

# Grid<sup>®</sup> Report for AIOps Platforms

## Summer 2021



### AIOps Platforms Software

Contenders								Leaders	
Niche								High Performers	

Satisfaction

Market Presence

G2 Grid<sup>®</sup> Scoring

(AIOps Platforms 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 June 01, 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](#), [PagerDuty](#), and [Datadog](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [LogicMonitor](#), [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.
- ▶ 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](#), [Micro Focus Operations Bridge \(OpsBridge\)](#), [BigPanda](#), [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
<a href="#">Dynatrace</a>	700	92	97	94
<a href="#">Splunk Enterprise</a>	222	71	86	78
<a href="#">AppDynamics</a>	178	75	81	78
<a href="#">PagerDuty</a>	298	92	62	77
<a href="#">Datadog</a>	64	50	73	61

## High Performers

<a href="#">LogicMonitor</a>	28	77	25	51
<a href="#">Instana</a>	52	72	18	45
<a href="#">Moogsoft</a>	15	54	6	30

## Niche

<a href="#">Splunk Cloud</a>	11	42	40	41
<a href="#">Micro Focus Operations Bridge</a>	11	21	38	29
<a href="#">BigPanda</a>	16	48	9	29
<a href="#">Splunk Light</a>	14	11	33	22
<a href="#">Zenoss</a>	10	17	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 | Summer 2021 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through June 01, 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

*(Grid® Methodology continues on next page)*

\*\*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 vendors and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than vendor metrics

Criteria	Measured For		Metrics
	Product	Vendor	
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
Vendor 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 June 01, 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.

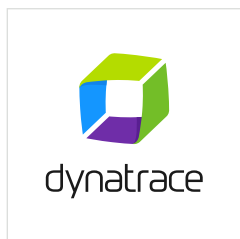
## Grid® Inclusion Criteria

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.



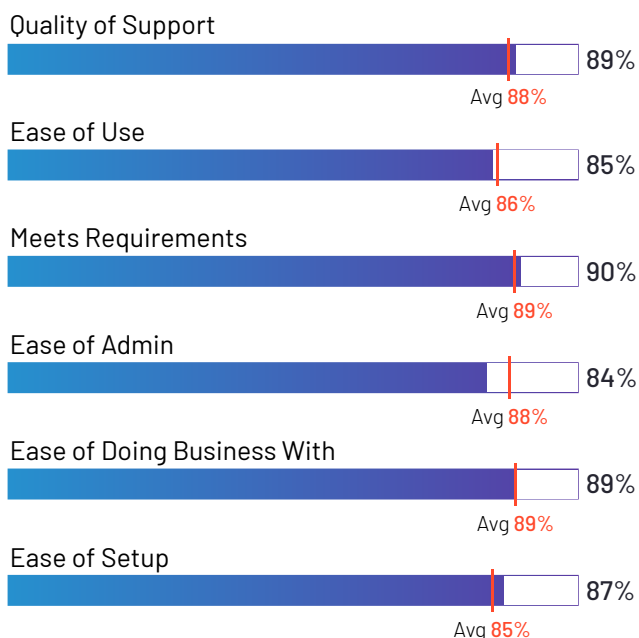
# Dynatrace

4.5 ★★★★★ (1,023)

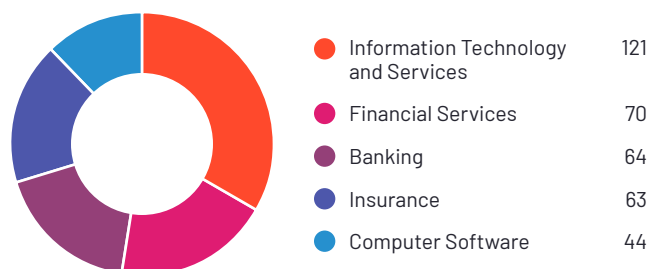


Dynatrace has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Dynatrace has the largest Market Presence and received the highest Satisfaction score among products in AIOps Platforms. 98% of users rated it 4 or 5 stars, 93% of users believe 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.

