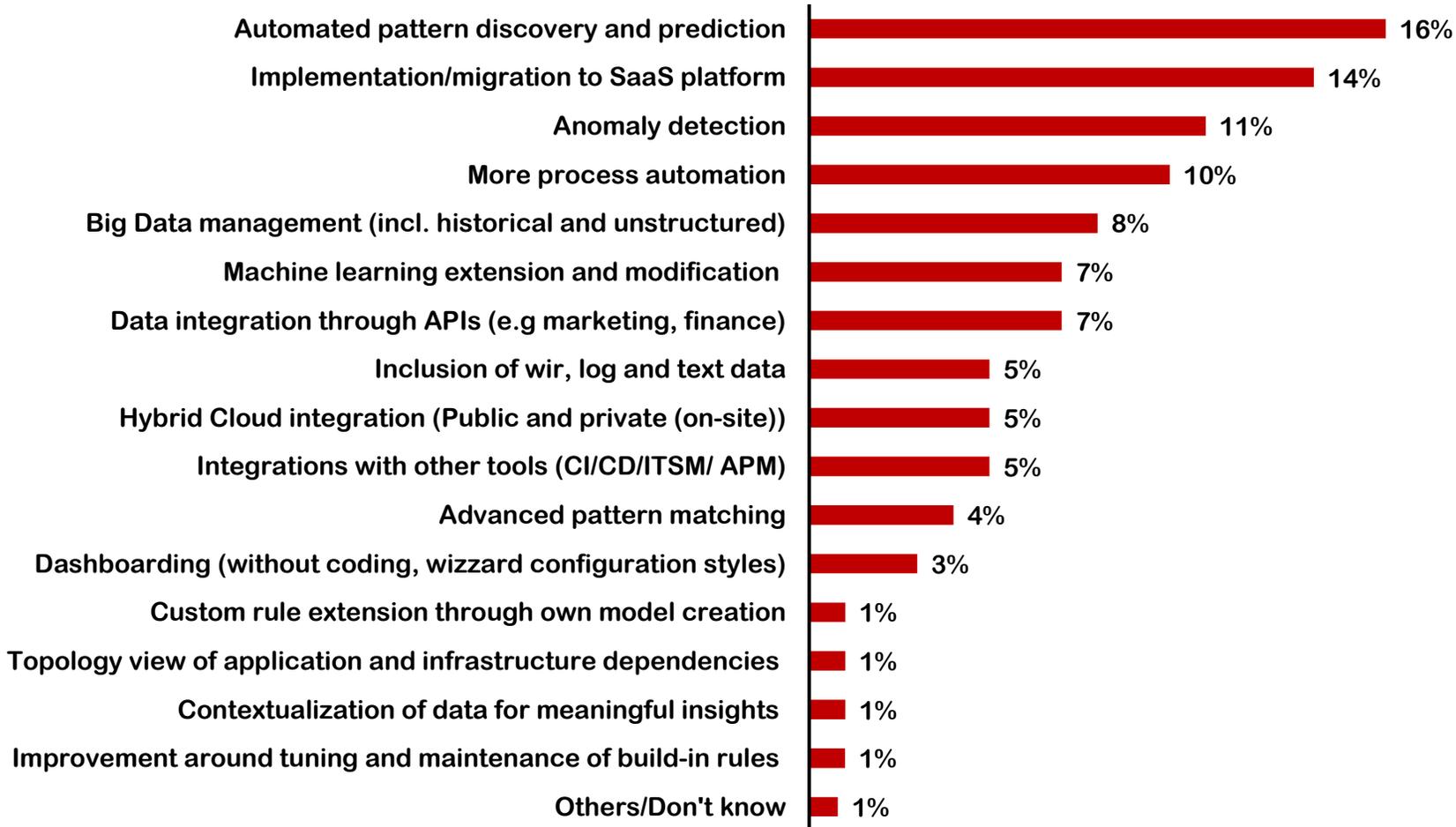
Managing changes and avoiding that changes impact the business is a second use case with 20% of survey respondents indicating this as a priority use case for AIOps. AIOps can eliminate potential issues before they can impact the business.

19% leverage AIOps to improve cost management which typically means to reduce cost of IT operations. As a key automation topic, AIOps can shift an IT operations organization to respond autonomously, and human resources can be shifted towards other projects and programs.



# RESEARCH:

## TOP THREE PRIORITIES FOR IT AROUND AIOPS



N = 1,500 Enterprise IT and Business Managers with budget responsibilities.

Question: What are the three top priorities for AIOps in the new normal?

The top priorities support the previous use cases.

