

# VENDOR SELECTION MATRIX™ HYBRID CLOUD INFRASTRUCTURE MANAGEMENT SOLUTIONS

## THE TOP GLOBAL VENDORS 2022

**Research In Action**

**June 2022**

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**RESEARCH IN ACTION**  
independent research & consulting

# VENDOR SELECTION MATRIX™

## HYBRID CLOUD INFRASTRUCTURE MANAGEMENT SOLUTIONS



	STRATEGY	EXECUTION	TOTAL
1. MICRO FOCUS	4.79	4.86	9.65
1. DYNATRACE	4.79	4.86	9.65
3. VMWARE	4.58	4.61	9.19
4. FNT	4.49	4.56	9.05
5. CLOUDBOLT	4.56	4.46	9.03
6. MORPHEUS DATA	4.50	4.46	8.96
7. BMC	4.28	4.61	8.89
8. SOLARWINDS	4.28	4.58	8.85
8. CISCO	4.28	4.58	8.85
10. NETAPP	4.15	4.19	8.34

### Notes:

- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.



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# 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.

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 solutions to provision, monitor and manage these multi-Cloud resources and environments. The use of Hybrid Clouds in enterprises globally has multiplied in recent years. While more than 90% of enterprises globally today use Hybrid Clouds, there are still more than 40% of companies that do not have Hybrid Cloud Management solutions in productive use. This, however, will to change quickly. By 2023, only around 3% of companies globally will not be using Hybrid Cloud Management solutions in production. The needs of the enterprise buyers vary by company size, region and industry and have resulted in four separate markets, two for more Infrastructure Management oriented solutions and two for more Service Management oriented solutions.

This report provides you with a useful guide to important Hybrid Cloud Service Management solutions' market trends, names the Top 10 vendors respectively, as selected by 1,500 users based upon product, company and service quality; and will help you make an informed decision regarding which vendors could best fit your requirements. This study can be used as a starting point before a more detailed evaluation of vendors which fits your requirements and market evolution.

To Infinity...and Beyond!

Dr. Thomas Mendel

Research In Action GmbH  
Alte Schule  
56244 Hartenfels  
Germany

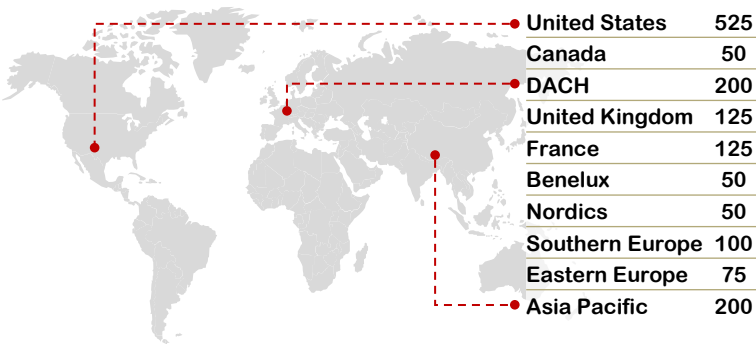
Dr. Thomas Mendel  
Managing Director  
+49 160 99492223  
[tmendel@researchinaction.eu](mailto:tmendel@researchinaction.eu)



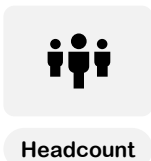
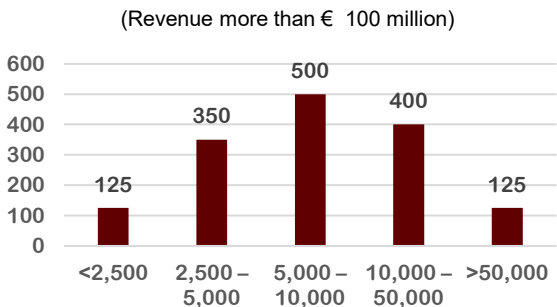


# OUR SURVEY DEMOGRAPHICS: IT AUTOMATION

## Country Breakdown



## Company Size Breakdown



Headcount

## Industry Breakdown

Energy	90
Financial Services	250
Government & Non Profit	80
Life Sciences	175
Manufacturing	385
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	100
Professional Services	120
Travel & Transportation	100
Total	1,500

## Job Title Breakdown

VP IT Infrastructure	150	Chief Operations Officer	60
IT Manager	150	VP Technology	50
VP IT	150	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
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.



# OUR MARKET IMPACT OVER 12 MONTHS



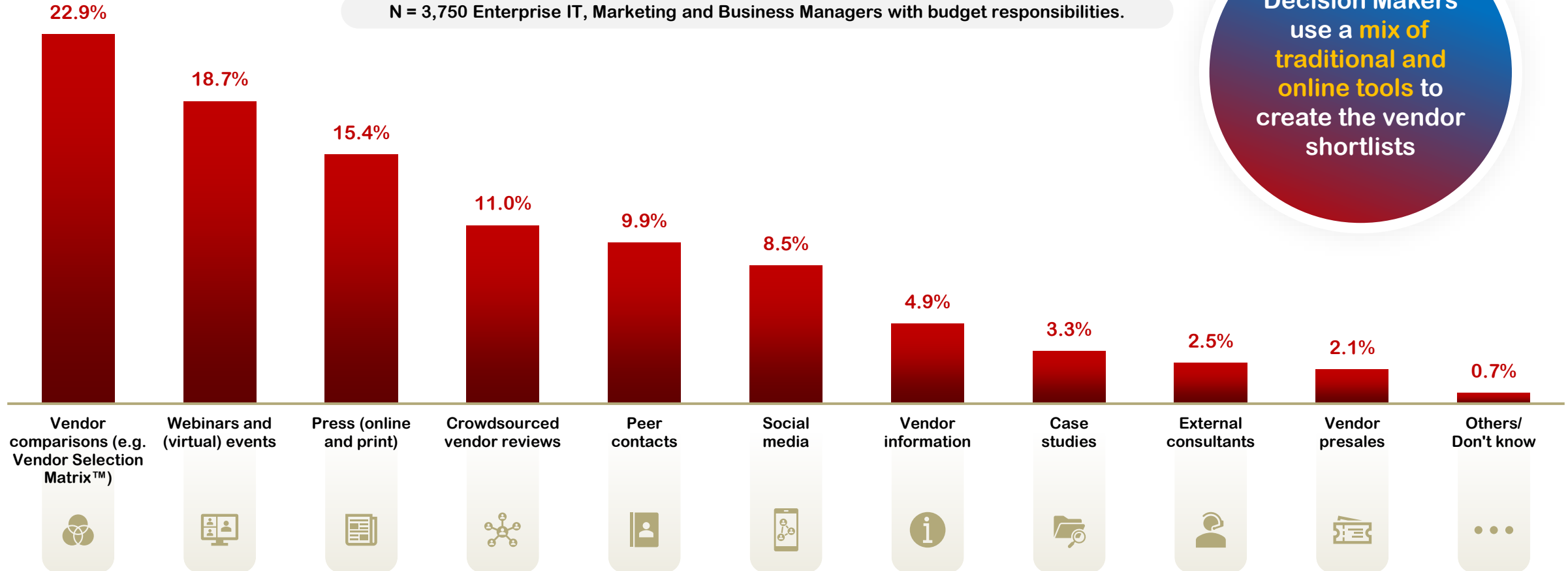
**Vendor Selection Matrix™: The right mix makes all the difference**  
**63% customer evaluations + 37% analyst's judgement = 100% success**



