

Cloud Management Platform Trailblazers: Top 10 Start-ups Creating Buzz in the Market

October 2020: Complimentary Abstract / Table of Contents



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Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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Background of the research

- Cloud management platforms can be defined as platforms that optimize and manage the multi-cloud portfolio, including public, private, and hybrid cloud. The range of offerings include, but are not limited, to cost management, auto orchestration of workloads, auto decommissioning of resources not in use, compliance to the geo-specific norms, real-time monitoring, and analytics of DevOps and cloud-native environments
- Enterprises are embracing cloud services from diverse vendors to get best-in-class services, mitigate risks, and avoid vendor lock-in. This poses a challenge, as every cloud platform is based on its unique, customized architecture, which is not compatible with other cloud services. Enterprises find it difficult to have a unified view of their cloud services portfolio and fail to utilize all available cloud resources to their fullest potential
- Recognizing this gap, multiple cloud management start-ups have emerged in the past decade. These start-ups are constantly innovating to provide quick out-of-the-box solutions, optimize cloud resources, improve cloud operations, and avoid vendor lock-in, among other services
- In this research, we present an assessment of start-ups that offer cloud management platforms, primarily focusing on their innovations, growth stories, and market impact. We present an assessment and detailed profiles of 10 cloud management platform start-ups. Each start-up profile provides a comprehensive picture of its vision & strategy, technology capabilities, market success, and the perceived confidence from investors
- The assessment is based on secondary research and analysis. It is based on Everest Group's ongoing tracking of exponential technology companies including start-ups

Scope of this report:



Technology
Cloud management platform



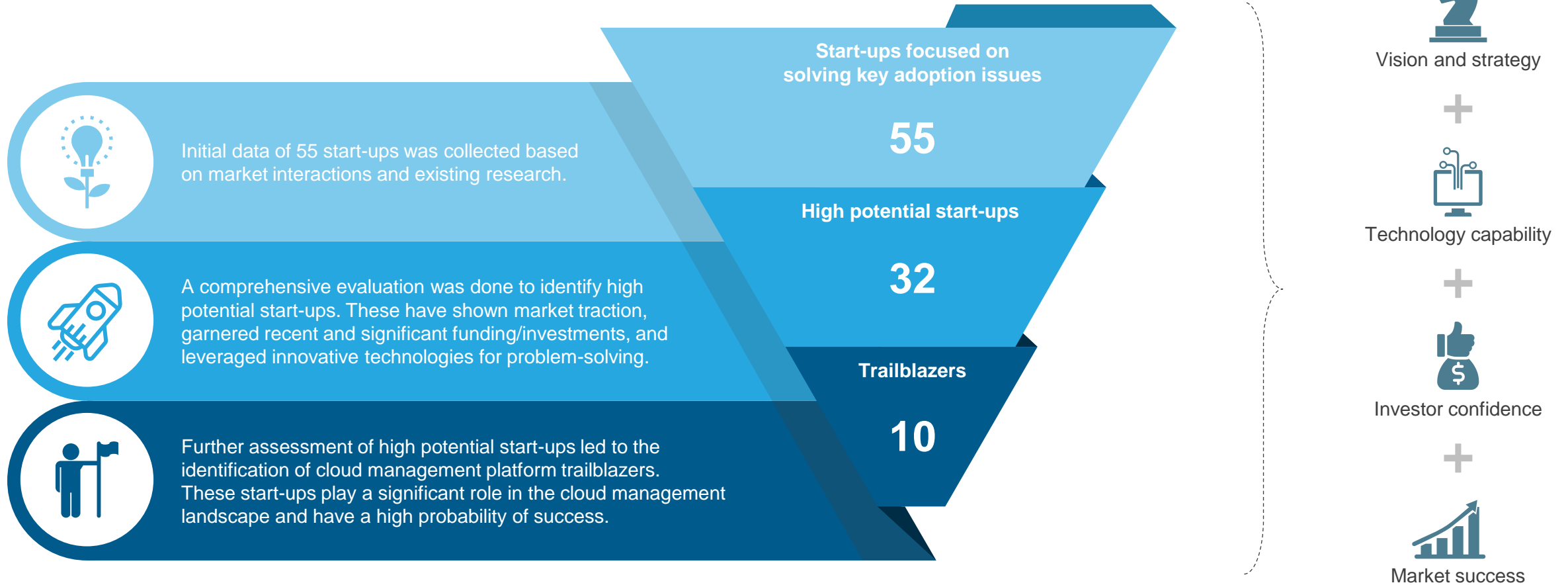
Geography
Global



Trailblazers
10 leading cloud management platform start-ups

We analyzed 55 cloud management platform start-ups to shortlist the top 10 cloud management platform trailblazers

