

The State of ITOA Today

How organizations are building IT Operations
Analytics (ITOA) practices

SURVEY OVERVIEW

IT Operations Analytics (ITOA) promises to provide a comprehensive and real-time view of what is happening in the IT environment. But how does ITOA happen?

ExtraHop partnered with industry-research firm TechValidate to survey IT professionals. 88 respondents from 65 organizations that use the ExtraHop platform participated in the survey. Their responses are compiled in this ebook to help you understand what your peers think about the state of ITOA today and what steps they are taking to build their ITOA practices.

KEY FINDINGS

65% of respondents are **combining data sources for ITOA** now or plan to do so within one year

54% of respondents are currently **integrating wire data and machine data** in some manner

67% of respondents saw ITOA capabilities as important for **IT security**

WHAT IS IT OPERATIONS ANALYTICS?

Simply put, ITOA is Big Data for IT Operations. Because IT organizations “see” with data, the goal of ITOA is to combine different data sets and uncover new relationships and insights.



The current state of affairs cannot continue. IT organizations cannot afford to purchase monitoring tools that keep data in silos, but instead need to think strategically about what data sources they need and how those sources fit together.

HOW WILL ITOA BE USED?

Organizations will initially apply ITOA to managing application performance and availability. However, as ITOA practices mature, they will focus on infrastructure management, security, and business process monitoring.

To learn more, read the following reports:

[Two Distinct ITOA Submarkets Provide Different Benefits to Enterprises](#), Gartner, October 2014

[The Many Faces of Advanced Operations Analytics](#), EMA Research, September 2014

TIMELINE FOR IT OPERATIONS ANALYTICS

We asked survey participants if their organizations were combining or integrating data sources for use in ITOA practices.

“What is your timeline for combining or integrating data sources for ITOA?”

We are doing this now:	31%
We plan to do this within 1 year:	34%
We plan to do this in 1–2 years:	26%
We have no plans to do this within the next 2 years:	9%

65%

of respondents are either combining data sources now or plan to do so within one year.

SOURCE: TVID: EC2-754-98A

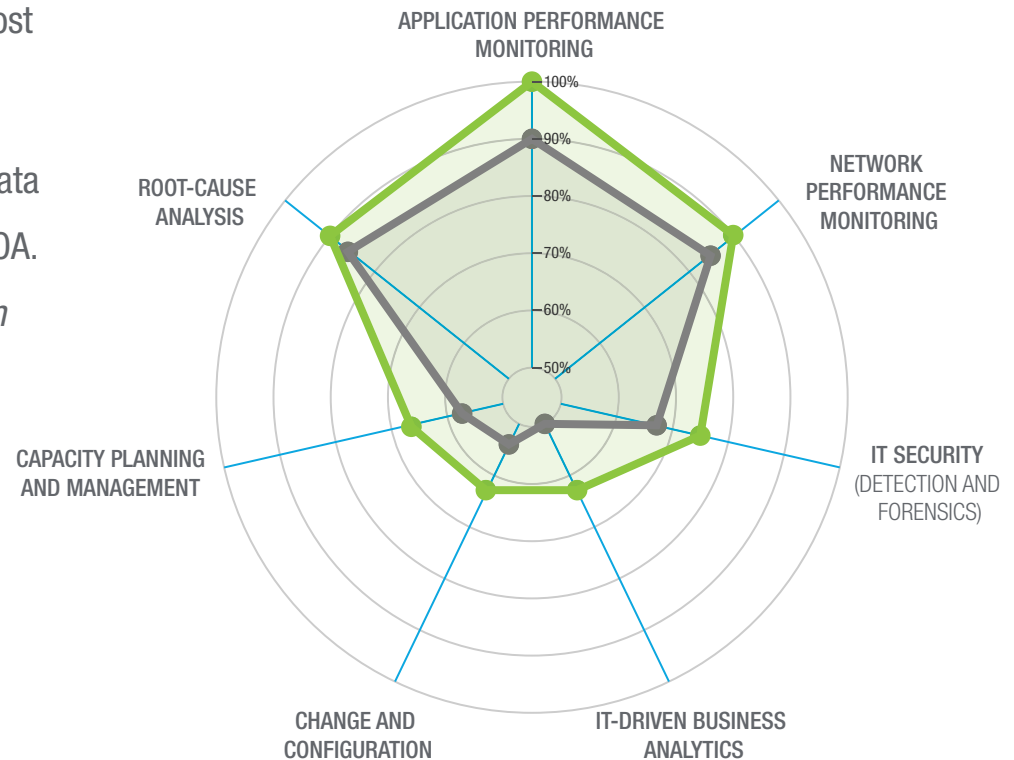
WHERE WILL ITOA BE IMPORTANT?

