

Turbonomic delivers rock-solid application performance; continuous AI-driven action dynamically matches application demand to infrastructure supply

The mission: Simultaneously, continuously, and automatically drive first-rate application and workload performance across any mix of any clouds and on-premises resources while slashing costs on an ongoing basis. Oh, and make sure it all adheres to compliance policies. That kind of promise would raise the “too good to be true” alarm if it weren’t for so many industry giants backing the claims (25% of Fortune 500 are clients). Though these IT leaders differ by industries and the challenges they face, their stories all end with some variation of, “...and we couldn’t have done it without Turbonomic.”



First do no harm, *then* waste no dollar

The first order of business for Turbonomic is application performance. Its approach to application resource management (ARM) is twofold: accurately derive the action that will assure performance and automate that action.

Turbonomic’s next priority is driving excess cost out of operations. Although clients regularly report savings in excess of 30% monthly cloud spend, the company’s leaders are adamant that the solution will never jeopardize performance for cost savings, no matter how great the potential may be. “First do no harm” captures the spirit of keeping applications “performance safe.”

Turbonomic continuously analyzes workload consumption demands, costs, and compliance constraints, allocating resources to optimize each vector. Applications get the resources they need in real time, operating across diverse environments: from data centers, through clouds, to the edge, and back. Around the clock, taking automatic action based on accurate and complete information, Turbonomic frees technical talent for innovative work by day and uninterrupted sleep by night.

Turbonomic basics, or why you can’t do it on your own

Application supply chains are massive, complex, multi-tiered beasts that face an ever-changeable volume and variety of demand. This complexity far outstrips the human capacity to comprehend, never mind effectively, manage. Turbonomic’s ARM distinctives include:

- **Completely agentless:** Turbonomic works through APIs to discover applications, platforms, and infrastructure resources, including the relationships between them.
- **Powerful analytics engine:** The analytics engine that drives real-time optimization is the exact same one that is used for planning in the first place. Without these capabilities, overprovisioning (itself a problem) is based on a guess and can jeopardize performance with the best of intentions.
- **Automation engine:** Turbonomic accounts for the full stack, with analysis that is multi-dimensional and continuous. Actions can be executed in real time, scheduled for planned change windows, or incorporated into existing workflows, letting organizations pace automation to fit their cultural norms.

Turbonomic customers also note the ability to optimize their public cloud estates, manage Kubernetes at scale, accelerate cloud migrations, and modernize data center infrastructure and operations.

EMA perspective

Rapidly growing through both acquisition and organic success, Turbonomic gets almost all of its business by word of mouth from satisfied customers. Although there are many products out there that have adjacent functionality, EMA knows of no direct competitor that can do all that Turbonomic does, never mind at such a high level of consistent quality. One executive told EMA, “Everyone is being told that someone else can do what we do—and they can’t.”

While that may sound like good news, being unique is not all fun and games for a modest-sized company in a loud and crowded market. First of all, if they are alone in a category, no one is going to go looking for them unless they already know about them. In the case of Turbonomic, if a large company already knows about it, the chances are good that they are also already a customer.

Turbonomic is frequently (and mistakenly) thrown into the adjacent and symbiotic category of application performance management. Instead, its powerful combination of analytics, AI, and action more fittingly earn it a place in the diverse AIOps market, as well as EMA’s recommendation as a Vendor to Watch.

About Vendor to Watch: EMA Vendors to Watch are companies that deliver unique customer value by solving problems that had previously gone unaddressed or provide value in innovative ways. The designation rewards vendors that dare to go off the beaten path and have defined their own market niches.

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 IT professionals and IT vendors at www.enterprisemanagement.com or blog.enterprisemanagement.com. You can also follow EMA on [Twitter](#), [Facebook](#), or [LinkedIn](#).

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