New Research In Action Vendor Selection Matrix™ Report – Hybrid Cloud Infrastructure and Service Management Tools: The Top Global Vendors 2021.

Germany – July 5th 2021: Research In Action predicts a strong growth in the use of Hybrid Cloud Management Tools over the next 24 months.

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.

OUR MARKET IMPACT OVER 12 MONTHS

Members In Our Survey Panel

125,000 IT Automation
90,000 Marketing Automation

30 Research Reports Published

400+ vendors evaluated
14,000 views per report (average)

10,000+ Active Enterprise Survey Participants

all with budget responsibility

15 Press Releases

2,000 views per press release (average)

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

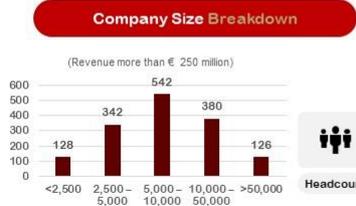RESEARCH IN ACTION
vendor selection matrix®

OUR SURVEY DEMOGRAPHICS: IT AUTOMATION

Country Breakdown

United States	525
Canada	50
DACH	200
United Kingdom	125
France	125
Benelux	50
Nordics	50
Southern Europe	100
Eastern Europe	75
Asia Pacific	200

Industry Breakdown

Energy	95
Financial Services	255
Government & Non Profit	90
Life Sciences	200
Manufacturing	350
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	110
Professional Services	100
Travel & Transportation	100
Total	**1,500**

Company Size Breakdown

(Revenue more than € 250 million)

<2,500	2,500 – 5,000	5,000 – 10,000	10,000 – 50,000	>50,000
128	342	542	380	126

Headcount

Job Title Breakdown

VP IT Infrastructure	155	Chief Operations Officer	55
IT Manager	150	VP Technology	50
VP IT	135	Business Executive	40
Chief Information Officer	125	Sourcing and Vendor Management	37
IT Operations Manager	121	VP IT Financial Management	35
VP Service Desk	107	VP Enterprise Architecture	34
Chief Digital Officer	85	Project Manager	32
Chief Technology Officer	66	VP Application Development	27
Project Management Office	64	VP DevOps	25
VP IT Shared Services	62	Chief Financial Officer	20
VP Operations	60	Chief Sales Officer	15
		Total	1,500

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.

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

RESEARCH IN ACTION
vendor selection matrix®

Report details: http://researchinaction.de/wp-content/uploads/VSM-HCM-2021-WWW.pdf.

Dr. Thomas Mendel, Managing Director at Research In Action GmbH, comments:

- Hybrid Cloud is an IT architecture that incorporates some degree of workload portability, orchestration and management across both private and public Cloud infrastructures. The vast majority of enterprises today use a mix of private and public Cloud infrastructure and IT services. Therefore, they need Hybrid Cloud Management Tools to provision, monitor and manage these multi-Cloud resources and environments.

- The almost unprecedented proliferation of Hybrid Clouds. The use of Hybrid Clouds in enterprises globally has multiplied in recent years. More than 90% of enterprises globally today use hybrid Clouds. However, there are regional differences. North-America is leading the pack with almost 94% slightly ahead of Europe with 92% and Asia pacific lagging with 80%. Furthermore, enterprises globally today use four different public Cloud platforms (e.g. AWS, Microsoft Azure, Google Cloud) on average. Research In Action predicts that 24 months from now, 99% of all enterprises globally will be using Hybrid Clouds.

- Followed by strong growth in the use of Hybrid Cloud Management Tools over the next 24 months. While more than 90% of enterprises globally use Hybrid Clouds today, there are still almost a third of companies that do not have Hybrid Cloud Management tools in productive use. This, however, is about to change rapidly within the next 24 months. By that time, only around 3% of companies globally will not be using Hybrid Cloud Management Tools in production, while more than two-thirds of companies will be using them for both Infrastructure, as well as Service Management purposes.

- There are two distinct markets for Hybrid Cloud Management Tools today. The needs of the enterprise buyers vary by company size, region and industry and have resulted in two separate markets, one for more Infrastructure Management oriented solutions and one for more Service Management oriented solutions. These buyer preferences are reflected on the vendor side as well. Many of the start-up vendors were focused on public Cloud Management and are now adding private Cloud Management capabilities. For the established Infrastructure and Service Management vendors, the journey goes the other way, by adding public Cloud Management capabilities to the mix. Over time, these two markets will inevitably converge.

So, who came out on top? Here are the top 20 vendors of the Vendor Selection Matrix™ – Hybrid Cloud Infrastructure and Service Management Tools (listed alphabetically):

INFRASTRUCTURE	SERVICE
MARKET LEADER	**MARKET LEADER**
BMC	APPTIO
CISCO	BMC
CLOUDBOLT	BROADCOM
DYNATRACE	CLOUDBOLT
FNT	IBM
IBM	MATRIX42
MICRO FOCUS	MICRO FOCUS
MORPHEUS DATA	SERVICENOW
SOLARWINDS	
TURBONOMIC	
VMWARE	
OTHERS	**OTHERS**
CLOUDSPHERE	FLEXERA
NETAPP	SNOW SOFTWARE
NUTANIX	
VIRTANA	

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.

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.

Press Contact:

Research In Action GmbH

Dr. Thomas Mendel

Managing Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 160 99492223

E-Mail: tmendel@researchinaction.eu

Internet: www.researchinaction.eu