Grid® Report for AIOps Platforms
Fall 2021

G2

AIOps Platforms Software

Contenders

Leaders

Market Presence

Niche

High Performers

Satisfaction

G2 Grid® Scoring

(AIOps Platforms Software continues on next page)

AIOps Platforms Software (continued)

AIOps Platforms Software Definition

AIOps, or artificial intelligence for IT operations, describes using AI or machine learning to analyze large volumes of data across a variety of systems. AIOps platforms take advantage of this to accelerate issue identification and resolution by increasing root cause analysis (RCA) accuracy and proactive identification, which reduces time to resolution and helps improve service level agreement (SLA) adherence. All IT teams can take advantage of the benefits AIOps platforms offer.

By nature of their functions, AIOps platforms are commonly integrated with a variety of other IT-focused tools, including but not limited to a variety of monitoring, incident management, service desk, and log analysis solutions. Many AIOps platforms will integrate those functionalities directly into the platform to consolidate troubleshooting resources.

To qualify for inclusion in the AIOps category, a product must:

▶ Leverage AI and/or machine learning to analyze large volumes of data

▶ Monitor and analyze data from several types of systems

▶ Proactively and reactively identify issues

▶ Aid or guide the issue resolution process

▶ Integrate with a variety of IT systems

AIOps Platforms Grid® Scoring Description

Products shown on the Grid® for AIOps Platforms have received a minimum of 10 reviews/ratings in data gathered by August 17, 2021. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: Dynatrace, Splunk Enterprise, AppDynamics, and PagerDuty

▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: LogicMonitor, ZIF, Instana, and Moogsoft

▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: Datadog

▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: Splunk APM, BigPanda, Micro Focus Operations Bridge (OpsBridge), Splunk Light, and Zenoss

Grid® Scores for AIOps Platforms Software

The table below shows the Satisfaction and Market Presence scores that determine seller placement on the Grid®. To learn more about each of the products, please see the product profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Dynatrace	701	92	97	95
Splunk Enterprise	224	72	85	78
AppDynamics	184	76	79	78
PagerDuty	299	92	61	77

High Performers

	# of Reviews	Satisfaction	Market Presence	G2 Score
LogicMonitor	28	77	27	52
ZIF	13	62	40	51
Instana	54	72	19	46
Moogsoft	15	53	6	30

Contenders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Datadog	64	49	70	60

Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
Splunk APM	11	41	41	41
BigPanda	16	47	12	29
Micro Focus Operations Bridge	11	20	37	28
Splunk Light	14	9	33	21
Zenoss	10	15	14	15

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the AIOps Platforms category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for AIOps Platforms | Fall 2021 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through August 17, 2021. To view the AIOps Platforms Grid® with the most recent data, please visit the AIOps Platforms page.

Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

▶ Customer satisfaction with end user-focused product attributes based on user reviews

▶ Popularity and statistical significance based on the number of reviews received by G2

▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)

▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)

▶ Customers' satisfaction with administration-specific product attributes based on user reviews

▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative

**Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Grid® Methodology (continued)

Market Presence

The Market Presence score is affected by the following (in order of importance):

▶ Market presence is a combination of 15 metrics from G2's reviews, publicly available information, and third-party sources

▶ Both the software sellers and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than seller metrics

Criteria	Measured For		Metrics
	Product	Seller	
Number of Employees	√	√	Employee Count (based on social networks and public sources)
Reviews	√		Review Count (weighted by recency)
Web Presence	√	√	
Social Presence	√	√	
Growth	√	√	Employee Growth, Web Presence Growth
Seller Age		√	
Employee Satisfaction and Engagement		√	

▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment

▶ The scores are then scaled from 0-100

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

(Grid® Methodology continues on next page)

Grid® **Methodology** (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through August 17, 2021. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to suggest its addition to our AIOps Platforms category.

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.
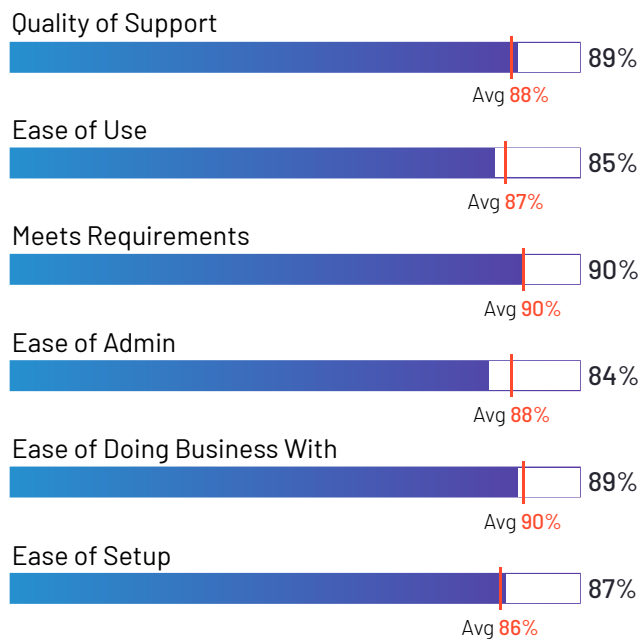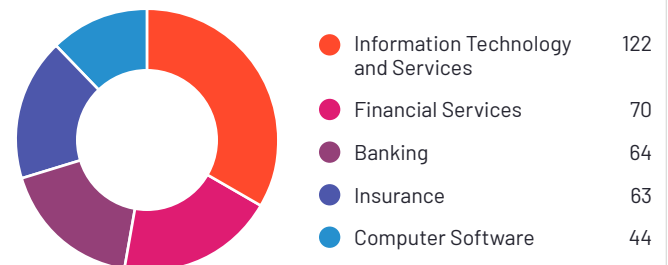
Dynatrace

4.5 ★★★★½ **(1,024)**

Dynatrace has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Dynatrace has the largest Market Presence and received the highest Satisfaction score among products in AIOps Platforms. 98% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Dynatrace at a rate of 89%. Dynatrace is also in the Network Monitoring, Application Performance Monitoring (APM), Incident Response, Log Analysis, Container Monitoring, IT Alerting, Session Replay, ServiceNow Store Apps, Runtime Application Self-Protection (RASP) , Cloud Infrastructure Monitoring , Website Monitoring, Digital Experience Monitoring (DEM), Database Monitoring, Log Monitoring, Enterprise Monitoring, SAP Store, and Digital Employee Experience (DEX) Management categories.

Satisfaction Ratings

Quality of Support
89%
Avg 88%

Ease of Use
85%
Avg 87%

Meets Requirements
90%
Avg 90%

Ease of Admin
84%
Avg 88%

Ease of Doing Business With
89%
Avg 90%

Ease of Setup
87%
Avg 86%

Top Industries Represented

Information Technology and Services	122
Financial Services	70
Banking	64
Insurance	63
Computer Software	44

