Digital Performance Management

Delivering perfect digital-experiences

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Mastering digital performance management (DPM) is one of the leading challenges of the digital economy. Often referred to as application performance management (APM), it requires a joint effort between many functional departments, such as marketing, sales, customer service, e-commerce and IT. It is no longer just about IT looking at the performance of the technology stack or the management of the infrastructure or cloud that delivers customer experience.

Today, it's about the collaboration between the lines of business and IT to measure and manage the end-to-end transaction delivery. It is critical for these technologies to translate the delivery into actionable information to optimize customer experience, as well as the performance of the technologies utilized. When DPM is optimized, companies can deliver an engaging digital experience, maximize revenue and improve brand loyalty.

DPM vendors help both the business and engineering teams to not only define conversion and revenue goals but also make sure they are reached. They ensure the application's performance doesn't become a roadblock to optimal customer experiences and reaching business metrics, including conversion rates, high availability and high user experience indexes. The goal is to effectively monitor and measure, while eliminating all revenue barriers. These solutions ensure that the road to conversion is quick and easy, the customer experience is smooth and customers remain loyal as a result.

This year's focus is on machine learning and self-service reporting.

9 SOLUTIONS TO KNOW

Constellation evaluates more than 25 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- AKAMAI
- APPDYNAMICS
- CATCHPOINT
- CISCO SPLUNK
- DATADOG
- DYNATRACE
- MANAGEENGINE
- NEW RELIC
- PTC (THINGWORX)

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email **ShortList@ContellationR.com** for more info.

To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Monitoring of each customer's journey and business transactions, using intelligent analytics
- Proactive application monitoring for quick problem resolution and maximum availability
- Full insights into each customer's journey to make better business decisions
- Connect the dots between customer experience, application performance and business outcomes
- Full technology stack monitoring with deep operational insights into the user's application environment
- Big data monitoring and data visualization
- Mobile application monitoring
- Cloud, server and mainframe monitoring
- Load testing, virtualization and network monitoring
- Customer behavior analytics
- Machine learning
- Self-service reporting

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES

- Marketing Transformation
- New C-Suite
- Next-Generation Customer Experience

R "Ray" Wang
Founder & Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models—such as digital transformation— impact brands,enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.