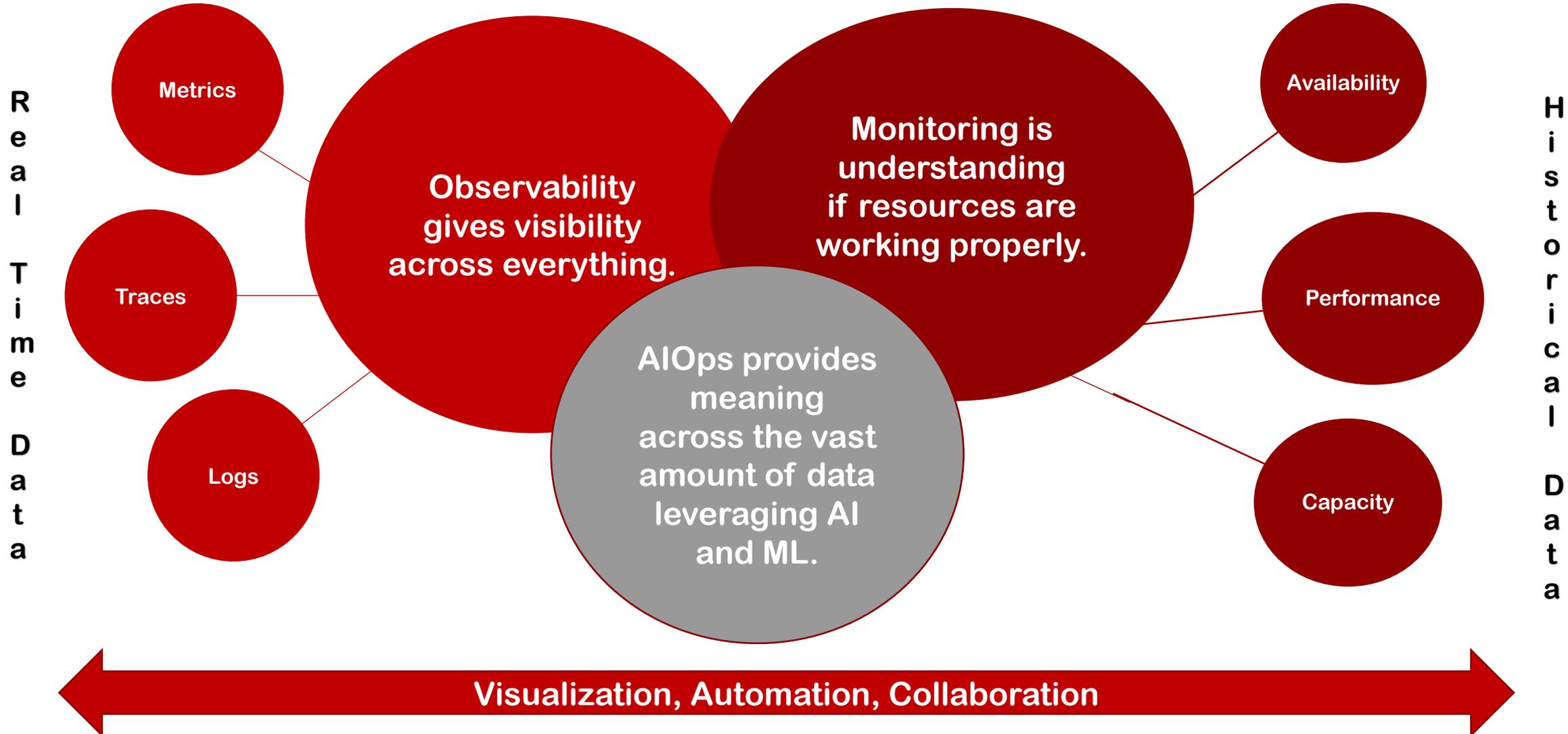
**16%** of survey respondents want automated pattern discovery and prediction to aid their ability in improving the quality and availability of applications and services.

**14%** state that their biggest priority in terms of AIOps is to implement it within a SaaS platform. Existing on-premise monitoring solutions are eating the available budget and require significant resources for upgrades and maintenance.

**12%** confirm that a key priority for AIOps is to detect anomalies. The digital nature of many organizations and complex architectures demand intelligent monitoring and detection.

