BROADCOM®

Broadcom's Launch of Automic SaaS: Riding the Wave of Transformation in Workload Automation

Abstract

Broadcom's introduction of Automic Automation as software as a service (SaaS) marks a significant development in the workload automation (WLA) landscape. This initiative not only reflects Broadcom's response to evolving enterprise demands for agile, scalable, and secure IT solutions, it also signifies a pivotal moment in the broader adoption of cloud-based automation technologies. Automic SaaS arrives just as enterprises are increasingly considering SaaS solutions.

Context/Background

The transition toward SaaS-based workload automation has been gradual but unmistakable, with adoption rates growing from 17% in 2018 to 25% by 2022. This trend underscores a shift in preference toward cloud native solutions that offer operational flexibility, cost-efficiency, and the ability to scale in response to business needs. In launching Automic SaaS, Broadcom strategically positions itself within this evolving market dynamic, providing a solution that aligns with the current trajectory of enterprise IT modernization.

Automic's Journey to SaaS

Automic has long been a pioneer in workload automation, with its solutions enabling enterprises to manage complex IT workflows efficiently. The development toward a SaaS model was part of Broadcom's strategic vision to align Automic with the growing trend toward service-based IT management solutions. Starting with a fully browser-based UI in 2017, which laid the groundwork for remote management and operation, the transition to SaaS was focused on ensuring that the migration would be seamless for existing customers. The journey involved extensive enhancements to the Automic platform, ensuring that it not only retained its robust feature set, but also gained additional capabilities advantageous in a cloud environment, such as dynamic scalability and enhanced security measures.

Feature Parity with On-Premises Solutions

Broadcom's Automic SaaS seamlessly transitions the robust capabilities of its on-premises automation solution to the cloud, ensuring feature parity and a familiar user experience for its customers. Enterprises can now harness advanced workload scheduling across diverse IT landscapes—from mainframe to cloud—with sophisticated calendar functions, error handling, and comprehensive monitoring.

Automic SaaS excels in workflow orchestration, automating and integrating complex IT and business processes with unparalleled efficiency. Its data orchestration capabilities are designed to support AI-driven enterprises, facilitating the smooth flow of data across various platforms. The SaaS model also offers a centralized approach to SLA management and automation observability, ensuring business-critical workloads are monitored and managed effectively.

In the ERP domain, Automic SaaS delivers agility and optimization for SAP on-premises and cloud environments, as well as Oracle Cloud and other ERP integrations. It upholds a self-service automation approach, empowering users with low-code workflow solutions and providing the tools necessary to foster an "automation-first" culture within the organization.

Security in the SaaS model is stringent, featuring TLS-encrypted networking, compatibility with enterprise password vaults, and architectural readiness for SOC 2 compliance standards. With a commitment to high availability and the scalability to accommodate peak workloads, Automic SaaS minimizes the risk to critical digital infrastructure and offers the freedom of choice in tools. It promises a 99.95% uptime, reduced operational costs through centralized agent management, and automatic feature upgrades—all without the infrastructure expenses of an onsite setup.

Market Dynamics and Strategic Positioning

WLA has been available as SaaS from at least one vendor in the market for more than 10 years. By 2019, there were a few options to buy WLA as SaaS. In that time, the number of enterprises adopting WLA SaaS grew slowly but steadily, reaching 18% in 2020. The growth trajectory ticked up after 2020. Like many things in IT, the pandemic made everyone think about remote work, business continuity, and scalability as ecommerce became most commerce. With a clear upward trend in SaaS WLA, Broadcom delivers Automic SaaS at the right moment for clients who are moving significant parts of their infrastructure to the cloud.

Digital Transformation: A Catalyst for Cloud Migration

The drive toward digital transformation is not merely a trend, but a fundamental shift in how businesses envision and execute their IT strategies. The need for agile, scalable, and resilient IT infrastructure is paramount. This necessity is a significant driver behind the increasing migration of IT infrastructure to the cloud.

Key Ramifications

Accelerated Digital Transformation: Automic SaaS directly supports accelerated digital transformation efforts by enabling faster and more efficient deployment of modernized applications. This agility ensures that businesses can quickly respond to market opportunities and competitive pressures.

Seamless Integration: With its cloud native capabilities, Automic SaaS facilitates seamless integration with existing cloud services and infrastructure, ensuring that legacy systems do not hinder modernization efforts. This integration capability is vital for creating cohesive IT environments that can evolve with business needs.

Innovation Enablement: By offloading the complexities of workload automation to a SaaS model, IT teams can focus on innovation rather than infrastructure management. This shift in focus is critical for businesses looking to explore new technologies and approaches, such as AI, machine learning, and IoT, to drive growth and differentiation.

Scalability and Resilience: Automic SaaS offers unparalleled scalability and resilience, essential attributes for modern applications that must operate reliably at scale. This ensures that businesses can meet fluctuating demands without compromising on performance or availability.

Compliance and Security: In an era of stringent regulatory requirements, Automic SaaS provides robust security features and compliance capabilities, ensuring that businesses can safeguard their data and operations in the cloud. This peace of mind is crucial for enterprises navigating the complex landscape of global regulations.

EMA Perspective

EMA views the launch of Broadcom's Automic SaaS as a significant step toward fulfilling the market's demand for more agile and scalable workload automation solutions. This move is anticipated to catalyze further growth in the SaaS WLA sector, offering enterprises a viable path toward enhancing their automation capabilities in line with digital transformation goals. With its cloud native architecture, Automic SaaS is positioned to support this transition, offering a seamless pathway for enterprises to automate and orchestrate modernized applications and accelerate their digital transformation initiatives.