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DevOps – Sector update

Analysing market dynamics, valuation metrics and investor landscape



March 2024

Report highlights

The DevOps market is rapidly evolving, driven by digital transformation, AI, and demand for automation and security. With strong investor interest, rising valuations, and active M&A, it offers major opportunities for consolidation and value creation



Digital transformation spending is set to double from \$1.9T in 2022 to \$3.9T in 2027, boosting demand for DevOps solutions, driven by cloud adoption, compliance, and enterprise modernization

More on Slide 4

Revenue growth fuels DevOps valuations

Strong revenue growth and market leadership boost DevOps valuations, with category leaders like Atlassian, Datadog, and ServiceNow commanding premium multiples

More on Slide 9 & 10

Growing investor interest in DevOps

Investor interest in DevOps is surging, fueled by automation, cloud-native solutions, and security demands. VC-backed startups are thriving in CI/CD, Infrastructure as Code, and software delivery

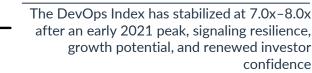
More on Slide 12 - 14



The DevOps landscape is evolving with AI automation, cloud-native architectures, security integration, and workflow standardization. Key trends include AI-driven DevOps, AIOps, serverless computing, & LCNC platforms

More on Slide 5

DevOps Index signals growth ahead



growth potential, and renewed investor confidence

More on Slide 11

Rising consolidation in DevOps



The industry is witnessing increased consolidation as established players and investors seek to integrate best-in-class solutions. M&A is accelerating to create endto-end platforms and market dominance.

More on Slide 17 & 18



William R. McDermott Chair and CEO of Servicenow¹

"On the IT spending environment, I think it's similar in the IT spending environment to what it's been. But I do think the big change is the move from AI fascination to AI business model innovation. And it's clear to me that the best CEOs in the world have AI at the forefront of their mind."

"...as these models are being commoditised at a rapid rate and probably more rapid than anyone could have dreamed of, it's super, super exciting for platform and app vendors like us..."



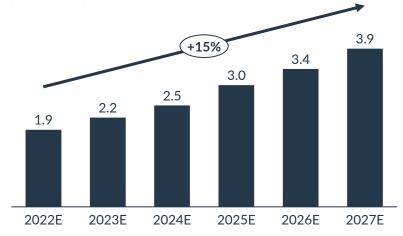


01 Market Overview

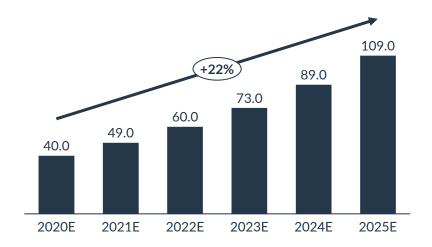
Market growth

Strong tailwinds in cloud adoption, compliance mandates, and enterprise modernisation are driving robust growth in developer tools and digital transformation spending

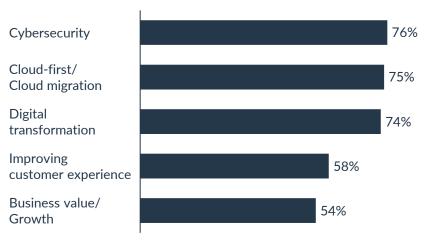
Spending on digital transformation tech & services (in USD trillion)



Developer tools market (in USD billion)



Priorities for IT tech initiatives in companies



Key market drivers

- Cloud-first strategies Enterprises are cloud adoption, accelerating the need for DevOps to streamline deployment and scalability
- Compliance pressures Rising cyber threats & regulatory requirements are pushing companies to adopt DevSecOps for secure, compliant software delivery
- Hybrid & Multi-cloud adoption Companies are leveraging hybrid & multi-cloud environments, driving the need for DevOps tools that support interoperability
- **Enterprise modernisation** Legacy system upgrades & digital transformation initiatives are fueling investments in DevOps-driven IT modernisation
- Developer productivity gains Organisations are prioritising DevOps to optimise developer workflows, reduce technical debt, and improve collaboration



Market trends

The DevOps landscape is evolving with Al automation, cloud-native architectures, security integration, and workflow standardization, creating investment opportunities in AlOps, DevSecOps, multi-cloud orchestration, observability, and low/no-code tools



Al-driven DevOps

Al and ML are revolutionizing DevOps with predictive analytics, automation, and intelligent monitoring, boosting deployment speed, preempting failures, and optimizing resources

The DevSecOps surge

With rising cyber threats and stricter regulations, security is now integral to DevOps. DevSecOps helps enterprises mitigate vulnerabilities early, ensure compliance, and protect assets

