



IT Operations Intelligence Service

Part of the Cloud & Data Center Service Area Package

Global analysis and insight into the management and operational use of cloud services, on-premises data centers and workloads placed at the edge, among many other topics. Comparisons of leading cloud providers and cloud management vendors make this service valuable to technology vendors as well as decision makers themselves.

**PRODUCT OVERVIEW | IT Operations
Intelligence Service**



“ Cloud-native environments are increasingly being adopted to deliver the agility organizations need, CIOs must adopt a new approach when it comes to operational management if they are to meet the business expectations from this technology. ”

Roy Illsley
Chief Analyst

IT Operations Intelligence Service

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Omdia Universe: AIOps, 2023–24

KEY QUESTIONS ADDRESSED

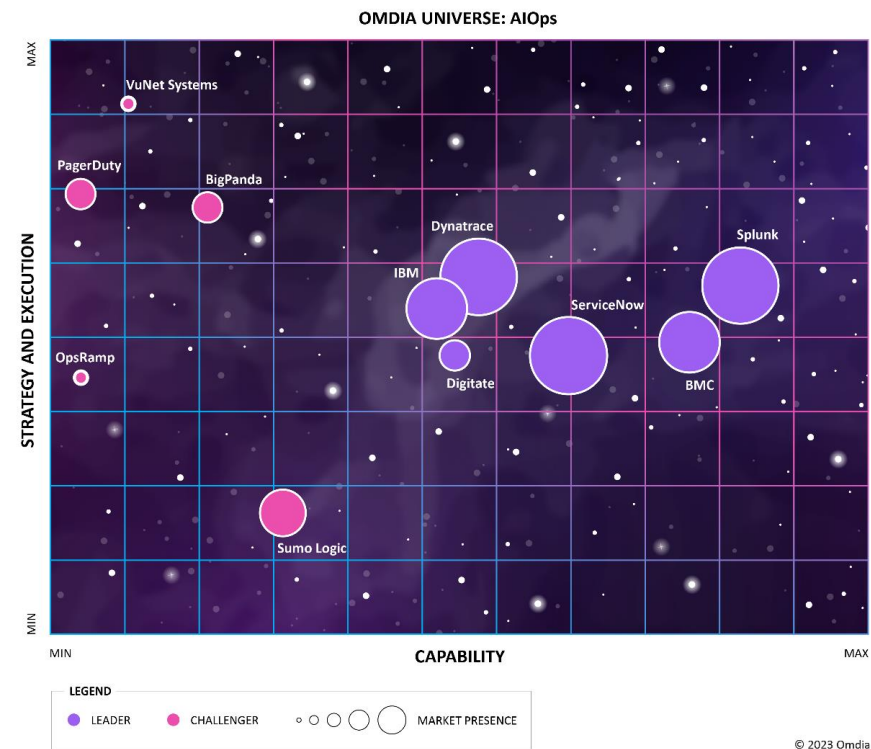
- Are IT budgets growing and what share is being spent on cloud services?
- What is the impact of disruptive technology on IT departments: AIOps, cloud-native ecosystem, increased cloud adoption (hybrid and multicloud), and edge computing requirements?
- Who’s leading in the AIOps market?
- How is the market for multi and hybrid cloud management and orchestration going to grow?

HOW OMDIA HELPS YOU

- Compare solution providers and their unique features using Omdia’s universes. Report topics include: cloud services, AIOps, FinOps, confidential computing, and edge management and orchestration.
- Gain a perspective on trade-offs implementing DevOps/AIOps, leveraging off-premises cloud provider IT infrastructure and cloud-native development.
- Understand the market for data center infrastructure management (DCIM) and how it will grow
- Track the growth of the AIOps market
- Size the market for multi and hybrid cloud management and orchestration
- Gain insight into early-stage vendors that represent potential market disruption
- Perspective on edge computing adoption covering top use cases
- Anticipate enterprise IT spending

NEW ENHANCEMENTS

- Data Center Infrastructure Management Tracker
- AIOps and Observability Tracker
- Multi and Hybrid Cloud Management and Orchestration Tracker
- Omdia Universe: FinOps
- Omdia Universe: Edge Management and Orchestration



IT Operations: Our Expert Analysts

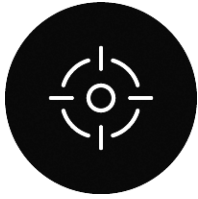


Roy Illsley
Chief Analyst



Michael Azoff
Chief Analyst

IT Operations: Deliverables



MARKET TRACKERS

- IT Budget Spending Forecast
- Data Center Infrastructure Management Tracker
- AIOps and Observability Tracker
- Multi and Hybrid Cloud Management and Orchestration Tracker



