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2026 REPORT EUROPE & MIDDLE EAST

OBSERVABILITY FORECAST

AI drives EMEA observability, with Gulf states surging ahead as Europe moves cautiously.

AI is the top force pulling organisations towards observability, which holds just as true across Europe and the Middle East as it does globally. But EMEA is not moving at one speed. The Gulf states are racing ahead in AI-native monitoring, while European IT leaders are cautiously weighing cost and an incoming wave of regulation (the EU AI Act, NIS2, etc.) alongside the same AI pressures driving demand.

This regional edition isolates the 750 EMEA respondents in this year's global survey (650 across Europe and 100 across the Middle East) and adds commentary on the trends shaping individual countries. Throughout this report, we highlight trends in Europe and the Middle East alongside EMEA (blended) data, comparing regional performance against global benchmarks.

The headline: EMEA organisations are, on the whole, a step behind the global pace of AI observability adoption — but that gap is almost entirely a European story. The Middle East, powered by sovereign AI investment programmes like Saudi Arabia's declared 2026 "Year of AI" and the UAE's Stargate UAE compute build-out, is outpacing the rest of the world on nearly every AI-adoption metric in this survey. Europe, meanwhile, is more cost-conscious, more governance-minded, and more cautious about calling its AI rollout "complete."

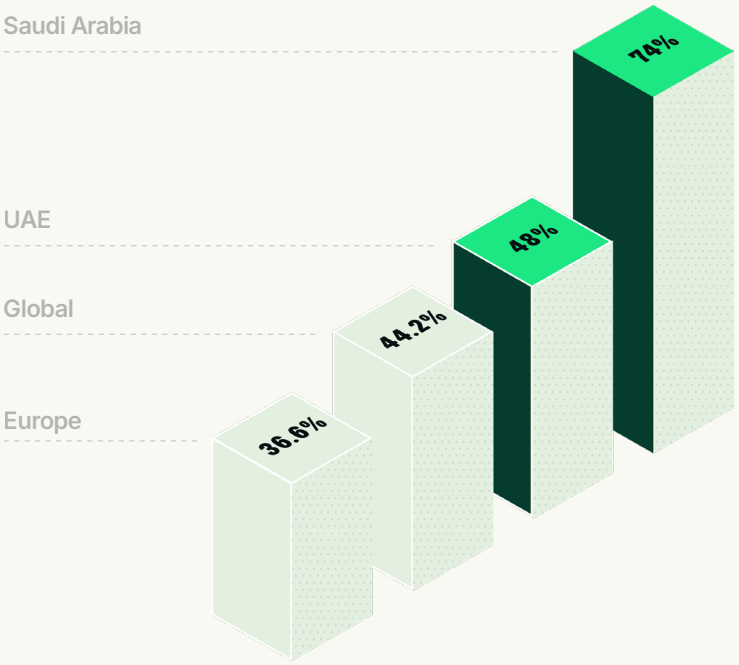
METHODOLOGY

New Relic partnered with Enterprise Technology Research (ETR) to survey 2,575 IT and engineering leaders and practitioners worldwide. This regional edition draws on the 750 respondents based in Europe and the Middle East (28.8% of the global sample), further broken out into eight country groupings. All figures reflect EMEA respondents unless a specific country, region (Europe or Middle East), or the global figure is named for comparison. Where an EMEA-wide figure is shown, it is the weighted combination of the Europe and Middle East sub-samples for that specific question.

KEY FINDINGS

The Gulf is outrunning the globe — Europe is not

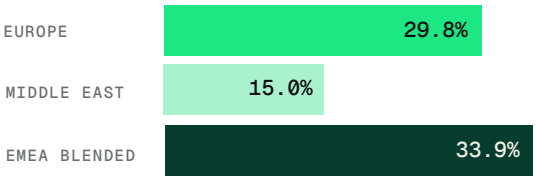
Saudi Arabia and the UAE post the highest adoption rates in this survey for agentic AI monitoring, AIOps, and OpenTelemetry standardisation. Europe alone lags the global average on nearly every AI-capability metric.



Cost, not features, defines the European half of the conversation

Cost management is a bigger driver of observability demand in Europe than anywhere else in the survey, and cost (affordability) remains the single most-cited vendor-selection criterion across the region. The Middle East is the mirror image: only 15.0% of Middle East respondents cite cost as a top vendor criterion.

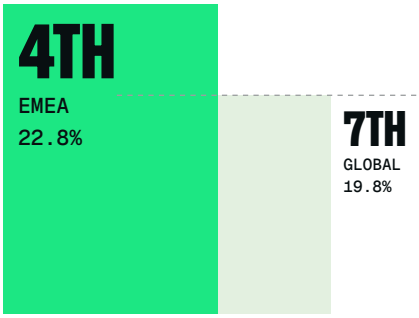
EUROPE IS THE MOST COST-DRIVEN MARKET



Governance carries more weight in EMEA buying decisions than anywhere else

Access controls and compliance rank higher in EMEA than globally - a pattern consistent with a region navigating GDPR, the EU AI Act's incoming high-risk obligations, and the NIS2 directive's still-unfinished rollout.

GOVERNANCE RANKS THREE PLACES HIGHER



28.4% Actively monitor AI agents in production

27.9% Deploy agents but not monitoring

EMEA's agentic AI risk gap is nearly as wide as it can get

Just 28.4% of EMEA organisations say they are actively monitoring AI agents in production. Almost the same share that have deployed agents but are not yet watching them. Globally, the monitored group still outnumbers the unmonitored group by 10 points (35.0% vs. 24.6%); in EMEA, that lead nearly disappears.

37.5 MINUTES
AVERAGE MEAN TIME TO DETECT

49.5 MINUTES
AVERAGE MEAN TIME TO RESOLVE

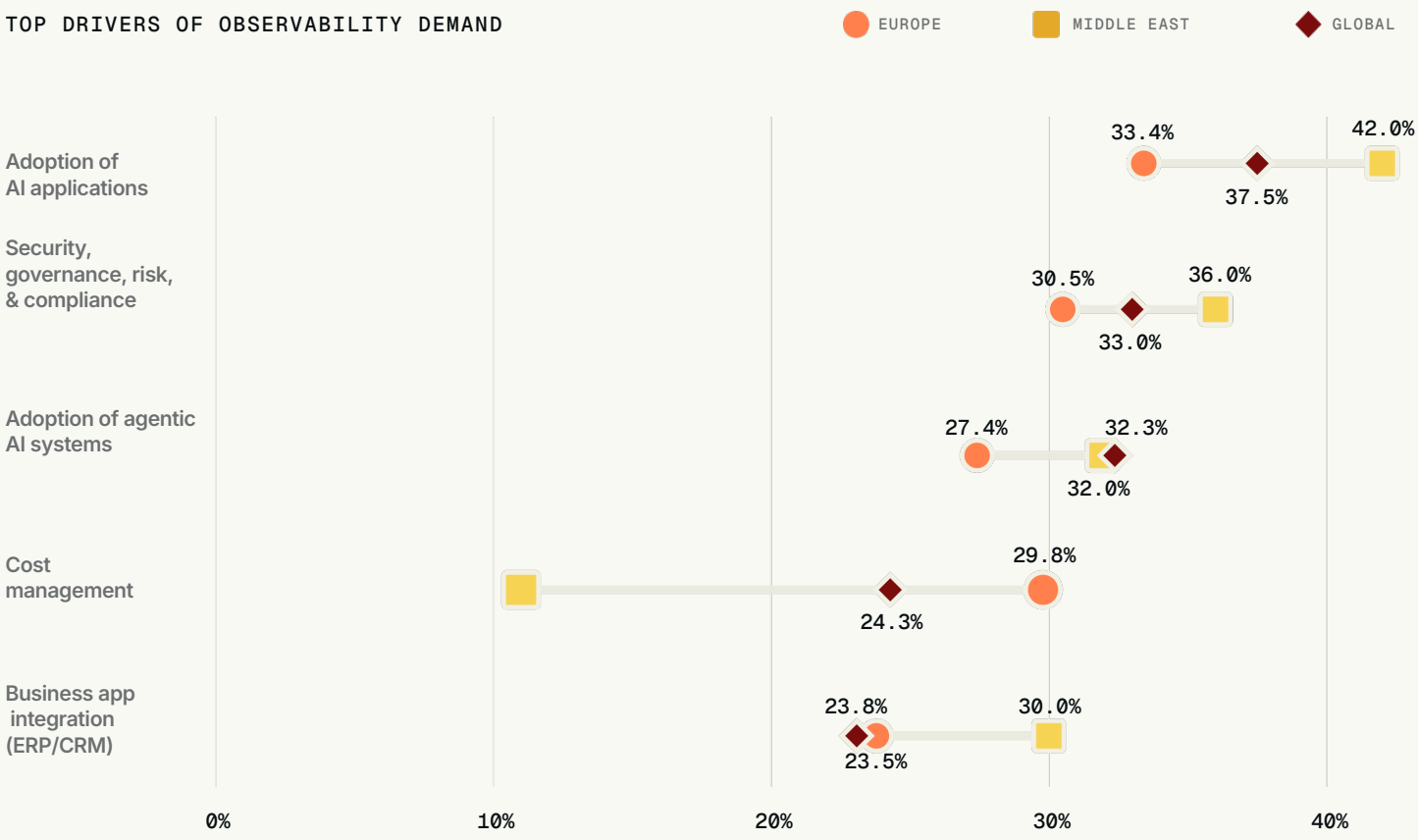
High-impact outages hit EMEA less often, and are cleared faster, than the global average