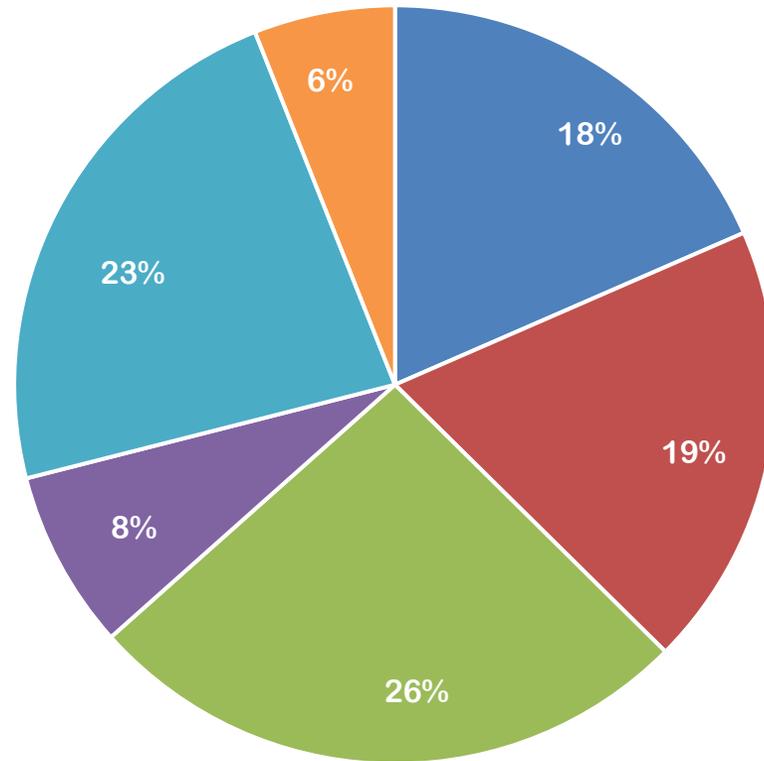


# CONTINUOUS HYBRID IT MONITORING (CHITM): COMBINATION OF TRADITIONAL MONITORING, OBSERVABILITY AND AIOPS LEVERAGING REAL TIME AND HISTORICAL DATA



# RESEARCH:

## THE GLOBAL STATE OF AIOps ADOPTION



- Planning to adopt AIOps long-term
- Planning to adopt AIOps within the next 18 to 24 months
- Planning to adopt AIOps as a practice and with it the tooling within the next 12 to 18 month
- We are practicing AIOps within or team and are achieving some benefits (improved troubleshooting, visibility, RCA, etc.) within our own team
- We are in the early stage of adoption (we are practicing it and have adopted some tooling)
- We are practicing AIOps extensively, have developed and keep modifying our tooling environment and are achieving benefits for us and other teams

N = 1,500 Enterprise IT and Business Managers with budget responsibilities.

Question: What would you say about the current state of the AIOps software market?

Our survey respondents show some optimism about AIOps in the future.

**6%** are practicing AIOps extensively while **23%** of survey respondents are enthusiastic about AIOps and are in the early stage of its adoption.

While we did not research the barriers for adoption for AIOps, from conversations with vendors and enterprise clients we learned that a lack of strategy to implement AIOps, challenges to shift towards innovative solutions and competing existing monitoring tools and the recent introduction of Observability as a practice have slowed down the AIOps craze.



# INSIGHTS: AIOPS TRENDS

## WELCOME TO A NEW ERA OF CONTINUOUS HYBRID IT MONITORING

**AIOps is a capability within Observability.** While AIOps is still seen somewhat of a different topic and market, AIOps is an essential compliment to Observability as it adds additional meaning to the data leveraging Artificial Intelligence and Machine Learning and it should be a critical priority for any modern monitoring strategy.

### What this means:

- Don't confuse AIOps and Observability. The purpose of both is to understand what is happening within the applications and services and to avoid costly disruptions to the business. The end state is to ensure resilient systems with high uptime.
- Complexity requires adoption of observability. Observability, while not new, has emerged due today's modern systems often feature microservices-based architectures running across a 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. Observability provides metrics to understand the what, where and why of issues across applications and services.
- AIOps gives further meaning and must be applied after Observability. When Observability data is fed into AIOps, the correlation of events and the ability to identify problems using AI/ML enables improved quality and availability of applications and services. Through detection of anomalies, identification of location and cause of the incidents and suggestions of fixes, potential negative impact on end-users and customers can be avoided. Additionally, AIOps suppresses incident noise and alerts only on actual incident that needs attention saving valuable time for other tasks within IT operations.



# INSIGHTS: TOP MARKET TRENDS

**AIOps will expand atop of Observability.** DevOps and other methodologies and practices such as Site Reliability Engineering (SRE) and Chaos Engineering keep growing in adoption across IT organizations. According to the [DevOps Institute](#), DevOps adoption lies at 58%, SRE adoption at 18%, and Chaos Engineering at 13% in 2021. These modern ways to plan, deploy, release, operate and monitor applications and services require proactive, predictive, and holistic management philosophies. If AI is applied across the different steps within the life cycle of an application or service and its dependencies, it will aid these teams with different lenses to explore, understand and take actions within their responsibilities to ultimately improve the reliability and availability of applications and services.