Highest-Rated Features

Root Cause Identification
92%
Avg 89%

Proactive Identification
89%
Avg 89%

System Integration
88%
Avg 89%

Lowest-Rated Features

Reporting
80%
Avg 85%

Resolution Guidance
85%
Avg 88%

Systems Monitoring
86%
Avg 90%
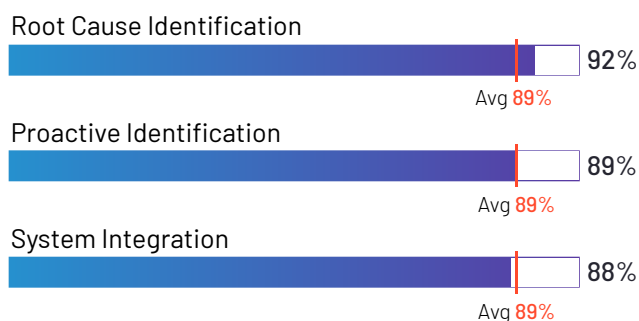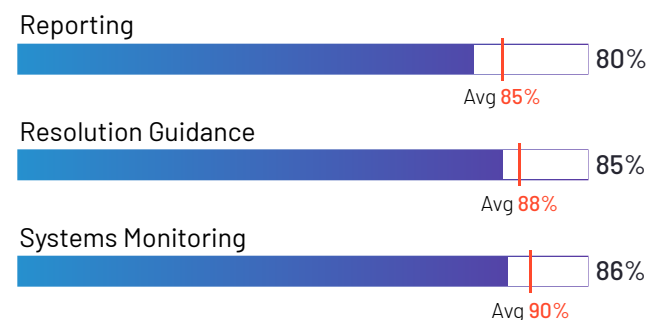
Ownership
Dynatrace

HQ Location
Waltham, MA

Year Founded
2005

Employees (Listed On Linkedin™)
3066

Company Website
www.dynatrace.com

Splunk Enterprise

4.2 ★★★★☆ **(291)**

Leader
FALL
2021

Splunk Enterprise has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 92% of users rated it 4 or 5 stars, 78% of users believe it is headed in the right direction, and users said they would be likely to recommend Splunk Enterprise at a rate of 85%. Splunk Enterprise is also in the Hardware Monitoring, Log Analysis, ServiceNow Store Apps, and Enterprise Monitoring categories.

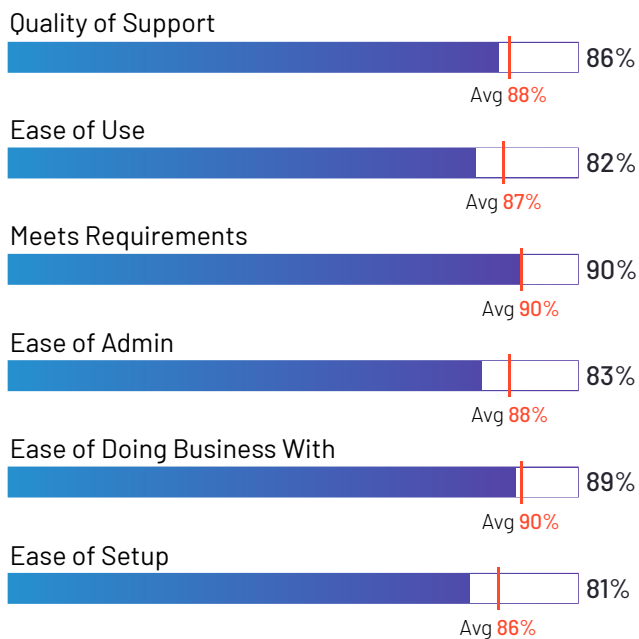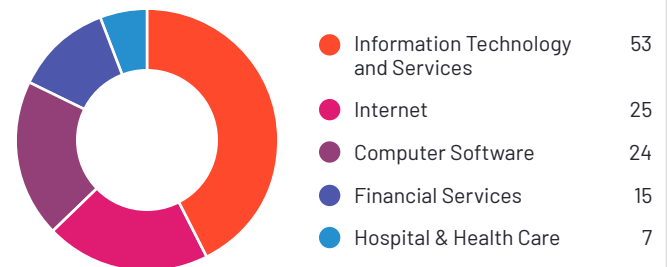## Satisfaction Ratings

Quality of Support
86%
Avg **88%**

Ease of Use
82%
Avg **87%**

Meets Requirements
90%
Avg **90%**

Ease of Admin
83%
Avg **88%**

Ease of Doing Business With
89%
Avg **90%**

Ease of Setup
81%
Avg **86%**

Top Industries Represented

● Information Technology and Services		53
● Internet		25
● Computer Software		24
● Financial Services		15
● Hospital & Health Care		7

Highest-Rated Features

Alerting
86%
Avg **92%**

Systems Monitoring
86%
Avg **90%**

Lowest-Rated Features

Reporting
80%
Avg **85%**

System Integration
83%
Avg **89%**
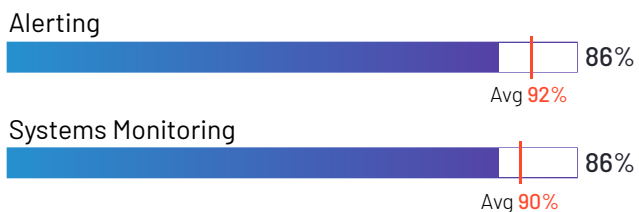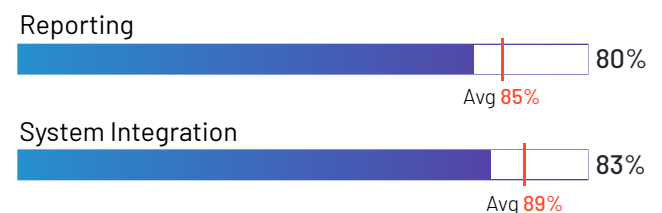
Ownership	**HQ Location**	**Year Founded**	**Total Revenue**	**Employees (Listed On LinkedIn™)**	**Company Website**
Splunk	San Francisco, CA	2003	$2,229 (USD MM)	7946	www.splunk.com

AppDynamics

4.3 ★★★★½ **(327)**

Leader FALL 2021

AppDynamics has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend AppDynamics at a rate of 85%. AppDynamics is also in the SAP Store, Enterprise Monitoring, Application Performance Monitoring (APM), Container Monitoring, ServiceNow Store Apps, Cloud Infrastructure Monitoring , and Digital Experience Monitoring (DEM) categories.

Satisfaction Ratings

Quality of Support
84%
Avg **88%**

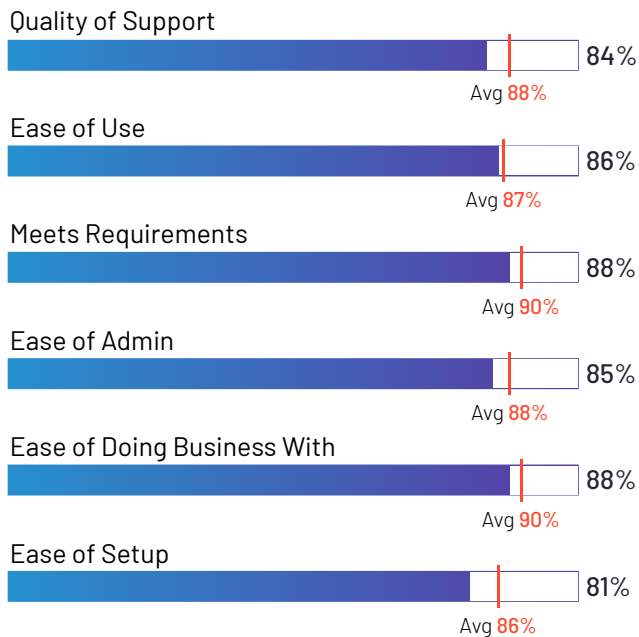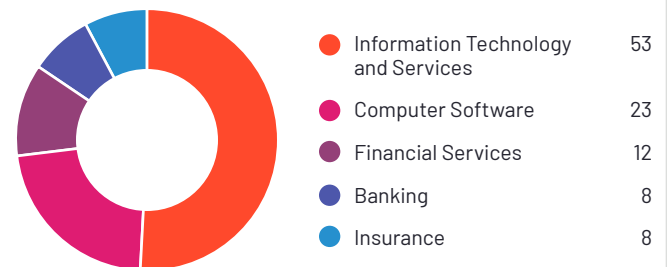Ease of Use
86%
Avg **87%**