# 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



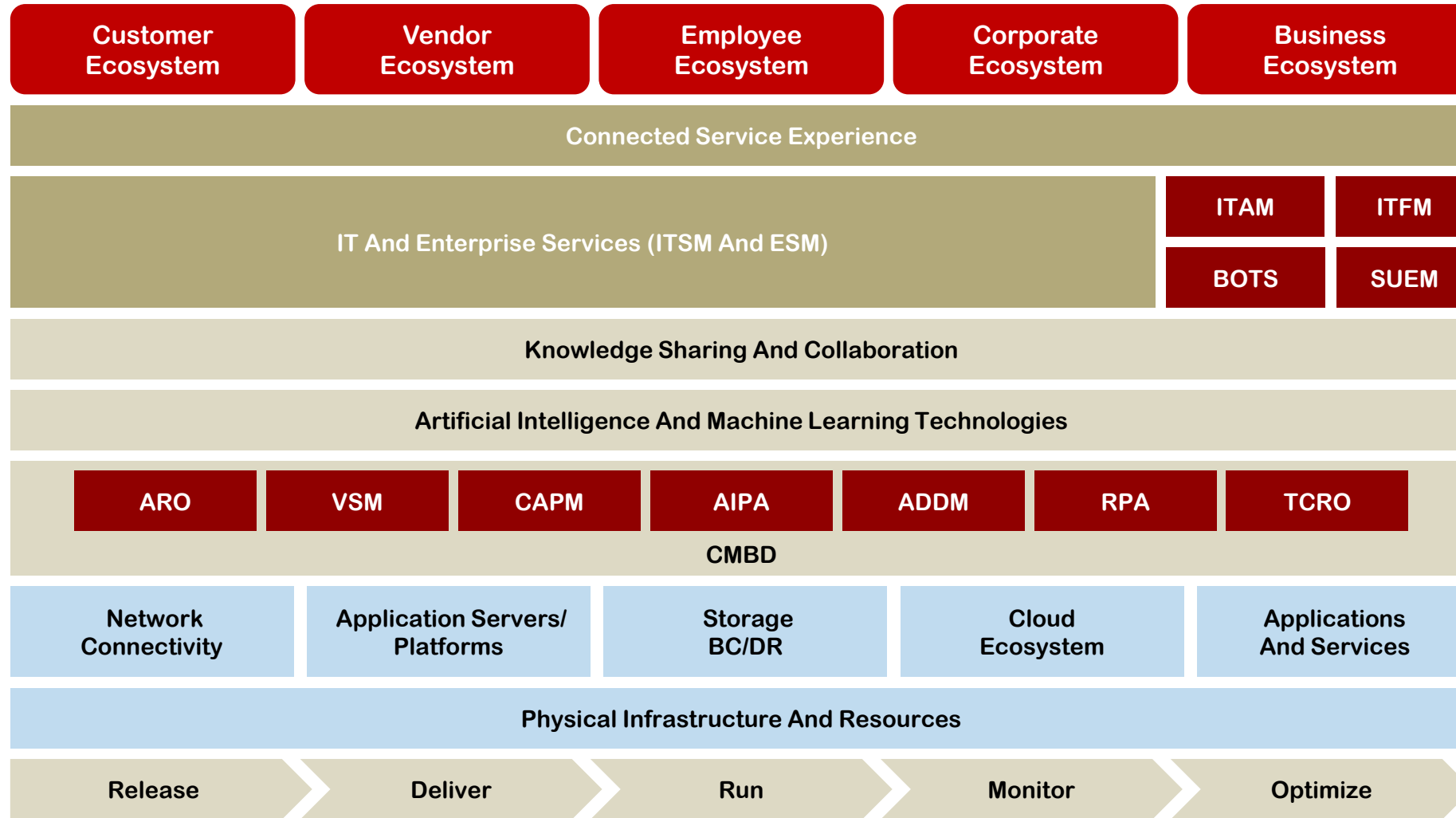
# WHAT IS HYBRID CLOUD MANAGEMENT?

- Hybrid Cloud is an IT architecture that incorporates some degree of workload portability, orchestration and management across both private and public Cloud infrastructures<sup>1</sup>.
- The vast majority of enterprises today use a mix of private and public Cloud infrastructure and IT services. Therefore, they need Hybrid Cloud Management solutions to provision, monitor and manage these multi-Cloud resources and environments.
- A holistic solution should include the following key characteristics:
  - Support for all leading public and private Cloud platforms
  - Infrastructure and application discovery and mapping, CMDB integration
  - Infrastructure and service provisioning, performance and fault management
  - Service request management integration
  - Capacity, workload and cost management
  - Process orchestration and automation
  - A single, unified management dashboard
- The need of the enterprise buyers have resulted in separate markets that we will address with our Vendor Selection Matrix™ reports:
  - Hybrid Cloud Discovery and Mapping solutions
  - Hybrid Cloud Infrastructure Management solutions
  - Hybrid Cloud Service Management solutions
  - Hybrid Cloud Cost Management solutions

<sup>1</sup> See: [enterpriseproject.com/article/2020/7/hybrid-cloud-10-statistics](https://enterpriseproject.com/article/2020/7/hybrid-cloud-10-statistics)



# 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.

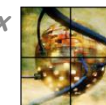
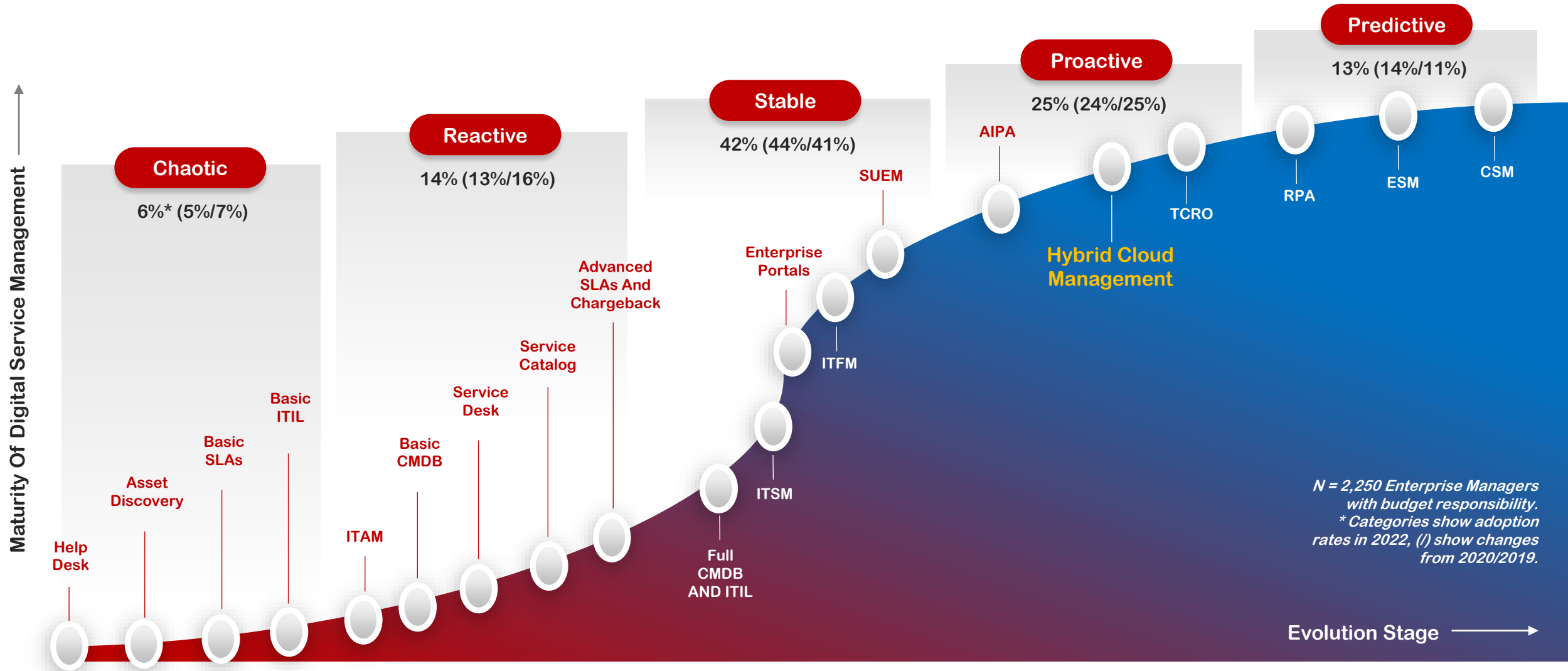
IT Automation solutions can enforce good practices to optimize digital service quality and speed of service delivery.





