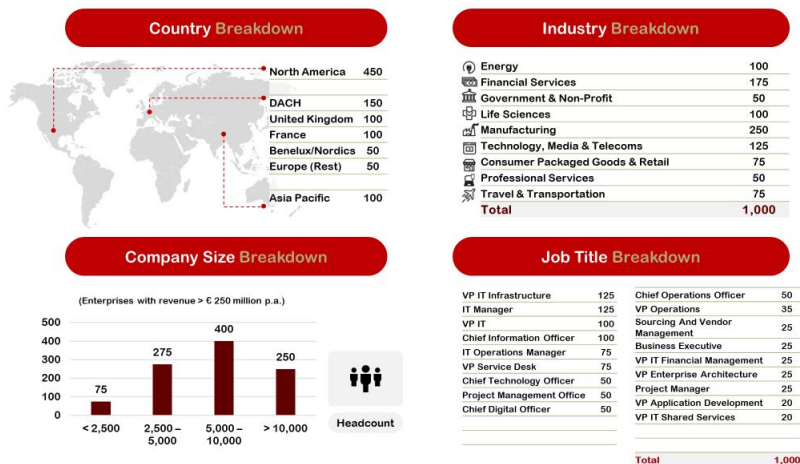




New Research In Action Vendor Selection Matrix™ Report – Value Stream Management Platforms: The Top Global Vendors 2024.

Germany – June 19rd, 2024: Value Stream Management Platforms (VSMPs) have become essential tools for organizations striving to optimize their software delivery processes. These platforms provide comprehensive visibility into the entire software development lifecycle, from ideation and planning to deployment, by integrating with various tools and systems used in the IT environment. The five key functions of Value Stream Management Platforms (VSMPs) include providing comprehensive insight into the entire software delivery lifecycle, enabling teams to track and manage all stages from planning and ideation to deployment; map value streams and identifying bottlenecks and inefficiencies in the workflow; provide real-time data and analytics; automate repetitive tasks and workflows; and VSMPs are increasingly incorporating strategic portfolio management capabilities, allowing organizations to align their software development efforts with business objectives. The VSMPs market has experienced rapid growth in 2024, driven by the increasing need for businesses to streamline software delivery and enhance operational efficiency.

OUR SURVEY DEMOGRAPHICS: IT AUTOMATION IN GLOBAL ENTERPRISES



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

75,000+
Data Points

1,000
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.

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Today, according to our research, 31% of respondents are using VSMPs, which indicates that a significant portion of the market sees value in these platforms. The offerings are different across the vendor landscape, but almost all are focused on the five key functions mentioned above. We have observed differing opinions among vendors and users regarding the terminology of this market. Despite these variances, we have chosen to maintain the term 'Value Stream Management' to prevent further confusion.



The report is an update to our 2021 VSM research and we have found that some vendors have been acquired since then (Tasktop, ConnectAll) and some new entrants have arrived (Opsera).

A new Research In Action GmbH global survey of 1,000 IT and business managers with budget responsibility in enterprises globally examined their Value Stream Management practices and plans for 2024. The survey also captured which software vendors are the most known and what do these leaders think about those vendor's products and services.

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 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 very unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,000 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.

Report details can be viewed here: Report details can be [found here](#):

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

- **Increased Focus on Collaboration and Cross-Functional Value.** Organizations are increasingly emphasizing the importance of cross-functional teams to break down silos and enhance collaboration across the different value streams. This trend is driven by the need for diverse skill sets and perspectives to optimize end-to-end processes and deliver higher-quality products faster.
- **Integration of Business Goals and Strategic KPIs.** There is a growing emphasis on aligning value stream management with overall business goals and key performance indicators (KPIs). VSMPs are used to ensure that operational activities are tied to strategic objectives, enabling better decision-making and demonstrating tangible business value.
- **AI and Machine Learning Integration.** The integration of artificial intelligence (AI) and machine learning (ML) into VSMPs is a significant trend. These technologies are being used to enhance predictive analytics, automate routine tasks, and provide deeper insights into process performance and potential areas for improvement.
- **Enhanced Data Analytics and Visualization.** Advanced data analytics and visualization capabilities are becoming standard features in VSMPs. These tools enable organizations to analyze complex



data sets, visualize value streams, and gain actionable insights to drive process improvements and strategic decisions.

- **Who came out on top?** These are the Market Leaders as selected by 1,000 users surveyed based upon their rating of product, company, and service quality (listed alphabetically): ATLISSIAN, BROADCOM, CLOUDBEES, DIGITAL.AI, GITLAB, IBM, OPENTEXT, OPSERA, PLANVIEW, PLUTORA, SERVICENOW.

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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