VENDOR SELECTION MATRIX™
HYBRID CLOUD INFRASTRUCTURE AND SERVICE MANAGEMENT TOOLS

THE TOP GLOBAL VENDORS 2021

Research In Action

July 2021

RESEARCH IN ACTION
independent research & consulting

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 Tools 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 almost a third of companies that do not have Hybrid Cloud Management tools in productive use. This, however, will to change quickly. By 2023, only around 3% of companies globally will not be using Hybrid Cloud Management Tools in production. The needs of the enterprise buyers vary by company size, region and industry and have resulted in two separate markets, one for more Infrastructure Management oriented solutions and one for more Service Management oriented solutions.

This report provides you with a useful guide to important Hybrid Cloud Infrastructure and Service Management Tools market trends, names the Top 15 and 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!

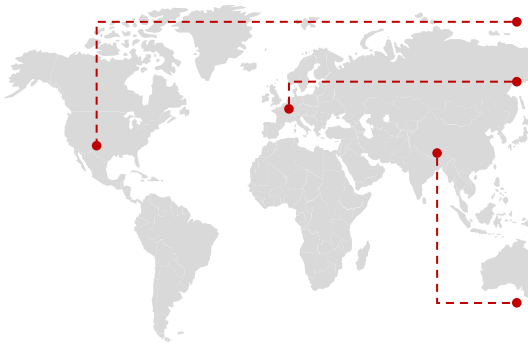
Dr. Thomas Mendel

Research In Action GmbH
Alte Schule
56244 Hartenfels
Germany

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

OUR SURVEY DEMOGRAPHICS: IT AUTOMATION

Country Breakdown

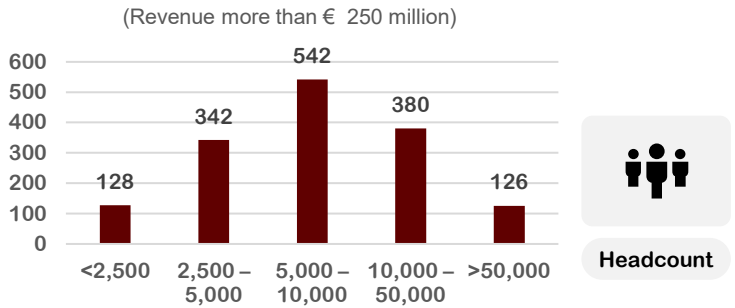


United States	525
Canada	50
DACH	200
United Kingdom	125
France	125
Benelux	50
Nordics	50
Southern Europe	100
Eastern Europe	75
Asia Pacific	200

Industry Breakdown

Energy	95
Financial Services	255
Government & Non Profit	90
Life Sciences	200
Manufacturing	350
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	110
Professional Services	100
Travel & Transportation	100
Total	**1,500**

Company Size Breakdown



Job Title Breakdown

VP IT Infrastructure	155
IT Manager	150
VP IT	135
Chief Information Officer	125
IT Operations Manager	121
VP Service Desk	107
Chief Digital Officer	85
Chief Technology Officer	66
Project Management Office	64
VP IT Shared Services	62
VP Operations	60

Chief Operations Officer	55
VP Technology	50
Business Executive	40
Sourcing and Vendor Management	37
VP IT Financial Management	35
VP Enterprise Architecture	34
Project Manager	32
VP Application Development	27
VP DevOps	25
Chief Financial Officer	20
Chief Sales Officer	15
Total	1,500

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

100,000+
Data Points

1,500
Enterprise Managers

37%
Analyst's Opinion

63%
Survey Results

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey.
We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations.
The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

RESEARCH IN ACTION
vendor selection matrix®

OUR MARKET IMPACT OVER 12 MONTHS

Members In Our Survey Panel

125,000 IT Automation
90,000 Marketing Automation

10,000+ Active Enterprise Survey Participants

all with budget responsibility

30 Research Reports Published

400+ vendors evaluated
14,000 views per report (average)

15 Press Releases

2,000 views per press release (average)

