

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 doesn't 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 & recovery goals, rapid app development & deployment goals, performance potential and security & 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 Software Defined Data Center.
- **Provide vendors with empirical data** –adoption trends & 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-selection of candidates for the EMA Innovators Awards 2017.

Questions This Research Will Answer:

- What are the decision criteria for moving an application to a specific data center or cloud infrastructure environment?
- What are today's key bottlenecks preventing 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 & cognitive computing, predictive analytics, policy-driven workload placement, OpenStack, network & 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:

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

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

This EMA Thought Leadership report will show how “business-aware” operations dynamically align the different disciplines of data center 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: Identification of 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 & dynamic workload placement, infrastructure & application performance monitoring, vm & 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** into 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.

Research Deliverables:

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

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

EMA Innovators Report: Business Centric Hybrid Cloud Management

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

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

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

Research Deliverables:

- Winners will be featured in the EMA Innovators Report and will receive an “EMA Innovators 2017” award badge that can be featured online and in print publications.
- 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



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 all the different 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 must 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, and 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:

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

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

EMA will select key innovators leveraging machine learning 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 advances corporate goals.

Research Deliverables:

- Winners will be featured in the EMA Innovators Report and will receive an “EMA Innovators 2017” award badge that can be featured online website and print publications.
- 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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 - the EMA website



Q2, 2017

Machine Learning & AI in the Software Defined Data Center and the Hybrid Cloud - Lower Operations Cost & Boost Business Productivity

This EMA Landmark Research will deliver data points around how vendor offerings that leverage different aspects of machine learning, advanced analytics and artificial intelligence, enable customers to lower their IT operations cost and boost business results.

Key Focus: Identify technologies and vendors that enable the radical alignment of SDDC infrastructure and Hybrid Cloud with the customer's business priorities and goals. Corporate executives and board members no longer see it as optional for the CTO to justify IT expenses. In this research report, EMA will explore how the IT department can evaluate the business alignment of their current environment and how future choices can be guided by business goals.

Questions this Research Will Answer:

This report will analyze the impact of machine learning & AI from two different perspectives:

1. Data center operations perspective:

- a. What are the key customer challenges when delivering IT services to business stakeholders?
- b. What do enterprise customers need to justify IT investments?
- c. What are the key bottlenecks when it comes to making informed infrastructure and application management decisions?
- d. What is holding back the enterprise from optimally taking advantage of the economics of Hybrid Cloud?

2. Business user perspective:

- a. What are the key IT related factors limiting business user productivity?
- b. How are these factors addressed by the IT department today?

Research objectives:

- **Provide customers with insights that will help them harness the opportunities** presented by Hybrid Cloud and the Software Defined Data Center.
- **Provide vendors with empirical data –adoption trends & 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-selection of candidates for the EMA Innovators Awards**

Research Deliverables:

- 5-7-page research paper with embedded customer case studies
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Research Reports, 2017: Hybrid Cloud, Software Defined Data Center, and Machine Learning

EMA Innovators Report: Converged, Hyperconverged & Hyperscale Infrastructure

EMA selects the top innovators in the converged, hyper-converged and hyperscale infrastructure field. EMA Innovators are vendors that positively change the economics for their customers by leveraging a new approach toward solving existing customer pain points.

Eligible Vendors: Software and hardware companies offering unified server, storage and networking management solutions.

Research Deliverables:

- Winners will be featured in the EMA Innovators Report and will receive an “EMA Innovators 2017” award badge that can be featured online and in print publications.
- Customer case studies will illustrate the impact of a vendor’s solution on TCO and ROI
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Hybrid Cloud Management Solutions - Market Landscape & Decision Guide

The EMA Market Landscape Report and Decision Guide provides buyers with a cheat sheet of what to watch out for when buying cloud management software.

Key Focus: This research report clusters groups of relevant software vendors offering solutions in the following areas:

- Cloud management platforms
- Cloud brokerage
- Intelligent workload placement
- Cloud migration & workload mobility

End User Guidance Provided on the Following Topics:

When adopting hybrid cloud, customers are faced with multiple significant choices:

- What are relevant security & regulatory requirements?
- How aggressively should cost goals be pursued?
- How important is the onboarding and management of legacy applications?
- How do I get my development teams what they need to be optimally productive?
- Am I willing to change my storage and networking strategy?



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

- How worried am I about vendor lock-in? What's my strategy to avoid it?
- How do I want to deliver desktop applications in the future?
- Do I prefer OPEX over CAPEX?
- Which hypervisor technologies do I prefer now and in the future?
- Do I want to be able to mix & match when it comes to public cloud usage?
- Can I accept a longer initial deployment time?
- What is my strategy regarding containers and micro services?
- Are hyper-converged systems part of my strategy?

This research report also goes back to the old pets vs. cattle discussion and analyzes what you should do when vendors tell you that you can have both, pets and cattle in the same barn.

Research Objectives:

1. **Provide CTOs and CIOs with decision guidelines** for investments in Hybrid Cloud Management Solutions.
2. **Offer a checklist for practitioners** to guide their technology evaluation process.
3. **Provide vendors with insights into how to differentiate** in a crowded marketplace.

