Leaders in Advanced IT Analytics (AIA)

A Buyer’s Guide for Investing in Innovation

DIGITATE

LOOK FOR:
ANALYTICS-DRIVEN AUTOMATION TO TRANSFORM IT
To achieve this, Digitate met the following criteria:

- Support for performance, availability and change impact awareness with both real-time and historical insights.
- Assimilation of data from cross-domain sources in high data volumes for cross-domain insights.
- The ability to access multiple data types, e.g. events, KPIs, logs, flow, configuration data, etc.
- Capabilities for self-learning, to deliver predictive, and/or prescriptive, and/or if/then actionable insights.
- Support for a wide range of advanced heuristics such as multivariate analysis, machine learning, streaming data, tiered analytics, cognitive analytics, etc.
- Potential use as strategic overlay that may assimilate or consolidate multiple monitoring investments.
- Support for private cloud, public cloud, as well as hybrid/legacy environments.
- Successful completion of this unique EMA assessment, including required dialogs with customer deployments.
**Introduction**

Digitate offers a unique suite of advanced IT analytics (AIA) capabilities that separate it from other solutions. ignio AIOps is the centerpiece for Digitate’s foray into advanced IT analytics, targeting efficiencies across IT in support of service and infrastructure performance, availability, change management, and capacity optimization. ignio AIOps is complemented by ignio AI.WorkloadManagement, which offers advanced, industry-unique capabilities for optimizing workload automation effectiveness, and ignio AI.SAPOpTs, with in-depth insights for deploying and managing SAP.

One of the defining features for ignio’s capabilities is “blueprinting,” which is a multi-dimensional capture of infrastructure and service interdependencies. This also contributes to ignio’s strengths in modeling complex scenarios in advance of changes or planned implementations—a capability that’s currently most progressed in ignio AI.WorkloadManagement. Digitate’s focus on enabling more advanced levels of automation and overall operational efficiency across the enterprise is a significant, evolving commitment that sets it apart from many others in the industry. As the company continues to grow and evolve, these capabilities and the synergies across its three solutions should become even stronger in the coming months and years.

**Company Background**

Founded in 2015, Digitate has enjoyed compelling growth, with more than 400 employees and just under 100 customers. It is privately funded.

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### Products:

ignio AIOps™, ignio AI.WorkloadManagement™, ignio AI.SAPOpTs™

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**Legend**

- **OUTSTANDING**: The vendor is exceptional in this arena. As such, it is a core reason for choosing this vendor.
- **STRONG**: The vendor has powerful options associated with this criteria—yet another good reason for selecting a particular solution.
- **IN PROCESS**: This is an area of growing investment for the vendor, and already very real in some deployments—but not yet either fully realized, and/or a main focus.
- **PRESENT**: Some capabilities are present (often driven by unique customer demand), but it is not central to the vendor’s current offering.
- **• • • (BLANK)**: This is not currently being addressed.
**Market Focus**

Digitate focuses on small and large enterprises (those above 5,000 employees and those above 10,000 employees), with a special target on the Global 2000. It offers horizontal value across almost all verticals, but has enjoyed particular uptake in the retail, insurance, banking, financial, and manufacturing verticals. In assessing potential buyers for ignio, Digitate looks for environments where ticket volumes are excessive, and/or those where outages continue to plague IT and service effectiveness.

**Stakeholders**

While ignio-created reports and insights can benefit executive business stakeholders and planners, for hands-on involvement and direct access to its ongoing insights, it is currently optimized for technical users. These include stakeholders across virtually all operations silos, the help desk and the service desk, and cross-silo capabilities such as architects, infrastructure management, change management, asset management, and capacity planning. With ignio AI.WorkloadManagement, it can uniquely support batch operations teams and batch architects.

**Architecture and Design**

Digitate’s ignio architecture combines versatile data collection with a unique footprint in blueprinting for dependency capture, and a wide range of advanced analytic heuristics. Its distinctive insights for improving automation efficiencies, as well as in some instances for creating unique automation routines, help establish Digitate as a true industry innovator.

**Data Collection**

ignio is instrumented across the data center, but can also take in data from third-party solutions, as well as configuration management databases (CMDB) and other sources through an API, or in some cases through CSV files. From its own agentless discovery and third-party sources, it can assimilate performance-related events, business-related events, time series data for both performance and business outcomes, log files, flow-related data, configuration and topology data, and spreadsheet data. ignio AI.WorkloadManagement can also leverage raw files from workload automation tools or batch schedulers. Some of the third-party sources for ignio AIOps include Solar Winds, Dynatrace, Splunk, and Cisco, as just a few examples. Reconciliation of different data sources is currently manual or done through consulting, but Digitate is exploring more automated approaches for the future.