Meets Requirements
88%
Avg **90%**

Ease of Admin
85%
Avg **88%**

Ease of Doing Business With
88%
Avg **90%**

Ease of Setup
81%
Avg **86%**

Top Industries Represented

● Information Technology and Services	53
● Computer Software	23
● Financial Services	12
● Banking	8
● Insurance	8

Highest-Rated Features

Reporting
94%
Avg **85%**

Systems Monitoring
92%
Avg **90%**

System Integration
91%
Avg **89%**

Lowest-Rated Features

Machine Learning
83%
Avg **86%**

Artificial Intelligence
84%
Avg **86%**

Resolution Guidance
89%
Avg **88%**
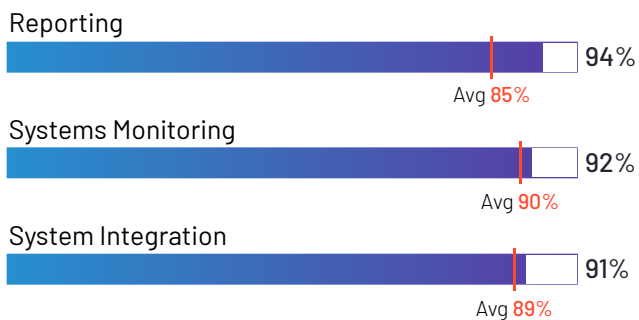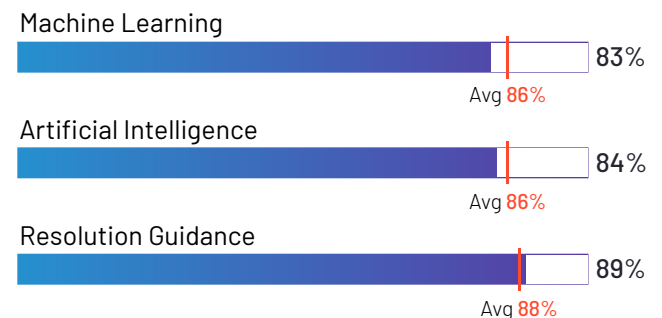
Ownership
AppDynamics

HQ Location
San Francisco, CA

Year Founded
2008

Employees (Listed On Linkedin™)
1966

Company Website
www.appdynamics.com

PagerDuty

4.5 ★★★★⯪ (576)

Leader
FALL
2021

PagerDuty has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 81% of users believe it is headed in the right direction, and users said they would be likely to recommend PagerDuty at a rate of 90%. PagerDuty is also in the Incident Management, IT Alerting, and ServiceNow Store Apps categories.

Satisfaction Ratings

Quality of Support
92%
Avg **88%**

Ease of Use
87%
Avg **87%**

Meets Requirements
92%
Avg **90%**

Ease of Admin
88%
Avg **88%**

Ease of Doing Business With
92%
Avg **90%**

Ease of Setup
87%
Avg **86%**

Top Industries Represented

Industry	
● Computer Software	73
● Information Technology and Services	58
● Internet	17
● Financial Services	16
● Marketing and Advertising	12
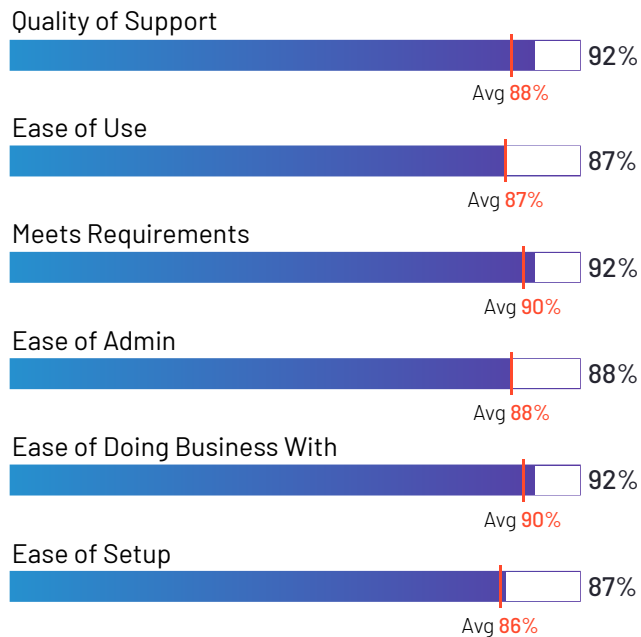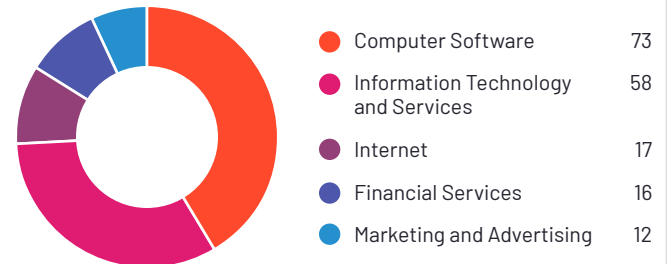
Ownership
PagerDuty

HQ Location
San Francisco, CA

Year Founded
2009

Employees (Listed On Linkedin™)
944

Company Website
www.pagerduty.com

LogicMonitor

4.5 ★★★★⯪ **(370)**

High Performer FALL 2021
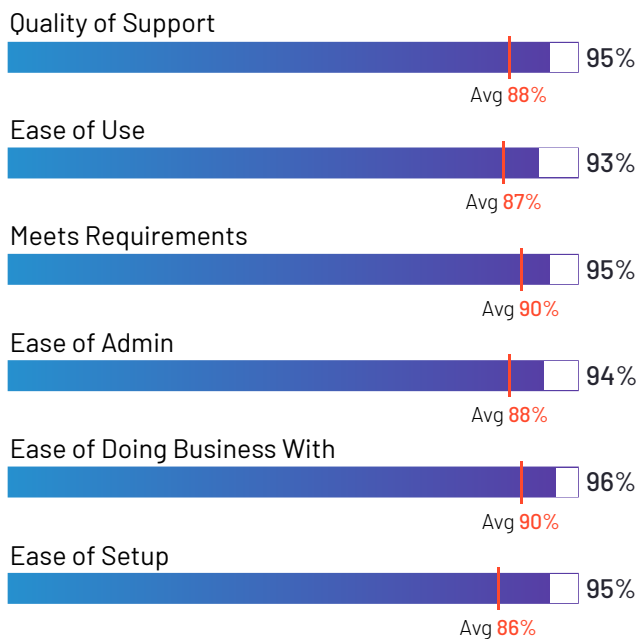
LogicMonitor has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend LogicMonitor at a rate of 95%. LogicMonitor is also in the Log Monitoring, Network Monitoring, Application Performance Monitoring (APM), Log Analysis, Container Monitoring, ServiceNow Store Apps, Cloud Infrastructure Monitoring , Website Monitoring, and Enterprise Monitoring categories.