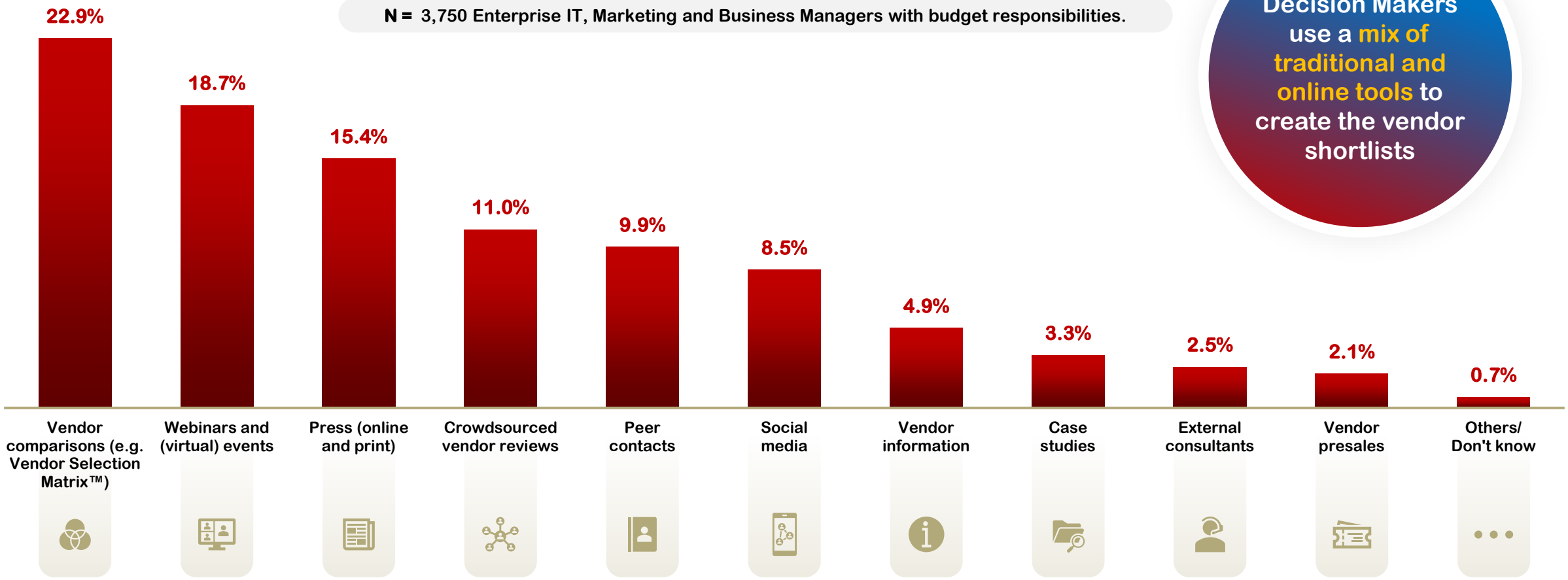
Vendor Selection Matrix™: The right mix makes all the difference
63% customer evaluations + 37% analyst's judgement = 100% success

RESEARCH IN ACTION
vendor selection matrix®

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



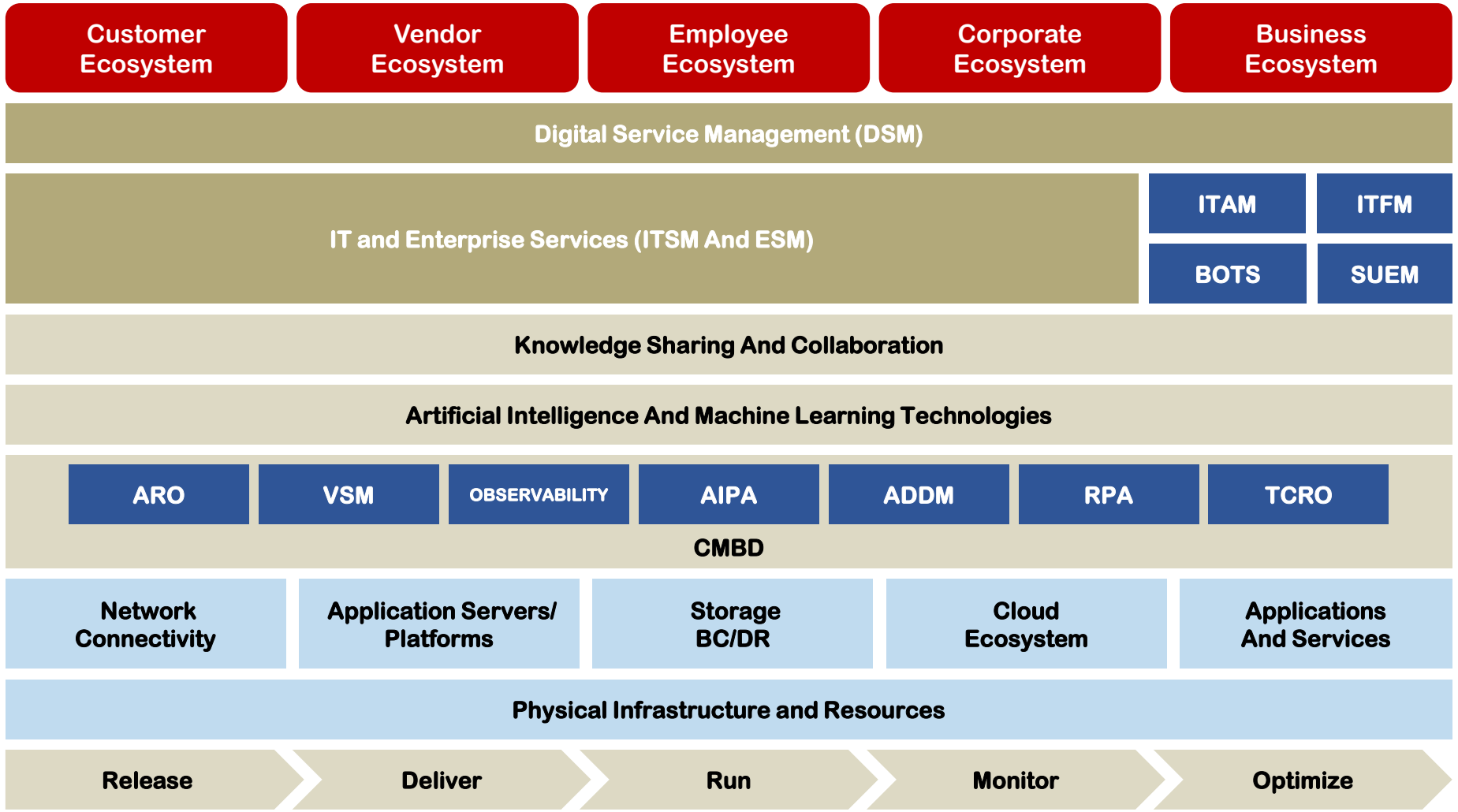
RESEARCH IN ACTION
vendor selection matrix®

