

COMPETITOR FOCUS SERIES

Decision Matrix: Selecting an IT Systems Management Vendor (Competitor Focus)

At the pivot of a changing enterprise IT landscape

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DATAMONITOR VIEW**CATALYST**

The increasing complexity of IT infrastructures, coupled with the pressure on IT departments to be more efficient has given rise to increasing demand from enterprises for IT systems management solutions that are better suited to their needs. Datamonitor has developed this Decision Matrix to help businesses select vendors based on their technology strength, reputation among customers, and impact in the market. Datamonitor provides a complete view of vendor capabilities and advises on those you should explore, consider and, most importantly, shortlist.

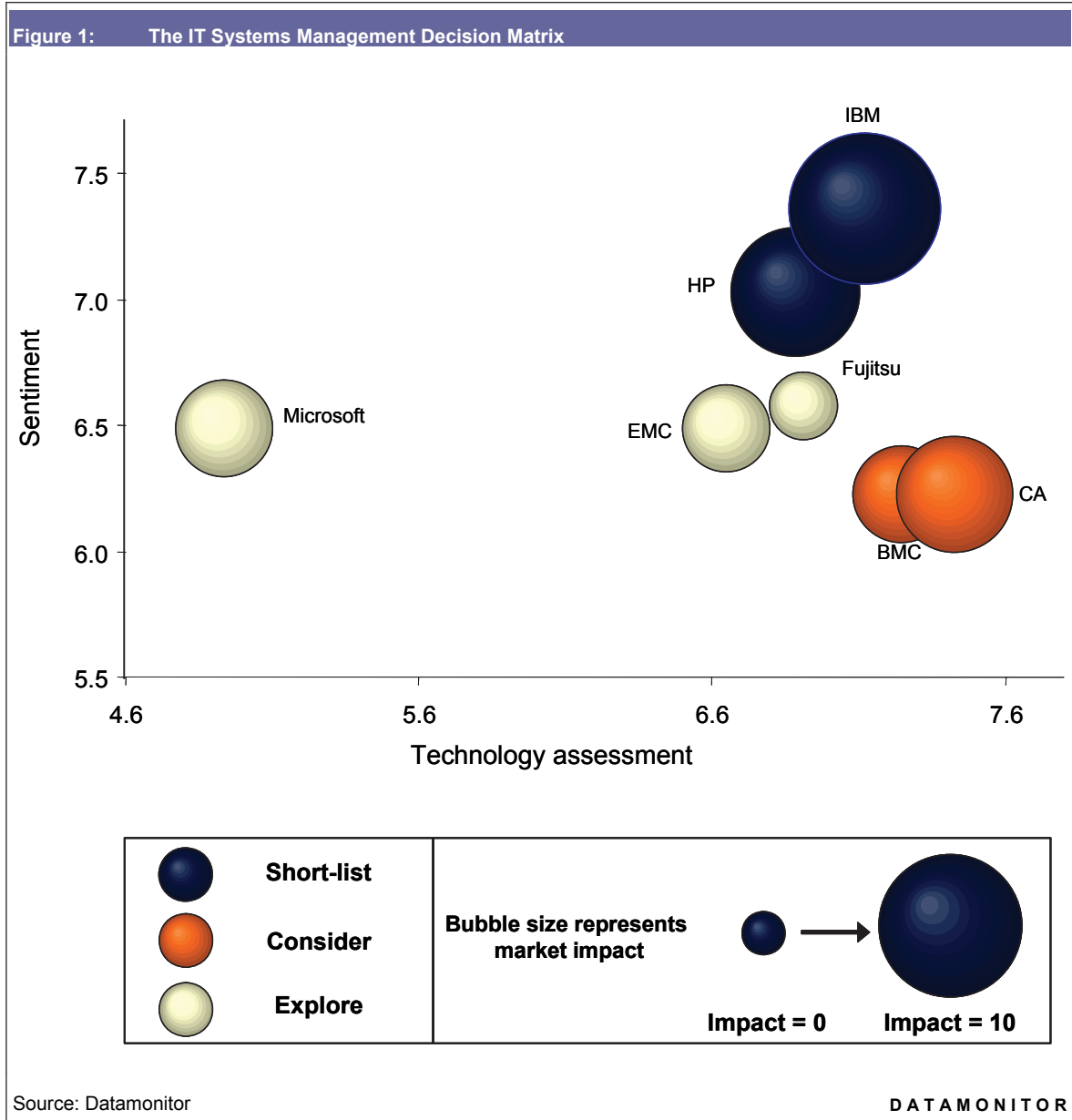
IBM is the leading vendor in this market with a wide range of relevant solutions across its Tivoli and Rational ranges (although, it's primarily Tivoli that takes care of the management aspects). It caters well for the needs of both SME customers and large enterprises. It also enjoys the broadest vertical reach, and offers many vertical as well as horizontal applications. IBM has continuously developed its product and expanded its coverage. This includes recent enhancements on its change and configuration management database and an increased focus on ITIL-compliance, as well as application discovery and IT service management. Tivoli's enterprise products offer many advanced features such as integration with Rational's unified processes and powerful centralized management and automation features. This makes Tivoli attractive to all large enterprises, especially those with in-house software development projects. IBM benefits greatly from the breadth of its offerings and its strong brand, but these are ultimately driven by its technological leadership and R&D focus.

Recommendation: Shortlist

IBM is very secure in its position as the top choice and is unlikely to be dethroned over the next two years (or even beyond that). IBM has the broadest portfolio of all vendors in the IT systems management space, and it invests heavily in the theory and practice of the technology. IBM's goal is to be able to provide an end-to-end management solution. This solution will encompass all aspects of enterprise IT, such as information management, identity and access management, infrastructure management and applications management. Although most systems management vendors share this goal to varying degrees, IBM is the only vendor with enough financial and technological resources to realize this vision.

This comprehensive approach to IT management will allow the largest of IBM's customers to adopt the same approach in the long run. But companies of all sizes from the SME upwards are well catered for in IBM's extensive portfolio, even if they are too small to benefit from end-to-end management.

The IT Systems Management Decision Matrix



IBM's technical excellence and offering breadth drive top performance in impact and user sentiment

IBM is in a clear overall lead in IT systems management, with its broad and extensive Tivoli offering that spans almost all aspects of IT systems management. IBM also receives the best user sentiment rating and has the best reputation among enterprises. The company suffers slightly from being associated with hardware in the large enterprise space, but this has not impeded its success in the market. Datamonitor believes IBM will continue to lead in this market due to its superior vertical reach and continuous improvement of its technology. Innovation and acquisitions and leadership in the SOA space will continue to give IBM an edge in terms of technology for the next two years.