EMEA organisations report a mean time to detect (MTTD) of 37.5 minutes and a mean time to resolve (MTTR) of 49.5 minutes for high-impact outages — both faster than the global averages of 41.3 and 53.6 minutes, and a lower average cost per hour of downtime at $1.57 million (€1.36 million) vs. $1.85 million (€1.60 million) globally.

AI is the new centre of gravity

AI is the top driver of observability demand, but the Gulf rates it higher than Europe

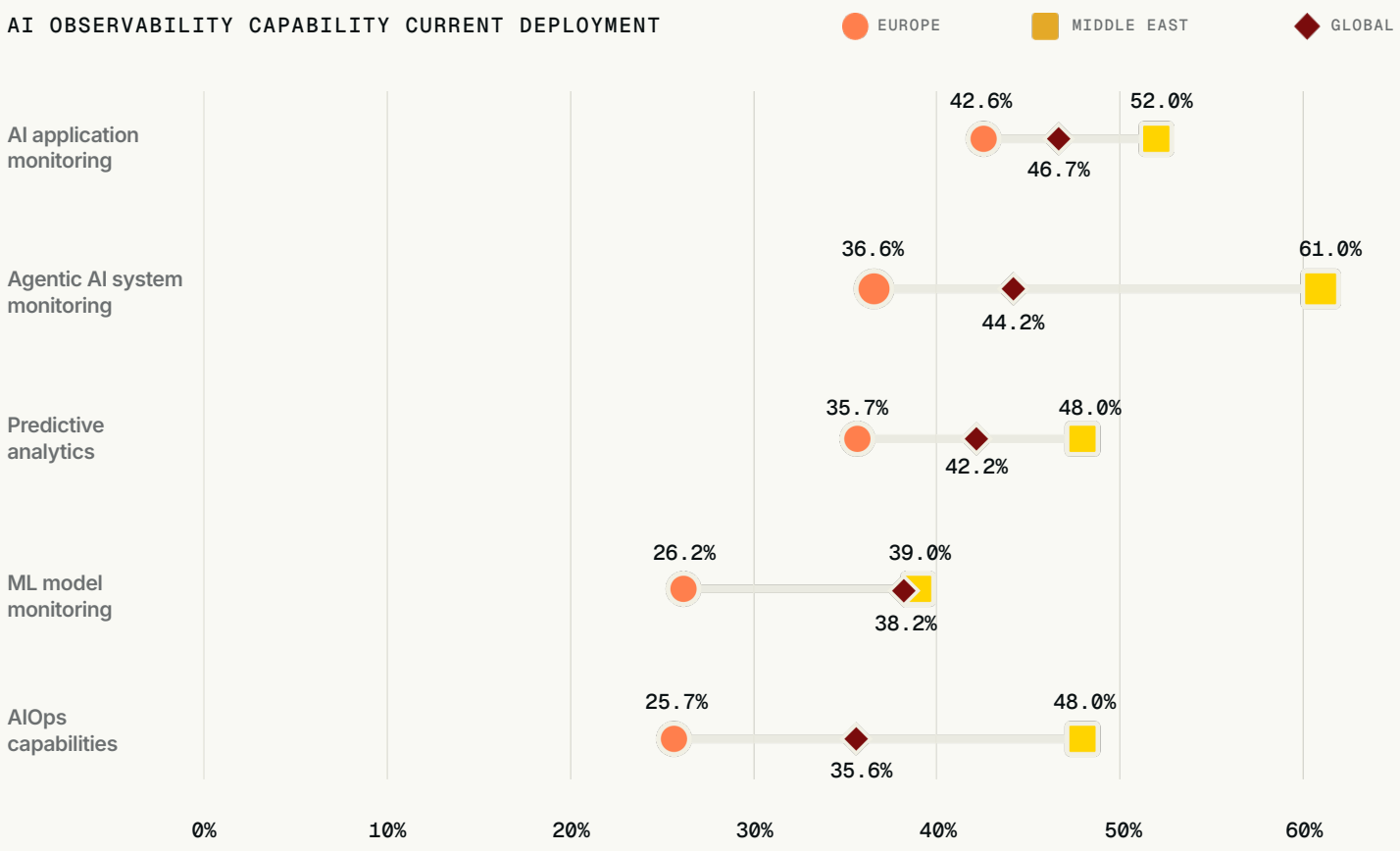
AI is the dominant force pulling EMEA towards observability, exactly as it is globally. But the intensity of that pull, and the pace of the response, split sharply along the region's internal fault line: Europe on one side, the Gulf on the other.



AI adoption and agentic AI adoption are still the top two drivers in EMEA, just as they are globally. Cost management is the exception that proves the point: it is the only driver on this list where EMEA outranks the world, driven almost entirely by Europe, where nearly 3 in 10 organisations cite cost pressure as a reason to invest in observability — more than double the Middle East's 11.0%.

AI observability capability deployment: Europe lags, the Gulf leads

Every capability on this list follows the same pattern: Middle East adoption meets or beats the global rate, Europe trails it. The widest gaps are in agentic AI system monitoring (Europe 36.6% vs. global 44.2%, a 7.6-point gap) and AIOps (Europe 25.7% vs. global 35.6%, a 9.9-point gap) — both areas where the Middle East is more than 20 points ahead of Europe on the same measure.



Add each capability's "plan to deploy within a year" cohort and the gap mostly closes: EMEA reaches roughly the same ~78–80% cumulative adoption-plus-intent as the global figure for AI application monitoring. The region is not opting out of AI observability — it is simply arriving twelve months later, on average, than the rest of the world.

AI application monitoring

46.7%

of organisations globally currently deploy AI application monitoring

AI features and the incident lifecycle

AI-assisted troubleshooting is used just as widely in EMEA (44.5% blended) as globally (44.9%) — the one AI feature where the region keeps pace exactly. Everywhere else, EMEA trails: the AI observability chatbot or assistant sits at 29.3% blended versus 35.0% globally, and AI-assisted remediation actions sit at 25.6% versus 30.6% globally (Europe alone is just 22.8%, while the Middle East is 44.0%).

Asked which phase of the incident lifecycle has improved most from AI-assisted observability, EMEA organisations lean noticeably more on correlation (31.1% blended, versus 26.7% globally) and less on detection (24.5% vs. 27.8% globally) than the rest of the world. That skews towards correlation as the standout benefit lines up with a region running slightly leaner but more fragmented tool stacks. Correlation is exactly the job that gets harder as the number of tools and telemetry formats multiplies.