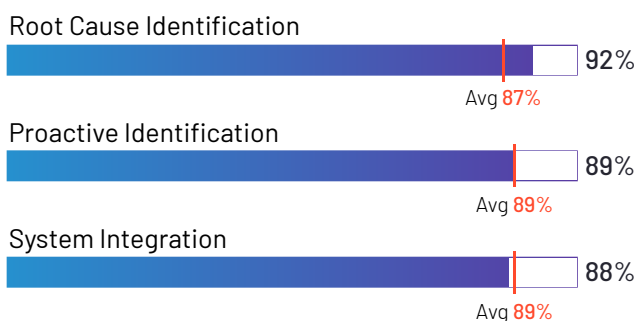
## Satisfaction Ratings



## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Dynatrace



**HQ Location**  
Waltham, MA



**Year Founded**  
2005



**Employees**  
(Listed On LinkedIn™)  
2873



**Company Website**  
[www.dynatrace.com](https://www.dynatrace.com)



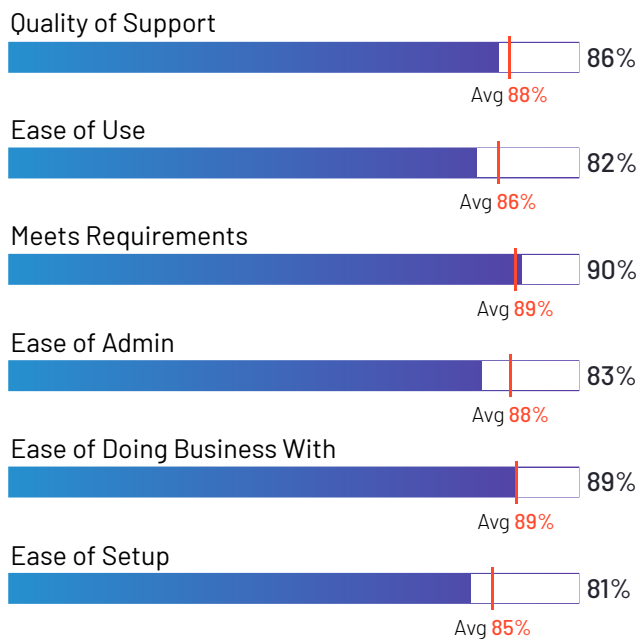
# Splunk Enterprise

4.2 ★★★★★ (284)

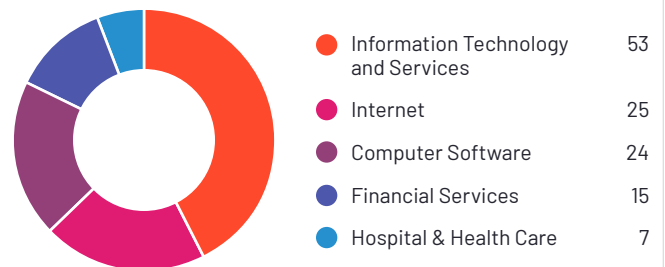


Splunk Enterprise has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 92% of users rated it 4 or 5 stars, 78% of users believe it is headed in the right direction, and users said they would be likely to recommend Splunk Enterprise at a rate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

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
Splunk



**HQ Location**  
San Francisco, CA



**Year Founded**  
2003



**Total Revenue**  
\$2,229 (USD MM)

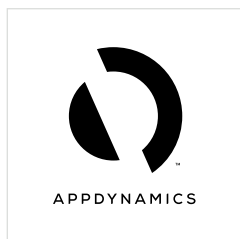


**Employees**  
(Listed On LinkedIn™)  
7473



**Company Website**  
[www.splunk.com](http://www.splunk.com)





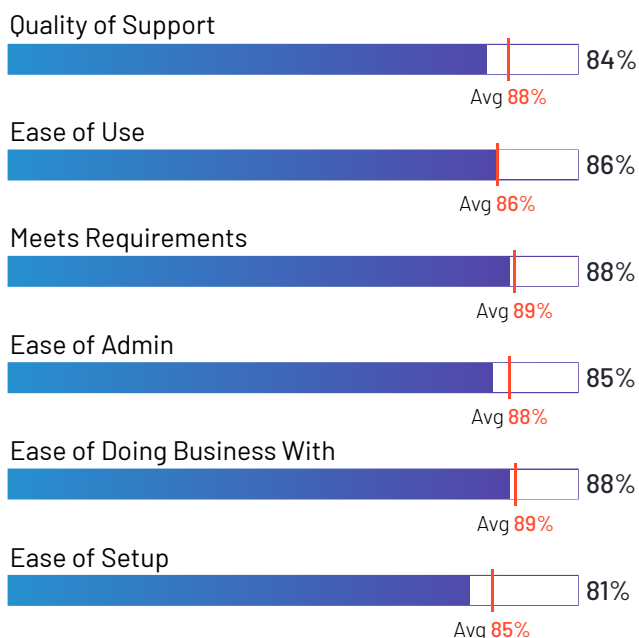
# AppDynamics

4.2 ★★★★★ (294)



AppDynamics has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% 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.

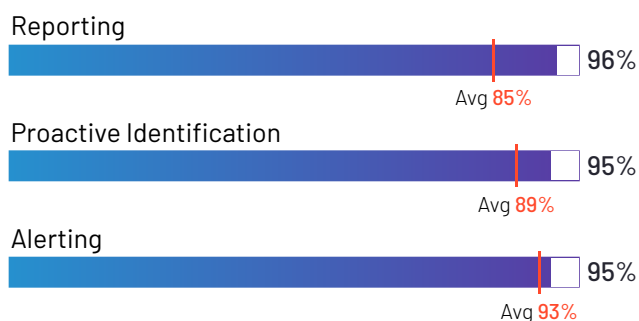
## Satisfaction Ratings



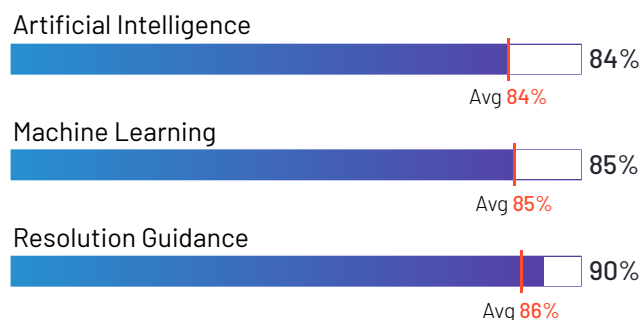
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
AppDynamics



