

Enterprise Management Associates (EMA)
Research Calendar

Cloud Infrastructure and Operations

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Cloud Operations Megatrends 2027: Operating the AI Estate

AI is changing cloud operations in two fundamental ways: it is creating a new class of infrastructure-intensive production workloads while becoming an active participant in operating the environments on which those workloads depend. This annual research will examine the trends reshaping cloud operations, including AI infrastructure management, agentic operations, continuous optimization, hybrid deployment, platform engineering, and the growing financial and operational impact of machine-driven demand. It will also track how organizations are assigning responsibility across cloud operations, infrastructure, SRE, FinOps, platform engineering, and AI teams. By maintaining a longitudinal core while introducing new topics each year, the study will identify which practices are maturing, where operational challenges persist, and how enterprises are adapting their cloud operating models to support an increasingly AI-driven technology estate.

Sovereign AI Infrastructure and Operations: Controlling Where AI Runs, What Data It Uses, and Who Governs Its Actions

As AI becomes embedded in critical applications and business processes, enterprises are confronting questions of sovereignty that extend well beyond data residency. Organizations must determine where models execute, who controls the supporting infrastructure, what information can cross organizational or geographic boundaries, and how agent identities and actions are governed. This research will investigate how enterprises are operationalizing sovereign AI across public cloud, private cloud, regional providers, and customer-controlled infrastructure. It will examine model and provider portability, bring-your-own-cloud (BYOC) and bring-your-own-model (BYOM) requirements, GPU and accelerator infrastructure, data-processing boundaries, telemetry movement, and AI supply-chain dependencies. The findings will clarify how enterprise buyers define sovereign AI and identify the infrastructure, management, security, and operational capabilities required to retain meaningful control over AI systems.

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As President and COO of EMA, Dan develops and executes strategic market research, delivers value to IT organizations through consulting engagements, and directs product development and marketing. He brings over 30 years of experience in information systems, software development, and technology outsourcing, including as President and CEO of NETdelivery and VP of Financial Products at EDS, where he managed banking, payment, and electronic commerce systems. Dan is coauthor of CMDB Systems: Making Change Work in the Age of Cloud and Agile.



Dan Twing
President and COO

Sponsorship Opportunities

Engage with EMA Beyond the Research Report

In conjunction with the 2027 Research Calendar, EMA offers a range of sponsorship opportunities that connect you with enterprise IT decision-makers, elevate your brand, and generate qualified leads. These opportunities align with EMA's broader suite of services, give you more ways to engage with the market, and maximize your investment.

How the 2027 Research Calendar Connects to EMA's Services

The 2027 Research Calendar provides multiple ways to engage, and each opportunity can be tailored to your specific goals.

 Research Get the data and analysis you need to understand markets, buyers, and emerging technologies.	▶ Sponsor a report, provide input for research, and request custom data.
 Analyst Engagement Tap into EMA's analyst expertise through briefings, advisory support, subscription access, and speaking opportunities.	▶ Bring EMA analysts into product strategy, market discussions, events, and executive conversations.
 Content & Thought Leadership Showcase your expertise with case studies, white papers, eBooks, and infographics, developed with EMA's research and analyst insight.	▶ Turn research and analyst insight into credible content that supports education and thought leadership.
 Media & Demand Generation Reach and engage your target audience with webinars, podcasts, blogs, and videos that put your message in front of key decision-makers.	▶ Extend your message through analyst-led media and content designed to engage enterprise IT audiences.
 Market & Vendor Visibility Build credibility and stand out by participating in EMA™ PRISM, Radar, and Top 3 reports.	▶ Build visibility and credibility through EMA's market evaluation and vendor recognition programs.
 Subscriptions & Bundles Maximize your investment with flexible subscription options and bundles that combine multiple services for greater reach and value.	▶ Combine research, analyst access, content, and other services into an ongoing engagement.



30
YEARS

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. You can also follow EMA on [X](#) or [LinkedIn](#).

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