## **What this means:**

- The top three roles or users for AIOps such as IT Service Management and Operations, Customer Experience and Application Owners and Application Development teams will continue to drive AIOps adoption across modern hybrid enterprise teams. The current vendor solutions, while some are still labeled AIOps, vary greatly in terms of what lens they provide. While some are focused solely on the operate and monitor aspects, others provide capabilities around the planning of risks and changes aiding application release and deployment teams.



# INSIGHTS: TOP MARKET TRENDS

**The AIOps promise to anomaly detection is attractive.** Today's ecosystem consists of complex interdependent application stacks. Business services are supported through multiple application layers atop of a broad and diverse infrastructure. Atop of this diverse infrastructure and application technologies, innovations such as serverless architectures and hybrid cloud ecosystems cause additional challenges to ensure the reliability of services and a proactive way of managing them. The existing monitoring tools are not able to provide end-to-end visibility nor provide proactive insights in real-time and for drill downs.

## **What this means:**

- To avoid impact on business performance and customer experience, the move towards AIOps for a proactive and holistic perspective of health and performance requires both the integration across existing data sources and the inclusion of Artificial Intelligence and Machine Learning across the vast amount of data. The capability of AIOps Platforms helps to identify patterns in the collected data and allow for aggregation of raw data, logs, and other details from various monitoring tools and data sources. If this is then projected onto a single dashboard allowing for additional analytics, IT operation, application development, and service support teams gain end-to-end visibility, ability to drill down and can proactively understand the challenges relative to their domain or context.



# INSIGHTS: TOP VENDOR TRENDS

- **Confusion across the IT enterprise team mostly caused by vendors.** Unfortunately, the use of the term Observability has caused a lot of confusion across many IT enterprise teams. Some of this is due to the lack of understanding on the customer side in the differences between AIOps, Application Performance Management and Observability. On the other hand, some of the vendors have created some of that confusion as some of them are using these terms interchangeably. They are not the same, but in some situations AIOps and Observability overlap. Important, no matter what is to understand each and determine the goals of your organization. Only that can help with a automation challenge.
- **All vendors still talk too much inside-out metrics.** Most of the vendors struggle to differentiate themselves. Tending to debate about their own competing technologies, they do not help IT enterprise teams to understand what is being offered. The challenges are around ensuring that value is delivered to an organization's customers and employees. That outside-in perspective of understanding how that value is measured should guide the appropriate metrics for improvements. Reduction of waste, improvement of flow, and optimization of processes to increase customers and employee experience and deliver what they need should be the most important metrics and aligned with their roadmap.
- **Reflect on your today and future needs to assure a solid functionality mix.** Reflecting on your needs around your existing applications, services, and technology stacks within your company today and in the future will guide your evaluation of the functionality mix offered by each vendor and may help buyers to fit the most suitable vendors to their AIOps project. While Observability might be essential towards becoming “Cloud-native”, AIOps can shift the existing reactive way of responding towards a proactive management of applications and services.



# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS



These are the Top vendors as selected by 1,500 buyer companies users based upon product, company and service quality.

VENDOR NAME	SOLUTION
AVANTRA	Avantra
BIG PANDA	Big Panda
BMC	BMC Helix
BROADCOM	DX Operational Intelligence
CISCO APPDYNAMICS	AppDynamics Platform
CLOUDFABRIX	CloudFabrix AIOps Platform
DIGITAL.AI	Digital.ai Change Risk Prediction, Digital.ai Service Management Process Optimization
DIGITATE	ignio AIOps
DYNATRACE	Dynatrace Software Intelligence Platform
MICRO FOCUS	Micro Focus Operations Bridge
MOOGSOFT	Moogsoft
NEW RELIC	New Relic One
OPSRAMP	OpsRamp Platform
RESOLVE	Resolve Insights
SCIENCELOGIC	ScienceLogic SL1
SOLARWINDS	Hybrid Cloud Observability, Orion Platform Product Suite
SPLUNK	Splunk IT Service Intelligence
ZENOSS	Zenoss Cloud

This list is alphabetical and includes all relevant AIOps tool vendors and solutions named by the survey respondents.

For this report we interviewed 1,500 enterprise IT and business managers with budget responsibility in enterprises globally. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

NOTE: If a vendor does not respond, Research in Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a vendor scorecard will not be written.



