EMA Radar™ Report
AIOps: A Guide to Investing in Innovation

Broadcom Vendor Profile

March 2024
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Introduction

Broadcom's AIOps and Observability platform is designed for enterprise-size deployments seeking to bring IT and business performance together in new and creative ways. Broadcom offers significant levels of support for IT and business roles, leveraging a breadth of data sources across data center, cloud native, and hybrid environments, with observability from the mainframe to emerging technology platforms. Broadcom's platform is one of the more flexibly priced AIOps offerings, enabling staged deployments where customers can move forward step by step while maximizing benefits. Broadcom is also one of only five vendors to be a Value Leader in all three use cases.

Broadcom's AIOps and Observability suite includes:

- DX Operational Intelligence, which leverages AI/ML capabilities to correlate and analyze data, understand the health of business services, reduce noise, and automate root cause analysis.
- DX Application Performance Management (DX APM), which proactively identifies and resolves issues across physical, virtual, container, cloud, mobile, and mainframe applications.
- DX Unified Infrastructure Management (DX UIM), which delivers full-stack observability for managing traditional, public cloud, and hybrid infrastructure environments.

These are complemented by a single pane of glass for correlated, contextual insights, a distinctively wide range of automations, including Broadcom's Automic Automation workflows based on heuristic analysis, and an ongoing awareness of topology-driven service degradation.

2024 VALUE LEADER
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Business Impact and
IT-to-Business Alignment

Use Case Perspectives

Business Impact and IT-to-Business Alignment Value Leader

Broadcom's Business-Driven Service Analytics, now enriched by Broadcom's guide to BizOps, makes it a true leader among all the AIOps vendors surveyed in this Radar. Broadcom's AIOps and Observability platform can work bidirectionally with a significant number of business sources to import and export information. These include:

- Business or financial planning systems
- Executive dashboards
- Security audit and compliance systems
- Customer experience management

- Market planning
- Sources linked to digital transformation, business application owners, and enterprise operations

All this is done with an eye to service-level agreements, revenue, business activity metrics, the cost of service delivery, business process impacts, and user and customer behavior metrics.

Not surprisingly, Broadcom's support for business roles outside of IT is outstanding, including online operations, business application owners, digital transformation teams, and enterprise operations, as well as non-IT business executives. Some of Broadcom's documented benefits are:

- Improved end-user/customer experience
- Understanding customer behavior to drive innovation
- Better alignment of IT with business service performance

- Improved revenue and business process efficiencies
- Accelerated capabilities for digital transformation

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Incident, Performance, and Availability Management Value Leader

BROADCOM
Incident, Performance, and
Availability Management

AIOps from Broadcom enables a wide range of triage options across the full application infrastructure, isolating issues across application tiers; middleware issues; network (including SD-WAN and SDx environments), system, mainframe, and database issues; microservices and container issues in public and private cloud; and hardware and browser issues for both desktops and mobile devices. The platform also supports meaningful insights into internal and external security threats.

Among the many benefits are:

- Event noise reduction
- Faster time to repair problems
- Predictive alerting and root cause analysis
- Streamlined incident management
- Proactive problem prevention
- Better correlation between change and performance

- Faster identification of internal security threats
- Improved service delivery
- Enhanced OpEx efficiencies
- Improved end-user/customer experience

Change Impact and Capacity Optimization Value Leader

BROADCOM
Change Impact and
Capacity Optimization

Broadcom's Change Analytics platform correlates changes with performance for dynamic change impact insights, while its Predictive Analytics solution leverages capacity and predictive trending to minimize potential service disruptions and expose underutilized infrastructure across hybrid environments. Some of the resulting benefits include:

- More efficient use of infrastructure capacity and hybrid cloud resources
- More effective migration to public cloud

- Optimized capacity for service delivery
- Improved efficiencies in managing change
- Improved DevOps efficiencies

Broadcom's topology-aware eye to service performance and service degradation also helps to isolate instances when changes have been disruptive to application and business outcomes.

Deployment, Administration, and Services

Broadcom supports data population via templates, automatic and customizable thresholding, and self-learning algorithms. If desired, users can set their own KPIs. The solution's unique extensibility technology, DX RESTMon, can take in third-party sources in monitoring, inventory, logs, and topology, providing its customers with a versatile approach for easy data assimilation. Broadcom estimates that 1.5-5 full-time administrators are required in full deployments for large enterprises with more than 10,000 employees.

Broadcom's AIOps and Observability platform provides administrators with what the vendor calls "ontology extensibility," in which machine learning can be applied to infrastructure or application components or organizational specifics not currently covered. Broadcom also offers a unique capability called Role-based Access Control, a flexible, graphic framework for administrators to determine who gets to see what data and with which capabilities for interaction. For each role, a set of predefined permissions determine the jobs and tasks that can be performed, aligned with security and compliance standards.

One of Broadcom's supporting enablers is Value Stream Mapping, which generates a roadmap directed at customer objectives as they relate to technology and process requirements. From a services perspective, Broadcom created a highly effective program called Broadcom Residency, whose "residents" become strategic partners for its customers as product and domain specialists. The "residents" are effectively embedded experts in a customer's ecosystem who can help in supporting core IT and business objectives from both technical and strategic perspectives.