# WELCOME TO THE CONNECTED SERVICE EXPERIENCE

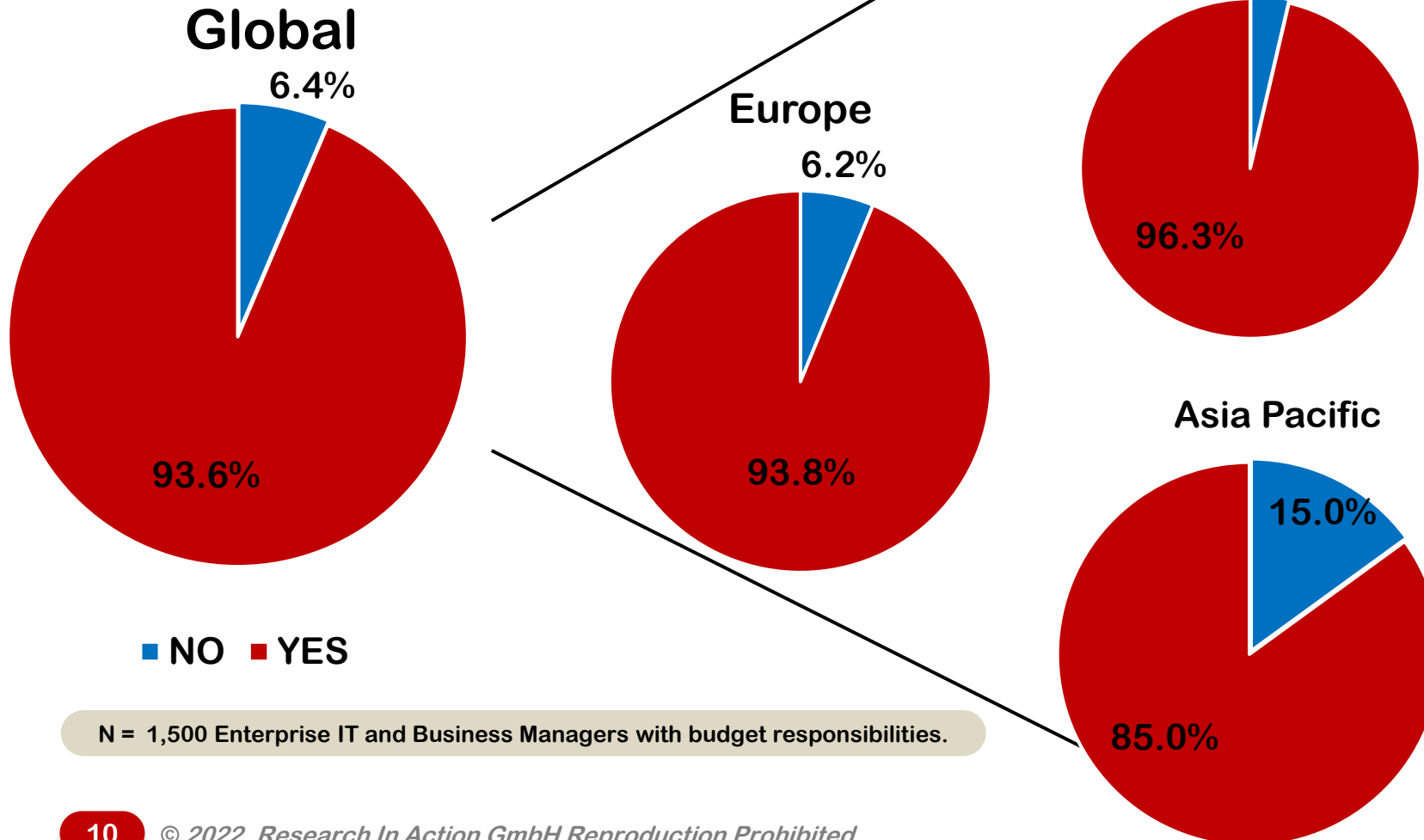
## MATURITY S-CURVE 2022



# RESEARCH:

## THE PROLIFERATION OF HYBRID CLOUDS

Do you use Hybrid Clouds today?



The use of Hybrid Clouds in enterprises globally has multiplied in recent years.

**93.6%** of enterprises globally today use Hybrid Clouds (up from 91% in 2021).

However, there are regional differences. North-America is leading the pack with 96.3% slightly ahead of Europe with 93.8% and Asia pacific lagging with 85%.

Furthermore, enterprises globally today use four different public Cloud platforms (e.g. AWS, Microsoft Azure, Google Cloud) on average.