WHAT IS HYBRID CLOUD INFRASTRUCTURE AND SERVICE MANAGEMENT?

- Hybrid Cloud is an IT architecture that incorporates some degree of workload portability, orchestration and management across both private and public Cloud infrastructures[1].
- The vast majority of enterprises today use a mix of private and public Cloud infrastructure and IT services. Therefore, they need Hybrid Cloud Management Tools to provision, monitor and manage these multi-Cloud resources and environments.
- The solution should include the following key characteristics:
  - Support for all leading public and private Cloud platforms
  - Infrastructure and service provisioning, performance and fault management
  - Service request management integration
  - Capacity, workload and cost management, CMDB integration
  - Process orchestration and automation
  - A single, unified management dashboard
- The need of the enterprise buyers have resulted in two separate markets:
  1. Infrastructure Management oriented solutions and
  2. Service Management oriented solutions

[1] See: enterprisersproject.com/article/2020/7/hybrid-cloud-10-statistics

THE IT AUTOMATION MARKETEXTURE



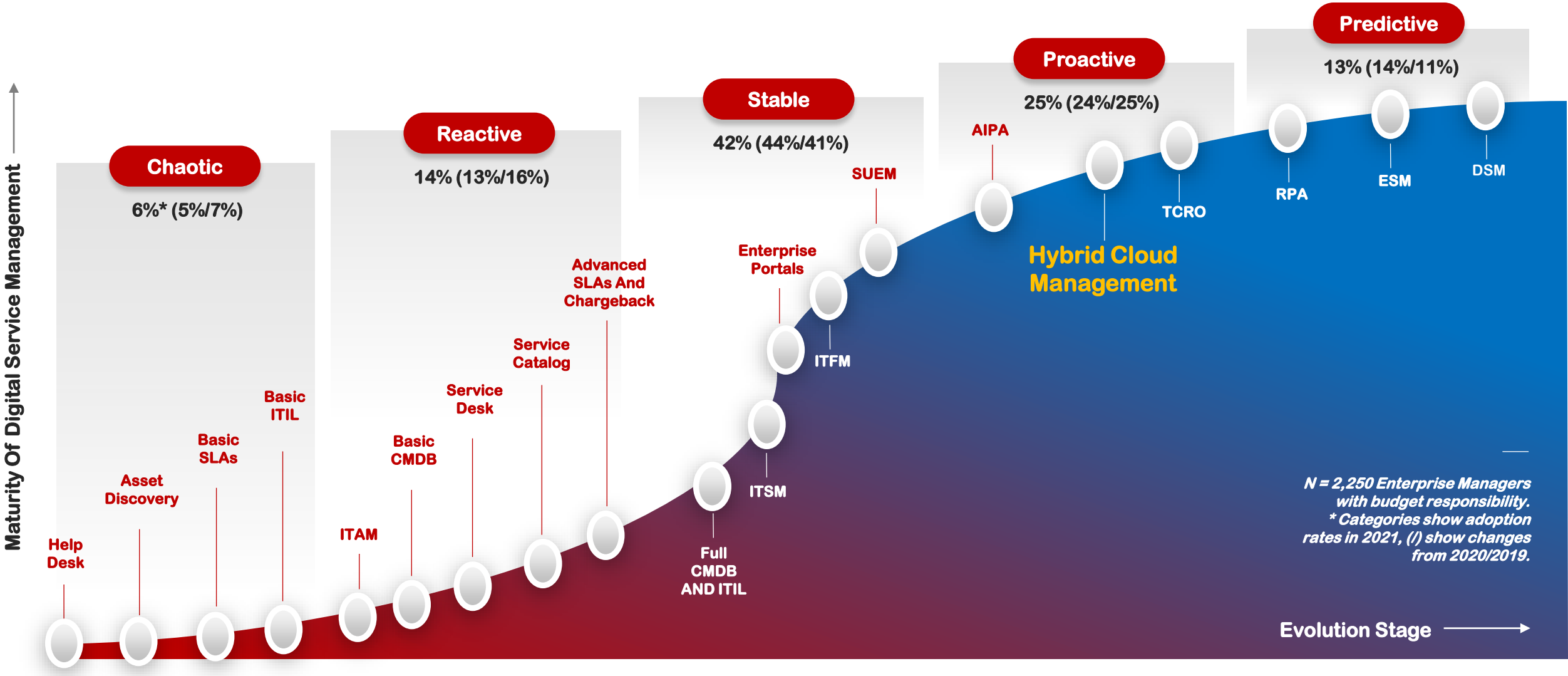
IT Automation solutions are necessary for a modern digital operating model.