GitOps adoption

GitOps is emerging as the industry norm for managing cloud-native infrastructure, enabling version-controlled, automated deployments with consistency, auditability, and rapid rollbacks at scale

AlOps expansion

Serverless computing

boosting scalability

Serverless architectures are

reshaping DevOps economics,

cutting costs with pay-as-you-go

pricing, reducing overhead, and

AlOps market is rapidly growing as enterprises embrace Al-driven observability, automating anomaly detection, failure prediction, and root cause analysis to cut downtime and boost reliability

Low/no-code (LCNC) growth

LCNC platforms speed up software development, enabling enterprises to build apps without deep coding. Adoption is expected to surpass 65% by 2025, fueling digital transformation

Platform engineering

With developer productivity as a key differentiator, enterprises invest in Internal Developer Platforms (IDPs) to automate workflows, standardize CI/CD, and streamline development

Multi & hybrid cloud strategies

Enterprises adopt multi-cloud and hybrid strategies for flexibility, cost optimization, and resilience, while DevOps evolves for seamless deployments across diverse clouds

Infrastructure as Code (IaC)

With rising cloud adoption, firms expand IaC for compliance, standardization, & automation, leveraging modern tools for collaboration, policy-as-code, & real-time debugging

Source(s): ICON analysis

DevOps Market segmentation

A detailed segmentation of the DevOps ecosystem, highlighting key categories shaping industry innovation, investment trends, and consolidation opportunities



Platform / Workflow

- Agile development
- Collaboration & workflow orchestration
- Container management
- Continuous integration / continuous delivery (CI/CD) .
- Infrastructure & platform-as-a-service (laaS, PaaS)

Low- and No-Code

- Application and GUI development platforms
- Automated testing and integration
- Data integration and transformation tools
- Focus on workflow-based applications ٠

Testing / QA

- Functional & stress testing
- Performance and load testing
- Quality assurance •
- Test data management ٠

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Blockchain Apps

- Auditability
- Decentralized apps (dApps)
- Smart contract integration
- Transaction or rules-based apps

Infrastructure Management

- Application performance monitoring (APM)
- IT asset management
- Network & infrastructure monitoring
- System observability & incident response

•••

DevSecOps

- Code governance
- Dynamic application security testing (DAST)
- Dynamic & Interactive application security testing
- Software composition analysis (SCA)

AI Applications

- Al app development
- Al-driven automation
- ML-enhanced app features
- Al for app personalisation

API Management

- API development, management and integration
- API lifecycle management
- API testing

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- Change management • Incident response
 - Release management
 - Trouble ticketing

Service Management

Performance Management

• Log management & analysis Performance analytics

Load management

01 Market Overview

DevOps Illustrative players

A detailed segmentation of the DevOps ecosystem, highlighting key categories shaping industry innovation, investment trends, and consolidation opportunities



Platform / Workflow		Infrastructure Man	agement	
ATLASSIAN GGitHub servicend	w. 🖐 docker	🔷 balena BetterCloud	boomi doit	K Fivetran flexera
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appían 🐣 Red Hat 👫 Microso	oft I circle ci	logz.io Mezma	ninjaOne 🌓 Prod	uctiv · ProsperOps
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Low- and No-Code		DevSecOps		
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Valuation Benchmarks





Public comps

Comparable companies trade within a broad range, influenced by growth, profitability, and regional market factors. The median revenue multiple of 8.4x reflects a favorable outlook for firms demonstrating strong expansion and profitability. Notably, the DevOps sector consistently commands a premium EV/Revenue multiple, surpassing other SaaS segments including the SaaS average of 5.3x