Regional backdrop: regulation is doing some of the driving

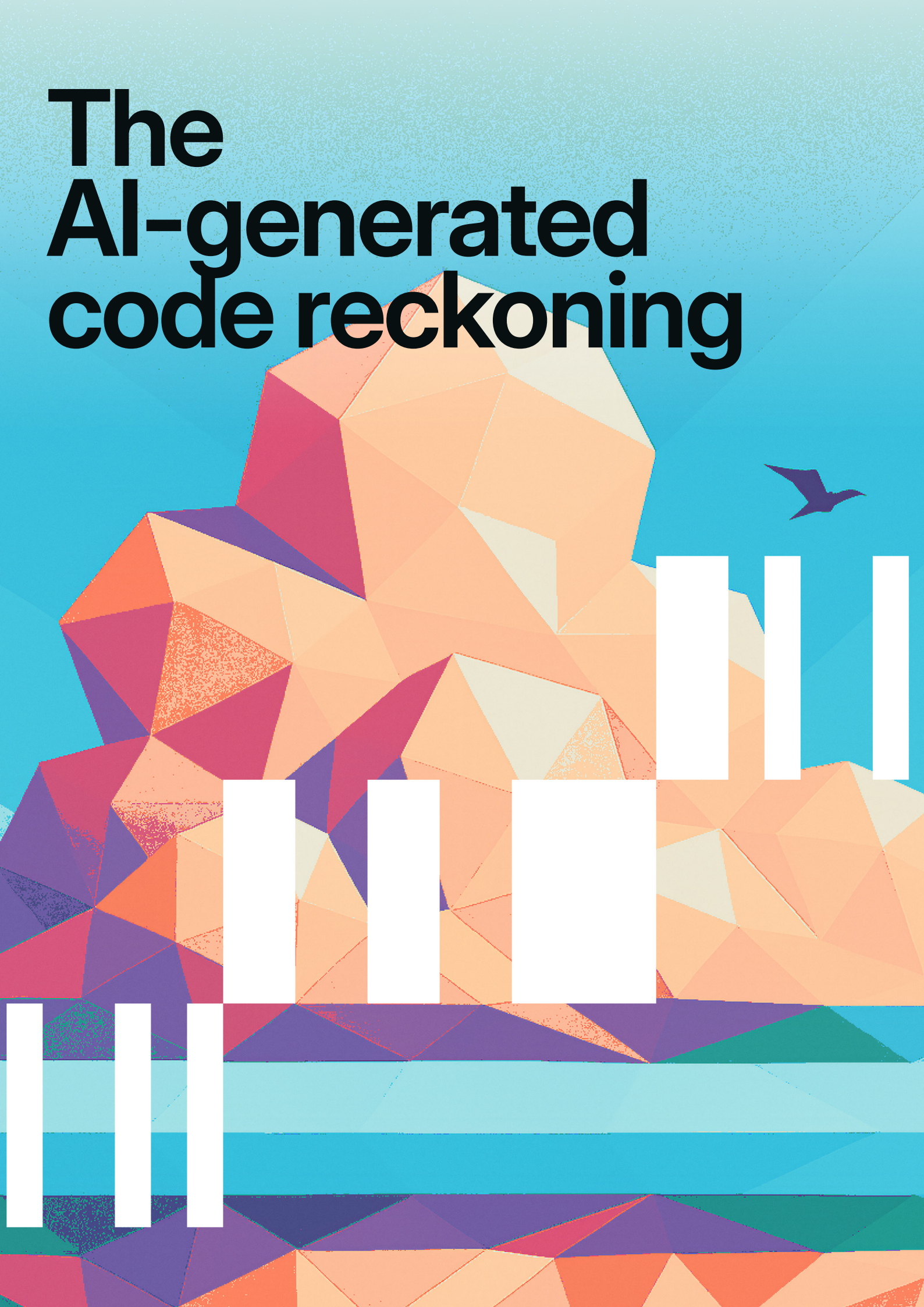
Two regulatory tracks help explain why security, governance, and compliance sit near the top of EMEA's own list of observability drivers, even if the region's blended figure (31.2%) still trails the global rate (33.0%). The EU AI Act's main transparency duties and the AI Office's enforcement powers over general-purpose AI providers took effect on 2 August, 2026; the tougher high-risk obligations for standalone AI systems have since been pushed back to 2 December, 2027 under the EU's Digital Omnibus on AI, giving European organisations a longer, but still finite, window to get AI systems observable and auditable. Separately, the NIS2 cybersecurity directive continues its uneven rollout across the bloc. Roughly 23 of 27 member states had transposed it into national law by mid-2026, and the first fines (in Belgium, Italy, Hungary, and Lithuania) have already landed, pushing incident-reporting and resilience obligations onto exactly the kind of organisations this survey covers.

The agentic AI risk gap is widest precisely where adoption is highest

Just 28.4% of EMEA organisations report actively monitoring AI agents in production, against 27.9% who have deployed agents without monitoring them; essentially a flip of a coin. Globally, the monitored group leads the unmonitored group by a full 10.4 points (35.0% vs. 24.6%).

The gap is not uniform. Saudi Arabia is the best-positioned country in the entire global survey on this measure (60.0% monitoring vs. 24.0% unmonitored). The United Arab Emirates is the worst: just 30.0% monitoring against 42.0% deployed-but-unmonitored. This is the widest unfavourable gap of any market surveyed. Spain (12.0% vs. 28.0%) and the Benelux/Nordic group (19.0% vs. 34.0%) show the same warning sign in Europe.

The AI-generated code reckoning

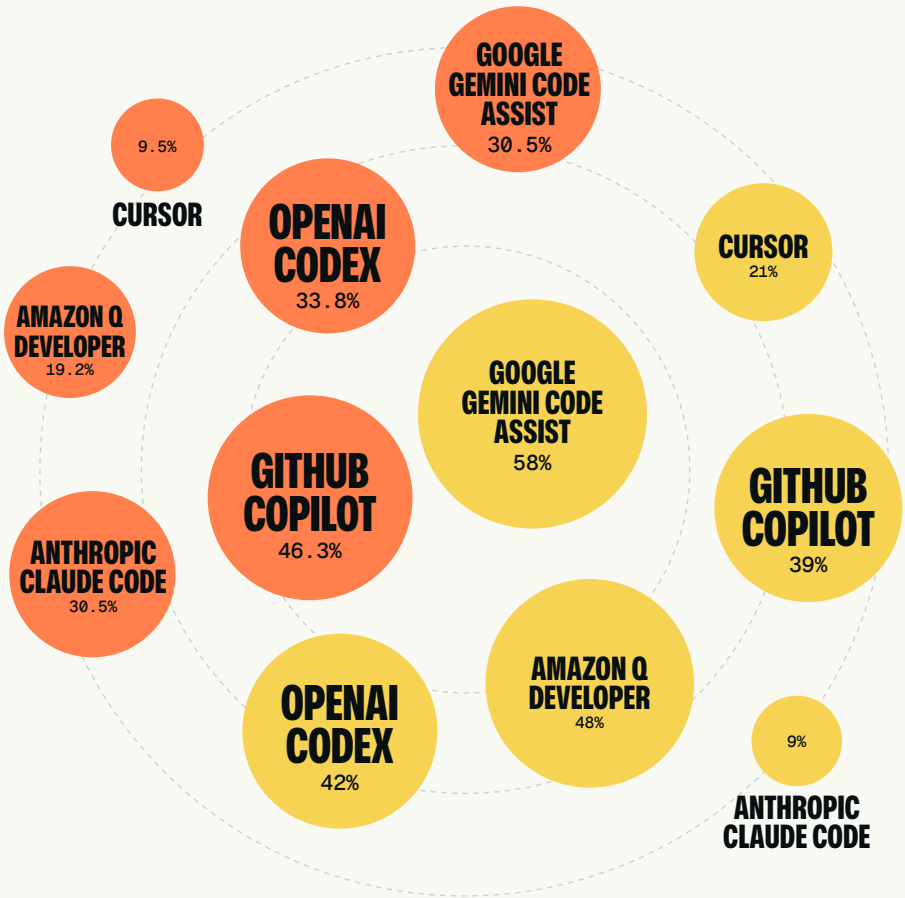


Shift to AI-generated code is profound in EMEA

The scale of the shift towards AI-generated code is a global phenomenon, and EMEA leaders have absorbed the implications just as fully as the rest of the world has.