# VENDOR SELECTION MATRIX™

## AIOps PLATFORMS



### Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
AVANTRA	Medium	Very High	Strong	Accelerates digital transformation within the SAP landscape.
BIG PANDA	Medium	High	Good	Reduces IT noise and provides insights across vast amount of data.
BMC	Big	Medium	Strong	Includes AI across BMC Helix to unify IT and the business team.
BROADCOM	Big	Medium	Good	Brings advanced collaboration through intelligent insights to business and IT leaders.
CISCO APPDYNAMICS	Big	Medium	Medium	Accelerates digital transformation with insights across application stacks.
CLOUDFABRIX	Medium	High	Medium	Accelerates IT operations to leverage Artificial Intelligence for broad insights.
DIGITAL.AI	Big	Medium	Medium	Bridges existing silos to converge across value streams to improve outcomes for IT and business.
DIGITATE	Medium	Medium	Medium	Enables IT for faster and smarter decision making leveraging Artificial Intelligence.
DYNATRACE	Very Big	Very High	Strong	Delivers answers and intelligent automation from data to accelerate digital transformation.
MICRO FOCUS	Very Big	Very High	Strong	Enables an insight-driven, automated and customer centric service delivery.
MOOGSOFT	Medium	Very High	Strong	Offers a complete platform for all critical dimensions of AIOps.
NEW RELIC	Medium	High	Strong	Enables all players across the software development life cycle with its NewRelic One platform.
OPSRAMP	Medium	Very High	Strong	Increases operational efficiency and manages digital service performance.
RESOLVE	Small	Medium	Good	Combines AIOps with full-scale automation.
SCIENCELOGIC	Medium	Very High	Strong	Covers the full application and business services landscape.
SOLARWINDS	Big	High	Strong	Leverages Artificial Intelligence to enhance its monitoring and alerting capabilities.
SPLUNK	Very Big	Very High	Strong	Provides end-to-end intelligent insight with correlated metrics.
ZENOSS	Medium	Medium	Good	Combines full stack monitoring with Artificial Intelligence for speedy root cause detection.

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?".



# VENDOR SELECTION MATRIX™:

## EVALUATION CRITERIA

STRATEGY 		
 Vision And Go-To-Market	30%	<ul style="list-style-type: none"> <li>› Does the company have a coherent vision in line with the most probable future market scenarios?</li> <li>› Does the go-to-market and sales strategy fit the target market and customers?</li> </ul>
 Innovation And Differentiation	30%	<ul style="list-style-type: none"> <li>› How innovative is the company in this market?</li> <li>› Does the solution have a unique selling proposition and clear market differentiators?</li> </ul>
 Viability And Execution Capabilities	15%	<ul style="list-style-type: none"> <li>› How likely is the long-term survival of the company in this market?</li> <li>› Does the company have the necessary resources to execute the strategy?</li> </ul>
 Recommendation Index	25%	<ul style="list-style-type: none"> <li>› Would customers recommend this vendor in this market to their peers?</li> </ul>

EXECUTION 		
 Breadth And Depth Of Solution Offering	30%	<ul style="list-style-type: none"> <li>› Does the solution cover all necessary capabilities expected by customers?</li> </ul>
 Market Share And Growth	15%	<ul style="list-style-type: none"> <li>› How big is the company's market share and is it growing above the market rate?</li> </ul>
 Customer Satisfaction	25%	<ul style="list-style-type: none"> <li>› How satisfied are customers with the solution and the vendor today?</li> </ul>
 Price Versus Value Ratio	30%	<ul style="list-style-type: none"> <li>› How do customers rate the relationship between the price and perceived value of the solution?</li> </ul>

### NOTES:

- 63% of the evaluation is based on the survey results, 37% is based on the analysts' assessment.
  - 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.
  - 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.
  - 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.
- The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".



# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS



### Market Leaders

- BIG PANDA
- BMC
- BROADCOM
- CISCO APPDYNAMICS
- DYNATRACE
- MICRO FOCUS
- MOOGSOFT
- NEW RELIC
- OPSRAMP
- SCIENCELOGIC
- SPLUNK

### Execution Leaders

- AVANTRA
- DIGITAL.AI
- RESOLVE

### Challengers

- CLOUDFABRIX
- DIGITATE
- SOLARWINDS
- ZENOSS

Note:  
The lists are alphabetical.

# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

Avantra is an execution leader for AIOps Platforms and accelerates and accelerates digital transformations within the SAP landscape.

### GENERAL:

Avantra is an Execution Leader in this Vendor Selection Matrix™. Avantra is specifically focused to support SAP customers and MSPs within their digital transformation journey. Its automation solution has been adopted by 500 customers and MSPs to ensure improved and uninterrupted business experiences, operations, and assure audit compliance with the SAP environment. Avantra is used by some of the world's largest enterprises across automotive, manufacturing, and retail industries and works with partners such as AWS, Google, Microsoft, and ServiceNow to innovate the SAP operations space.

