

# European CloudOps and Cloud Governance

Hybrid cloud and multicloud are norms in Europe, with as much focus on cross-cloud consistency, standardization, operations, and governance as on migration. Hybrid cloud investments this decade center on optimizing cloud operations through IT service management (ITSM), observability, AI/ML and automation, and self-driving autonomous infrastructure. IDC's *European CloudOps and Cloud Governance* service covers systems management, infrastructure operations (AIOps), financial operations (FinOps), container management, and sustainability (GreenOps) challenges. It also analyzes trends, challenges, and investment strategies around cloud operations, optimization, and governance, as well as covering the evolving "ops" market trends and technologies.

## MARKETS AND SUBJECTS ANALYZED

- Cross-cloud management, automation, and orchestration
- Full-stack observability
- Multicloud platform management
- Multicloud maturity and end-user requirements
- CloudOps and AIOps
- Container adoption, maturity, and management
- FinOps and cloud cost optimization
- Cloud sustainability (GreenOps)
- Cloud center of excellence and cloud governance
- Cloud control plane and unified management
- European customers' hybrid and multicloud management challenges

## CORE RESEARCH

- FinOps Market Perspective: Cross Cloud Operations and Governance Needs
- Market Analysis Perspective: European System and Service Management Software
- Multicloud Trends in Europe: Survey Highlights
- AIOps: Observability
- European System and Service Management Software Market Shares
- European System and Service Management Software Forecast
- Vendor Profiles — Cloud Monitoring and Management Vendors
- Multicloud in Europe — Scenarios and Implications for IT Buyers
- Infrastructure Insights from Interviews with European xSPs
- European Service Provider Cloud Management
- FinOps and GreenOps Market Perspective: How These Two Approaches Come Together

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European CloudOps and Cloud Governance](#).

## KEY QUESTIONS ANSWERED

1. What are the drivers of hybrid multicloud in Europe?
2. What are the cross-cloud operational needs and management software market opportunities?
3. What are end users' FinOps needs, challenges, and investment plans, and what are the benefits of FinOps for end users?
4. Who are the leaders and emerging vendors in the European multicloud management market?
5. What is the impact of multicloud adoption on operations in Europe?
6. How can European IT buyers orchestrate multicloud via hardware, software, and process adjustments?
7. What is the value of observability, automation, AIOps, and full-stack monitoring?
8. How can organizations leverage monitoring, observability, and cross-cloud management for successful multicloud strategies?
9. Who are the key providers of multicloud management tools in the European market?
10. What do European service providers need to build a successful multicloud business?
11. What are the readiness levels of and major challenges for IT buyers building multicloud in Europe?
12. What are the key annual market shares of system management software vendors in Europe?
13. What does a cross-cloud control plane look like?

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future directions of several providers in the European cloud operations and governance market, including:

VMware, Google, Microsoft, AWS, BMC, ServiceNow, IBM, Snow Software, Morpheus Data, Datadog, Splunk, Sumo Logic, Cloudreach, Red Hat, Accenture, Atos, Virtusa, CastAI, Capgemini, Virtasant, Apptio, Akamai, NetApp Spot, FinOps Foundation, PwC, Deloitte, HPE, Dell Technologies, Fujitsu