Satisfaction Ratings

Quality of Support
95%
Avg **88%**

Ease of Use
93%
Avg **87%**

Meets Requirements
95%
Avg **90%**

Ease of Admin
94%
Avg **88%**

Ease of Doing Business With
96%
Avg **90%**

Ease of Setup
95%
Avg **86%**

Top Industries Represented

● Information Technology and Services		12
● Telecommunications		3
● Computer & Network Security		2
● Retail		2
● Automotive		1

Highest-Rated Features

Alerting
91%
Avg **92%**

System Integration
91%
Avg **89%**

Reporting
90%
Avg **85%**

Lowest-Rated Features

Artificial Intelligence
79%
Avg **86%**

Machine Learning
79%
Avg **86%**

Root Cause Identification
83%
Avg **89%**
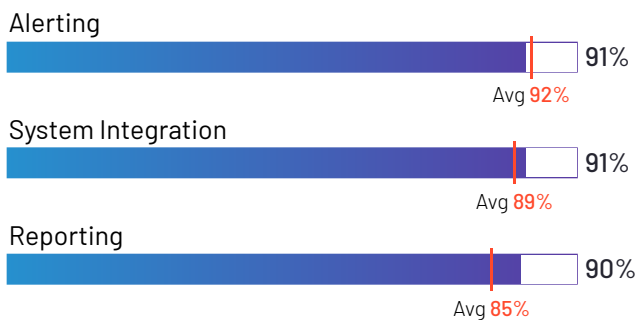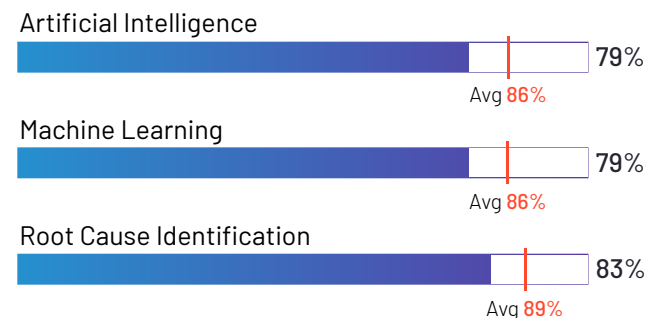
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin™)	Company Website
LogicMonitor	Santa Barbara, CA	2007	849	www.logicmonitor.com

ZIF

4.4 ★★★★½ (14)

High Performer FALL 2021

ZIF has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend ZIF at a rate of 89%. ZIF is also in the Incident Management category.

Satisfaction Ratings

Quality of Support
89%
Avg 88%

Ease of Use
91%
Avg 87%

Meets Requirements
93%
Avg 90%

Ease of Admin
94%
Avg 88%

Ease of Doing Business With
97%
Avg 90%

Ease of Setup
94%
Avg 86%

Top Industries Represented

Industry	Count
Banking	5
Hospital & Health Care	3
Financial Services	2
Consumer Services	1
Health, Wellness and Fitness	1

Highest-Rated Features

Alerting
96%
Avg 92%

System Integration
95%
Avg 89%

Resolution Guidance
94%
Avg 88%

Lowest-Rated Features

Machine Learning
90%
Avg 86%

Root Cause Identification
90%
Avg 89%

Systems Monitoring
94%
Avg 90%
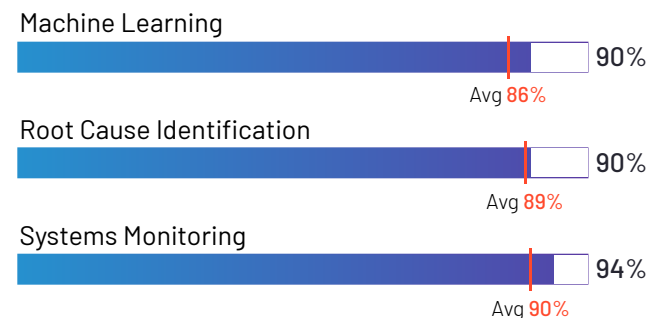
Ownership
GAVS Technologies

HQ Location
Princeton, New Jersey

Year Founded
1998

Employees (Listed On Linkedin™)
1385

Company Website
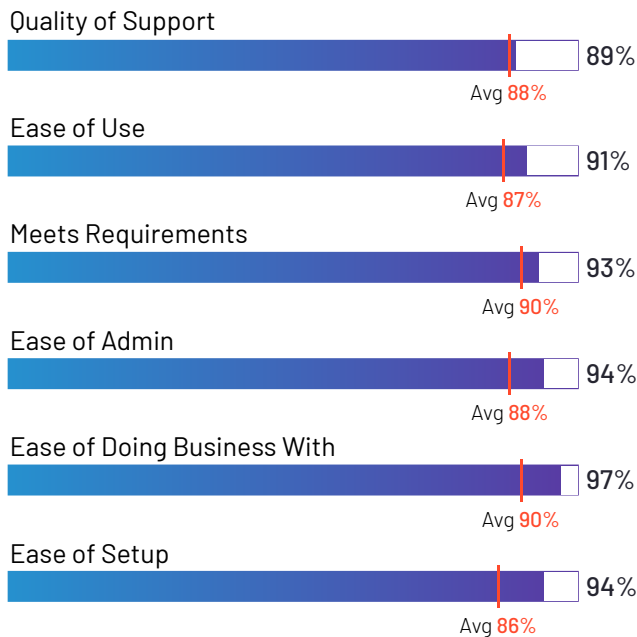www.gavstech.com

Instana

4.6 ★★★★½ (92)

High Performer FALL 2021

Instana has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Instan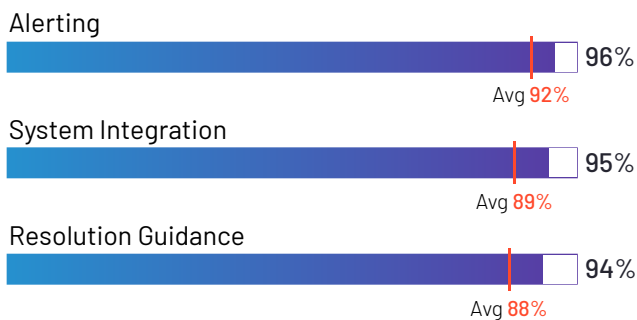a a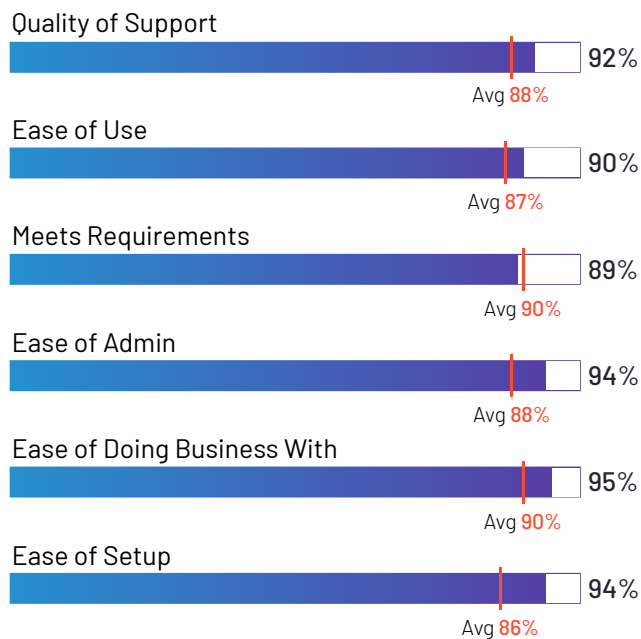t a rate of 91%. Instana is also in the Container Monitoring, Log Analysis, Cloud Infrastructure Monitoring , and Application Performance Monitoring (APM) categories.