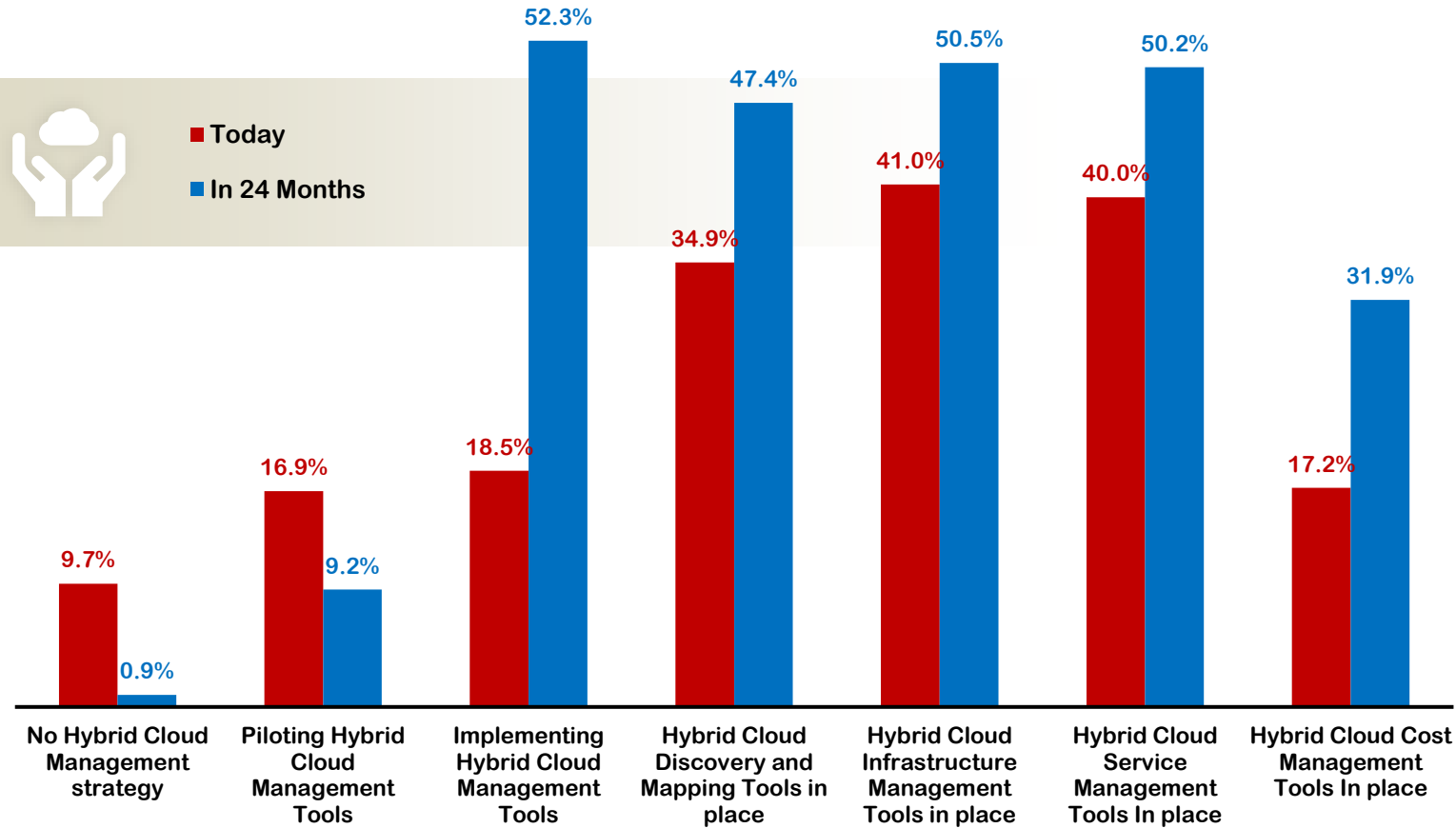
Research In Action predicts that 24 months from now, 99% of all enterprises globally will be using Hybrid Clouds.



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# RESEARCH:

## THE USE OF HYBRID CLOUD MANAGEMENT SOLUTIONS TODAY AND IN 24 MONTHS



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

Strong growth in the use of Hybrid Cloud Management solutions over the next 24 months.

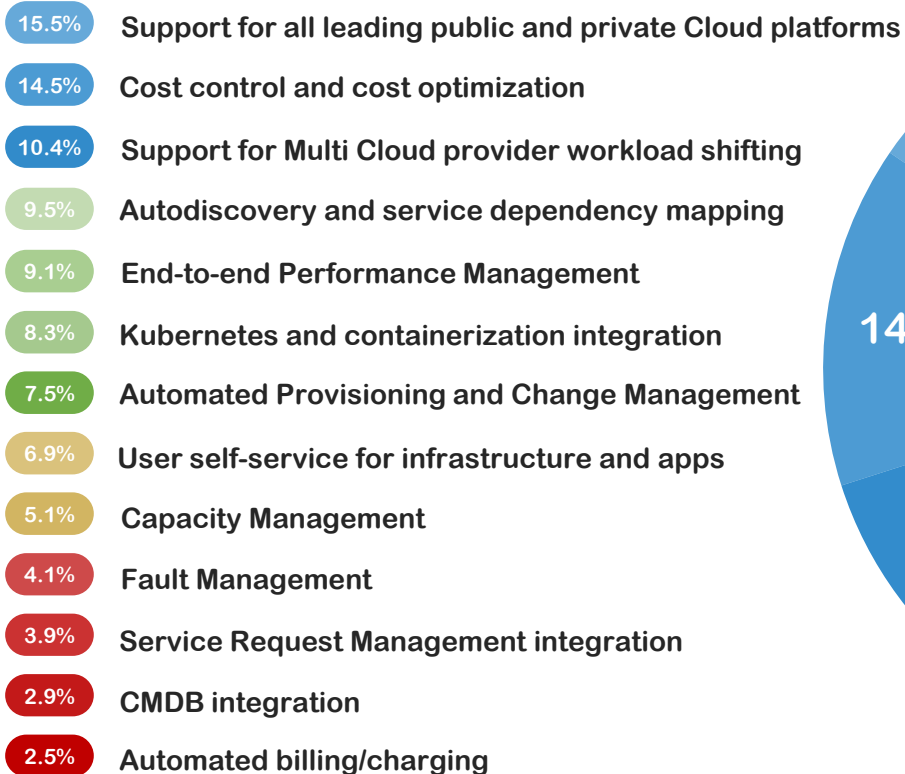
While **93.6%** of enterprises globally use Hybrid Clouds today, there are still more than 40% of companies that do not have Hybrid Cloud Management solutions in productive use.

This, however, is about to change rapidly within the next 24 months. By that time, only around 1% of companies globally will not be using any Hybrid Cloud Management solutions at all.



# RESEARCH:

## MUST-HAVES FOR HYBRID CLOUD MANAGEMENT TOOLS



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

There are many important features of Hybrid Cloud Management solutions, but which ones are really more important than others?

### Here are the Top Five:

- 1 Support for all leading public and private Cloud platforms
- 2 Cost control and cost optimization
- 3 Support for Multi Cloud provider workload shifting
- 4 Autodiscovery and service dependency mapping
- 5 End-to-end Performance Management





# INSIGHTS: TOP MARKET TRENDS 2022

- **The almost unprecedented proliferation of Hybrid Clouds.** The use of Hybrid Clouds in enterprises globally has multiplied in recent years. More than 93% of enterprises globally today use Hybrid Clouds. However, there are regional differences. North-America is leading the pack with 96.3% slightly ahead of Europe with 93.8% and Asia pacific lagging with 85%. 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 solutions over the next 24 months.** While more than 93% of enterprises globally use Hybrid Clouds today, there are still more than 40% of companies that do not have Hybrid Cloud Management solutions in productive use. This, however, is about to change rapidly within the next 24 months. By that time, only around 1% of companies globally will not be using any Hybrid Cloud Management solutions at all.
- **There are four distinct markets for Hybrid Cloud Management solutions today.** The needs of the enterprise buyers vary by company size, region and industry and have resulted in four separate markets. Many of the start-up vendors were originally 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, today's separate markets will inevitably converge.



