

24 Key Areas Shaping IT Performance Markets in 2022

The State of IT Performance Management

Research Study

Digital Enterprise Journal – July, 2022

Summary

DEJ surveyed more than 3,300 organizations around a variety of topics about managing IT performance. Our analysis identified 24 key areas that are having the strongest impact on IT performance markets in 2020.. Some of the key findings of this research include:

- ✓ **3.6x** ROI from effectively adopting a cloud native approach
- ✓ **\$46 mil** average annual loss due to a lack of automation capabilities for managing IT performance (release delays, incident prevention and resolution, etc.)
- ✓ **66%** of MTTR is spent on identifying change that is causing a problem
- ✓ **68%** of IT team's time is spent on tasks that do not contribute to key business outcomes

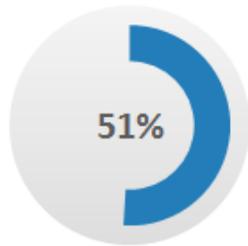
24 Key Areas Shaping IT Performance Markets in 2022	
Impact on business outcomes	Data management and analytics at scale
Enabling unique customer experiences	Enabling cloud native journey
War for talent	Managing innovation
Employee experience	Automation as a key enabler
Balance between speed and reliability	Maximizing the value of open source
Changing the importance and definition of "Visibility"	Everything in a business context
Impact of change	Focus on high value work
Modernizing IT service organization	Optimization and visibility into efficiencies
Managing complexity	Modernizing IT Operations
Observability – value, potential and confusion	Vendor selection
Teams, tools and processes	Addressing performance incidents
Key use cases	Growing business impact

Impact on business outcomes

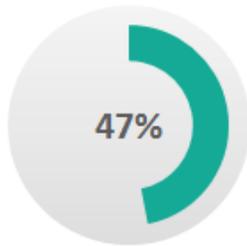
32%

increase in the number of organizations that are using "ability to quantify the business impact" as the key selection criteria over the last 18 months

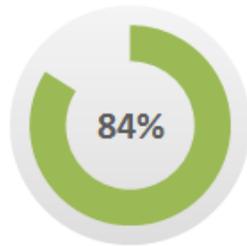
Only 39% of organizations in [DEJ's recent research](#) reported that their innovation initiatives had a positive impact on business performance. However, that is not to say that most of the organizations aren't benefiting from innovation, as from the remaining 61%, 51% responded with "don't measure/ don't know". DEJ's research also shows that correlating IT performance and business outcomes is the #1 capability that organizations are looking to deploy (84% of organizations).



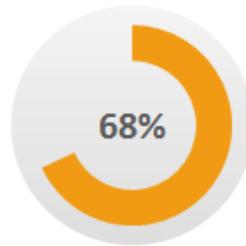
Organizations don't know if innovation is impacting their business performance



Reported unclear impact on business outcomes as the key reason for not completing purchases of technology solutions



Of organizations are looking to deploy capabilities for correlating IT performance and business outcomes



Of capabilities deployed don't have a clear impact on key biz outcomes



The ability to connect the dots between technology value and business outcome is critical for each stage of technology deployments - purchasing, maximizing the value, evaluating, and finally addressing all of the key goals and challenges. Ideally, creating this connection should be a functionality of IT performance solutions, but when it is not, technology vendors should help organizations clearly understand how their solutions are impacting business outcomes.

So what?

75%

of organizations are experiencing a negative impact on business performance due to technology management issues they are not aware

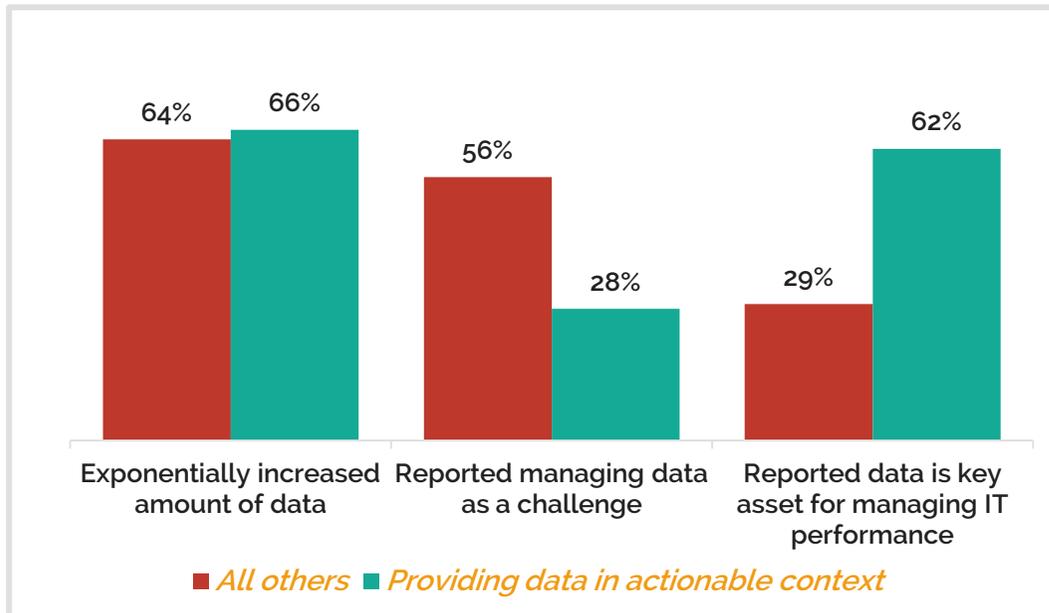
Data management and analytics at scale

38%

of organizations reported improving their data management and analytics capabilities as the key area for improvement to be creating business value from technology deployments

DEJ's recent study, [Strategies of Leading Organizations in Adopting Observability](#), shows that data management, processing and analytics capabilities are the biggest difference maker for achieving key goals, such as creating and managing exceptional digital experiences and maximizing the business impact of IT teams. The research also shows that organizations who are taking a strategic approach for managing IT data are creating a competitive advantage and generating new revenue from digital services.

Organizations are increasingly understanding the importance of putting data in an actionable context. However, the definition of "actionable context" is changing and it should be provided in alignment with business goals. When designing strategies for maximizing the value of data organizations need to avoid a trade-off between cost and performance and deploy capabilities that would allow them to focus on creating a business value and optimize usage of their resources.



So what?

3.7x

more likely to improve customer engagement and experience, by top performing organizations in data management and analytics at scale

Enabling unique customer experiences

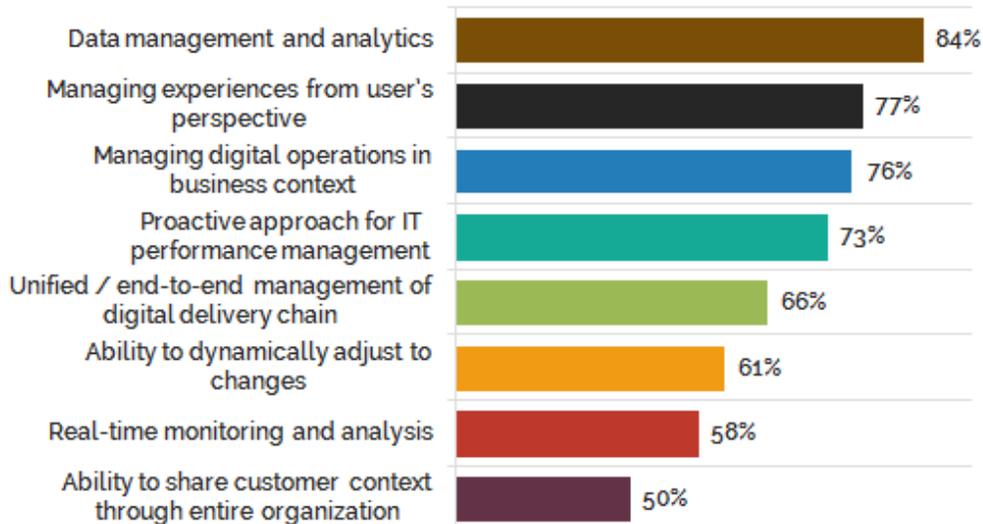
41%

increase in “enabling new and unique customer experiences” as the key driver for investing in IT performance technologies over the last 18 months

Creating and managing differentiating customer experiences is the key goal for a majority of digital business. However, achieving this goal is a complex task that includes a lot of moving parts and changes in strategies, processes and capabilities deployed. This is another area where data strategies play a key role, along with visibility into the entire digital delivery chain and understanding the business context of actions that are being taken.

