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Balancing Bits and Budgets: Enhancing Digital Experience While Reducing Costs

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Problem Overview

Delivering high-quality digital user experiences while optimizing costs is one of today's critical business challenges. Most organizations (52%) lack the ability to connect the dots between different layers of the application stack and are therefore unable to predict or measure the impact of performance problems on end users. Recognizing this challenge, 89% of organizations are either currently investing in or planning to invest in expanding their monitoring capabilities as the foundation for aligning IT operations with business objectives.¹ This is where AIOps becomes critical, leveraging artificial intelligence, machine learning, and real-time data models to align monitoring efforts and IT investments with current business priorities.

52% of organizations lack the ability to connect the dots between different layers of the application stack.

AIOps enables organizations to prioritize operational tasks and new investments for optimal system performance, while ensuring minimal downtime and controlling costs simultaneously. More than two out of five organizations (41%) deem prioritizing technology investments based on their business impact a key priority.² However, 42% lack the skills and expertise to optimally leverage AIOps to achieve this goal.³

Complexity Pressure and Escalating Customer Demands

The rapid adoption of distributed cloud-native application architectures—running in data centers, various public clouds, or at the edge—has exponentially increased operational complexity. Managing these dynamic environments alongside traditional monolithic applications requires unified observability to evaluate performance within the overall application context. This capability is mandatory for any company seeking to deliver reliable user experiences.

Meanwhile, end users expect continuous innovation and seamless performance, with little tolerance for disruptions or delays in adopting new functionalities. Established companies must keep pace or risk being overtaken by nimble startups unburdened by technical debt. Downtime and poor user experiences thus become competitive vulnerabilities that can erode customer trust and loyalty.

¹ Source: Enterprise Strategy Group Research Report, [Distributed Cloud Series: Observability and Demystifying AIOps](#), August 2023.

² Source: Enterprise Strategy Group Research Report, [Generative AI in IT Operations: Fueling the Next Wave of Modernization](#), September 2024.

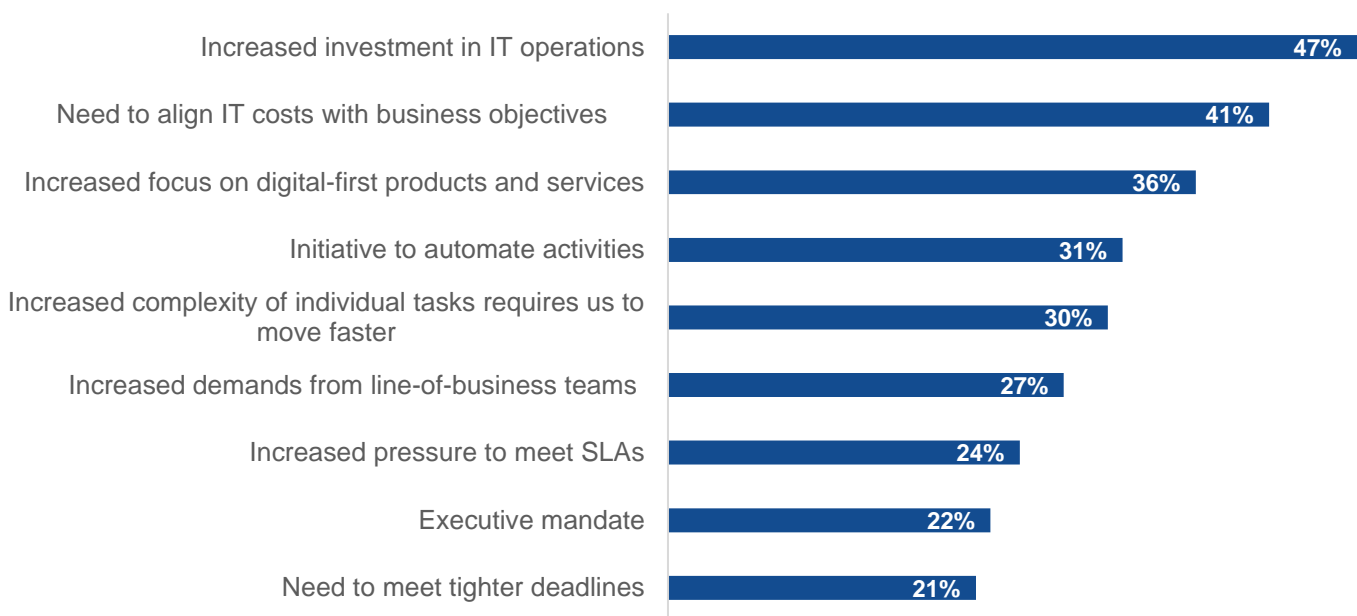
³ Source: Enterprise Strategy Group Research Report, [Distributed Cloud Series: Observability and Demystifying AIOps](#), August 2023.

