

European CloudOps and Cloud Governance

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Hybrid cloud and multicloud is a norm and a given. So, the focus is shifting to cross-cloud consistency, standardization, operations, and governance. The hybrid cloud focus of this decade is on cloud operations delivered through observability, AI-ML, and automation. The CIS will cover systems management, infrastructure operations (AIOps), financial operations (FinOps), container management, and SLA management.

The core functional markets covered in this CIS (ITSM/ITOM/ITACM) are evolving to cloud operations too. *European CloudOps and Cloud Governance* analyzes the trends, challenges and investment strategies around cloud operations, cloud optimization, and cloud governance. It will cover all the evolving "ops" market trends and technologies in the space.

Markets and Subjects Analyzed

- Cross cloud management, automation, and orchestration
- Observability
- Multicloud platform management
- Multicloud maturity and end-user requirements
- Service provider infrastructure spending and key requirements
- Cloud operations and AIOps
- Containers, Open Compute, OpenStack, and other approaches
- FinOps and cloud cost optimization
- Cloud Center of Excellence and Cloud Governance
- Cloud control plane and unified management
- Hybrid and multicloud management challenges among European customers

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 Public Cloud System and Service Management Software Market Shares
- European system and service management software market shares
- European system and service management software forecast
- Vendor profiles of cloud monitoring and management vendors
- Multicloud in Europe — Scenarios and Implications for IT Buyers
- Infrastructure Learnings from Interviews with European xSPs
- European Service Provider Cloud Management

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. Cross-cloud operational needs and management software market opportunities
3. FinOps — end-user needs, challenges, and investment plans
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 with hardware, software, and process adjustments?
7. What is the value of observability, automation, AIOps, and full stack monitoring?
8. How to leverage monitoring, observability, and cross-cloud management to succeed in 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 and major challenges for IT buyers building multicloud in Europe?
12. What are the key annual market shares of system management software vendors in Western Europe?
13. What does a cross-cloud control plane look like?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction 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