IT Automation solutions are foundational for any transformation to reduces toil and decrease manual errors.

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

DIGITAL SERVICE MANAGEMENT

MATURITY S-CURVE 2021

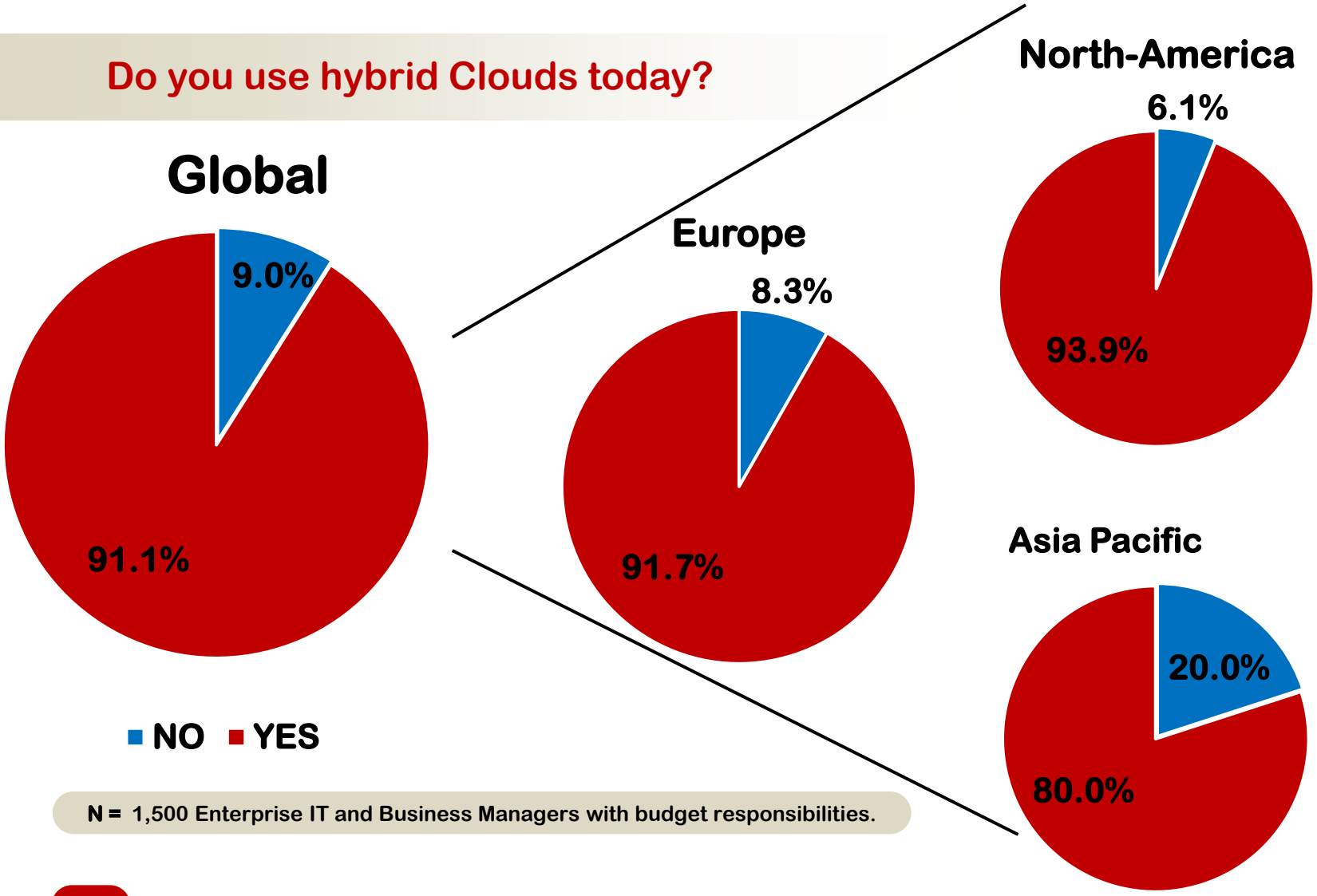


All acronyms are defined in the report Appendix

RESEARCH:

THE PROLIFERATION OF HYBRID CLOUDS

Do you use hybrid Clouds today?