IT Is Mission-critical

Given these escalating complexities and customer demands, IT has evolved into a mission-critical component of business strategy. Enterprise Strategy Group research highlighted that organizations see corporate IT as instrumental in achieving business goals, with almost half (47%) increasing their investments in IT operations (see Figure 1).⁴ However, increased spending alone is not sufficient.

Figure 1. Business Needs and Increasing Centrality of IT to Business Initiatives Drive Operational Acceleration

Which of the following factors is most influential in driving your organization's need to accelerate IT operations? (Percent of respondents, N=357, multiple responses accepted)



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

These mounting challenges highlight the urgent need for organizations to realign their IT operations with business objectives. Despite recognizing the importance of aligning technology investments based on business impact, many enterprises struggle to achieve this in practice. To navigate this landscape successfully, enterprises need targeted assistance in three key areas that are pivotal to maintaining reliable, cost-effective digital services.

Enterprises Need Help in Three Key Areas

To navigate these complexities and meet escalating customer demands, enterprises need targeted assistance in addressing critical challenges that hinder their operational efficiency and alignment with business objectives. Enterprises today are facing critical challenges across three primary areas, each of which can significantly impact their ability to maintain reliable, cost-effective digital services.

⁴ Source: Enterprise Strategy Group Research Report, [Generative AI in IT Operations: Fueling the Next Wave of Modernization](#), September 2024.

Difficulty Connecting Technology and Business Outcomes

Connecting technology investments to business outcomes is a foundational challenge that businesses must solve to effectively identify and prioritize critical issues and find sustainable solutions. Without this connection, excessive alert noise and false positives can create a distracting environment where actionable insights are buried. AI-powered observability tools filter out the noise, focusing teams on meaningful alerts that link IT operations directly to the business context. This approach forms the foundation of data-driven decision-making, enabling IT priorities to be automatically aligned with business goals.

Slow Detection of Performance Issues

Allowing performance issues to be reported by end users often results in direct negative impacts on revenue and brand reputation. AI-driven observability tools proactively recognize performance trends likely to impact users in the future and can recommend remediation actions. This enables enterprises to address issues before they affect end users and, consequently, the corporate bottom line.

Inefficient Resource Allocation and Increased Operational Costs

Poor visibility into real-time performance and cost drivers often leads to over-provisioning and inflated public cloud costs. AI-driven observability platforms provide detailed insights into resource utilization, helping organizations right-size their cloud and infrastructure investments. This enables IT to improve operational efficiency while keeping costs under control.

By addressing these core challenges with a comprehensive, AI-driven observability solution, enterprises can transition from a reactive, fragmented approach to a proactive strategy. This not only aligns IT performance with business outcomes, but it also balances the enhancement of digital user experiences with cost optimization, driving both operational efficiency and measurable business impact.

One Unified Platform for Connecting Infrastructure, Applications, and User Experience

To effectively overcome these challenges and bridge the gap between IT operations and business objectives, enterprises are turning to comprehensive, unified platforms. Leveraging AI-driven insights and strategic partnerships, these platforms offer organizations the tools necessary to enhance digital experiences while optimizing costs.

Managed Observability Relieves Complexity Pressure

To tackle the complexities of modern IT environments, organizations are increasingly adopting managed observability services that deliver AI-driven actionable insights. Eviden, an IT services company specializing in secure, data-driven digital transformation, offers such services by deploying and integrating advanced observability platforms like Dynatrace. This collaboration combines Dynatrace's AI-driven observability technology with Eviden's expertise in software deployment and business consulting. Together, they help organizations streamline operations, proactively resolve issues, align IT performance with business objectives, and maximize the value of existing investments.

