



FORRESTER®

# Modernize With AIOps To Maximize Your Impact

Establish Your Competitive Edge By Leveraging AIOps  
To Address Cloud Operations Challenges

[Get started →](#)

FORRESTER OPPORTUNITY SNAPSHOT: A CUSTOM STUDY COMMISSIONED BY GOOGLE | JULY 2021

## Organizations Must Embrace AIOps As Part Of Their Modernization Or Risk Falling Behind

Organizations are currently modernizing their businesses in order to meet the increasing complexity of today's business landscape. In effect, business leaders must evaluate the best way to mitigate the challenges which plague their cloud operations, all while meeting customers' growing expectations around digital experience (DX) through agility, automation, and proactive incident avoidance. Thankfully, artificial intelligence for IT operations (AIOps) systems and principles are here to help.<sup>1</sup>

AIOps increases efficiency and productivity across day-to-day operations, and businesses are taking note: 91% of respondents have implemented AIOps to address at least one cloud operations issue, and expansion is set to skyrocket. Those that wait to act, risk losing out on the efficacy of their cloud investment and falling behind their more efficient competitors.

### Key Findings



Companies are transitioning to cloud operations performed by developers and operations professionals. While this is essential for business success, it is not without challenges. AIOps offers the solution.



Efficiency and productivity are expected to improve with the use of AIOps. Nearly half of all surveyed respondents expect significant efficiency improvements across their day-to-day operations.



Organizations are realizing the value of AIOps when addressing cloud operations challenges. And implementers are reporting improved performance, reliability, and security.

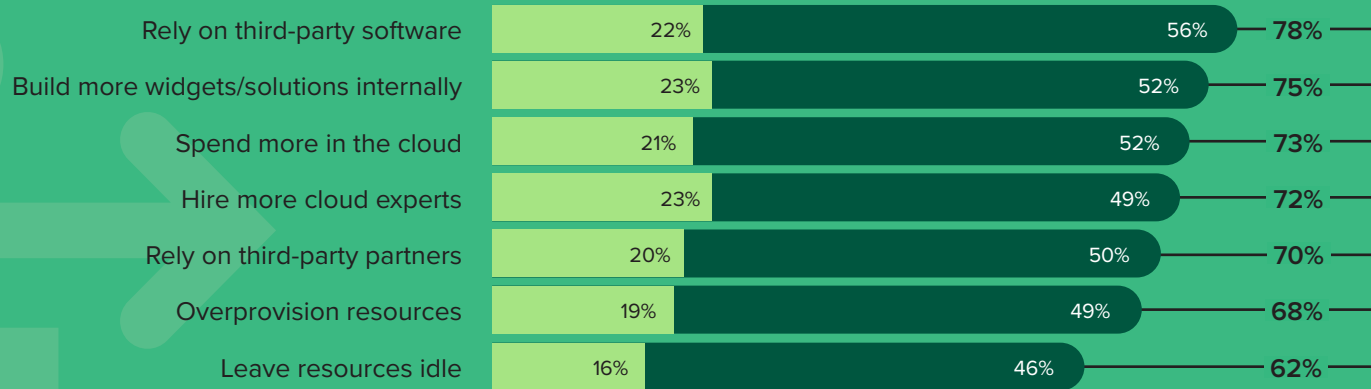
# Cloud Operations Are Plagued With Complexity And High Costs, Mitigation Is Top Of Mind

With the increased adoption of the public cloud, surveyed organizations are evaluating how they can maximize the impact of their deployments. However, leaders face numerous cloud-specific challenges: the complexity of their IT landscape; difficulty right-sizing resources; the creation of custom tools to provide functionalities not supported by cloud vendors; and an increased reliance on third-party service partners. Additionally, many struggle with keeping costs within budget.

Respondents' organizations are currently using five different approaches on average to relieve these cloud-specific challenges. However, few report having found approaches that work well with their specific needs and business model. Less than one-in-four respondents report satisfaction with any one mitigation approach.

