

Vendor Selection Matrix™ – Continuous Application Performance Management SaaS And Software: The Top 20 Global Vendors 2019

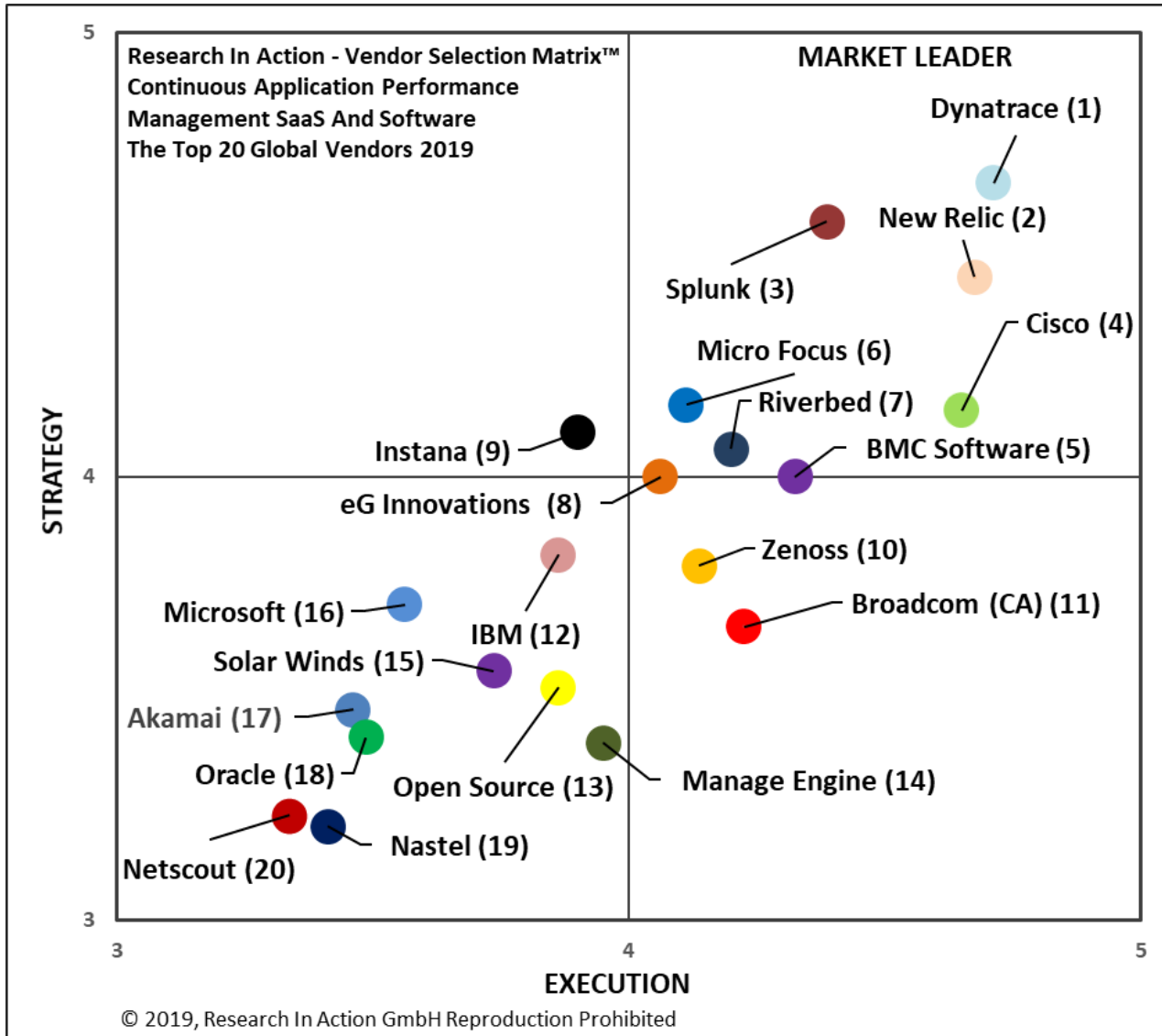
Eveline Oehrlich

Research Director

March 2019



Vendor Selection Matrix™ – Continuous Application Performance Management SaaS And Software The Top 20 Global Vendors 2019



	Strategy	Execution	Total	
1	Dynatrace	4.66	4.71	9.38
2	New Relic	4.45	4.68	9.13
3	Splunk	4.58	4.39	8.96
4	Cisco	4.15	4.65	8.80
5	BMC Software	4.00	4.33	8.33
6	Micro Focus	4.16	4.11	8.28
7	Riverbed	4.06	4.20	8.26
8	eG Innovations	4.00	4.06	8.06
9	Instana	4.10	3.90	8.00
10	Zenoss	3.80	4.14	7.94
11	Broadcom (CA)	3.66	4.23	7.89
12	IBM	3.83	3.86	7.69
13	Open Source	3.53	3.86	7.39
14	Manage Engine	3.40	3.95	7.35
15	Solar Winds	3.56	3.74	7.30
16	Microsoft	3.71	3.56	7.28
17	Akamai	3.48	3.46	6.94
18	Oracle	3.41	3.49	6.90
19	Nastel	3.21	3.41	6.63
20	Netscout	3.24	3.34	6.58



The Research In Action GmbH – Vendor Selection Matrix™ Methodology

Data Summary:

- Unique, primarily survey-based methodology for comparative vendor evaluation.
- At a minimum, 60% of the evaluation results are based on enterprise buyers' survey results.
- Analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).
- More than 45.000 data points were collected.
- Data was collected in Q4 of 2018 and Q1 of 2019, covering 1.500 enterprise IT managers (with budget responsibilities) in a combined telephone and online survey.
- The Top 20 vendors of Continuous Application Performance Management SaaS and Software solutions (selected by the survey respondents) were evaluated.
- The evaluation results and forecasts are based on customer and vendor feedback, publicly available information, triangulation, as well as the analyst's opinion.



The Research In Action GmbH – Vendor Selection Matrix™ Methodology

Survey Instrument:

Country breakdown

DACH	200
United Kingdom	150
France	150
Benelux	50
Europe (Rest)	150
North America	500
The Americas (Rest)	50
Australia and New Zealand	30
Asia Pacific (Rest)	220
Total	1.500

Company size breakdown (Revenue more than € 250 million)

Headcount below 2.500:	128
Headcount 2.500 to 5.000:	262
Headcount 5.000 to 10.000:	543
Headcount 10.000 to 50.000:	441
Headcount over 50.000:	126
Total	1.500

Job title breakdown

VP IT	139
CIO	134
IT Manager	128
IT Operations Manager	124
VP Operations	119
VP Infrastructure	109
IT Service Manager	105
Project Manager	103
Manager DevOps	99
IT Supply Manager	92
VP DevOps	89
Change Manager	61
Test Manager	56
Capacity Manager	53
Manager Testing	42
General Manager	17
CFO	12
Others	18
Total	1.500

Industry breakdown

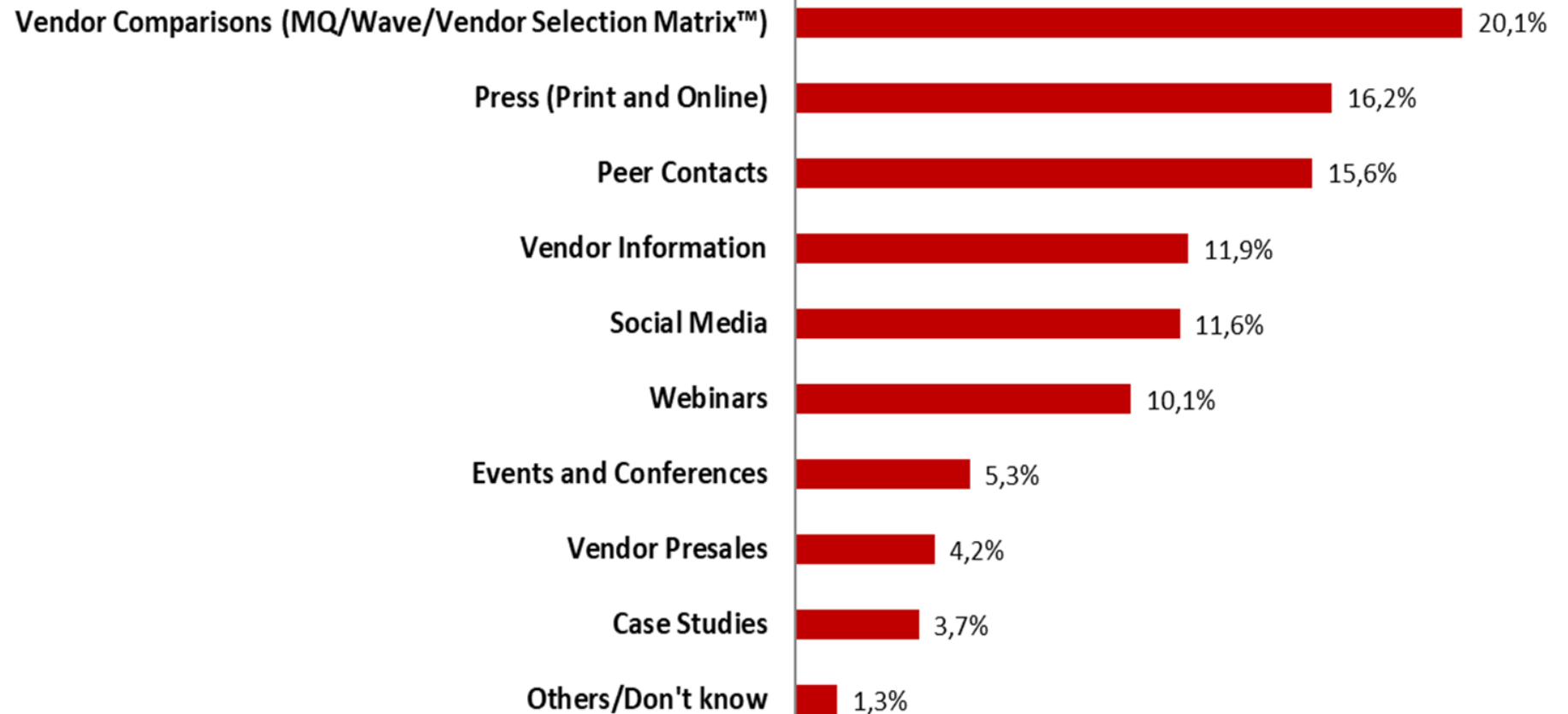
Energy	102
Financial Services	253
Government & Non Profit	98
Healthcare & Chemicals	195
Manufacturing	333
Media & Telecoms	128
Consumer Packaged Goods & Retail	121
Technology & Professional Services	166
Travel & Transportation	104
Total	1.500



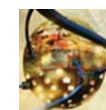
What Tools Do You Use To Create The Vendor Longlist?