Monitoring, root-cause analysis, and security are the most anticipated use cases for ITOA.

Among those that said they were currently combining data sources for ITOA, respondents saw a broader use for ITOA.

This suggests that organizations that have embarked on ITOA efforts have seen early payoffs.

“What are the areas of IT management and monitoring where you see IT Operations Analytics (ITOA) capabilities as important?”

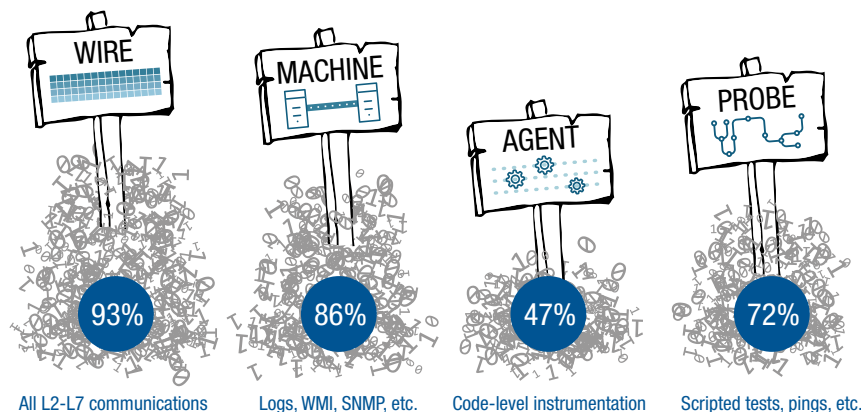


SOURCE: TVID: C36-894-032, TVID: 930-B00-C81

WHICH DATA TO USE?

Respondents told us which data sources they were currently using for IT visibility.

“Which data sources does your organization rely on for IT management and monitoring?”



“Are you integrating or combining wire data with other data sources for deeper insights?”

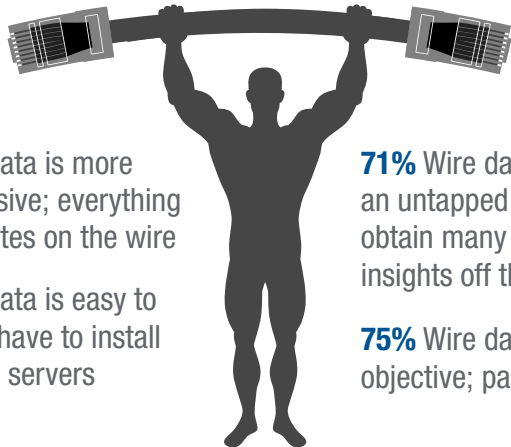
Yes – We are integrating wire data with machine data	53%
Yes – We are integrating wire data with agent data.....	31%
Yes – We are integrating wire data with probe data.....	26%
No – We are not integrating wire data with other data sources..	39%

SOURCE: TVID: EB7-996-CAF, TVID: 169-D60-269

WHAT'S SPECIAL ABOUT WIRE DATA?

Each source of data has its own unique advantages. Our survey respondents appreciated wire data as an objective source of truth.