**HQ Location**  
San Francisco, CA



**Year Founded**  
2008



**Employees**  
(Listed On LinkedIn™)  
1937



**Company Website**  
[www.appdynamics.com](http://www.appdynamics.com)



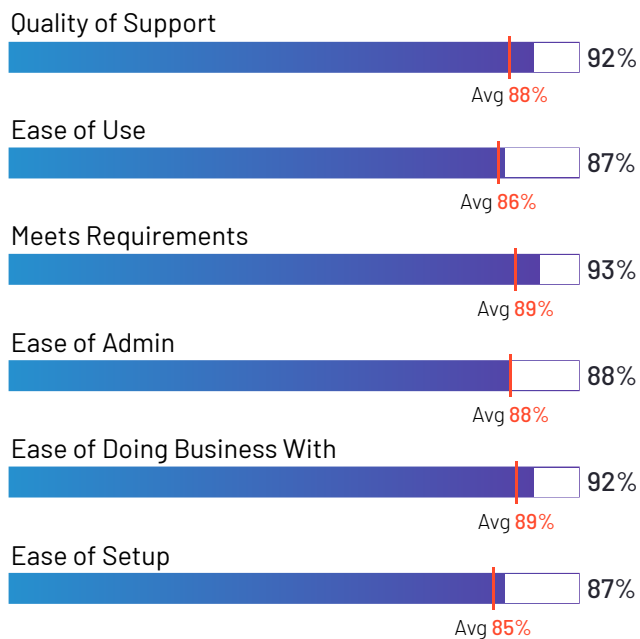
# PagerDuty

4.5 ★★★★★ (574)

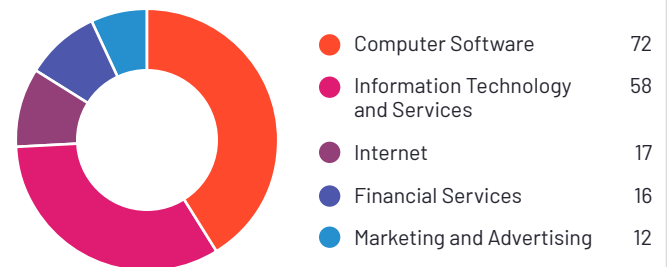


PagerDuty has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 82% of users believe it is headed in the right direction, and users said they would be likely to recommend PagerDuty at a rate of 90%. PagerDuty is also in the Incident Management, IT Alerting, and ServiceNow Store Apps categories.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
PagerDuty



**HQ Location**  
San Francisco, CA



**Year Founded**  
2009



**Employees**  
(Listed On LinkedIn™)  
902



**Company Website**  
[www.pagerduty.com](http://www.pagerduty.com)



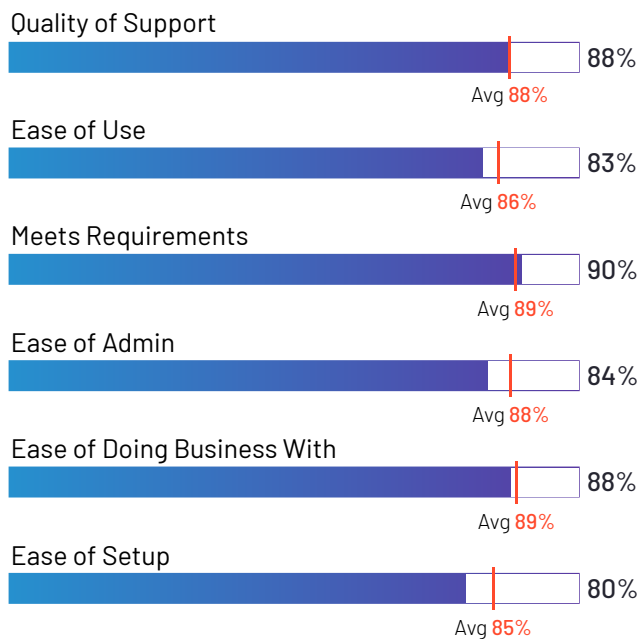
# Datadog

4.2 ★★★★★ (213)

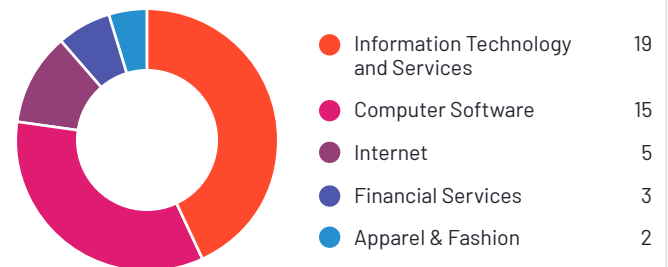


Datadog has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend Datadog at a rate of 86%. Datadog is also in the Server Monitoring, Network 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