SURVEYS & REPORTS

- IT Budget Spending Analysis
- Data Center Infrastructure Management Report
- AIOps and Observability Report
- Multi and Hybrid Cloud Management and Orchestration Report
- Omdia Universe: FinOps
- Omdia Universe: Edge Management and Orchestration
- IT Buyer Cloud Adoption Survey
- Trends to Watch



ANALYST INSIGHTS

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



BRIEFINGS

Biannual scheduled briefings with analysts on research highlights from all aspects of the market.



ANALYST ACCESS

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

Quantitative Research (1/2)

IT Budget Forecast Tracker and Report

Tracks total and average IT budget for 75K companies globally. IT budget is expressed in dollar terms and as a percentage of overall company revenue. Regional and organizational size split provide granular market visibility.

DETAILS

Frequency: Annual

Measures: Revenues

Regions

- Asia and Oceania (including Japan and Australia)
- Caribbean and Latin America (including Mexico)
- Europe, the Middle East, and Africa
- North America (US and Canada)

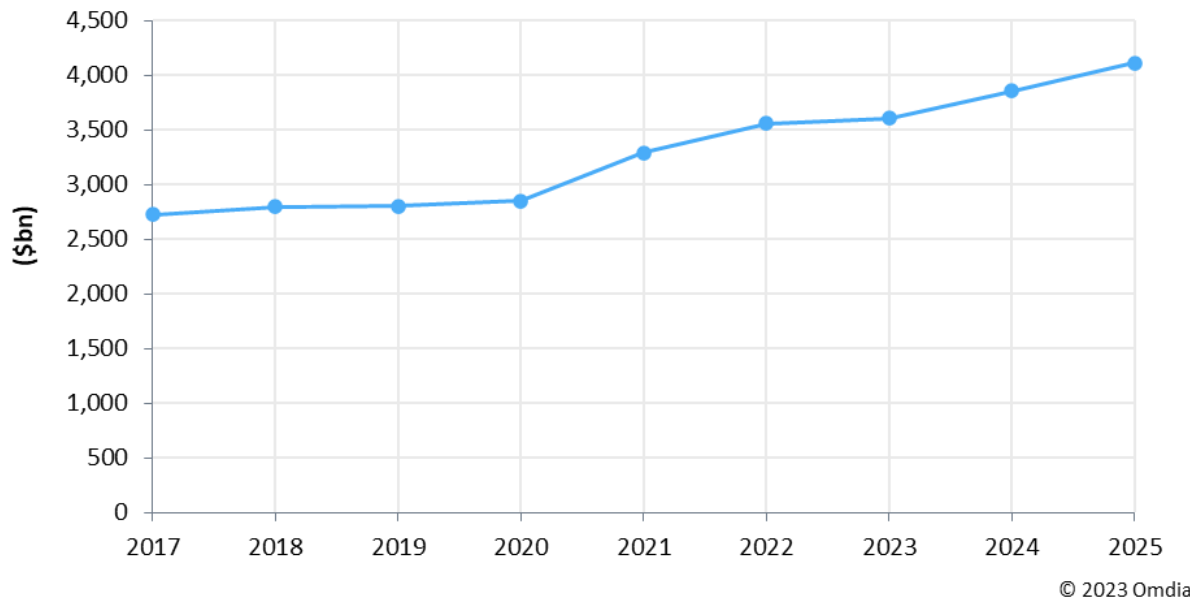
Spending categories:

- Cloud spend (IaaS, PaaS, SaaS)
- Infrastructure spend (server, storage)
- Other

Organizational size:

- Small and medium business (< \$0.5 billion)
- Mid-sized enterprise (\$0.5-\$5 billion)
- Large enterprise (> \$5 billion)

IT budget forecast (2017-25)



Quantitative Research (2/2)

AIOps and Observability Tracker and Report

Worldwide market size, share, forecasts, and analysis for software solutions enabling application performance observability and analysis, including AIOps software.