“What are the main strengths of wire data compared to other data sources?”



73% Wire data is more comprehensive; everything communicates on the wire

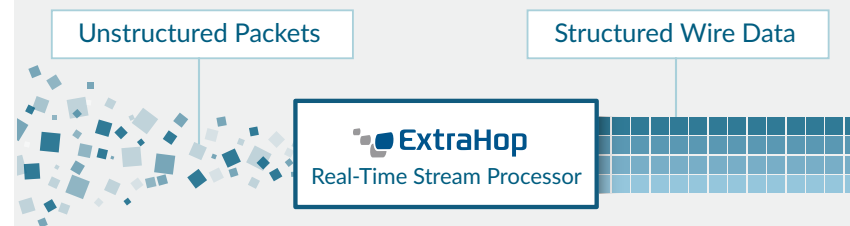
67% Wire data is easy to tap; I don't have to install anything on servers

71% Wire data represents an untapped resource; I can obtain many interesting new insights off the wire

75% Wire data is more objective; packets don't lie

WHAT IS WIRE DATA?

ExtraHop has pioneered an innovative approach that transforms unstructured packets into structured wire data, and presents that information—in real-time—for all teams to explore and visualize. The ExtraHop platform does this by reassembling packets into complete sessions and flows between devices, and then extracting key metrics from that data in motion. [Learn more.](#)

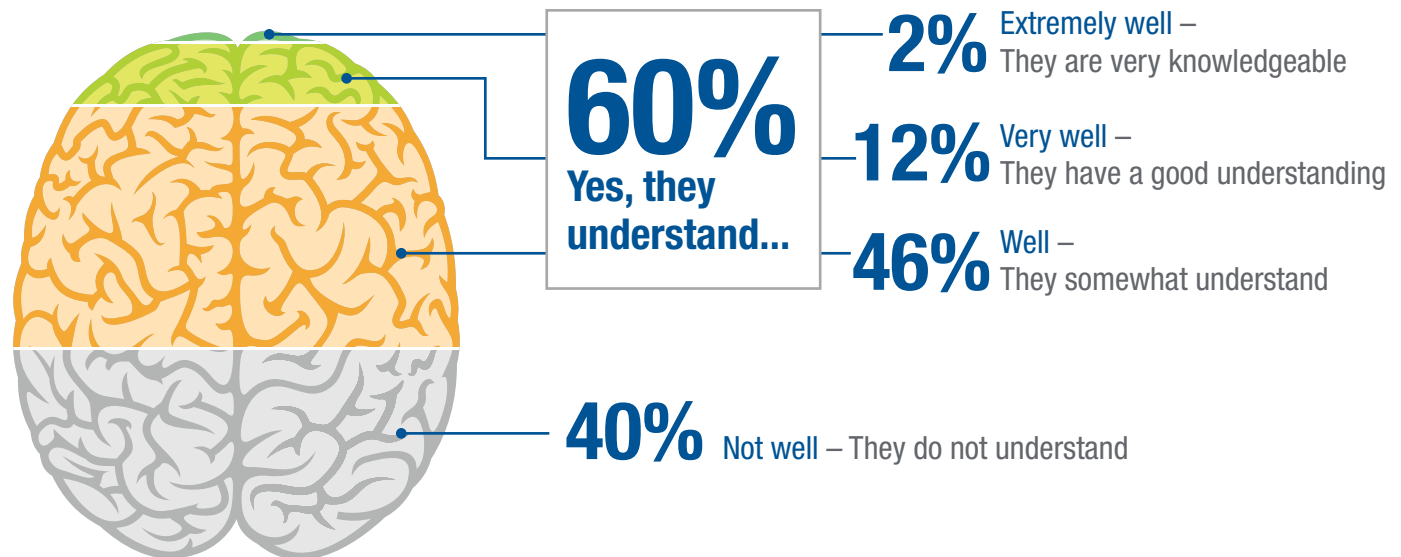


SOURCE: TVID: 4F2-12E-C80

AWARENESS OF WIRE DATA

Although wire data is a relatively new concept, survey respondents believe that most of their peers understand its value and benefits.

