

# Cloud Native Computing Intelligence Service

**Part of the Cloud & Data Center Service Area Package**

Comprehensive insight and analysis of the software ecosystem that enables application development using cloud native APIs with a focus on Kubernetes.

**PRODUCT OVERVIEW | Cloud Native  
Computing Intelligence Service**

The VMware logo, consisting of a stylized 'V' followed by the letters 'M', 'W', 'A', and 'R' in a bold, sans-serif font.

“ With the increased use of cloud services, application developers needed increased application portability, driving the creating of a new software ecosystem centred around containers and Kubernetes. ”

Vlad Galabov  
Research Director

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## HOW OMDIA HELPS YOU

- Understand cloud native software development market growth
- Understand key vendor selection criteria for enterprises deploying tools that enable application development using cloud native APIs
- Get perspective on migration of IT budgets
- Get perspective on market consolidation
- Understand what middleware tools are available for developers
- Double click on key open-source software development initiative and milestones

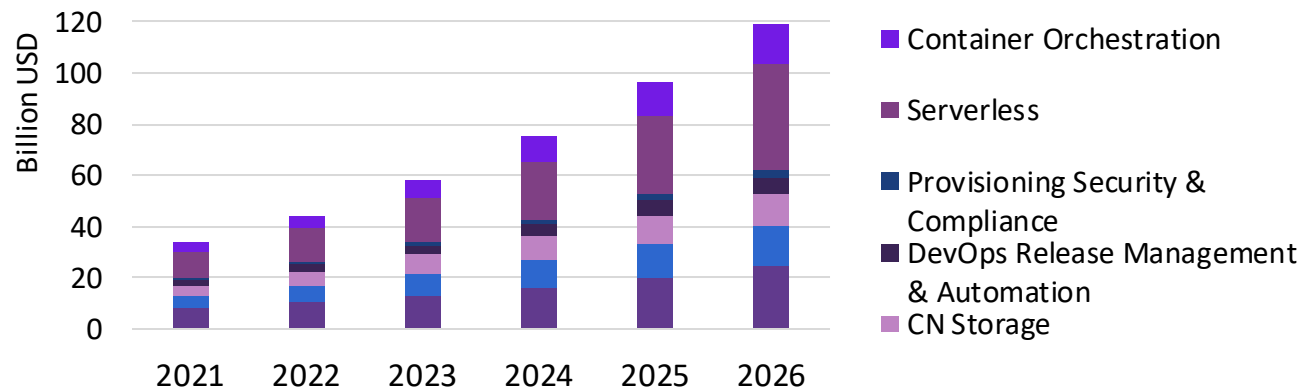
## KEY QUESTIONS ADDRESSED

- What tools can aid and improve cloud native software development?
- Who are the biggest container management platform vendors and how have they differentiated?
- What delivery models have vendors adopted for their software?
- Who's partnering with who and why?

## NEW ENHANCEMENTS

- New Omdia Universe vendor comparison report
- New end-user survey
- Topical reports on the cloud native software development ecosystem including middleware tools
- New "Trends to Watch" report

**Cloud Native Computing Revenue Forecast**



# Cloud Native Computing: Our Expert Analysts

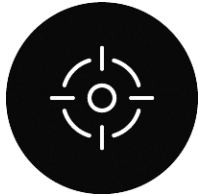


**Michael Azoff**  
*Chief Analyst*



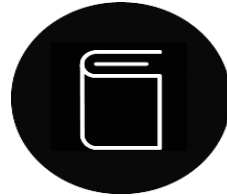
**Vlad Galabov**  
*Research Director*  
**Cloud & Data Center**

# Cloud Native Computing: Deliverables



## MARKET TRACKERS

- Cloud Native Computing Tracker



## REPORTS

- Omdia Universe: Serverless
- Omdia Universe: DevOps Release Management
- Omdia Universe: Software Lifecycle Management for Regulated Industries
- Omdia Universe: Low Code No Code
- Going cloud native at the edge for AI
- WebAssembly Market Landscape



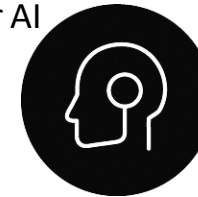
## BRIEFINGS

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



## ANALYST INSIGHTS

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



## ANALYST ACCESS

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

# Cloud Native Computing: Market Data

## Cloud Native Computing Tracker

Global market size, share and forecast for cloud-native (CN) application development and observability platforms (incl. CN database, storage, DevOps release management, security), container orchestration software, and serverless services. Accompanied by an annual report analyzing key trends and market drivers.