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

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

91% of enterprises globally today use hybrid Clouds.

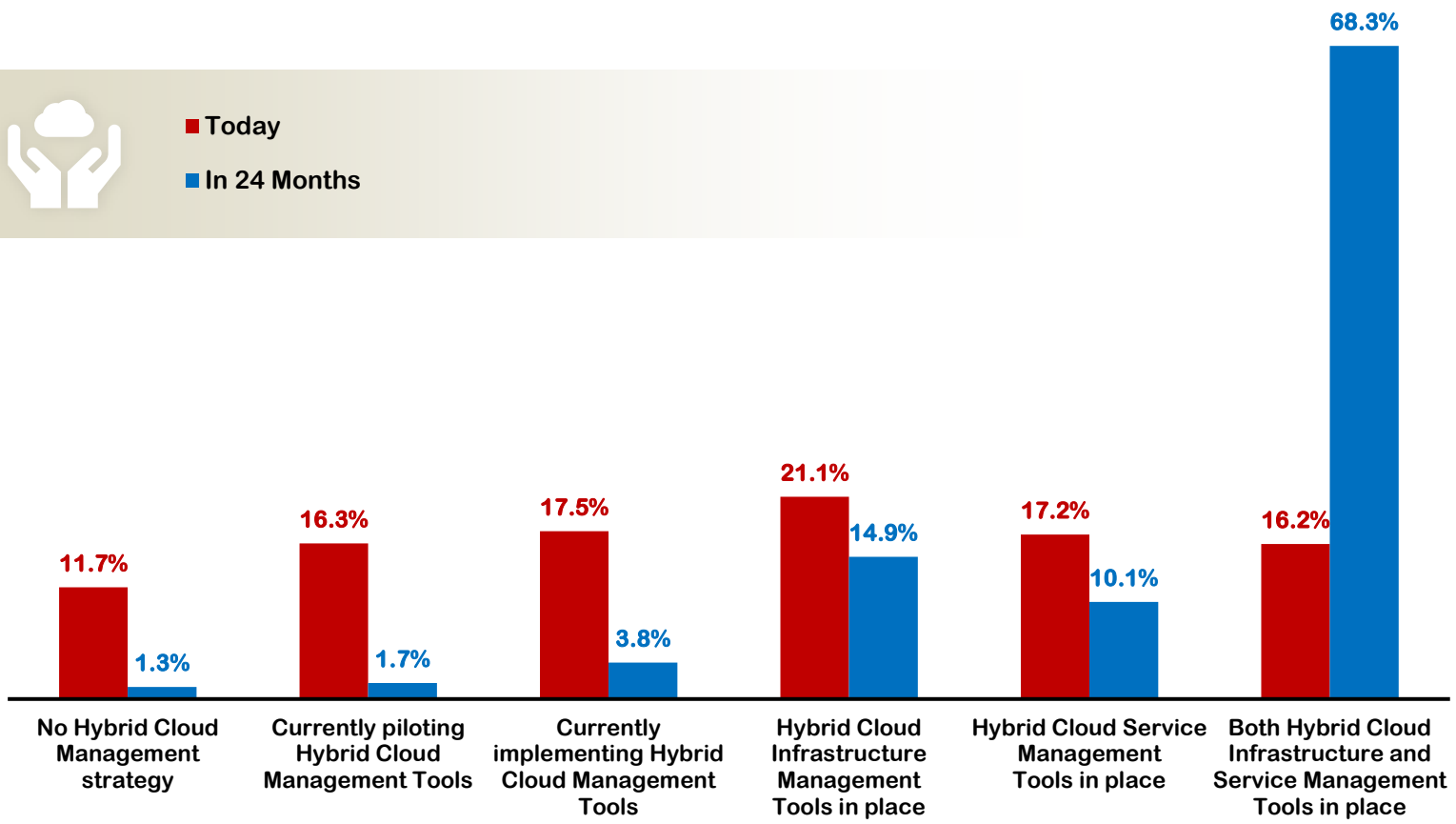
However, there are regional differences. North-America is leading the pack with almost 94% slightly ahead of Europe with 92% and Asia pacific lagging with 80%.

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.

RESEARCH:

THE USE OF HYBRID CLOUD MANAGEMENT TOOLS 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 Tools over the next 24 months.