82.7% of EMEA respondents agree or strongly agree that the rise of AI-generated code makes robust observability more critical — within a rounding error of the 82.6% global figure. The difference shows up in intensity, not direction: only 30.7% of EMEA respondents "strongly" agree, against 35.2% globally, with the Middle East (50.0% strongly agree) pulling the regional figure up and Europe (27.7%) pulling it down.

THE AI CODING TOOLCHAIN IN EMEA



GitHub Copilot leads in Europe as it does globally, though at a lower rate (46.3% vs. 49.7%). The more striking pattern is how differently the region splits by tool: Claude Code over-indexes in Europe (30.5%, above the global rate) but is barely present in the Middle East (9.0%), while Gemini Code Assist and Amazon Q Developer show the reverse pattern — both roughly double their global adoption rate in the Middle East, led by the UAE (52.0% and 56.0% respectively). Only 2.7% of EMEA organisations report using no AI coding tool at all, matching the global figure of 2.6%.

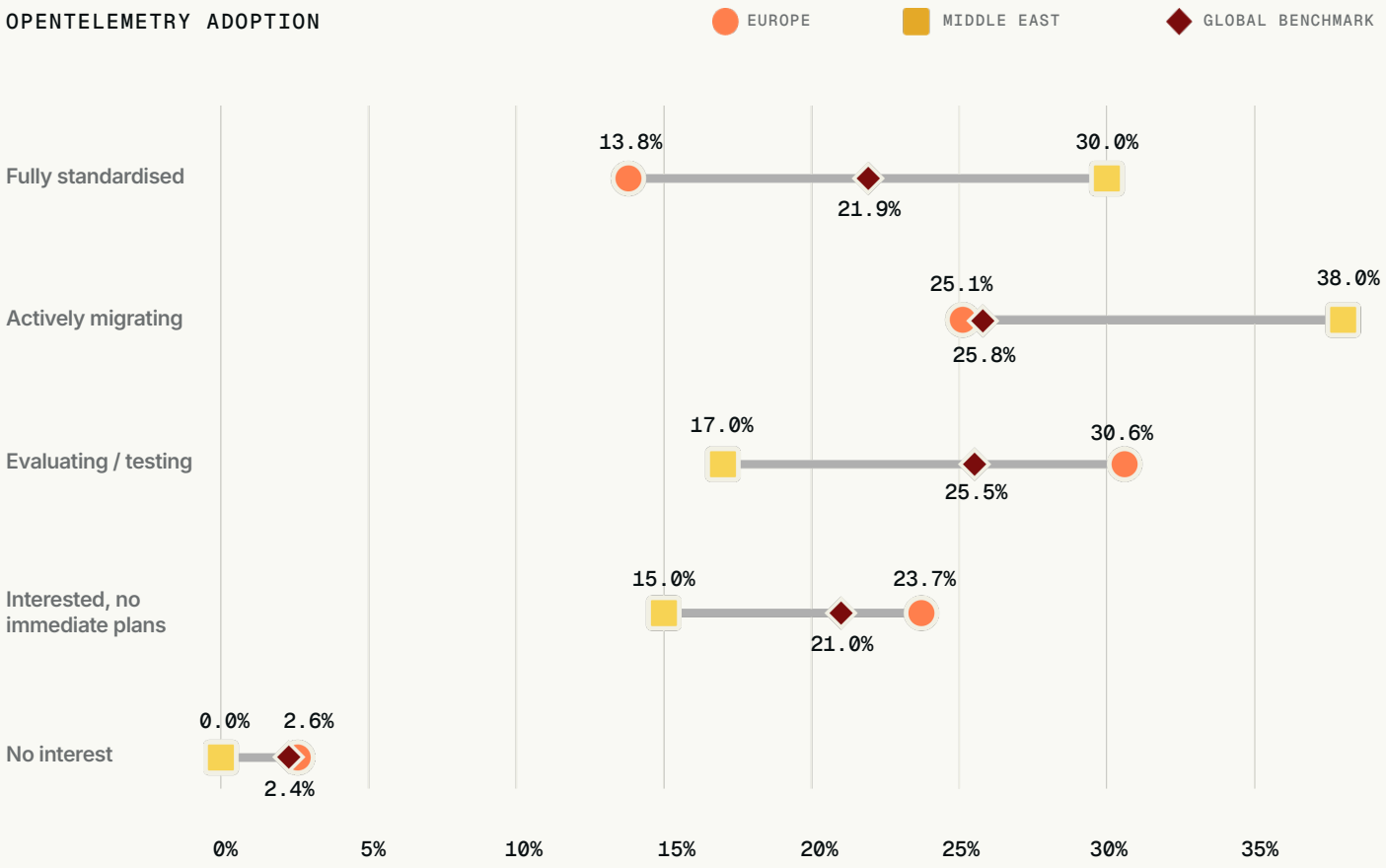
On AI's effect on stack complexity, EMEA is more optimistic

56.9% of EMEA organisations say AI has simplified the management of their software stack (significantly or moderately), against 51.8% globally — and only 28.4% report AI adding complexity, versus 33.3% globally. The Middle East is the most bullish sub-region in the entire survey on this question: 74.0% report simplification, and just 22.0% report added complexity.

OpenTelemetry is keeping pace

OpenTelemetry in EMEA: Broad adoption, distinct regional priorities

Our survey reveals that OpenTelemetry (OTel) has become the de facto global standard for taming fragmented, multiplied toolchains. EMEA is a full participant in that shift — just not, on the whole, ahead of it.