# VENDOR SELECTION MATRIX™

## HYBRID CLOUD MANAGEMENT SOLUTIONS



### Best Overall Portfolio Performance

#### TOP 10 VENDOR IN THREE OR ALL FOUR SUB-MARKETS

BMC

MICRO FOCUS

REALTECH

SERVICENOW

SOLARWINDS

VMWARE

#### The four Sub-Markets are:

- Hybrid Cloud Discovery and Mapping solutions
- Hybrid Cloud Infrastructure Management solutions
- Hybrid Cloud Service Management solutions
- Hybrid Cloud Cost Management solutions

This lists are alphabetical

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.



# VENDOR SELECTION MATRIX™

## HYBRID CLOUD INFRASTRUCTURE MANAGEMENT SOLUTIONS



These are the Top 10 vendors as selected by 1,500 users from buyer companies based upon product, company and service quality.

VENDOR NAME	SOLUTION
BMC	Cloud Lifecycle Management
CISCO	Intersight, AppDynamics
CLOUDBOLT	CloudBolt
DYNATRACE	Dynatrace Software Intelligence Platform
FNT	FNT Command Platform
MICRO FOCUS	Hybrid Cloud Management X
MORPHEUS DATA	Morpheus
NETAPP	NetApp Cloud Manger, Spot by NetAPP
SOLARWINDS	Hybrid Cloud Observability, Orion Platform Product Suite
VMWARE	CloudHealth, vRealize Suite

This list is alphabetical and includes all relevant Hybrid Cloud Infrastructure Management solution vendors 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™

## HYBRID CLOUD INFRASTRUCTURE MANAGEMENT SOLUTIONS



### Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
BMC	Big	Medium	Good	Accelerates growth-minded enterprise leaders' digital transformation journey
CISCO	Very Big	High	Good	Executes the full power of the CISCO brand and its impressive portfolio capabilities
CLOUDBOLT	Medium	High	Strong	Helps enterprises anywhere they are on their Cloud journey
DYNATRACE	Very Big	High	Strong	Delivers answers and intelligent automation from data to accelerate digital transformation
FNT	Medium	Medium	Strong	Excels in integrated management of IT, data center and telecom infrastructure
MICRO FOCUS	Very Big	Medium	Strong	Enables global enterprises' transformation towards a digital business
MORPHEUS DATA	Medium	High	Strong	Offers a 100% agnostic Hybrid Cloud Management platform designed from the ground up
NETAPP	Medium	Medium	Medium	Is becoming a strong force in both Hybrid Cloud Infrastructure and Cost Management
SOLARWINDS	Big	Medium	Strong	The leading solution for cost-effective, full-stack Hybrid Cloud Observability
VMWARE	Very Big	High	Good	Continues to leverage the strong leadership position in virtualization technologies

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

<div><div></div><div>Vision And Go-To-Market</div></div>	30%	<div><div>› Does the company have a coherent vision in line with the most probable future market scenarios?</div><div>› Does the go-to-market and sales strategy fit the target market and customers?</div></div>
<div><div></div><div>Innovation And Differentiation</div></div>	30%	<div><div>› How innovative is the company in this market?</div><div>› Does the solution have a unique selling proposition and clear market differentiators?</div></div>
<div><div></div><div>Viability And Execution Capabilities</div></div>	15%	<div><div>› How likely is the long-term survival of the company in this market?</div><div>› Does the company have the necessary resources to execute the strategy?</div></div>
<div><div></div><div>Recommendation Index</div></div>	25%	<div><div>› Would customers recommend this vendor in this market to their peers?</div></div>

## EXECUTION

**Breadth And  
Depth Of Solution  
Offering**

**30%**

› Does the solution cover all necessary capabilities expected by customers?

**Market Share  
And Growth**

**15%**

› How big is the company's market share and is it growing above the market rate?

**Customer  
Satisfaction**

**25%**

› How satisfied are customers with the solution and the vendor today?

**Price Versus  
Value Ratio**

**30%**

› How do customers rate the relationship between the price and perceived value of the solution?

### 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™

## HYBRID CLOUD INFRASTRUCTURE MANAGEMENT SOLUTIONS



	STRATEGY	EXECUTION	TOTAL
1. MICRO FOCUS	4.79	4.86	9.65
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### Notes:

- Scale Explanation: 1 (Low) To 5 (High).
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# VENDOR SELECTION MATRIX™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**MICRO FOCUS** is the global winner for Hybrid Cloud Infrastructure Management solutions and enables global enterprises' transformation towards a digital business

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.75	Breadth And Depth Of Solution Offering	5.00
Innovation And Differentiation	4.75	Market Share And Growth	4.75
Viability And Execution Capabilities	5.00	Customer Satisfaction	4.75
Recommendation Index	4.75	Price Versus Value Ratio	4.75
	4.79		4.83

### 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 Platform 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. Artificial Intelligence is used across all solution offerings forming the basis for the next way to manage and automate intelligently.

### STRATEGY:

The MICRO FOCUS vision is to be the IT4IT solution centered on Hybrid Cloud lifecycle management, the core of a modern continuous management platform, delivered on Cloud-native architecture, with out-of-the-box integrations and aggregated Public Cloud services to support end-to-end use cases and designed to be the multi-Cloud resource vending machine.

Customer feedback is excellent, the 1,5000 enterprise managers interviewed in our survey are very satisfied with the MICRO FOCUS strategy.

In the Research In Action Recommendation Index, MICRO FOCUS achieved the highest rating of all vendors.

### EXECUTION:

MICRO FOCUS is already very far in realizing its vision, with the MICRO FOCUS Hybrid Cloud Management X (HCMX) as well as the Enterprise Service Management (SMAX) solutions, both built on the Micro Focus OPTIC platform. Both are already well established in the company's client base.

With a global sales force, execution partners and global system integrators, MICRO FOCUS is well positioned to continue the successful Hybrid Cloud Management journey.

The customers in our survey have given MICRO FOCUS the highest score for customer satisfaction and also the highest score for the assessment of price versus value.

### BOTTOM LINE:

The broad portfolio, excellent integrations among its own solutions and that of domain specific solutions and data items makes MICRO FOCUS an excellent partner for all global enterprises journey of digital business transformations.

MICRO FOCUS will continue to be one of the key market leaders for Hybrid Cloud Infrastructure and Service Management solutions for the foreseeable future.



#### 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™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**BMC is a market leader for Hybrid Cloud Infrastructure Management solutions and accelerates growth-minded enterprise leaders' digital transformation journey**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.00	Breadth And Depth Of Solution Offering	4.75
Innovation And Differentiation	4.00	Market Share And Growth	4.75
Viability And Execution Capabilities	5.00	Customer Satisfaction	4.50
Recommendation Index	4.50	Price Versus Value Ratio	4.50
	4.28		4.61

### GENERAL:

BMC Software offers robust multi-Cloud management solutions that help organizations improve their productivity, control costs, increase visibility, and operate in secure environments. Its solutions are focused on assisting customers in adopting digitalization and responding to ongoing changes across market trends.

As a 40-year-old software company with a broad solution portfolio, experience, and innovations, BMC Software has continuously shaped the Enterprise Service Management and other IT automation topics.

Today, the company has more than 10,000 customers across the globe. With roughly 6,000 employees, its total revenue is greater than \$ 2 billion.

