

19 Key Areas Shaping IT Performance Markets in 2020

The State of IT Performance Management

Research Study

Digital Enterprise Journal – Updated: October, 2020

DEJ surveyed more than 3,500 organizations around a variety of topics about managing IT performance. Our analysis identified 19 key areas that are having the strongest impact on IT performance markets in 2020.. Some of the key findings of this research include:

- ✓ **2.9x** increase in the number of organizations that have AIOps as their budget item, over the last 12 months
- ✓ **58%** average increase in IT tasks automated over the last 12 months
- ✓ **60%** reported the impact on businesses outcomes as a top selection criteria
- ✓ **58%** reported “blind spots” on the digital delivery chain as a key challenge
- ✓ **76%** increase in the number of organizations reporting that making IT data actionable as their key goal

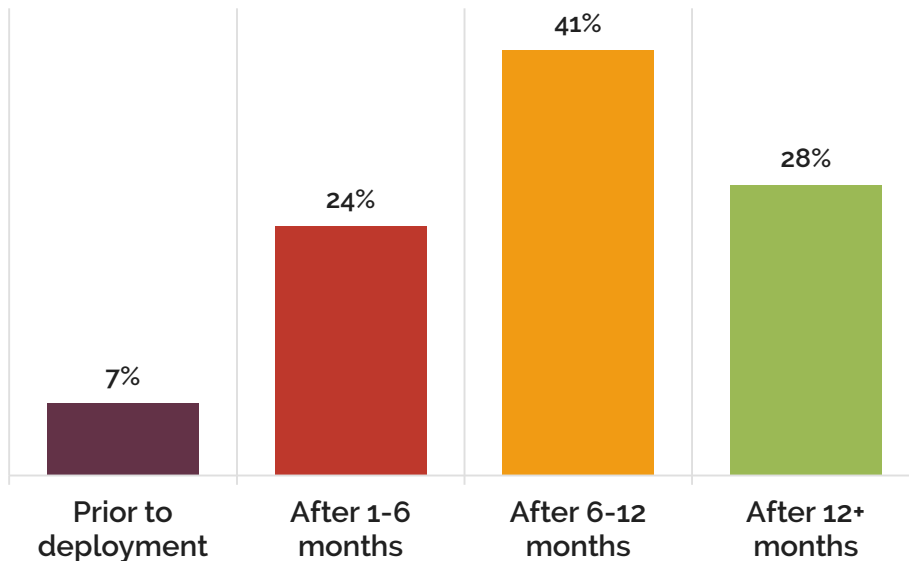
| 19 (+1) Key Areas |
|---|
| Managing dynamic environments |
| Focus on business outcomes |
| Maturing of AIOps |
| New definition of user experience |
| Defining a role in digital economy |
| New IT service delivery organization |
| Enabling customer-centric IT |
| New generation monitoring |
| Expanding deployment of automation capabilities |
| From context to insight to intelligence |
| New expectations for performance |
| Living in a DevOps world |
| New approach to incident management |
| Observability hits on all the key challenges |
| Keeping up with the amount of change |
| New APM for Digital Economy |
| Vendor selection and differentiation |
| New role and opportunities for MSPs |
| Emergence of Digital Operations |
| Key changes in IT purchases for 2020 |

Managing dynamic environments

60%

reported that having a unified view into their dynamic environments is the key capability for IT performance management

Purchases of IT performance solutions after deploying cloud and microservices



The emergence of different types of cloud services (hybrid, native, multi, etc.), microservices and containers and the increased adoption of practices, such as CI/CD and DevOps, is changing the game when it comes to ensuring optimal IT performance. [DEJ's research](#) shows that organizations are increasingly realizing that managing these dynamic environments by using tools and practices which were deployed in the past is not an effective strategy.

The research also shows that organizations need to be educated on requirements for managing these dynamic and hybrid environments before they deploy new technologies. Additionally, many organizations are taking a "build-it-yourself" approach when it comes to tools for managing these new environments. Some of them are having very good success by taking this approach, but the majority of them are realizing that it is not sustainable. The research shows that most of the organizations recognize the need for new management capabilities 6 months after establishing these dynamic environments, which results in significant opportunity cost.

So what?

\$254K

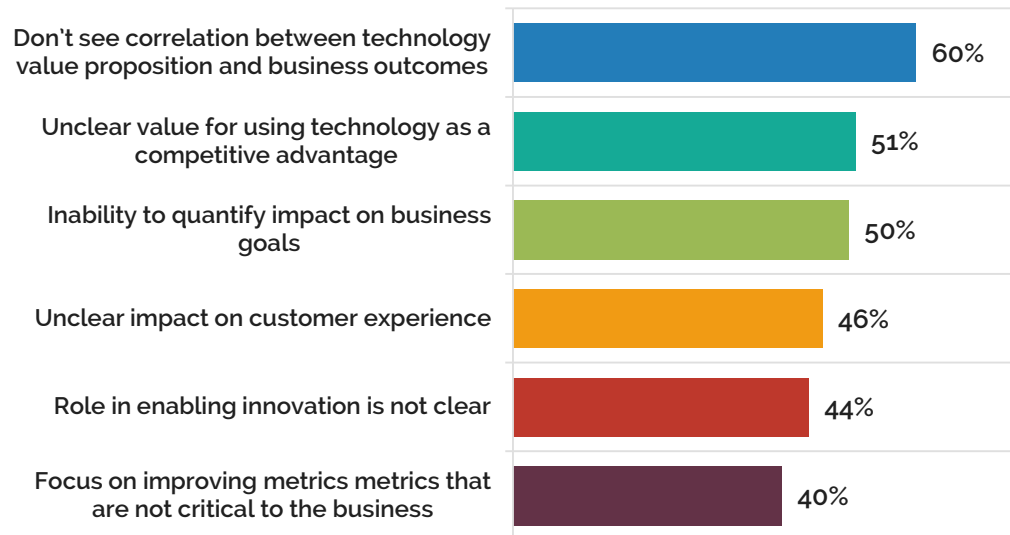
more spent annually, on average, by organizations that are taking "do it yourself" approach for managing performance of microservices as compared to all others

Focus on business outcomes

32%

reported increased importance of creating a business case for technology purchases over the last 12 months

Key reasons why the value of IT Operations is not clear to the business



With the increasing goal to use technology as a source of competitive advantage, organizations are changing their processes for evaluating new solutions. DEJ's research shows that business professionals and executives are increasingly becoming a part of a technology procurement process. However, the research also shows that these individuals don't want to go back to school to understand the value of different technologies, as 58% of them reported their interest in learning more about technology features and functionalities as "low" or "very low".

DEJ's research shows that the value proposition of IT performance solutions is very well aligned with goals of business and digital transformation leaders, but it is often very difficult for non-IT professionals to see that alignment. In order to drive future growth of their target markets, IT performance management vendors need to modify their messaging and help organizations connect the dots between technology value and desired business outcomes.

So what?