Achieving Seamless Observability Across the Stack

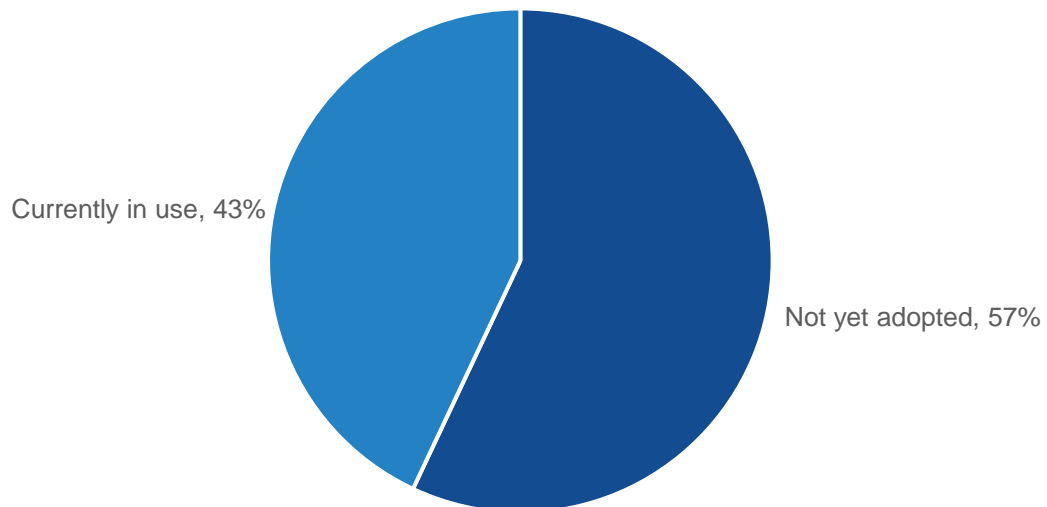
Achieving seamless observability across infrastructure, applications, and user experiences is a growing priority for organizations aiming to align IT performance with business outcomes. Eviden offers business-centric observability solutions leveraging the Dynatrace observability and security platform. By integrating Dynatrace's AI-driven capabilities, Eviden delivers real-time visibility, streamlines IT operations, and bridges the gap between technology and strategic business goals.

Full-stack Observability Across Infrastructure, Applications, and User Experiences

Enterprises need comprehensive observability to effectively connect technology performance with business outcomes. However, according to Enterprise Strategy Group research, only 43% of organizations currently use full-stack observability (see Figure 2).⁵ To provide organizations with the unified visibility they need across all layers of the digital stack, Eviden deploys and configures Dynatrace's observability platform, a partnership that enables IT teams to detect, diagnose, and resolve issues in real time by automatically discovering, mapping, and monitoring complex hybrid and cloud-native architectures. With Eviden's deployment and consulting services, enterprises can proactively manage system performance, ensuring smooth operations and optimal user experiences while balancing cost and efficiency.

Figure 2. More Than Half of Organizations Have Not Implemented Full Stack Observability Yet

Which of the following best describes your organization's use of full-stack observability (whether via a single platform or through a combination of third-party tools)? (Percent of respondents, N=293)



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

⁵ Source: Enterprise Strategy Group Research Report, [Distributed Cloud Series: Observability and Demystifying AIOps](#), August 2023.

AI-powered Automation and Optimization

Optimizing resource allocation while controlling operational costs is a significant challenge for enterprises. Eviden, through its deployment and configuration of the Dynatrace platform, brings AI-driven insights that enable organizations to predict, detect, and resolve issues before they impact users. Dynatrace's AI helps identify over-provisioned resources and inefficiencies, while Eviden's business consulting guides organizations in right-sizing their environments and maximizing utilization for cost-performance optimization. By freeing IT teams from routine troubleshooting, this partnership empowers them to focus on strategic initiatives that align directly with business outcomes.

Business Process Insights for Data-driven Decisions

AI-driven observability platforms that generate actionable business insights from technical data are invaluable for enterprises aiming to link IT performance with financial outcomes. Eviden's business consulting services help organizations interpret and act on the insights provided by the Dynatrace platform. For example, analyzing data trends in ticket sales and transaction patterns across various digital and physical platforms can provide operators with actionable insights into peak demand periods, underperforming sales channels, and operational bottlenecks. By identifying these trends, organizations can optimize pricing strategies, allocate resources effectively, and proactively address service disruptions, thereby maximizing revenue and enhancing customer satisfaction. This approach leverages real-time observability to align IT performance with broader business goals.

Process Transformation Expertise for Scalable Observability

Scaling observability to support evolving business demands requires a strategic approach to both technology and process. Eviden provides the expertise in software deployment and business consulting to embed Dynatrace's observability platform at scale, ensuring it aligns with specific business needs and can grow with the organization. This combined effort helps companies transition from reactive to proactive IT management, positioning observability as a strategic advantage that drives continuous value. Together, Eviden and Dynatrace deliver scalable, cost-effective observability solutions that enhance IT's role as a driver of business growth and efficiency.

Conclusion

In summary, the collaboration between Eviden and Dynatrace represents a comprehensive approach that strengthens the link between IT operations and business goals. By combining Dynatrace's advanced observability platform with Eviden's expertise in software deployment and business consulting, organizations can achieve real-time insights, automation, and business alignment. This transforms IT from a cost center into a driver of continuous value and competitive differentiation.

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