### STRATEGY:

The BMC vision is to be the enabler of the Autonomous Digital Enterprise. This is anchored in the fundamental belief that the future businesses must be agile, customer focused, and insight driven. The company has made large investments in the Autonomous Digital Enterprise initiative and results are already visible in the BMC Helix solution.

Customer feedback is excellent, the 1,500 enterprise managers interviewed in our survey are very satisfied with BMC's strategy.

In the Research In Action Recommendation Index, BMC achieved the second highest rating of all vendors.

### EXECUTION:

With a global sales force, execution partners and global system integrators, BMC is well positioned to provide its enterprise service customers with new ways to automate additional lines of business beyond IT workflows. All Hybrid Cloud Management requirements, both on the infrastructure, as well as on the Service Management side are covered well.

The customers in our survey have given BMC the second-highest score for customer satisfaction and also the second-highest score for the assessment of price versus value.

### BOTTOM LINE:

For enterprise organizations who are looking for a single, shared service platform for Hybrid Cloud Management which can be leveraged across IT and business functions, BMC has a lot to offer. The integration of IT Operations Management (ITOM) with IT Service Management (ITSM) products leveraging shared BMC Helix AI (Artificial Intelligence) capabilities has created a key differentiator for this vendor in this market.

BMC is well positioned with its modern, scalable microservices-based platform with AI capabilities to support customers on their journey of hybrid Cloud adoption.

#### Notes:

- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
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# VENDOR SELECTION MATRIX™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**CISCO is a market leader for Hybrid Cloud Infrastructure Management solutions and executes the full power of the CISCO brand and its impressive portfolio capabilities**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.50	Breadth And Depth Of Solution Offering	4.75
Innovation And Differentiation	4.50	Market Share And Growth	5.00
Viability And Execution Capabilities	5.00	Customer Satisfaction	4.50
Recommendation Index	4.50	Price Versus Value Ratio	4.50
	4.58		4.65

### GENERAL:

Since CISCO acquired AppDynamics in March 2017, the company has accelerated its monitoring and observability focus with the combination of a number of different CISCO solutions. Depending on the customer pain point, CISCO offers a variety of solutions to help understand issues across the Internet, applications and Hybrid Cloud environments.

Its 2020 acquisition of ThousandEyes added additional network intelligence and monitoring capabilities. Apart from AppDynamics, however, the most important CISCO solution for Hybrid Cloud Management remains Intersight.

### STRATEGY:

The CISCO strategy for Hybrid Cloud Management is to help company's rethink Cloud operations. The company has already come a long way towards realizing this strategy with faster delivery, simplified operations and continuously optimization as tangible outcomes.

Customer feedback is excellent, the 1,500 enterprise managers interviewed in our survey are very satisfied with CISCO's strategy.

In the Research In Action Recommendation Index, CISCO achieved the second highest rating of all vendors.

### EXECUTION:

CISCO offers comprehensive reach across any infrastructure and workload, a unified operating model for ITops, infrastructure and DevOps teams, as well as intelligent real-time actions to balance risk, cost and control. CISCO Intersight is a SaaS platform which delivers intelligent automation, observability and optimization for traditional and Cloud-native applications and infrastructure. CISCO Intersight provides a robust operating model designed for Hybrid Cloud, whereas AppDynamics adds comprehensive application monitoring, fault and performance capabilities.

The customers in our survey have given CISCO the second-highest score for customer satisfaction and also the second-highest score for the assessment of price versus value.

### BOTTOM LINE:

For enterprise organizations who are looking for a comprehensive and shared discovery, mapping and infrastructure management platform for their Hybrid Cloud environment, CISCO's Intersight and AppDynamics solution is one of the best choices in the market today.

We believe that going forward, CISCO will be able to further execute and leverage the full power of the CISCO brand and its impressive portfolio capabilities in this market, making it one of the undisputed market leaders for the foreseeable future.



#### Notes:

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# VENDOR SELECTION MATRIX™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**CLOUDBOLT is a market leader for Hybrid Cloud Infrastructure Management solutions and helps enterprises anywhere they are on their Cloud journey**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.50	Breadth And Depth Of Solution Offering	4.50
Innovation And Differentiation	4.50	Market Share And Growth	4.25
Viability And Execution Capabilities	4.50	Customer Satisfaction	4.50
Recommendation Index	4.75	Price Versus Value Ratio	4.50
	4.50		4.46

### GENERAL:

CLOUDBOLT was founded in 2012 by seasoned IT automation and Cloud market experts. The company today has around 160 employees and 200 global customers. The growth rates are well above market average.

CLOUDBOLT has strong partnerships with VMware, AWS, Azure, and Google, and a rich ecosystem of worldwide solution providers, VARs, VADs, MSPs, and system integrator partners. CLOUDBOLT has been named in multiple fastest-growing company lists including the Deloitte Fast 500, Financial Times, and Inc 5000.

### STRATEGY:

CLOUDBOLT aims to help enterprises anywhere they are on their Hybrid Cloud journey with an “intelligent” approach by providing a “framework for acceleration”. This intelligent approach focuses on simplicity and extensibility for self-service IT and Cloud orchestration; continuous automation for Cloud cost and security optimization and a codeless approach for IT integrations.

The vision resonates extremely well with customers, the enterprise managers in our survey are very satisfied with the CLOUDBOLT strategy. CLOUDBOLT’s customer net promoter score is well above the IT industry average.

In the Research In Action Recommendation Index, CLOUDBOLT consequently achieved the highest rating of all vendors.

### EXECUTION:

CLOUDBOLT has already come a long way in realizing its vision. The company has a number of key differentiators: (1) Unified views across all Clouds, (2) Reuse best approaches, (3) Automation across the entire landscape, (4) Focus on Cloud simplification, (5) Control with choice and (6) Security built-in.

CLOUDBOLT covers all requirements of Hybrid Cloud Infrastructure Management solutions well.

The customers in our survey have given CLOUDBOLT the second-highest score for customer satisfaction and also the second-highest score for the assessment of price versus value.

### BOTTOM LINE:

CLOUDBOLT is the leading vendor for Cloud Infrastructure Management without a legacy on-premise business.

CLOUDBOLT is on a very strong trajectory with a very solid set of technologies that fit clients’ needs well.

Research In Action believes that CLOUDBOLT will continue to be one of the key market leaders for Hybrid Cloud Infrastructure and Service Management solutions for the foreseeable future.



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#### Notes:

- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.
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# VENDOR SELECTION MATRIX™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**DYNATRACE is the global winner for Hybrid Cloud Infrastructure Management solutions and delivers answers and intelligent automation from data to accelerate digital transformation**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.75	Breadth And Depth Of Solution Offering	5.00
Innovation And Differentiation	4.75	Market Share And Growth	5.00
Viability And Execution Capabilities	5.00	Customer Satisfaction	4.75
Recommendation Index	4.75	Price Versus Value Ratio	4.75
	4.79		4.86

### 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 platform powered by its Artificial Intelligence Davis. The platform was introduced and has been embedded with an AI engine since 2016.