43%

average improvement in customer engagement by organizations that are using the impact on business outcomes as a selection criteria when evaluating IT solutions

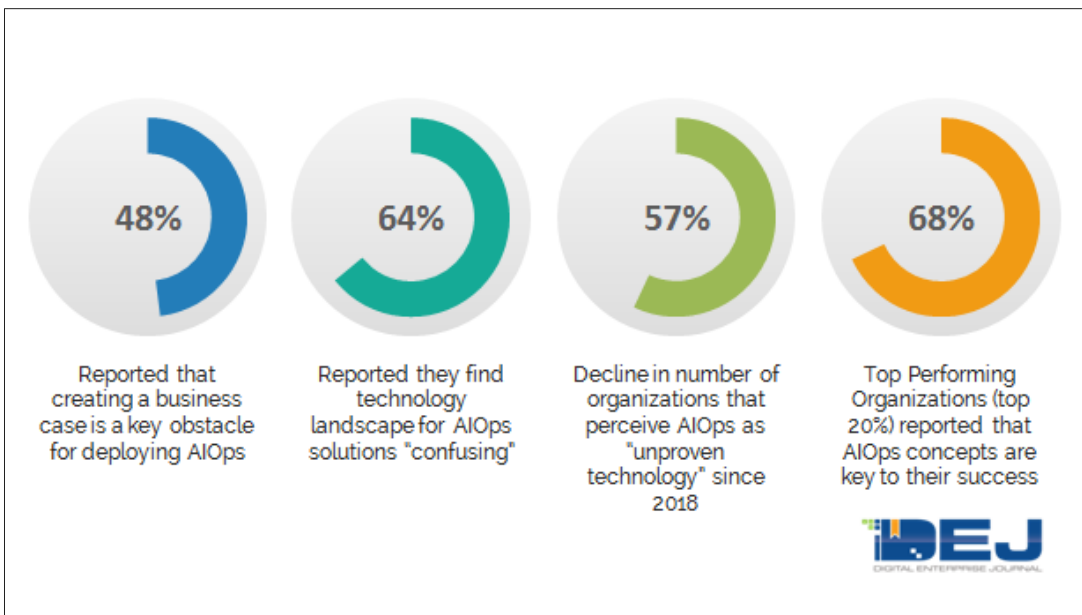
Maturing of AIOps

2.9X

increase in the number of organizations that have AIOps as their budget item, over the last 12 months

DEJ's recent study on IT operations shows that AI-powered capabilities are making a major impact on performance in each of the key management areas - from preventing performance issues to root cause and analysis and problem remediation. Additionally, [DEJ's study on IT transformation](#) shows that, for the IT, AI-powered capabilities are no longer "nice to have" but they are becoming a necessary requirement for completing daily tasks. However, the research shows that there are still many barriers for broader adoption of AIOps solutions.

In order for AIOps concepts to make an even stronger impact on the market: 1) AI-powered solutions will have to expand to new use cases beyond incident management; 2) the term AIOps has to mature and be less of a marketing term or a buzz word, so that it becomes easier to differentiate between different solutions and create more homogeneous submarkets; 3) technology vendors need to work with organizations to ensure that their staff has the necessary skills for leveraging these solutions; 4) the value of these solutions has to be clearly communicated to a broader audience of stakeholders and translated to the language of business.



So what?

65%

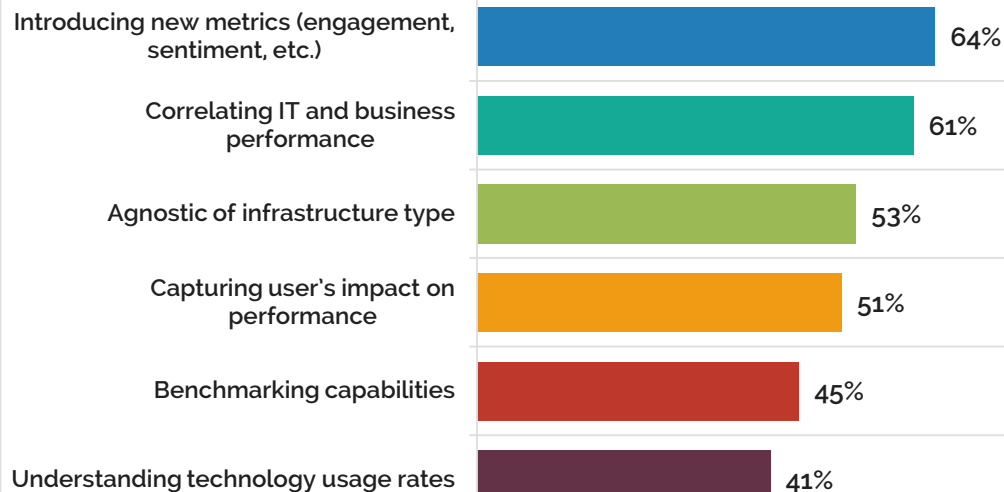
Average reduction in escalated incidents by organizations that have an automated, context-driven process for prioritizing IT events

New definition of user experience

64%

increase in importance of employee experience over the last 18 months

Key attributes of new approach for user experience monitoring



DEJ's recent study shows that top performing organizations are 3.1 times more likely to view the quality of user experience as the #1 measure of IT performance, as compared to all others. [The research also shows](#) that the performance metrics that IT is using do not reflect true user experience for 71% of organizations.

In order to fully evaluate IT performance, organizations need to ensure that it is truly being measured from an end-user perspective. As a result, the concept of user or digital experience monitoring (UEM or DEM) is changing to include new metrics, technology areas, usage patterns and user expectations and its role is becoming increasingly important.

Forty-six percent of organizations in DEJ's IT Transformation study reported creating new experiences for users (both customers and employees) as a source of competitive advantage. As a result, new strategies for managing user experience need to be business centric and focused on meeting new expectations for performance.

So what?

68%

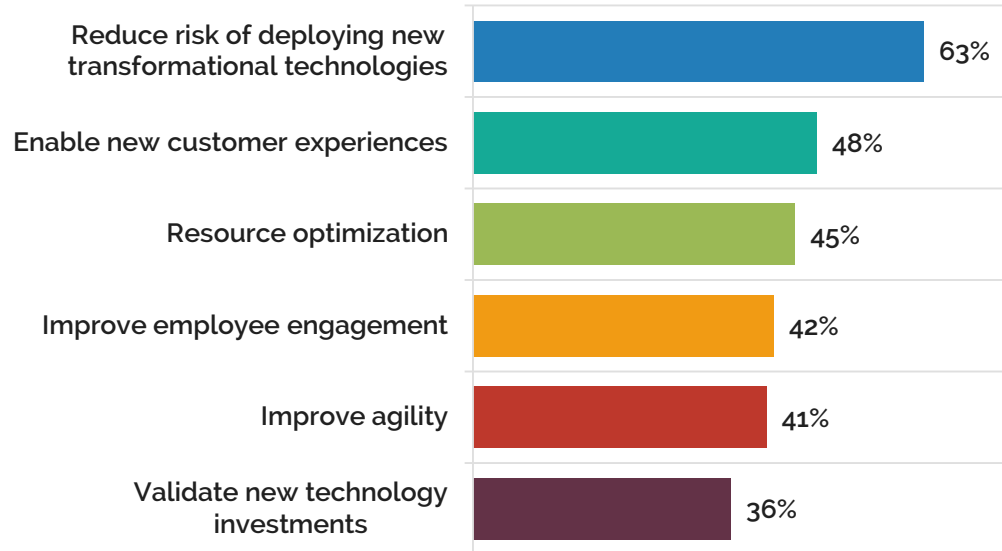
higher success rate in preventing performance issues by organizations that are monitoring IT performance from the perspective of the end-user

Defining a role in digital economy

2.1X

Increase in number of organizations using technology to differentiate from competitors since 2017

The role of IT performance management solutions in enabling digital transformation



Improved productivity, cost savings and risk mitigation have traditionally been major points of business value proposition of IT performance management solutions. However, [DEJ's recent research shows](#) that the areas where business and IT executives and digital transformation leaders see the most value of these solutions are: 1) maximizing the value of investments in new transformational technologies; 2) enabling "new productivity" (employee engagement, preventing issues, etc.); and 3) validating technology investments.