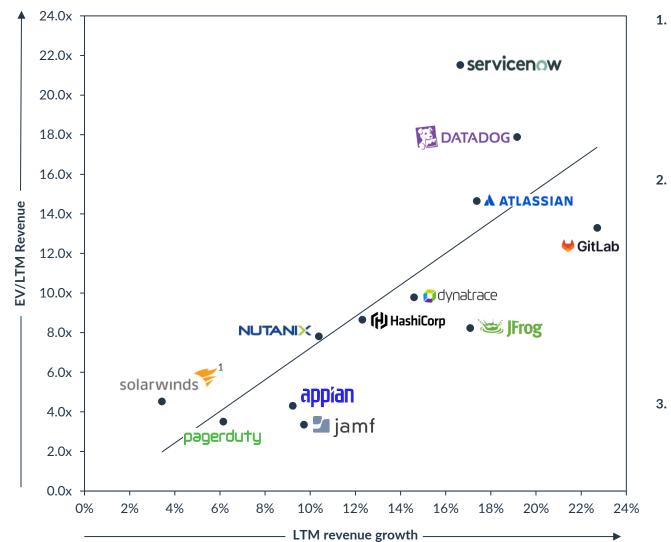


HQ Company	Description	Enterprise value (\$m)	Revenue multiple LTM	Revenue growth LTM	Gross margin LTM	EBITDA margin LTM
servicenow	E2E intelligent workflow automation platform for digital businesses	230,457	21.5x	17%	79%	17%
🐔 ATLASSIAN	Designs, develops, licenses, and maintains various software products	68,506	14.7x	17%	82%	(1%)
👙 🔞 datadog	Observability and security platform for cloud applications	46,418	17.9x	19%	81%	5%
	Provides an enterprise cloud platform	17,832	7.8x	10%	85%	6%
쁰 🥥dynatrace	Provides a security platform for multi- cloud environments	15,654	9.8x	15%	82%	12%
틒 🦊 GitLab	Develops software for the software development lifecycle	9,682	13.3x	23%	89% (2	21%)
🌐 🙌 HashiCorp	Provides multi-cloud infrastructure automation solutions	5,801	8.7x	12%	82% (2	4%)
solarwinds	¹ Provides IT management software products	3,636	4.5x	3%	90%	34%
👙 🐸 JFrog	Offers an end-to-end hybrid software supply chain platform	3,452	8.2x	17%	78%	(14%)
🜰 appian	Provides a low-code design platform	2,628	4,3x	9%	75%	(11%)
👙 🛂 jamf	Cloud software platform for infrastructure & device management	2,113	3.4x	10%	80%	(1%)
👙 pagerduty	Operates a digital operations management platform	1,642	3.5x	6%	83%	(12%)
		Median	8.4x	13%	82%	(1%)
		SaaS average	5.3x			

¹SolarWinds will be taken private and will no longer be listed on the New York Stock Exchange after acquisition by Turn/River Capital in Feb-25 Source(s): ICON, Pitchbook, S&P Capital IQ as of Feb-25

Valuation trends

Strong revenue growth and sustained market leadership are the primary drivers of valuations within the DevOps public market landscape, reflecting investor confidence in scalability, innovation, and long-term value creation



Correlation between EV/LTM revenue multiples and LTM revenue growth

Comments

- 1. Strong correlation between Revenue growth and valuations: There is a clear positive relationship between revenue growth and valuation multiples across the DevOps sector, reflecting investor confidence in the future of the sector
- . Category leaders securing premium valuations: DevOps companies that are leaders in their respective categories, such as Atlassian, Datadog, and ServiceNow, are commanding significant valuation premiums. These companies are positioned above the regression line, reflecting their dominant market positions and strong growth trajectories
- 3. Weak correlation between EBITDA margin and valuation: There is poor correlation between EBITDA margins and valuation multiples. This indicates that investors prioritise growth over current profitability margins





Market dynamics

The DevOps market is rebounding, with valuations up 50% since November 2023 and ranging between 7.0x – 8.0x. The DevOps Index has surged 54.7% in the last 24 months, closely tracking the S&P 500 and positioning itself to reclaim market leadership

CORPORATE FINANCE

Median EV/LTM Revenue multiples for DevOps Index¹ over the past 24 months



Comparing DevOps sector performance against S&P 500 and STOXX Europe



Comments

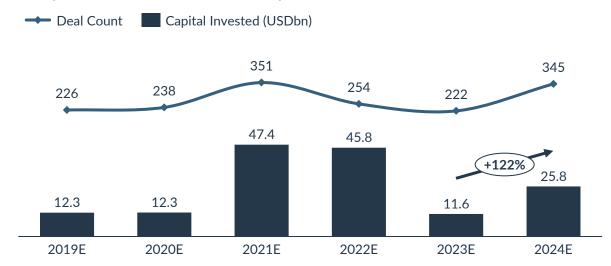
- Valuation base: The market struggled as valuations declined due to price corrections, with high cashburn companies being hit the hardest. However, since the low in November 2023, it has rebounded by 50%, reflecting improved investor sentiment and a recovering market. The current valuation levels range between 7.0x - 8.0x, indicating a strong recovery from last year's downturn
- DevOps market rebound: The 2. DevOps Index is showing strong momentum, climbing back up and closely tracking the S&P 500. Over the past 24 months, the DevOps Index has surged by 54.7%, nearly matching the S&P 500's 57.3% gain. Historically, the DevOps Index has outperformed the market at key points, and with its current trajectory, it is wellpositioned to take the lead again. Investor confidence is rising, and if this trend continues, the index could soon outpace the broader market, reclaiming its dominance

