IDC Innovators

IDC Innovators: IT Operations Analytics, 2017

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THIS IDC INNOVATORS EXCERPT FEATURES: SUMO LOGIC

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC Innovators: IT Operations Analytics, 2017 (Doc #US42502217).

Why Sumo Logic Was Chosen as an IDC Innovator

Sumo Logic was chosen as an IDC Innovator based on its multitenant SaaS delivery of log management and analysis capabilities.

FOUNDED	FOUNDERS	HEADQUARTERED	NUMBER OF EMPLOYEES	# OF CUSTOMERS
2010	Kumar Saurabh, Christian Beedgen, Bruno Kurtic	Redwood City, CA	250+	1,200+

PRODUCT NAME	PROFILED PRODUCT/SERVICE	FUNDING		GEOGRAPHIC MIX (% of revenue by major region)
Sumo Logic Service	Cloud-based log management and analytics	$160 million equity funding, Greylock Partners, Sutter Hill Ventures, Accel Partners, Sequoia Capital, DFJ Growth, Institutional Venture Partners		85% United States, 15% ROW

IDC Innovator Assessment

- Sumo Logic provides a cloud-native multitenant log management and analytics platform with machine learning capabilities that can ingest, index, and analyze logs and metrics data from a variety of sources.
- Data integrations are supported for leading SaaS, PaaS, and IaaS platforms, infrastructure and virtualization metrics, containers, configuration data, and application stacks.
- Typical use cases include real-time performance and availability monitoring, visibility, analytics, and troubleshooting, with growing support for security information and analytics use cases.

Key Differentiator

Sumo Logic was founded as an all-SaaS provider of log management capabilities and over time has expanded the machine data analytics capabilities of the SaaS platform and extended the range of use cases.

Challenges

Sumo Logic must be able to articulate a growth strategy that will address the challenges of an increasingly competitive market that includes large incumbents, on-premises solutions, other cloud-based offerings, and a growing list of features, integrations, and use cases.

IDC INNOVATORS IN IT OPERATIONS ANALYTICS

IT organizations are being challenged to manage and optimize IT system and application performance, availability, resource usage, and end-user experience across large-scale, complex virtualized and cloud environments. IT operations analytics software and SaaS solutions provide data-driven capabilities for the prediction, prevention, troubleshooting, and root-cause analysis of service-impacting events based on big data/analytics and analysis of machine-generated log data and related metrics data. Innovators are expanding the range, capabilities, and technology of IT operations analytics solutions.

IDC Innovators are emerging vendors with revenue <$100 million that have demonstrated either a groundbreaking business model or an innovative new technology – or both. This study identifies three IT operations analytics vendors as IDC Innovators: Evolven, ExtraHop Networks, and Sumo Logic.

TECHNOLOGY DEFINITION

IT operations analytics builds on big data processing capabilities to provide IT log management and log search and analysis and related historical and predictive performance, capacity, and root-cause analytics. The key objective is to help IT organizations optimize IT operational service levels in near real time for production application and infrastructure computing environments. The emerging area of online application and business impact analytics based on APM and related IT operations analytics data is also included.

The principal benefits of IT operations analytics include avoidance of service interruptions, slowdowns, and outages; faster root-cause analysis and problem recovery times; enhanced system and application performance; and improved end-user experience.

IDC INNOVATORS INCLUSION CRITERIA

An "IDC Innovators" document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

An IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue <$100 million at the time of selection.
- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included even if the venture capital firm has a financial stake in the vendor's company.

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Related Research

- *What Drivers Are Shaping ITOA Strategies Through 2020?* (IDC #US42238517, January 2017
- *Reasons Why Cloud Strategies Are Expected to Drive Purchases of New Management Software or SaaS Solutions by 2020* (IDC #US41907516, November 2016)
- *IDC's IT Operations Analytics Customer Survey Results, 2016: Special Report* (IDC #US41799916, September 2016)

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