IT performance management technologies are one of the key enablers of digital transformation, but in order to get a seat at the table with digital transformation leaders, technology vendors need to have a clear message about how deployment of their solutions fits into using technology as a source of competitive advantage.

So what?

96%

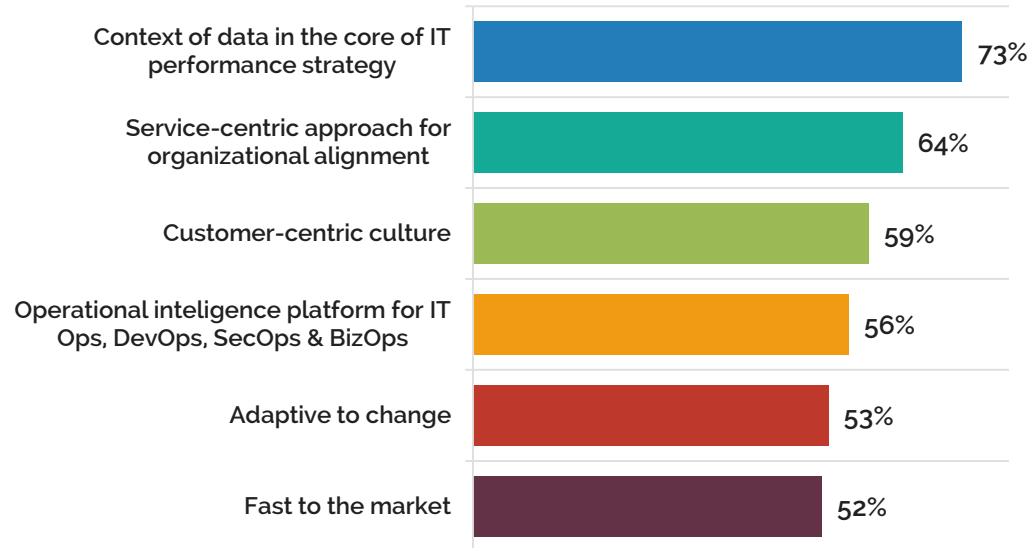
increase in resources available for innovation and growth by Top Performing Organizations (top 20%) in managing IT Operations

New IT service delivery organization

46%

reported that the boundaries and responsibilities between IT and other departments are becoming more blurry

Key attributes of modern IT service delivery organization



Organizations are increasingly realizing that making organizational changes is the key for their efforts to improve IT performance and maximize the value of technology investments. Establishing new dynamic IT environments and delivering a business value is difficult to do with organizational structure, alignment, culture and processes that were implemented many years ago still being in place.

As a result, organizations have to make significant changes to their organizations that start with adopting a service-centric approach and also include improvements in workflows and skill sets, introducing new job roles and modifying processes for evaluating the value of different technologies. Without making these changes, even investments in best-of-breed solutions are likely to fail.

So what?

3.1X

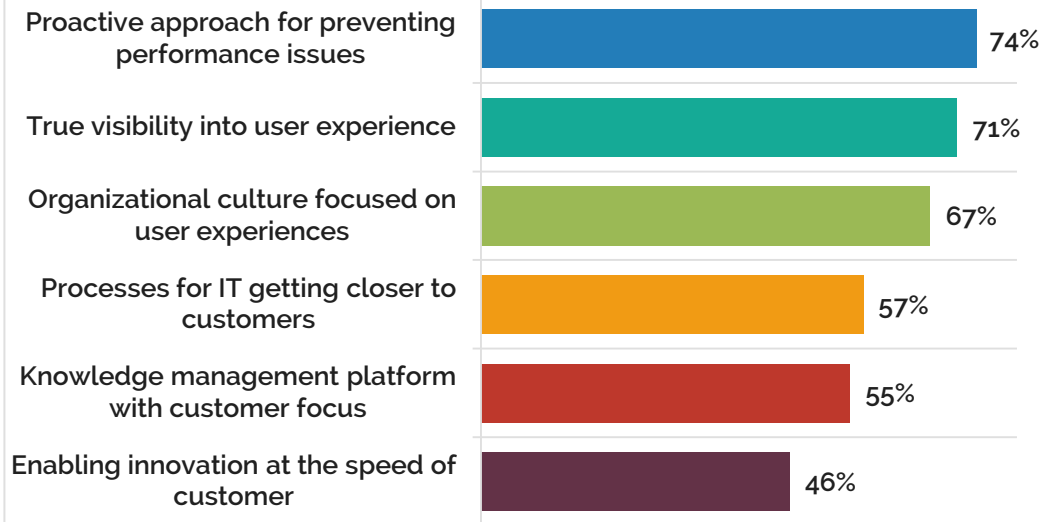
faster new application releases by organizations that have capabilities for providing context and correlation of data between IT Operations and DevOps

Enabling customer-centric IT

40%

adopted or looking to adopt customer-centric approach for managing IT

Key attributes of customer-centric approach for managing IT



Sixty-eight percent of organizations reported that customer expectations for experience and engagement increased over the last 2 years. One of the keys for IT to become more strategic is to adopt an approach where end-users (customers and employees) become a focal point of all of its efforts.

Adopting a customer-centric approach for managing IT is a process that requires more than deployments of new technologies, but IT performance management solutions can play a critical role in enabling this transformation. The research shows a significant overlap between attributes of customer-centric IT and modern IT Operations, especially in the areas such as automation, AI, knowledge management and collaboration and improving speed to the market. Therefore positioning themselves as a key enabler of new user experiences would allow IT performance management solutions to move higher on the agendas of business-technology leaders.

So what?

3.2X

average improvement in customer engagement by organizations that are taking customer-centric approach

New generation monitoring

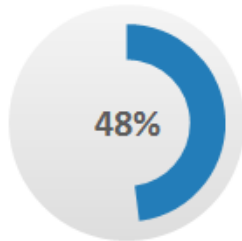
58%

reported “blind spots” on the digital delivery chain as a key challenge

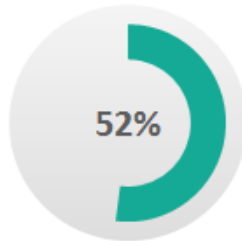
[DEJ's recent study](#) revealed that the amount of change in IT environments has been increasing by an average annual rate of 86% since 2016. Additionally, the research shows that the effectiveness of IT performance monitoring tools has been in a steady decline over the same time period. With the increase of complexity of IT environments and the growing need of the IT to contribute to business goals, organizations need to rethink their monitoring strategies.