Working towards achieving this goal cuts across all of the key areas – from efficiency and reliability, real-time data management to managing change, creating actionable insights and automation. The research also found that addressing this goal is becoming increasingly difficult, as organizations are reporting that user expectations for experience and performance are constantly increasing.

Key capabilities for enabling unique user experiences



So what?

\$16.7 million

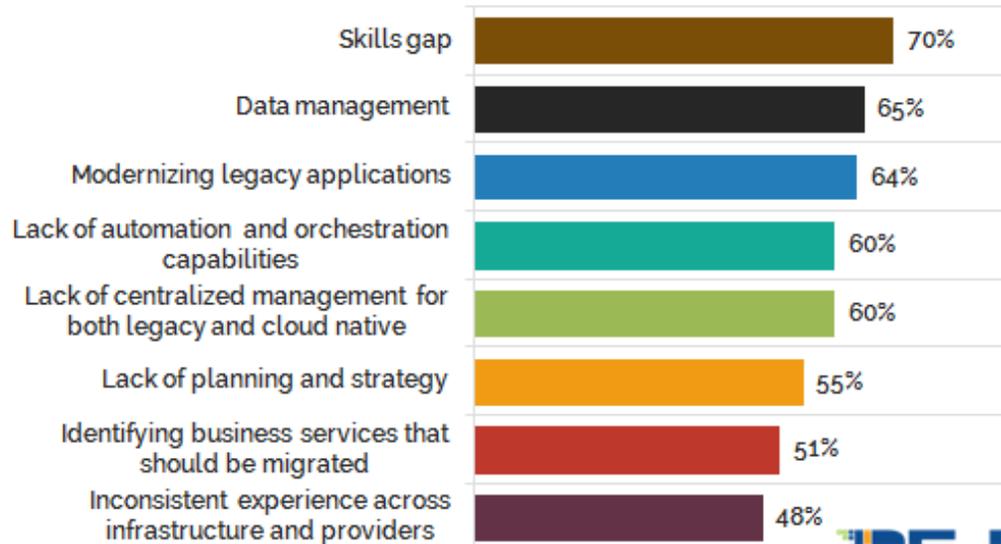
Average annual loss due to issues with user experience

Enabling a cloud native journey

68%

Of organizations that adopted a cloud native approach improved their ability to create better customer experiences

Key challenges for adopting a cloud native approach



DEJ's research shows that organizations that effectively adopted a cloud native approach are more likely to experience business improvements, such as faster releases of new digital services (74% more likely), create new technology-driven revenue sources (64%), and improve competitive position (57%). However, the journey to cloud native includes a number of challenges that range from technology capabilities and measuring the business value to talent management, lack of planning and holistic strategies and changes to organizational culture and business processes.

From a performance management perspective, adopting a cloud native approach is a brand new game. Organizations in DEJ's research reported a 12.4 times increase in the amount of IT data since adopting a cloud native approach. The research also shows a 3.7 times increase in the number of organizations that are forced to innovate to stay competitive, over the last three years. Consequently, the number of organizations that are adopting a cloud native approach increased by 3.9 times over the same period of time. This shows that organizations are realizing that modernization and adopting a cloud native approach are necessary to stay competitive.

So what?

3.6x

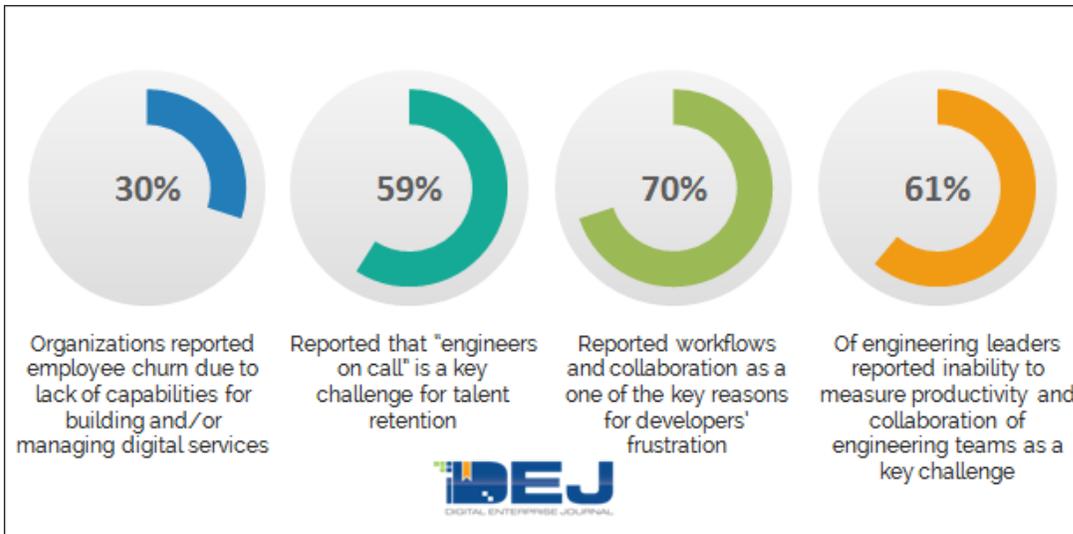
ROI from effectively adopting a cloud native approach

War for talent

2.5X

increase in the number of organizations reporting that has become more difficult to find and retain and talent over the last 3 years

The speed of change in business requirements and technology landscape has caught both organizations and educational institutions by surprise. The research shows that skills gap is the #1 challenge for modernization. People with skills needed for a cloud native world are hard to find and sometimes even harder to retain.



From the HR perspective, this problem is not likely to go away any time soon. From the technology management perspective there are a number of actions that forward-thinking organizations are doing to effectively address this challenge. Some innovative organizations are using the capabilities of their IT performance management solutions as a recruiting tool. Also, organizations are deploying new capabilities and changing their processes to reduce engineers' and developers' frustration.

Forward-thinking organizations are also taking this issue to a strategic level and are being more proactive by looking for early signs of potentially losing their top talent due to the amount of time they are spending on non business critical tasks.

So what?

