

Cloud Monitoring Market: Latest Developments, Innovations, Industry Analysis and Future Outlook | Idera, Kaseya, Zenoss

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EINPresswire.com/ -- Market
Overview:

Cloud monitoring is used by businesses to monitor cloud-based infrastructure, services, applications and networks deployed on cloud. It helps identify performance bottlenecks, security threats and bugs in cloud-hosted systems.



Market Dynamics:

The [cloud monitoring market](#) is driven by the rising adoption of cloud-based solutions by enterprises of all sizes due to benefits such as scalability, agility and reduced costs. According to a recent survey, around 90% of enterprises are using some form of cloud computing. Additionally, the growing preference of microservices architecture is resulting in more granular and distributed application structure, necessitating intelligent monitoring of cloud infrastructure and applications. These factors are expected to significantly drive the demand for cloud monitoring solutions during the forecast period.

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Market Key Drivers

Adoption of Hybrid Cloud is Driving Demand for Cloud Monitoring Solutions

The hybrid cloud model allows organizations to leverage both private and public clouds to optimize workloads. However, hybrid clouds are complex to manage and monitor. Cloud monitoring tools provide visibility across private and public cloud environments, enabling

organizations to gain insights into app performance, infrastructure utilization, and security posture. As more companies adopt hybrid clouds for flexibility and cost savings, demand for cloud monitoring will continue to grow significantly.

Increased Focus on Application Performance Management (APM)

Modern applications have become distributed, complex, and containerized which makes them difficult to monitor and manage. At the same time, companies are under immense pressure to deliver flawless digital experiences to their customers. This has led to increased focus on application performance monitoring from development to production. Cloud monitoring platforms provide APM capabilities like application tracing, anomaly detection, root cause analysis, and synthetic monitoring that help companies deliver high performance applications. With digital transformation creating new performance challenges, APM will remain a key driver of cloud monitoring market.

Market Restrain:

Lack of skilled workforce

While cloud adoption is rising exponentially, the shortage of cloud professionals with the right skills remains a major restraint for organizations to fully leverage the benefits of cloud and monitoring tools. Cloud monitoring tools require technical expertise to setup, configure, maintain and derive meaningful insights. Entry-level cloud roles already receive multiple job offers and experienced professionals command high salaries. For many small and mid-sized companies, the costs associated with hiring and retaining cloud talent offsets the potential savings from cloud migration. Unless this skills gap is addressed urgently, it will continue to limit cloud monitoring market growth.

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Market Key Opportunity:

Opportunity to Provide Monitoring as Integrated Managed Services

Currently most cloud monitoring platforms are designed for do-it-yourself monitoring where customers have to setup, configure and manage the tools on their own. However, many organizations lack the technical expertise required for successful implementation and ongoing management especially smaller customers. This represents a major opportunity for cloud monitoring vendors to offer monitoring capabilities as fully managed services. By taking over the operational responsibilities, vendors can simplify monitoring, drive better customer outcomes and open the market to a wider set of clients beyond technical teams. Offering monitoring as a service will help accelerate cloud adoption rates and growth of the overall market.

Market Key Trend:

Adoption of AI and Machine Learning

With the exponential growth in data from hybrid cloud environments, traditional rule-based and manual monitoring approaches are no longer sufficient. There is a clear trend where cloud monitoring platforms are incorporating AI and machine learning capabilities to deliver more predictive and automated monitoring. Features like anomaly detection, predictive analytics, automated remediation and chatbots are transforming cloud observability. AI assists in filtering noises from alerts, provides prescriptive recommendations for optimization and improves MTTR. As AI models are trained on larger datasets over time, their accuracy and usefulness will continue to improve. This makes AI and ML critical technology enablers for next generation of cloud monitoring solutions.

The major players operating in the market include:

- CA Technologies
- Solarwinds
- Dynatrace
- Idera
- Sevone
- Cloudyn
- Zenoss
- Datadog
- Kaseya
- Logicmonitor
- Opsview.

These companies are focusing on new product development, partnerships, collaborations, and mergers and acquisitions to increase their market share and maintain their position in the market.

Cloud Monitoring Market Taxonomy

On the basis of component, the global cloud monitoring market is segmented into:

- Solution
- Services

On the basis of service model, the global cloud monitoring market is segmented into:

- Software-as-a-service

- Platform-as-a-service
- Infrastructure-as-a-service

On the basis of organization size, the global cloud monitoring market is segmented into:

- Small and Medium-sized Enterprises
- Large Enterprises

On the basis of end-user industry, the global cloud monitoring market is segmented into:

- Banking, Financial Services, and Insurance
- Healthcare and Life Sciences
- Telecommunications and IT
- Government and Defense
- Manufacturing
- Retail and Consumer Goods
- Media and Entertainment
- Others

Market segment by Region/Country including:

- North America (United States, Canada and Mexico)
- Europe (Germany, UK, France, Italy, Russia and Spain etc.)
- Asia-Pacific (China, Japan, Korea, India, Australia and Southeast Asia etc.)
- South America (Brazil, Argentina and Colombia etc.)
- Middle East & Africa (South Africa, UAE and Saudi Arabia etc.)

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Frequently Asked Questions (FAQs):

- What are the key factors hampering growth of the Cloud Monitoring market?
- What are the major factors driving the global Cloud Monitoring market growth?
- Which is the leading component segment in the Cloud Monitoring market?
- Which are the major players operating in the Cloud Monitoring market?
- Which region will lead the Cloud Monitoring market?
- What will be the CAGR of Cloud Monitoring market?
- What are the drivers of the Cloud Monitoring market?

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