Capabilities such as full visibility into the performance of cloud services and containers and the ability to provide AIOps and performance monitoring functionalities on the same platform are some of the key parts of IT monitoring approaches that can address key performance management challenges.

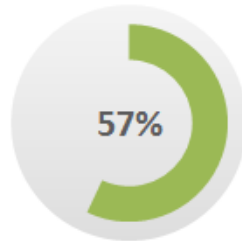
With the increasing importance of having visibility into dynamic and hybrid environments, organizations need to ensure end-to-end visibility into the entire digital delivery chain and be deploying IT monitoring solutions that have short time-to-value. Additionally, having a unified, service-centric view across their entire IT stack and the ability to process streaming data in real-time are some of the key attributes of modern IT monitoring strategies.



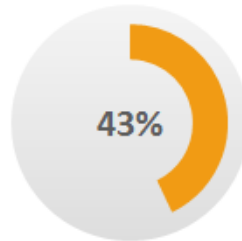
Looking to deploy AIOps and IT monitoring capabilities on the same platform



Reported the lack of service-centric view into performance of dynamic environments as a key challenge



Reported the effectiveness in monitoring cloud performance as a top solution selection criteria



Looking to deploy a platform for unified analysis across IT management tools stack



So what?

42%

average increase in ROI from cloud deployments by organizations that have end-to-end visibility into entire digital delivery chain

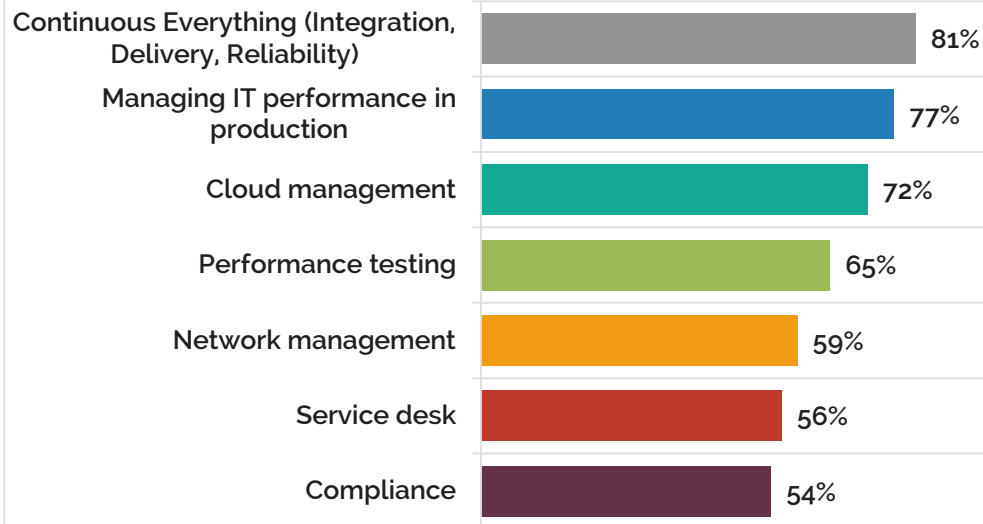
Expanding deployment of automation capabilities

58%

average increase in IT tasks automated over the last 12 months

Thirty-eight percent of organizations in DEJ's research reported that they are looking to automate their IT processes end-to-end. Additionally, organizations are making automation a critical part of their strategies in some of the key management areas, such as cloud performance and problem remediation.

Areas where importance of automation was ranked "high" or "very high"



End-to-end automation of IT processes has numerous benefits and can be one of the key enablers of digital and IT transformation projects, as it is unlocking the value of new technology deployments, driving innovation and creating business value. However, it also requires buy-in from different stakeholders within an organization, therefore, in order for it to get more traction, its value has to be presented in a business context.

DEJ's IT Transformation study shows that organizations are increasingly understanding limits of manual work as the research reveals 34% increase in the number of organizations reporting that "throwing more people at the problem" is not a viable solution. Therefore, it doesn't come as a surprise that automation capabilities are playing a strategic role in variety of IT areas - from software delivery to service desk and regulatory compliance.

So what?

60%

average reduction in MTTD by organizations that have capabilities for automating monitoring of an entire Cloud stack

From context to insight to intelligence

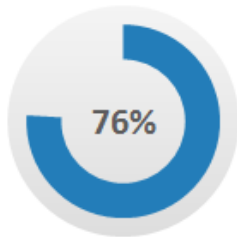
57%

described that impact of the share amount of IT performance data collected on performance improvements as “weak” or “very weak”

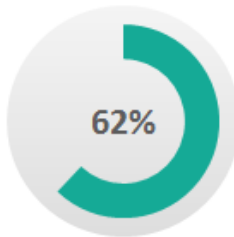
DEJ's study "[17 Areas Shaping the IT Operations Market in 2018](#)", revealed that presenting IT performance data in an actionable context is crucial for addressing top management challenges. This year's research shows that the context of data is still the key for creating actionable insights, but organizations are also looking to further improve usability of their IT data.

The research shows that organizations are not only looking to expand their use of advanced analytics to forecast potential problems and recognize performance patterns, but they are also looking to expand use cases of these capabilities to impact business outcomes. Maximizing the value of IT data by making it available to different job roles and using it in a business context creates numerous opportunities for IT performance solutions to unlock untapped opportunities for future growth.

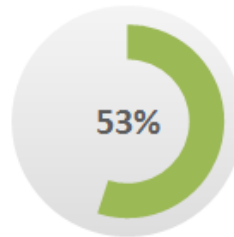
The research also shows signs of the market slowly becoming more mature as more organizations are starting to realize that the name of the game in IT performance management is - creating actionable insights.



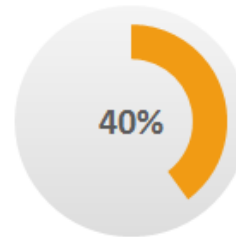
Increase in number of organizations reporting that making IT performance data actionable is their key goal, over the last 18 months



Looking for capabilities for putting IT performance data in the business context



Increase in organizations are looking to deploy analytics for forecasting problems and recognizing performance patterns, over the last 18 months



Looking to maximize the value of IT data by making it available to different job roles

So what?

4.2X

more users managed per IT FTE by organizations that are putting context of data in the core of their IT Operations strategy

New expectations for performance

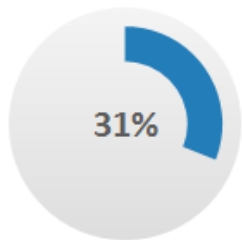
68%

reported increased customer expectations for engagement and experience

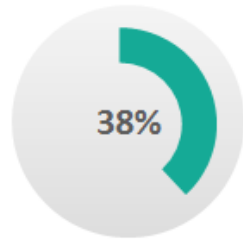
DEJ's 2019 research study "The Roadmap to Becoming a Top Performing Organization in Managing IT Operations" shows that higher expectations for customer (both external and internal) experience is the #1 driver for modernizing IT operations. As a result, the norm for what optimal IT performance means to organizations is increasing and organizations have to only setting higher goals and benchmarks for KPIs that they have been using, but also introducing new metrics for evaluating performance.

