

2026

Enterprise Management Associates (EMA)  
Research Calendar

*Intelligent Automation*

## Intelligent Automation

### Tuning the Signal: Rethinking Observability and Application Performance in the GenAI Era

As observability and application performance monitoring (APM) begin to converge, this research explores how enterprises are recalibrating their monitoring strategies to focus on business outcomes, user experience, and incident resolution. With generative AI enabling deeper correlations and narrative storytelling from telemetry data, the boundaries between APM, infrastructure monitoring, and full-stack observability are shifting. This study examines how organizations are adapting platform selection, team responsibilities, and performance KPIs in response to AI and the rising complexity of distributed systems.

### Orchestrating the Digital Core: Workload Automation Strategies for a Federated, AI-Driven Enterprise

This major research initiative revisits the strategic role of workload automation (WLA) as it evolves from centralized job scheduling to orchestrated, intelligent execution across hybrid IT, business operations, and AI-driven processes. The study will track WLA maturity metrics dating back to 2013 while exploring how generative AI is influencing automation logic, exception handling, and decision support. It will also analyze how observability and integration requirements are reshaping the definition of orchestration platforms and their role in digital transformation.

### The OpenTelemetry Imperative: Standardizing Signals in a Fragmented Observability World

OpenTelemetry (OTel) has become the de facto standard for instrumenting modern cloud native systems, but adoption remains uneven and misunderstood. This research will evaluate how enterprises are deploying OTel across traces, metrics, logs, events, and profiles – and where toolchain gaps and vendor limitations persist. It will explore deployment models, real-world signal coverage, and how OTel is enabling or disrupting broader observability strategies. The study will help buyers navigate standardization decisions while giving vendors data on what's working and what's lagging.

### Navigating the Observability Maze: A PRISM View into Platform Differentiation and Market Traction

With observability platforms increasingly claiming end-to-end visibility, GenAI copilots, and service intelligence, this PRISM Report will map the true shape of the market. It will categorize vendors based on architecture, telemetry integration, workflow coverage, and AI sophistication while clarifying which platforms offer differentiation and which blur into sameness. The report will help IT decision-makers cut through inflated claims and understand where real product innovation, convergence, or specialization is occurring across the observability landscape.

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### The AI-First DevOps Stack: Building Secure, Productive, and Auditable Toolchains

As AI becomes embedded throughout the DevOps lifecycle, this research will assess how teams are rethinking productivity, code security, compliance, and tooling alignment. The study will explore the adoption of AI-powered code generation, agentic test automation, automated AppSec enforcement, and CI/CD orchestration, along with challenges around auditing and governing AI-generated assets. It will highlight how internal developer platforms and toolchain convergence are changing the nature of software delivery in high-AI organizations.

### Architects of Autonomy: How Intelligent Orchestration is Rewiring the Enterprise Nervous System

Orchestration has moved beyond IT job management and is emerging as a unifying layer for coordinating services, agents, and business processes across the digital enterprise. This research explores how intelligent orchestration – powered by AI, event-driven triggers, and agent-based logic – is enabling enterprises to build self-healing, adaptive systems. It will analyze platform adoption, decision logic complexity, observability integration, and use cases spanning IT, ops, and line-of-business automation.

### EMA™ Radar for Workload Automation and Orchestration: Evaluating the Engines of Enterprise Execution

This flagship Radar will assess the leading platforms powering enterprise workload automation and orchestration. Vendors will be scored across five key dimensions, with expanded 2026 criteria for agentic orchestration, observability transparency, GitOps readiness, SaaS platform maturity, and orchestration intelligence. The Radar will include structured surveys, customer reference interviews, and KPI-aligned scoring to guide enterprise buyers and highlight innovation across this evolving segment of the automation landscape.

### Seeing with New Eyes: How GenAI is Reshaping Observability, Insight, and Action

This study examines the transformative impact of GenAI on observability platforms, from simplifying telemetry interpretation to enabling story-based diagnostics and guided remediation. It will assess how observability teams are incorporating LLM-based insights into workflows, dashboards, and team collaboration. The research will explore how GenAI is improving time to insight, reducing operator fatigue, and enhancing platform usability for both expert SREs and non-technical stakeholders.

## Intelligent Automation

As President and COO of EMA, Dan develops and executes strategic market research, delivers value to IT organizations through consulting engagements, and directs product developments and marketing efforts. Dan has over 30 years of experience in information systems, software development, and technology outsourcing.

Prior to joining EMA, Dan was the President and CEO of NETdelivery. Dan led the company through changing strategic direction, identifying and penetrating new markets, and realigning corporate assets to support a new strategy. He also led the product development, engineering, quality assurance, program management, professional services, and customer support functions.

As VP of Financial Products for the Electronic Commerce division of EDS, a leading global information technology services company, Dan spearheaded product strategy, system development, operations, and customer support functions. During his 14 years with EDS, Dan also held product management and systems engineering positions, managing and operating a variety of banking systems, payment systems, and other electronic commerce services.

Dan's experience managing multi-site and multi-cultural service operations gives him a unique, hands-on perspective into outsourcing and managed service providers. He is a coauthor of *CMDB Systems: Making Change Work in the Age of Cloud and Agile*.



**Dan Twing**  
*President and COO*

"Dan Twing and the Enterprise Management Associates (EMA) team have really taken the time to understand Embrace and it shows! From the OpenTelemetry survey digging into mobile, to the new coverage of Embrace's next phase for Web, they just get it."

*Molly Moriarty, VP Brand & Communications at Embrace*



### About Enterprise Management Associates, Inc.

Founded in 1996, Enterprise Management Associates (EMA) is a leading IT analyst research firm that specializes in going “beyond the surface” to provide deep insight across the full spectrum of IT 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 its clients achieve their goals. Learn more about EMA research, analysis, and consulting services at [www.enterprisemanagement.com](http://www.enterprisemanagement.com). You can also follow EMA on [X](#) or [LinkedIn](#).



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