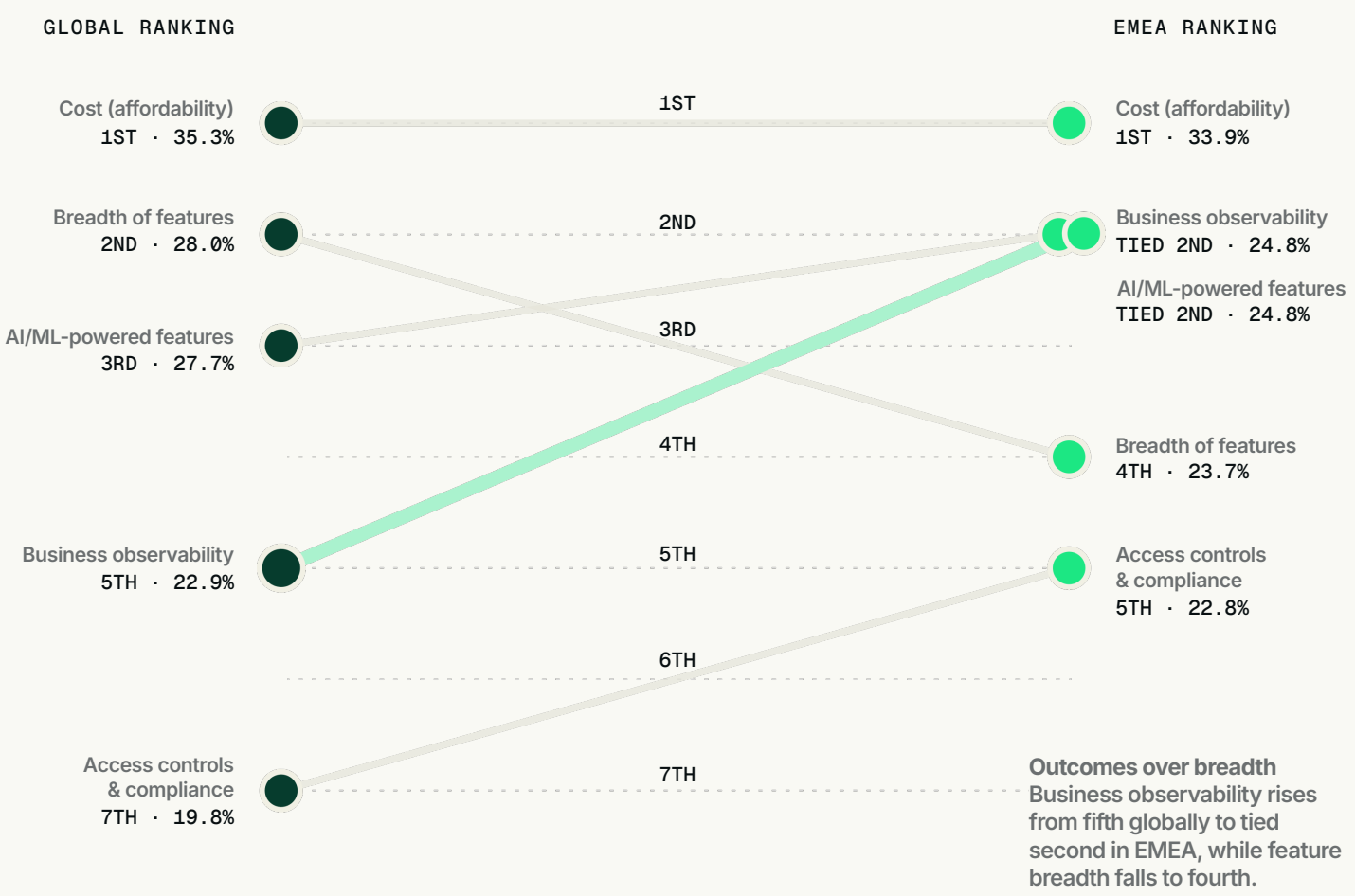


Combine the top three rows and 71.6% of EMEA organisations are standardised on, actively migrating to, or piloting OpenTelemetry, which is broadly on par with the global rate of 73.2%, just skewed towards the earlier stages of the journey. “Fully standardised” is where the region diverges most: only 16.0% of EMEA organisations have reached that stage, against 21.9% globally, and that EMEA figure is propped up almost entirely by Saudi Arabia (42.0%, the highest of any market in the survey) and the UAE (18.0%). Germany, by contrast, sits at just 8.0% fully standardised (the lowest of any EMEA country) even as 32.0% report actively migrating.

Cost keeps its global top spot in EMEA too

but the next four criteria reshuffle in a telling way: governance climbs from 7th globally to 5th in EMEA, and business observability edges ahead of raw feature breadth. That reordering is consistent with a region under active regulatory pressure layered on top of the same AI-driven demand seen everywhere else. The Middle East again pulls in the opposite direction from Europe on cost: only 15.0% of Middle East respondents cite affordability as a top criterion, against 36.8% of European respondents, while 39.0% of Middle East respondents cite AI/ML-powered features — their single highest-ranked criterion.

EMEA OBSERVABILITY BUYERS' PRIORITIES



Outcomes over breadth
Business observability rises from fifth globally to tied second in EMEA, while feature breadth falls to fourth.

The business case for AI-strengthened observability

The reactive-work tax, EMEA-style

EMEA engineering teams spend a mean of 35.4% of their time addressing disruptions, slightly below the global figure of 36.9%, though the Middle East (41.4%) is significantly higher than Europe (33.7%). Asked where they would reinvest reclaimed time, EMEA leaders point first to enhancing security, hardening, and compliance (27.5% blended) and developing/shipping new features (21.1%), a slightly different ordering than the global list, which puts system architecture and scalability first.

The Middle East posts the strongest ROI of any region in the survey (91.9% positive, with 20.2% reporting a 5–10x return, the highest of any market), while Europe sits a few points below the global average. Spend intentions follow the same pattern: 78.8% of organisations in the Middle East expect their observability spend to increase over the next 12 months (including 12.1% expecting a significant increase), with Europe again lagging behind at 67.6%, with just 2.3% expecting a significant increase.

Business outcomes and benefits

The outcomes EMEA organisations already attribute to observability track the global list closely, just at somewhat lower levels: quantifying the business impact of incidents (45.1% blended vs. 51.1% globally), mitigating service disruptions and business risk (44.1% vs. 48.5%), and improving customer experience (43.2% vs. 48.8%) remain the top three. One outcome bucks the pattern: preparing for and managing AI application development and deployment sits at 40.7% blended, and is led not by a Gulf market but by France (49.3%) — the highest reading of any EMEA country on this measure, ahead of the UAE (50.0%) only narrowly.

On day-to-day benefits, improved system uptime and reliability remains the top-cited benefit in EMEA (36.6% blended, vs. 38.3% globally), and regulation compliance as a named benefit is cited by 17.5% of EMEA respondents — led by Spain (24.4%, the highest of any EMEA country) and lowest in the UAE (6.0%), a reminder that compliance-driven value is concentrated in the EU's own member states rather than the Gulf.

At the individual level, EMEA practitioners are somewhat more likely than their global peers to say observability "frees up time to work on other projects" (36.2% blended vs. 33.1% globally, led by Europe at 36.7%), while EMEA executives and managers report a modest lag on "helps translate technology strategy into tactical execution" (30.3% vs. 32.7% globally) — another case where a strong Middle East reading (45.1%) offsets a softer European one (26.6%).

ROI realised

75.6%
of EMEA organisations report a positive return on observability spend

GLOBAL

25.7%
EXPECT 3X OR HIGHER ROI

EUROPE

18.2%
EXPECT 3X OR HIGHER ROI

MIDDLE EAST

51.5%
EXPECT 3X OR HIGHER ROI

~2X
GLOBAL RATE

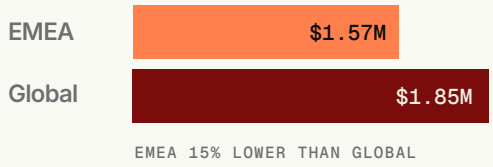
The cost of outages is falling, but the risk is not

Annualised outage losses

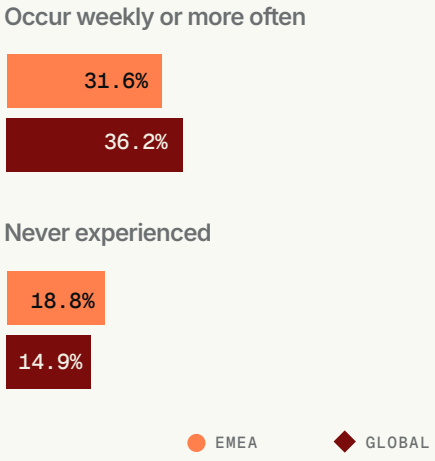
This year's global forecast puts an annualised figure on high-impact outage losses ($73.5 million, down from $76 million) using ETR's broader cost model. In EMEA, this figure is more than halved at $33 million. EMEA organisations report somewhat less frequent high-impact outages, faster detection and resolution, and a lower cost per hour of downtime than the global average.

COST PER HOUR OF DOWNTIME

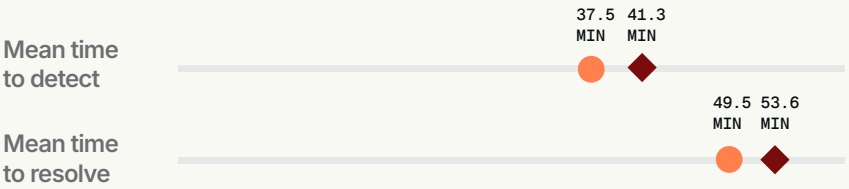
$280K LESS PER HOUR IN EMEA



OUTAGE FREQUENCY



FASTER DETECTION AND RESOLUTION



Since adopting an observability solution, 66.2% of EMEA organisations report a faster mean time to detect and 66.4% report a faster mean time to resolve — both a few points below the global rates of 70.3% and 69.3%, with a correspondingly larger share (about 20%) reporting no change yet rather than reporting things getting worse.

Country-level detail

Resolution speed varies widely beneath the regional average. Spain posts the fastest mean time to resolve of any EMEA country (38.3 minutes) and Saudi Arabia the fastest mean time to detect (29.5 minutes, tied with the UK), while Ireland runs the slowest MTTR in the region at 62.7 minutes despite a comparatively small sample (n=45). On cost per hour, the UAE reports the highest average exposure in EMEA ($1.97 million) — above even the global average — while the UK reports the lowest ($1.30 million).