DEJ's research shows a major disconnect between goals of digital transformation leaders to leverage user experience as a source of competitive advantage and IT's ability to proactively prevent performance issues. Additionally, expectations for application load times and reducing latency are increasing every year.

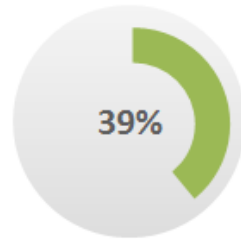
In order to address this trend, organizations need to develop a new approach for evaluating their IT performance that should be built around two key areas: 1) focus on user experience and business results; and 2) preventing performance issues before users are impacted.



Decline in number of organizations that are using number of trouble tickets as KPI for IT performance over last 18 months



Looking to deploy metrics for evaluating impact of IT performance on employee engagement



Reported decrease in average application latency time when business performance starts deteriorating over last 12 months

So what?

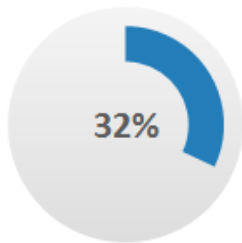
91%

Increase in missed revenue due to performance and availability issues since 2016

Living in a DevOps world

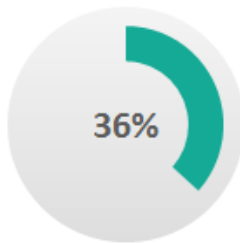
2.2X

increase in number of organizations in which DevOps plays a strategic role since 2017



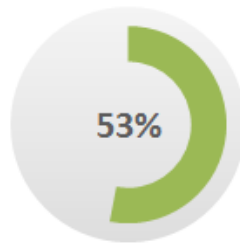
32%

Reported they are looking to establish a full service ownership - from development to production



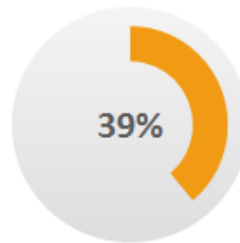
36%

Looking to modernize IT Ops around DevOps principles (agility, automations, knowledge management, etc.)



53%

Looking to expand CI/CD key principles into production performance



39%

Reported that reducing amount of unplanned work for developers and engineers as a strategic business goal

[DEJ's research shows](#) that, with an increased focus on using technology to create a competitive advantage, organizations are making the launching of new services to the market faster and at a stronger performance their top priority. As a result, the research also shows that the role of DevOps is becoming increasingly important and 36% of organizations reported that DevOps is taking over some responsibilities that were traditionally handled by IT operations.

DEJ's IT Transformation study shows a 4.5x increase in the number of organizations making software a core part of their business strategies since 2017. The adopting of DevOps mindset and practices will be critical for IT operations to persist and thrive in a world that is defined by agility and continuous improvement and driven by business results. That represents a major shift from how many organizations go about managing the performance of their IT services and it requires changes in organizational culture and alignment, processes and technology capabilities.

So what?

3.1X

increase in missed revenue due to slow software delivery since 2016

New approach to incident management

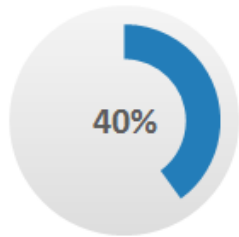
53%

of Top Performing Organizations have each of 1) customer-centric; 2) platform-based and 3) lifecycle approach as a part of their IT incident management strategies

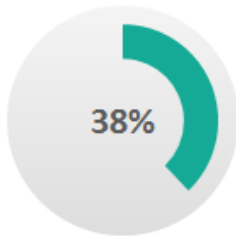
Incident management has been one of the core functions of managing IT performance and over the last 2-3 years we have seen a lot of innovation in the market for these services. However, increasing customer expectations for performance and the growing complexity of the technology landscape is pushing organizations to further enhance their incident management strategies.

DEJ's research shows a clear correlation between successful IT incident management strategies and business results. Organizations that are able to improve their ability to prevent performance issues and average reduce mean time to repair (MTTR) per incident reported significant improvements in the amount of resources available for innovation.

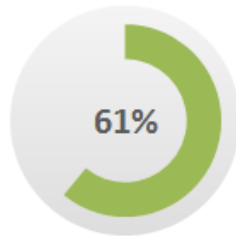
In order to keep up with the market dynamics, organizations have to ensure that their incident management strategies: 1) have a context driven automation as a norm and something that is no longer optional; 2) show a clear business context and go beyond just reducing the noise; 3) include customer-centric and lifecycle approaches; and 4) focus on preventing performance issues.



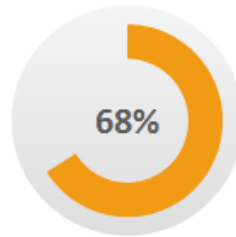
Increase in organizations deploying, or looking to deploy context driven automation for incident management over the last 12 months



Reported that they are looking the value of incident management solutions to expend beyond just "reducing the noise"



Organizations are looking for IT incident management solutions to provide more business context



Described postmortem capabilities as "important or "very important"



So what?

20pt

Improvement in customer satisfaction score (from 74 to 94) by organizations that using lifecycle approach for IT incident management

Observability hits on all the key challenges

3.2X

Average increase in complexity of IT systems over last 24 months

| | Reported as the key challenge | Key driver for adopting Observability |
|---|-------------------------------|---------------------------------------|
| Inability to proactively prevent performance issues | 64% | 68% |
| Lack of actionable context for IT performance data | 61% | 60% |
| Time spent on identifying root cause | 61% | 57% |
| Inability to correlate data from different domains | 59% | 63% |
| "Blind spots" on digital delivery chain | 58% | 40% |
| Keeping up with the amount of change in IT environments | 54% | 72% |
| Volume and velocity of data to be processed | 51% | 45% |
| Managing new types of architectures & infrastructures | 43% | 70% |

DEJ's research shows that the majority of organizations have been dealing with a broad set of challenges when managing IT performance. At the same time, the complexity of their systems is exponentially increasing year over year. Therefore, addressing these challenges is becoming more difficult while their impact on business goals is getting more and more significant. DEJ's research also shows that organizations see the value proposition of Observability is well aligned with their key goals as it hits on all of the key challenges they are experiencing.

As organizations are increasingly using technology to create competitive advantage and leveraging cloud native technologies, they are starting to deal with levels of complexity and unpredictability that can't be managed with a set of tools they used for monolith systems. That is one of the key reasons why they are adopting the concept of Observability, which includes both technical and cultural aspects, to maximize their investments in transformational technologies.

So what?