## Top Industries Represented



**Ownership**  
Datadog



**HQ Location**  
New York, NY



**Year Founded**  
2010



**Employees**  
(Listed On LinkedIn™)  
2594



**Company Website**  
[www.datadoghq.com](http://www.datadoghq.com)



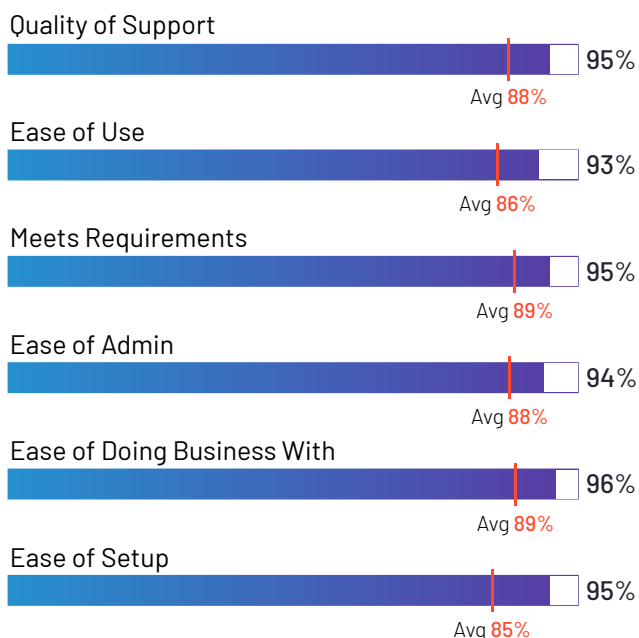
# LogicMonitor

4.5 ★★★★★ (368)



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.

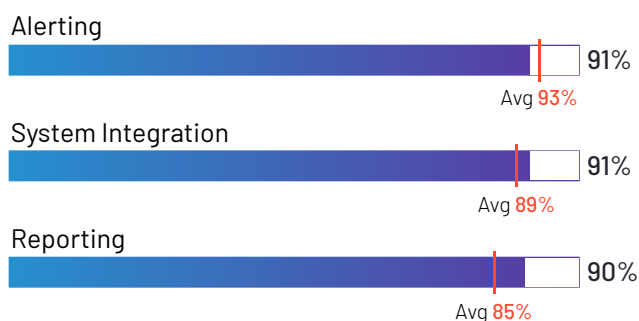
## Satisfaction Ratings



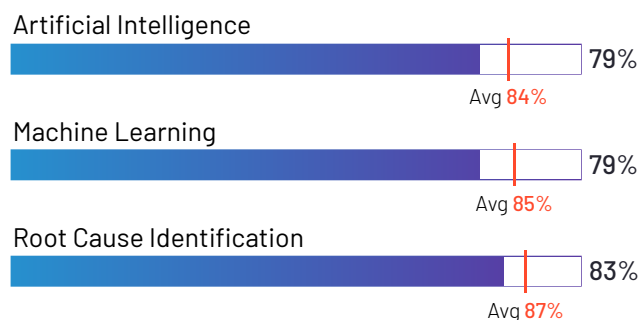
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
LogicMonitor



**HQ Location**  
Santa Barbara, CA



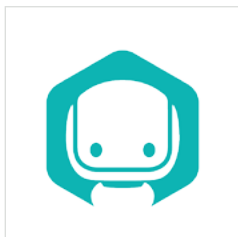
**Year Founded**  
2007



**Employees**  
(Listed On LinkedIn™)  
769



**Company Website**  
[www.logicmonitor.com](http://www.logicmonitor.com)



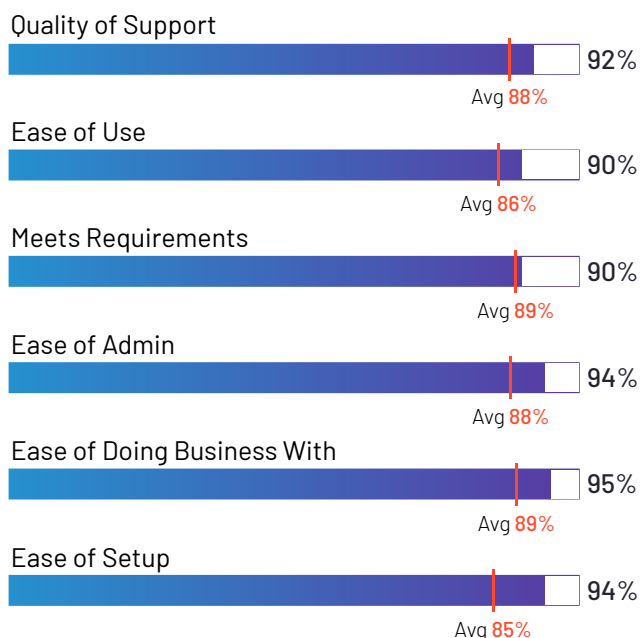
# Instana

4.6 ★★★★★ (77)



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 Instana at a rate of 91%. Instana is also in the Container Monitoring, Log Analysis, Cloud Infrastructure Monitoring, and Application Performance Monitoring (APM) categories.