\$13.74 million

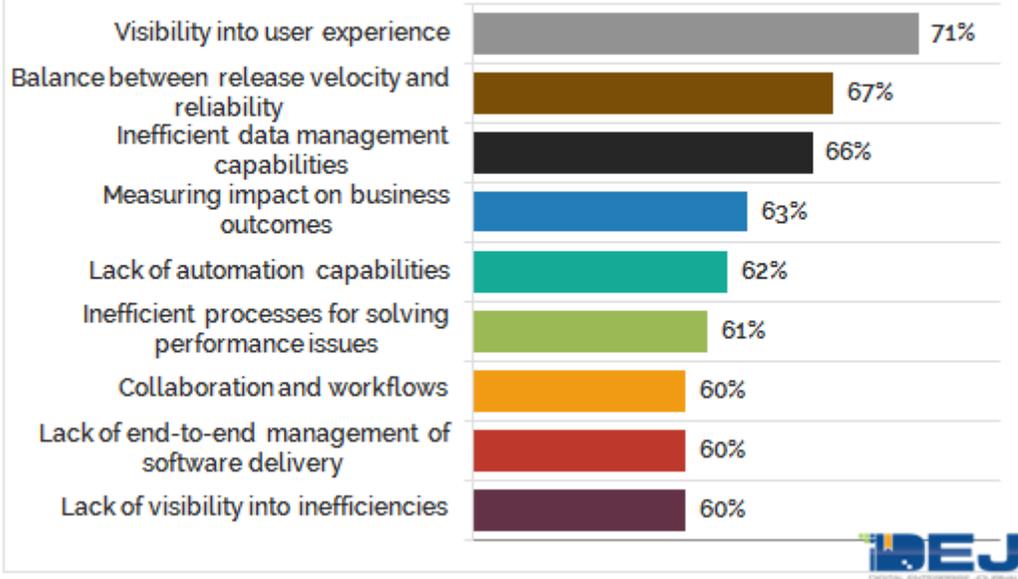
Average annual business loss (revenue loss and/or increased cost) due to lack of talent for modernization

Managing innovation

39%

Of organizations experienced improvements in business performance as a result of innovation

Key challenges for maximizing the value of innovation



As mentioned above, the end goal of managing IT performance and innovation is driving business value by creating and managing exceptional user experiences. Ironically, the research shows that close to three quarters of organizations do not have full visibility into user experience. As a result, 51% of organizations do not know if innovation is driving business benefits. This is a very serious issue, as managing innovation is complex to begin with. The research shows that 60% of organizations, or more, reported nine different challenges for creating business value from innovation.

Managing innovation for business advantage is a process that should be managed backwards. Creating, monitoring and managing customer experience is a centerpiece and also a foundation of this process and all other capabilities deployed should be in service of enabling this area.

So what?

\$35.5 million

Average annual loss due to delays in application releases

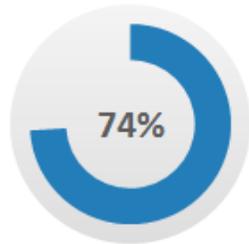
Employee experience

61%

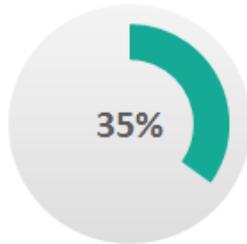
lower employee turnover rate for organizations that are monitoring employee experience

There are a number of areas that are causing organizations to give strategic importance to employee experience. We have already mentioned issues with the retention of high value employees and the research shows that organizations are losing millions in employee turnover due to a lack of capabilities for monitoring employee experience.

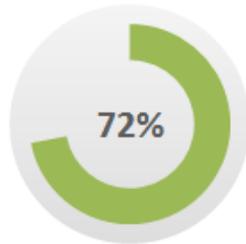
The research shows that the lack of visibility into employee experience deteriorates organizations' ability to make better business decisions, maximize the value of new technology deployments and prevents organizations from streamlining their workflows. Fifty-nine percent of business and IT executives in DEJ's recent study, [The Total Business Impact of IT Performance](#), reported improving employee management as the key business goal for the next 12 months. In order to achieve this goal, organizations need to deploy capabilities for monitoring experience from the employees perspective.



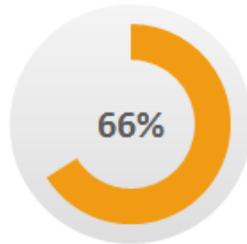
Organizations reported lack of visibility into employee engagement & experience as a key challenge for adopting "work from anywhere"



Increase in number of organizations that ranked importance of managing employee experience as "High" or "Very high" over last 18 months



Organizations that are monitoring employee experience reported improvement in ability to prioritize IT performance problems



Reported lack of visibility in employee adoption and engagement as a key challenge for deploying new technologies



So what?

\$2.282 million

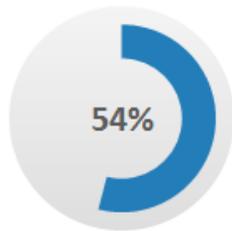
average annual loss in employee turnover due to lack of visibility in employee experience

Automation as a key enabler

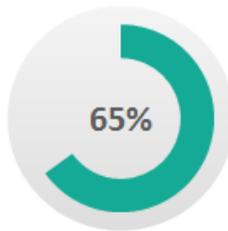
36%

increase in number of organizations reporting automation capabilities as the key enabler over the last 18 months

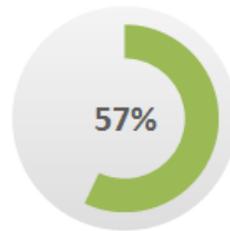
The study shows that different flavors of automation capabilities are having a very strong impact on each of the goals that organizations are trying to achieve. The research also reveals a 37% increase in manual tasks that are “not humanly possible to complete” over the last 12 months.



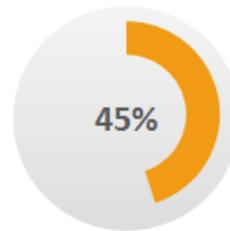
Organizations reported quality of data as the key obstacle for automating more tasks



Organizations are looking to automate resource allocation to best meet their workload needs



Organizations reported automating cloud infrastructure provisioning as the key value area



Organizations are looking to deploy capabilities for resilience automation



The research shows that the quality of data is the key obstacle for optimizing more tasks or fully optimizing some of the existing ones. As organizations are identifying data management and analytics as one of the key challenges, it is difficult for them to trust that data and take automated actions based on it as that can cause more issues.

The research also shows that automation plays a key role in managing software delivery as organizations are increasingly automating software builds, testing and deployment.

So what?

\$46 million

average annual loss due to a lack of automation capabilities for managing IT performance (release delays, incident prevention and resolution, etc.)

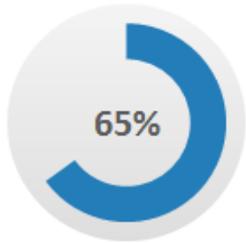
Balance between speed and reliability

73%

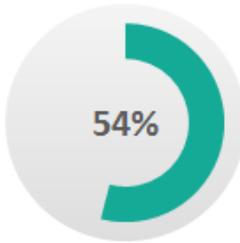
Of organizations reported that expectations for speed of releases and changes increased of the last 18 months

Sixty-five percent of organizations in DEJ's recent study reported finding the right balance between speed of releases and service reliability as a key goal for adopting Observability. The study also revealed a \$35.5 million average annual loss due to delays in release times. The research also shows that there are tens of millions lost due to releasing too soon. Organizations are also increasingly understanding that finding this delicate balance is not a fine art, but a process that requires the right mix of both technology and business capabilities.