**Heuristic and Analytic Dimensions**

ignio utilizes a data store that combines its own uniquely developed database with Apache Mahout, Neo4j, and HBase, along with tools such as Unix Shell, PERL, or Python. Its analytics can process more than 50 million metrics in under five minutes. In terms of analytic heuristics, the list for ignio is substantial, including if/then change impact analysis, correlation, anomaly detection, machine learning, real-time predictive analytics, predictive trending, predictive emulation, cognitive analytics, process analytics, data mining, stream analytics, case-based reasoning, prescriptive analytics, self-learning, and rule-based analytics. Once deployed, its self-learning analytics usually require about two weeks to one month to gain full currency. Sequence-aware mapping of KPIs to show possible cause and effect remains current at intervals of 3 to 5 minutes.

**Discovery, Dependency Mapping, and Visualization**

Digitate’s agentless discovery can scale to support between 500,000 and 1,000,000 managed entities, leveraging IP addresses and other characteristics. It spans network, systems, storage, database, virtual infrastructure, virtual applications and desktops, third-party and in-house developed applications, and internal private cloud. It targets physical layer (Layer 2) infrastructure, tiered application interdependencies, and virtualized infrastructure.

**Application Discovery and Dependency Mapping**

Digitate ignio’s Blueprint is a process that captures the following interdependencies: infrastructure to infrastructure, non-virtualized to virtualized infrastructure, interdependencies across the virtualized environment, infrastructure to application, and application to application (application ecosystem). With ignio AI.WorkloadManagement, this includes interdependencies in support of workload automation or batch schedulers. ignio’s Blueprint provides contextual awareness of end-to-end relationships across nodes, application functions, infrastructure
components, and business operations, with time-aware visualization of health and performance, including time of day, week, month, and quarter. Moreover, ignio’s Blueprint can also map business processes beyond batch, such as credit card processing for retail or SAP-related business processes.

**Visualization**

Ignio can deliver multiple stakeholder views, with an executive dashboard, a portal to support technical stakeholders, widgets for unique visualizations and functions, and browser-based support for mobile access.

**Supported Environments**

**Cloud Management (Performance, Change, Capacity)**

Currently, ignio is not focused on directly managing public cloud environments, but it does direct its capabilities to private cloud and virtualized infrastructure. It can also leverage tools provided by AWS and other cloud service providers. Digitate is also considering enabling ignio to run on public cloud environments based on current levels of customer interest.

**Core Infrastructure (Network and Data Center)**

Digitate’s ignio portfolio offers a broad range of core infrastructure diagnostics for problem isolation. It can, for instance, isolate whether a problem resides within an application, server, network, or database; perform triage across application tiers including middleware; and isolate problems in provisioning applications. It can also perform triage and isolate problems in virtualized systems and networks, as well as across infrastructure silos (network, systems, database, and storage). Ignio AI.WorkloadManagement can isolate problems with workload automation tools or batch schedulers. Ignio’s Blueprint provides predictive insights into how and where problems might arise based on its insights into infrastructure and application interdependencies.

**Legacy and Mainframe**

Ignio does not currently target mainframe environments.

**Application Performance and Optimization**

Both directly and through integrations, ignio offers a breadth of support for application performance, including traditional web applications, web services, in-house developed custom applications, packaged and customized commercial applications (such as ERP and CRM products), industry-specific applications, and applications requiring unique industry compliance (such as HIPPA, SOX, etc.). Ignio’s Blueprint provides a context for making application performance management more predictive and proactive. Integrations with Dynatrace and Cisco’s AppDynamics help to extend ignio’s capabilities in capturing application transaction behaviors.

Ignio AI.SAPOps is especially strong in providing lifecycle management and planning for SAP deployments.

**Internet of Things (IoT)**

Currently, Digitate is not focused on support for the Internet of Things.

**Scenarios**

**Integrated Security**

While security per se is not a core focus for Digitate, ignio does promote compliance in change and patch management relevant to security audits, as well as providing insights into infrastructure and service health that can be shared with security stakeholders.

**DevOps**

DevOps is not central to ignio’s capabilities today, but the platform does provide support for Q/A Test while minimizing the time developers spend troubleshooting production performance issues. Moreover, its support for change impact awareness extends to release management issues.
Change Impact Awareness
Thanks to ignio’s mature Blueprint capabilities, its value in assessing the impacts of changes is strong. This includes support for application release changes, storage configuration service impact analysis, virtualized infrastructure service impact analysis, and scenarios involving infrastructure changes relevant to workload automation and batch scheduling, such as job runtime, the response time of business processes, SLA compliance, and critical paths. ignio also integrates bi-directionally with configuration management databases (CMDBs) and configuration management systems (CMSs) for improved insight into potential change-related disruptions.

