

# 2010 EMA™ Research Studies



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## Multiple Areas

### *“Up, Down, Or Flat – Reacting to and Planning for 2010 Budgets”*

Dennis Drogseth, Jim Frey, Scott Crawford, Julie Craig, and Lisa Erickson-Harris

With a possible economic recovery coming, the repetitive mantra of “more with less” may not be appropriate for 2010. Enterprises need to have options in front of them, not just in case they get another budget cut but also if they have a flat budget or even a budget increase. Indeed, chances are that they will be asked to prepare 3 separate budgets for 2010 – one for each possibility – and let their VP or CFO decide which to give them.

This report, prepared by the leading EMA team of research analysts covering systems, applications, security, IT service, network, and financial management, will advise IT directors on what they should focus on for 2010, with separate advice covering the possibilities of a reduced budget, a flat budget, or a budget increase.

## Network Management

### *Application-Aware Network Performance Management Radar Report*

Jim Frey  
Research Director  
Network Management

Operations management is shifting focus from reactive, break-fix to proactive, performance-oriented monitoring of IT infrastructure as a means to better protect mission-critical IT services. Nowhere is this more prevalent than within the network layer, where performance management technology options abound. However, the key to understanding the linkage between network infrastructure and the services consumed by IT end users and customers is in recognizing how applications and services are performing as they transit the network. This EMA Radar Report will identify priority capabilities in this area and compare major technology providers of application-oriented network performance management.



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<p><b><i>Managing the Virtual Networks in Virtualized Systems</i></b></p> <p>Jim Frey Research Director Network Management</p>	<p>With virtualized system deployments proliferating at a break-neck pace, a little-recognized but growing issue is proper management of the virtual network components which live within each virtual system. Normally the domain of network managers, responsibility for performance and security policy compliance for these virtual network elements is commonly coming to rest on systems administrators. This EMA research report will focus on the best practices in technology and organizational process for addressing this significant challenge.</p>
<p><b><i>Network Change &amp; Configuration Management Radar Report</i></b></p> <p>Jim Frey Research Director Network Management</p>	<p>The past several years have seen significant consolidation and advancement in the sophistication, maturity, and business-relevance of solutions in the category of network change and configuration management. For network managers, this area represents an essential step towards operational management maturity and a touch point with higher level service management objectives, such as integrated service desk and CMDB/CMS. This EMA Radar Report will review the features required for today's NCCM solutions and compare current technology solution providers.</p>
<p><b><i>Network Management &amp; the Responsible Cloud</i></b></p> <p>Jim Frey Research Director Network Management</p>	<p>Much of the focus on “Cloud Services” has been on the storage, computing or software capabilities that will be hosted within clouds; however, an equally essential aspect will be the performance of such services. Such performance will depend heavily on the network access technologies used. Operations management will need to recognize and monitor cloud access networks and integrate cloud awareness into network and infrastructure monitoring, especially for recognizing dynamic changes due to load balancing or business continuity processes. This EMA research report will examine best practices, challenges and options for tracking the network technologies contributing to the cloud equation.</p>

<p><b>Systems Management</b></p>	
<p><b><i>Automated Power Management Radar Report</i></b></p> <p>Steve Brasen Senior Analyst Systems Management</p>	<p>This study will evaluate the leading IT management vendors providing automated power management solutions. It will identify the best performers and highlight new or innovative vendors in the Green IT space to help enterprise IT leaders find the best products for reducing enterprise IT power consumption by automatically powering down clients or placing clients in various power reduction modes during low- and non-use periods.</p>