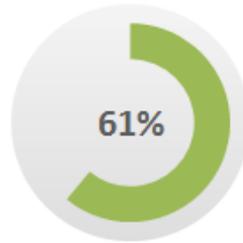
Some of the key capabilities include visibility into sources of delay for releases, monitoring from the end-user perspective and orchestration capabilities, as well as deploying processes for proactively preventing performance issues and leveraging SLOs as a connection between Observability insights and business outcomes. Additionally, teams need to understand that their primary job is creating business value and, therefore, measure their performance way beyond DORA metrics.



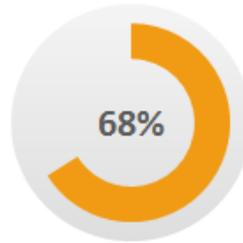
Organizations reported that finding the right balance between speed of releases and reliability of digital services as a key challenge



Increase in the number of organizations using SLOs over the last 18 months



Of releases and changes are not measured from user's perspective



Reported lack of visibility into causes of delay in release times as a key challenge

So what?

\$17.21 million average annual cost of releasing digital services too soon

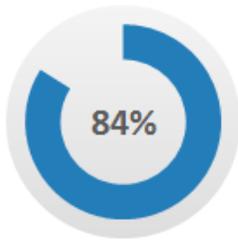
Maximizing the value of open source

37%

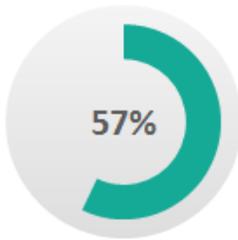
Increase in the number of organizations building their IT performance strategies around open source over the last 2 years

DEJ's research shows three major trends: 1) capabilities of open source solutions are constantly improving; 2) in the age of modernization and cloud native technologies, the importance of open source solutions is increasing; 3) relying solely on open source and a DIY approach for managing IT performance eventually "runs into a wall".

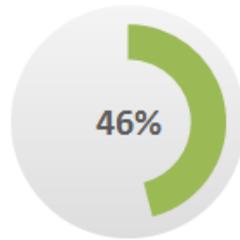
Eighty-four percent of top performing organizations in managing IT performance (top 20% of the research participants based on performance) reported that they are using a combination of commercial and open source tools. Open source solutions are here to stay and trying to replace them often means fighting a losing battle. However, organizations should focus on maximizing the value of these tools by selecting commercial solutions that work well with open source.



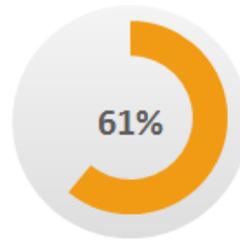
More likely to achieve their goals for IT performance by organizations deploying **commercial platform on the top of open source** as compared to using open source solutions only



Reported that capabilities of open source solutions significantly improved over the last 2 years



Reported an inability to leverage existing open source tools as a key obstacle for deploying new solutions



Of do-it-yourself initiatives for managing IT performance fail within 6-12 months



So what?

\$1.28 million average annual savings from avoiding vendor lock-in by using open source



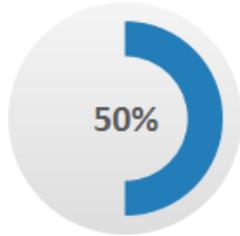
Changing the importance and definition of “Visibility”

60%

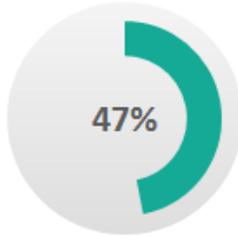
of organizations reported that the importance of having a full visibility from request to delivery increased over the last 3 years

DEJ's recent study shows that 64% of organizations have deployed, or are looking to deploy Observability capabilities. Also, 58% of organizations reported that they lost visibility into the digital service delivery chain after conducting modernization projects. As a result, many organizations are confusing the terms "observability" and "visibility" which do have some overlap, but they mean something very different.

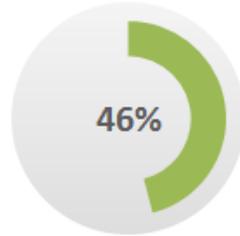
One of the key reasons Observability has become such a "hot" term is that having full visibility has become more important, more difficult to achieve and requires a new approach. Instead of jumping on the Observability bandwagon, organizations need to assess their environments and key needs and rethink their approach not only for monitoring, but fully understanding their workflows and ensure they eliminate "blind spots" that can deteriorate business performance.



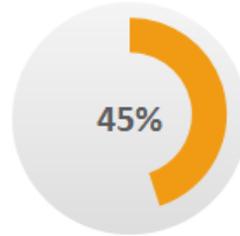
Organizations reported that their definition of having "full visibility" into their environments changed over the last 2 years



Organizations reported that effectiveness of their IT performance monitoring solutions declined over the last 2 years



Organizations reported that the business context is a key requirement for their visibility approach



Organizations reported they experienced the need to monitor and analyze new areas and domains over the last 3 years



So what?

41%

Average increase in business impact due to blind spots in digital delivery chain over the last 3 years



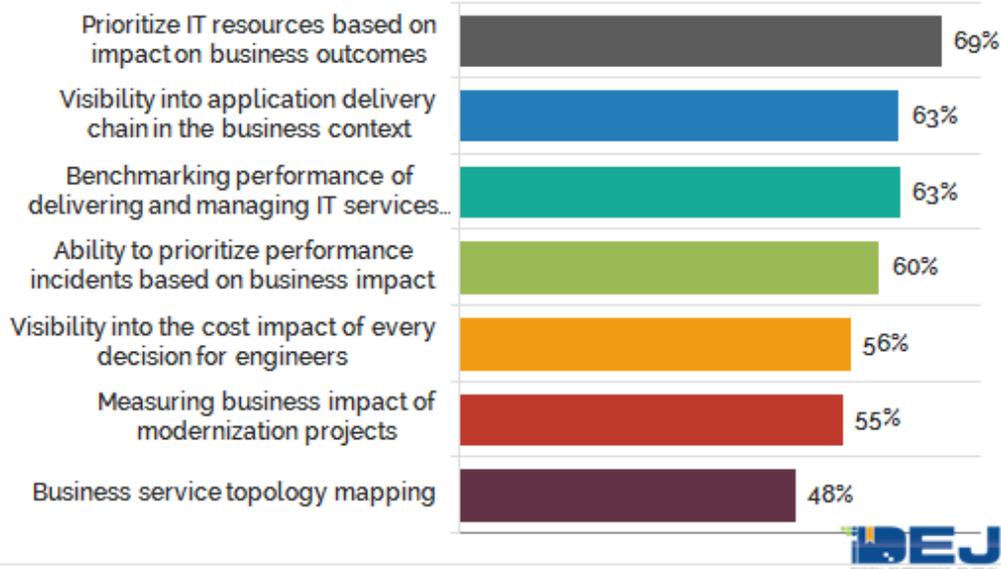
Everything in the business context

70%

reported a lack of business context from management solutions as a key challenge

DEJ's research shows that we are experiencing the perfect storm of changes in both the technology and business markets. Even though these changes are making it more difficult to effectively manage IT performance, they are creating an opportunity for IT to have a stronger and more visible impact on business goals.

Key capabilities organizations are looking to deploy



Organizations are deploying new technologies and redefining their approach to IT performance and yet 70% of them reported that the tools they are using do not provide business context. Innovating to just innovate is obviously a losing game, but vendors are not the only ones to blame for a lack of business context when managing IT performance. The research shows that organizations are losing millions due to not aligning software initiatives to business outcomes, which is not a technology but a process issue.