### STRATEGY:

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IN THE  
FULL  
REPORT  
VERSION

### EXECUTION:

AVAILABLE  
IN THE  
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VERSION

### BOTTOM LINE:

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VERSION

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL  
REPORT VERSION

#### Notes:

- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
- The Research In Action Recommendation Index is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".



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vendor selection matrix®

# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

**Big Panda is a market leader for AIOps Platforms and reduces IT noise and provides insights across a vast amount of data.**

### GENERAL:

Big Panda was formed in 2011 in California. The company today has more than 200 employees and serves global enterprises. BigPanda's AIOps Platforms prevents businesses and IT outages, improve incident management and ensures solid customer experiences. In its latest round of funding in January 2022 (led by Advent International, through its dedicated technology fund, and New York-based global venture capital and private equity firm Insight Partners, with participation by other existing investors) the company received \$ 190 Mio.

### STRATEGY:

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### BOTTOM LINE:

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STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

**BMC is a market leader for AIOps Platforms and includes AI across BMC Helix to unify IT and business team.**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

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### GENERAL:

BMC continues to execute on its vision and strategy of helping customers along their journey to become Autonomous Digital Enterprises and to achieve excellence in Operations through the adoption of innovative IT solutions. BMC has continued to adapt its solutions to support modern IT operations to achieve operations excellence. The Helix Platforms is a key part of its aim to enable the Autonomous Digital Enterprise.

### STRATEGY:

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### EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

### BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



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**RESEARCH IN ACTION**  
vendor selection matrix®

# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

Broadcom is a market leader for AIOps Platforms and brings advanced collaboration through intelligent insights to business and IT leaders.

### GENERAL:

Broadcom Software, which homes enterprise software solutions, includes a variety of product portfolios. DX Operational Intelligence is part of Broadcom's Observability and AIOps solution.

### STRATEGY:

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### EXECUTION:

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### BOTTOM LINE:

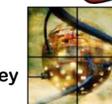
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STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

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#### Notes:

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

Cisco AppDynamics is a market leader for AIOps Platforms and accelerates digital transformations with insights across application stacks.

### GENERAL:

Since Cisco acquired AppDynamics in March 2017, the company has accelerated its monitoring and observability focus with the combination of a variety of Cisco solutions. Depending on the customer pain point, Cisco offers a variety of solutions including the understanding of issues across the Internet, applications, hybrid and multi-cloud environments, application security, and cloud and third-party APIs. Its 2020 acquisition of ThousandEyes added additional monitoring capabilities.

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

Digital.ai is an execution leader for AIOps Platforms and leverages AI to bridge existing silos to converge across value streams to improve outcomes for IT and business.

### GENERAL:

Since Digital.ai formation, the company is focused on enabling modern IT and DevOps teams from ideation to production. Digital.ai acquired Numerify in June of 2020 and with this acquisition has added capabilities to augment its Platforms with the power of Artificial Intelligence. Digital.ai is a prominent software vendor in both North America and Europe and recently has grown popular in Asia Pacific. Today, Digital.ai has more than 1,200 customers.

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

Dynatrace is a market leader for AIOps Platforms and delivers answers and intelligent automation from data to accelerate digital transformation .

### GENERAL:

Dynatrace is a publicly traded software intelligence company, based in Massachusetts, USA. It was founded in 2005, and today serves more than 3,300 enterprise customers in over 80 countries across many different industry verticals. The company drives tremendous growth with its all-in-one Observability Platforms powered by its Artificial Intelligence Davis. The Platforms was introduced and has been embedded with an AI engine since 2016.

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STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

Micro Focus is a market leader for AIOps Platforms and enables an insight-driven, automated and customer-centric service delivery.

### GENERAL:

Micro Focus has four core areas of solution offerings all focused to enable and support global enterprises transformation towards a digital business. The company has 14,000 employees in 43 countries worldwide with \$ 3.4 billion in annual revenue. Its recent transformation towards the Operations Platforms for Transformation, Intelligence and Cloud (OPTIC) is a significant step towards the next chapter of digital transformation which enterprises are needing within both business and IT teams.

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

Moogsoft is a market leader for AIOps Platforms and offers a complete Platforms for all critical dimensions of AIOps.