## Mitigation Approaches Currently Used

- Frequently do this and it works fine
- Currently do this with mixed results

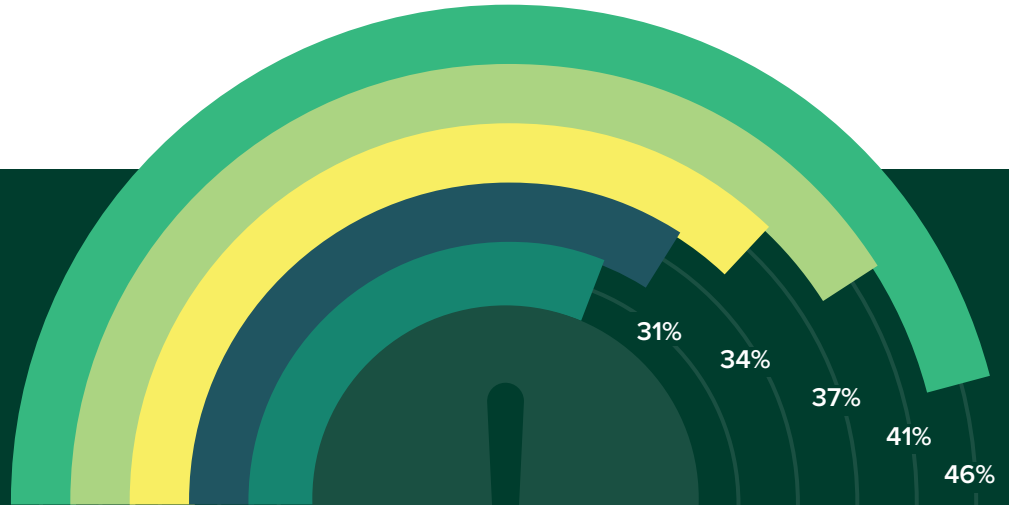


# Companies Must Overcome Cloud Operations Challenges Or Risk A Reduced ROI

Unsuccessful mitigation of cloud operations challenges has severe consequences for organizations. Surveyed respondents reported lack of efficiency the top consequence their organization faces when unable to overcome cloud operations challenges. Poor ROI on cloud investments, suboptimal use of IT staff's time, lack of competitive advantage, and lower customer satisfaction are other repercussions organizations face. But what can organizations do to maximize their cloud operations and avoid consequences?

## Top Consequences Of Not Overcoming Challenges Faced With Cloud Operations

- Lack of efficiency
- Poor ROI on our cloud investments
- Suboptimal use of IT staff's time
- Lack of competitive advantage
- Lower customer satisfaction



## AIOps Paves The Way For Increases In Efficiency And Productivity...

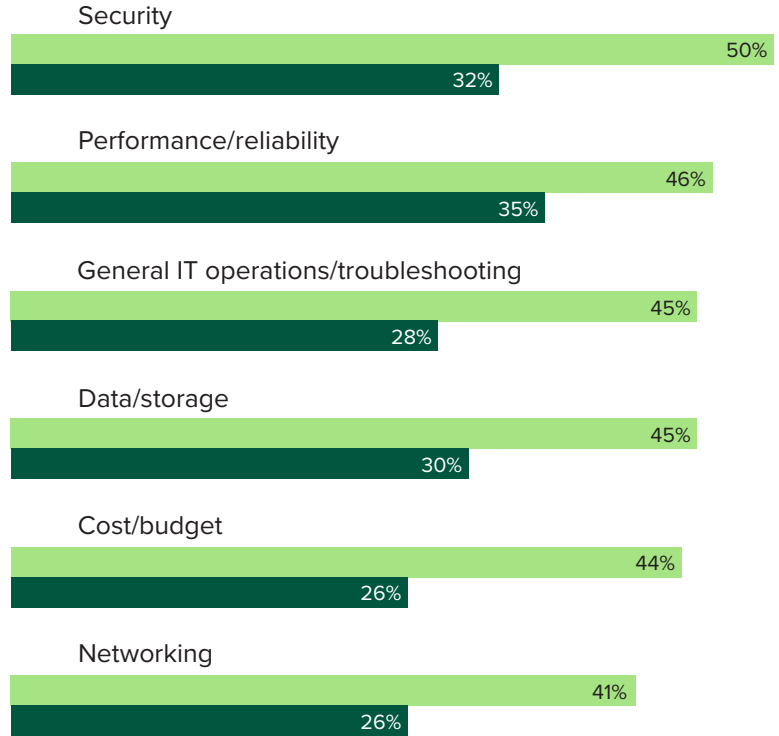
Despite the challenges that decision-makers face, there is still hope. When asked about the impact of their cloud providers having easier, smarter, or more automated features (e.g., AIOps), respondents reported they'd expect significant improvements in both efficiency and productivity.

Specifically, AIOps is seen as a way to increase efficiency across day-to-day operations. Over 80% of respondents expect AIOps to improve their organizations' efficiency and nearly half expect significant improvements across key focus areas.

These high expectations extend to productivity improvements with nearly all respondents expecting at least a 25% increase in their organizations' productivity across operations as a result of their cloud provider implementing AIOps to replace laborious tasks. Over one-fourth of respondents expect to at least double productivity, if not more.

### Expected Impact Of AIOps On Key Focus Areas

- Significant improvements to efficiency
- 2x or more improvement in productivity