Why this matters for a region that leans on the same hyperscalers everyone does

The past year's largest outages; an AWS region failure on October 20, 2025 that took roughly fifteen hours to fully resolve and generated more than 17 million reports across 60-plus countries; a nine-hour Azure Front Door configuration failure on October 29 with analyst loss estimates as high as $16 billion; a Cloudflare failure three weeks later that took down services used by hundreds of millions.

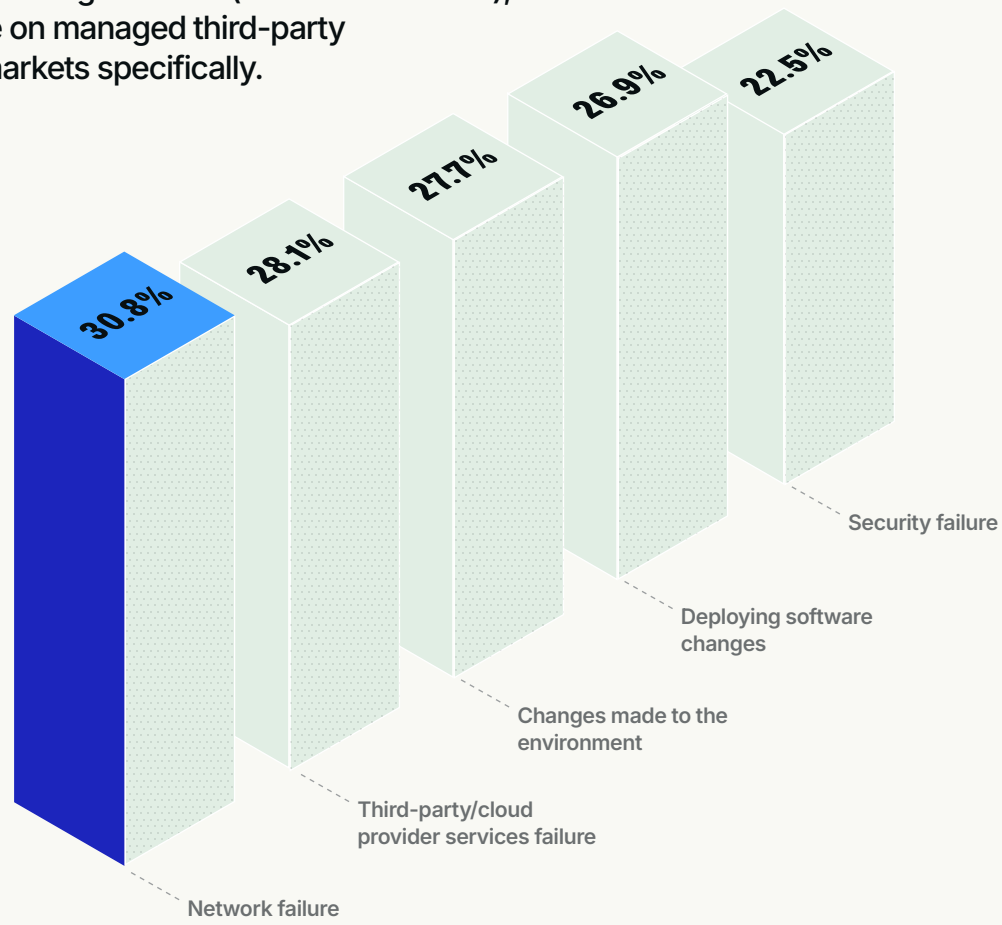
These all originated in the shared cloud and CDN infrastructure that EMEA organisations depend on just as heavily as their counterparts anywhere else. When the failure starts upstream in infrastructure beyond a customer's control, an organisation's only remaining lever is how quickly its observability stack detects the issue and routes around it. The numbers in this section suggest that EMEA is, on balance, executing this faster than the rest of the world.

The operational reality

What causes EMEA outages: network failure tops the list

Network failure edges out third-party/cloud provider failure as EMEA's single most-cited outage cause, reversing the global ranking, where third-party failure leads. Germany and the UK report the highest rates of network-failure-driven outages in the region (both 36.0%), while the UAE and Ireland lead on third-party/cloud provider failure (both 40.0%) and on environment-change failures (also both 40.0%+), pointing to a heavier reliance on managed third-party infrastructure in those two markets specifically.

30.8%
say network failure is the top cause of EMEA outages



Detection maturity: still catching up on efficient monitoring

49.0% of global organisations learn about interruptions through multiple monitoring tools; in EMEA that figure is 44.9% blended, and a slightly larger share of EMEA organisations (44.1% vs. 42.2% globally) still rely on manual checks or customer complaints — internal or external — to find out something is wrong. That gap is consistent with the region's AI-capability lag documented in Section 1: EMEA is not behind on believing observability matters; it is behind on the operational maturity to act on that belief automatically.

The consolidation imperative

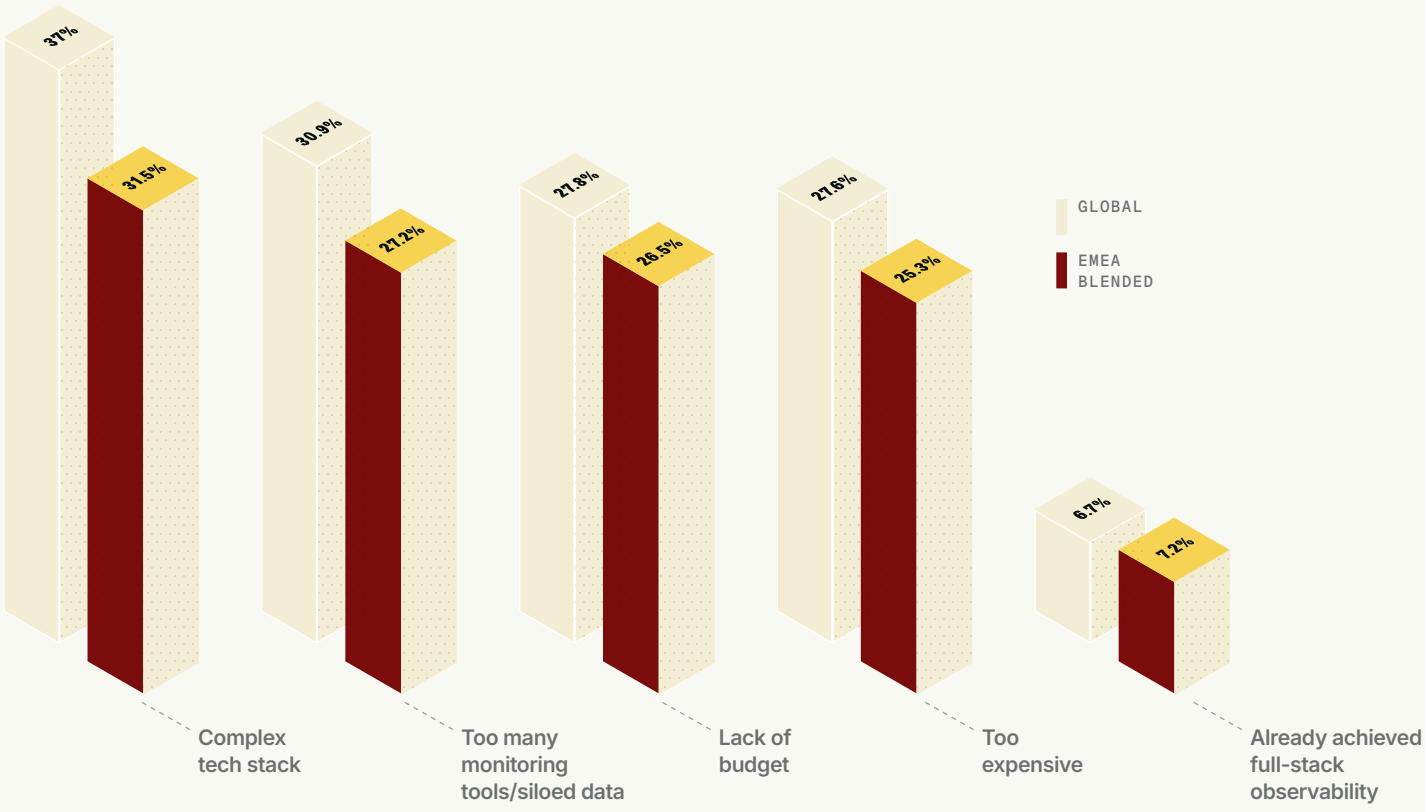
EMEA organisations run a leaner stack than the global average: 4.83 tools versus 5.0

But the region is not immune to the same AI-driven re-fragmentation the global report identifies. Saudi Arabia runs the largest average toolset of any EMEA country (5.90 tools), reflecting the same aggressive, multi-vendor AI buildout visible throughout this report's Gulf statistics.