“How well do you think most IT professionals understand the value and benefits of wire data?”



SOURCE: TVID: 351-951-BA0

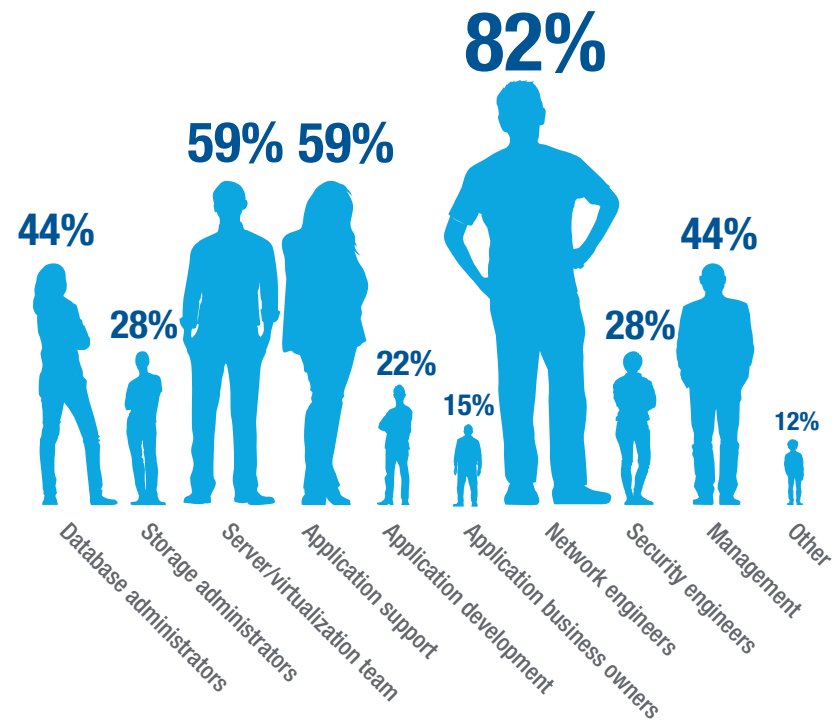
WHICH GROUPS USE WIRE DATA?

Network, application, server, and database teams can all benefit from wire data insights. With shared visibility of the entire application delivery chain, teams can work together to reduce mean-time-to-resolution (MTTR) and avoid blaming other groups when troubleshooting issues.

“ExtraHop assists in stopping the finger-pointing between groups: “It must be a network issue. No, it’s app slowness. No, it’s the database.” ExtraHop helps pinpoint where the issue is.”

IT Systems Analyst, Large Enterprise
Professional Services Company

“What groups within your organization currently use ExtraHop?”



SOURCE: TVID: D75-1E5-2C4

HOW SOON TO EXPECT FULL ROI

With real-time visibility across tiers, ExtraHop customers see a quick return on investment as they reduce downtime, avoid unnecessary expenditures, and save time for their IT staff.

55% of surveyed IT organizations paid back their investment in ExtraHop in 6 – 12 months or less.



*“In the tech business, you always hear from vendors that their solution will be easy to install, will be flexible to operate, or will have an exceptional ROI. These promises are almost always too good to be true. **ExtraHop has these stories as well, but they consistently exceed expectations every time.**”*

● Todd Forgie, IT Vice President, MEDHOST, Inc.

Note: This question comes from a previous March 2014 survey, also conducted in partnership with TechValidate. **SOURCE:** TVID: 189-0A8-F83, TVID: A6A-E5A-80B

IN THEIR OWN WORDS

We asked survey respondents to share how their organizations have benefited from wire data insights.