**MQ/VSM
Press
Peers
Vendors
Social Media**

**Decision makers use
a mix of traditional
and online tools.**



N = 3.000 Business and IT Managers with budget responsibilities



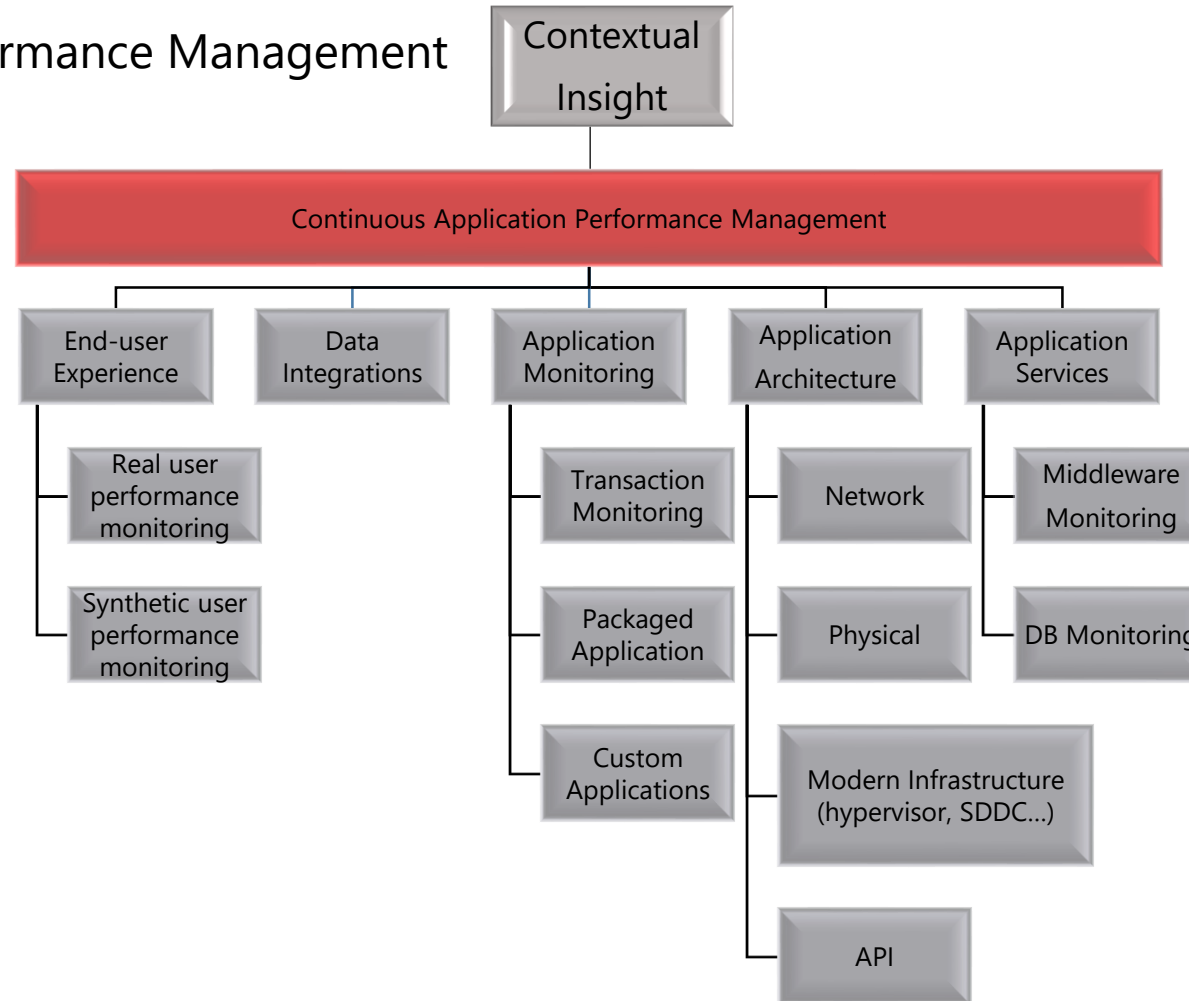
Market Overview: Market Definition

- Continuous Application Performance Management (CAPM) is the continuous identification of issues around performance and availability of software applications. It strives to proactively detect and diagnose application performance problems and enables a situational awareness of application related issues.
- CAPM SaaS and Software includes the ability to aggregate the data from monitored entities and services and correlates and presents data in context for actionable intelligence.
- For this report, Research In Action has evaluated vendors of CAPM SaaS and Software solutions. The requirements and evaluation criteria for a CAPM solution were defined by the respondents of our survey.
- We are evaluating CAPM SaaS and Software solutions based on customer needs and requirements. Due to the adoption of modern IT environments (e.g. Cloud, serverless, microservices) and the digital transformations within enterprises, the requirements have changed significantly.

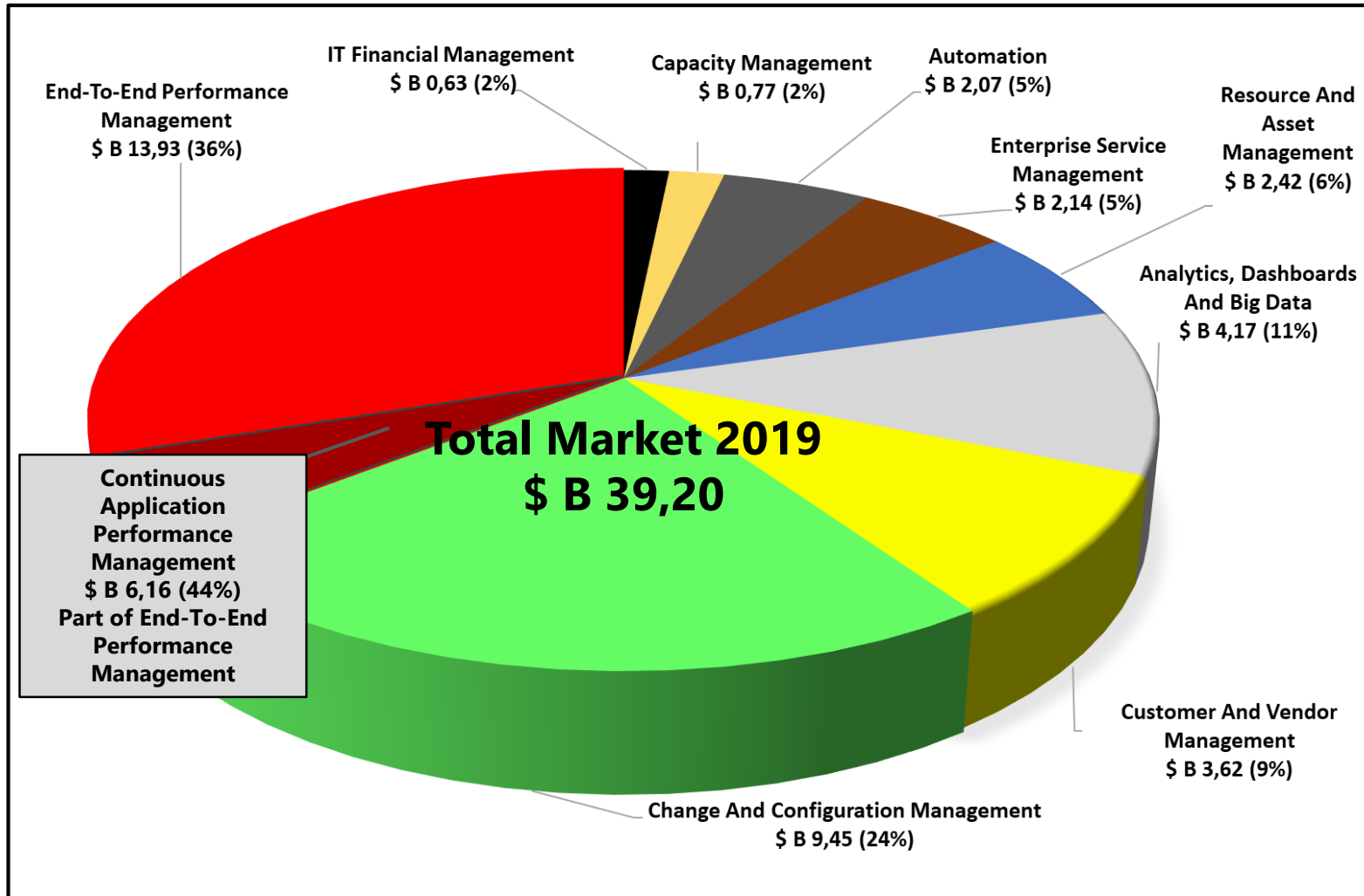


Market Overview: Market Definition

Continuous Application Performance Management Marchitecture Model



IT And Enterprise Management SaaS And Software: Global Market Sizing 2018 And Market Forecast 2019



\$ Billion*	2019	Growth	2018
End-To-End Performance Management	13,93	2,4%	13,60
Change And Configuration Management	9,45	0,7%	9,38
Customer And Vendor Management	3,62	1,1%	3,58
Analytics, Dashboards And Big Data	4,17	19,1%	3,50
Resource And Asset Management	2,42	0,8%	2,40
Enterprise Service Management	2,14	19,6%	1,79
Automation	2,07	27,0%	1,63
Capacity Management	0,77	1,3%	0,76
IT Financial Management	0,63	23,5%	0,51
Total Market	39,20	5,5%	37,15

* Numbers include software licenses, maintenance and SaaS revenue.

Enterprise buyers in the Research In Action survey predict continuing robust market growth in 2019.