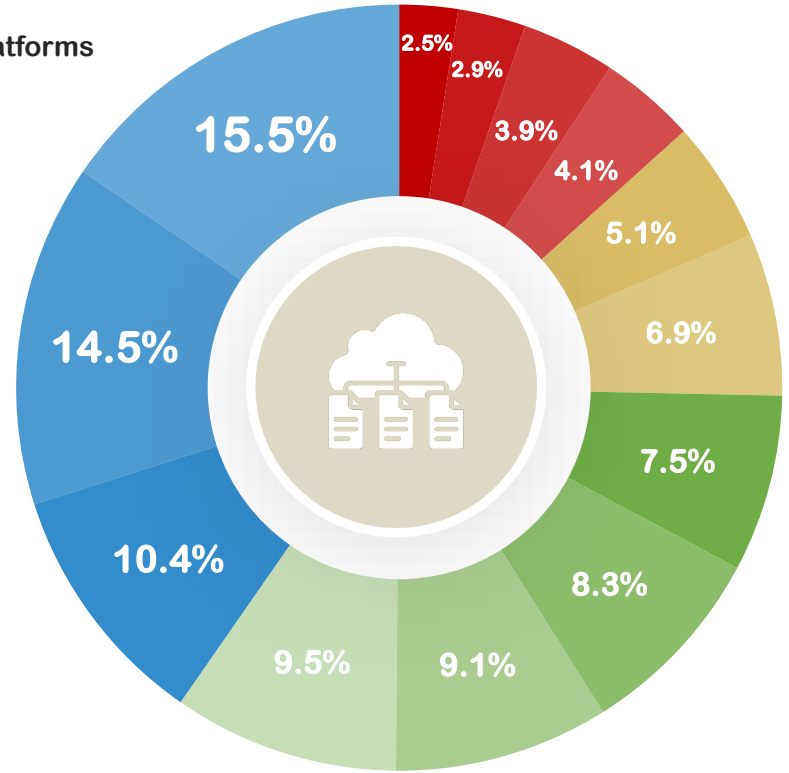
While **91%** of enterprises globally use Hybrid Clouds today, there are still almost a third of companies that do not have Hybrid Cloud Management tools in productive use.

This, however, is about to change rapidly within the next 24 months. By that time, only around 3% of companies globally will not be using Hybrid Cloud Management Tools in production, while more than two-thirds of companies will be using them for both Infrastructure, as well as Service Management purposes.

RESEARCH:

MUST-HAVES FOR HYBRID CLOUD MANAGEMENT TOOLS

- 15.5% Support for all leading public and private Cloud platforms
- 14.5% Cost control and cost optimization
- 10.4% Support for Multi Cloud provider workload shifting
- 9.5% Autodiscovery and service dependency mapping
- 9.1% End-to-end Performance Management
- 8.3% Kubernetes and containerization integration
- 7.5% Automated Provisioning and Change Management
- 6.9% User self-service for infrastructure and apps
- 5.1% Capacity Management
- 4.1% Fault Management
- 3.9% Service Request Management integration
- 2.9% CMDB integration
- 2.5% Automated billing/charging



There are many important features of Hybrid Cloud Management Tools, 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

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

INSIGHTS: TOP MARKET TRENDS 2021

- **The almost unprecedented proliferation of Hybrid Clouds.** The use of Hybrid Clouds in enterprises globally has multiplied in recent years. More than 90% of enterprises globally today use hybrid Clouds. However, there are regional differences. North-America is leading the pack with almost 94% slightly ahead of Europe with 92% and Asia pacific lagging with 80%. 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 Tools over the next 24 months.** While more than 90% of enterprises globally use Hybrid Clouds today, there are still almost a third of companies that do not have Hybrid Cloud Management tools in productive use. This, however, is about to change rapidly within the next 24 months. By that time, only around 3% of companies globally will not be using Hybrid Cloud Management Tools in production, while more than two-thirds of companies will be using them for both Infrastructure, as well as Service Management purposes.
- **There are two distinct markets for Hybrid Cloud Management Tools today.** The needs of the enterprise buyers vary by company size, region and industry and have resulted in two separate markets, one for more Infrastructure Management oriented solutions and one for more Service Management oriented solutions. These buyer preferences are reflected on the vender side as well. Many of the start-up vendors were 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, these two markets will inevitably converge.

VENDOR SELECTION MATRIX™

HYBRID CLOUD INFRASTRUCTURE MANAGEMENT

These are the Top 15 vendors as selected by 1,500 users based upon product, company and service quality.

