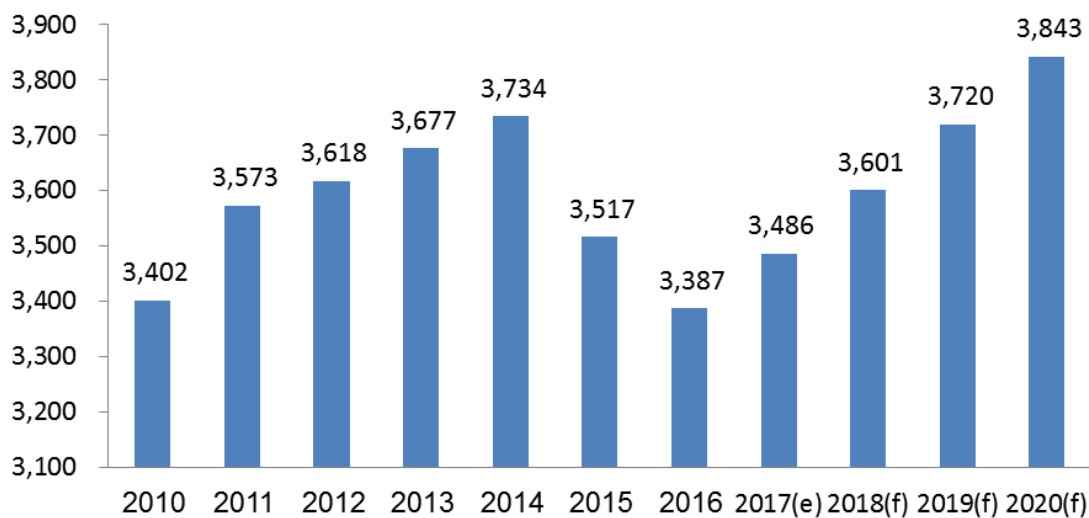


The Global IT & ITOA Market

1. The Global IT Market Size (In Terms of Spending)

The total IT spending in 2016 was \$3.3 trillion and is forecasted to reach \$3.8 trillion by 2020, representing a CAGR of 3.3% for the 2016-2020 period.^{1,2,3}

Global IT spending from 2010 to 2020 (in billion \$)



Global Spending on IT Operations

Below is a graphic depicting the projected increase of operations spending globally from 2014 to 2020. The report from IDC projects an increase from \$140.8 billion in 2015 to \$157.8 billion by 2020 globally.

\$140 Billion
The global IT operations market

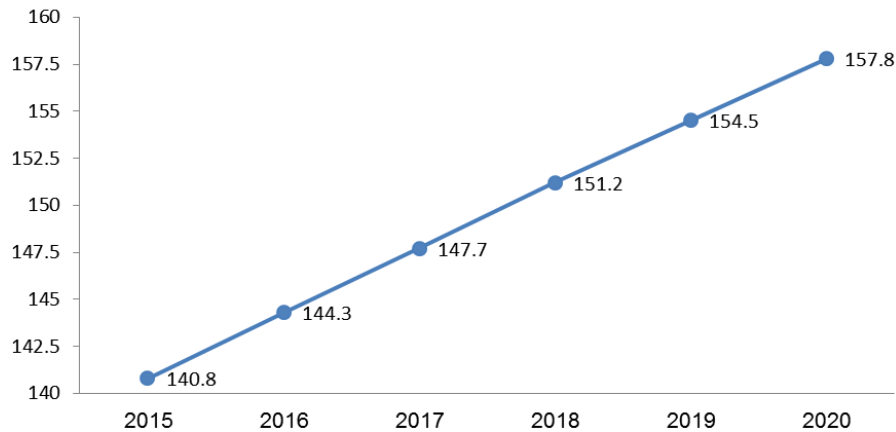
IT

¹ <http://www.accelerance.com/research/global-it-market-size-facts-and-figures#Summary>

² <http://www.gartner.com/newsroom/id/3482917>

³ <https://www.idc.com/getdoc.jsp?containerId=prUS41699316>

Spending on IT operations worldwide from 2015 to 2020 (in billion \$)