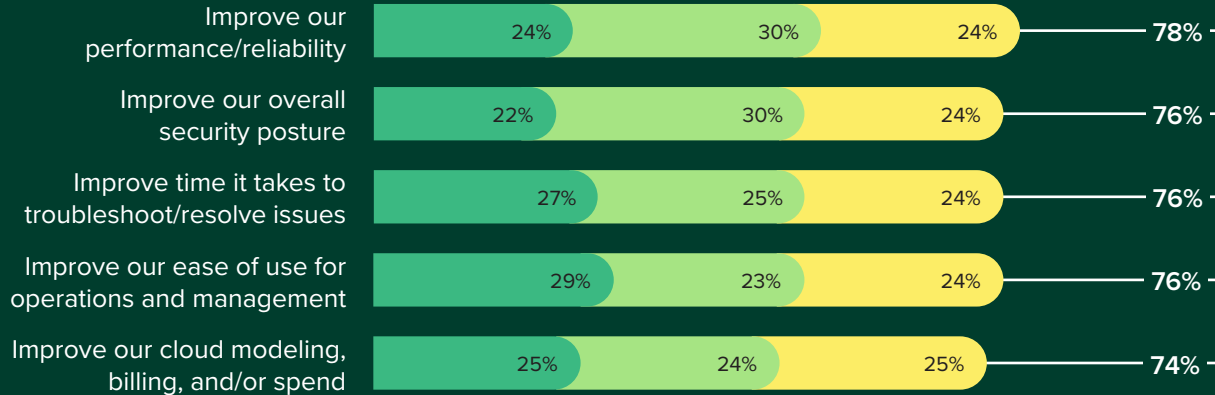


## ...And Organizations That Pause May Be Left Behind

With significant efficiency and productivity improvements for cloud operations available, the time to act is now. Organizations are embracing AIOps to solve cloud operations issues. Over 90% of surveyed respondents report that their organizations already use AIOps to address at least one cloud operations challenge — and this trend is accelerating. Across cloud operations, nearly one-third of respondents reported that their organizations are actively expanding/upgrading their use of AIOps and one-fourth plan to implement within the next 12 months. Those who wait risk being left behind.

### Plans For Using AIOps To Solve Issues For Cloud Operations

- Implemented, not expanding/upgrading
- Expanding or upgrading
- Planning to implement in the next 12 months



## Early AIOps Adopters Reap The Benefits

Organizations that have invested in AIOps are starting to see the benefits. Fifty-one percent of surveyed AIOps implementers experience improved performance or reliability of their applications; 49% have improved security posture/reduced security incidents; and 44% have reduced the time cloud ops spend on administrative tasks. Additionally, over one-third report a reduction in the number of support tickets, the reallocations of staff time from manual ops to higher-impact projects, and a reduction in overall cloud spend.

Furthermore, the expected benefits of AIOps utilization include improved employee experience (EX), brand positioning for competitive gains, and stronger customer experience (CX).



**1/3** of respondents expect better brand perception in the market.

FORRESTER OPPORTUNITY SNAPSHOT: A CUSTOM STUDY COMMISSIONED BY GOOGLE | JULY 2021

## Top Expected Outcomes From AIOps Solutions

INTERNAL/EX IMPROVEMENTS

#1

More time for IT staff to focus on high-impact projects

#2

Faster adoption of more innovative technologies

#3

Better experience for internal users

#4

Better experience for customers

#5

Better customer engagement

BETTER CX

Base: 471 global IT/operations professionals responsible for cloud management at their organization  
Source: A commissioned study conducted by Forrester Consulting on behalf of Google Inc., May 2021

## Conclusion

AIOps is here to address your top cloud operations challenges. Businesses that adopt AIOps sooner and more effectively than their competitors stand to have a significant market advantage. Deploy AIOps across operations to enhance your cloud operations effectiveness and productivity.

- Most companies realize that cloud operations are essential for business success and are making the transition from traditional on-premises operations to cloud-based.
- AIOps counteracts top cloud operations challenges with stronger employee experience, customer experience, and brand perception as the top expected outcomes of AIOps implementation.
- AIOps brings a host of benefits to first movers, including competitive gains. Those who adopt AIOps reap the benefits, reporting improved performance, reliability, and security.

### **Project Director:**

Sophie Baboin,  
Market Impact Associate Consultant

### **Contributing Research:**

Forrester's Infrastructure & Operations  
research group



## Methodology

This Opportunity Snapshot was commissioned by Google. To create this profile, Forrester Consulting supplemented this research with custom survey questions asked of 471 global IT/operations professionals responsible for cloud management at their organizations. The custom survey was completed in May 2021.

### ENDNOTES

<sup>1</sup>Source: "Build The Business Case For AIOps," Forrester Research, Inc., April 5, 2021.

### ABOUT FORRESTER CONSULTING

Forrester Consulting provides independent and objective research-based consulting to help leaders succeed in their organizations. Ranging in scope from a short strategy session to custom projects, Forrester's Consulting services connect you directly with research analysts who apply expert insight to your specific business challenges. For more information, visit [forrester.com/consulting](https://forrester.com/consulting).

© Forrester Research, Inc. All rights reserved. Unauthorized reproduction is strictly prohibited. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change. Forrester®, Technographics®, Forrester Wave, RoleView, TechRadar, and Total Economic Impact are trademarks of Forrester Research, Inc. All other trademarks are the property of their respective companies. For additional information, go to [forrester.com](https://forrester.com). [E-51297]

## Demographics

REGION	
North America	33%
EMEA	34%
APAC	33%

RESPONDENT LEVEL	
C-level executive	14%
Vice president	17%
Director	26%
Manager	24%
Project manager	10%
Full-time practitioner	9%

COMPANY SIZE	
500 to 999 employees	18%
1,000 to 4,999 employees	39%
5,000 to 19,999 employees	26%
20,00 or more employees	17%

TOP 4 INDUSTRIES	
Manufacturing/ materials	12%
Media/gaming	11%
Healthcare	11%
Financial services/ insurance	11%



FORRESTER®