



## IDC Innovators

# IDC Innovators: Multicloud Management, 2017

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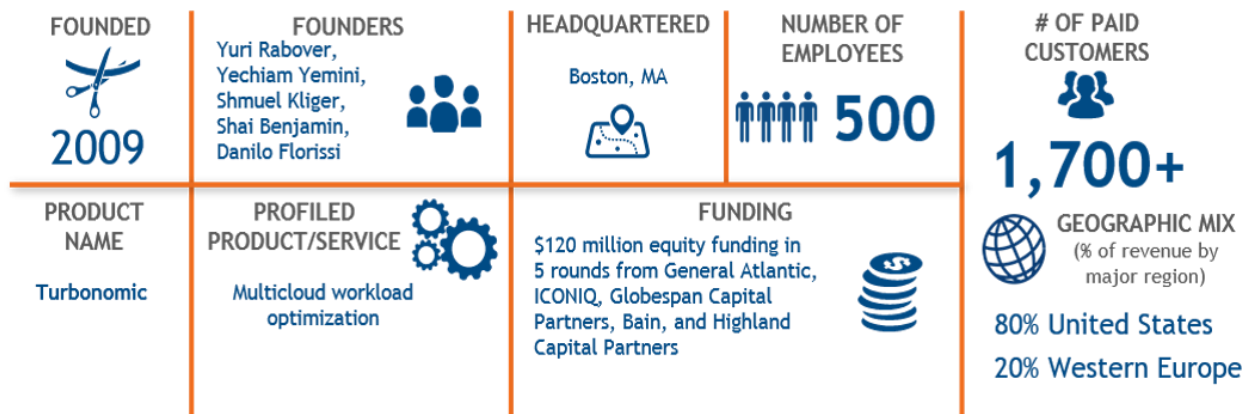
### IN THIS EXCERPT

The content for this excerpt was taken directly from IDC Innovators: Multicloud Management, 2017 (Doc # US41375217).

### FIGURE 2

## Why Turbonomic Was Chosen as an IDC Innovator

Turbonomic's autonomic self-managing platform abstracts applications, VMs, containers, compute, storage, network, fabric, and so forth into a common data model that represents a market of buyers and sellers of resources. The Economic Scheduling Engine applies market-based economic queuing analytics to each resource request to determine placement, sizing, and capacity required.



Source: IDC, 2017

## IDC Innovator Assessment

- Turbonomic's real-time, supply chain-based modeling and analytics make workload capacity, cost, and placement trade-off recommendations across virtualized, private cloud, and public cloud infrastructure options – including VMware, Microsoft Azure, AWS, Docker, Kubernetes, and OpenStack.
- Turbonomic's analytics proactively maintain the environment in a desired state by providing resources to applications that need them, *before* degradation occurs.
- Recommended actions can be executed manually, automated on a schedule, or automated in near real time across the plan, build, and run life cycle of multicloud management and operations.

## Key Differentiator

Turbonomic customers report it can optimize workload density by 30% while continuing to ensure application performance, because of its proactive, predictive approach to modeling and matching resources to application requirements. The platform continuously analyzes real-time workload demand and matches it to available resources, across multiple virtualized, private, and/or public cloud environments. The platform is highly extensible and can accommodate new types of resources as needed using API integrations to monitor and analyze the full multicloud application and infrastructure stack.

## Challenges

Turbonomic's ability to grow the company's business relies on customers that fully understand the unique value of its economics-based analytics approach and how it differs from other options available in the market. The company took a new round of equity funding in January 2017, with the aim of significantly improving its market visibility and access to customers that are facing complex workload optimization challenges across legacy and multicloud resources.

## IDC INNOVATORS IN MULTICLOUD MANAGEMENT

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IDC's research indicates that over 90% of enterprise-scale organizations plan to make use of multiple clouds in the next several years. As cloud environments become more complex, traditional tools and processes used to manage relatively static, tightly coupled IT infrastructure struggle to keep up with scaling, pooling, migrations, and rapid pace of change that are the hallmark of cloud IT operations.

Multicloud management innovators are assisting enterprise IT and DevOps teams in managing multiple clouds by supporting collaborative governance; automating provisioning using reusable, standardized process, tools, and SLAs; providing advanced, predictive performance analytics and capacity management; and streamlining chargeback, showback, and cost management activities.

IDC Innovators are emerging vendors with revenue <\$100 million that have demonstrated either a groundbreaking business model or an innovative new technology or both. This IDC Innovators study profiles five multicloud management vendors: Cirba, Datadog, Embotics, RightScale, and Turbonomic (see Figure 1).

## TECHNOLOGY DEFINITION

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Multicloud management represents a set of technologies that are used to consistently configure, provision, monitor, and optimize the use of all types of public and private cloud resources, as well as traditional IT, in a way that ensures consistent delivery of SLAs, security, and compliance policies while optimizing costs and promoting business agility.

Multicloud management technologies can be open source or proprietary and can be deployed as on-premises or hosted licensed software and/or as SaaS-based subscriptions. They support a range of functionality, including:

- Cloud infrastructure configuration, provisioning, and life-cycle operations automation
- Cloud self-service catalogs and automation
- Cloud infrastructure and application performance monitoring
- Cloud workload scheduling, migration, and automation optimization

- Cloud IT operations and log analytics
- Cloud brokering and cost optimization analytics
- Cloud governance and policy management

## IDC INNOVATORS INCLUSION CRITERIA

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An "IDC Innovators" document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

An IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue <\$100 million at the time of selection.
- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included even if the venture capital firm has a financial stake in the vendor's company.

## LEARN MORE

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### Related Research

- *IDC MaturityScape: Multicloud Management 1.0* (IDC #US42132917, March 2017)
- *Capacity Optimization Ranks as Top Cloud Management ITOA Priority* (IDC #US41373517, February 2017)
- *IDC FutureScape: Worldwide Cloud 2017 Predictions* (IDC #US41863916, November 2016)
- *Market Analysis Perspective: Worldwide IT Cloud and Software-Defined Datacenter Decision Economics, 2016* (IDC #US41373716, August 2016)
- *Effective Multicloud Management Strategies Support Digital Transformation and Business/IT Collaboration* (IDC #US41672016, August 2016)
- *Multicloud Management Priorities: Automation, Portability, and Unified Self-Service* (IDC #US41587016, July 2016)
- *North American Enterprise Hybrid Cloud Managers Prioritize Automation and Orchestration* (IDC #US41177116, April 2016)

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