VENDOR NAME	PRODUCT(S)
BMC	BMC Helix, BMC TrueSight
CISCO	Intersight, AppDynamics
CLOUDBOLT	CloudBolt
CLOUDSPHERE	CloudSphere Cloud Governance Platform
DYNATRACE	Dynatrace
FNT	FNT Command Platform
IBM	IBM Cloud Pak for Multicloud Management, Hybrid Cloud
MICRO FOCUS	Micro Focus Hybrid Cloud Management X (HCMX)
MORPHEUS DATA	Morpheus
NETAPP	NetApp Cloud Manager, Spot by NetApp
NUTANIX	Nutanix Beam, Calm, Flow Security Central
SOLARWINDS	Solarwinds Orion Product Suite, N-able
TURBONOMIC	ParkMyCloud, Productivity Optimizer, Adoption Tracker, Risk Monitor
VIRTANA	Virtana Platform
VMWARE	VMware vRealize Suite, CloudHealth

This list is alphabetical and includes all relevant Hybrid Cloud Infrastructure Management Tool vendors and solutions named by the survey respondents.

Additional vendors that were cited but did not list in the Top 15, or had less than 15 ratings:

- MATRIX42
- SERVICENOW
- USU

On April 28th, 2021 IBM has signed a definitive agreement to acquire Turbonomic.

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 SERVICE MANAGEMENT

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

VENDOR NAME	PRODUCT(S)
APPTIO	Apptio Cloudability
BMC	BMC Helix, BMC TrueSight
BROADCOM	CA Service Management, DX Application Performance Management
CLOUDBOLT	CloudBolt
FLEXERA	Flexera One, Flexera Optima, CMP, CloudScape
IBM	IBM Cloud Pak for Multicloud Management, Hybrid Cloud
MATRIX42	FireScope Secure Discovery Dependency Mapping, FireScope Service Performance Manager, Enterprise Service Management
MICRO FOCUS	Micro Focus Hybrid Cloud Management X (HCMX)
SERVICENOW	ServiceNow IT Operations Management
SNOW SOFTWARE	Snow Commander, ITSM Enhancer

This list is alphabetical and includes all relevant Hybrid Cloud Service Management Tool vendors and solutions named by the survey respondents.

Additional vendors that were cited but did not list in the Top 10, or had less than 15 ratings:

- CANONICAL
- CLOUDCHECKR
- IVANTI
- USU

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™:

EVALUATION CRITERIA

STRATEGY

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

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 TOOLS

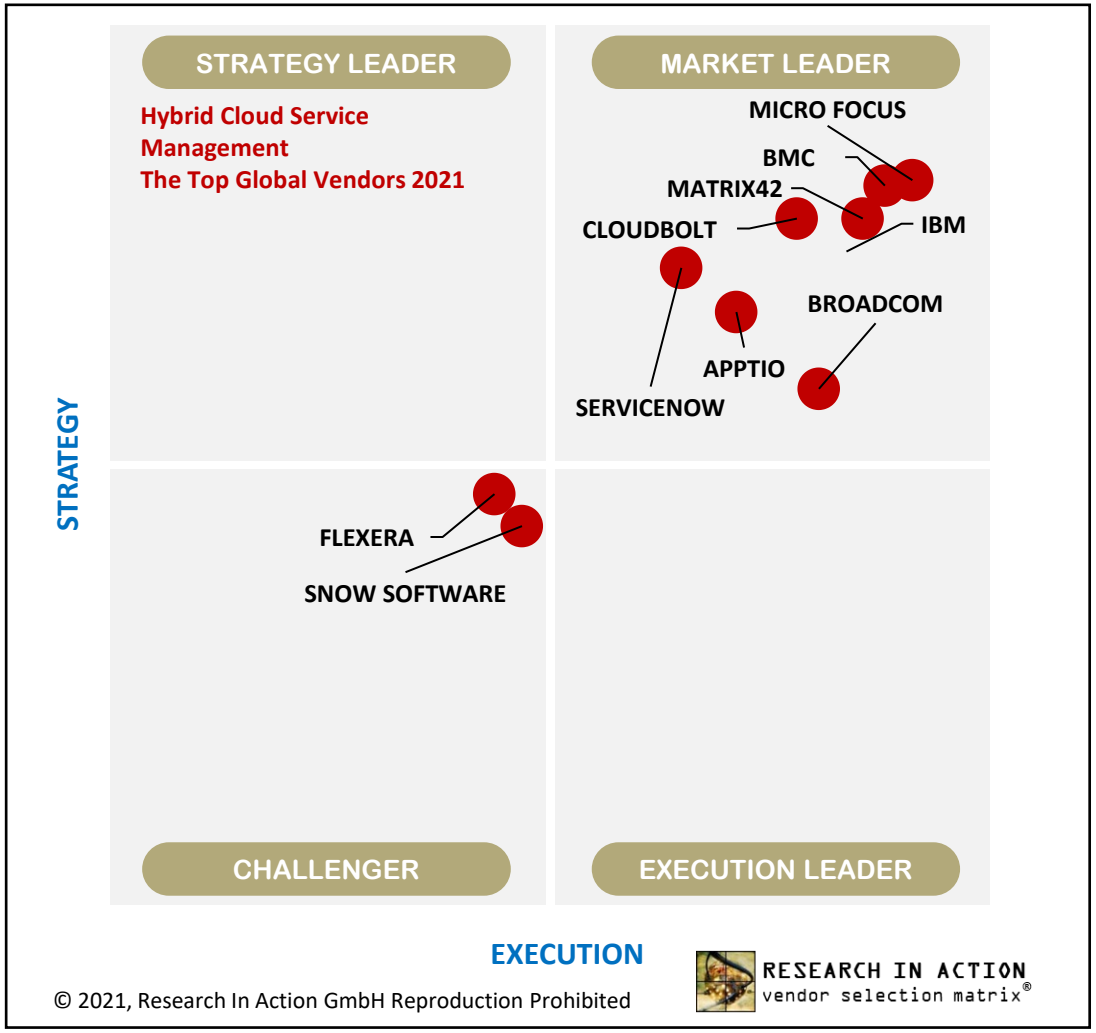
		STRATEGY	EXECUTION	TOTAL
1.	VMWARE	4.73	4.73	9.45
2.	IBM	4.64	4.79	9.43
3.	MICRO FOCUS	4.58	4.83	9.40
4.	DYNATRACE	4.60	4.76	9.36
5.	BMC	4.64	4.69	9.33
6.	FNT	4.41	4.56	8.98
7.	CLOUDBOLT	4.41	4.49	8.90
8.	SOLARWINDS	4.29	4.51	8.80
9.	TURBONOMIC	4.21	4.33	8.54
10.	MORPHEUS DATA	4.21	4.25	8.46
11.	CISCO	4.15	4.30	8.45
12.	VIRTANA	3.93	4.11	8.04
13.	CLOUDSPHERE	3.85	4.04	7.89
14.	NUTANIX	3.79	4.01	7.80
15.	NETAPP	3.63	3.73	7.35

