

Global IT Operations Analytics (ITOA) Market Size study & Forecast, by Type, Application, Deployment (On-premise and Cloud), End Use and Regional Forecasts 2025-2035

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Abstracts

The Global IT Operations Analytics (ITOA) Market is valued at approximately USD 15.69 billion in 2024 and is anticipated to grow at a CAGR of more than 25.30% over the forecast period 2025-2035. IT Operations Analytics refers to the process of collecting, analyzing, and interpreting machine data and IT system logs to enhance operational performance, detect issues, and prevent disruptions across complex digital ecosystems. By leveraging predictive analytics, AI, and machine learning, ITOA platforms enable organizations to gain deeper visibility into their IT infrastructure, identify bottlenecks, and optimize workloads in real time. The surge in digital transformation across industries, coupled with the expansion of cloud computing, hybrid IT environments, and DevOps adoption, has driven enterprises to adopt ITOA solutions to achieve both cost efficiency and resilience.

The rise in data complexity and increasing reliance on automation have significantly elevated the need for IT Operations Analytics. Enterprises are generating vast volumes of IT data from applications, servers, cloud workloads, and connected devices, making traditional monitoring tools insufficient. ITOA platforms address this challenge by providing root-cause analysis, anomaly detection, and performance optimization. According to industry reports, over 90% of global enterprises are expected to adopt AI-driven IT operations (AIOps) solutions by 2030, reflecting the urgency to manage large-scale IT environments efficiently. Furthermore, the increasing demand for proactive IT monitoring, coupled with the growing importance of digital experience management, has created strong opportunities for ITOA solutions worldwide. However, challenges such as integration complexity with legacy systems, data security concerns, and high initial

investment may impede market growth during the forecast period.

The detailed segments and sub-segments included in the report are:

By Type:

Predictive Analytics

Root Cause Analytics

Visual Analytics

User Behavior Analytics

Others

By Application:

Real-time Log Analytics

Application Performance Management

Network & Security Management

Infrastructure Management

Others

By Deployment:

On-premise

Cloud

By End Use:

BFSI

IT & Telecom

Retail & E-commerce

Healthcare

Manufacturing

Government

Others

On-premise Deployment is Expected to Dominate the Market

On-premise deployment continues to dominate the IT Operations Analytics landscape, largely due to its ability to provide enterprises with greater control, security, and compliance over sensitive data. Large organizations, especially in heavily regulated industries such as BFSI and healthcare, prefer on-premise systems because they offer customized configurations and reduced data exposure risks. Despite the rapid growth of cloud-based deployment models, the demand for on-premise solutions remains high among enterprises where data sovereignty and stringent regulatory requirements are critical. This entrenched preference ensures that on-premise solutions maintain a significant market share over the forecast period.

Cloud-based ITOA Leads in Revenue Contribution

When evaluating revenue contribution, cloud-based ITOA solutions are generating the highest growth momentum due to their scalability, cost efficiency, and faster implementation. Organizations increasingly prefer cloud solutions to manage hybrid IT environments and scale analytics capabilities in real time without the burden of heavy infrastructure investment. Cloud-based models allow enterprises to process large volumes of machine data across geographies, making them especially attractive for global corporations. Although on-premise deployment dominates in terms of security compliance, the cloud is expected to lead revenue generation, fueled by rapid enterprise adoption and ongoing advancements in AI-powered ITOA platforms.

The key regions considered for the Global IT Operations Analytics (ITOA) Market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. North America dominated the market in 2025 with the largest market share, attributed to the presence of leading technology providers, early adoption of AIOps platforms, and strong enterprise investments in digital infrastructure. The United States continues to spearhead innovation in IT operations, with enterprises increasingly integrating automation and advanced analytics to drive operational efficiency. Meanwhile, Asia Pacific is expected to be the fastest-growing region during the forecast period, supported by rapid digitalization, expanding IT service industries, and growing cloud adoption in countries like China and India. Europe maintains steady growth driven by regulatory compliance requirements and a strong emphasis on data protection, while Latin America and the Middle East are gradually embracing ITOA as digital transformation accelerates in their enterprise sectors.

Major market players included in this report are:

IBM Corporation

Microsoft Corporation

Oracle Corporation

Cisco Systems, Inc.

Splunk Inc.

Hewlett Packard Enterprise (HPE)

Broadcom Inc.

VMware, Inc.

SAP SE

Dell Technologies Inc.

AppDynamics LLC

BMC Software, Inc.

Micro Focus International plc

Elastic N.V.

Moogsoft Inc.

Global IT Operations Analytics (ITOA) Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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