

AIOps Platform Market by Offering (Platforms (Domain-centric, Domain-agnostic), Services (Professional, Managed)), Application (Infrastructure Management, ITSM, Security & Event Management), Deployment Mode, Vertical and Region - Global Forecast to 2028

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Abstracts

The global market for AIOps Platform is projected to grow from USD 11.7 billion in 2023 to USD 32.4 billion by 2028, at a CAGR of 22.7% during the forecast period. The growth of the AIOps platform market is being driven by several key factors. The increasing complexity of IT infrastructures in the digital era necessitates advanced AI-driven solutions for efficient management and monitoring. Organizations are adopting AIOps to gain real-time visibility into their diverse systems, leading to proactive incident resolution and enhanced service reliability. Additionally, the rising demand for cloud services and hybrid environments further fuels the adoption of AIOps, as businesses seek to optimize resource allocation and ensure seamless performance. Furthermore, the growing trend of data-driven decision-making underscores the importance of AIOps' ability to analyze vast data volumes and deliver predictive insights for improved operational efficiency. These driving factors position AIOps platforms at the forefront of IT management and performance optimization, propelling their market growth and prominence.

The BFSI vertical is projected to be the largest market during the forecast period

The BFSI sector is adopting AIOps platforms to optimize IT operations and enhance business performance. AIOps enables real-time monitoring, fraud detection, and predictive analytics, improving security, operational efficiency, and customer experiences. By automating tasks and providing data-driven insights, AIOps helps BFSI organizations make informed decisions and ensure regulatory compliance. The integration of AIOps enhances risk management, minimizes downtime, and facilitates

proactive maintenance, making it a valuable tool for modern financial institutions seeking to stay competitive and provide better services to their customers.

Among application, ITSM segment is registered to grow at the highest CAGR during the forecast period

IT Service Management (ITSM) is increasingly adopting AIOps platforms to enhance its capabilities and streamline IT operations. AIOps integration into ITSM processes enables intelligent automation, real-time analytics, and predictive insights, revolutionizing traditional ITSM practices. AIOps platforms leverage AI and ML algorithms to analyze vast amounts of data from various IT sources, such as logs, metrics, and monitoring tools, enabling proactive problem management and faster incident resolution. By automating routine tasks and offering intelligent recommendations, AIOps enhances ITSM efficiency, reduces manual efforts, and improves overall service delivery. ITSM teams can leverage AIOps to make data-driven decisions, optimize resource allocation, and ensure better service reliability, ultimately leading to enhanced customer experiences.

Among offering, platform segment is anticipated to account for the largest market share during the forecast period

The platforms segment is expected to hold the largest market share in the AIOps platform market due to its comprehensive solutions, incorporating a combination of AI strategies such as data aggregation, analytics, machine learning, automation, and visualization. Offering centralized and flexible capabilities, AIOps platforms efficiently manage IT operations data from various sources, making them adaptable to different organizations' needs and contributing to their widespread adoption.

North America to account for the largest market size during the forecast period

North America is estimated to account for the largest share of the AIOps Platform market. In North America, investments in AIOps platforms have seen significant growth driven by the region's emphasis on digital transformation and cloud adoption. Businesses across various sectors, from large enterprises to startups, recognize the value of AIOps in optimizing complex IT environments and supporting digital initiatives. The region's strong AI and ML research ecosystem accelerates AIOps advancements, attracting investments from tech giants and venture capitalists. AIOps platforms offer a competitive edge by improving IT operations, enhancing customer experiences, and facilitating data-driven decision-making. The presence of innovative startups further

fuels investment, as North American organizations aim to boost IT performance and operational efficiency, positioning AIOps at the forefront of digital innovation.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the AIOps Platform market.

By Company: Tier I: 35%, Tier II: 45%, and Tier III: 20%

By Designation: C-Level Executives: 35%, Directors: 25%, and Others: 40%

By Region: North America: 40%, Europe: 20%, APAC: 30%, MEA: 5%, Latin America: 5%

Major vendors offering AIOps Platform solutions and services across the globe are IBM (US), Splunk (US), Broadcom (US), OpenText (Canada), Dynatrace (US), Cisco (US), HCL Technologies (India), Elastic (US), ServiceNow (US), HPE (US), Datadog (US), New Relic (US), SolarWinds (US), BMC Software (US), ScienceLogic (US), BigPanda (US), LogicMonitor (US), Sumo Logic (US), Moogsoft (US), Resolve Systems (US), AIMS Innovation (Norway), Interlink Software (UK), CloudFabrix (US), PagerDuty (US), Aisera (US), ManageEngine (US), Digitate (US), ZIF.ai (US), Autointelli (India), UST (US), Freshworks (US), Everbridge (US), StackState (US), Logz.io (US).

Research Coverage

The market study covers AIOps Platform across segments. It aims at estimating the market size and the growth potential across different segments, such as offering, application, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall market for AIOps Platform and its subsegments. It would help stakeholders understand the

competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Rising complexity and hybridization of IT environments, Streamlining IT operation for digital transformation through AI and automation, Growing demand for real-time monitoring, proactive incident response, and predictive analytic), restraints (Growing changes in the IT operations, Addressing data quality and availability in AIOps implementation), opportunities (Rising demand to enhance automation and increased business innovation, Growing demand for increased security threats mitigation and compliance requirements), and challenges (Lack of skilled personnel, Lack of transparency and explainability) influencing the growth of the AIOps Platform market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the AIOps Platform market.

Market Development: Comprehensive information about lucrative markets – the report analyses the AIOps Platform market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in AIOps Platform market strategies; the report also helps stakeholders understand the pulse of the AIOps Platform market and provides them with information on key market drivers, restraints, challenges, and opportunities

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players such as IBM (US), Splunk (US), Dynatrace (US), Cisco (US), Datadog (US), New Relic (US), and others in the AIOps Platform market.

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