

# North America IT Operations Analytics Market (2016 - 2022)

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## Abstracts

IT operations analytics (ITOA) is the method used to monitor systems and gather, process, analyze and interpret data from various IT operations sources, to identify potential threats, and assist in making decisions. Information is gathered from both live and older data from applications, services and infrastructure hardware logs. Other than aforementioned sources, IT operation analytics gathers data from other sources such as software agents running in operating systems or hypervisors gathering data relevant to I/O, transactions and resource usage. The results of the scripted tests are accordingly, with the real-time analysis of running protocols in a network.

IT operations teams have the challenge of running larger, complicated, hybrid, and geographically expansive IT systems, which are constantly in the change. Despite the changing nature of the business, the IT landscape has been struggling with limited resources to manage the dynamic IT infrastructure. Almost every aspect of a business is logged in the IT operational data. IT services, applications, and technology infrastructure are in constant motion with data being generated all through the day. All the raw, unstructured, or polystructured data is critical in managing IT operations efficiently. ITOA offers powerful tools which can help IT operations in generating necessary insights to proactively check for risks, impacts, or identify potential outages arising out of various events that take place in an environment.

The ITOA market is segmented by applications, technology/tools, deployment models, organization size, verticals, and country. Based on applications, the market is segmented into real-time log analytics, application performance management, infrastructure management, network and security management, and others, which include cloud monitoring and virtualization monitoring. Based on technology, the market has been segmented into visual analytics, machine-based learning, predictive analytics,

user-behavior analytics, and root-cause analytics. Based on the deployment model, this market is segmented into on-premises and on-demand. Based on organizational size, the market is segmented into large enterprises and SME's. Based on vertical, the market is segmented into BFSI, healthcare and life sciences, retail and consumer goods, manufacturing, travel and hospitality, IT and telecommunication, media and entertainment, and government.

Based on country, IT Operations Analytics market is segmented into US, Canada, Mexico and Rest of North America. US remained the dominant country in the North America IT Operations Analytics market in 2015. Canada would witness promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the IT Operations Analytics market. Key companies profiled in the report include IBM Corporation, Microsoft Corporation, HP Enterprise Company, Oracle Corporation, SAP SE, VMware, Inc., Splunk Inc, and Evolven.

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