## Satisfaction Ratings



## Top Industries Represented



**Ownership**  
Instana



**HQ Location**  
Chicago, IL



**Year Founded**  
2015



**Employees**  
(Listed On LinkedIn™)  
205



**Company Website**  
[www.instana.com](http://www.instana.com)



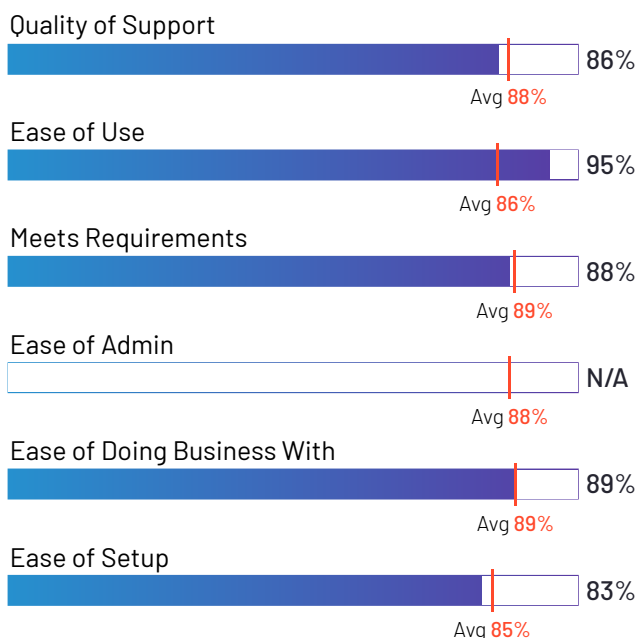
# Moogsoft

4.5 ★★★★★ (22)



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

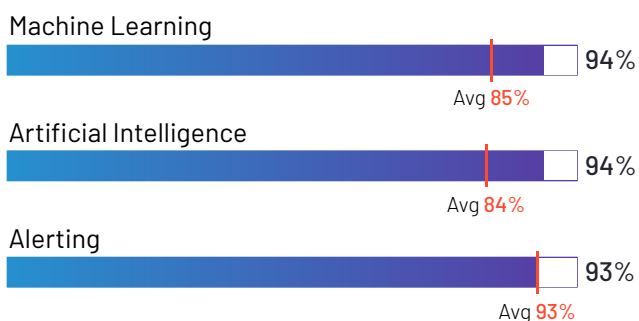


\*N/A is displayed when fewer than five responses were received for the question.

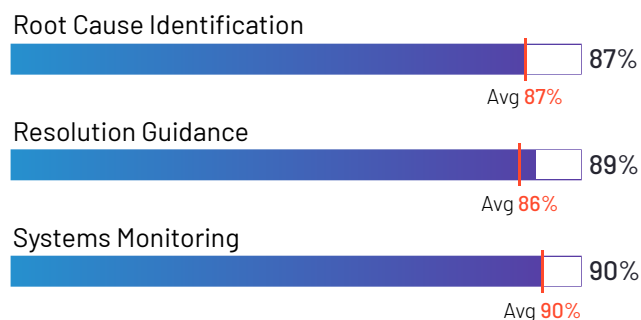
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
Moogsoft



**HQ Location**  
San Francisco, CA



**Year Founded**  
2012



**Employees**  
(Listed On LinkedIn™)  
139



**Company Website**  
[www.moogsoft.com](http://www.moogsoft.com)

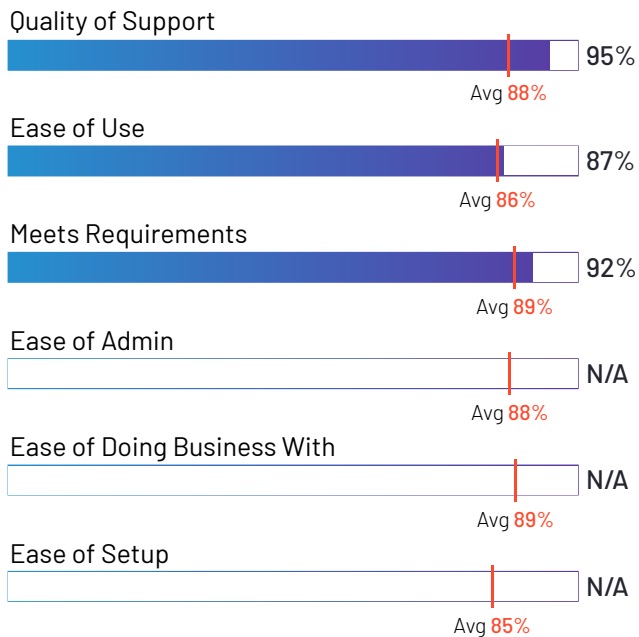


# Splunk APM

4.4 ★★★★★ (17)

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 Cloud at a rate of 87%. Splunk Cloud is also in the Application Performance Monitoring (APM) category.

