EVOTEK Labs

Labs' Take

Problem

Remote workforce transitions created massive SaaS subscriptions while public cloud use has exploded beyond what controls can manage. These trends are causing runaway costs, increased attack surface, and an untenable operational load.

Solution

Automatic discovery, consolidation, retirement, sizing, and licensing of SaaS and public cloud subscriptions.
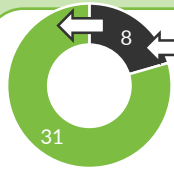
Result

- Decreased public cloud and SaaS costs
- Minimized cloud infrastructure and products
- Reduced attack surface
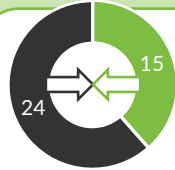- Decreased operational load

Findings

- Solutions from public cloud vendors and SaaS providers yield only minimal savings.
- Newer tools have emerged and matured that deliver much higher savings
- Newer product licensing yields even more savings

The Trends

Companies

8
31
■ Incumbents
■ Entrants

Entrants outnumber incumbents almost 4 to 1. Look for other incumbents to enter this market through acquisition in the coming year. Also look for incumbents already in this space to scrap/enhance their products through acquisition.

Approaches

15
24
■ SaaS Opt
■ Cloud Opt

Solutions currently focus on SaaS or public cloud cost optimization. Some also provide cost modeling. Look for these products to consolidate into a larger cost optimization platform in the next 12-18 months.

Maturity

Early Adopter

Products in this space are being consumed by Early Adopter customers. Look for widespread adoption by progressive Early Majority companies (i.e., Crossing the Chasm) in the next 18-24 months.

Investment

Moderate

There has been moderate Venture Capital (VC) investment in this space over the past year. Most VC firms have already backed their players in the space, so look for VC investment to taper off in the coming year.

The Players

Request a Review

SaaS Optimization

aspera an IBM company
bmc
BINADOX
Blissfully
BetterCloud
brightfin
CLEANSHELF
LeanIX
FLEXERA
snow
Productiv
vendr
Torii
zluri
ZYLO

Cloud Optimization

anblicks Your Digital Transformation Partner
APPTIO
cast
CloudCheckr
CLOUDZERO
CloudBolt software
cloudsaver
Densify
harness
IBM
jamcracker
NetApp
kubecost
logicworks
replex
Vantage
virtana
Vega
vmware
zesty
yotascale

Public Cloud

aws
Google Cloud
Microsoft Azure

For more information - labs@evotek.com

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