DETAILS

Frequency: Annual

Measures: Revenues

Product types:

- AIOps
- Observability and analytics (cloud native)
- Application performance management (APM)

Covered vendors:

- | | | |
|--------------|-------------|--------------------------------|
| • Dynatrace | • IBM | • Sumo Logic |
| • New Relic | • Amazon | • Sysdig |
| • ServiceNow | • Microsoft | • LogicMonitor |
| • Datadog | • Moogsoft | • Grafana Labs |
| • SolarWinds | • PagerDuty | • Google |
| | | • Cisco (Splunk & AppDynamics) |

Data Center Infrastructure Management Tracker

Worldwide market size, share, forecasts, and analysis for DCIM software.

DETAILS

Frequency: Annual

Measures: Revenues

Covered vendors:

- Schneider Electric
- Sunbird
- Nlyte
- Modius

Multi and Hybrid Cloud Management & Orchestration

Worldwide market size, share, forecasts, and analysis for multi and hybrid cloud management and orchestration software.

DETAILS

Frequency: Annual

Measures: Revenues

Covered vendors:

- VMware
- Oracle
- Microsoft
- HPE

Qualitative Research Overview

Trends to Watch: Cloud Computing

As the adoption of cloud computing continues to grow, organizations need to understand the challenges that it brings. This report examines the key technology trends that will impact cloud computing in 2023.

Trends to Watch: IT Operations

The data center has been the epicenter of the IT delivery environment for organizations for the past 30 years, but with the rise of cloud computing this is changing with new technologies and management activities requiring IT operational teams to do different things.

Trends to Watch: Quantum Computing

The quantum computing market is a small but rapidly maturing one from the technology perspective. However, for quantum computing to succeed it needs the market in suitable applications to also mature.

IT Buyer Cloud Adoption Survey

A survey assessing use of cloud computing by 6,600+ IT decision makers, across 62 countries, 14 lines of business, 80 technologies and companies from <\$10M to >\$20billion in revenues.

Omdia Universe: FinOps

This report analyzes, evaluates, and compares the leading FinOps solutions to allow the reader to obtain a perspective on the state of the FinOps market.

Omdia Universe: Edge Management and Orchestration

This report analyzes, evaluates, and compares the ledge management and orchestration solutions enabling enterprise buyer selection.

Overview of all Cloud and Data Center Subscription Services

End-to-end market coverage that enables focused technical and high-level business strategy conversations. Experienced analysts with decades of industry experience, an engineering background and a strategic mindset.

Software and services

IT Operations

IT budget spending & infrastructure software forecasts

Edge management and orchestration

Sovereign cloud

Cloud Software and Services

“Low code no code” market & AI-based autocoding

Cloud native software development and observability

WebAssembly

Cloud Storage and Data

Cloud storage services revenue and architecture

Cloud storage infrastructure and equipment design

Data Center Building and Investment

Comprehensive data center building tracker

IT equipment and components

Data Center Compute

Server market share and long-range growth forecast

Server silicon and server connectivity markets

Server workload and server useful life research

Data Center Networks

Data center switching speed, architecture and silicon

Optical networking strategies in the data center

SD-WAN platforms

Software-defined storage

Traditional data center storage arrays and JBOD/JBOF

Physical infrastructure

Data Center Thermal Management & Sustainability

Air and liquid cooling market size, share and forecast

Liquid cooling technology analysis and competitors

Data center sustainability strategy and practices

Uninterruptible Power Supplies

Quarterly and annual UPS market research

Specialized modular and industrial UPS research

New battery technologies and ecosystem evolution

Modular and Micro Data Center

Prefabricated modular and micro data center research

Data center rack enclosures & rack power distribution

Data center power capacity forecast

Data center CAPEX by spending category and operator

Related Content: Cloud and Data Center Service Area Coverage



Service Area Package: **Cloud and Data Center**

IT Operations
Intelligence Service

Cloud Storage & Data
Intelligence Service

Cloud Software & Services
Intelligence Service

Modular and Micro Data
Centers Intelligence Service

Data Center Compute
Intelligence Service

Data Center Networks
Intelligence Service

Data Center Building &
Investment Intelligence Service

Uninterruptible Power Supplies
Intelligence Service

Data Center Thermal
Management & Sustainability
Intelligence Service

About Omdia’s Cloud and Data Center Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts leverage the most comprehensive industry dataset available to help you unlock value in entirely new and profound ways.

Custom Solutions

Omdia’s consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.



Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help. Included in all subscriptions.

Draw on our expertise

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- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

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*Customer Success
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*Customer Success
Manager*



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The Omdia logo, featuring a stylized 'O' with a dot inside, followed by the word 'MDIA' in a bold, sans-serif font.

Thank you

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