## Satisfaction Ratings



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

## Top Industries Represented



**Ownership**  
Splunk



**HQ Location**  
San Francisco, CA



**Year Founded**  
2003



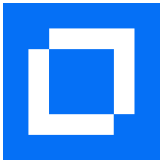
**Total Revenue**  
\$2,229 (USD MM)



**Employees**  
(Listed On LinkedIn™)  
7473



**Company Website**  
[www.splunk.com](http://www.splunk.com)

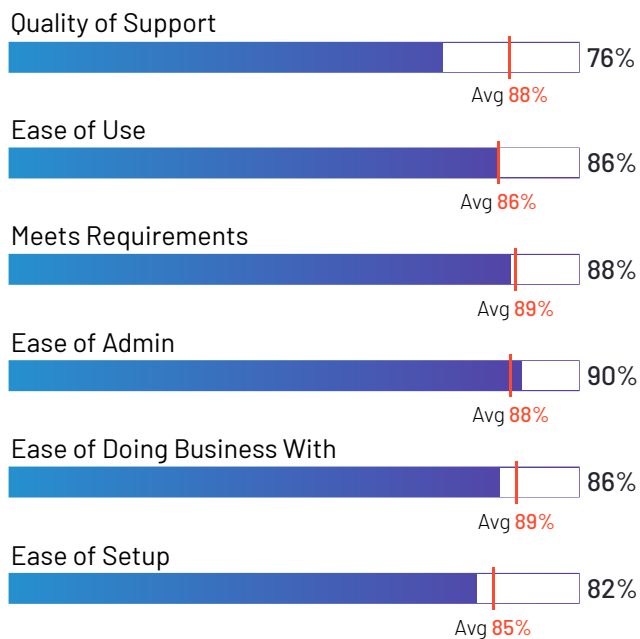


# Micro Focus Operations Bridge (OpsBridge)

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



## Top Industries Represented



**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](http://www.microfocus.com)





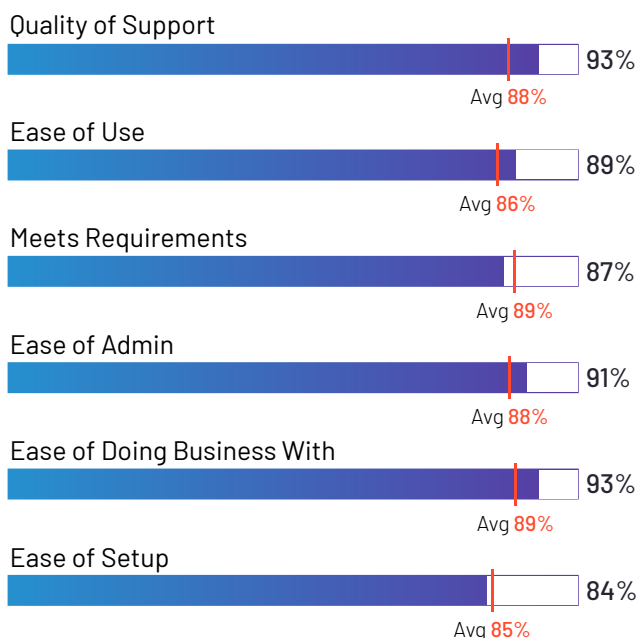
BigPanda

# BigPanda

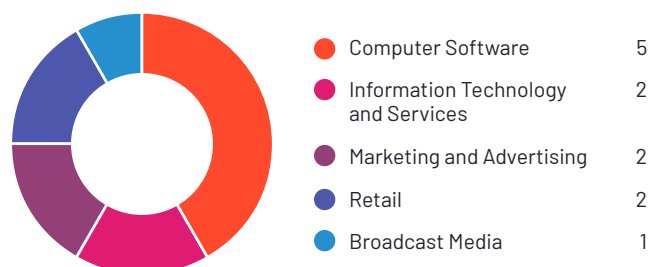
4.3 ★★★★★ (30)

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.

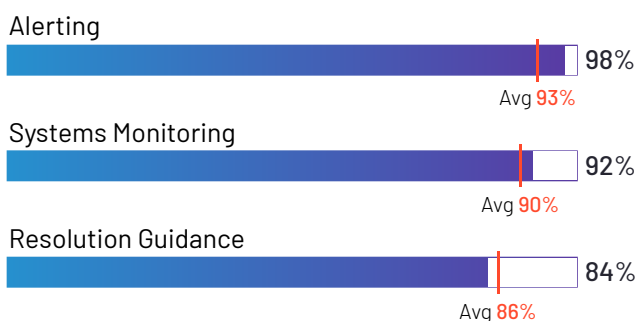
## Satisfaction Ratings



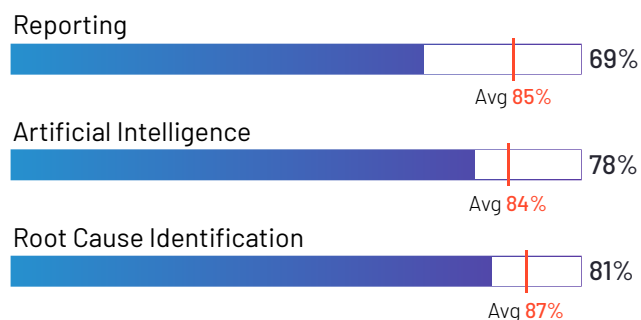
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
BigPanda