### STRATEGY:

DYNATRACE's strategy is to provide extensive observability capabilities across traditional and containerized applications. The DYNATRACE Software Intelligence Platform allows for simplification of instrumentation through automatic data capture across logs, traces, metrics, metadata, telemetry, behavior analytics and more. DYNATRACE stresses its ability to provide business outcomes to its customers. Additionally, its causal AI and automation capabilities are robust enough to help enterprises with large application estates interpret the data. The solution provides great visibility across the entire multi-Cloud landscape supporting over 600 technologies. Customer feedback is excellent, the 1,5000 enterprise managers interviewed in our survey are very satisfied with the DYNATRACE strategy. In the Research In Action Recommendation Index, DYNATRACE achieved the highest rating of all vendors.

### EXECUTION:

DYNATRACE continues to expand on its strategic partnerships to provide end-to-end cloud-native observability for its customers. Ensuring that the solutions are up-to-date and compatible with the technology and multi-Cloud platforms utilized by its customers is critical to the company success. Strategic partners include industry-leading system integrators, software vendors and Cloud and technology providers. Its ability to bring together development, IT operations and business teams has allowed the company to grow significantly.

The customers in our survey have given DYNATRACE the highest score for customer satisfaction and also the highest score for the assessment of price versus value.

### BOTTOM LINE:

DYNATRACE 's automatic all-in-one approach and its deep and broad capabilities within its DYNATRACE Software Intelligence Platform provide IT enterprise organizations with excellent speed, efficiency and simplicity in managing complex hybrid cloud environments.

If you need to manage your complex cloud environment with an all-In-one-platform built on a unified data model with AI and automation at the core Dynatrace is an excellent choice. The company offers a powerful combination of platform and consulting services.



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Notes:

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# VENDOR SELECTION MATRIX™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**FNT is a market leader for Hybrid Cloud Infrastructure Management solutions and excels in integrated management of IT, data center and telecom infrastructure**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.50	Breadth And Depth Of Solution Offering	4.50
Innovation And Differentiation	4.50	Market Share And Growth	4.00
Viability And Execution Capabilities	4.00	Customer Satisfaction	4.75
Recommendation Index	4.75	Price Versus Value Ratio	4.75
	4.49		4.56

### GENERAL:

FNT is a leading provider of software solutions for the integrated management of IT, data center and telecommunication infrastructures.

FNT has been active in the market since 1994 and has more than 350 employees and more than 500 customers today. At more than 15%, the annual growth rates are well above the market average.

FNT's Command Platform is used worldwide as an Operations Support System (OSS) / IT management application for communications service providers, enterprises, and government organizations. The software is Cloud ready and preconfigured for specific application scenarios and can be used as an out-of-the-box system in no time at all.

### STRATEGY:

The FNT vision: "On-premises, in the Cloud or at the edge - keep track of your complex infrastructure" resonates extremely well with customers, the enterprise managers in our survey are very satisfied with the FNT strategy.

The customers in our survey confirm that FNT's Command Platform enables organizations to record, document and manage complex and heterogeneous IT, telecommunications, and data center infrastructures from the physical level all the way to business services.

Customer feedback is excellent, the enterprise managers interviewed in our survey are very satisfied with the FNT strategy.

In the Research In Action Recommendation Index, FNT achieved the highest rating of all vendors.

### EXECUTION:

The FNT strengths lie clearly on the infrastructure side. As one of the few providers on the market, FNT knows how to integrate IT processes (ITIL) and telecommunications processes (eTOM). The surveyed customers name the following strengths of FNT in particular: (1) Transparency of the integrated data model, (2) holistic approach and integration for service automation, (3) industry expertise and best practices, (4) short implementation times through standardization and (5) The flexibility to fully cover Hybrid Cloud platforms.

The customers in our survey have given FNT the highest score for customer satisfaction and also the highest score for the assessment of price versus value.

### BOTTOM LINE:

FNT is the only specialized vendor in the Top 10. The reason for this is that the company has very strong strong unique selling points and differentiators. For large enterprise and telco customers who are looking for a comprehensive management tool for their IT, data center and telecom infrastructures, including services as a basis for their automation and multi-Cloud strategies, there is no getting around FNT.

FNT has been awarded a market leader medal for the second time in a row. We expect FNT to be able to accelerate its growth trajectory and market position in the future.



#### Notes:

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- Potential numerical deviations due to rounding.
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# VENDOR SELECTION MATRIX™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**MORPHEUS DATA is a market leader for Hybrid Infrastructure Cloud Management solutions and offers a 100% agnostic Hybrid Cloud Management platform designed from the ground up**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.50	Breadth And Depth Of Solution Offering	4.50
Innovation And Differentiation	4.50	Market Share And Growth	4.25
Viability And Execution Capabilities	4.50	Customer Satisfaction	4.50
Recommendation Index	4.50	Price Versus Value Ratio	4.50
	4.50		4.46

### GENERAL:

MORPHEUS DATA is the market leader in unified and persona-based multi-Cloud management. The Morpheus software platform gives enterprise organizations and service providers the ability to present a simple self-service catalog to users which can span dozens of on-prem and public Clouds.

As part of delivering on the promise of open and agnostic self-service, the platform provides cost optimization, complete role-based access controls, and continuous automation for DevOps teams modernizing apps comprised of bare metal, Virtual Machines, containers, and public Cloud PaaS services. With more built-in integrations and native functionality than any other platform, customers can standardize workflows, reduce tool sprawl, and unify existing teams and technologies.

### STRATEGY:

The MORPHEUS DATA promise is to bring the Cloud Experience On-Prem and to apply On-Prem control to Public Clouds.

MORPHEUS DATA has already come a long way in terms of delivering on that promise.

Customer feedback is excellent, the 1,500 enterprise managers interviewed in our survey are very satisfied with MORPHEUS DATA's strategy.

In the Research In Action Recommendation Index, MORPHEUS DATA achieved the second highest rating of all vendors.

### EXECUTION:

The company makes bold claims for managing Hybrid Clouds and modernizing Apps: Reduce cloud cost by 30%, provision 150x faster, close security holes, and deploy Hybrid Cloud automation in record time.

The key differentiator for MORPHEUS DATA is the fact that the solution has been complete designed from the ground-up using state of the art technology.

The customers in our survey have given MORPHEUS DATA the second-highest score for customer satisfaction and also the second-highest score for the assessment of price versus value.

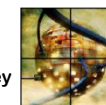
### BOTTOM LINE:

For enterprise organizations who are looking for a solution with a fresh approach, not bogged-down with legacy coding, MORPHEUS DATA is a great place to start.

Research In Action believes that the company will continue to do well in this market.

#### 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™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**NETAPP is a market leader for Hybrid Cloud Infrastructure Management solutions and is becoming a strong force in both Hybrid Cloud Infrastructure and Cost Management**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.00	Breadth And Depth Of Solution Offering	4.50
Innovation And Differentiation	4.00	Market Share And Growth	4.25
Viability And Execution Capabilities	5.00	Customer Satisfaction	4.00
Recommendation Index	4.00	Price Versus Value Ratio	4.00
	4.15		4.19

### GENERAL:

NETAPP is an American hybrid Cloud data services and data management company headquartered in San Jose, California. It has ranked in the Fortune 500 since 2012. Founded in 1992 with an IPO in 1995, NETAPP offers Cloud data services for management of applications and data both online and physically.

The company offers two key products for Hybrid Cloud Management. Cloud Manager allows NETAPP users to manage, monitor, automate and optimize their data storage in the public cloud as well as in hybrid environments. Spot by NETAPPs Cloud Analyzer uses advanced analytics to provide comprehensive visibility and insights into public Cloud usage and costs, guiding users to where they can create greater cost efficiencies and enabling them to implement optimization recommendations in just a few clicks using Spot's portfolio of Cloud financial management products.