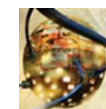
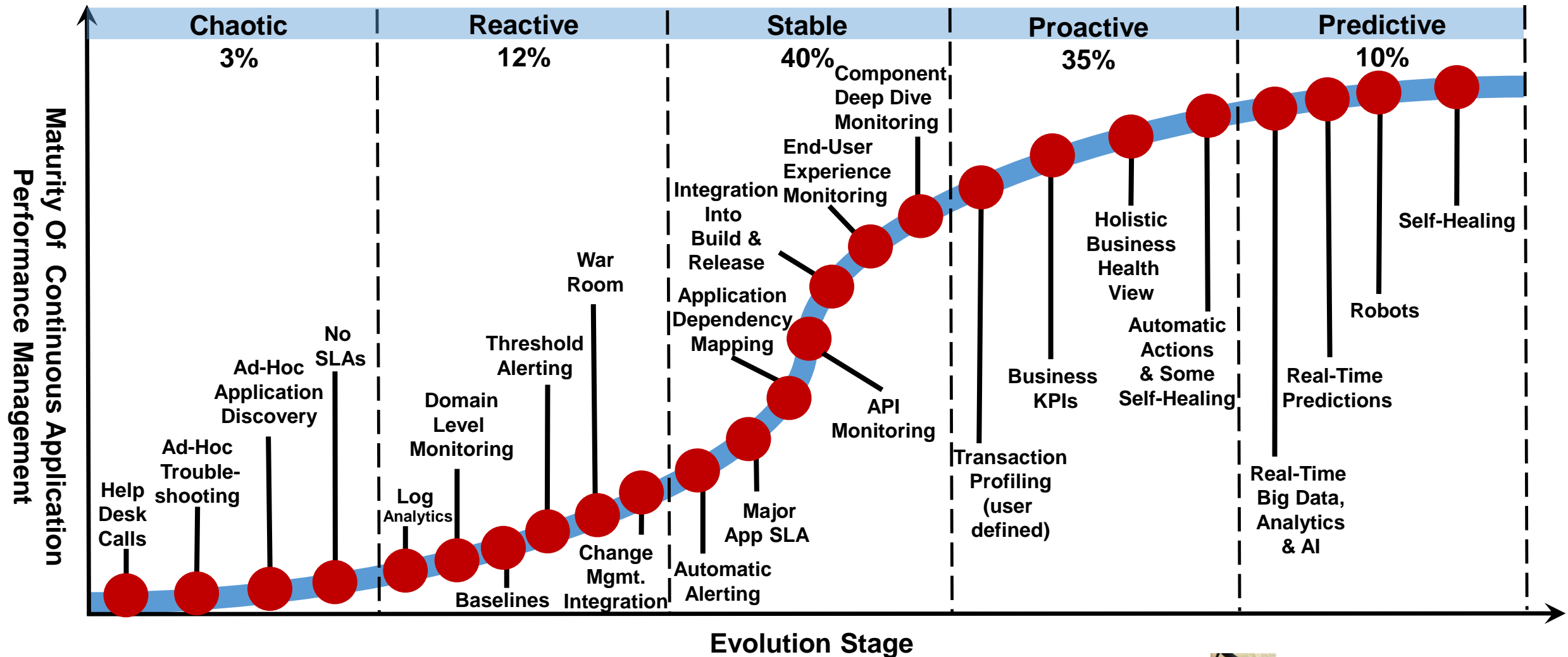
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Continuous Application Performance Management Vendor Revenues in FY2018

Vendor Name	FY 2018 CAPM Revenue Estimates in \$ Mio.	Current Market Share	Estimated Percentage Growth Since Last FY
Broadcom (CA)	700	11.3%	5%
BMC Software	600	9.7%	10%
IBM	500	8.1%	10%
Dynatrace	450	7.3%	70%
Cisco (AppDynamics)	450	7.3%	20%
New Relic	450	7.3%	35%
Micro Focus	400	6.5%	7%
Splunk	400	6.5%	7%
Oracle	200	3.2%	5%
Riverbed	200	3.2%	5%
Netscout	100	1.6%	9%
ManageEngine	100	1.6%	3%
Akamai	40	0.6%	5%
SolarWinds	30	0.5%	12%
Zenoss	20	0.3%	70%
eG Innovations	20	0.3%	10%
Nastel	6	0.1%	3%
Instana	5	0.1%	30%
Microsoft	N/A	N/A	N/A
Others	1,490	24.3%	
Total	6,161	100%	7.5%

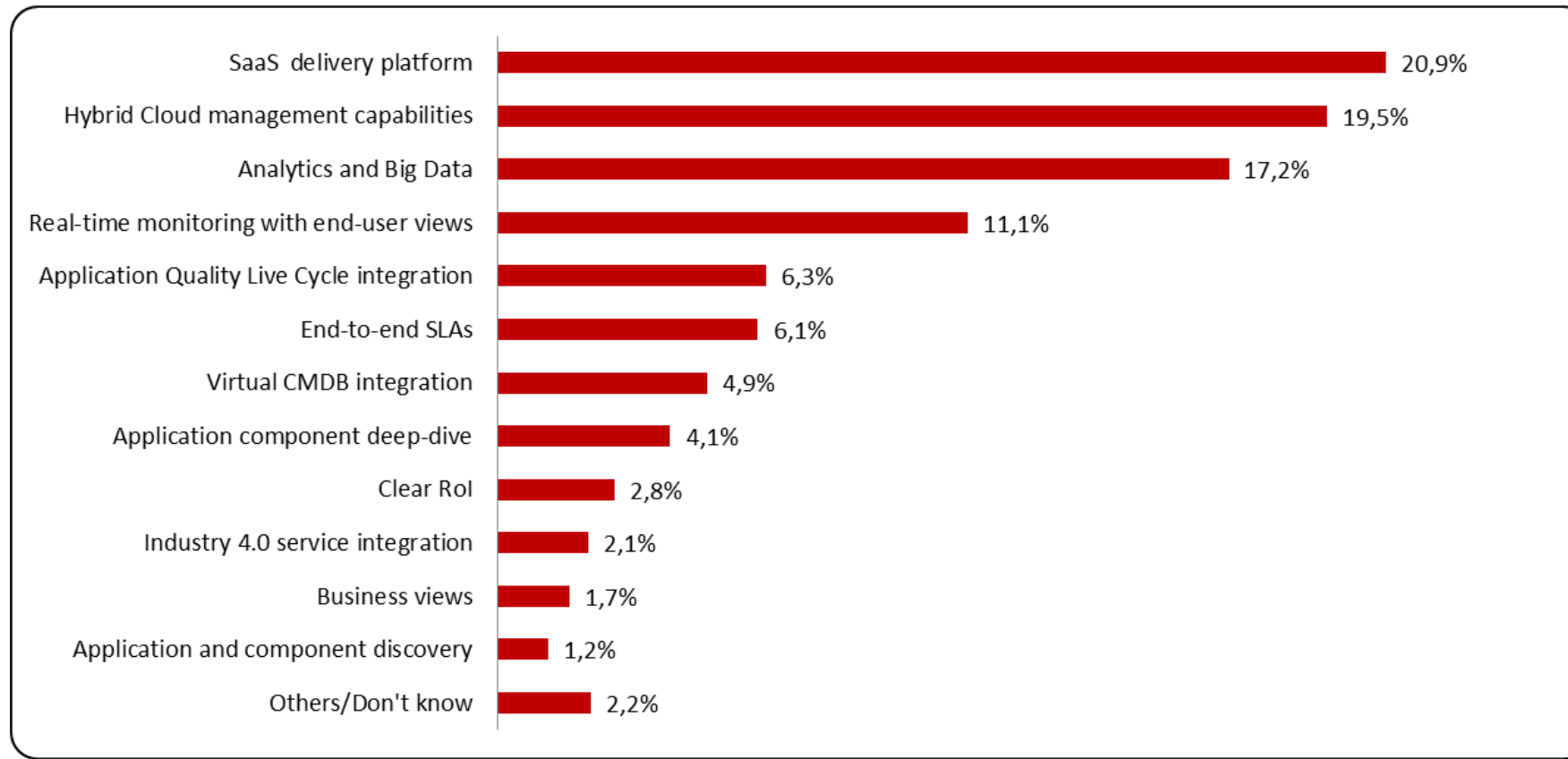


Continuous Application Performance Management Maturity S-Curve 2019



Market Overview: Today's Requirements For Continuous Application Performance Management

What are the key requirements for a Continuous Application Performance Management solution?



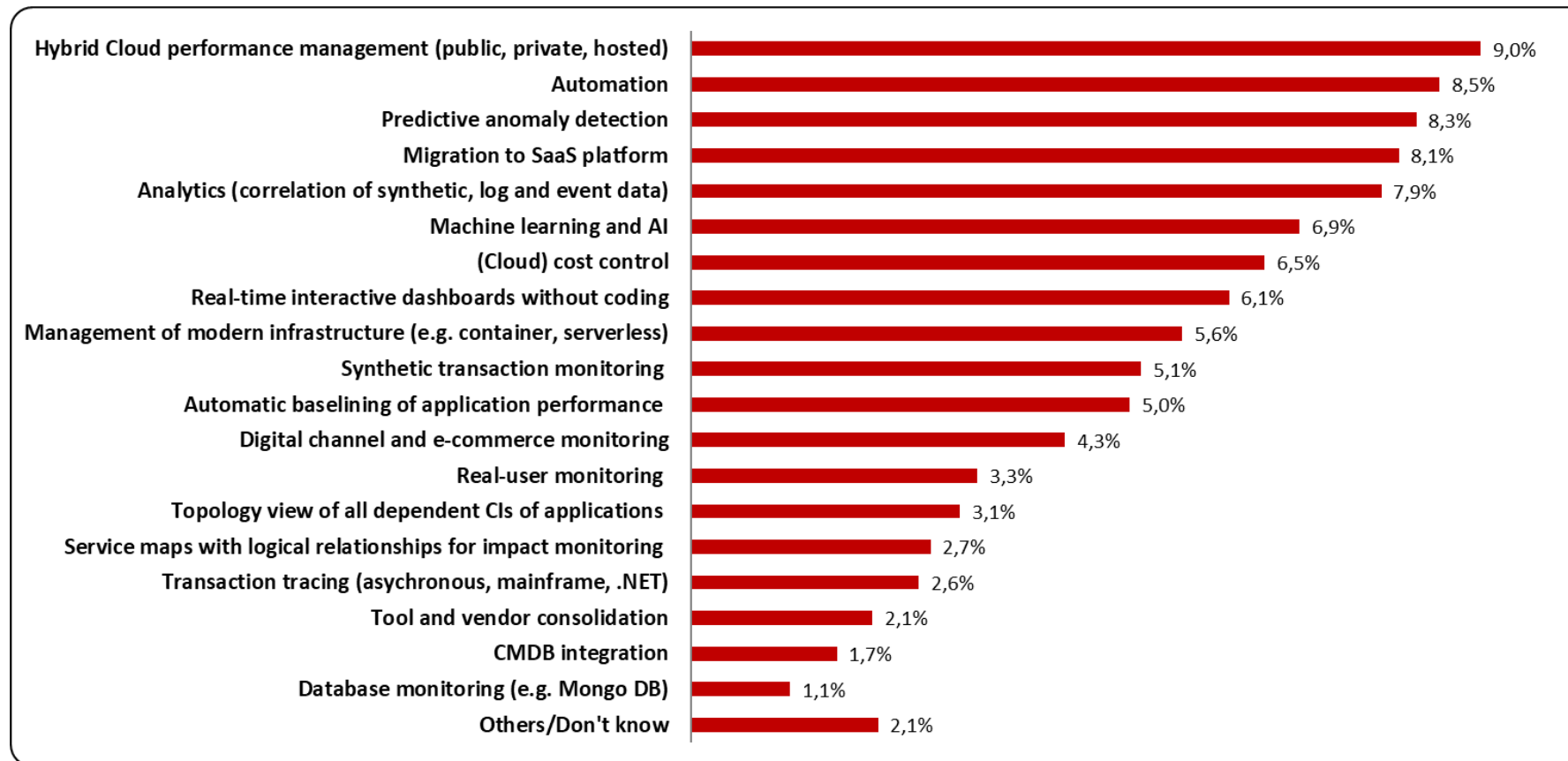
1. CAPM via a SaaS delivery platform is key to reduce maintenance, enable fast implementation and eliminate the worries about scale.
2. Due to the adoption of public and private cloud hybrid management capabilities are a must.
3. Monitoring must shift towards actionable intelligence with analytics and big data capabilities.
4. Digital businesses must be supported with real-time proactive and continuous monitoring of their customer interactions.