**HQ Location**  
Mountain View, CA



**Year Founded**  
2012



**Employees**  
(Listed On LinkedIn™)  
203



**Company Website**  
[bigpanda.io](https://bigpanda.io)

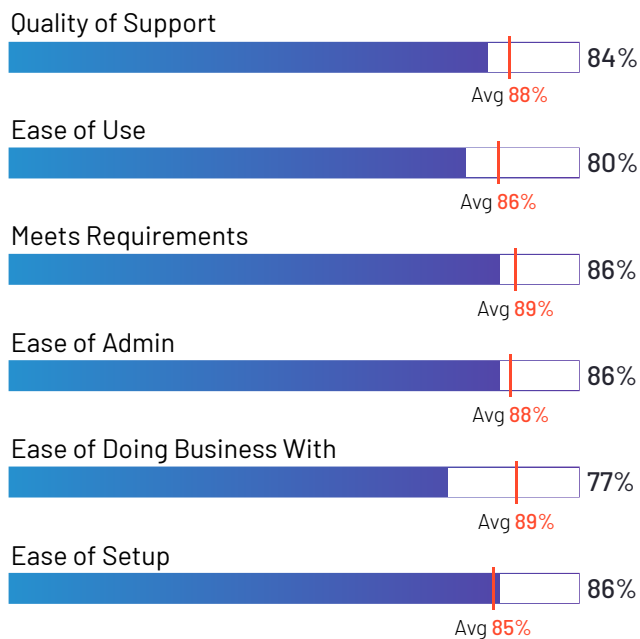
splunk&gt;light

# Splunk Light

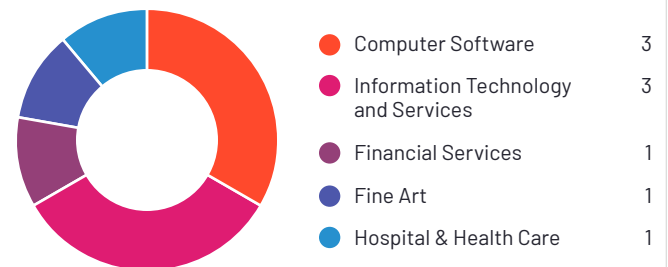
4.3 ★★★★★ (17)

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



## Top Industries Represented



**Ownership**  
Splunk



**HQ Location**  
San Francisco, CA



**Year Founded**  
2003



**Total Revenue**  
\$2,229 (USD MM)



**Employees**  
(Listed On LinkedIn™)  
7473



**Company Website**  
[www.splunk.com](http://www.splunk.com)

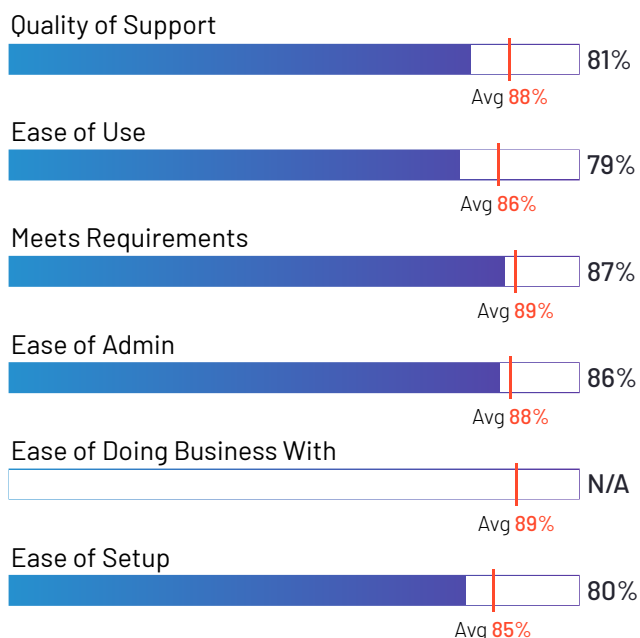


# Zenoss

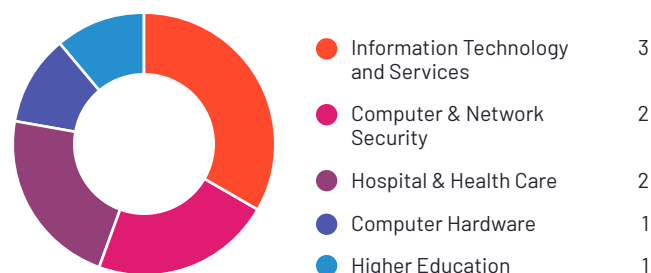
3.9 ★★★★★ (22)

