EMA Releases Leaders in Advanced IT Analytics (AIA): A Buyer’s Guide for Investing in Innovation

Buyer’s guide is an industry-first effort to bring individualized attention to 13 vendors evaluated by EMA as leading innovators in AIA

Boulder, Colol. (PRWEB) September 20, 2017 -- Enterprise Management Associates (EMA™), a leading IT and data management research and consulting firm, has released a new report titled “Leaders in Advanced IT Analytics: A Buyer’s Guide for Investing in Innovation,” based on criteria defined by Dennis Drogseth, vice president of research at EMA.

There may be no more critical arena of innovation for IT organizations in the digital age than advanced IT analytics (AIA)—most commonly called “operational analytics.” But AIA stakeholders often span IT service management (ITSM) teams, development teams, and the IT executive suite, as well as a wide range of business stakeholders from line of business executives to digital marketing officers.

To address the criticality of AIA, EMA has created a buyer’s guide that is optimized for IT executives and technical buyers seeking to evaluate solutions based on their own unique requirements. It allows IT buyers to credibly map their own distinctive needs to distinctive areas of AIA innovation qualitatively. More specifically, this guide was evolved around the following criteria:
- It combines critical insights from more than three years of research on AIA with select profiling of true innovators able to meet EMA’s proven criteria.
- It draws on EMA’s extensive industry dialog, including dialog with both vendors and deployments.
- It draws on EMA’s unique consulting experience in strategic technology adoption.
- It recognizes the “seam” between performance, availability, and change management.
- It doesn’t limit AIA by definition to operations, but also considers support for development, ITSM, executive, security and business stakeholders.
- It highlights vendors in terms of value, proven use cases, cost efficiencies, stakeholder support, and distinctive areas of innovation with full attention to select individual benefits and advantages.
- It draws on validations from more than 20 real-world deployments.

“AIA solutions are evolving in multiple flavors with a growing range of benefits—most often centered in performance and availability management for IT, but also, and increasingly, addressing change impact awareness, integrated support for change management, and even integrated capabilities for capacity planning and analytics,” said Drogseth. “Our buyer’s guide is not about winners or losers—but rather a detailed evaluation of each vendor’s design point, attributes, capabilities, market history and unique strengths.”

The following 13 vendors and their solutions are included in the report:
- BMC: TrueSight Intelligence, TrueSight Capacity Optimization, and TrueSight Operations Management
- CloudFabrix Software, Inc.: AppDimensions
- FixStream: FixStream
- HPE: Operations Bridge (OpsBridge)
- IBM: Operations Analytics (suite), including Netcool Operations Insight–Advanced Analytics, and Operations Analytics—Predictive Insights
- Instana: Instana
- Interlink Software: Business Enterprise Server (BES), Automated Service Intelligence (ASI), Service
Configuration Manager (SCM), MyITOps
- Moogsoft: AIOps
- Nastel: AutoPilot
- OpsDataStore: OpsDataStore
- Perspica: Perspica
- Rocana: Rocana Ops
- Sumo Logic: Sumo Logic

A detailed analysis of the research findings are available in the “Leaders in Advanced IT Analytics (AIA)” report.

Key highlights from the buyer’s guide are available in the “Leaders in Advanced IT Analytics (AIA): A Buyer’s Guide for Investing in Innovation” webinar.

About Enterprise Management Associates (EMA)
Founded in 1996, EMA is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals, and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com.
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