In order to take advantage of the opportunity that this perfect storm has brought, IT leaders should be asking themselves the "so what?" question for every major decision they are making and define their actions based on if something is beneficial for the business.

So what?

\$7.63 million

Average annual loss due to inability to align software delivery initiatives to business outcomes

Impact of change

67%

of organizations don't have the ability to identify change(s) in their environments that caused performance issues

DEJ's research shows an 8.7x increase in the number of new software releases and updates over the last 3 years. Also, the research shows that a change is the #1 cause of performance issues. However, when managing complex environments that are changing almost every second, the key to success is to identify which change actually caused the problem. The research shows that two thirds of organizations do not have this capability.

The solution to this major problem comes from the same area that was mentioned multiple times above - data strategies, actionable insights and delivering data in the right context. DEJ's research also shows a \$36.34 million, on average, annual loss due to the inability to proactively prevent performance issues. Also, 58% of organizations reported that their key goal is to establish more predictable operations. Achieving this goal calls for a combination of technology capabilities and a new management approach.



So what?

66%

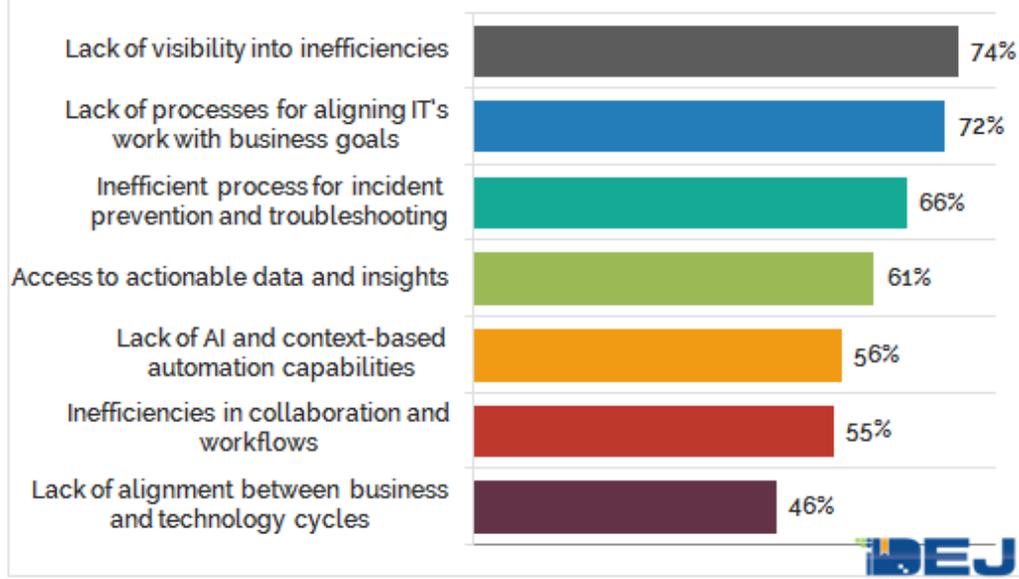
of MTTR is spent on identifying change that is causing a problem

Focus on high-value work

68%

of IT team's time is spent on tasks that do not contribute to key business outcomes

Key challenges for maximizing the value of IT staff



Top performing organizations (top 20% of survey participants) are reporting that their engineers and developers are spending nearly 3 times more on unplanned work, as compared to all others. As a result, these organizations are generating 4.7 times more revenue from new digital services, as compared to their peers.

Some of the key capabilities that are enabling these leading organizations to achieve this level of performance include processes for aligning IT's work with business goals, strong collaboration capabilities and visibility into how their resources are being used.

So what?

\$4.91 million

Average annual revenue loss due to engineers not focusing on business critical tasks

Modernizing IT service delivery organization

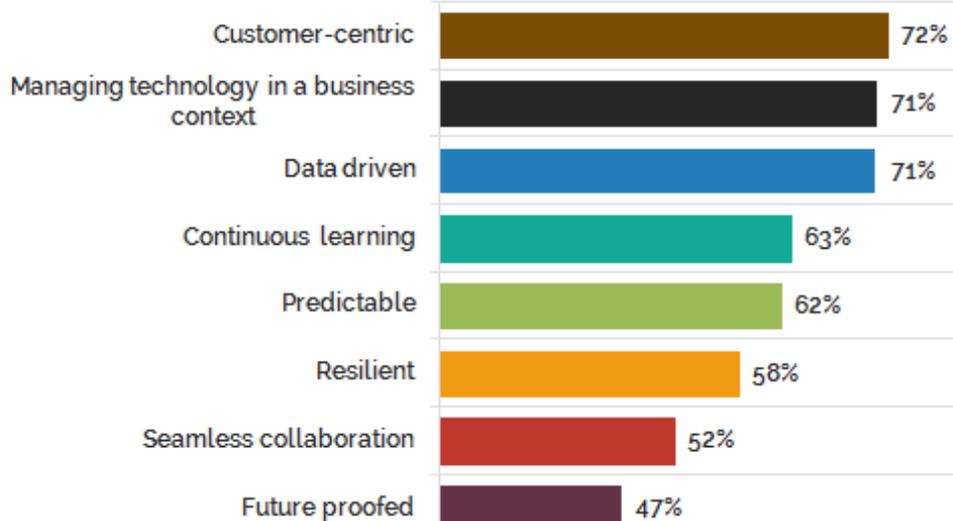
45%

identified their IT organization and processes as the key obstacle for maximizing the value of technology deployments

The research shows that in order to be able to achieve their key business goals, companies need to make changes in the way their IT organizations operate.

As organizations are investing in technology to enable creating and managing unique customer experiences, they need to make changes to their organizational approach to achieve this goal. Building an IT service delivery organization on principles such as proactive, customer-centric, resilience, continuous learning and data driven is a prerequisite for delivering exceptional user experiences and to continuously improve a market position.

Key attributes of IT service delivery organization



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So what?

57%

more likely to meet their goals for customer engagement and satisfaction by organizations that are focusing on resilience

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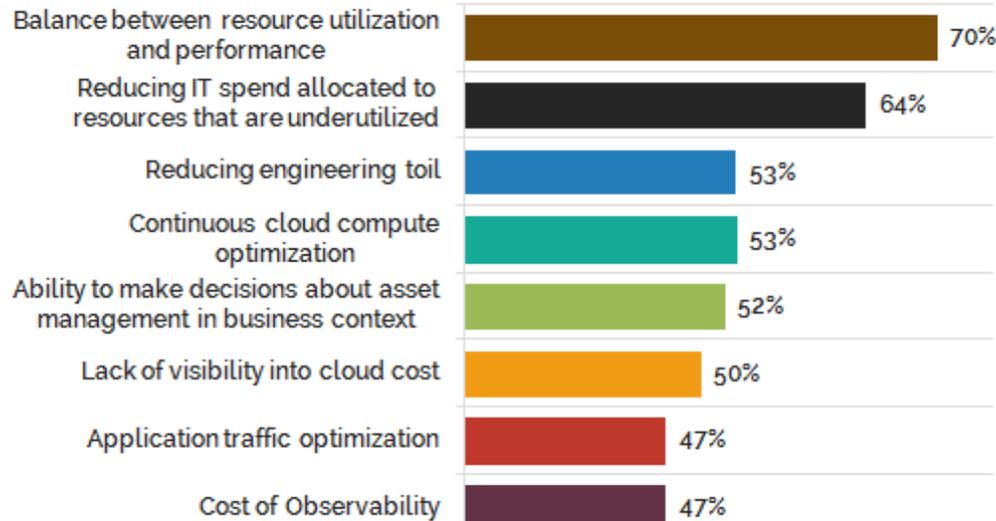
Optimization and visibility into inefficiencies

68%

of organizations do not have visibility into how their IT resources are being used

Business and IT executives that participated in DEJ's recent research reported improving efficiency as the #1 business goal for 2022 (83% of organizations). However, in order to achieve this goal, organizations need to gain visibility into the areas where they are experiencing inefficiencies.