N = 1.600 IT Managers in Enterprises



Market Overview: Market Trends 2019

What is your number one investment area in the Application Performance Management space for 2019?



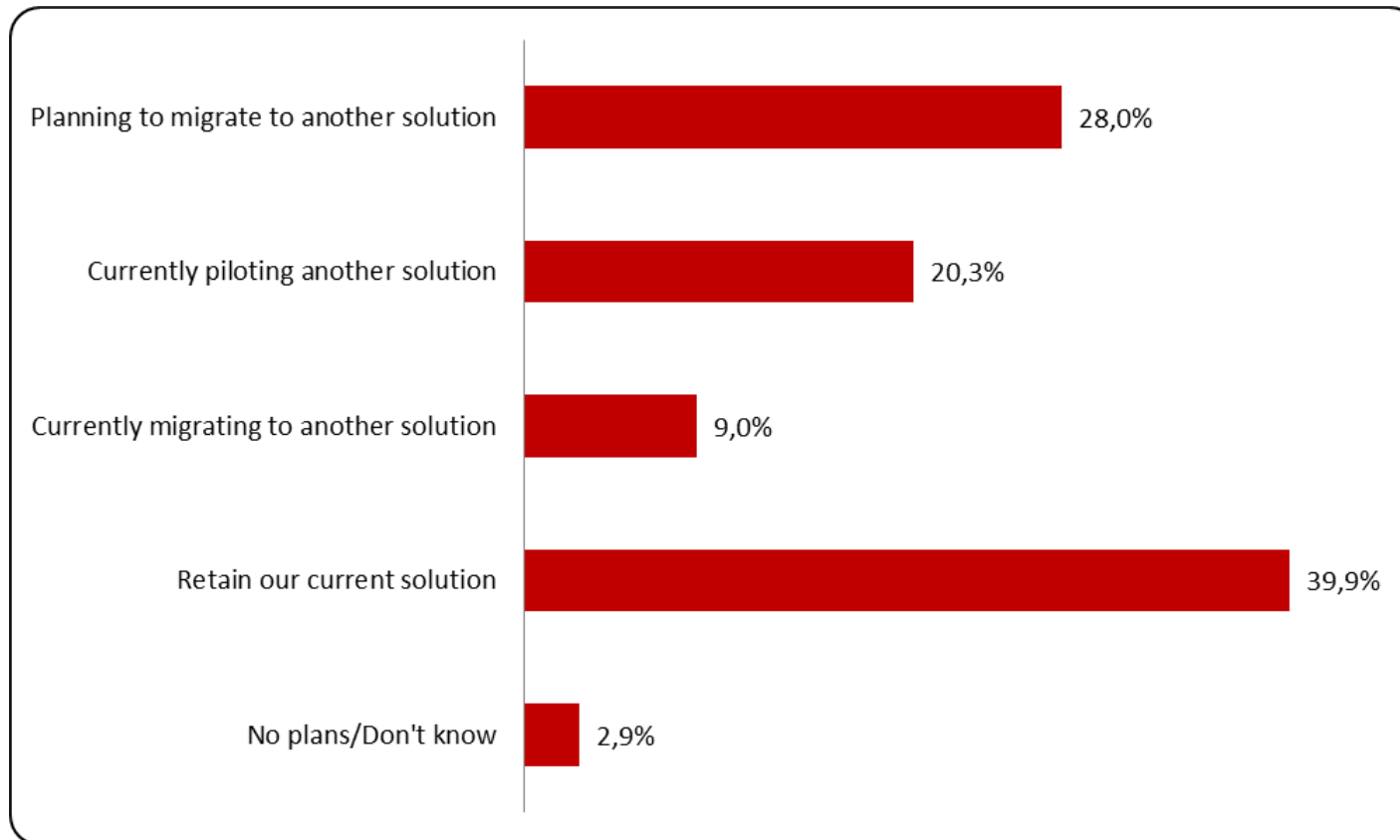
1. A must investment is the hybrid cloud performance management to provide continuous awareness of application related issues for automated or immediate resolution.
2. Adopting automation enables the shift of operations towards predictive work.
3. Additional priorities are providing proactive situational awareness of application related issues to the appropriate person, correlation of problem sources and data to provide actionable intelligence for fast resolution augmented with machine learning and AI.

N = 1.500 Enterprise IT Managers with budget responsibilities



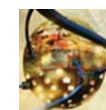
Market Overview: Market Trends 2019

Are you planning to replace your Application Performance Management solution in the next one to three years?



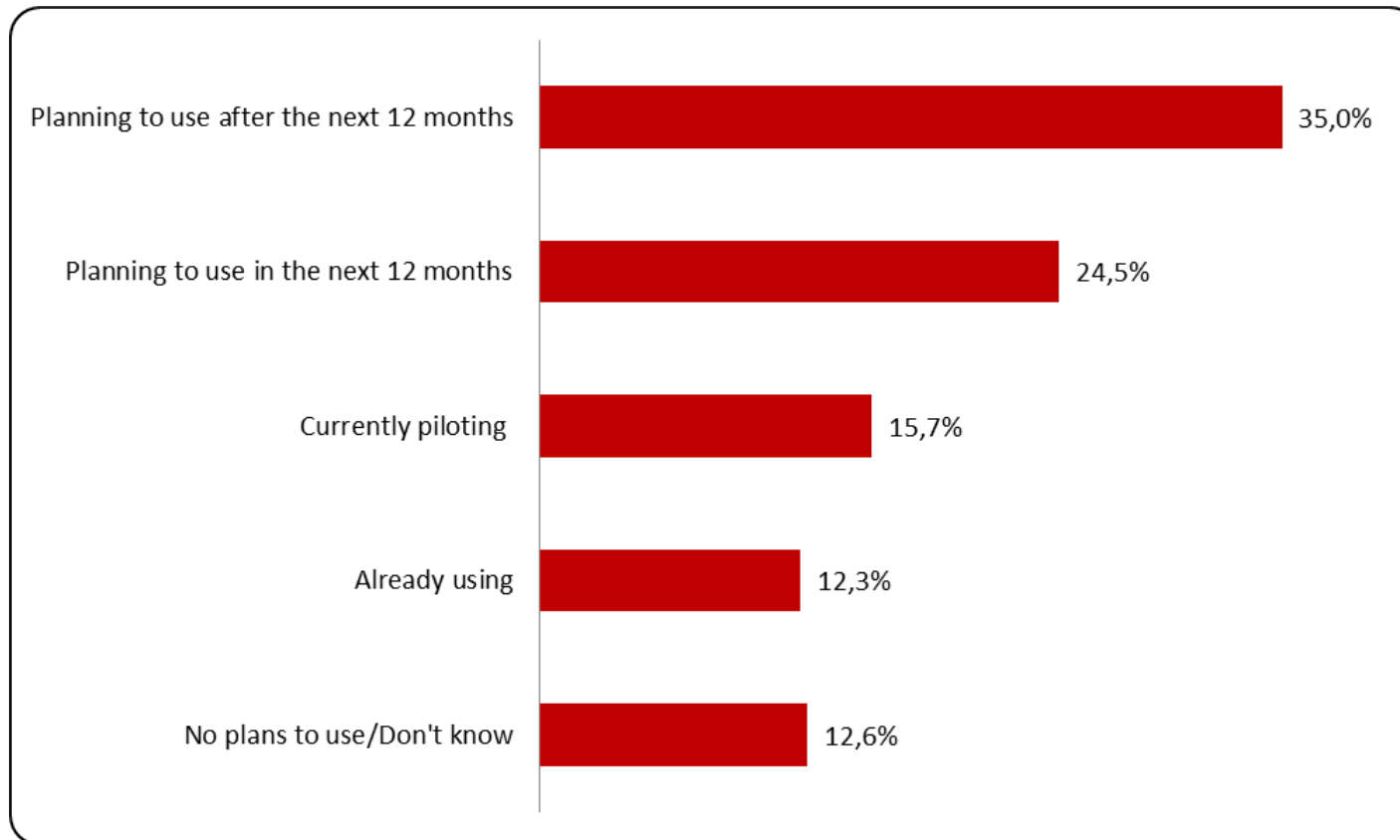
Over the next three years more than half of IT Enterprises will have replaced their existing APM solution with one or more new solutions as DevOps initiatives, complex environments and the desire for actionable intelligence and automation are key demands.

N = 1.500 Enterprise IT Managers with budget responsibilities



Market Overview: Market Trends 2019

Are you planning to use machine learning and/or AI as part of Application Performance Management?