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



## Top Industries Represented



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



**Ownership**  
Zenoss



**HQ Location**  
Austin, TX



**Year Founded**  
2005



**Employees**  
(Listed On LinkedIn™)  
113



**Company Website**  
[www.zenoss.com](http://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)
<b>Dynatrace</b>	89%	93%	90%	84%	89%	89%	87%	85%	65
<b>Splunk Enterprise</b>	85%	78%	90%	83%	89%	86%	81%	82%	43
<b>AppDynamics</b>	85%	86%	88%	85%	88%	84%	81%	86%	48
<b>PagerDuty</b>	90%	82%	93%	88%	92%	92%	87%	87%	66
<b>Datadog</b>	86%	87%	90%	84%	88%	88%	80%	83%	50
<b>LogicMonitor</b>	95%	100%	95%	94%	96%	95%	95%	93%	85
<b>Instana</b>	91%	88%	90%	94%	95%	92%	94%	90%	76
<b>Moogsoft</b>	91%	92%	88%	N/A	89%	86%	83%	95%	80
<b>Splunk Cloud</b>	87%	88%	92%	N/A	N/A	95%	N/A	87%	63
<b>Micro Focus Operations Bridge</b>	86%	86%	88%	90%	86%	76%	82%	86%	63
<b>BigPanda</b>	86%	100%	87%	91%	93%	93%	84%	89%	50
<b>Splunk Light</b>	84%	92%	86%	86%	77%	84%	86%	80%	42
<b>Zenoss</b>	80%	100%	87%	86%	N/A	81%	80%	79%	20
<b>Average</b>	87%	90%	89%	88%	89%	88%	85%	86%	58

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

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

# 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%	19%	75%
Splunk Enterprise	4%	31%	65%
AppDynamics	16%	34%	51%
PagerDuty	17%	44%	39%
Datadog	13%	59%	28%
LogicMonitor	14%	46%	39%
Instana	10%	35%	56%
Moogsoft	0%	27%	73%
Splunk Cloud	9%	27%	64%
Micro Focus Operations Bridge	0%	0%	100%
BigPanda	0%	25%	75%
Splunk Light	50%	36%	14%
Zenoss	10%	20%	70%
Average	11%	31%	58%

(Additional Data for AIOps Platforms continues on next page)

\*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)
<b>Dynatrace</b>	52%	48%	3.1	74%	21%	2%	37	20
<b>Splunk Enterprise</b>	33%	67%	2.5	78%	18%	4%	175	17
<b>AppDynamics</b>	57%	43%	3.2	77%	18%	2%	37	19
<b>PagerDuty</b>	78%	22%	1.5	96%	4%	0%	17	9
<b>Datadog</b>	89%	11%	1.8	81%	19%	0%	37	8
<b>LogicMonitor</b>	73%	27%	3.5	73%	20%	0%	37	19
<b>Instana</b>	88%	12%	2.6	87%	9%	0%	37	20
<b>Moogsoft</b>	40%	60%	N/A	64%	27%	9%	N/A	N/A
<b>Splunk Cloud</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Micro Focus Operations Bridge</b>	14%	86%	2.5	100%	0%	0%	17	19
<b>BigPanda</b>	88%	13%	4.2	64%	27%	0%	37	N/A
<b>Splunk Light</b>	60%	40%	N/A	N/A	N/A	N/A	N/A	N/A
<b>Zenoss</b>	0%	100%	N/A	100%	0%	0%	N/A	N/A

(Additional Data for AIOps Platforms continues on next page)

\*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)
<b>Dynatrace</b>	47%	22
<b>Splunk Enterprise</b>	61%	20
<b>AppDynamics</b>	51%	19
<b>PagerDuty</b>	71%	10
<b>Datadog</b>	51%	14
<b>LogicMonitor</b>	70%	16
<b>Instana</b>	67%	13
<b>Moogsoft</b>	N/A	N/A
<b>Splunk Cloud</b>	N/A	N/A
<b>Micro Focus Operations Bridge</b>	24%	N/A
<b>BigPanda</b>	96%	N/A
<b>Splunk Light</b>	N/A	N/A
<b>Zenoss</b>	N/A	N/A
<b>Average</b>	60%	16

(Additional Data for AIOps Platforms continues on next page)

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# 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 (Vendor)	LinkedIn Followers	Twitter Followers (Vendor)	Glassdoor Rating	Alexa Web Traffic Rank
<b>Dynatrace</b>	Dynatrace	2005	N/A	2,873	70,222	17,385	4.4	19,056
<b>Splunk Enterprise</b>	Splunk	2003	\$2,229	7,473	352,197	69,707	4.2	14,534
<b>AppDynamics</b>	AppDynamics	2008	N/A	1,937	78,122	22,701	4.2	33,928
<b>PagerDuty</b>	PagerDuty	2009	N/A	902	22,878	26,081	4.3	19,628
<b>Datadog</b>	Datadog	2010	N/A	2,594	77,638	32,761	4.1	5,533
<b>LogicMonitor</b>	LogicMonitor	2007	N/A	769	13,536	4,935	4.5	44,576
<b>Instana</b>	Instana	2015	N/A	205	4,885	3,906	4.9	229,724
<b>Moogsoft</b>	Moogsoft	2012	N/A	139	8,538	2,229	3.4	304,205
<b>Splunk Cloud</b>	Splunk	2003	\$2,229	7,473	352,197	69,707	4.2	14,534
<b>Micro Focus Operations Bridge</b>	Micro Focus	1976	\$3,001	9,595	96,733	39,610	3.5	20,883
<b>BigPanda</b>	BigPanda	2012	N/A	203	9,243	3,032	4.4	108,028
<b>Splunk Light</b>	Splunk	2003	\$2,229	7,473	352,197	69,707	4.2	14,534
<b>Zenoss</b>	Zenoss	2005	N/A	113	5,905	16,535	3.9	361,442

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