

AIOps Platforms Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY



iSG Research



Key Takeaways

Artificial intelligence operations (AIOps) platforms have evolved into operational intelligence layers that help enterprises manage increasingly complex and distributed IT environments. Organizations are adopting AIOps to improve visibility, accelerate incident response and automate operational workflows across infrastructure, applications and digital services. AI, predictive analytics and automation capabilities are shifting IT operations (ITOps) from reactive monitoring toward intelligent, outcome-driven execution.

Software Provider Summary

The ISG Buyers Guide™ for AIOps Platforms evaluates 28 software providers offering products supporting operational intelligence, intelligent automation and AI-driven ITOps management. The research ranked the top three overall leaders as ServiceNow, Dynatrace and Salesforce. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Atlassian, BMC, Broadcom, Cisco, Datadog, Dynatrace, Elastic, IBM, PagerDuty, Salesforce and ServiceNow were rated as Exemplary, with Digitate, Fabrix.ai and LogicMonitor rated as Innovative. Aisera, BigPanda and Dell were rated as Assurance; and CloudEagle.ai, meshIQ, New Relic, OpsRamp, ProphetStor, ScienceLogic, SolarWinds, SoundHound AI, Vitria and Zenoss were rated as Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (35%) and Platform (45%), which includes adaptability, manageability, reliability and usability. ServiceNow, Dynatrace and Datadog achieved the highest performance as Leaders in this category, supported by event correlation and predictive analytics capabilities combined with intelligent automation across operational workflows. Leaders demonstrated enterprise-grade platform capabilities across varied operational, monitoring and service management contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Dynatrace, ServiceNow and Salesforce were the Leaders in this category, showing strong customer commitment and clear dedication to customer needs. Providers with lower performance often lacked sufficient information to demonstrate customer success, articulate commitment to customer experience or communicate measurable value through TCO/ROI.

Strategic Recommendations

Enterprises should evaluate AIOps platforms based on their ability to improve operational visibility, automate remediation and support scalable ITOps across hybrid environments. Assessment should prioritize integration depth, analytics maturity, governance controls and the ability to connect insights with coordinated operational actions. Organizations should also evaluate generative AI (GenAI) and agentic AI capabilities that support predictive operations, intelligent automation and long-term operational efficiency improvements.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds ServiceNow atop the list, followed by Dynatrace and Salesforce. Providers that place in the top three of a category earn the designation of Leader. ServiceNow and Dynatrace have done so in four categories; Salesforce in three; Datadog in two; and Atlassian, BMC and Cisco in one.

AIOps Platforms Overall

Providers	Grade	Performance
ServiceNow	A-	Leader 83.2%
Dynatrace	B++	Leader 80.5%
Salesforce	B++	Leader 78.7%
BMC	B++	78.4%
Datadog	B++	78.1%
Atlassian	B++	77.5%
Cisco	B++	77.2%
Broadcom	B+	74.1%
PagerDuty	B+	72.3%
Elastic	B+	72.3%
IBM	B+	71.3%
Digitate	B+	71.2%
Aisera	B+	70.5%
LogicMonitor	B+	69.1%
SoundHound AI	B	68.2%
ScienceLogic	B	68.1%
BigPanda	B	66.9%
Fabrix.ai	B	66.4%
New Relic	B	65.7%
SolarWinds	B	64.1%
Zenoss	B	63.2%
OpenText	B-	61.8%
Dell	B-	60.6%
CloudEagle.ai	B-	59.5%
meshIQ	B-	59.1%
Vitria	B-	58.1%
ProphetStor	B-	56.9%
OpsRamp	C++	55.3%

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