Capacity Optimization
Digitate ignio’s insights into change impact analysis translate well into support for capacity planning. ignio AI.WorkloadManagement can create hypothetical scenarios for change and capacity planning in the areas of infrastructure change, scheduling times, changes in workload, and changes in overall dependencies across the workload automation process. These capabilities are gradually being extended in ignio AIOps to support infrastructure optimization and the impacts of new releases, including integration with application optimization KPIs. Across the full suite, ignio also integrates with third-party capacity planning and/or service optimization analytics for both importing and exporting data.

Business Impact and Business Alignment
While ignio is generally targeted at more technical, hands-on stakeholders, its reports and insights can also be valuable to business stakeholders. ignio can be used to manage and minimize the cost of service delivery both internal and external to IT, govern service-level agreement (SLA) commitments, and promote OpEx savings and efficiencies across IT. Its Blueprint mapping can be extended to capture business process issues, such as credit card processing, supply chain-related outcomes, or compliance readiness, with metricized impacts. In order to extend its value further, ignio integrates with IT data warehousing for advanced trending.

Unifying IT and Improving Operational Efficiencies
In part because of its cross-silo breadth and especially because of its support for automation, ignio has been used across much of its customer base to improve operational efficiencies. These include reductions in OpEx costs, since Digitate helps IT organizations work more effectively together as a whole. ignio has proven integrations with service desk and IT service management (ITSM) solutions, including CMDB awareness and support for workflow and trouble ticketing—with currently supported integrations for ServiceNow, BMC, and Micro Focus. ignio’s analytics can trigger change and configuration management tools, IT process automation or runbooks, workload automation tools, automated security compliance actions, and automated diagnostics. One of the newer capabilities in ignio AIOps is automation in support of application access for onboarding new employees, reducing what used to take two weeks of time or more down to just a few hours.
Pricing, Deployment, and Time to Value

All ignio solutions are currently on-premise; however, SaaS is actively being considered. Pricing is based on a subscription model with monthly fees ranging from $13.99 per managed node for its Autonomous package, which targets automation primarily, to $17.99 for its Center Package, and $19.99 for its Advanced Package—all per managed node. Its largest client currently has 100,000 managed nodes.

Time to Value

Time to value can range based on complexity and targets, but when individual application/infrastructure environments or automation routines are singled out, ignio can show its value in a matter of weeks. Broader coverage of IT infrastructure, applications, or automation needs requires three to five months.

Longer-Term Value: Toolset Consolidation

Currently, ignio supports nearly 20 different integrations out of the box, ranging from monitoring solutions, to ITSM/service desk, to batch control and other automation tools. When deployed, ignio clearly paves the way for longer-term value in both toolset consolidation and improved toolset efficiencies.

Maintenance Fees and Customer Support

Digitate does not charge for maintenance, which is covered in its subscription fees. It offers 24x7 phone and email support, onsite support (including emergency support within 24 hours), as well as providing customers with a dedicated named support specialist.

In terms of professional services available, Digitate offers its customers added value in the areas of planning and deployment, performance and diagnostics, service-level management, business process impact optimization, change impact analytics, and capacity planning and optimization.

Customer Perspectives

Large North American Retailer

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Summary

What This Vendor is Not About
Digitate’s ignio solutions do not support mainframe or IoT requirements, and they are not primarily directed on managing a public cloud. Support for DevOps and integrated security are not yet main points of focus, but both are already present and evolving.

What’s Most Unique
As a relatively new vendor in the advanced IT analytics arena, Digitate’s ignio solutions show surprising levels of sophistication in helping IT perform more proactively and efficiently. Digitate’s focus on support for automation, as well as its industry-unique offerings to manage and optimize workload automation and batch processing, also set it apart. Similarly, its capabilities to project if/then outcomes for changes in the infrastructure, application releases, and business process impacts make the Digitate ignio suite a strongly proactive resource for operations, for executive IT, and ultimately for business stakeholders as well.

Interview with a VP of IT Operations for a Large North American Retailer
The following interview highlights Digitate’s capabilities to enable IT transformation by linking analytics with automation.

Can you share some background into your role, your IT organization, and your company?
Our company employs more than 150,000 people in North America, and we have more than 2,000 retail outlets and stores. As for IT, we have two main data centers, and our IT organization has around 600 people in-house.

I report to our CIO and support all technologies critical to operations across our company, with about 150 people reporting to me. This includes an AI team of about twenty people focused on supporting Digitate’s ignio™, among other resources.

Was this what led you to select and adopt ignio?
Yes, in part. More generally, we felt a need to improve how we worked in IT through AI and automation, to secure more control over service outcomes and establish more efficiencies across IT. With that in mind, about three years ago we began a pilot with ignio. We also considered other options to improve our position, such as Amelia from IPsoft, and Hiro from Arago. In the end, we felt that ignio had best breadth of functionality to support our needs.
How did your deployment go?
I would say that ignio has been easy to deploy even as we expand our use cases. And the modular licensing has proven to be easy to live with and quite flexible.