### DETAILS

**Frequency:** Annual

**Measures**

- Revenues

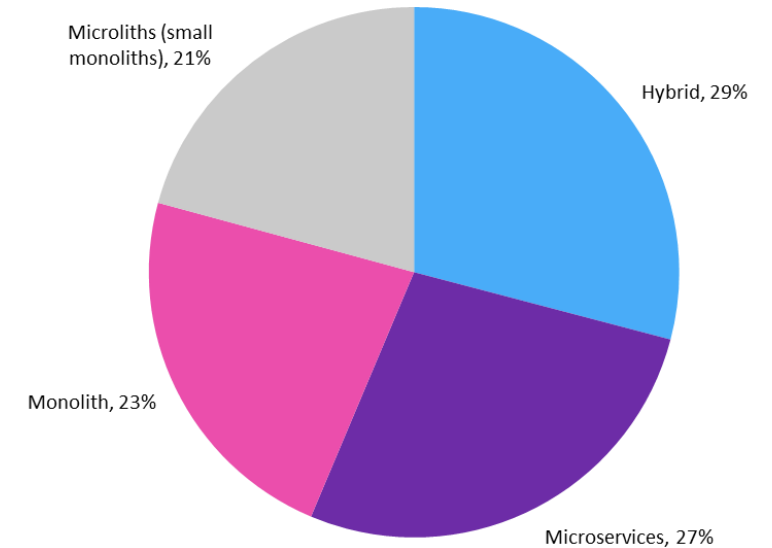
**Regions**

- Worldwide

**Product Types**

- 32 vendors of cloud native computing software covered including:
  - Amazon, Microsoft, IBM, Google, Oracle, VMware
  - Red Hat, Dynatrace, Commvault, New Relic, SolarWinds
  - MongoDB, CheckPoint, Sangfor, Inspur, Alibaba, Datadog
- Cloud native application development and observability platforms
  - Cloud native database
  - Cloud native storage
  - DevOps release management
  - Security
- Container orchestration software
- Serverless

### How is your application development balanced across the following software architectures?



Note: n=279  
Source: Omdia

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# Vendor and Market Assessment Research in 2023

## Omdia Universe: Serverless

Capturing the innovative function-as-a-service market, this report compares the leading solutions. It represents a deeper dive into cloud services than we have previously been unable to capture.

## Omdia Universe: DevOps Release Management

The report compares the leading solutions in the DevOps Release Management software market including release management, orchestration, automation and continuous delivery.

## Omdia Universe: Software Lifecycle Management for Regulated Industries

Regulated industries have unique needs when it comes to software lifecycle management. This report compares the leading software solutions available on the market today.