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

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### GENERAL:

Moogsoft is a Market Leader in this Vendor Selection Matrix™. Founded in 2011 by IT industry veterans, the company has been successful in marketing and selling AIOps in the past. Recently the company announced its Moogsoft Observability Platforms targeting ITOps, DevOps, and SRE teams towards actional insights across the managed hybrid cloud and application stacks. Its Platforms supported with Artificial Intelligence capabilities enables observability across events and causes applying correlations and leveraging a collection of metrics, logs, traces and user experience.

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

NewRelic is a market leader for AIOps Platforms and enables all players across the software development life cycle with its NewRelic One Platforms.

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
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### GENERAL:

New Relic is a Market Leader in this Vendor Selection Matrix™. New Relic has been focusing on application performance management (APM) capabilities with deep-level code diagnostics. New Relic One, which provides a connected view that allows for organizing the managed environments more effectively via the illustration of relationships and contextual information has been a success. New Relic One brings all types of data together while allowing custom dashboards and tiles.

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

OpsRamp is a market leader for AIOps Platforms and leverages AI to increase operational efficiency and manages digital service performance.

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

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### GENERAL:

OpsRamp, a privately held company headquartered in San Jose, California, was founded in 2014. It is a cloud-based IT operations management Platforms that brings together on-premises and cloud infrastructure through discovery, monitoring, event management and automation.

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

ScienceLogic is a market leader for AIOps Platforms and covers the full application and business services landscape.

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

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### GENERAL:

ScienceLogic is a Market Leader in this Vendor Selection Matrix™. ScienceLogic has created a solution that initially attracted the needs of managed services providers (MSPs) and global systems integrators (GSIs) as they all had in common the necessity for massive data handling and the aggregation of data across a variety of different architectures. Today, the company has more than 700 paying customers leveraging its solution.

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

SolarWinds is a challenger for AIOps Platforms and leverages Artificial Intelligence to enhance its monitoring and alerting capabilities.

### GENERAL:

SolarWinds, with headquarters in Austin, Texas, offers solutions designed to help organizations accelerate business transformation in today's hybrid IT world. Its portfolio targets organizations worldwide, regardless of type, size or IT infrastructure complexity. The solutions address management and automation challenges spanning IT operations, DevOps and SecOps professionals and Database Administrators (DBAs). Its SolarWinds ITSM solution (formerly Samanage) includes help desk ticketing, IT asset management, and end-user support capabilities. The company was founded in 1999, has 3,200+ employees and 320,000+ customers in 190 countries. The total revenue in 2021 was \$ 0.88 billion. In July 2021, SOLARWINDS completed the spin-off of its MSP Business N-able.

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# VENDOR SELECTION MATRIX™

## AIOPS PLATFORMS

Splunk is a market leader for AIOps Platforms and provides end-to-end intelligent insight with correlated metrics.

### GENERAL:

Splunk is a Market Leader in the Vendor Selection Matrix™. Splunk continues to grow to provide IT Operations DevOps and Software Development teams with a Platforms to improve collaboration and to ensure service performance and availability of business services. Its ability to normalize data across multiple data types enables accurate correlation and analysis of problems. Splunk provides predictive analytics and anomaly detection, probable root cause analysis, event correlation to reduce alert noise, and integrated incident management to speed resolution, making them trusted by enterprises across the globe.

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# THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

## Vendor Selection Matrix™ Disclaimer:

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## About:

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.



