

Q1, 2017

EMA Research: Optimize TCO, Business Agility and Compliance Through Hybrid Cloud and the Software Defined Data Center



This EMA Landmark Research report will identify what works and what does not work in Hybrid Cloud and the Software Defined Data Center (SDDC) today.

The reader will receive a business-centric view of where enterprises of different sizes and industries are in terms of realizing the value of Hybrid Cloud and the SDDC.

Key Focus: Identification of the key factors preventing customers from realizing the cost savings, scalability improvements, reliability targets, backup and recovery goals, rapid app development and deployment goals, performance potential, and security and compliance requirements they expected from Hybrid Cloud and the SDDC.

Research Objectives:

- **Provide customers with insights** that will help them harness the opportunities presented by Hybrid Cloud and the SDDC.
- **Provide vendors with empirical data** on adoption trends and customer pain points to guide product roadmap investments.
- **Provide customers with a clear understanding of what technologies and vendor solutions** their peers have already adopted or are in the process of evaluating.
- **Pre-select** candidates for the EMA Innovators Awards 2017.

Questions This Research Will Answer:

- What are the decision criteria for moving an application (legacy or cloud native) to a specific data center, private or public cloud infrastructure environment? Is there a trend toward permanently moving certain workloads to the public cloud, private cloud or back into the data center?
- What are today's key bottlenecks that prevent customers from realizing the desired Hybrid Cloud ROI?
- Who are the key vendors in the individual Cloud and SDDC management disciplines?
- Who are the hot newcomers disrupting the current limitations in Cloud and SDDC?
- What are the key decision criteria when selecting cloud and SDDC technologies?
- How do key technologies such as containers, machine learning and cognitive computing, predictive analytics, policy-driven workload placement, OpenStack, network and storage virtualization, hyper converged infrastructure and PaaS platforms impact the economics of Hybrid Cloud and SDDC?
- How do customers treat the concern of Cloud lock-in? Is application workload mobility critical?

Research Deliverables:

- 7-to-10-page research paper with embedded customer case studies
- Vendor videos
- Infographic
- Accompanying webinar

EMA Intelligent Cloud Series – Part 1: Smart IT Operations Management Solutions for a Business Defined Data Center and Hybrid Cloud

This EMA Thought Leadership report will show how “business aware” operations dynamically align the different disciplines of data centers and cloud infrastructure management with temporary and permanent corporate goals. For example, we would expect a company with aggressive market share goals in a certain industry to ensure optimal response times, security, and availability of all apps and data sources used by these customers. This “aggressive industry specific growth” goal affects specific applications and impacts which server, network, storage, security, and software components are selected and how they are deployed, configured and operated.



Key Focus: Identify solutions that align the different areas of IT operations management with business goals. These solutions will typically take advantage of machine learning, cognitive computing and advanced predictive analytics.

EMA will review intelligent solutions in the following areas: general infrastructure operations management, capacity management and dynamic workload placement, infrastructure and application performance monitoring, VM and bare metal host management, service management, DevOps, network management, endpoint management, and security.

Research Objectives:

1. **Provide CTOs and CIOs with guidelines for where to start investing** in intelligent and business centric solutions for Hybrid Cloud and SDDC management.
2. **Show vendors where to focus roadmap investments** in intelligent management solutions.

Questions This Research Will Answer:

1. How can intelligent IT operations management solutions dynamically align enterprise IT and business?
2. What is the present and future impact of intelligent operations management solutions on the TCO and ROI of Hybrid Cloud and the SDDC?
3. Where are the individual data center and cloud disciplines in terms of implementing intelligent technologies?
4. How do IT operations management vendors contribute to the Intelligent Cloud Vision? Who are the key innovators?

Research Deliverables:

- 5-to-7-page research paper with embedded customer case studies
- Vendor videos
- Accompanying webinar

EMA Innovators Report: Business-centric Hybrid Cloud and SDDC Management

This EMA Innovators award goes to vendors offering especially valuable tools and solutions to harness the business value of hybrid cloud and the SDDC.

Key Focus: Business-centric management of VMware, OpenStack, Amazon, Microsoft, Softlayer, and similar SDDC and cloud infrastructure platforms.

Eligible Vendors: Any vendor offering software that enables businesses to better realize the value of Hybrid Cloud and the SDDC.

Research Deliverables:

- Winners will be featured in the EMA Innovators Report and will receive an “EMA Innovators 2017” award badge.
- Customer case studies will illustrate the impact of a vendor’s solution on TCO and ROI.
- Each winner will appear in
 - the regular EMA Cloud Rants video series
 - the EMA Innovators Webinar
 - the EMA website.



EMA Intelligent Cloud Series – Part 2: Revolutionize Business User Productivity Through Machine Learning and Cognitive Computing

How can the introduction of machine learning and cognitive computing in enterprise IT make end users more productive? This report will take a fresh look at the old question of how IT can provide strong competitive advantages to the business, by predicting what end users need for optimal productivity.

Key Focus: Connect the dots between end user needs and the myriad of IT management systems in the Hybrid Cloud. Ultimately, machine learning must answer the question of how the server, storage, network and security infrastructure of each application environment should be deployed and configured to optimally support business goals.

Research Objectives:

1. **Provide CTOs and CIOs with guidelines for where to start investing** in intelligent and business-centric solutions for Hybrid Cloud and SDDC management.
2. **Show vendors where to focus roadmap investments** in intelligent management solutions.



Research Reports, 2017: Hybrid Cloud, Software Defined Data Center, Machine Learning

Questions This Research Will Answer:

1. How can “intelligent” cloud offerings make end users more productive? How can this productivity increase be quantified?
2. Which Hybrid Cloud and SDDC management vendors are “changing the game” by providing technologies that dramatically increase end user productivity?

Research Deliverables:

- 5-to-7-page research paper with embedded customer case studies
- Vendor videos
- Accompanying webinar

EMA Innovators Report: Machine Learning and Artificial Intelligence in Hybrid Cloud and SDDC

EMA will select key innovators leveraging machine learning and cognitive computing to more closely align data center and hybrid cloud with business goals, or to significantly increase end user productivity.

Eligible Vendors: EMA Innovators can come from any SDDC or cloud management discipline and must offer a machine learning or AI-based approach that changes the economics of how enterprise IT empowers end users and advances corporate goals.

Research Deliverables:

- Winners will be featured in the EMA Innovators Report and will receive an “EMA Innovators 2017” award badge.
- Customer case studies will illustrate the impact of a vendor’s solution on TCO and ROI
- Each winner will appear in
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*EMA-created case study only

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For further information or to take advantage of these limited-time offers, please **contact an EMA business development manager at +1.303.543.9500** or sales@emausa.com.

About EMA

Founded in 1996, Enterprise Management Associates (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 EMA's 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. You can also follow EMA on [Twitter](#), [Facebook](#) or [LinkedIn](#).