6.7X

Increase in deploying cloud services to drive innovation since 2014

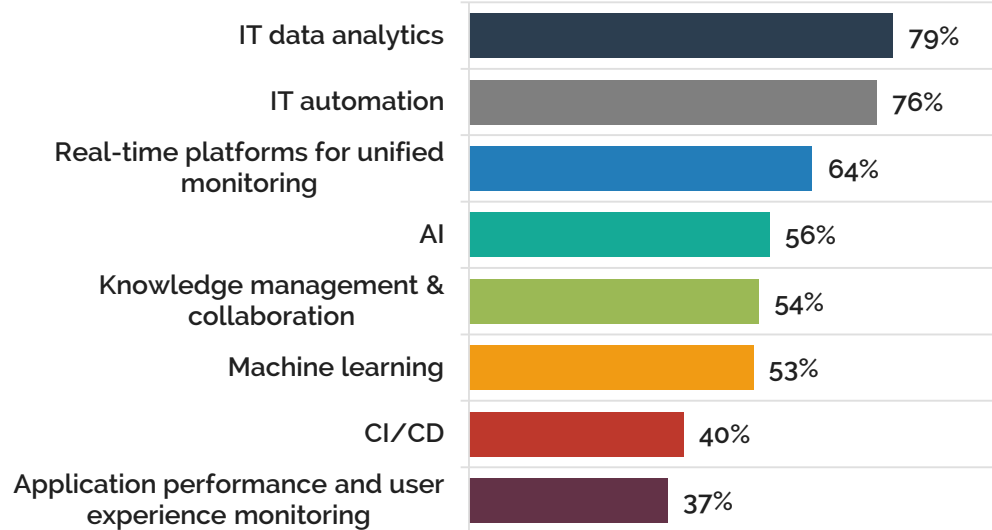


Keeping up with the amount of change

44%

increase in the number of organizations that are selecting monitoring solutions by predicting future amounts of data to be processed

Key capabilities helping organizations to cope with the amount of change



DEJ's research shows a 2.7 times increase in new technology deployments and an 8.6 times increase in software releases and upgrades since 2016. The research also shows that 76% of IT performance issues are caused by change. When operating in these fast changing environments, organizations are put in a position to constantly play catch up when managing their IT performance.

The research shows that organizations are identifying technologies that can help them cope with this amount and pace of change, with capabilities for automation and data analysis and correlation being some of the key areas.

This is a complex issue and it requires a new approach that includes: 1) better understanding of a technology landscape and its key dynamics; 2) deploying technology solutions that are designed for adapting to fast changing environments; 3) developing a strategy for addressing both challenges of today and tomorrow.

So what?

53%

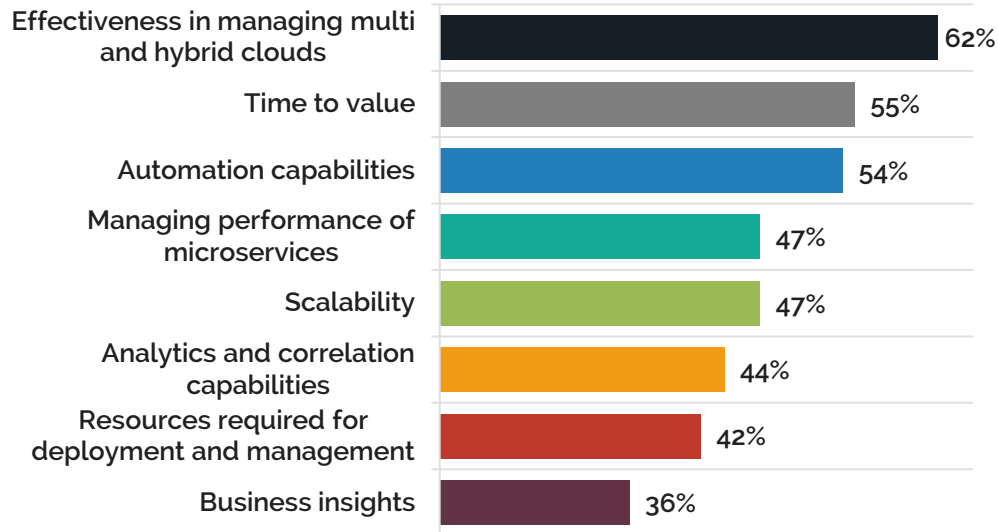
Average improvement in user experience by organizations that are deploying capabilities for real-time analysis of streaming data

New APM for Digital Economy

38%

are looking to improve their APM capabilities over next 12 months

Key attributes of APM solutions that organizations are looking to deploy



DEJ's research shows that organizations are increasingly realizing that they need a new breed of application performance monitoring (APM) solutions to effectively deal with challenges of managing new dynamic environments. Using different types of cloud services and container-based architectures as a source of competitive advantage drives a need for APM solutions that are built with attributes of these complex systems in mind.

These new generation APM solutions are also a good fit for organizations that designed their IT processes based on DevOps principles and are looking to have full visibility into application performance from the stage where the application is designed to the point of its interaction with the end-user. Additionally, DEJ's research shows that organizations are looking for strong automation and analytics capabilities in these solutions, as well as low management overhead and short time to value.

So what?

\$634K

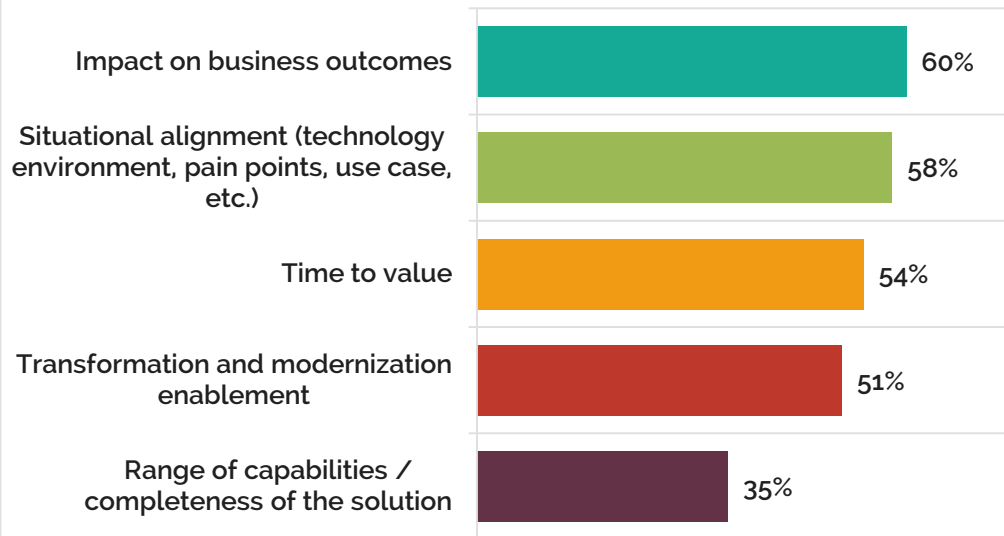
Average revenue lost per month due to application slowdowns

Vendor selection and differentiation

39%

of technology purchases in 2019 included solutions that don't squarely fit in any defined category

Top selection criteria for IT performance management solutions



DEJ's research shows that the speed of replacement for IT performance management solutions continued its increase in 2019, while the majority of organizations reported plans for investing in new capabilities in 2020. However, organizations are changing their approach for evaluating and selecting new technology solutions.

The research shows a steady decline in "head-to-head" comparisons of different vendors and are becoming less likely to search for solutions that provide the most robust capabilities. Instead, they are increasingly evaluating vendors based on: 1) the impact on business outcomes; 2) situational analysis (fit for use case or technology that is being managed, etc.); 3) modernization and transformation enablement; and 4) fit into a broader strategic picture of enterprise-wide technology deployments.

The research also shows the increasing importance of time to value as a selection criteria. This is a result of organizations trying to keep up with the pace of change in both technology and business markets and the growing need to meet increasing customer expectations.