Satisfaction Ratings

Quality of Support
92%
Avg **88%**

Ease of Use
90%
Avg **87%**

Meets Requirements
89%
Avg **90%**

Ease of Admin
94%
Avg **88%**

Ease of Doing Business With
95%
Avg **90%**

Ease of Setup
94%
Avg **86%**

Top Industries Represented

Industry	Count
● Information Technology and Services	19
● Retail	8
● Computer Software	3
● Leisure, Travel & Tourism	3
● Apparel & Fashion	2

Highest-Rated Features

Root Cause Identification
97%
Avg **89%**

Lowest-Rated Features

Proactive Identification
89%
Avg **89%**

Ownership
Instana

HQ Location
Chicago, IL

Year Founded
2015

Employees (Listed On Linkedin™)
214

Company Website
www.instana.com

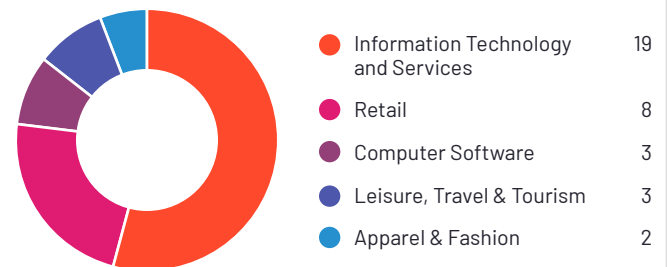# Moogsoft

4.6 ★★★★⯪ **(22)**

High Performer
FALL
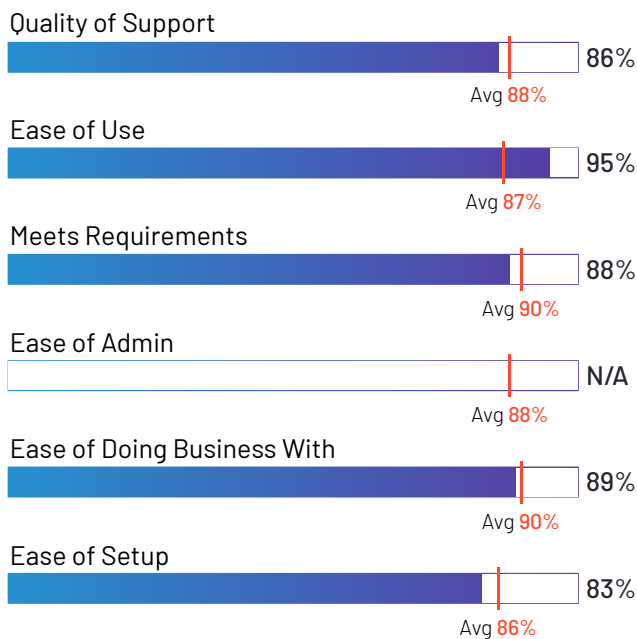2021

Moogsoft has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Moogsoft at a rate of 91%. Moogsoft is also in the IT Alerting, Incident Management, and ServiceNow Store Apps categories.

Satisfaction Ratings

Quality of Support
86%
Avg **88%**

Ease of Use
95%
Avg **87%**

Meets Requirements
88%
Avg **90%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
89%
Avg **90%**

Ease of Setup
83%
Avg **86%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Information Technology and Services	9
● Computer Networking	2
● Computer & Network Security	1
● Financial Services	1
● Logistics and Supply Chain	1

Highest-Rated Features

Machine Learning
94%
Avg **86%**

Artificial Intelligence
94%
Avg **86%**

Alerting
93%
Avg **92%**

Lowest-Rated Features

Root Cause Identification
87%
Avg **89%**

Resolution Guidance
89%
Avg **88%**

Systems Monitoring
90%
Avg **90%**
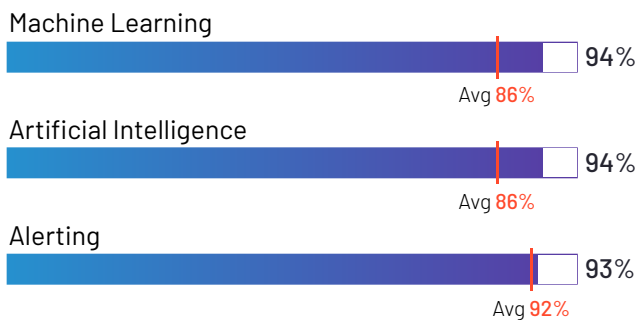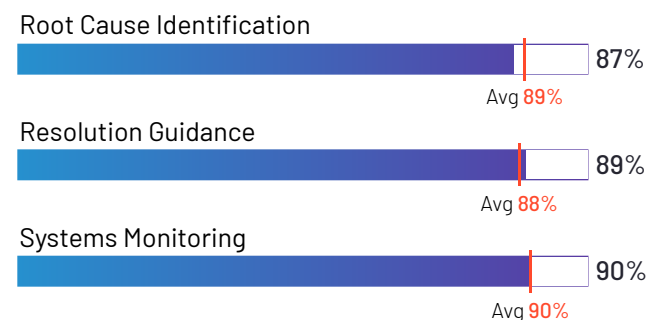
Ownership
Moogsoft

HQ Location
San Francisco, CA

Year Founded
2012

Employees (Listed On Linkedin™)
137

Company Website
www.moogsoft.com

Datadog

4.2 ★★★★☆ **(221)**

Datadog has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 95% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend Datadog at a rate of 86%. Datadog is also in the Server Monitoring, Netwo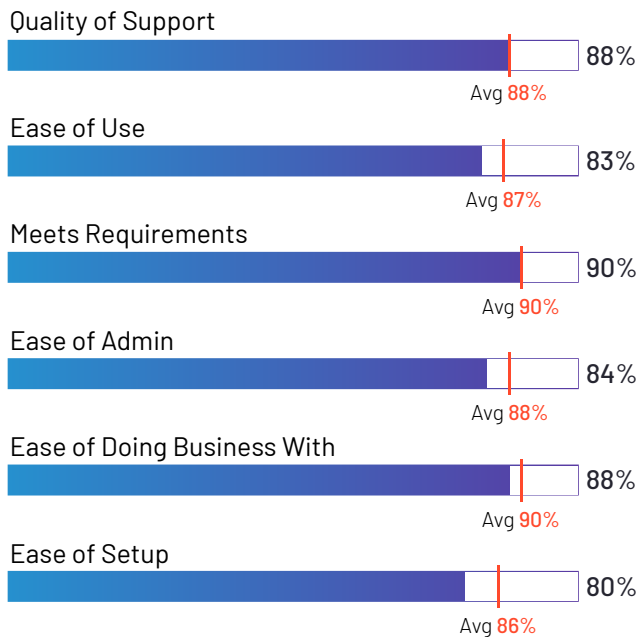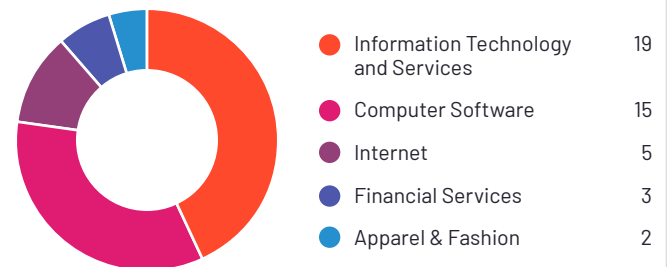rk Monitoring, Application Performance Monitoring (APM), API Marketplace, Security Information and Event Management (SIEM), Incident Response, Log Analysis, Container Monitoring, IT Alerting, Cloud Infrastructure Monitoring , Website Monitoring, IoT Analytics, IoT Device Management, Database Monitoring, Network Traffic Analysis (NTA), Log Monitoring, and Enterprise Monitoring categories.

