New IDC MarketScape China DevOps Cloud Market 2019 Vendor Assessment Report Officially Released

BEIJING, October 30, 2019 -- IDC today released its IDC MarketScape: China DevOps Cloud Market 2019 Vendor Assessment report, which serves as a valuable guide for companies when selecting DevOps cloud product and service vendors.

The report comes as companies are moving to public cloud services as a preferred choice to more quickly implement DevOps than they can with traditional software models.

For the report, IDC conducted in-depth research on seven DevOps cloud providers. The providers assessed in the report are (in alphabetical order): Alibaba Cloud, AWS, Baidu Cloud, Huawei Cloud, JD Cloud, Microsoft and Tencent Cloud. The vendor assessment results are presented in graphs based on the IDC MarketScape model.

IDC predicts that the digital transformation (DX) of business will create business value through new products and services and transform business models and relationships, directly translating into revenue growth and increased competitive advantage if enterprises' IT departments are able to quickly adopt new business systems and respond to the rapid changes being driven by market dynamics.

However, the emerging new business models and quickly evolving service needs present several challenges for the development of IT infrastructure. To effectively respond to market changes and user needs, leading companies have already begun exploring the use of the DevOps concept and model to enable rapid system delivery and new iterations.

Based on the IDC MarketScape: China DevOps Cloud Market 2019 Vendor Assessment, IDC makes the following recommendations:

Enterprises must develop a clear understanding of the right DevOps tools to choose and how to use them: Companies urgently need to adopt solutions to adapt to market changes in a timely way because business is being rapidly transformed by the internet, especially mobile internet. Picking the right tools would improve the efficiency of application system R&D and deployment, shorten the application iteration cycle, and thus power business growth.

To effectively address their IT business needs, firms should reference successful DevOps projects when shaping their DevOps process and team. These projects show that public cloud DevOps

services will likely become the preferred choice for SMEs and large companies to quickly utilize DevOps.

DevOps cloud vendors are advised to strengthen communications and education outreach to attract new users and convert existing clients. Though DevOps demand is increasing, and the market is still nascent, IDC predicts that the number of enterprise users and individual developers of DevOps cloud will grow significantly in the coming one to two years.

Vendors' sales strategy should be focused on free or low-priced solutions. To date, vendors have mostly offered their DevOps products for free or at a low price to attract users and increase customer retention. This strategy also enables vendors to promote sales of other resources on their cloud platforms.

Commenting on the report, Nan Wang, Senior Software Market Analyst, IDC China, said that though the public cloud service model has become the preferred choice for companies to quickly adopt DevOps, enterprises generally lack experience in the use and management of DevOps.

"They are advised to build their DevOps process and team in line with their IT business needs and organizational structure by making reference to successful case in their industry. Providers of DevOps cloud platforms or products should build their own consulting and expert teams to advise end users on proper DevOps planning and implementation," said Wang.

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About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

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to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC

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Figure 1

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