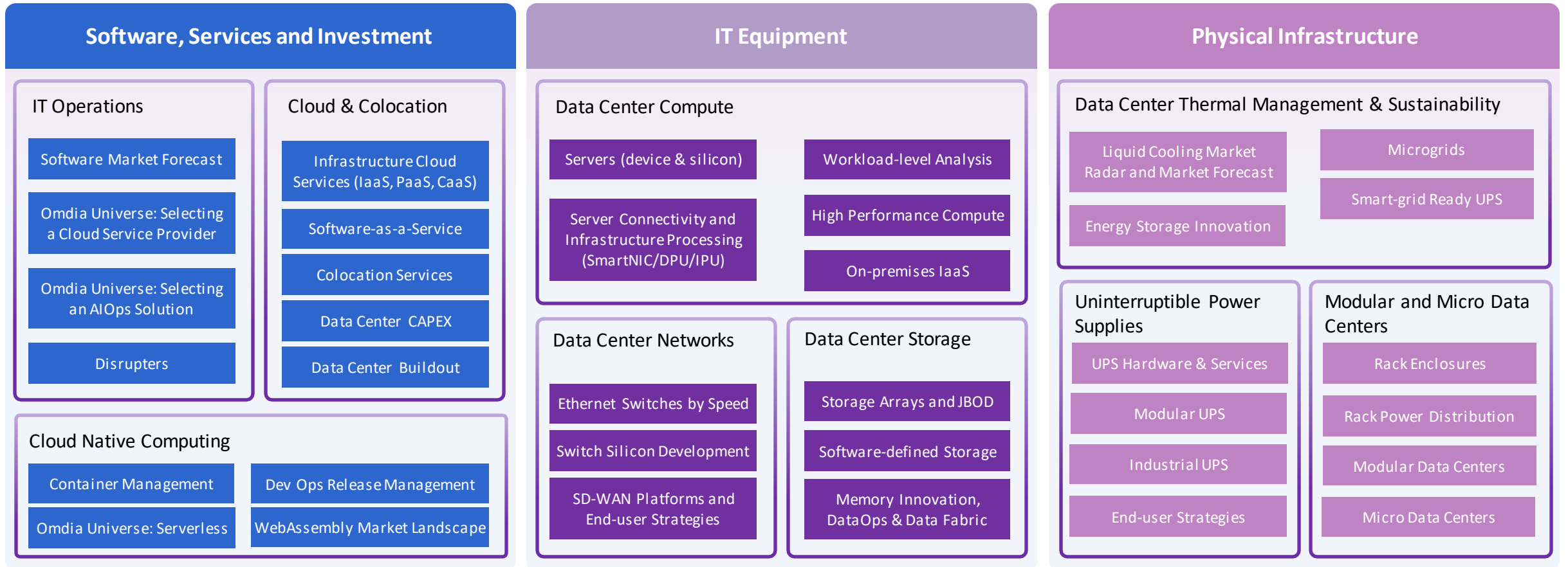
## Omdia Universe: Low Code No Code

Compares the platforms enabling rapid software development.

## WebAssembly Market Landscape

Wasm has the potential to transform software development. While containers abstracted much infrastructure concern, giving developers new freedoms, Wasm goes further, adding a secure and portable host that includes common libraries built into the platform: there are many shared components, non-functional requirements related to security, data, message queues, that make up a large chunk of every application and are repeated over again. This report will discuss the technology and vendors in this innovative space, including a large amount of start-ups.

# Overview of all Cloud and Data Center subscription services

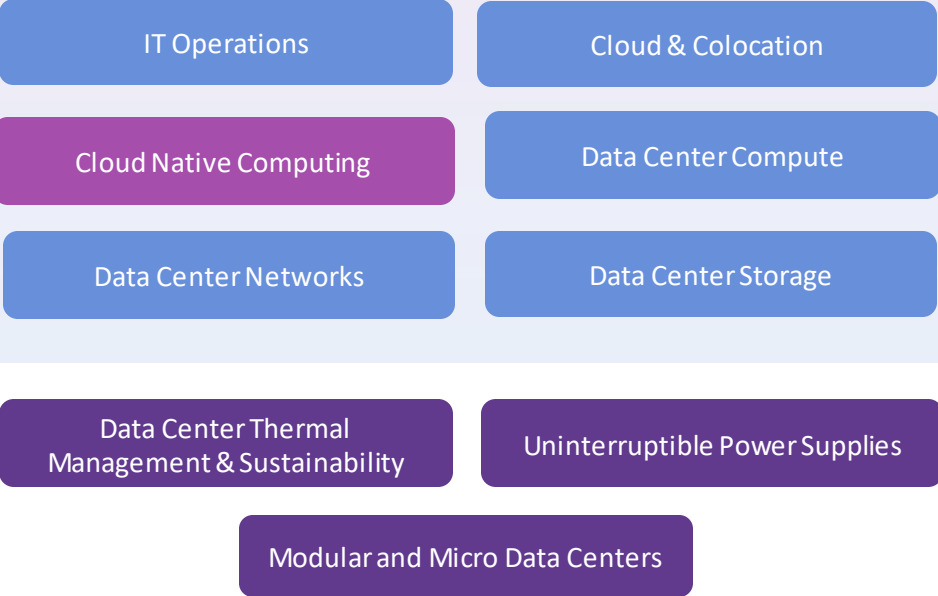




# Related Content: Cloud and Data Center Area Coverage



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



## 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, leveraging the most comprehensive industry dataset available, will 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.

## Draw on our expertise

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

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**Kâren Dyer**  
*Customer Success  
Manager*



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# Thank you

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