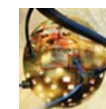
N = 1.500 Enterprise IT Managers with budget responsibilities

1. Artificial intelligence and machine language capabilities are still in pilots to proof its value.
2. The promises of AIOps which must include machine learning and AI is still 1-2 years away from mainstream adoption.
3. Machine learning and AI will raise in adoption if it enables predictive anomaly detection leveraging real time data, as this is the number three investment priority for Enterprise IT Managers.



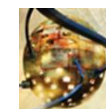
Market Overview: Market Trends 2019

- **The adoption of Continuous Application Performance Management is driven by digital transformation.** As part of the End-To-End Performance Management market, Continuous Application Performance Management (CAPM) is growing significantly. Today, there are more than 500 active software and SaaS vendors globally generating around \$ 6,2 billion in annual revenue. We predict this market to grow at a CAGR of 7,5 % year-over-year as CAPM is a key requirement to enable the digital business.
- **This market is finally converging.** As IT environments have grown in complexity with the adoption of modern technology (e.g. Cloud, serverless, microservices) implementations of CAPM must be modernized to meet key requirements. CAPM solutions are platforms which provide proactive and ongoing situational awareness of application related issues. Intelligent automation is supported through correlation, contextual presentation and prediction of application and/or service health. SaaS solutions provide immediate benefits with best practices, policies and are easy to implement. New vendors have emerged, and established vendors have shifted their architecture and strategy to mirror that of the emerging vendors.
- **Investment trends for 2019.** Spending trends for 2019 are reflecting these changes in the market and in customer requirements. The key investment areas for 2019 are:
 1. Hybrid Cloud Performance Management
 2. Automation to free up staff and reduce waste
 3. Predictive anomaly detection to increase positive customer experience
 4. Migration to SaaS delivery platform for flexibility, scalability and data integration
 5. Analytics which leverage the correlated key sources for intelligent automation



Market Overview: Continuous Application Performance Management Market Predictions

- **The continuous rise in complexity will require intelligent correlation.** The continuous evolution of architecture, technologies and business models will continue to challenge how to stay ahead of performance issues. All software, services and abstraction layers will spew out data which needs to be correlated across the supporting complex modern infrastructure and application layers. This correlation must provide proactive and contextual insight for fast or automatic resolution.
- **The desire of digital customer experience improvements will drive investment priorities.** Amidst all the effort IT spends on strategies and plans around new architectures, technologies and best practices, continual improvement of customer experience is company critical. CAPM teams must ensure that their solutions are capable to deliver advanced digital customer experience monitoring. Examples of such are user journey insights and funnel analysis.
- **The importance of tracing will show IT value within your business.** Even starting with the ten slowest transactions or more granularly the ten slowest SQL statements or driving out the ten worst performing infrastructure issues will ignite excitement across the business. High performance CAPM teams must focus and establish tracing as a methodology to improve some of the worst customer experience inhibitors. This will have tremendous impact on the value CAPM delivers within the entire organization and/or business as it will have immediate impact to the company's bottom line.
- **The power of the holistic perspective is to connect IT key performance indicators with business KPI's.** Business leaders don't care about details on IT infrastructure or technology performance issues. Key performance indicators (KPI's) for the business typically evolve around revenue and customer experience. Understanding what application dependencies and their impact on the KPI's to diagnose, triage, predict and potentially self-heal to positively impact business KPIs must be a critical aspect for selecting CAPM solutions.



Market Overview: Continuous Application Performance Management Market Predictions

- **CAPM will be an integral part of the modern software delivery chain.** The adoption of DevOps and Agile which has risen above 50% at the enterprise level, requires the left shifting of a variety of processes*. Shifting left means to take processes that usually fall at the end of the Software Development LifeCycle (SDLC) and putting them towards the beginning. Or, it could mean turning a staged process into a continuous process that occurs throughout development. By shifting CAPM to the beginning (during testing or development) it eliminates possible bottlenecks which show up during or after deployment.
- **Shift from mean-time-to-resolution (MTTR) to time-to-business-impact (TTBI).** In the digital world everything happens in real-time. This requires IT to use a meaningful way to communicate the impact of performance to the business. The term MTTR - where IT presents the efficiency in repairing something - is no longer adequate for the modern business technology environment as it does not reflect anything in relation to business health. Communicating application health with the use of a TTBI dashboards and application health indexes will change the perspective on IT's value, efficiency and innovation.
- **AI and machine learning will add some value but...** To stay ahead of issues across the rapid-changing IT landscape, the adoption of machine learning will provide some benefits when applied to historical data but will only significantly increase in value when contextual and real-time data is leveraged.
- **CAPM vendors will become a data source for AIOps.** Leveraging machine learning and additional AI capabilities promises if/then analytics, predictability of issues and prescriptive ways to heal or resolve issues. Vendors strictly focusing on AIOps have risen, but many of them need existing CAPM vendors which have focused on monitoring as possible data sources from the managed environment. Existing CAPM vendors are rearchitecting their capabilities to include AIOps as an option.

*Source: DevOps Institute



Vendor Selection Matrix™ – Continuous Application Performance Management SaaS And Software: Evaluation Criteria

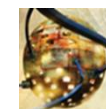
Strategy		
Vision & Go-To-Market	30%	Does the company have a coherent vision in line with the most probable future market scenarios? Does the go-to-market and sales strategy fit the target markets and customers?
Innovation & Partner Ecosystem	20%	How innovative is the company? How is the partner ecosystem organized and how effective is the partner management?
Company Viability & Execution Capabilities	15%	How likely in the long-term survival of the company? Does the company have the necessary resources to execute the strategy?
Differentiation & USP	35%	Does the solution have a Unique Selling Proposition (USP) and clear differentiators?
Execution		
Breadth & Depth Of Solution Offering	30%	Does the solution cover all necessary capabilities expected by the customers?
Market Share & Growth	15%	How big is the market share and is it growing above market rate?
Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor?
Price/Value Ratio	30%	How do customers rate the relationship between the price and perceived value of the solution?



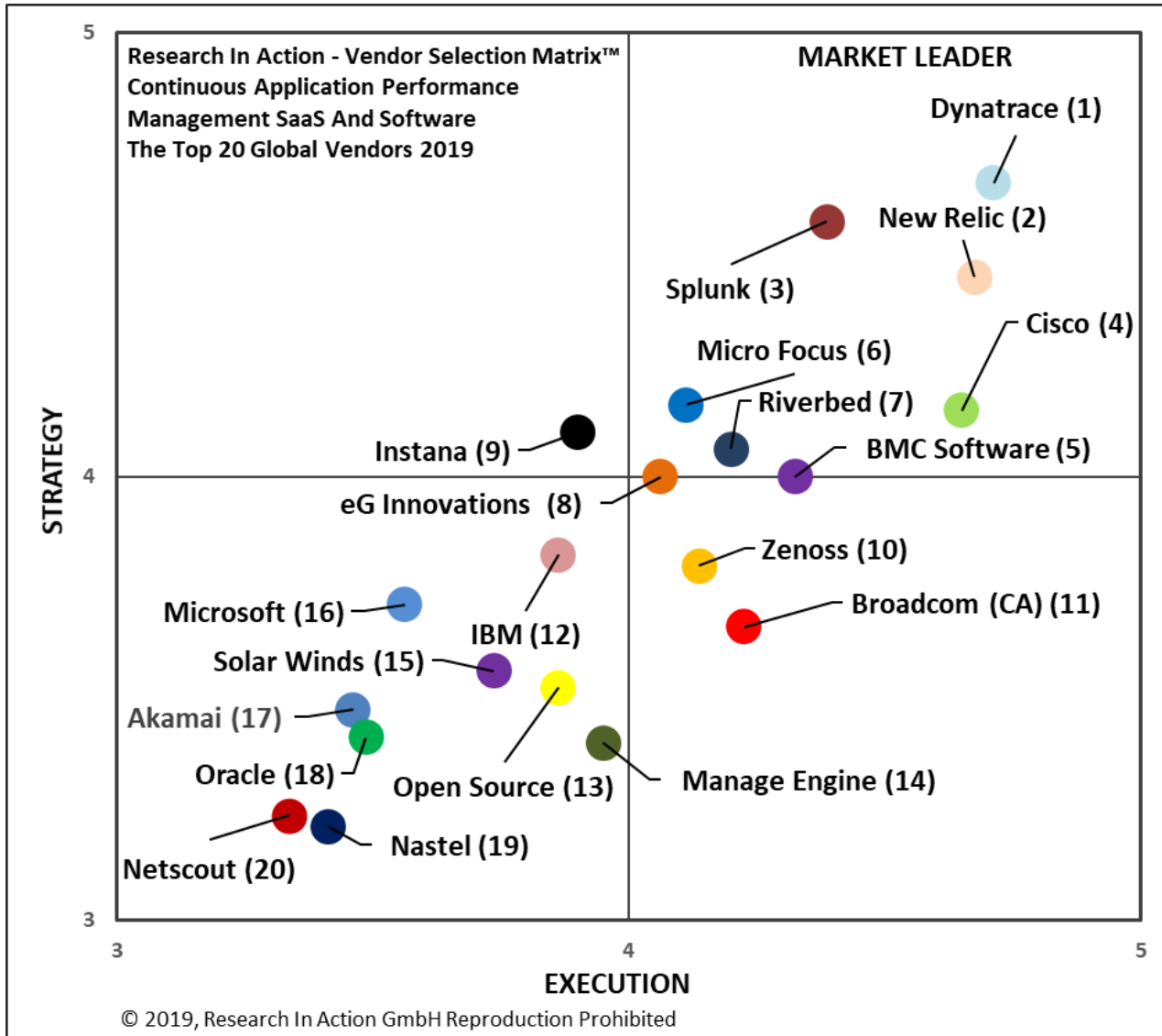
Vendor Selection Matrix™ – Continuous Application Performance Management: The Top 20 Global Vendors

Evaluated Vendors and Solutions:

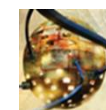
Name	Product(s)
1 Akamai	Cloudtest
2 BMC Software	TrueSight Product Family
3 Broadcom (CA)	APM, Nimsoft
4 Cisco	APM
5 Dynatrace	Dynatrace
6 eG innovations	eG Enterprise
7 IBM	IBM Cloud App Management
8 Instana	Instana
9 ManageEngine	Applications Manager
10 Micro Focus	Operations Bridge
11 Microsoft	Azure Monitor, System Center Operations Manager
12 Nastel Technologies	Autopilot
13 Netscout	nGenius
14 New Relic	APM
15 Open Source	Nagios /Icinga , EventDB , NagVis, Business Process View...
16 Oracle	Oracle Management Cloud
17 Riverbed	SteelCentral
18 SolarWinds	Server and App Monitoring
19 Splunk	Enterprise
20 Zenoss	Zenoss Cloud