Satisfaction Ratings

Quality of Support
88%
Avg **88%**

Ease of Use
83%
Avg **87%**

Meets Requirements
90%
Avg **90%**

Ease of Admin
84%
Avg **88%**

Ease of Doing Business With
88%
Avg **90%**

Ease of Setup
80%
Avg **86%**

Top Industries Represented

Information Technology and Services	19
Computer Software	15
Internet	5
Financial Services	3
Apparel & Fashion	2

Ownership
Datadog

HQ Location
New York, NY

Year Founded
2010

Employees (Listed On Linkedin™)
2771

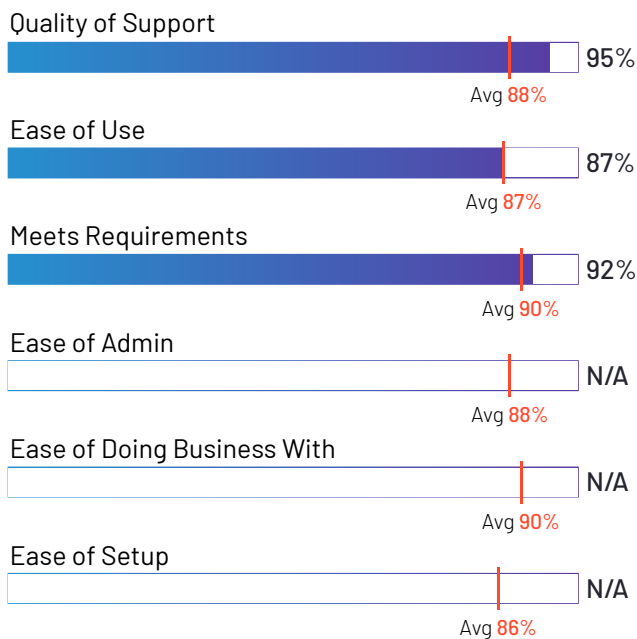**Company Website**
www.datadoghq.com

Splunk APM

4.4 ★★★★½ (18)

Splunk APM has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 91% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Splunk APM at a rate of 87%. Splunk APM is also in the Application Performance Monitoring (APM) category.

Satisfaction Ratings

Quality of Support
95%
Avg **88%**

Ease of Use
87%
Avg **87%**

Meets Requirements
92%
Avg **90%**

Ease of Admin
N/A
Avg **88%**

Ease of Doing Business With
N/A
Avg **90%**

Ease of Setup
N/A
Avg **86%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

Industry	Count
● Computer Software	4
● Financial Services	2
● Entertainment	1
● Information Technology and Services	1
● Marketing and Advertising	1

Ownership
Splunk

HQ Location
San Francisco, CA

Year Founded
2003

Total Revenue
$2,229 (USD MM)

Employees (Listed On LinkedIn™)
7946
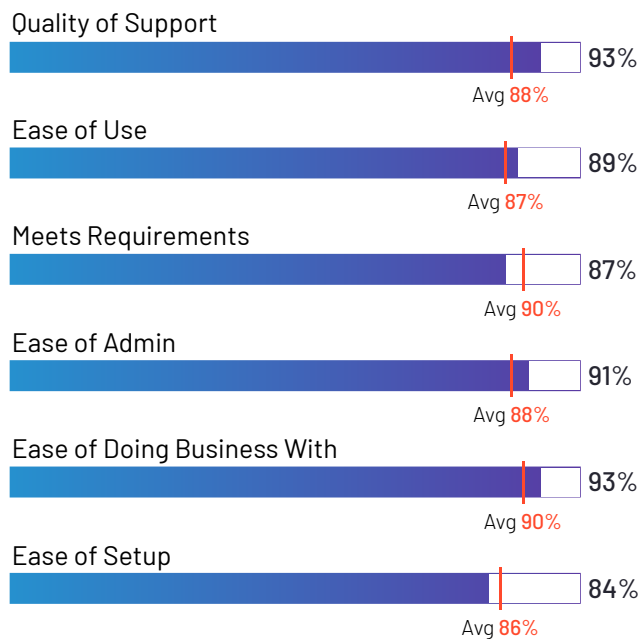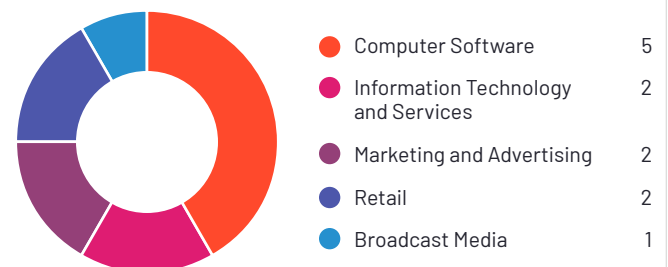
Company Website
www.splunk.com

BigPanda

4.3 ★★★★⯨ **(30)**

BigPanda has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 94% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend BigPanda at a rate of 86%. BigPanda is also in the Incident Management, IT Alerting, and ServiceNow Store Apps categories.

Satisfaction Ratings

Quality of Support
93%
Avg 88%

Ease of Use
89%
Avg 87%

Meets Requirements
87%
Avg 90%

Ease of Admin
91%
Avg 88%

Ease of Doing Business With
93%
Avg 90%

Ease of Setup
84%
Avg 86%

Top Industries Represented

● Computer Software	5
● Information Technology and Services	2
● Marketing and Advertising	2
● Retail	2
● Broadcast Media	1

Highest-Rated Features

Alerting
98%
Avg 92%

Systems Monitoring
92%
Avg 90%

Resolution Guidance
84%
Avg 88%

Lowest-Rated Features

Reporting
69%
Avg 85%

Artificial Intelligence
78%
Avg 86%

Root Cause Identification
81%
Avg 89%
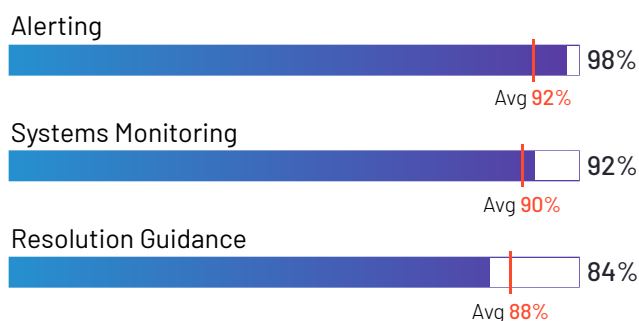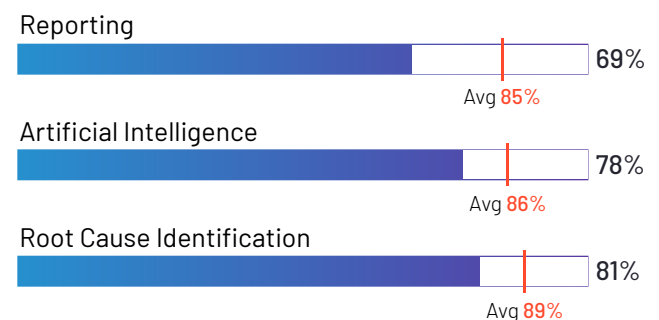
Ownership
BigPanda

HQ Location
Mountain View, CA

Year Founded
2012

Employees (Listed On Linkedin™)
235

Company Website
bigpanda.io
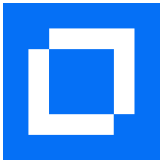
Micro Focus Operations Bridge (OpsBridge)