EMEA leans slightly more towards consolidation than the world as a whole: 51.6% of EMEA respondents prefer a single, consolidated platform (strongly or somewhat), against 49.5% globally, and only 36.0% prefer multiple point solutions, against 40.2% globally. Ireland shows the strongest consolidation preference of any EMEA country (48.0% "somewhat prefer" a single platform), while Spain leans furthest towards point solutions (40.0% "somewhat prefer multiple").

BARRIERS TO FULL-STACK OBSERVABILITY

EMEA organisations report every one of the global report's top barriers at a somewhat lower rate — except one. A slightly larger share of EMEA organisations (7.2% vs. 6.7% globally) say they have already achieved full-stack observability, an outcome led overwhelmingly by Saudi Arabia (18.0%, the highest of any market surveyed) and, at the other extreme, reported by not a single Spanish respondent (0.0%).



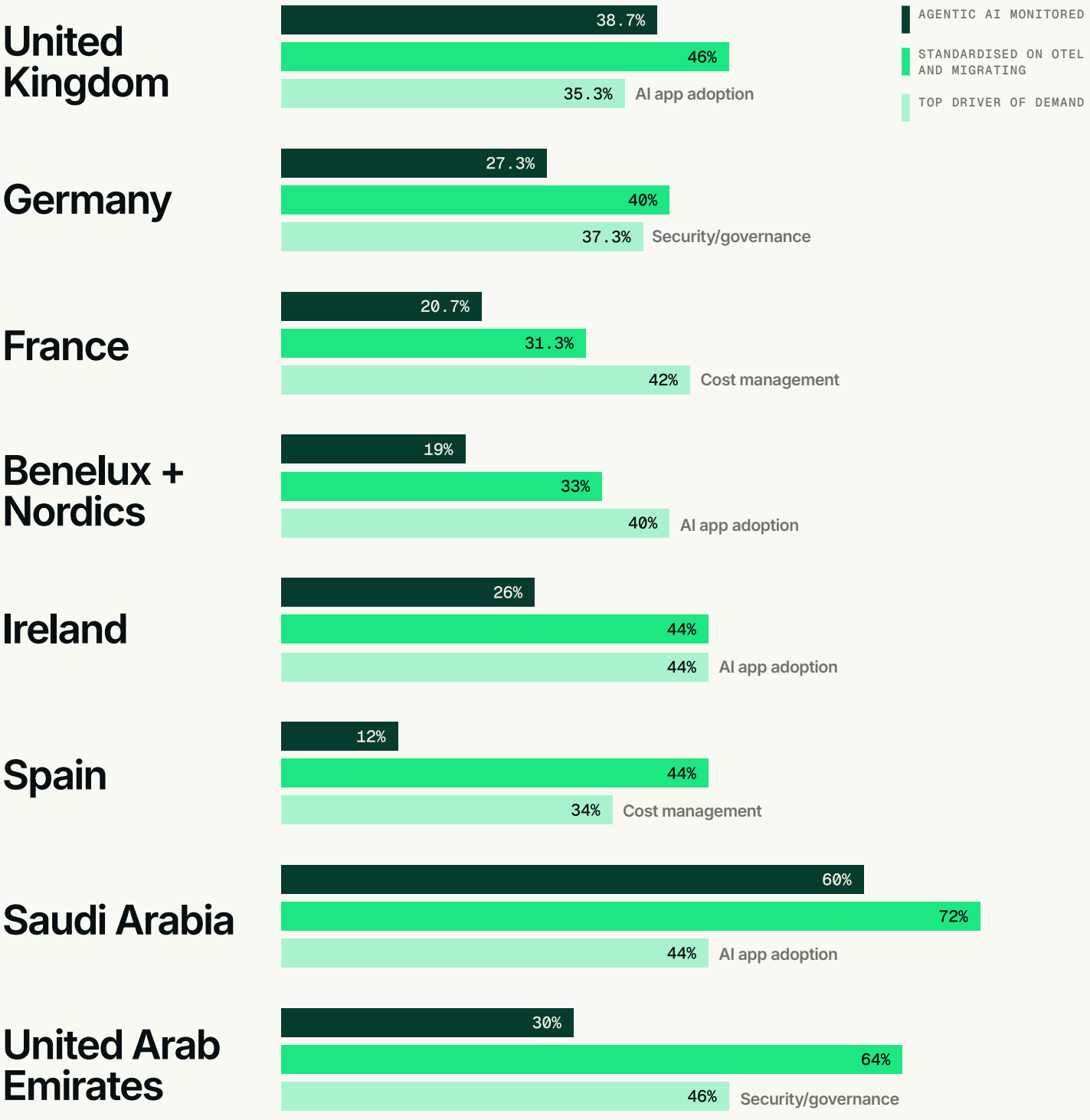
Country snapshots

Regional Spotlights

Comparing 8 EMEA markets on AI monitoring, OpenTelemetry, and strategic priorities

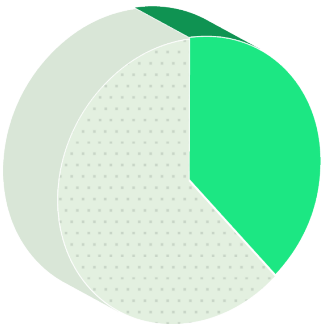
The eight country groupings behind this year's EMEA data tell markedly different stories. The summary below is followed by a short profile of each.

AI REMAINS THE TOP DRIVER — WITH A DISTINCTLY EUROPEAN TWIST ON COST



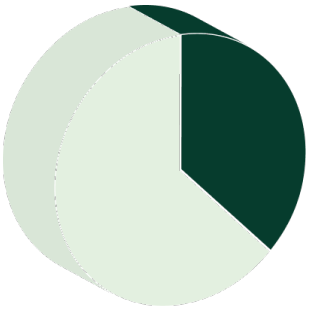
United Kingdom (n=146)

The UK boasts EMEA's strongest agentic AI monitoring rate (38.7% actively monitoring) and the heaviest investment in training staff on existing tools (58.2%, highest in EMEA). UK respondents are also the most likely in the region to say observability is "strongly" a core business enabler rather than an insurance policy (26.7%). On the flip side, 30% of UK organisations now face outages at least weekly, up 5 points year-over-year. Most of these incidents are self-inflicted, with environment updates (37%) and software deployments (36%) cited as the top root causes.



38.7%
actively monitor agentic AI systems

37.3%
Security, governance, risk, and compliance biggest driver of observability demand

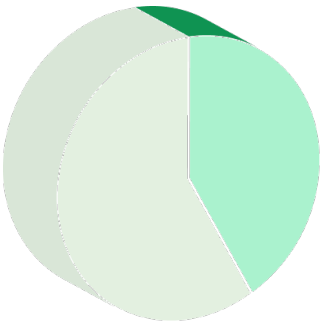


Germany (n=147)

Security, governance, risk, and compliance is Germany's single biggest driver of observability demand (37.3%, the highest reading of any EMEA country), consistent with the country's traditionally rigorous data-protection culture. Yet Germany posts the lowest OpenTelemetry standardisation rate in the region (8.0% fully standardised) even while 32.0% are actively migrating — a large cohort still mid-journey. Only 27% are currently monitoring AI agents in production, but 40% plan to do so in the next 12 months.