We had a demo and proof of concept in play for ignio AI.SAPOps™ and we also had a module for what is now called ignio AIOps™. It was then that we first spoke to our main outsourcer, Tata Consultancy Services, about our vision of surrounding automation with a proof of concept that took us until December 2016. From there, we branched out to ignio AIOps and ran a proof of concept that was completed in March of 2017. We could run both ignio products from the same server. It’s a common platform with licensing options for more varied functionality. Digitate has also allowed both Cognizant and Accenture to configure ignio, so they could participate in working with us to accelerate our direction in AI and automation.

Our main integrations are those with ServiceNow and Microsoft Systems Center Operations Manager (SCOM). And so we’re pulling in Windows monitoring data for auto-detection on a number of issues, including dynamic thresholding to assess what’s not behaving normally. This includes awareness of batch processing activities, so at night, for instance, a given server might be running at 90 percent capacity, while in the daytime it’s normally only at 35 percent. In the near future, we are looking at integrating with BMC TrueSight Operations Management.

Where are you today in terms of overall coverage and deployment?
We are at about 90 percent in coverage when it comes to our overall infrastructure. I would estimate that we have about 20,000 servers and about 60,000 infrastructure devices, including network, database, and storage. While we haven’t yet done much in terms of public cloud, we are highly virtualized with a great deal of VMware in our data centers. We are also running virtualized Windows and virtualized Linux with some IBM AIX.

How has Digitate’s ignio been in terms of overhead and administration?
Digitate has been very helpful in supporting us given our scale and size. They have a team of five dedicated professionals onsite, since we’re still dramatically expanding the uses and scope of ignio. Right now, in my organization, we have three people fairly dedicated to our ignio evolution.

Can you share more about your unique use cases for ignio?
Early on, we linked ignio’s capabilities with CA’s AutoSys. Even though we didn’t have ignio AI.WorkloadManagement™ at that time, we were able to start and stop jobs, and put servers on ice when there was scheduled maintenance. We now run batch with a self-service form that effectively automates this process.

As deployment continued, we began to expand our capabilities by introducing a few new use cases every month, which we often select based on ticket volumes that we get from ServiceNow. In other words, we try to automate those things that are either most needed or most disruptive.

In many areas, we have seen mean time to resolution reduced from a few days to a few minutes. And we’ve targeted more proactive use cases, such as network switch performance and availability, with an eye to auto resolution. Ignio will also restart a network switch in several minutes if we don’t get a ping.

Another example that stands out was improving SAP for purchase order closure. Quite often, our stores had issues trying to close a purchase order. Many times, this arose when someone involved in processing the P.O. locked it while they were making changes, and it was still partly in process. Then, after making their changes, they forgot to unlock it. As a result, no one else could get in and update it to complete the process. Rather than trying to alert the person to fix it themselves, we moved to a more automated, proactive process that didn’t require a trouble ticket to resolve.
Who are the major stakeholders using ignio at present?
Inside IT right now, we in operations are the major stakeholders. However, Quality is looking into it. And we’re beginning to see more business use cases besides purchase order processing. For instance, automating the processes for calculating vendor income. In retail this is far from being straightforward, since it varies based on volumes, specific promotions, types of agreements, etc. In the past, it required a lot of manual effort and a lot of time. Now, ignio is accelerating this process and also improves its accuracy.

I should point out that while ignio insights benefit a great many stakeholders in our business, as well as supporting our interactions with partners, most of them don’t see it directly. It is running in the background, enabling new levels of automation and empowering improved decision making across the board.

Can you comment more on your future goals and directions?
As I mentioned earlier, ignio is not a Trojan horse to promote more outside consulting and services support. Just the opposite. We have an aggressive three-year plan to deliver more AI and automation and reduce our requirements for outsourced services. Our target for next year is a reduction by 20 percent, and then by 30 percent for each of the next two years after that.

I would also like to emphasize that our move to AI and automation with Digitate is critical, not just for IT, but for our business. We don’t see our competitors primarily as other retailers. Rather, it’s the Amazon.coms of the world that we have to compete with in the future. Remaining traditional would ultimately mean the end of our retail operations, so we need to transform.

ignio is not the only AI tool for us. But it has been, and is, the disruptive tool to get us to the 80 percent mark in improving automation, maximizing our IT and business efficiencies, and minimizing our dependency on outside services. We need to bring mean time to resolve down to 15 minutes or less for frontend issues, and down to one hour maximum for issues that do not directly impact service consumers.

As a retail outlet with more than 2,000 stores, we can’t afford any digital delays. If you think about it, people don’t blame Amazon when they’re shopping online and network issues get in the way. But if people come into our stores and we can’t process their payments due to the same types of issues, they won’t come back, so we simply need to be better.
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