4.2 ★★★★☆ **(33)**

Micro Focus Operations Bridge (OpsBridge) has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Micro Focus Operations Bridge at a rate of 86%. Micro Focus Operations Bridge is also in the Application Performance Monitoring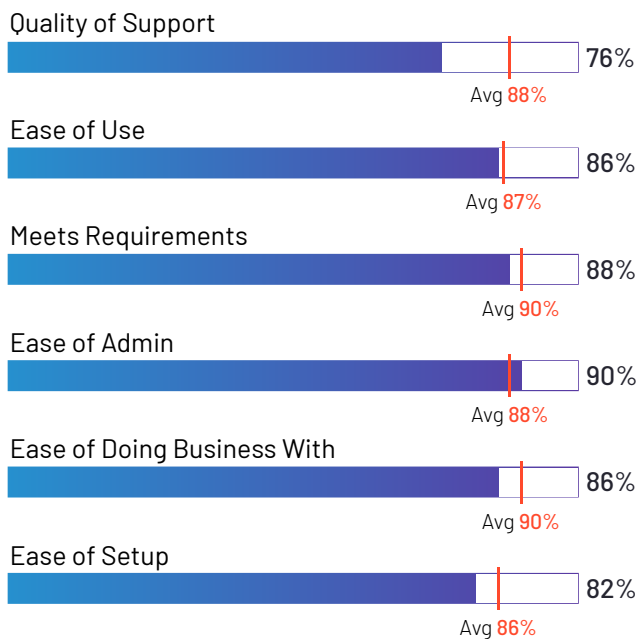 (APM), Incident Management, Log Analysis, Container Monitoring, IT Alerting, Cloud Infrastructure Monitoring , Digital Experience Monitoring (DEM), Database Monitoring, and Enterprise Monitoring categories.

Satisfaction Ratings

Quality of Support **76%**
Avg **88%**

Ease of Use **86%**
Avg **87%**

Meets Requirements **88%**
Avg **90%**

Ease of Admin **90%**
Avg **88%**

Ease of Doing Business With **86%**
Avg **90%**

Ease of Setup **82%**
Avg **86%**

Top Industries Represented

Industry	
● Retail	4
● Apparel & Fashion	3
● Banking	1
● Consumer Electronics	1
● Food & Beverages	1

Ownership
Micro Focus

HQ Location
Newbury, Berkshire

Year Founded
1976

Total Revenue
$3,001 (USD MM)

Employees (Listed On LinkedIn™)
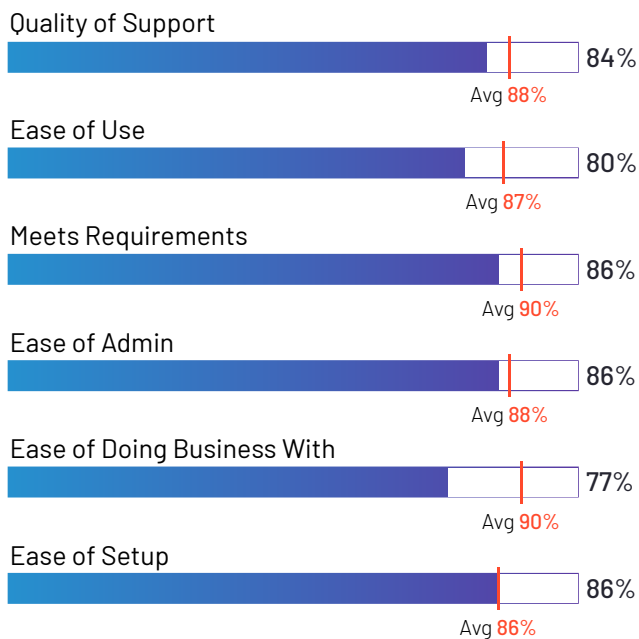9595

Company Website
www.microfocus.com

Splunk Light

4.3 ★★★★½ (17)

Splunk Light has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Splunk Light at a rate of 84%. Splunk Light is also in the Log Analysis category.

Satisfaction Ratings

Quality of Support
84%
Avg **88%**

Ease of Use
80%
Avg **87%**

Meets Requirements
86%
Avg **90%**

Ease of Admin
86%
Avg **88%**

Ease of Doing Business With
77%
Avg **90%**

Ease of Setup
86%
Avg **86%**

Top Industries Represented

● Computer Software	3
● Information Technology and Services	3
● Financial Services	1
● Fine Art	1
● Hospital & Health Care	1

Ownership
Splunk

HQ Location
San Francisco, CA

Year Founded
2003

Total Revenue
$2,229 (USD MM)

Employees (Listed On Linkedin™)
7946

Company Website
www.splunk.com

Zenoss

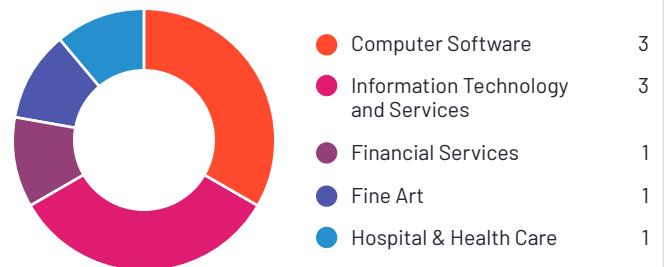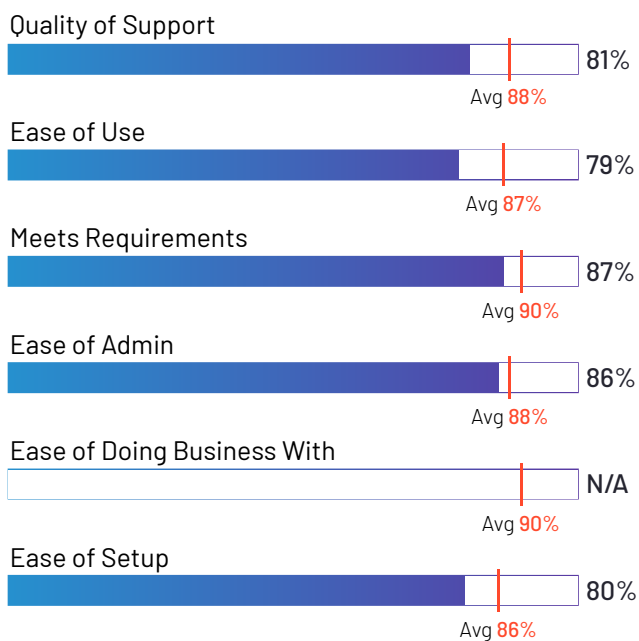**3.9** ★★★★☆ (22)

Zenoss has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 80% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Zenoss at a rate of 80%. Zenoss is also in the Network Monitoring and Cloud Infrastructure Monitoring categories.
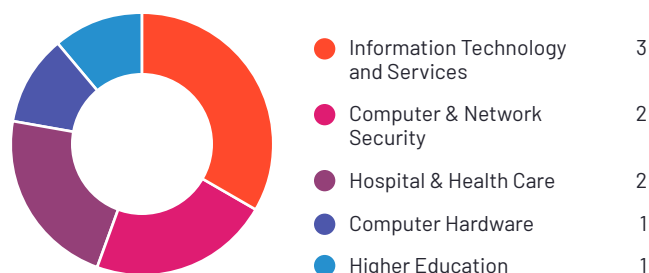
Satisfaction Ratings

Quality of Support
81%
Avg **88%**

Ease of Use
79%
Avg **87%**

Meets Requirements
87%
Avg **90%**

Ease of Admin
86%
Avg **88%**

Ease of Doing Business With
N/A
Avg **90%**

Ease of Setup
80%
Avg **86%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Information Technology and Services	3
● Computer & Network Security	2
● Hospital & Health Care	2
● Computer Hardware	1
● Higher Education	1