Dimensions used for prioritizing start-ups



Source: Everest Group (2020)

The start-ups were assessed based on their vision & strategy, technology capability, market success, and the confidence demonstrated by investors

But enterprises should be cognizant in choosing a cloud management platform that offers a gamut of features, has market potential, and aligns with the specific business needs

Features

- Auto orchestration and provisioning across clouds; repurpose or auto-decommission of idle resources
- Granular visibility of multi-cloud environment with monitoring and analytics support
- Safety and compliance including disaster recovery

Market traction

- Industry recognition and partner awards from big technology vendors
- Recent and relevant transformational case studies
- Recent funding from the investors and acquisitions of niche CMP players

Organization fit

- Range of services that cover the entire spread of cloud services
- Domain expertise – industry-specific governance and compliance
- Out-of-the-box offerings with minimal customizations

Source: Everest Group (2020)

The start-ups were assessed based on their vision & strategy, technology capability, market success, and the confidence demonstrated by investors

Vision and strategy

- To what extent has the start-up been able to identify and address client challenges?
- Does the start-up have ecosystem partners for its go-to-market strategy?

Market success

- What kind of market buzz/recognition has the start-up received?
- Does the start-up feature prominently in market discussions related to cloud management platforms?
- Has the start-up achieved market growth in terms of the customer base?

Investor confidence

- How much trust have the investors shown in the start-up?
- What was the last funding round series, and what is the cumulative funding raised so far?
- What is the strength of the founders and management team of the start-up?

Technology capability

- What is the sophistication level of the services and solutions offered?
- To what extent has the start-up created new/innovative solutions using technology?
- To what extent does the start-up support integrations and compatibility across public and private clouds

Ten cloud management platform trailblazers | Leader board

Evaluation of shortlisted startups (listed in alphabetical order)

Shortlisted start-ups	Vision & strategy	Technology capability	Investor confidence	Market success	Overall
CloudBolt	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□
CloudCheckr	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□
CORESTACK	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□
HYPERGRID	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□
MORPHEUS	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□
OpsRamp	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□
Rackware	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□
SCALR	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□
turbonomic	■■■■■	■■■■□	■■■■□	■■■■■	■■■■■
vCom	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□

Note: All the ratings are relative to the shortlisted trailblazers
Source: Everest Group (2020)

We further assessed the 32 high-potential startups, and 10 startups were identified as “trailblazers” in cloud management

10 startups identified as “trailblazers”

Honorary mentions¹:

¹ Honorary mentions covers cloud management players that have gained significant market traction, but did not meet the filtering criteria

Research calendar

Enterprise Platform Services

■ Published
 ■ Planned
 ■ Current release

Flagship EPS reports

	Release date
Enterprise Platform IT Services in BFS PEAK Matrix® Assessment 2019: Modernization at Speed and Scale	June 2019
Workday Human Capital Management (HCM) IT Services – PEAK Matrix® Assessment and Market Trends 2019	July 2019
Services for Cloud ERP – PEAK Matrix® Assessment 2020: The Market is Growing but Not Fast Enough	November 2019
Salesforce Services PEAK Matrix® Assessment 2020	May 2020
Salesforce Services – Solving for the Missing Link	June 2020
Salesforce Marketing and Commerce Cloud Services PEAK Matrix® Assessment 2020	July 2020
Salesforce Marketing and Commerce Cloud Services Provider Compendium 2020	August 2020
ServiceNow Services PEAK Matrix® Assessment 2020	Q4 2020
ServiceNow Services – State of the Market Report 2020	Q4 2020
Pega Services PEAK Matrix® Assessment 2020	Q4 2020

Thematic EPS reports

	Release date
BigTech Battle: Digital Experience Platforms (DXP) Assessment – Rise of the Digital Experience Platform	June 2019
Cloud Management Platform Trailblazers: Top 10 Start-ups Creating Buzz in the Market	October 2020
Rebooting your SaaS Adoption Strategy	Q4 2020
Platform Businesses: Orchestrating Internal and External Ecosystem	Q4 2020
S/4HANA: Learnings from Current Adoption	Q4 2020

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