Vendor Selection Matrix™ – Continuous Application Performance Management SaaS And Software The Top 20 Global Vendors 2019



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2	New Relic	4.45	4.68	9.13
3	Splunk	4.58	4.39	8.96
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7	Riverbed	4.06	4.20	8.26
8	eG Innovations	4.00	4.06	8.06
9	Instana	4.10	3.90	8.00
10	Zenoss	3.80	4.14	7.94
11	Broadcom (CA)	3.66	4.23	7.89
12	IBM	3.83	3.86	7.69
13	Open Source	3.53	3.86	7.39
14	Manage Engine	3.40	3.95	7.35
15	Solar Winds	3.56	3.74	7.30
16	Microsoft	3.71	3.56	7.28
17	Akamai	3.48	3.46	6.94
18	Oracle	3.41	3.49	6.90
19	Nastel	3.21	3.41	6.63
20	Netscout	3.24	3.34	6.58



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Vendor Selection Matrix – Continuous Application Performance Management: The Winner

Dynatrace: A solid partner to achieve great digital customer experience

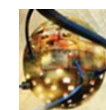
- **General:** Dynatrace is a solid solution partner to automate the performance management of an enterprise's digital customer experience. The company has capabilities from monitoring Web apps, cloud environments, and captures details on users' interactions with apps. It has introduced the ability to extend the already existing AI engine Davis with additional data from other sources than its own for additional data analysis. The company has achieved the highest score on its strategy due to the depth, differentiation and the highest scores on execution due to the highest score on customer satisfaction.
- **Strategy:** Dynatrace is continually focused on extending its existing capabilities to ingest and analyze additional data beyond what the platform already collects. Its current ability to integrate custom metrics, events and additional data from third party tools across e.g. the CI/CD and ITSM tool chain provides a rich set of data for excellent analytics. The company's vision of software intelligence for the enterprise cloud resonates well with cloud native and hybrid cloud enterprises of all sizes. Its ability to automate performance management intelligently while enabling a variety of content owners with critical business health details, makes Dynatrace attractive to buyers across development, operations and the business.
- **Execution:** The company has invested heavily into cloud, container and microservices monitoring. The Dynatrace platform automatically monitors and analyzes the full stack technology environment. Continuous discovery is supported with an AI engine at the core and provides real-time insights for intelligent action. Clients of all sizes are extremely satisfied with Dynatrace and gave high scores on price versus value. Its sizeable dedicated sales force is working diligently to serve existing and gain new customers across all major geographic regions and the company has achieved great growth over the last year.
- **Customer Quote:** "Over the years Dynatrace has evolved very well and we have evolved with them, they are always good partners." VP IT global financial services company.
- **Bottom Line:** Dynatrace's continuous focus on digital transformation attracts a variety of stakeholders across all lines of business. The continuous drive towards speed, velocity and quality by both business and IT teams requires vast and extensive automation towards predicting outcomes before they happen, and customers select Dynatrace as their predictive automation vendor for digital customer experience.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Dynatrace	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.75	1.43
Innovation & Partner Ecosystem	20%	4.50	0.90
Company Viability & Execution Capabilities	15%	4.50	0.68
Differentiation & USP	35%	4.75	1.66
	100%		4.66
Execution			
Breadth & Depth Of Solution Offering	30%	5.00	1.50
Market Share & Growth	15%	4.50	0.68
Customer Satisfaction	25%	4.75	1.19
Price/Value Ratio	30%	4.50	1.35
	100%		4.71

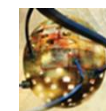
Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Continuous Application Performance Management: Number Two

New Relic: A company which works side-by-side with its customers

- **General:** New Relic's strategic approach to visibility is starting at the core of the application which is a different perspective than that of its competitors. This approach helps clients focus on gaining efficiency when leveraging the New Relic platform, no matter where within the service architecture the problem lays. With the collection of more than two billion events and metrics per minute within its platform it is obvious that the company is in a new area of growth. New Relic's focus is to support the digital transformation activities of modern enterprises with innovations to make it even more simple to understand the application from the core to its related and needed resources via its application tracing capability. Its differentiators of ease of use, ROI and powerful but simple user interfaces and reports offer clients an accelerated path towards managing digital customer experience.
- **Strategy:** New Relic's strategy supports its vision to accelerate the digital transformation activities of enterprises world-wide with a passion to make their software easy to use. With more than 50 extensive integrations into cloud native and cloud centric ecosystems and excellent scalability born in the cloud more than 10 years ago it has stayed course with its vision. New Relic's platform enables software teams to prioritize problems based on customer and business impact and tracks the flow of business transactions from collected metrics. Its strategy of starting at the application onto the infrastructure and to the frontend technologies like mobile devices and browsers provides leading indicators of performance and business issues. New Relic's unique approach – from sales to product engineering - is to work side-by-side with its customers to help them leverage the platform to continuously improve their customers capabilities and value to the business.
- **Execution:** New features such as application tracing and allowing developers to build observability into the code attract DevOps teams all focused on the speed, velocity and quality of software delivery. New Relic is a silver member in the Cloud Native Computing Foundation collaborating with the industry leaders. Its recent acquisition of SignifAI accelerates the company's investment in applied intelligence and promises to make New Relic a superset platform with advanced analytics to a wide range of data sources. 2018 was a year to focus on enterprise clients and today more than half of its revenues comes from enterprise clients. The opening of the EMEA data center in mid-2018 has and will attract additional customers.
- **Customer Quote:** "We became a NewRelic customer some years ago because the way they approach the problem from the app, and we are still happy with the company." CIO European manufacturing company.
- **Bottom Line:** With focus on the realities of constant innovation, digital customer experiences, competitive disruption, and application performance, NewRelic has gained respect from application developers and modern IT operations teams and understands their position and priorities. The NewRelic platform enables customers to solve difficult performance problems and helps the business to adapt to the challenges of IT acceleration.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	New Relic	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.50	1.35
Innovation & Partner Ecosystem	20%	4.25	0.85
Company Viability & Execution Capabilities	15%	4.50	0.68
Differentiation & USP	35%	4.50	1.58
	100%		4.45
Execution			
Breadth & Depth Of Solution Offering	30%	5.00	1.50
Market Share & Growth	15%	4.25	0.64
Customer Satisfaction	25%	4.75	1.19
Price/Value Ratio	30%	4.50	1.35
	100%		4.68

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Continuous Application Performance Management: Number Three

Splunk: Great choice for collecting and categorizing all kinds of data

- **General:** Splunk has continued its focus to collect, index, search, explore, monitor and analyze data across the ever-growing complex business and IT environment. Its platform has been extended with acquisitions in machine-learning (SignalSense, 2017) and incident management collaboration (VictorOps, 2018) to continue attracting stakeholders across development, operations and the business. Its enterprise platform provides real time insight for a variety of stakeholders enabling the analysis of operational data for business intelligence and behavioral analytics.
- **Strategy:** Splunk's strategy is primarily focused on the acceleration of application delivery and supporting the key needs of DevOps teams and does not see itself as a CAPM player – but its customers do. It continues its strategy to enable key groups with end-to-end visibility and insights across IT infrastructure through continuous receiving, collecting and indexing data from websites, applications, servers, databases, operating systems and more. The strategy includes the extension of the Splunk Enterprise environment enabling organizations which have specific data needs by using apps which can run on the enterprise platform. The extensive app collection can also be extended by building own applications reaching out to the app developers.
- **Execution:** Breath and depth have been achieved through acquisitions and the continuous focus on simple collecting, analyzing and acting upon big data. Splunk growth is fueled by the desire for meaningful operational insight across the vast value of data generated by application services and architectures. The depth and breadth of data gathering and analysis has been its strength from its beginning in 2003. Clients appreciate the price/value category but also are extremely satisfied with Splunk overall as a vendor.
- **Customer Quote:** "The Splunk capabilities are unique in the market, we require the big data number crunching." Manager DevOps North-American life science company.
- **Bottom Line:** Splunk's ongoing improvements on breadth and depth with the adoption of machine-learning has propelled them into a new market where the monitoring and analytics relies on the models created through its AI engine. Splunk no longer claims to be a CAPM vendor but rather sees itself as a analytics vendor. For clients wanting to hop on the big data analytics fast track also collecting data from security, Splunk is a solid choice.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Splunk	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.75	1.43
Innovation & Partner Ecosystem	20%	4.50	0.90
Company Viability & Execution Capabilities	15%	4.50	0.68
Differentiation & USP	35%	4.50	1.58
	100%		4.58
Execution			
Breadth & Depth Of Solution Offering	30%	4.00	1.20
Market Share & Growth	15%	4.25	0.64
Customer Satisfaction	25%	4.50	1.13
Price/Value Ratio	30%	4.75	1.43
	100%		4.39

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Continuous Application Performance Management: Number Four

Cisco (AppDynamics): Cisco's jewel for enterprise computing

- **General:** AppDynamics, a arm of Cisco, ensures the availability and performance of complex distributed applications with the focus on visualizing the business transactions performance. It automatically discovers application topology and generates dynamic baselines in context of business transactions. This year AppDynamics celebrates its two-year acquisition into Cisco. Recent news of integrated AppDynamics' deep application insight with Cisco's network expertise product, Cisco ACI's software defined networking (SDN) solution provides enterprises to follow a transaction through the application and deep into the network. This enables the correlation of application and network data models.
- **Strategy:** AppDynamics strategy still follows its initial principles of visibility, insight and action across business outcome, applications and the complexity of application architectures and services across both public and private cloud domains. Finally, after two years, Cisco sees AppDynamics as a key enabler of its strategy which Cisco is calling the "central nervous system" for enterprise computing. Its recent acquisition of Perspica, a machine learning startup, which is now part of AppDynamics will continue to drive enhancements into the overall Cisco strategy. Sales and investments from Cisco have helped AppDynamics to extend its footprint and growth.
- **Execution:** AppDynamics continues to extend its footprints across channels and customers. In 2018, it announced the ability to support SAPs proprietary language of ABAP; plays in the Kubernetes war and announced a new partner program "Pioneer" which will push AppDynamics into the mid-market. AppDynamics benefits greatly through Cisco's large channel ecosystem but also enjoys great customer satisfaction and has received solid scores in the price/value category.
- **Customer Quote:** "We are a Cisco Shop and AppDynamics fits very well in our portfolio of tools we use." VP IT global chemicals company.
- **Bottom Line:** With deployment options on-premise or in the cloud, the ability to present business health and its underlying application services and architecture and the combination of understanding transactions deep into the network, AppDynamics has done some good work around its innovation and breadth and depth of its solution offerings. Its future is depending on the success of continual growth as part of Cisco through direct and indirect channels.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Cisco	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.00	1.20
Innovation & Partner Ecosystem	20%	4.00	0.80
Company Viability & Execution Capabilities	15%	5.00	0.75
Differentiation & USP	35%	4.00	1.40
	100%		4.15
Execution			
Breadth & Depth Of Solution Offering	30%	5.00	1.50
Market Share & Growth	15%	4.50	0.68
Customer Satisfaction	25%	4.50	1.13
Price/Value Ratio	30%	4.50	1.35
	100%		4.65