So what?

38%

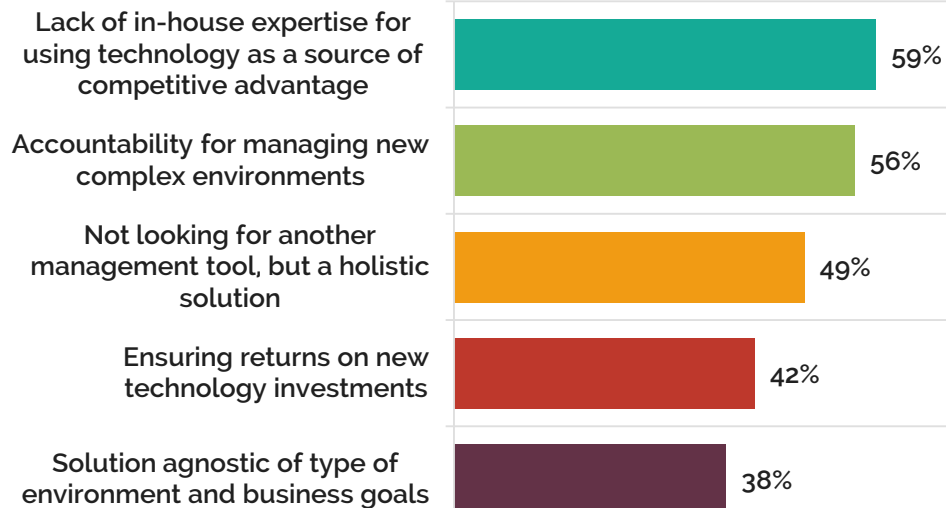
average increase in new revenue streams by organizations that are using impact on business outcomes as a selection criteria when evaluating IT solutions

New role and opportunities for MSPs

28%

increase in outsourcing IT performance management efforts over the last 18 months

Top drivers for outsourcing IT performance management efforts



DEJ's research shows a significant increase in the number of organizations that are looking to outsource their efforts for dealing with the complexity of modern IT Operations. Organizations are increasingly understanding that requirements for managing new hybrid environments and using technology as a source of competitive advantage are difficult tasks and are looking for a trusted partner to help them with these initiatives.

This represents a major opportunity for managed service providers (MSPs) to shift their focus from connectivity and basic IT outsourcing services to providing a business value to their customers and being a trusted partner in digital transformation.

In order for this trend to materialize many changes need to happen in the MSP market. Service providers need to adopt a new market focus, add new competencies, start speaking the language of modern enterprises and their business leaders and change the perception of MSPs in the enterprise. In short, they need to show that they are not MSPs and CSPs of old. This is a major change for some of these organizations, but the opportunity in the market and the threat of becoming irrelevant is too great, so going through this transformation will definitely pay off.

So what?

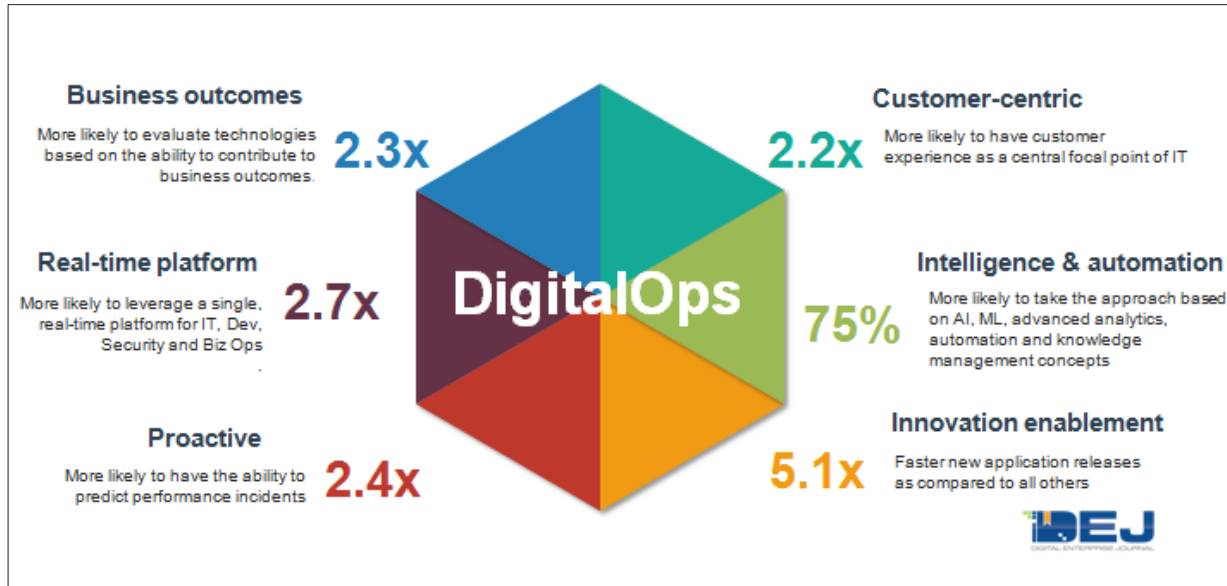
40%

Improvement in technology-driven revenue growth by organizations that used 3rd party expertise to define their digital transformation strategies

Emergence of Digital Operations

55%

reported the need to create business value from technology deployments as a key driver for modernizing IT Operations



So what?

Organizations that adopted Digital Operations attributes are

66%

less likely to experience revenue impacting performance incidents

DEJ's 2019 research note, ["Transformation of the Market Formerly Known as "IT Operations"](#), reveals that IT operations management has to adjust to new business and technology trends and, in order to be relevant in digital economy, transition into a new business-technology market - Digital Operations.

This market is defined by 6 key attributes and DEJ's research shows that organizations that are building their IT performance management strategies around the concept of Digital Operations Management are experiencing measurable business benefits.

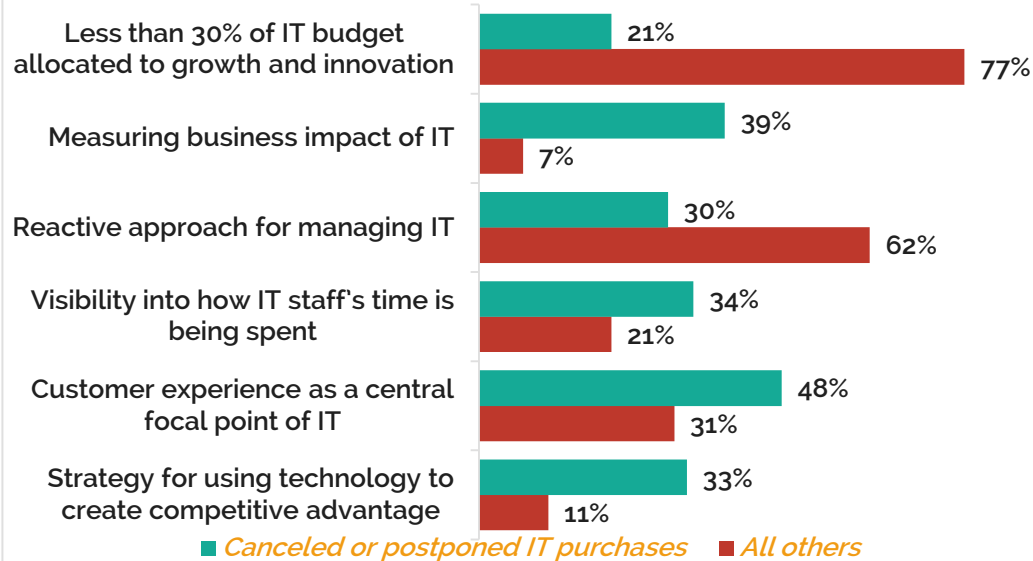
The 6 key attributes of DigitalOps are well aligned with each of the 13 trends of IT transformation and with the expectations of business (Page 4) and digital transformation leaders (page 7) about the role that technology should play in creating a business value.

