New Research In Action Vendor Selection Matrix™ Report – Value Stream Management Software Solutions: The Top Global Vendors 2021.

Germany – November 12th 2021: Value Stream Management is essential today to meet desired business outcomes.

The adoption of DevOps tools and methods have accelerated across the globe, but many teams still struggle with showing the investments and their work into measures which are meaningful. Product owners and business leaders are looking for key metrics around cycle times, quality, and innovation improvements to support and accelerate improved customer experience and customer value. Actionable insights which allow different team members to collaborate, improve, resolve, or repair bottlenecks are needed. Value Stream Management (VSM) is a methodology which aims to improve flow across the software value stream. But the VSM journey is a tough one as executive buy-in and existing team silos hamper its adoption. While VSM is a philosophy or approach it also must be supported with automation tools.

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
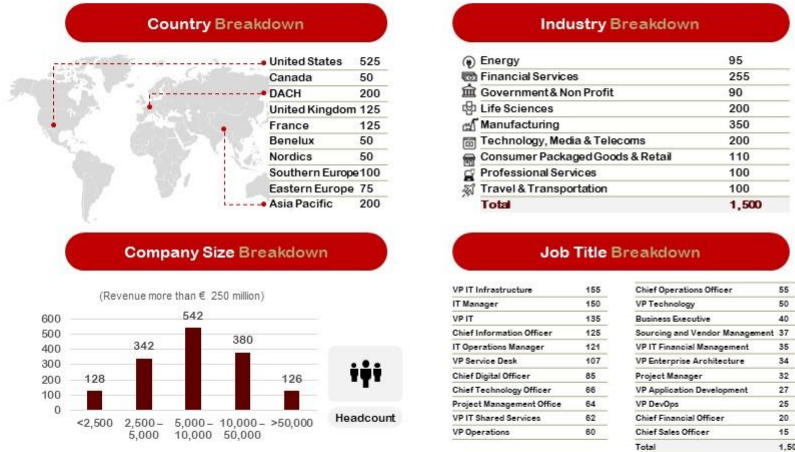
RESEARCH IN ACTION
vendor selection matrix®

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, marketing, or business decision makers and 37% 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 IT and business 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.

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**

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.

RESEARCH IN ACTION vendor selection matrix®

Report details can be viewed here:

https://researchinaction.de/wp-content/uploads/VSM-VSM-2021-WWW.pdf

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

- **The pressure to show business value of technology is higher today more than ever.** Digital transformation has fueled not only the tech spend of enterprises (more investments into cloud, remote work, and security for example) but has forced to accelerate the digitization of customer and supply-chain interactions and internal operations by three to four years. Such work required key collaborations, communication, and alignment across different teams and those who had adopted modern operating models such as Agile and DevOps already had an advantage compared to traditional IT organizations.

  What this means: Alignment among a common goal across multiple disperse teams has always been a challenge. But the COVID-19 crisis has forced teams to work tighter at improved flow and quality to deliver the needed value to patients, clients, and employees. The topic of Value Stream Management gained significant adoption as it provides the means to align everyone around a common goal enabling proactive improvements and adjustments to understand where bottlenecks are and where adjustments need to be made to deliver on the promises made.

- **Software and application development and design must be connected to delivery and operation.** As technology and software plays a vital role across all industries and within every organization to serve customers and enable employees, it is essential to connect the software and application development and design to how software and apps are delivered and operated. Only through the alignment across the different phases and teams is it possible to achieve an organization's agility and transformation objectives.

  What this means: Without creating a strong connection between the different teams across the software value delivery chain, an organization runs risk of wasting time, effort and money on projects that will never lead to the needed and expected outcomes. This is where VSM as an approach is essential to accelerate continuous adaptation and resiliency of value that is quickly evolving and delivered to customers and employees.

- **Who came out on top?** Here are the top 10 vendors of the Vendor Selection Matrix™ – Value Stream Management (listed alphabetically):

  - APPTIO
  - CLOUDBEES
  - CONNECTALL
  - DIGITAL.AI
  - GITLAB
  - IBM
  - OPSHUB
  - PLUTORA
  - SERVICENOW
  - TASKTOP

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 sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.

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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