Cost Advantage

Broadcom offers SaaS, on-premises, and privately hosted deployments. DX Operational Intelligence and DX Application Management can be purchased as a single, integrated SaaS offering. DX Operational Intelligence, DX Application Management, and DX Unified Infrastructure management also have multi-tenancy capabilities.

Broadcom's preferred pricing model is the portfolio license agreement, which provides consumption-based access to the vendor's entire AIOps solution, including prioritized integrations. Basic pricing is per device. Aside from any Broadcom Residency-related costs, there are no ongoing maintenance fees. Broadcom has seen full ROI achieved in less than six months.

Architecture and Integration

The Broadcom AIOps and Observability platform leverages a rich set of analytics capabilities including comparators, correlators, machine learning for event pattern recognition, anomaly detection, object-based modeling, rule-based analytics, predictive algorithms, prescriptive analytics, optimization algorithms, data mining, fuzzy logic, neural networks, application transaction analysis, and topology-based analytics. Broadcom's Hot Spot Discovery leverages a curated AI to improve root cause analysis. Observability Advisor detects monitoring gaps and provides guidance on how to improve overall monitoring confidence.

Broadcom's highly scalable integration RESTMon framework can ingest a wide range of sources across all domains, including data related to events, time series metrics, log files, agents, flow, packets, application and business transactions, business process impacts, sentiment analysis, configuration and topology, Internet of Things, intrusion detection/intrusion prevention (IDS/IPS), and security information and event management (SIEM). Broadcom also provides out-of-the-box support for OpenTelemetry.

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For added context and awareness, Broadcom offers significant capabilities for discovery and dependency mapping across the full applications infrastructure in cloud and data center environments—including business services, mainframe, microservices, and containers.

Functionality

Broadcom features a single pane of glass to unify IT and business stakeholders with well-correlated contextual insights offering a 360-degree view of problems with timelines, topologies, metrics, impacted services, and logs. The platform delivers out-of-the-box reports, including:

- Trend analysis
- Problem area identification
- Problem team identification
- Audits of past remediations and changes
- Prescriptive recommendations on actions to be taken
- Change impact assessments
- Integrated security analysis
- Business impact/outcome metrics
- IoT-related assessments for performance

Broadcom DX Application Management addresses web applications, e-business applications, SaaS, native mobile applications, native cloud applications, mainframe-based applications, and third-party productivity and business applications, such as SAP, CRM, and ERP. Leveraging this breadth, Broadcom can support the following DevOps requirements:

- Minimizing the time developers spend troubleshooting
- Support for Q/A test
- More effective handoffs between development and production
- Improving application performance by providing rapid feedback to development from production
- Providing feedback to development to optimize application design

Broadcom is also a leader in AIOps-related automation, with support for automated event remediation, incident team communication and trouble ticketing, runbook or IT process automation, workload automation or job scheduling, a wide variety of workflows, configuration-related automation, release management automation, integrated automation for Q/A testing, and auto-scaling capacity optimization.

Vendor Strength

Founded in 1960, Broadcom is based in San Jose, California. In 2018, it acquired Computer Associates. It is one of the largest AIOps vendors in the Radar, with more than 20,000 employees and a 2022 revenue of $33.2 billion, growing 39.5% over the last three years. It has more than 800 customers actively using at least one of its core DX solutions, with verticals spanning finance/banking, manufacturing, healthcare, retail, hospitality, transportation, utilities, government/public sector, and MSPs. Broadcom also has wide international outreach across North America, Central America, South America, Europe, Asia, Australia, and Africa.

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What's New

Broadcom DX RESTMon replaced its Data Population Templates for more efficient real-time data assimilation. Broadcom also amplified its leading-edge investments in automation and improved its support for the DevOps lifecycle with enhanced automation and real-time awareness.

In addition to these enhancements, Broadcom introduced its Observability Advisor for monitoring recommendations, strengthened its AIOps and Observability solution's scalability and triage capabilities, and improved onboarding and deployment with the situational templates in its PowerOn Experience.

While generative AI is not yet a part of its portfolio, Broadcom is already examining its potential for the near future. As the vendor stated in the EMA Radar questionnaire: "Our data processing and analysis capabilities will benefit significantly from generative AI. The biggest opportunities for our solution lie in the ability to comprehend and present problem scenarios and in our capability to achieve a higher level of monitoring confidence and observability."

Strengths and Limitations

Strengths

- Broadcom's strengths in bringing business and IT together through a single pane of glass with a rich variety of analytics and automations stands out, making it a natural choice for enterprises seeking to link business with IT more dynamically and effectively.
- Broadcom's breadth and balance of capabilities came to the fore when it established itself as a Value Leader in all three use cases evaluated.
- Broadcom is one of the largest vendors in this Radar, with more than 800 customers spread across six continents.
- Broadcom's commitment to helping its users move forward through deployment and strategic planning via offerings such as the Broadcom Residency program, Value Stream Mapping, and role-based access control are industry standouts with significant value for its customers.