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<p><b><i>The Impact of Workforce Mobility on IT Systems Management</i></b></p> <p>Steve Brasen Senior Analyst Systems Management</p>	<p>Whether they are part of a larger plan or not, more and more enterprises are seeing dramatically increased adoption of mobile devices, including not just laptops but also PDAs, cell phones, smartphones, and UMPCs. Enterprises are also seeing an increasingly mobile workforce, and end users make up the spectrum from office-bound, telecommuters, home workers, casual travelers, and road warriors. As a result, IT is facing a growing dilemma in figuring out how to most effectively evaluate, provision, exploit, secure, and manage these mobile workers and the devices they depend on. This study will investigate how and why enterprises use mobile devices, what key outcomes they see, what problems they cause, and how the most effective organizations manage mobile workers and devices.</p>
<p><b><i>Responsible Cloud</i></b></p> <p>EMA Staff Systems Management</p>	<p>Cloud computing is gaining traction in many areas, but there is also a large degree of skepticism and many unanswered questions. Will it work? Is it safe? How do I ensure performance? Who owns responsibility for my data? Can I provide the same results myself? This study will investigate the current state of cloud computing and answer key questions such as: Who is doing it? What are they expecting to achieve? What actual outcomes are they finding? Where are the key problems? And, what are the most appropriate technologies, solutions, and business/IT models to ensure the best results for both external and ‘enterprise cloud’ computing initiatives?</p>
<p><b><i>Job Scheduling/Workload Automation Radar Report</i></b></p> <p>EMA Staff Systems Management</p>	<p>Maintaining, submitting, tracking and responding to complex scripts and workflows for application processing and system maintenance is critical to organizations of all sizes. Providing automated systems for unattended batch-mode processing for system and application maintenance can provide a wide range of benefits, not just in IT, but also for business users. From typical mainframe job submission and control, through to sophisticated support for J2EE, EJB, messaging, and SOA applications, job scheduling and workload automation continue to prove their relevance in the Data Center. This EMA Radar Report will analyze the leading Job Scheduling and Workload Automation solutions to provide enterprise buyers with objective, specialized advice on how to choose the best solution for their unique requirements.</p>

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<b>Application Management</b>	
<p><b><i>Application Dependency Mapping and the CMDB Radar Report</i></b></p> <p>Dennis Drogseth VP of Research IT Megatrends, Analytics and CMDB Systems</p> <p>Julie Craig Research Director Application Management</p>	<p>Interest in Configuration Management is at an all time high. As CMDB Systems move towards more federated models, with a greater focus on automation, the notion of the CMDB as “repository” is gradually being replaced by the notion of the Configuration Management System (CMS) as a federated set of sources and technologies.</p> <p>Application dependency mapping not only can play a role as a peer resource to a federated CMS but also can provide spine linking, real-time service impact information with more control-oriented, process-centric change management histories across the CMS. EMA believes that there is a bright future for vendors with capabilities to integrate the two in terms of “closing the loop” between applications and infrastructure. This EMA Radar Report examines this notion in more detail and profiles CMDB System vendors and their capabilities for such integrations.</p>
<p><b><i>Application Performance Management Radar Report</i></b></p> <p>Julie Craig Research Director Application Management</p>	<p>Application performance is a concern for both IT and Line of Business. Whether applications support internal Help Desk personnel or catalog orders coming in from the Internet, poor performance drives significant business-related risks.</p> <p>This EMA Radar Report will examine the implications of application performance and its impact on the business. It will feature targeted profiles on the leading vendors in the APM space, and will include information on how they stack up in terms of cost, capabilities and functionality.</p>
<p><b><i>Application Development Products Radar Report</i></b></p> <p>Julie Craig Research Director Application Management</p>	<p>Application Development is a key capability for the majority of enterprise-sized businesses. This EMA Radar Report will examine some of the leading products in this space for functionality, interoperability and ease of use.</p> <p>The report will hone in on the key features of a variety of market-leading products. It is designed to supplement the Application Development Solutions Center to help development organizations make product decisions based on targeted requirements and capabilities.</p>

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## *Developing and Managing Custom Applications: Research Report, Solution Center, and “Proof Points” ROI Study*

Julie Craig  
Research Director  
Application Management

Approximately 80% of companies report that they have custom applications in place – the largest percentage of any application type. As a result, tools that address the unique challenges of custom applications are “must haves” for the majority of today’s companies. At the same time, many Independent Software Vendors (ISVs) and IT organizations alike have not adequately addressed these challenges with automation.