# APPENDIX: IT AUTOMATION MARKET TEXTURE DEFINITIONS

- **Application Discovery and Dependency Mapping (ADDM)** solutions automatically discover various applications running on server and network devices within the business hybrid infrastructure and maps the dependencies between them providing a holistic view of all the resources running and the relationships between them.
- **Application Performance Management (APM)** solutions manage the performance and health of applications within a IT enterprise.
- **AI Powered Chatbot Platformss** which are used to build applications that answer questions, provide advice and/or recommendations using natural language processing and other dialog related technologies.
- **Artificial Intelligence and Machine Learning (AI/ML)** are both technologies and are leveraged in automation solutions. Artificial intelligence (AI) is the ability of a computer program or machine to think and learn (AI can mimic human cognition). Within IT Automation AI is used to correctly interpret a variety of data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation. Machine learning enables computers with the ability to learn without being programmed (explicit algorithms). It explores the study and construction of algorithms which can learn and make predictions on data. The algorithms follow programmed instructions or can make predictions or decisions based on the data. Machine learning is used when explicit algorithms cannot be done (e.g., computer vision, search engines, optical character recognition).
- **Artificial Intelligence for Operations (AIOps)** solutions equip IT enterprise teams with analysis of volumes and categories of data to improve key processes, tasks and decision making. The adoption of these tools automates the ingestion of fast volumes of data; leverage machine learning to analyze the data, present findings to either predict or alert on issues, and leverage the knowledge for automation or decision making.
- **Artificial Intelligence Predictive Analytics (AIPA)** solutions apply Artificial Intelligence across development, IT operations, service management and other functional areas to gain intelligent insights for proactive work, elimination of issues and ongoing improvements in context of the owner and function.
- **Application Release Orchestration (ARO)** solutions equip IT enterprise organizations and their teams with the automation of the software deployment cycle across hybrid technology environments.
- **Configuration Management Database (CMDB)** is a database which captures IT components referred to as configuration items (CIs), which can be software, hardware, a document, article, or any such item that is part of the information system of the organization.
- **Continuous Hybrid Management (CHM)** Platformss or solutions that empower, automate and continuously manage the ongoing demands of all digital functions within an enterprise no matter if they are within IT or business teams.
- **Enterprise Service Management (ESM)** is a category of business management software - typically a suite of integrated applications that a service organization uses to capture, manage, save and analyze data critical to their service business performance. It automates service offerings across internal functional areas such as (1) Human resources, (2) Vendor management, (3) Technical services, (4) Field services, (5) Financial management and (6) Shared services organizations.
- **Digital Service Management (DSM)** solutions enable the management of resources and services which support multiple digital services leveraged by external customers. The purpose is to break down operating silos, ensure compliance and governance while enabling the business to continuously innovate new and existing digital services.
- **Digital Experience Management (DEM)** solutions manage the digital interaction of customers (end-users) with that of an enterprise.
- **End User Experience Management (EUEM)** solutions monitor and manage the impact of application and device performance from the end user's point of view and ensure quality of service as seen and experienced by the end user.



# APPENDIX: IT AUTOMATION MARKET TEXTURE DEFINITIONS

- **IT Asset Management (ITAM)** software manages the full lifecycle of IT assets which typically includes all software, hardware, networking, Cloud services, and client devices. In some cases, it may also include non-IT assets such as buildings or information where these have a financial value and are required to deliver an IT service. IT asset management can include operational technology (OT), including devices that are part of the Internet of Things. These are typically devices that were not traditionally thought of as IT assets, but that now include embedded computing capability and network connectivity.
- **IT Financial Management (ITFM)** software enables the accurate and cost-effective management of IT assets and resources with the aim to plan, control, recover (or overall manage) costs which are occurring while providing IT and Enterprise Services to the organization.
- **The IT Infrastructure Library (ITIL)** is the de facto standard for IT Service Management process definitions today.
- **Internet of Things Management (IoT)** solutions vary depending on the use case but typically manage a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are equipped with unique identifiers which transfer data over a network without requiring human-to-human or human-to-computer interaction.
- **IT Operations Management (ITOM)** solutions monitor and control IT services and infrastructure and enable IT to execute routine tasks necessary to support the operation of applications, services and hardware components within an organization; typically included are the provisioning of IT infrastructure, capacity management, cost-control activities, performance and security management and availability management for all IT infrastructure and assets.
- **IT Service Management (ITSM)** refers to the entirety of activities – directed by policies, organized and structured in processes and supporting procedures – that are performed by an organization to plan, design, deliver, operate and control Information Technology (IT) services offered to internal customers. It is thus concerned with the implementation of IT services that meet customers' needs, and it is performed by the IT service provider through an appropriate mix of people, process and information technology.
- **Observability** solutions enable the aggregating, correlating and analyzing of steady streams of performance data from distributed applications and the hybrid infrastructure which support the applications.
- **Robotic Process Automation (RPA)** solutions enable the automation of tasks, processes and procedures which are normally conducted by a human. RPA solutions create software robots that mimic human actions. Typically, these are tasks that a human would do. (Ro)Bots and Virtual Agents are part of RPA solutions.
- **Secure Unified Endpoint Management (SUEM)** software enables the management and securing of mobile applications, content, collaboration and provides for the management of all endpoints like smartphones, tablets, laptops, printers, ruggedized devices, Internet of Things (IoT) and wearables.
- **Technology Cost and Resource Optimization (TCRO)** software enables the planning, management and visibility of the supporting and required business and IT technology resources from a cost and capacity perspective by visualizing, planning, prioritizing and optimizing the usage and demands of technology resources (people, processes and technologies) for the enterprise.
- **Value Stream Management (VSM)** software solutions capture, visualize, and analyze the flow of work across the entire Agile software delivery project. The capabilities include end-to-end visibility, traceability and governance over the entire process and help to plan, track, and steer work at the team, program, portfolio, and enterprise levels. It includes the people working on a project, the systems which are operated and leveraged, and the flow of information and materials between teams. It enables the measurement of speed and quality for digital transformations.



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