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

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

HYBRID CLOUD SERVICE MANAGEMENT TOOLS



		STRATEGY	EXECUTION	TOTAL
1.	MICRO FOCUS	4.65	4.83	9.48
2.	BMC	4.64	4.76	9.40
3.	MATRIX42	4.56	4.71	9.28
4.	IBM	4.49	4.75	9.24
5.	CLOUDBOLT	4.56	4.56	9.13
6.	BROADCOM	4.18	4.61	8.79
7.	APPTIO	4.35	4.43	8.78
8.	SERVICENOW	4.45	4.30	8.75
9.	FLEXERA	3.94	3.88	7.81
10.	SNOW SOFTWARE	3.86	3.94	7.80

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

RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

HYBRID CLOUD MANAGEMENT TOOLS

Broadcom is a market leader for Hybrid Cloud Service Management tools and has an impressive portfolio to support global 500 companies

STRATEGY	RESULT
Vision And Go-To-Market	4.00
Innovation And Differentiation	4.00
Viability And Execution Capabilities	4.75
Recommendation Index	4.25
	4.18

EXECUTION	RESULT
Breadth And Depth Of Solution Offering	5.00
Market Share And Growth	4.75
Customer Satisfaction	4.50
Price Versus Value Ratio	4.25
	4.61

GENERAL:

Broadcom is a global infrastructure technology leader built on 50 years of innovation, collaboration and engineering excellence. Broadcom´s infrastructure software products and solution group which homes enterprise software solutions includes a variety of product portfolios. The company's solution portfolio for Hybrid Cloud Service Management is impressive.

STRATEGY:

Broadcom continues to maintain comprehensive enterprise-grade capabilities with a high degree of differentiation. The vision around "Proactive, differentiated and simplified solutions that work seamlessly with the enterprise toolchain" resonates strongly with customers globally. The strategy to support private and hybrid Cloud along with a partner ecosystem for hosted services offers a wide variety of options to customers who prefer flexibility, control and cost effectiveness.

In the Research In Action Recommendation Index, Broadcom scored the third highest rating of all vendors.

EXECUTION:

As one of the top software vendors, Broadcom has a very large portfolio of products and global presence to help organizations achieve business outcomes. Its Service Management solutions are trusted for enterprise scale, productivity, and reliability among other benefits. With a global R&D, customer support & services presence as well as a wide partner network, Broadcom is very well positioned to address the Hybrid Cloud Service Management needs of modern enterprises.

Broadcom achieved the second highest customer satisfaction score and the third highest price versus value score of all vendors.

BOTTOM LINE:

Broadcom will continue to enjoy a market leadership position in a crowded Hybrid Cloud Infrastructure and Service Management market with its solid offerings and continued innovation.

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

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 MARKETEXTURE 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 MARKETEXTURE 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