High quality development products can be key enablers for software quality. Software quality, in turn, maximizes business value and minimizes support costs once applications go into production. This multi-part research will describe the challenges that custom applications bring to the enterprise, and the products that can help mitigate them.

The research will span multiple quarters and include multiple deliverables:

- Quarter 1: EMA will conduct a survey of IT professionals to gather information about the unique challenges of developing and managing custom applications. It will also assess product requirements and features which, in their opinions, offer the best overall value. The results will be published as a paper highlighting the findings.
- Quarter 2: EMA will develop a set of product profiles in which leading vendors will describe how their products address the challenges identified in Quarter 1. The vendor profiles will highlight each vendor’s development and/or production time management solutions, with emphasis on specific functionality addressing custom applications. They will be published in a research paper and incorporated into the EMA “End-to-End Application Management Solution Guide.”
- Quarter 3: EMA will develop a set of case studies on software development ROI, which will highlight the impact of software solutions on overall operational efficiencies. Opportunities to participate will be offered to vendors with products addressing the pre-deployment phases of the software lifecycle. The top ROI stories will be published as an “EMA Proof Points” paper.

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<b>Security &amp; Risk Management</b>	
<p><i>Security as a Service</i></p> <p>Scott Crawford Managing Research Director Security and Risk Management</p>	<p>In recent years, security threats have grown dramatically in almost every respect, from sheer volume to an alarming degree of sophistication fueled by organized crime. Enterprises have no choice but to answer this threat; yet, many have long been challenged to maintain their existing security investment, let alone rise to the level of response required to meet these disturbing trends. Today, many enterprises see an answer to containing runaway security demands in the promise of “Security as a Service.” The focus of the IT Security industry is changing based on trends such as cloud computing, professional services and security systems integration, managed services, security SaaS and other options. This study will examine these factors and their potentially disruptive impact not only on the IT security industry, but also on new demands on IT Service Management to define SLAs for security.</p>
<p><i>Security and Management Convergence 2010: Emerging Reality or Receding Horizon?</i></p> <p>Scott Crawford Managing Research Director Security and Risk Management</p>	<p>With all the attention paid to threats that have grown in numbers and sophistication, one factor is too often overlooked: resolving risk exposure through IT management tools. After all, threats cannot be directly controlled, but the IT environment can. Despite this simple fact, far too many organizations still neglect the basics of maintaining systems and software in a secure state. Why? What are the divides of technology and culture that still keep IT operations and security teams from working more effectively together? Where enterprises are succeeding, what’s making the difference? Do IT management and security integration standards such as SCAP (the Security Content Automation Protocol) point the way forward, or do they raise as many issues as they resolve? Are enterprises effectively defining what Service Level Management means when it comes to security, internally as well as with third party providers? In this ongoing research effort, EMA takes a fresh look at the challenges and opportunities enterprises face when seeking to make the most of the synergies of security and IT management.</p>