Ownership
Zenoss

HQ Location
Austin, TX

Year Founded
2005

Employees (Listed On Linkedin™)
111

Company Website
www.zenoss.com

Satisfaction Ratings for AIOps Platforms

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

| | Satisfaction | | Satisfaction by Category | | | | | | | Net Promoter Score (NPS) |
	Likely to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
Dynatrace	89%	93%	90%	84%	89%	89%	87%	85%	65
Splunk Enterprise	85%	78%	90%	83%	89%	86%	81%	82%	43
AppDynamics	85%	86%	88%	85%	88%	84%	81%	86%	47
PagerDuty	90%	81%	92%	88%	92%	92%	87%	87%	66
LogicMonitor	95%	100%	95%	94%	96%	95%	95%	93%	85
ZIF	89%	100%	93%	94%	97%	89%	94%	91%	69
Instana	91%	88%	89%	94%	95%	92%	94%	90%	77
Moogsoft	91%	92%	88%	N/A	89%	86%	83%	95%	80
Datadog	86%	87%	90%	84%	88%	88%	80%	83%	50
Splunk APM	87%	88%	92%	N/A	N/A	95%	N/A	87%	63
BigPanda	86%	100%	87%	91%	93%	93%	84%	89%	50
Micro Focus Operations Bridge	86%	86%	88%	90%	86%	76%	82%	86%	63
Splunk Light	84%	92%	86%	86%	77%	84%	86%	80%	42
Zenoss	80%	100%	87%	86%	N/A	81%	80%	79%	20
Average	87%	91%	90%	88%	90%	88%	86%	87%	59

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Feature Comparison for AIOps Platforms

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Functionality

	Systems Monitoring
Dynatrace	86%
Splunk Enterprise	86%
AppDynamics	92%
PagerDuty	N/A
LogicMonitor	88%
ZIF	94%
Instana	N/A
Moogsoft	90%
Datadog	N/A
Splunk APM	N/A
BigPanda	92%
Micro Focus Operations Bridge	N/A
Splunk Light	N/A
Zenoss	N/A
Average	90%

(Feature Comparison for AIOps Platforms continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for AIOps Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Issue Resolution

	Root Cause Identification	Proactive Identification	Resolution Guidance
Dynatrace	92%	89%	85%
Splunk Enterprise	N/A	N/A	N/A
AppDynamics	91%	90%	89%
PagerDuty	N/A	N/A	N/A
LogicMonitor	83%	88%	84%
ZIF	90%	94%	94%
Instana	97%	89%	89%
Moogsoft	87%	92%	89%
Datadog	N/A	N/A	N/A
Splunk APM	N/A	N/A	N/A
BigPanda	81%	81%	84%
Micro Focus Operations Bridge	N/A	N/A	N/A
Splunk Light	N/A	N/A	N/A
Zenoss	N/A	N/A	N/A
Average	89%	89%	88%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for AIOps Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Management

	System Integration	Alerting	Reporting
Dynatrace	88%	88%	80%
Splunk Enterprise	83%	86%	80%
AppDynamics	91%	90%	94%
PagerDuty	N/A	N/A	N/A
LogicMonitor	91%	91%	90%
ZIF	95%	96%	94%
Instana	N/A	N/A	N/A
Moogsoft	92%	93%	92%
Datadog	N/A	N/A	N/A
Splunk APM	N/A	N/A	N/A
BigPanda	81%	98%	69%
Micro Focus Operations Bridge	N/A	N/A	N/A
Splunk Light	N/A	N/A	N/A
Zenoss	N/A	N/A	N/A
Average	89%	92%	85%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Additional Data for AIOps Platforms

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Dynatrace	5%	20%	75%
Splunk Enterprise	4%	31%	65%
AppDynamics	16%	34%	50%
PagerDuty	17%	44%	38%
LogicMonitor	14%	46%	39%
ZIF	38%	0%	62%
Instana	9%	37%	54%
Moogsoft	0%	27%	73%
Datadog	13%	59%	28%
Splunk APM	9%	27%	64%
BigPanda	0%	25%	75%
Micro Focus Operations Bridge	0%	0%	100%
Splunk Light	50%	36%	14%
Zenoss	10%	20%	70%
Average	13%	29%	58%

*N/A is displayed when fewer than five responses were received for the question or when data is not publicly available.

Additional Data for AIOps Platforms (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method			Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Median Number of Users Bought	Avg. Contract Term (Months)
Dynatrace	52%	48%	3.1	74%	21%	2%	37	20
Splunk Enterprise	33%	67%	2.5	78%	18%	4%	175	17
AppDynamics	58%	42%	3.1	75%	19%	2%	37	20
PagerDuty	78%	22%	1.5	96%	4%	0%	17	9
LogicMonitor	73%	27%	3.5	73%	20%	0%	37	19
ZIF	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Instana	88%	12%	2.6	87%	9%	0%	37	20
Moogsoft	40%	60%	N/A	64%	27%	9%	N/A	N/A
Datadog	89%	11%	1.8	81%	19%	0%	37	8
Splunk APM	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BigPanda	88%	13%	4.2	64%	27%	0%	37	N/A
Micro Focus Operations Bridge	14%	86%	2.5	100%	0%	0%	17	19
Splunk Light	60%	40%	N/A	N/A	N/A	N/A	N/A	N/A
Zenoss	0%	100%	N/A	100%	0%	0%	N/A	N/A

*N/A is displayed when fewer than five responses were received for the question or when data is not publicly available.

Additional Data for AIOps Platforms (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	**Estimated ROI (payback period in months)**
Dynatrace	47%	22
Splunk Enterprise	61%	20
AppDynamics	50%	19
PagerDuty	71%	10
LogicMonitor	70%	16
ZIF	N/A	N/A
Instana	67%	13
Moogsoft	N/A	N/A
Datadog	51%	14
Splunk APM	N/A	N/A
BigPanda	96%	N/A
Micro Focus Operations Bridge	24%	N/A
Splunk Light	N/A	N/A
Zenoss	N/A	N/A
Average	60%	16

*N/A is displayed when fewer than five responses were received for the question or when data is not publicly available.

Additional Data for AIOps Platforms (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Revenue ($MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating	Alexa Web Traffic Rank
Dynatrace	Dynatrace	2005	N/A	3,066	74,860	17,570	4.4	22,204
Splunk Enterprise	Splunk	2003	$2,229	7,946	371,086	70,674	4.1	12,046
AppDynamics	AppDynamics	2008	N/A	1,966	80,821	22,702	4.2	27,222
PagerDuty	PagerDuty	2009	N/A	944	24,348	26,167	4.2	16,900
LogicMonitor	LogicMonitor	2007	N/A	849	20,990	6,071	4.6	58,571
ZIF	GAVS Technologies	1998	N/A	1,385	16,377	0	3.9	N/A
Instana	Instana	2015	N/A	214	5,148	3,916	4.8	239,177
Moogsoft	Moogsoft	2012	N/A	137	8,690	2,250	3.4	468,152
Datadog	Datadog	2010	N/A	2,771	83,820	33,569	4.1	5,232
Splunk APM	Splunk	2003	$2,229	7,946	371,086	70,674	4.1	12,046
BigPanda	BigPanda	2012	N/A	235	10,108	3,044	4.8	142,289
Micro Focus Operations Bridge	Micro Focus	1976	$3,001	9,595	151,017	39,506	3.6	19,649
Splunk Light	Splunk	2003	$2,229	7,946	371,086	70,674	4.1	12,046
Zenoss	Zenoss	2005	N/A	111	5,991	16,403	3.9	374,712

*N/A is displayed when fewer than five responses were received for the question or when data is not publicly available.