France (n=142)

France is the most cost-driven market in the survey: 42.0% cite cost management as a top driver of observability demand, easily the highest of any country, and France also posts the highest 1–2x ROI band (34.5%) rather than higher multiples — a pattern of pragmatic, incremental returns rather than blockbuster ROI. France stands out on one AI-readiness measure, though: 49.3% say observability helps them prepare for and manage AI application development, the highest of any EMEA country.



42.0%
cite cost management as a top driver of observability demand

Benelux + Nordics (n=87)

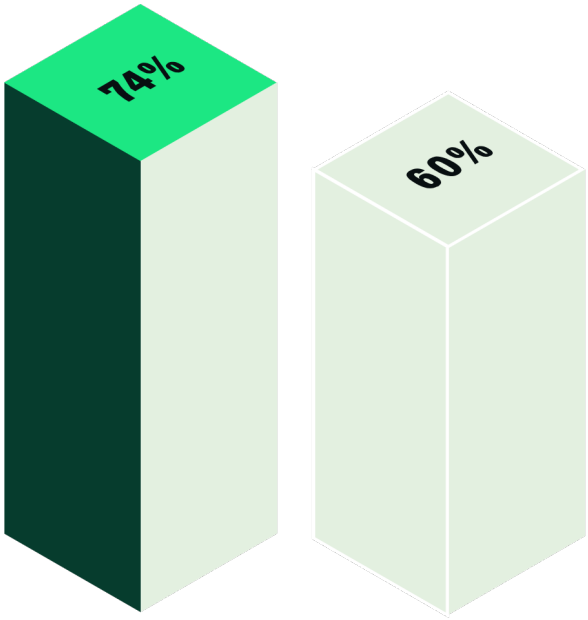
This combined Belgium-Netherlands-Luxembourg-Denmark-Sweden-Norway-Finland-Iceland grouping is the region's most conservative on AI observability adoption — AIOps (25.0%), agentic AI monitoring (36.0% deployed, but only 19.0% actively monitoring, one of the widest unmonitored gaps in EMEA), and ML model monitoring (26.0%) all sit at or near the bottom of the EMEA range. Spend expectations are the most cautious in the region too: just 1.2% expect a significant spend increase, the lowest of any EMEA country.

Ireland (n=45)

Ireland shows the strongest preference for a single consolidated platform of any EMEA country (48.0% "somewhat prefer" consolidation) and the most optimistic near-term spend outlook (66.7% expect a slight increase). It also posts the region's slowest mean time to resolve for high-impact outages (62.7 minutes) and one of the lower agentic-monitoring rates (26.0% actively monitoring against 24.0% deployed-but-unmonitored) — read with caution given the smaller sample size (n=45).

Spain (n=45)

Spain trails the rest of EMEA on almost every current AI-capability deployment metric; AIOps (10.0%), agentic AI monitoring (18.0% deployed, only 12.0% actively monitored), and ML model monitoring (18.0%) are all the lowest or near-lowest readings in the region. Spain also reports the lowest share viewing observability as "strongly" a core business goal (2.0%) and the highest share treating it as "somewhat" insurance against incidents (28.0%) — and not a single Spanish respondent claims full-stack observability has already been achieved.



74%
currently deploy agentic AI monitoring

60%
actively monitoring

Saudi Arabia (n=49)

Saudi Arabia is the most AI-forward market in the entire global survey. It leads on agentic AI monitoring (74.0% currently deployed, 60.0% actively monitoring), AIOps (62.0%), OpenTelemetry full standardisation (42.0%), 5–10x ROI (30.6%), and the intent to optimise engineering team size in the next year (61.2%). The pattern lines up with the Kingdom's declared 2026 "Year of AI" and the accompanying sovereign compute and data-centre build-out led by SDAIA and HUMAIN.

United Arab Emirates (n=50)

The UAE combines some of the region's strongest AI-feature usage, highest natural-language data interpretation (46.0%) and among the highest AI-assisted remediation (42.0%), with the region's single biggest observability blind spot: only 30.0% actively monitor AI agents in production while 42.0% have deployed agents without monitoring them, the widest unfavourable gap of any market surveyed. The UAE also reports the region's highest cost per hour of downtime ($1.97 million) and its highest security/governance driver (46.0%), against the backdrop of the UAE's own large-scale AI infrastructure investments, including the Stargate UAE compute build-out.

42%
deploy agents without monitoring

12-POINT GAP
The UAE has the widest AI agent monitoring gap of any market surveyed

30%
actively monitor agents in production

Strategic imperatives for EMEA in 2026 and beyond

Close the agentic monitoring gap

With as many EMEA organisations running unmonitored AI agents as are watching them closely, and the UAE and the Benelux/Nordic group showing the widest unfavourable gaps in the entire survey, this is the single highest-leverage fix available to EMEA teams this year.

Treat governance as a feature, not a constraint

EMEA already ranks access controls and compliance higher in vendor selection than the rest of the world. With the EU AI Act's transparency and GPAI obligations now enforceable and NIS2 fines already landing in several member states, the organisations that build auditability into their observability stack now will spend less time retrofitting it under deadline pressure in 2027.

Standardise on OpenTelemetry to keep pace with the Gulf

EMEA is keeping pace with the world on overall OTel commitment, but Europe's "fully standardised" rate lags well behind the global figure, and behind the Gulf specifically. As AI coding tools multiply the number of authors in every codebase, a common telemetry language is what keeps that code readable in production.

Consolidate before AI tooling begins to sprawl

The region's average tool count remains below the global figure, and a majority of EMEA organisations already prefer a single platform. That is a real advantage; but Saudi Arabia's tool count already runs highest in the region, a preview of what unmanaged AI-tooling growth can do to a leaner stack.

Learn from the Gulf's ROI and spend playbook

Learn from the Gulf's ROI and spend playbook, adjusted for European budget realities. The Middle East's 91.9% positive-ROI rate and willingness to grow spend aggressively is not directly transferable to a more cost-constrained Europe. But the underlying practice (fast adoption of AIOps and agentic monitoring, paired with active ROI tracking) is exactly what Europe's own data shows is still catching up.

ABOUT THIS REPORT

All EMEA data in this report is derived from the same survey conducted by New Relic in partnership with Enterprise Technology Research (ETR) that underlies the global Observability Forecast 2026, surveying 750 engineering and IT leaders and practitioners across 15 countries and 12 industries in EMEA (650 in Europe, 100 in the Middle East) out of 2575 respondents surveyed worldwide. EMEA-blended figures are calculated by weighting the Europe and Middle East sub-samples for each individual question. Global comparison figures, the annualised global outage-cost estimate are drawn from the global Observability Forecast 2026 as published. Regulatory and market context (EU AI Act, NIS2, Saudi Arabia's national AI strategy, and the UAE's AI infrastructure investments) reflects public reporting as of August 2026.

ABOUT ETR

ETR is a technology market research firm that leverages proprietary data from its targeted ITDM community to deliver actionable insights about spending intentions and industry trends. Since 2010, ETR has worked diligently at achieving one goal: eliminating the need for opinions in enterprise research, which are typically formed from incomplete, biased, and statistically insignificant data. The ETR community of ITDMs is uniquely positioned to provide best-in-class customer/evaluator perspectives. Its proprietary data and insights from this community empower institutional investors, technology companies, and ITDMs to navigate the complex enterprise technology landscape amid an expanding marketplace.

ABOUT NEW RELIC

New Relic arms businesses with the trust and confidence required to thrive in the AI era. The New Relic Intelligent Observability Platform is the leading AI-strengthened platform designed to unify telemetry and business outcomes, bringing intelligence and automated actions to the most complex digital environments. The platform shifts teams from reactive firefighting to intelligent orchestration, leveraging AI-driven automation to optimize technology spend and protect revenue in real-time. That's why global leaders—Adidas Runtastic, Domino's, Ryanair, Swiggy, Topgolf, and William Hill—run on New Relic to drive innovation and deliver exceptional customer experiences.