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<b>Service Management</b>	
<p><b><i>ITSM/Service Management Initiatives: Lessons Learned An Analysis of Twenty-Seven Deployments</i></b></p> <p>Dennis Drogseth VP of Research IT Megatrends, Analytics and CMDB Systems</p> <p>Lisa Erickson-Harris Research Director IT Finance and Service Desk</p>	<p>To follow-up on the Q1 EMA research in BSM, the Consolidated Service Desk and CMS/CMDB Deployments, EMA is embarking on a deeper look at products, politics, processes and other priorities in twenty-seven real-world deployments. These deployments will feature CMS, Service Desk and Service Management initiatives ranging from near-term, more tactical objectives to broader, transformative initiatives. The analysis is targeted at helping IT professionals learn from peer examples, while supporting vendors in better targeting near-term opportunities by understanding a cross section of informed scenarios so often missed in product-specific sales dialogs.</p>
<p><b><i>Service Desk Radar Report</i></b></p> <p>Lisa Erickson-Harris Research Director IT Finance and Service Desk</p>	<p>In 2009, EMA conducted a significant research study looking at the migration of aging help desk deployments toward a modern service desk. This research showed that investment in both the service desk and support ITIL process development is strong. This EMA Radar Report will review the critical features required to operate a world-class service desk operation and compare solutions available in the market to aid buyers in their consolidation and migration strategies.</p>
<p><b><i>Knowledge Management Solution Center</i></b></p> <p>Lisa Erickson-Harris Research Director IT Finance and Service Desk</p>	<p>This IT Management Solutions Center will characterize vendor solutions in the knowledge management market segment supporting overall service management and service desk processes.</p>
<p><b><i>The Emerging BSM Landscape</i></b></p> <p>Dennis Drogseth VP of Research IT Megatrends, Analytics and CMDB Systems</p>	<p>This short report will present the EMA model of Business Service Management (BSM) in context with function, architecture and sub-markets. Based on research and industry dialog, this report will set the stage for future radar research. Among the critical themes are positioning SLM, BSM and User Experience Management. The report will assess foundational technologies, such as analytics and support for multi-brand assimilation and application dependencies through a CMS or other technologies, process automation and advanced approaches to business alignment.</p>

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<p><b><i>BSM Foundations Radar Report</i></b></p> <p>Dennis Drogseth VP of Research IT Megatrends, Analytics and CMDB Systems</p>	<p>This report provides weighting for evaluation based on the EMA model of BSM for core BSM solution providers, e.g., both platforms and suites with a strong SLM heritage in linking services to business values. Other weighted factors draw from the EMA model, e.g., ability to assimilate multiple sources of information, capturing application dependencies and change impact, and support for process automation in diagnostics and other areas.</p>
<p><b><i>BSM Meets Next Generation Asset Management Radar Report</i></b></p> <p>Dennis Drogseth VP of Research IT Megatrends, Analytics and CMDB Systems</p>	<p>Next Generation Asset Management (NGAM) is a service-centric approach to managing and optimizing capex and opex investments in support of business outcomes. This EMA Radar Report looks at NGAM from a BSM perspective in particular, focusing on how vendors are supporting requirements for optimizing IT services with business objectives in dollars-and-cents terms. Key areas of attention are chargeback and demand profiling, service catalogs, and dynamic links between performance commitments, capacity requirements and infrastructure optimization.</p>
<p><b><i>ROI and BSM – Some Case Examples</i></b></p> <p>Dennis Drogseth VP Research IT Megatrends, Analytics and CMDB Systems</p>	<p>This research will be a short report with select case studies and analysis of ROI achieved through BSM initiatives. It will include some recommended approaches in terms of best practices from EMA consulting and industry dialog.</p>

<p><b>CMDB Systems</b></p>	
<p><b><i>Getting Return on Your CMS Investments</i></b></p> <p>Dennis Drogseth VP of Research IT Megatrends, Analytics and CMDB Systems</p>	<p>This report will focus on approaches to getting return on investments in a variety of CMDB or CMS deployments. These will include initiatives ranging from asset management and change and configuration management to service assurance, among others. The report will include some quantitative research but will focus on an analysis of case studies and best practices evolved from industry dialog and EMA consulting.</p>
<p><b><i>The Configuration Management System in 2010 – Where is it now and where is it going?</i></b></p> <p>Dennis Drogseth VP of Research IT Megatrends, Analytics and CMDB Systems</p>	<p>This report will leverage pre-existing EMA research and consulting work to provide a key indication of how CMDB-related modeling, reconciliation and normalization technologies are taking on a new life in a federated world. Areas of focus will be new types of federation, application dependency mapping, analytics, and process automation driven through the CMS.</p>