Key changes in IT purchases for 2020

29%

reported that the importance of investing in technologies that are driving innovation increased in 2020

Changes in IT purchases in 2020



During the year 2020, DEJ's research showed significant changes in terms of how organizations are thinking about technology, go about making new investments and evaluating the value of different solutions. It should come as a surprise that the number of organizations that canceled or postponed their technology purchases increased over the last 12 months, but the research also showed an increase in the number of organizations that accelerated deployments of new technologies or allocated resources to new types of solutions.

Cost savings and economic uncertainty are reported as some of the key reasons for canceling or delaying technology purchases, however, the research shows that many organizations are able to see a bigger picture and realized that: 1) the cost of abandoning or delaying technology investments is actually higher than savings projected from canceling these projects; 2) the ability to connect the dots between the value of technology and business outcomes has become one of the core strategic competencies; and 3) the pandemic will cause a power shift that will be defined by having a clear understanding of the role that technology plays in creating competitive advantage.

38%

reported that they have new priorities for types of technologies that are looking to deploy in next 12 months

49%

Increase in the number of organizations that changed their procurement process to include biz management buy-in

Key takeaways

The findings of this study can be best summarized in the following key takeaways;

Effectiveness in managing dynamic and hybrid environments is a key difference maker

The top driver for deploying or replacing solutions for managing IT performance is their effectiveness (or a lack of) in managing different types of cloud services, containers and microservices and CI/CD environments. Organizations need to be aware that these new environments are some of the key drivers for innovation and creating a business value and have to ensure they are being managed at optimal performance and use of resources.

Automation and AIOps as the top enablers

The research shows that automation capabilities are cutting across all key management areas and playing a major role in addressing top performance challenges. Organizations are increasingly understanding limitations of manual work and many of them are reporting that it is no longer humanly possible to ensure optimal performance without these capabilities.

Organizational changes, redefined processes and strategies are requirements for success

DEJ's research shows that in order to achieve their key goals for IT performance, organizations need to look beyond just technology capabilities and adopt service-centric alignment of their organizations, data and context-based automation driven processes and customer-centric culture..

Deploying attributes of DigitalOps is key for driving business value

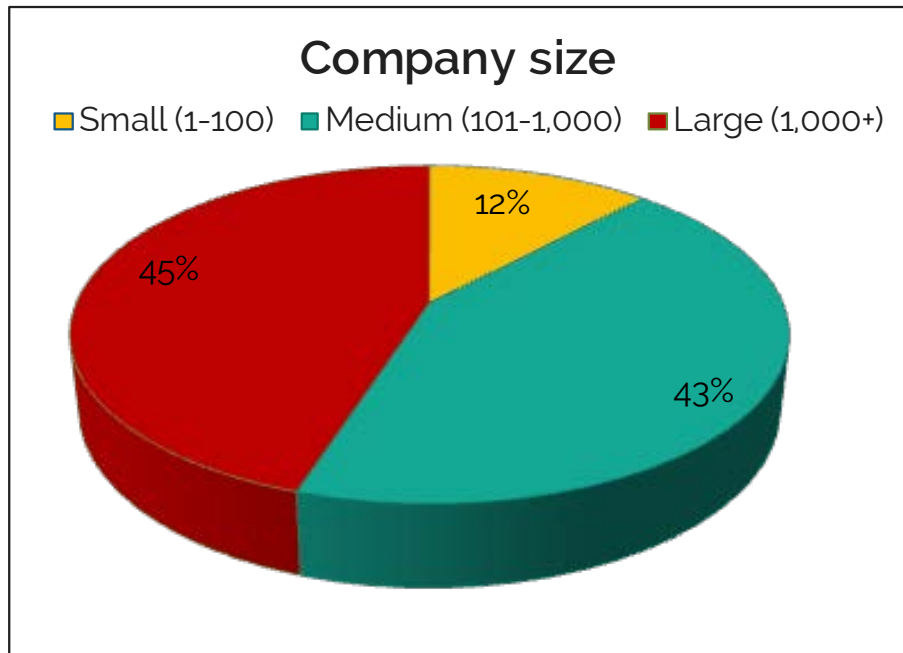
The research shows that the future of IT performance management is not a power struggle between IT Operations and DevOps, but an emergence of a new concept of Digital Operations that brings the best out of both worlds and it is focused on customer experiences and business outcomes..

Creating actionable insights is the name of the game

The research shows increased interest in new monitoring capabilities, AIOps, machine learning, etc. However, organizations need to keep in mind that the end goal of their IT performance management strategies should be very simple - providing actionable insights in timely manner and leveraging them to streamline business processes at optimal use of resources.

Research demographics

This study includes insights from 3,533 organizations



Geography

- ✓ 58% North America
- ✓ 24% EMEA
- ✓ 15% APAC (inc Australia and NZ)
- ✓ 3% Other

Job Role

- ✓ 14% General IT Operations
- ✓ 13% VP and Director of IT
- ✓ 12% LoB / business management
- ✓ 11% Systems engineer / admin
- ✓ 9% Application / software development / QA
- ✓ 7% c-Level executives
- ✓ 7% DevOps / SRE

Industry

- ✓ 13% Business services
- ✓ 11% Finance/Banking/Insurance
- ✓ 12% Technology
- ✓ 9% Retail/eCommerce
- ✓ 8% Telecommunications/MSP
- ✓ 6% Healthcare
- ✓ 5% Public sector / education / non-profit
- ✓ 36% Other

About Digital Enterprise Journal

Bringing together the most advanced concepts from analyst research and media industries

| Analyst | DEJ | Media |
|--|-----|--|
| Expertise in vendors differentiators | | Engaging content formats |
| Long publishing cycles | | No ongoing coverage of market dynamics |
| “One size fits all” analysis | | Little or no focus on primary research |
| Costly access to content and findings | | Frequent publishing |
| Expertise in market dynamics | | Focus on buzz words and “hot” topics |
| Primary survey research | | No in-depth expertise about vendors |
| Non engaging content formats | | Free content driving larger audiences |
| Continuous vendor and technology coverage | | Biz model aligned with modern content marketing |

Key Differentiators

Focus on business outcomes

Methodology framework that is using a multi step approach to connect vendor's differentiators with business outcomes

User Insight Platform

Ongoing, personalized approach for research data collection and analysis

Business Model

Ability to continuously leverage up-to-date research in each stage of the buying cycle & sales funnel

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