Limitations

- Broadcom is still expanding its breadth in third-party integrations.
- Broadcom is an example of AIOps solutions in which strengths and limitations combine, since its very innovations have created a shifting landscape of many movable parts. While these open the door to significant new opportunities, they also require direct attention to customer needs in transition, which is where Broadcom's Value Stream Mapping can come even more emphatically into play.

Customer Quotes

Interview with an assistant vice president for a North American financial services company

Initially, we selected Broadcom due to cost and meeting our good-enough requirements. Broadcom's solutions allowed us to start small and grow big as our needs expanded. This was very appealing as we looked to grow our deployment based on successful results.

The deployment process was great. Broadcom provided an onsite technical expert who sat with us and helped with the entire setup. He had a company laptop so he could remotely access our systems and provide support. He really did everything we needed to get us up and running smoothly.

Performance and availability are always important. Broadcom's tracing capabilities have been really valuable for identifying failures and reducing downtime. We're also now using their AIOps and observability tools to provide business stakeholders visibility into IT systems. This allows them to engage with us when performance issues impact their work.

Broadcom's solution is the most comprehensive we evaluated when you consider end-to-end observability. No other vendor has integrated distributed data and transactions across our frontend and backend mainframe systems as seamlessly. With Broadcom's tools, our IT team is able to service thousands of global users with little direct involvement. This level of automation and ease of use has been hugely beneficial for scaling our operations.

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Evaluation Summary

Deployment Cost-Efficiency

Deployment & Administration	
Ease of Deployment	
PoC Availability	Outstanding
Versatility in Deployment Options	Outstanding
Automation for Deployment	Outstanding
Time for ML to "Learn" the Environment	Outstanding
Support & Services	
Breadth of Professional Services	Outstanding
Levels of Customer Support	Outstanding
User Groups	Outstanding
Ease of Administration	
FTEs Required for Admin	Strong
Breadth of Support for Data Collection	Outstanding
Ease of Report Creation	Outstanding

Cost Advantage	
Est. Cost for Large Enterprise Deployments	$$$
Licensing Model	Solid
Maintenance Costs	Outstanding
Estimated Time for ROI	Strong

Product Strength

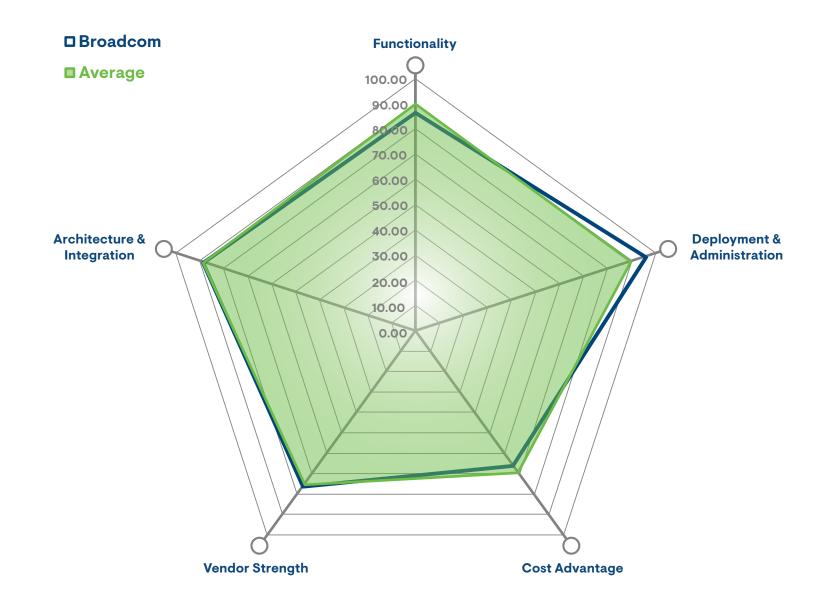| Architecture & Integration	
Architecture	
Breadth of Analytics Technologies Applied	Outstanding
Scalability	Outstanding
Granularity of Data Sequencing	Outstanding
Range of Data Sources	Outstanding
Breadth of Domain Support	Outstanding
Support for Cloud	Outstanding
Big Data Capabilities	Strong
Breadth of Discovery	Strong
Versatility of Dependency Mapping	Outstanding
Integration & Interoperability	
Third-Party Integrations	Solid
Third-Party Technical Integrations	Outstanding
Third-Party Business Integrations	Strong
Open Source Integrations	Solid

Functionality	
Features	
Application Support	Outstanding
Business Impact	Outstanding
Reporting and Visualization	Strong
Triage	Outstanding
Change Impact/Optimization	Solid
DevOps Support	Strong
Automation	Outstanding
IT Roles	Outstanding
Business (non-IT) Roles	Strong

Vendor Strength	
Financial Strength	Strong
Research & Development	Solid
Market Credibility	Strong
Geographic Coverage	Outstanding

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□ Broadcom
□ Average

Functionality
100.00
90.00
80.00
70.00
60.00
50.00
40.00
30.00
20.00
10.00
0.00

Deployment & Administration

Architecture & Integration

Cost Advantage

Vendor Strength

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