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<p><b><i>Application Dependency Mapping and the CMDB Radar Report</i></b></p> <p>Dennis Drogseth VP of Research IT Megatrends, Analytics and CMDB Systems</p> <p>Julie Craig Research Director Application Management</p>	<p>Interest in Configuration Management is at an all time high. As CMDB Systems move towards more federated models, with a greater focus on automation, the notion of the CMDB as “repository” is gradually being replaced by the notion of the Configuration Management System (CMS) as a federated set of sources and technologies.</p> <p>Application dependency mapping not only can play a role as a peer resource to a federated CMS, but also can provide a spine linking real-time service impact information with more control-oriented, process-centric change management histories across the CMS. EMA believes that there is a bright future for vendors with capabilities to integrate the two, in terms of “closing the loop” between applications and infrastructure. This EMA Radar Report examines this notion in more detail and profiles CMDB System vendors and their capabilities for such integrations.</p>
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<h2><b>IT Finance</b></h2>	
<p><b><i>IT Project and Portfolio Management Radar Report</i></b></p> <p>Lisa Erickson-Harris Research Director IT Finance and Service Desk</p>	<p>Project and Portfolio Management (PPM) is taking on an increasingly visible role as IT organizations move more aggressively to manage the business of IT. For PPM, the basics include resource tracking and project allocations. However, these tools have become much more of a financial planning tool for existing and proposed investments. This EMA Radar Report will assess requirements for PPM tools and how they need to support broader financial management strategies and evaluate vendors that are in a position to meet these needs.</p>
<p><b><i>IT Finance Radar Report</i></b></p> <p>Lisa Erickson-Harris Research Director IT Finance and Service Desk</p>	<p>The downturn in the economy has put IT on a different financial management track. While IT has been moving towards financial and business management, the economic climate of 2009 clearly accelerated this movement. IT organizations are required to show fiscal responsibility and also financial transparency. These strategic tools pick up where corporate financial management solutions leave off, providing details of operational and capital expenditures that are very specific to IT. This EMA Radar Report will outline corporate requirements for IT Financial Management and Transparency. It will then evaluate solutions available to meet these needs.</p>

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<p><b><i>Fueling IT's Economic Engine: Financial and Business Governance for IT</i></b></p> <p>Lisa Erickson-Harris Research Director IT Finance and Service Desk</p>	<p>Financial and business governance for IT are emerging requirements that support a multi-decade trend towards business alignment for IT. While operations has continued to move towards management and consistency with business goals, the financial planning and business governance disciplines are just starting to be top-of-mind for CIOs. These disciplines pull together disparate management activities including PPM, resource management, financial control, compliance and supporting policies that align with the most crucial business needs. When combined with day-to-day activities, such as vendor management, employee and staffing concerns and reviews of potential IT investments, the holistic business and financial governance picture comes together for executive management.</p> <p>To explore these crucial issues, EMA will conduct a new primary research study during Q2 2009. This study will examine the business aspects of running IT and explore just how far along enterprise IT has matured in the financial management and business governance domain.</p>
<p><b><i>Next Generation Asset Management Reborn: A Landscape</i></b></p> <p>Dennis Drogseth VP of Research IT Megatrends, Analytics and CMDB Systems</p> <p>Lisa Erickson-Harris Research Director IT Finance and Service Desk</p>	<p>This report will position the EMA Next Generation Asset Management (NGAM) model in context with some key research and consulting findings. It will then map out a road map of related technologies and products based on real choices as they have evolved in the market, versus purely logical, functional categories. This roadmap is designed for IT adopters looking to have a cohesive view of what technologies are available to support service-centric asset management: what the pieces are, how they fit together, and what vendors and product offerings are currently available in each category.</p>
<p><b><i>Project and Portfolio Management Solutions Center</i></b></p> <p>Lisa Erickson-Harris Research Director IT Finance and Service Desk</p>	<p>This IT Management Solutions Center will include Project and Portfolio Management offerings with roots in operations and application development management, as well as those originating from corporate financial management teams.</p>

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## About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that specializes in going “beyond the surface” to provide deep insight across the full spectrum of IT management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise IT professionals and IT vendors at [www.enterprisemanagement.com](http://www.enterprisemanagement.com) or follow EMA on Twitter at [http://twitter.com/ema\\_research](http://twitter.com/ema_research).