### STRATEGY:

The NETAPP strategy is centered around "A Better Hybrid Multicloud: Simple, Secure and Flexible. For NETAPP, digital transformation was only the beginning. Constant disruption requires constant transformation. To succeed, companies must do it quickly, must be flexible and must be able to leverage data for actionable intelligence.

This strategy, however, has not achieved the buy-in from customers yet.

In the Research In Action Recommendation Index, NETAPP achieved only the lowest rating of all market leading vendors.

### EXECUTION:

The NETAPP portfolio of intelligent Cloud services, data services and storage infrastructure enables applications to run faster, reliably and more securely at a lower cost. NETAPP wants to give customers the flexibility and freedom to manage applications and data everywhere across hybrid Multicloud environments with proven technologies.

Despite these impressive capabilities, our surveyed customers have given NETAPP only the lowest score customer satisfaction and for the assessment of price versus value from all market leading vendors.

### BOTTOM LINE:

For enterprise organizations who are looking for a comprehensive Cloud Infrastructure Management platform for their Hybrid Cloud environment, NETAPP is already a good choice and will continue to do well in the market.

There is, however, a striking mismatch between NETAPP's capabilities and the perception of the 1,5000 enterprise buyers in our survey. We believe that this will change over time.

#### 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™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**SOLARWINDS is a market leader for Hybrid Infrastructure Cloud Management solutions and offers the leading solution for cost-effective, full-stack Hybrid Cloud Observability**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.00	Breadth And Depth Of Solution Offering	4.50
Innovation And Differentiation	4.00	Market Share And Growth	4.50
Viability And Execution Capabilities	4.50	Customer Satisfaction	4.50
Recommendation Index	4.50	Price Versus Value Ratio	4.75
	4.20		4.58

### 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. 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 Managed Service Provider Business N-able.

### STRATEGY:

The SOLARWINDS strategy straightforward: Accelerate your digital transformation journey and combat complexity with ease. The tagline “We’re Geekbuilt” emphasizes the company’s bottom-up approach. Developed by network and systems engineers who know what it takes to manage today’s dynamic IT environments, SOLARWINDS has a deep connection to the IT community. The result? IT management products that are effective, accessible, and easy to use.

This strategy resonates well with the 1,500 customers in our survey which give SOLARWINDS very high marks.

In the Research In Action Recommendation Index, SOLARWINDS achieved the second highest rating of all vendors.

### EXECUTION:

SOLARWINDS Hybrid Cloud Observability offers organizations a comprehensive, integrated, and cost-effective full-stack solution.

Hybrid Cloud Observability empowers organizations to optimize performance, ensure availability, and reduce remediation time across on-premises and multi-Cloud environments by increasing visibility, intelligence, and productivity.

The low-cost structure of the solution compared to the competition is particularly impressive.

The customers in our survey have given SOLARWINDS the second-highest score for customer satisfaction and the highest score for the assessment of price versus value.

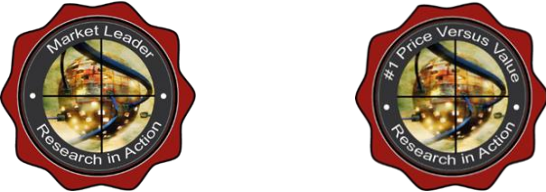
### BOTTOM LINE:

With its low-cost but well-built and maintained solutions, SOLARWINDS has become a global player within the areas of Hybrid Cloud Management, IT and Enterprise Service Management , as well as Observability Platforms.

SOLAR WINDS’ customer satisfaction is very high. We believe that the future looks very bright for continued growth. SOLARWINDS has a huge opportunity to enter the Top 3 in this market.

Notes:

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# VENDOR SELECTION MATRIX™

## HYBRID CLOUD MANAGEMENT SOLUTIONS

**VMWARE is a market leader for Hybrid Cloud Infrastructure Management solutions and continues to leverage the strong leadership position in virtualization technologies**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market	4.50	Breadth And Depth Of Solution Offering	4.75
Innovation And Differentiation	4.50	Market Share And Growth	4.75
Viability And Execution Capabilities	5.00	Customer Satisfaction	4.50
Recommendation Index	4.50	Price Versus Value Ratio	4.50
	4.58		4.61

### GENERAL:

VMWARE, founded in 1998 is the undisputed leader in virtualization technologies. The VMWARE Cloud Management offerings have tens of thousands of customers globally. This makes VMWARE the global market share leader. Growth rates with more than 20% per year are also well above market average. VMWARE's solutions – available as SaaS or on-premises – enable the delivery and management of IT services across private, hybrid, edge and native public Clouds. They provide customers with a Cloud operating model to speed up infrastructure and application service delivery for better agility, simplified performance troubleshooting, optimize Cloud costs to improve financial management, and reduce risks by strengthening security and compliance. In June 2021, BROADCOM announced the acquisition of VMWARE for roughly \$ 61 billion.

### STRATEGY:

VMWARE vision is: "We create the solutions that make Cloud complexity invisible so that you can focus on transforming your business". The company has already come a long way towards realizing that vision. It also resonates extremely well with customers, the enterprise managers in our survey are very satisfied with the VMWARE strategy.

VMWARE's product and GTM strategy is to build solutions that enable VMWARE Cloud environments, deliver unique value for native public Clouds, and drive application-aware management. VMWARE's strategic focus areas, namely AIOps, Kubernetes Automation and DevSecOps are well aligned with those of the customers in our survey.

In the Research In Action Recommendation Index, VMWARE achieved the second highest rating of all vendors.

### EXECUTION:

VMWARE has a very comprehensive and competitive set of solutions for Hybrid Cloud Infrastructure Management. The functionality of the solution as well as the capabilities of VMWARE's global sales team, partner network and professional services are second to none.

Every large enterprise and data center in the world uses the company's virtualization technology. A huge competitive advantage that VMWARE is able to exploit in a positive way. vRealize Cloud Management is available as a flexible offering that allows customers to move between SaaS and on-prem deployments, helping accelerate SaaS management adoption.

The customers in our survey have given VMWARE the second-highest score for customer satisfaction and the also the second highest score for the assessment of price versus value.

### BOTTOM LINE:

VMWARE will continue to be one of the key market leaders for Hybrid Cloud Discovery and Mapping solutions for the foreseeable future.

With leading solutions for both hybrid and native public Cloud management, VMWARE is well positioned to help customers with their multi-Cloud adoption strategy.

Given its broad solutions portfolio (Cloud, app modernization, security, edge, telco, end user computing), VMWARE has the opportunity to extend its Cloud management solutions into adjacent areas in support of customer needs.



#### Notes:

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# THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

## 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 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 Platforms** 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 Application Performance Management (CAPM)** software solutions continuously identify issues around performance and availability of software applications, IT and enterprise services. The solutions strive to proactively detect and diagnose application performance problems and health and enable a situational awareness of application related issues.
- **Continuous Management (CM)** 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.





# CONTACT



**Dr. Thomas Mendel, Managing Director**  
**+49 160 99492223**  
**tmendel@researchinaction.eu**



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