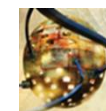
Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Continuous Application Performance Management: Number Five

BMC Software: A holistic approach to CAPM

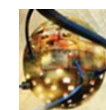
- **General:** BMC has continued to show how its solutions can enable efficiency and agility for IT Operations even though it has experienced ownership and leadership changes over the past few years. Its TrueSight platform is continually evolving and simplifying and being presented in the context for teams which want to shift to a proactive way to monitor and manage their hybrid IT environment. The key capabilities of the TrueSight platform are geared toward improving the performance, security and cost of the services, apps and infrastructure that IT provides and manages. TrueSight is presented as an AIOps platform which monitors and predicts the availability and performance of cloud, on-premises, and mainframe infrastructure, databases and applications. The company has branded all its IT Operations solutions with the TrueSight name.
- **Strategy:** BMC's strategy is to position itself as the IT management solution of breadth and depth. Their vision is to ensure that CAPM is chosen as part of a larger monitoring and event management strategy of an IT organization and not a silo. Their focus is on app-centric infrastructure monitoring, the leverage of machine learning and data analytics for fast root cause analysis and event noise reduction combined with automated operations for event remediation, incident and change management. They are seeing solid growth from customers switching from other large enterprise management companies which have deprioritized their focus and investment into IT Operations and CAPM. The company is adapting its vision, knowledge and focus around go-to-market and innovation to meet the evolution of the CAPM market.
- **Execution:** The continual development of integrations across its solution is helping its installed base; these customers are rewarding BMC with good ratings around customer satisfaction. Its growth has been focused in Fortune 100, 500 and Global 2000 enterprise accounts. Since the acquisition of BMC by KKR, a private investment company in October 2018, existing and new clients are challenging BMC to help them invest in product innovations, integrations and simplifications as their future to some extent depends on the BMC path forward.
- **Customer Quote:** "We are always happy with the BMC products and we hope that the company challenges are now behind BMC." IT Manager German financial services company.
- **Bottom Line:** As additional vendors have entered the space of CAPM while BMC has been working on reshuffling the management and investment chairs, it still has continued its focus on staying an end-to-end enterprise management company allowing its customers to improve their overall IT operations management. Its current leadership is committed and with the private equity funding available to BMC, it is well positioned for future growth and success.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	BMC Software	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	3.75	1.13
Innovation & Partner Ecosystem	20%	4.00	0.80
Company Viability & Execution Capabilities	15%	4.50	0.68
Differentiation & USP	35%	4.00	1.40
	100%		4.00
Execution			
Breadth & Depth Of Solution Offering	30%	4.75	1.43
Market Share & Growth	15%	4.25	0.64
Customer Satisfaction	25%	4.25	1.06
Price/Value Ratio	30%	4.00	1.20
	100%		4.33

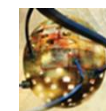
Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Continuous Application Performance Management: Number Six

Micro Focus: A good rehabilitation of ITOM and CAPM

- **General:** The path for Micro Focus since its completion of the HPE Software group in 2017, has been one of restructuring and reengineering. In 2018, the company announced a rearchitected containerized IT Operations Platform (ITOM) built on a foundation of shared microservices which provide analytics, orchestration and collaboration. This rearchitecting was a large undertaking to shift its former solutions towards fast installation, limited upgrades downtime, pre-integrated use cases and extend (or built in) scalability. Operations Bridge which provides the collection, storage and analytics of cloud and on-premise monitoring data is the center stage solution providing a consolidated view – including that of applications and business services.
- **Strategy:** The strategy of the CAPM team is that of automation, unifying and then simplifying monitoring from top down and bottom up. This strategy expands throughout its ITOM solutions which all are integrated into Operations Bridge, its partner ecosystem which integrates into Operations Bridge and further into its vision and Go-to-market activities stressing the need to start thinking about performance when business services and applications are planned. Its focus is to attract stakeholders in the plan, build, deliver and operate teams which all need common visibility into the health of their respective deliverables.
- **Execution:** Due to the reengineering efforts, continuous restructuring within some of the teams and additional challenges across the company, the growth and sales are still in the single digits. Micro Focus customers are loyal and reward the company with solid scores on customer satisfaction. Its specialized sales teams are focused on helping customers understanding the deep and broad set of its capabilities within ITOM and the related CAPM assets. The recent centralization of the channel team to an all Micro Focus team will reignite the partner community and potentially raise sales in the future. Its breadth and depth of the ITOM platform – including CAPM – has been rated high by its customers.
- **Customer Quote:** “We stayed the course over the last few years and are now confident that the future looks bright again.” CIO European manufacturing company.
- **Bottom Line:** With a large installed base of loyal customers which are shifting to the modern ITOM platform, Micro Focus is again a company to look out for in the near future. Its breadth and depth in a variety of solution components across APM and ITOM are still very complex to understand. Its recent positive financial news across the company and good customer satisfaction scores are a significant sign in the rehabilitation of Micro Focus as a company and its solutions. Its vision and innovation still have to catch up with those of its competitors addressing problems of digital customer experience in a complex hybrid environment. Its current leadership is focused on simplification without losing depth and breadth.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Micro Focus	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.00	1.20
Innovation & Partner Ecosystem	20%	4.00	0.80
Company Viability & Execution Capabilities	15%	4.50	0.68
Differentiation & USP	35%	4.25	1.49
	100%		4.16
Execution			
Breadth & Depth Of Solution Offering	30%	4.75	1.43
Market Share & Growth	15%	3.25	0.49
Customer Satisfaction	25%	4.00	1.00
Price/Value Ratio	30%	4.00	1.20
	100%		4.11

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Continuous Application Performance Management: Number Seven

Riverbed: The best kept secret in Continuous Application Performance Management

- **General:** Riverbed traditionally has developed solutions which fundamentally address the associated performance problems across wide area network (WAN). Its launch of the digital performance platform at the beginning of 2018 unveiled a new brand identity. This launch integrates a variety of solutions, supported with organic development and a variety of acquisitions (Aternity 2016) which have enriched its offerings. Today, Riverbed clients see Riverbed as a valid alternative to other companies claiming digital customer experience management coverage.
- **Strategy:** Its strategy which has begun many years ago, has been to help organizations in their digital transformations in the need for modern architectures and by evolving its product portfolio which spans from SD-WAN and cloud networking and cloud networking, digital experience management, and cloud edge. It is leveraging its brand and technology heritage of its network expertise to accelerate the need for digital performance across everything through a rebranding of the company. Continuous integration work with its Aternity end point monitoring and network performance monitoring and diagnostics (NPMD) has helped to reach customers. Its mindshare has shifted from network to applications and shows signs of attracting the developer community.
- **Execution:** Extension of its channels, the growth of the Riverbed-Ready Technology to an ecosystem of 28.000 customers and more than 1.000 resellers and the rebranding of Riverbed as a company has been rewarded with high marks on customer satisfaction. Clients beyond the network buyer see that the company has breadth and depth in its solutions to aid them in their innovation and transformation journey.
- **Customer Quote:** "Like many of their customers, we have strong network needs but Riverbed today offers more than just network management." VP IT European IT service provider.
- **Bottom Line:** No longer just a network performance management company, Riverbed has taken a huge stride forward in rebranding itself in the journey of digital transformations across every aspect of an enterprise infrastructure and application architectures and services. The company must stay focused on its continual integration across its solution, provide ongoing evidence of successful implementations of digital performance management from edge to core and must continue to drive additional partnerships in the technology ecosystem of players attracting business, development and operation stakeholders.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Riverbed	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.50	1.35
Innovation & Partner Ecosystem	20%	4.00	0.80
Company Viability & Execution Capabilities	15%	4.00	0.60
Differentiation & USP	35%	3.75	1.31
	100%		4.06
Execution			
Breadth & Depth Of Solution Offering	30%	4.00	1.20
Market Share & Growth	15%	3.00	0.45
Customer Satisfaction	25%	4.50	1.13
Price/Value Ratio	30%	4.75	1.43
	100%		4.20

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Continuous Application Performance Management: Number Eight

eG Innovations: A company focused on correlative intelligence

- **General:** Since eG Innovations initial founding in 2001, the company has been continuously extending its capability. Guided by a CEO who has gained extensive experience during his time at Firehunter, an ISP performance management vendor, the company is dedicated to its customers success and works extensively in support of this. The company approaches performance monitoring in a converged way covering both infrastructure and application sides.
- **Strategy:** Its vision of universal monitoring is supported through eG Enterprise, its converged solution which collects performance metrics across an impressive set of infrastructure and application services space ranging from web servers to network devices. One key differentiator is the ability to manage the user experience and VDI services for both Citrix and VMware Horizon. The company strongly believes that the adoption of continuous application performance management will only be successful if it is easy to use and easy to implement. Its customers certainly see this and have given eG Innovations great marks on customer satisfaction.
- **Execution:** The company is used by enterprise clients in finance, healthcare, manufacturing, utilizes and leveraged by some of the larger service providers. It has achieved to deliver support for more than 180 out of the box enterprise, web, cloud and VDI platforms. The pricing and licensing options range from perpetual, subscription to SaaS and its clients rate the price/value of the solutions extremely high.
- **Customer Quote:** "eG Innovations is not the best-known company in the market, but they make more than up for it through good quality, good service and a good pricing model." CIO Asian healthcare company.
- **Bottom Line:** For clients searching for a highly efficient, out-of-the box solution from a vendor who is extremely responsive and reliable, eG Innovations is a great option. One major differentiator is the company's patented correlative intelligence to identify the root cause and being able to highlight why the application is slow across the application and its resources. Converged application and infrastructure monitoring is a necessity to achieve this. Ease of use and ease of implementation are two additional differentiators in this private company headquartered in Singapore and New Jersey, USA and offices across the world.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>		eG Innovations	
		Score		Result
Strategy				
Vision & Go-To-Market	30%	4.25		1.28
Innovation & Partner Ecosystem	20%	4.00		0.80
Company Viability & Execution Capabilities	15%	3.50		0.53
Differentiation & USP	35%	4.00		1.40
	100%			4.00
Execution				
Breadth & Depth Of Solution Offering	30%	3.75		1.13
Market Share & Growth	15%	3.50		0.53
Customer Satisfaction	25%	4.25		1.06
Price/Value Ratio	30%	4.50		1.35
	100%			4.06