Research Deliverables:

- 7-10 page report
- Vendor case studies
- Series of vendor videos
- Webinar

EMA Market 360: Dynamic Application Workload Management Solutions – The Brain of the Software Defined Data Center

Hybrid Cloud, Containers & the Software Defined Data Center have changed the game in Capacity Management. This EMA Spotlight will outline what needs to happen next on our journey to a data center and Hybrid Cloud concept that inherently enables application workloads to find their ideal home, without manual intervention.

Key Focus: Provide a market overview of solutions that contribute to dynamic policy-driven application workload placement and infrastructure sizing.

Research Deliverables:

- 5 page report
- Vendor case studies
- Series of vendor videos
- Webinar

EMA Innovators: Container Management

Based on 2016 EMA Research, containers are by now widely adopted for production workloads. Evaluating Container management technologies is a task that is on the agenda of almost any CTO today.

The EMA Innovators report will recognize container management solutions that unlock additional value for end users and contribute to an accelerated pace of container adoption.

Eligible Vendors: Software and hardware companies aiming at enabling customers to extract significantly more value from Container deployments.

Research Deliverables:

- Winners will be featured in the EMA Innovators Report and will receive an “EMA Innovators 2017” award badge that can be featured online and in print publications.
- 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



Intelligent Cloud Series - Part 3: Market Landscape for Intelligent Operations Management Software for Hybrid Cloud and the SDDC

The EMA Market Landscape on intelligent and business-centric operations management will review products in the following IT management disciplines: VM & hypervisor management, capacity management, performance management, dynamic app placement, service management, devops, network management, security, end point management and hybrid cloud.

Key Focus: This research will review today’s vendor landscape of intelligent machine learning and artificial intelligence enabled management tools for hybrid cloud and the SDDC.

End User Guidance Provided on the Following Topics:

- Where does intelligent machine learning and artificial intelligence matter most in Cloud and SDDC management?
- What are the options of implementing business-aware hybrid cloud management tools?
- How does the enterprise prevent the creation of silos, when selecting intelligent cloud management solutions?
- How can you quantify the potential ROI and TCO of intelligent Cloud management software?



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

Research Objectives:

1. **Provide CTOs and CIOs with decision guidelines** for investments in Hybrid Cloud Management Solutions.
2. **Offer a checklist for practitioners** to guide their technology evaluation process.
3. **Provide vendors with insights into how to differentiate** in a crowded marketplace.

Research Deliverables:

- 7-10 page report
- Vendor case studies
- Series of vendor videos
- Webinar

OpenStack Revisited - Economic Impact Study & Case Studies.

This EMA Economic Impact Study will explore the conditions for a financially successful adoption of OpenStack.

Questions this Research Will Answer:

- Does OpenStack on VMware make sense from a CAPEX/OPEX perspective?
- What does the enterprise need to look for to avoid lock-in?
- What workloads is OpenStack most suitable for and which applications should not be placed on OpenStack?
- What is the minimum viable deployment size for OpenStack?
- Should enterprises look at OpenStack or is it just a service provider solution?
- What are the options in terms of OpenStack management?
- How do OpenStack and desktop virtualization fit together?
- Are there vendors offering commercial OpenStack management solutions for the mid-market?
- How does OpenStack fit together with hyper-converged infrastructure versus hyper-scale infrastructure?

This EMA OpenStack study will focus on quantifying the economic impact of adopting OpenStack and determining scenarios where the adoption of OpenStack makes financial sense.

Research Objectives:

1. **Create a decision framework for IT executives regarding the adoption of OpenStack related technologies?**
2. **Providing vendors with key customer concerns and requirements regarding OpenStack adoption.**

Research Deliverables:

- 7-10 page report
- Vendor case studies
- Series of vendor videos
- Webinar

Q3, 2017 (Short Summary)

Machine Learning in IT Operations – Decision Guide

This EMA decision guide provides buyers with a cheat sheet of how to buy intelligent IT operations software that is able to automate and orchestrate data center and hybrid cloud tasks based on specific business requirements.



Economic Impact of Machine Learning on Hybrid Cloud & SDDC – Case Studies

EMA will publish a compilation of customer case studies around the impact of machine learning on Hybrid Cloud and SDDC management.

The Role of Converged, Hyperconverged and Hyperscale Computing in Hybrid Cloud

This research will cut through the marketing hype around hyper-converged, converged and hyperscale infrastructure, comparing advantages in terms of cost, speed, reliability, scalability and security to traditional infrastructure environments.

Q4, 2017 (Short Summary)

Economics, Security & Performance of Public Cloud + Customer Case Studies

This EMA Thought Leadership Report provides guidance for all customers wondering which application workload is suitable for what public cloud.

Economic Impact Study on the Cost and Benefit of Container Management Software.

Economic analysis, based on customer case studies, of how containers can change the economics of a) software development, b) release management of custom and off the shelf software and c) desktop software versus web apps.

Virtual Machine Backup, Recovery & High Availability - Decision Guide

Backup, recovery and high availability of virtual machines is critical today. This EMA Decision Guide will provide customers with guidance regarding how to select the most suitable business continuity solution for their business.



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

Learn More

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](#).