"We've been able to detect so much more than we anticipated: what applications are talking to, where SSL certs are installed, what servers are doing that they shouldn't be, etc."

IT Director, Medium Enterprise Health Care Company

"ExtraHop uncovers things you didn't know about in your IT environment: high error rates, servers thought to be decommissioned, higher user counts with mobile devices, and opportunities to tune applications. We've learned all this through the use of ExtraHop."

Senior IT Architect, Small Business Computer Software Company

"Without wire data, you're missing out on a huge amount of useful information. It almost feels like we were blind before ExtraHop."

Engineer, Large Enterprise Health Care Company

"[With ExtraHop], we have discovered how 'noisy' our network traffic is with superfluous, redundant calls (DNS, etc). We have insight into servers throwing HTTP 500 errors that we didn't have before. More importantly, we now see latency in the different layers of our application (web, app, integration, database), including the network transport time."

IT Director, Fortune 500 Financial Services Company

"We really don't know nearly enough. Thank God there is ExtraHop to help bring transparency to our environment."

IT Director, Global 500 Financial Services Company

"ExtraHop helps us understand the entire life of a packet, from source to destination and back. There are large holes in the data collected by traditional, agent-based monitoring solutions. ExtraHop's presentation of empirical wire data plugs that hole."

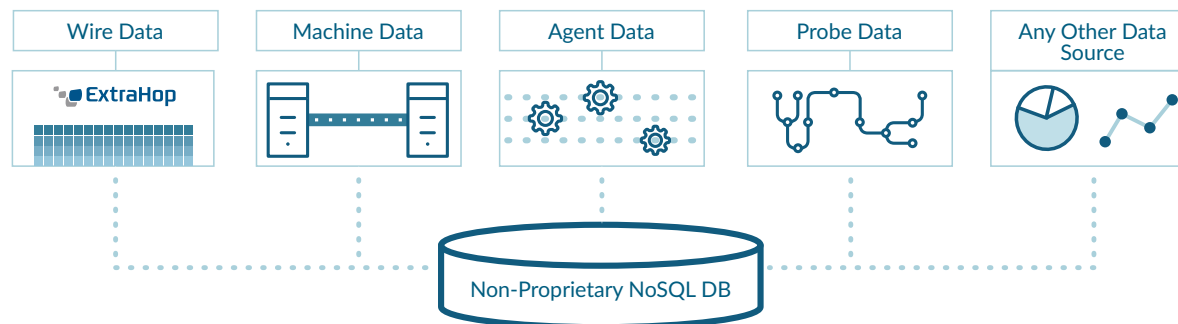
Infrastructure Architect, Large Enterprise Retail Company

WHAT IS “OPEN ITOA”?

The time has come for organizations to take an intentional, architectural approach to IT Operations Analytics (ITOA). An Open ITOA architecture is based on the principle of streaming different IT data sets—wire data, machine data, agent data, and probe data—into a scalable, non-proprietary data store for multidimensional analysis.

BENEFITS OF OPEN ITOA

- Discovery of valuable new relationships and insights with contextual search and ad hoc queries
- Reduce “tool bloat” and costs by rationalizing the IT operations management toolset
- Avoid vendor lock-in and gain freedom to choose best-in-class technologies
- Provide line-of-business stakeholders with real-time insights



**Read the
white paper:**
Designing and
Building an Open
ITOA Architecture.



CONCLUSION

THE TECHVALIDATE SURVEY SHOWS:

- ITOA is a reality for many organizations today
- Monitoring, root-cause analysis, and security are seen as the most important areas for ITOA
- Organizations that have started ITOA efforts see broader applicability for ITOA
- Wire data and machine data are the most common sources for IT visibility
- Network, application, server/virtualization, and other teams benefit from wire data

Want to learn more about ExtraHop and how we are enabling Open ITOA?

[Download the Open ITOA White Paper](#)



Think you'd like your own ExtraHop?

[Schedule a demo or get a quote](#)