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Continuous Application Performance Management: Number Nine

Instana: Experts at monitoring containerized microservices applications

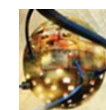
- **General:** As applications are being either rearchitected or build new leveraging modern technologies such as containers and microservices, Instana's mission is to continuously monitor these dynamic applications to provide a always accurate picture of the application model. As a small company it has developed a AI-powered CAPM solution since its start in April of 2015.
- **Strategy:** It's strategy of focusing on the monitoring of dynamic applications has seen several major product updates in the last year including automatic Kubernetes infrastructure monitoring (as industry first), an APM plug-in for Grafana and a personalization of the APM experience with its new Application Perspectives Capabilities, which ease DevOps teams' ability to monitor their specific microservice within the application. Every innovation supports its strategy to become a key player in delivering innovative monitoring built for modern dynamic application environments.
- **Execution:** The company has grown significantly over the last 12 months, has announced a Series C investment of \$ 30 million (March 2018) to accelerate the company's innovations in its automated monitoring solution for containerized microservices applications. Its monitored technologies and integrations span across all major cloud players, enables tracing capabilities across a large set of languages, and includes over 100 sensors. Instana has engineered integrations into alerting solutions and all this while achieving high customer satisfaction. Given the size of the company it certainly has achieved some great success with its solutions in large global enterprises.
- **Customer Quote:** "Instana uses a fresh approach which we like a lot and the product is also very very capable." Manager Application Infrastructure North-American logistics company.
- **Bottom Line:** Expertise, speed of delivery and focus have propelled Instana to a great place within the category of monitoring dynamic applications which is a subset of the CAPM market. The company is seen as an innovative and successful German startup which has grown across a large geographic area within a short time. Its team is highly technical with a passion for the paradigm shift happening in agile software delivery. For clients who are looking for a partner in monitoring dynamic applications a great choice.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	<u>Instana</u>	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.25	1.28
Innovation & Partner Ecosystem	20%	4.50	0.90
Company Viability & Execution Capabilities	15%	3.50	0.53
Differentiation & USP	35%	4.00	1.40
	100%		4.10
Execution			
Breadth & Depth Of Solution Offering	30%	3.00	0.90
Market Share & Growth	15%	4.00	0.60
Customer Satisfaction	25%	4.50	1.13
Price/Value Ratio	30%	4.25	1.28
	100%		3.90

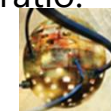
Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix – Continuous Application Performance Management: Number Ten

Zenoss: The all-in-one performance monitoring vendor

- **General:** Zenoss's focus within the last year has been to develop its Zenoss Cloud multi-tenant full SaaS-based intelligent IT operations management platform. Machine data such as event, log and ad hoc data is pushed into the Zenoss Cloud platform where it is normalized and contextualized to provide detailed IT service models. These service models are automatically generated from the data pushed or gathered through agents and agentless ZenPacks across the hybrid environment. The SaaS platform integrates with other management tools for key automations such as incident, change, configuration, release and monitoring capabilities.
- **Strategy:** Its strategy revolves around an open platform which accepts any data including models from CMDB's, metrics, events or ad-hoc data and functions as a monitoring consolidation tool. The collection of additional data can be customized via the user interface with standard APIs or through extensions called ZenPacks which are plug-ins supported by Zenoss and the open-source community that allow for the collection of real-time health and performance metrics from every system in the environment.
- **Execution:** The company has been around since 2006, however, since the introduction of Zenoss Cloud it has enjoyed tremendous growth due to its ability to federate, integrate and analyze machine data from hybrid environments across enterprise IT organizations. It's ability to stream this data on the google cloud platform has provided the vendor with improved scales and fast response times on performance issues. Customer satisfaction is solid. The improvements around presenting the solution to its customers has been very successful within its installed base and partner network. Prospects who aren't currently using Zenoss are showing interest in Zenoss modern monitoring approach recognizing it as a solid alternative in the CAPM market today.
- **Customer Quote:** "We were looking for a SaaS solution and this one has checked all the right boxes." VP DevOps North-American retail company.
- **Bottom Line:** With Zenoss ability to collect data from systems directly, through metrics, events, logs, and streaming data, with and without agents it encompasses a platform approach to performance monitoring of all-in-one. The company has grown significantly since its announcement of Zenoss Cloud and its clients are satisfied with the company and price/value ratio.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Zenoss	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.00	1.20
Innovation & Partner Ecosystem	20%	4.25	0.85
Company Viability & Execution Capabilities	15%	3.50	0.53
Differentiation & USP	35%	3.50	1.23
	100%		3.80
Execution			
Breadth & Depth Of Solution Offering	30%	4.00	1.20
Market Share & Growth	15%	4.00	0.60
Customer Satisfaction	25%	4.25	1.06
Price/Value Ratio	30%	4.25	1.28
	100%		4.14

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Broadcom (CA)	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	3.00	0.90
Innovation & Partner Ecosystem	20%	3.25	0.65
Company Viability & Execution Capabilities	15%	4.75	0.71
Differentiation & USP	35%	4.00	1.40
	100%		3.66
Execution			
Breadth & Depth Of Solution Offering	30%	4.75	1.43
Market Share & Growth	15%	4.00	0.60
Customer Satisfaction	25%	4.00	1.00
Price/Value Ratio	30%	4.00	1.20
	100%		4.23

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	<u>Manage Engine</u>	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.00	1.20
Innovation & Partner Ecosystem	20%	3.50	0.70
Company Viability & Execution Capabilities	15%	3.00	0.45
Differentiation & USP	35%	3.00	1.05
	100%		3.40
Execution			
Breadth & Depth Of Solution Offering	30%	3.50	1.05
Market Share & Growth	15%	3.25	0.49
Customer Satisfaction	25%	4.25	1.06
Price/Value Ratio	30%	4.50	1.35
	100%		3.95

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Score	IBM Result
Strategy			
Vision & Go-To-Market	30%	3.25	0.98
Innovation & Partner Ecosystem	20%	3.50	0.70
Company Viability & Execution Capabilities	15%	5.00	0.75
Differentiation & USP	35%	4.00	1.40
	100%		3.83
Execution			
Breadth & Depth Of Solution Offering	30%	4.25	1.28
Market Share & Growth	15%	4.00	0.60
Customer Satisfaction	25%	3.75	0.94
Price/Value Ratio	30%	3.50	1.05
	100%		3.86

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Solar Winds	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	3.75	1.13
Innovation & Partner Ecosystem	20%	3.00	0.60
Company Viability & Execution Capabilities	15%	3.50	0.53
Differentiation & USP	35%	3.75	1.31
	100%		3.56
Execution			
Breadth & Depth Of Solution Offering	30%	4.00	1.20
Market Share & Growth	15%	3.50	0.53
Customer Satisfaction	25%	3.25	0.81
Price/Value Ratio	30%	4.00	1.20
	100%		3.74

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Akamai	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	3.50	1.05
Innovation & Partner Ecosystem	20%	3.50	0.70
Company Viability & Execution Capabilities	15%	4.50	0.68
Differentiation & USP	35%	3.00	1.05
	100%		3.48
Execution			
Breadth & Depth Of Solution Offering	30%	2.50	0.75
Market Share & Growth	15%	3.00	0.45
Customer Satisfaction	25%	4.25	1.06
Price/Value Ratio	30%	4.00	1.20
	100%		3.46

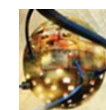
Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Microsoft	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4.00	1.20
Innovation & Partner Ecosystem	20%	4.00	0.80
Company Viability & Execution Capabilities	15%	5.00	0.75
Differentiation & USP	35%	2.75	0.96
	100%		3.71
Execution			
Breadth & Depth Of Solution Offering	30%	3.50	1.05
Market Share & Growth	15%	2.50	0.38
Customer Satisfaction	25%	3.75	0.94
Price/Value Ratio	30%	4.00	1.20
	100%		3.56

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Oracle	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	3.50	1.05
Innovation & Partner Ecosystem	20%	3.25	0.65
Company Viability & Execution Capabilities	15%	5.00	0.75
Differentiation & USP	35%	2.75	0.96
	100%		3.41
Execution			
Breadth & Depth Of Solution Offering	30%	3.75	1.13
Market Share & Growth	15%	3.00	0.45
Customer Satisfaction	25%	3.75	0.94
Price/Value Ratio	30%	3.25	0.98
	100%		3.49

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Nastel	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	3.25	0.98
Innovation & Partner Ecosystem	20%	3.75	0.75
Company Viability & Execution Capabilities	15%	3.50	0.53
Differentiation & USP	35%	2.75	0.96
	100%		3.21
Execution			
Breadth & Depth Of Solution Offering	30%	3.00	0.90
Market Share & Growth	15%	3.00	0.45
Customer Satisfaction	25%	3.75	0.94
Price/Value Ratio	30%	3.75	1.13
	100%		3.41

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	<u>Netscout</u>	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	3.50	1.05
Innovation & Partner Ecosystem	20%	3.50	0.70
Company Viability & Execution Capabilities	15%	3.50	0.53
Differentiation & USP	35%	2.75	0.96
	100%		3.24
Execution			
Breadth & Depth Of Solution Offering	30%	3.00	0.90
Market Share & Growth	15%	3.00	0.45
Customer Satisfaction	25%	3.75	0.94
Price/Value Ratio	30%	3.50	1.05
	100%		3.34

Scale Explanation: 1 (Low) To 5 (High)



The Research In Action GmbH – Vendor Selection Matrix™ Methodology

Vendor Selection Matrix™ Disclaimer:

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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.



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