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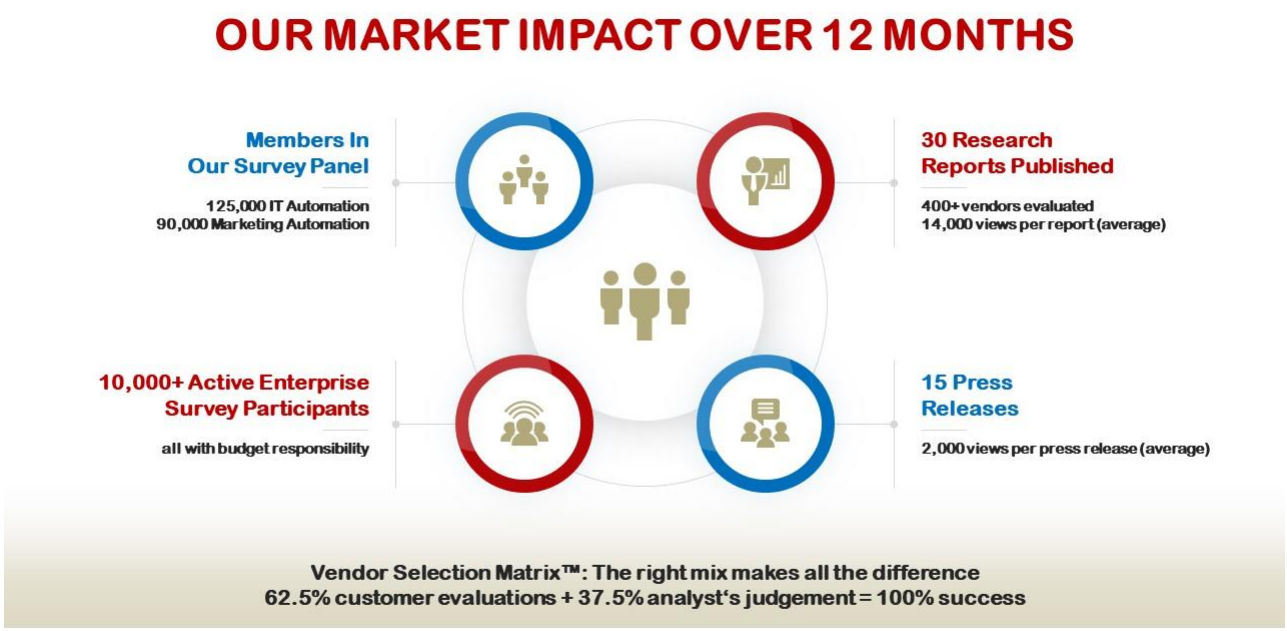
New Research In Action Vendor Selection Matrix™ Report – Artificial Intelligence Predictive Analytics: The Top 20 Global Vendors 2021.

Germany – June 21st 2021: Goodbye AIOps, Hello Artificial Intelligence Predictive Analytics!

The rapid 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 development or in 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 gained acceptance within the IT operations team, application development and service support functions also saw the benefits of leveraging AI to predict, prevent, or analyze within their context and area of responsibilities. Many skeptics 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 predictive analytics in the context of the use case. While we previously called this topic area, AIOps we feel that this term no longer matches the reality of the existing solutions as each solution vendor has somewhat of a unique approach but all leverage AI to provide predictive analytics for one or many functions within IT enterprises. We are introducing Artificial Intelligence Predictive Analytics (AIPA) as a meta market description which includes AIOps and expands the use cases. Which AIPA vendor is best for your environment depends on your capabilities, technology ecosystem and your existing automation stack.



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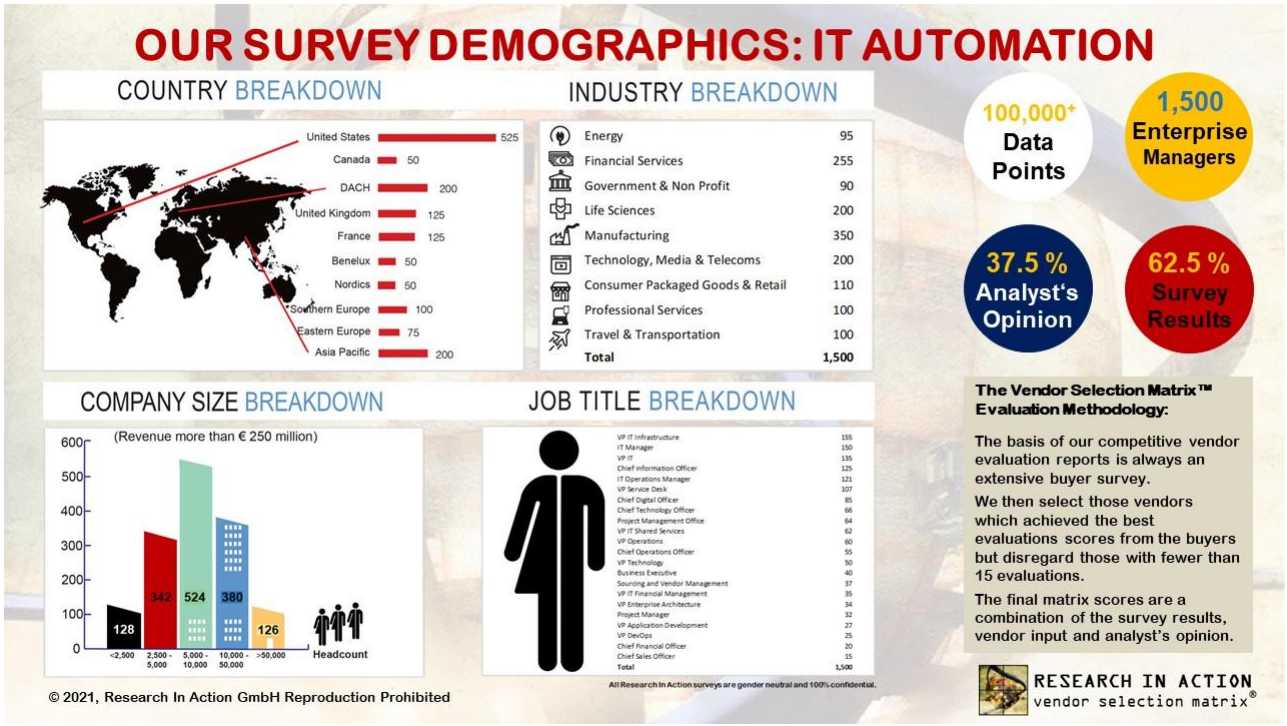
vendor selection matrix®