Key areas for optimization and reducing inefficiencies



The research shows that optimization is becoming increasingly important for organizations as they are looking to address business critical challenges, such as finding the balance between resource utilization and performance and making decisions about IT assets in a business context. The research also identified that capabilities such as automation and AI and application traffic optimization are having a strong impact on addressing these challenges.

So what?

\$5.1 million

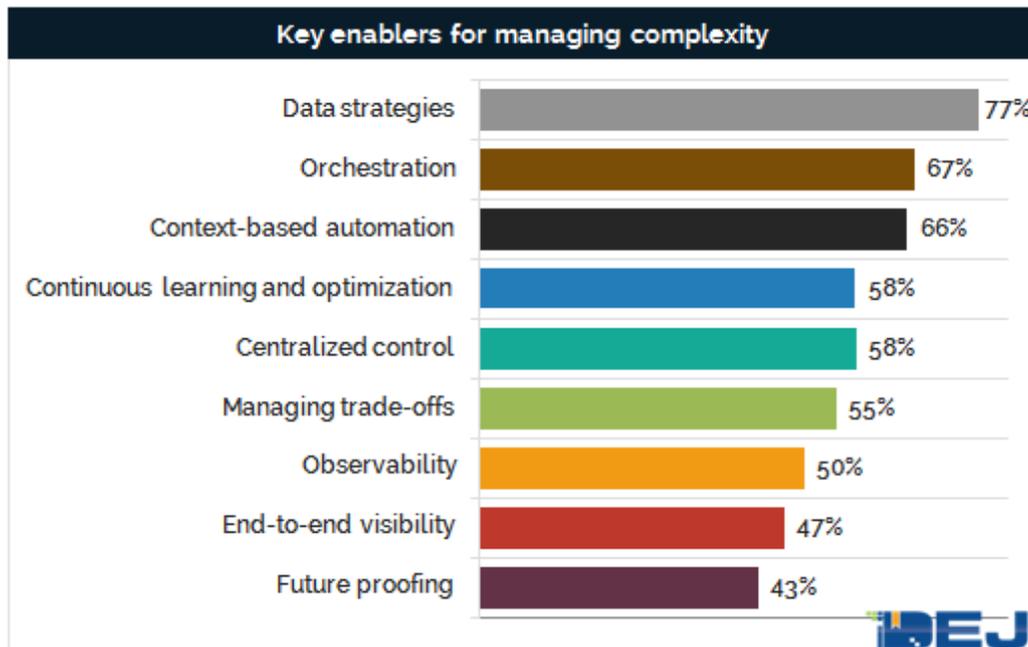
average annual loss due to a lack of balance between cost/resources and performance of managing digital services

Managing complexity

11.4X

increase in complexity after deploying microservices

New types of technology architectures and infrastructures are increasing the amount and velocity of complexity at an exponential rate. This trend cannot be avoided, as it is driven by business pressures. The research shows that organizations are deploying a variety of technology capabilities and strategies to deal with this issue. Unfortunately, more than half of them selected the least effective approach - managing trade-offs.



Top performing organizations in this research are understanding that managing complexity is a business play and once they consciously start making trade-offs they are already falling behind in the market. The research shows that leading organizations are not fighting complexity, they are deploying the right mix of capabilities so that they can control it and turn it into an advantage. Data strategies, intelligent automation and a unified view into their environments are again proving to be some of the most effective approaches for dealing with key challenges.

So what?

6.8x

average improvement in time to market after deploying Kubernetes

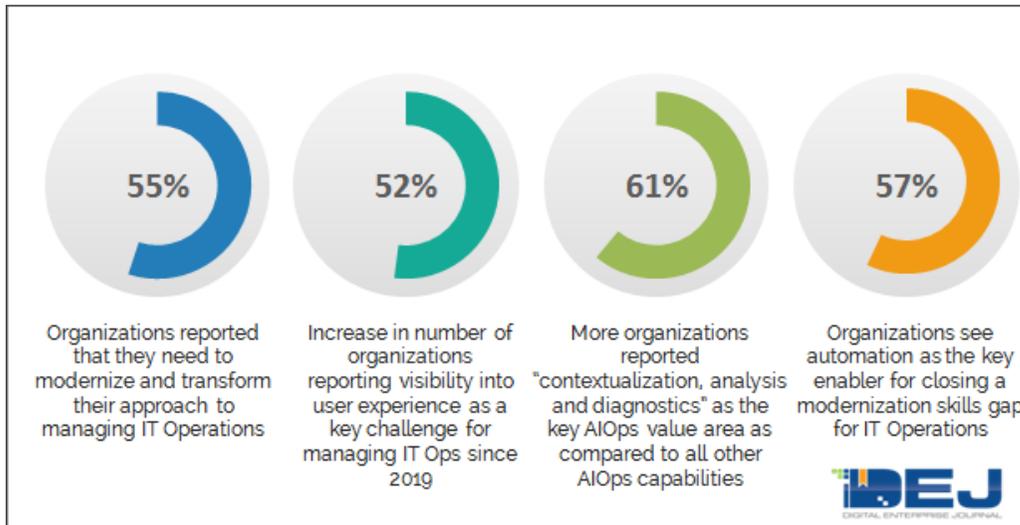
Modernizing IT Operations

42%

Increase in number of organizations that listed "enabling innovation" as the key value area for managing IT Operations over the last 2 years

The research shows that the key value areas for IT Operations are shifting from traditional troubleshooting and cost reduction to managing change and enabling innovation. Additionally, the research shows that the market for AIOps capabilities is maturing as organizations reported that capabilities for contextualization, analysis and diagnostics have more value as compared to alert suppression, prevention or remediation.

The research also shows the increasing importance of unified platforms for managing IT Operations and growing interest from MSPs in these types of solutions. The key user requirements are focused around impact on business outcomes, user experience monitoring and supporting use cases such as hybrid and multi cloud environments.



So what?

