Companies are spending a lot

- 45% of companies are spending over $20,000 in annual costs on observability tools.
- 25% are spending over $50,000.
- 20% are spending over $100,000.

And they aren’t getting what they need

- 54% of companies are dissatisfied with their observability tools.
- 46% are not satisfied with their observability tools.

The more companies spend, the less satisfied they are with their solutions

<table>
<thead>
<tr>
<th>Annual spend</th>
<th>% Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $20K</td>
<td>44%</td>
</tr>
<tr>
<td>$20K - $50K</td>
<td>52%</td>
</tr>
<tr>
<td>$50K - $100K</td>
<td>67%</td>
</tr>
<tr>
<td>&gt; $100K</td>
<td>87%</td>
</tr>
</tbody>
</table>

Organizations are being forced to choose between having the information they need and blowing their budget

- 85% of companies are struggling to manage their cloud costs and need observability tools.
- 90% of companies are looking for ways to reduce their cloud costs and improve observability.

Tools and platform that can help

- 60% of companies are using cloud cost tools to manage their spend.
- 40% are using platform tools to improve observability.

Legend

The circular representation of cloud spend represents different cloud services (e.g., AWS, Azure, Google Cloud). The size of the circle represents the percentage of spend on that particular cloud service. The color of the circle represents the type of spend (e.g., compute, storage, network).

Footnote:

Additional notes and data sources can be found in the footnote section on page 123 of the report.