Share Breakdown of IT Spending by Region

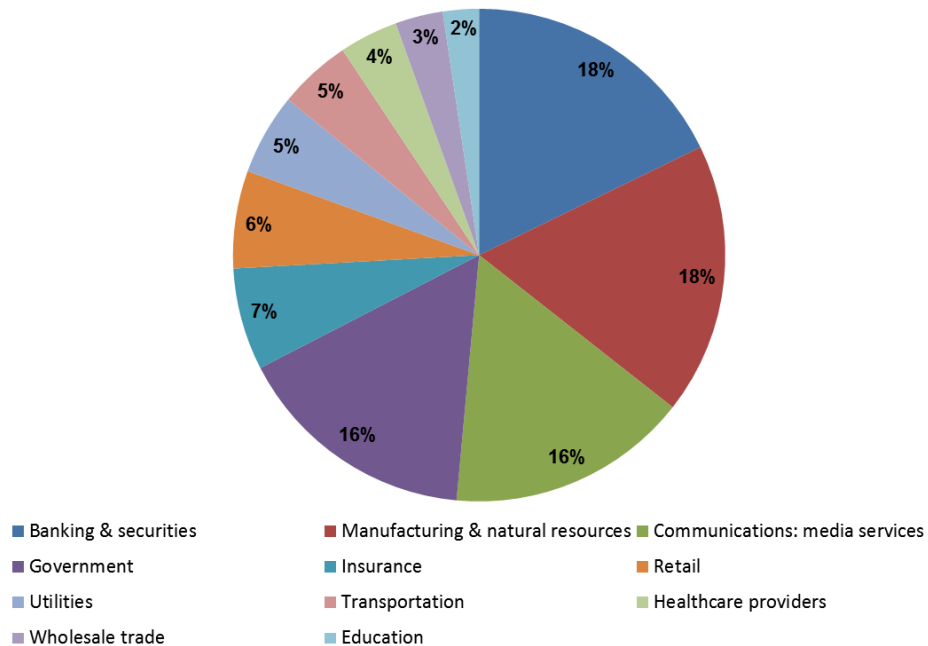
As can be seen in the chart below, geographically, the top 3 regions with over 90% share of IT spending are as of 2015 North America (39.33%), Western Europe (31.74%) and Asia Pacific (19.14%).

Region	Share
North America	39.33 %
Western Europe	31.74 %
Asia Pacific	19.14 %
Latin America	4.45 %
Middle East & Africa	2.84 %
Central & Eastern Europe	2.5 %

Share Breakdown of IT Spending by Industry

As can be seen in the chart below, the top 5 industries with the highest total IT spending in 2014 were banking and securities (\$498b), manufacturing and natural resources (\$498b), communication (media services) (\$444b), the government sector (\$447b) and insurance (\$187b).

Share of IT spending worldwide by vertical industry (2014)



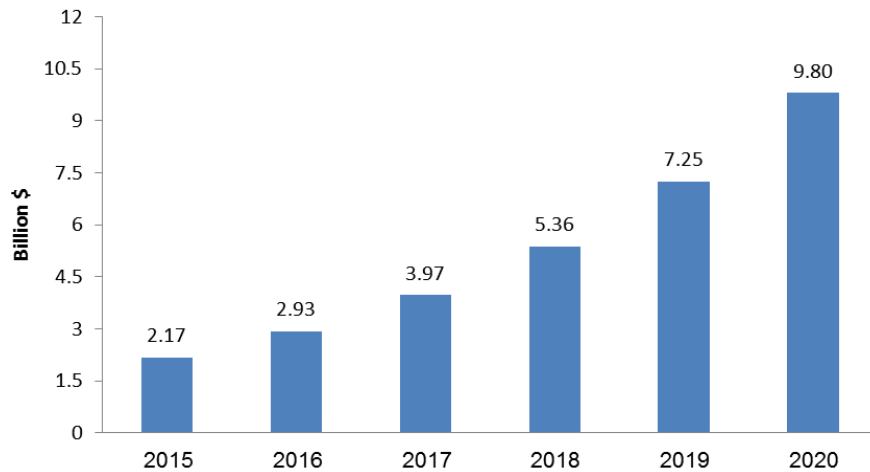
2. The ITOA Market

The ITOA market is thriving, and in the next five years it will present huge potential opportunity for ITOA vendors, according to market research by MarketsAndMarkets. By 2020, it is expected to grow to **\$9.79 billion** (from the \$2.17 billion estimated for 2015). This means a **35.2% CAGR** for the 5 years analyzed.⁴

\$4 Billion
*The global
 ITOA market*
35.2%
CAGR

⁴ <http://www.marketsandmarkets.com/Market-Reports/it-operations-analytics-market-145809472.html>

The ITOA market value from 2015 to 2020



This proves without a shadow of a doubt that **ITOA has reached the maturity point**. It is no longer a small market waiting “to make it big”. These numbers prove that ITOA is here to stay, and that it will soon help reach business goals all over the world.

To put this growth into perspective, an IDC report helps show that the big data technology and services market will grow to \$41.5 billion by 2018 at a 26.4% CAGR.⁵ This growth rate is six times the one of the overall information technology market. It goes without saying that big data and ITOA are interdependent: the latter gives the first one meaning and business relevance. It is, thus, absolutely normal for them both to grow at a very similar pace.

ITOA Market Trends

According to the MarketAndMarkets research, during the 2015-2020 period, **two key components of ITOA are forecasted to grow at the highest CAGR: networks & security management and real-time log analytics**. In fact, the latter is expected to have the largest market share – proving once again that quick response, actionable insights and time-to-market are deemed as crucial business values.

Furthermore, few main catalysts can be assigned to the ITOA market growth:

⁵ <http://www.idc.com/promo/thirdplatform/fourpillars/bigdataanalytics>

- **Mass adoption of the cloud** as an indispensable business solution
- **Companies are starting to embrace new technologies** as a means to gain more insight into their customers' needs and demands
- **Organizations are under pressure to modernize their IT infrastructure** in order to operate more efficiently. They need more resources to innovate in order to keep up with the pace of the business. Unfortunately, most of their budget is lost trying to keep the lights on
- Since every IT service is based on many parameters from different layers, platforms, and infrastructure, **a small change in one of the parameters amongst the millions of others can create a significant impact**. When this happens, finding the root cause can take hours or days, particularly given the pace and diversity of changes