The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise, marketing, or business decision makers and 37.5 % 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 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: http://researchinaction.de/wp-content/uploads/VSM-AIPA-2021-WWW.pdf.



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

- **The current vendor landscape within AIOps is bewildering.** There are many vendors leveraging AI, all with different roots. While some vendors are using the term AIOps specifically for IT operations, others are using the term for broader use cases and expansion of their APM or ITOM offerings. Also, some vendors have reworked their website, messaging, and packaging of their already existing offering while other vendors have invested significant funds to add capabilities to their

existing solutions. And last, acquisitions have allowed some vendors to immediately expand their offerings. These trends will continue in 2021 and beyond. Bottom line is that the future lies in leveraging AI's power to predict across application development, IT operations, and service management which is why Research In Action has decided to rename the AIOps research into AI Predictive Analytics.

- **AIPA will continue to expand as organizations continue to adopt modern operating models such as DevOps, SRE and VSM.** DevOps and other methodologies and practices such as Site Reliability Engineering (SRE) and Value Stream Management (VSM) keep growing in adoption across IT organizations. These modern ways to plan, deploy, release, operate and monitor applications and services require proactive, predictive, and holistic management philosophies.
- **The AIPA promise to provide end-to-end visibility is attractive.** Today's ecosystem consists of complex interdependent application stacks. Business services are supported through multiple application layers atop of a broad, hybrid and diverse infrastructure. Existing best-of-bread monitoring tools might already be in place for the different layers of technologies but are not able to provide end-to-end visibility nor provide proactive insights in real-time and for drill downs.
- **AIPA enables a big data analytics approach for IT operations and beyond.** The adoption of AIPA enables IT and business operations with a more proactive way of working by predicting and remediating performance, bottlenecks or other challenges across applications and deployments before they might negatively impact business and customers. Critical business services which are automated through key applications must be monitored through data that is produced during key tasks within these business services. This data must be brought together to understand different patterns within applications and their dependencies so that business and IT can understand anomalies and act upon them.
- **AIPA includes AIOps and aims at bringing existing silos together.** Specific ways to apply AIOps, now in its six-year since introduction, is still in growth mode. APM solutions which are in place already, enable IT professionals with context and details related to their areas of responsibility but do not make it easy to provide vulnerability and issues in the complex web of data, interrelations, and dependencies. APM partnered with AI capabilities drives broader and deeper insights to fix problems before they can negatively impact customers, brands, or employees.
- **Domain-agnostic vs. domain-specific... who cares.** The conversation on domain-agnostic versus domain-specific does not really matter. Domain-agnostic AIOps tools heavily rely on integrations with many different sources to collect data. Domain-centric AIOps tools typically collect most of the required data themselves and sometimes can be more specific to special domains, such as log management or specific application topics such as ERP. Our believe is that Artificial Intelligence will be used across many domains and the current task for IT enterprises is to determine where they

want to focus leveraging AI capabilities to gain insights and reduce waste and toil. While some vendors tout their AI capabilities specifically for IT operations, others have and are adding additional data analytics and intelligent integrations to support evolving operating models.

- **Most 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 the roadmap of vendors.
- **Who came out on top?** Here are the top 20 vendors of the Vendor Selection Matrix™ – Artificial Intelligence Predictive Analytics (AIPA) (listed alphabetically):

Market Leaders:

- BMC
- BROADCOM
- DIGITAL.AI
- DYNATRACE
- MICRO FOCUS
- MOOGSOFT
- NEW RELIC
- SCIENCELOGIC
- SERVICENOW
- SPLUNK
- STACKSTATE

Execution Leaders:

- AVANTRA
- BIG PANDA
- CISCO
- RESOLVE

Challengers:

- CLOUDFABRIX
- DIGITATE
- EXTRAHOP
- OPSRAMP
- ZENOSS

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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'

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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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