

ManageEngine's Analytics Plus: Designed to Empower Digital Transformation With Quick Time to Value

Abstract

EMA's extensive research in the area of IT analytics over the last few years has underscored the fact that advanced IT analytics (AIA) isn't so much a *market* as it is a *landscape* of emerging innovation. AIA solutions may touch strictly on performance management, and many do. Or they may include support for change management, security, or even financial planning, operational efficiencies, and IT governance.

This impact brief introduces a distinctive AIA offering, ManageEngine's Analytics Plus—a rare example of a highly accessible, cost-effective analytics investment that connects virtually all the right dots to make IT more efficient, relevant, and effective in delivering value. It is, in fact, a uniquely pragmatic approach to AIA that supports surprising breadth and depth with an inherent transformational power.

Event

In Q3 2016, ManageEngine introduced critical new integrations for Analytics Plus to complement its existing support for IT service management (ITSM). The new integrations, which include ManageEngine's OpManager and Applications Manager, have impressive extensibility to address both executive and IT concerns, as well as private and public cloud environments.

For its entrance into what it called the "self-service IT analytics market," ManageEngine first launched a beta edition of Analytics Plus in May 2016. This version focused on integrations with Service Desk Plus. The term "self-service" certainly applies here as Analytics Plus can be installed and configured in minutes, and it provides a number of templates for reporting and visualization, as well as enables easy drag-and-drop dashboard creation with charts, widgets, KPI metrics, pivot tables, and tabular view components. The "under the cover" analytic power of the solution includes flexible search capabilities combined with a versatile analytic and statistical engine.

One of the more surprising things about Analytics Plus, especially given its quick time to value, is its price. The Personal edition for single users is free. The Professional edition starts at \$1,995 for two users, with additional users priced at less than \$200 per seat per year. Moreover, ManageEngine is also offering a 30-day free trial. As volume picks up, ManageEngine estimates that broad use for stakeholders in mid-tier and enterprise environments will cost no more than \$20,000—a price that sets it apart from many competitors that charge roughly ten times that for their AIA-related offerings.

ManageEngine Analytics Plus: A Closer Look

Analytics Plus can import data from a variety of sources, including XLS, CSV files, databases, and web applications, and it is designed to handle large volumes of data with rapid (as quick as 15 minutes) data refreshes for visualization and analysis. Analytics Plus currently provides the following fully supported, easy, and fast integrations across the ManageEngine portfolio:

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- **Service Desk Plus** – This integration includes more than 250 prebuilt reports and dashboards leveraging more than 80 KPIs. Among the features are unique capabilities to support executive governance, such as a *CIO Dashboard* offering analyses of unsatisfied customers, request delays and associated costs, and incoming ticket and SLA trends. The many other options include such choices such as a *Technician Leader Board* that highlights technicians with the most closed tickets, as well as drill down on *Task Details, Requestors, Reopened Tickets, Backlog Analysis, and SLA Reports*, just to name a few.
- **Service Desk Plus MSP** – This integration includes many of the same analyses associated with Service Desk Plus, but is targeted at MSPs with support for unique account management issues such as *Account-Based Incidents* and *Billing*.
- **Support Center Plus** – This integration also includes many Service Desk Plus features, but with more than 60 prebuilt reports, it's directed at external customer support or support across multiple business environments, with such details as *Support Rep Reports* and *Business Unit Reports*.
- **OpManager and Applications Manager** – This integration targets OpManager and Applications Manager both together and separately. When addressing both together it provides integrated dashboards where KPIs and interdependencies across the full application infrastructure can be examined. With more than 100 prebuilt reports addressing more than 400 KPIs, some of the dashboards include *Alarm Snapshot, Inventory Overview, VMware Dashboard and SAP Dashboard*. There is also unique support for public cloud, in particular Amazon Redshift, Microsoft Azure SQL, and Amazon RDS with dashboard insights such as *Apps Running on AWS, EC2 Instances, and RDS Instances*.

EMA Perspective

Recent EMA research shows a number of trends that favor the versatile and multi-use-case values and strengths of Analytics Plus.¹ These include:

- **Stakeholders** – The average respondent requested AIA support for *nine roles* (including ITSM, operations, the IT executive suite and business executives and service owners) and *17 actual stakeholders*.
- **Domains** – Similarly, the average respondent wanted an analytic investment that could address at least *six different domains* or IT silos.
- **ITSM-Operations integration** – Eighty-two percent (82%) of the respondents prioritized significant analytics support for integrating ITSM and operations, and among those who were *extremely successful* with their initiatives, the number was yet higher.
- **Integration** – Thirty-three percent (33%) of respondents were leveraging a single analytics solution, while 49% were leveraging multiple analytic sources and seeking full integration across them.
- **Roadblocks** – *Resources and budget*, as well as *skill sets* and *lack of mature solutions* continue to be major roadblocks to AIA adoption.

ManageEngine's Analytics Plus addresses all of these AIA priorities with its breadth of stakeholder and domain support, its clearly balanced support for ITSM and operations, its design that favors tiered integrations across multiple monitoring and other analytic tools, and its fast time to value, low cost, and ease of use.

While Analytics Plus is early on in its adoption, it is already well received, and EMA sees broad pragmatic and strategic value for

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¹ EMA Research, "Advanced IT Analytics: A Look at Real-World Deployment in the Real World," March 2016.

the solution going forward. The solution is manageable and can immediately deliver benefits.

This is partly because Analytics Plus is not trying to do everything. For example, it does not provide the latest in machine learning or cognitive analytics. And its data currency is not purely real-time but rather up to every 15 minutes. Areas such as social media input and broad third-party integrations are also for the future rather than the present.

But there is nothing comparable on the market to Analytics Plus for cost-effectiveness, time to value, and minimal administrative overhead. Moreover, Analytics Plus is also distinctive in its breadth of stakeholder support and use case support and its seamless ability to integrate ITSM and operations for performance management, change management, and even OpEx efficiencies and cost-related governance. EMA looks forward to watching Analytics Plus reach out to more and more IT organizations seeking a pragmatic but compelling approach to unifying IT teams and optimizing IT efficiencies with shared data and analytic insight.

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About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help EMA's clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals, and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on [Twitter](#), [Facebook](#), or [LinkedIn](#).

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