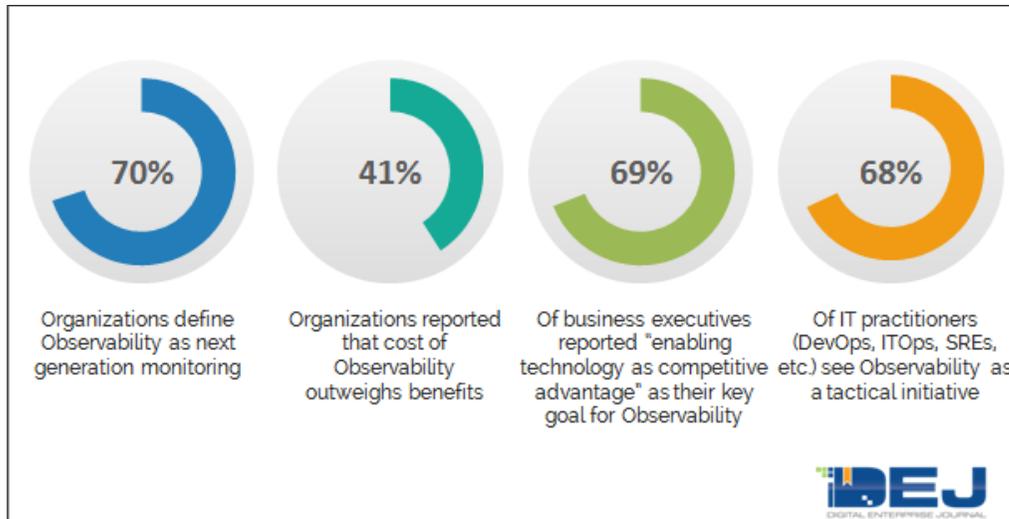
91%

Higher reliability experienced by organizations that are leveraging unified platforms for managing IT performance

Observability – value, potential and confusion

3.4x

more likely to achieve top goals for IT performance by organizations that include business context and user experience in their Observability approaches



DEJ's recent market study shows that Observability is one of the "hottest" concepts in the IT world. The study also revealed that there is a lot of confusion about what Observability really is and how to differentiate between solutions that have the same positioning and messaging, but providing different types of capabilities and value. DEJ tried to reduce some of that market noise by using a maturity model to identify practices of leading organizations in adopting Observability. The research found that, for these organizations, Observability is a strategic initiative centered around Observability data management and analytics, creating and managing unique customer experiences and focus on business outcomes.

The research also shows that while for leading organizations and business executives, Observability is a concept that can transform the IT world forever and enable technology as a competitive advantage, for many IT practitioners it is just a tactical initiative to address ongoing problems. The answer to both market confusion, lack of definition of Observability and disconnect between IT practitioners and executives is - alignment with business outcomes. DEJ's research shows that solutions that :a) do not provide a business context around IT performance ; and b) are not effective in cloud native environments should not be a part of the Observability vendor landscape.

So what?

4.6x

more revenue from digital services generated by organizations that created their adoption strategy around 5 key pillars: 1) data-driven; 2) dynamic; 3) in the context of business outcomes; 4) customer-centric; 5) holistic

Vendor selection

39%

increase in the number of organizations using scalability of data management as a key selection criteria over last 18 months

DEJ's 2020 study, [19 Key Areas Shaping IT Performance Markets](#), identified major changes in evaluation criteria that organizations are using. This year's research highlights some of the important criteria that significantly increased in importance over just 18 months, such as time to value, TCO, maximizing the value of open source and reducing complexity.

The research also shows the increased importance of scalability as a selection criteria. It is important to note that the definition of scalability when selecting solutions has changed over the last few years. As in the past, scalability was important to large organizations with a broad physical presence and a large number of users and we are seeing a shift where scalability is the #1 selection criteria for organizations with a single location and less than 50 employees. This is due to deployments of complex cloud native technologies and small technology organizations are looking for solutions that can seamlessly process large amounts of data.



So what?

77%

more likely to increase revenue from digital services by organizations that are using "impact on business outcomes as a selection criteria

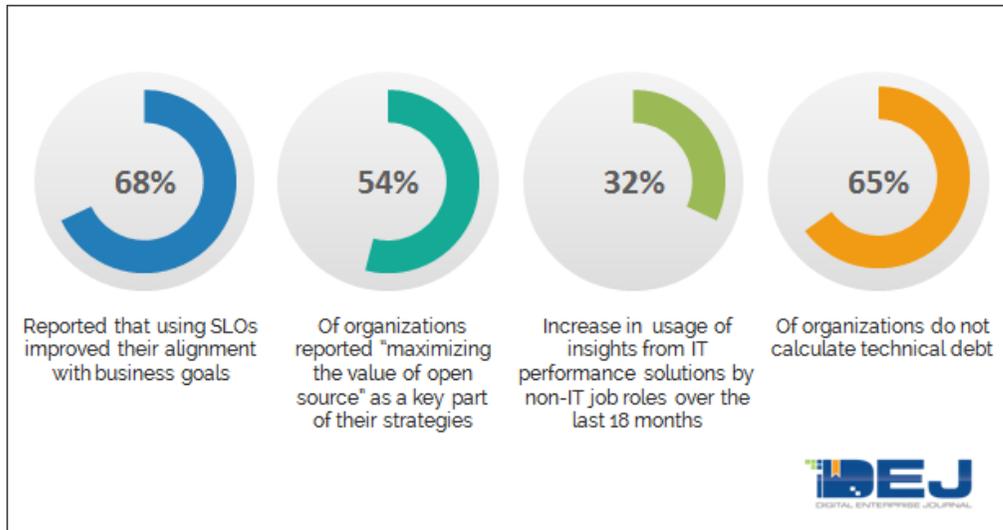
Teams, tools and processes

44%

more likely to report a lack of processes as the key area for improvement as compared to a lack of tools by engineering leaders

New user requirements for managing IT performance also come with an introduction of new metrics and increasing need for aligning teams, tools and processes. IT executives identified improving processes as the key area for improvement as compared to enhancing technology capabilities.

Some of the key areas identified in the research for enhancing processes is putting more emphasis on making data-driven decisions and improving collaboration.



So what?

56%

average improvement in customer satisfaction by organizations that are able to align teams, tools and processes

Addressing performance incidents

59%

of organizations identified collaboration and workflows as the key areas for improvement around incident management

The research reveals key attributes of a modern approach for addressing performance incidents. Taking a lifecycle approach remains a key requirement, but other critical areas are continuously learning from previous incidents, deploying context-based automation and improving collaboration and workflows.

The research also shows that some organizations are still skeptical when it comes to fully automating certain tasks, especially those that have a direct impact on customer experience. Organizations are open to automating tasks, such as, incident remediation or different aspects of the incident management lifecycle, but they are looking to have more control and transparency in the process. For example, they are looking for automation frameworks where teams can make their own decisions if they should be executed or not.



So what?

\$32.7 million

Average savings by organizations that can prevent 80% (or more) performance incidents

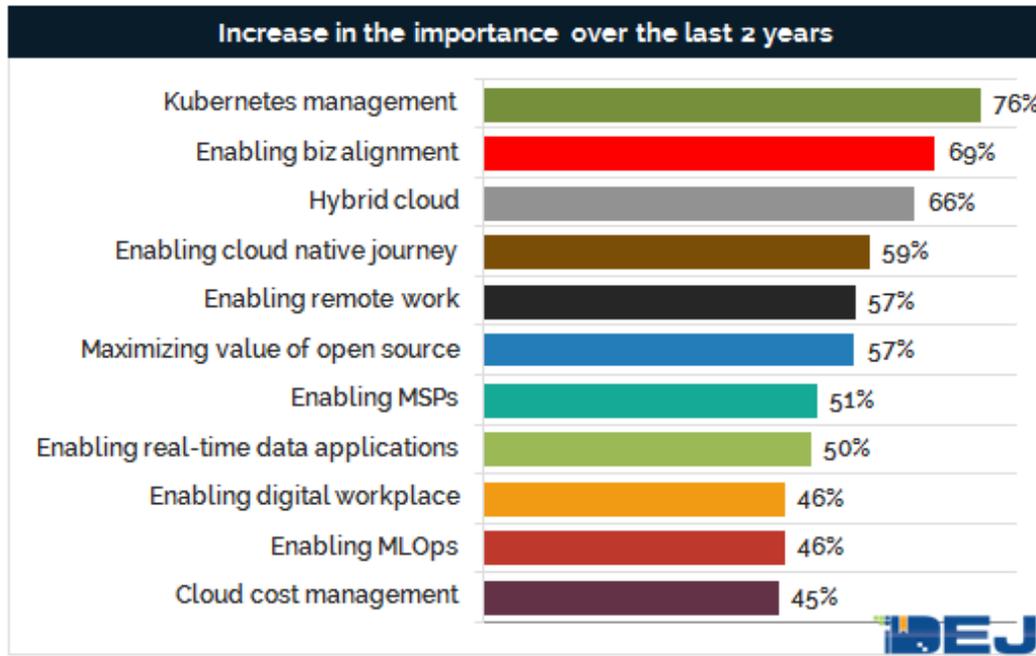
Key use cases

59%

of organizations reported that their ability to resolve performance issues declined after deploying hybrid cloud environments

The research identified a number of use cases whose importance increased over the last 2 years. It should be noted that high growth rates of some of these use cases are due to their fast emergence and lower deployment numbers in 2020. Also, hybrid cloud and enabling remote work and business alignments were at the top of the list two years ago and their importance continues to grow.

DEJ's 2020 study showed a 28% increase in outsourcing IT performance management efforts. The trend of organizations increasingly turning to MSPs to provide IT performance management capabilities continues in 2022 as user organizations are reporting that they are looking for a holistic solution and not a combination of fragmented tools.



So what?

44%

more likely to report revenue increases driven by technology by organization that are leveraging MLOps

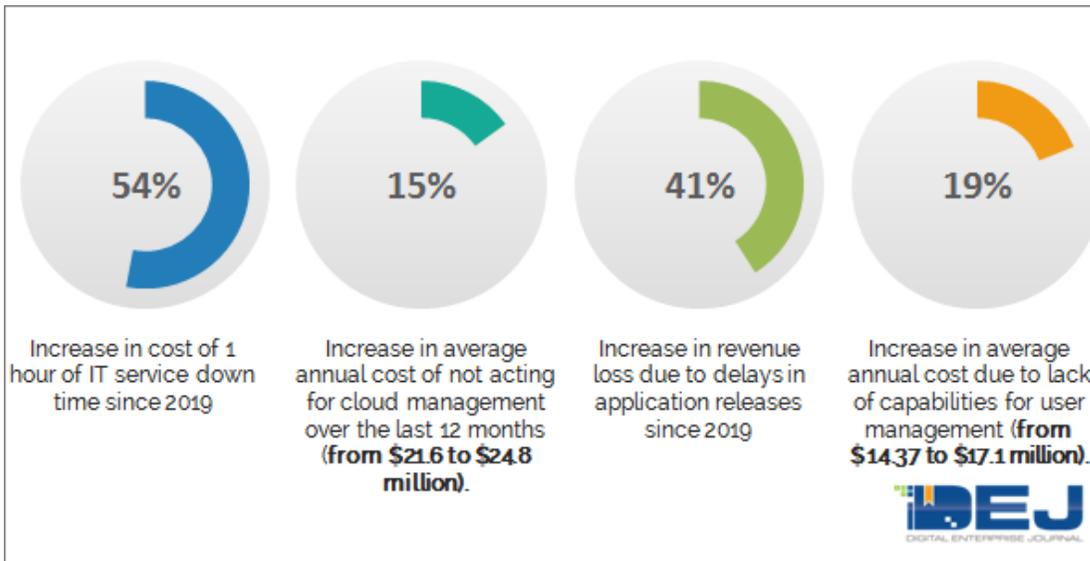
Growing business impact

3.7x

Increase in number of organizations that are forced to innovate faster to stay competitive over the last 3 years

DEJ's research shows a 43% increase in customer expectations over the last 3 years. Additionally, more organizations are leveraging technology to achieve their key business goals. As a result, the research shows significant increases in the business impact of managing IT performance.

Areas such as reliability, user experience, speed to the market and resource optimization should be given a strategic importance as their impact on the business is already enormous and it is constantly increasing.



So what?

\$935K

increase in average annual revenue loss due to engineers not focusing on business critical tasks over the last 12 months (28% increase)

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

Enabling new and unique customer experiences is the name of the game

The study found that, for leading organizations, managing all major aspects of IT performance comes down to one goal – creating business value by enabling unique user experiences. Working towards achieving this goal cuts across all of the key areas – from efficiency and reliability, real-time data management to managing change, creating actionable insights and automation. The study also found that addressing this goal is becoming increasingly difficult, as organizations are reporting that user expectations for experience and performance are constantly increasing.

Data management, context and creating actionable insights as a focal point

The study shows that the data, and capabilities for managing it is becoming a key asset for managing IT performance. The research also shows that the evolution of using the data and analytics in the enterprise goes along this path: context – actionable insights – answers. Each of these steps requires a data strategy to be the core part of an organizations' IT performance efforts and its execution is critical for achieving key goals..

Increasing importance of a unified approach for addressing key goals

Forty-four percent of organizations in DEJ's 2020 study reported fragmented tools as one of the key challenges of managing IT performance. This study revealed that using a unified platform for bringing together different aspects of performance management has a strong impact on results.

Focus on business outcomes

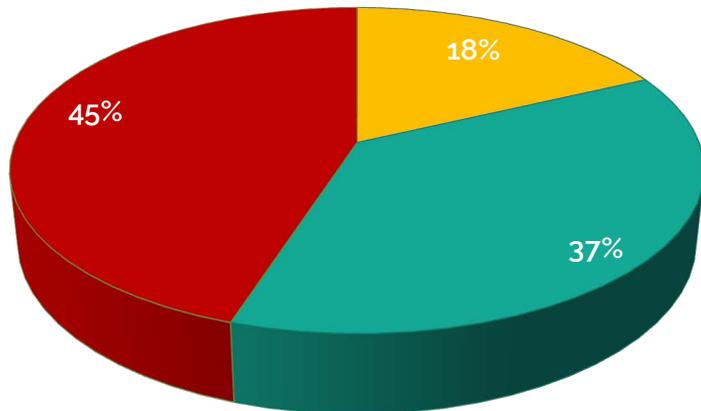
DEJ's recent study showed that managing IT performance is having an enormous impact on the business across four key areas: 1) competitive advantage; 2) ROI; 3) cost of not acting; 4) impact on business outcomes. This year's study found that this impact is constantly increasing and reveals capabilities that organizations should be deploying to measure, manage and improve the impact of IT performance on the key business goals.

Research demographics

This study includes insights from 3,318 organizations

Company size

■ Small (1-100)
 ■ Medium (101-1,000)
 ■ Large (1,000+)



Geography

- ✓ 60% North America
- ✓ 26% EMEA
- ✓ 12% APAC (inc Australia and NZ)
- ✓ 2% Other

Job Role

- ✓ 16% VP and Director of IT
- ✓ 13% DevOps / SRE
- ✓ 12% LoB / business management
- ✓ 12% General IT Operations
- ✓ 10% Systems engineer / admin
- ✓ 10% Application / software development / QA
- ✓ 7% C-Level executives

Industry

- ✓ 14% Technology
- ✓ 12% Business services
- ✓ 12% Finance/Banking/Insurance
- ✓ 9% Healthcare
- ✓ 8% Retail/eCommerce
- ✓ 7% Telecommunications/MSP
- ✓ 6% Public sector / education / non-profit
- ✓ 34% 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

[Contact DEJ](#)