Source: S&P Capital IQ as of Feb-25 ¹DevOps Index Composition: The comp set for the charts includes data for ServiceNow, Atlassian, Datadog, Nutanix, Dynatrace, GitLab, HashiCorp, SolarWinds, Jfrog, Appian, Jamf Holding, and PagerDuty

Investment trends

Stable valuations, AI-driven automation, and rising security concerns are driving M&A activity and investor confidence in DevOps, positioning the sector for continued growth

Analysis of M&A trends in the DevOps Sector



Analysis of fundraising trends in the DevOps Sector

Capital Invested

2,259 2,195 2,152 2,089 1,514 1,329 35.6 +21% 30.4 25.2 22.7 12.8 11.9 2019E 2020E 2021E 2022E 2023E 2024E

Comments

- Sustained Demand for DevOps: Digital transformation continues to drive strong demand for DevOps solutions, making it a critical enabler of enterprise efficiency
- M&A Activity Gaining Momentum: With tech valuations stabilizing in 2024, companies are increasingly exploring acquisitions to strengthen their technology stacks and market positions
- Al Transforming DevOps: Al is enhancing Cl/CD, test automation, and security, accelerating software delivery and reinforcing DevOps' role in digital transformation
- Rise of DevSecOps: Growing emphasis on security is driving the adoption of DevSecOps, integrating security into development workflows and fueling industry consolidation
- Future Investment Outlook: Private capital will continue driving DevOps expansion, ensuring a dynamic market landscape



- Deal Count

Recent M&A

Major acquisitions in DevOps and cloud automation highlighting market consolidation and multibillion-dollar transactions in enterprise technology



Date	Target	HQ	Description	Acquirer	Enterprise Value (\$m)	Revenue multiple
Feb-25	SOLARWINDS	USA	Provider of secure observability and IT management software	TURN // RIVER	4,518.2	5.8x
Dec-24	PARADYME	USA	Provides advanced technology solutions to the federal government, specialising in AI/ML, DevSecOps, etc.	CATHEXIS	-	-
Nov-24	🙆 OCTOPAI	USA	Octopai transforms metadata management with AI- powered tools, enabling faster insights and reduced error	CLOUDERA	Conf.	Conf.
Oct-24	Synopsys °	USA	Provider of electronic design automation (EDA), semiconductor IP, software quality, and security solutions	CLEARLAKE FRANCISCO PARTNERS	2,100.0	-
Aug-24		USA	Provider of multi-cloud management platform for hybrid IT and DevOps automation	Hewlett Packard Enterprise	-	-
Jul-24	StreamSets WEBMETHODS	USA	StreamSets : Real-time data ingestion for AI analytics webMethods : Simplifies hybrid & multi-cloud integrations	IBM	2,324.9	-
Jun-24	Verta	USA	Provides software infrastructure for enterprise data science and ML teams to develop and deploy models	CLOUDERA	-	-
May-24	Netreo	USA	Provider of IT management/AIOps solutions to monitor cloud, on-prem, and hybrid networks, apps, and devices	<mark>></mark> bmc	-	-
Apr-24	HashiCorp	USA	Provider of Infrastructure Cloud [™] solutions for automating multi-cloud and hybrid environments	IBM	7,668.5	11.0x
Apr-24	FOUNDRIESJO	UK	Cloud-native DevOps platform to build and deploy secure solutions for IoT & Edge	Qualcomm	-	-
Mar-24	Jama software [®]	USA	Provider of Engineering Management, Requirements Management and Traceability software solutions	FRANCISCO PARTNERS	1,200.0	-
Feb-24	()) codefresh	USA	Next-gen enterprise CI/CD software delivery platform for cloud-native applications	Cctopus Deploy	-	-

02 Valuation Benchmarks

Recent fundraises

Increased venture capital activity driving growth and innovation across AI, DevOps, and cloud automation markets



Date	Target	HQ	Description	Investor	Capital raised (\$m)
Dec-24	• Anysphere	USA	Cutting-edge AI-powered coding assistant company, renowned for developing Cursor	alóz 😒 THRIVE CAPITAL	105.0
Dec-24	LAMBDATEST	USA	AI-powered enterprise text execution cloud platform focused on faster test execution	AVATAAR Qualcomm	38.0
Nov-24	evoluteig	Sweden	AI-powered end-2-end automation player	CARITAL PARTNERS ASSET MANAGEMENT	20.0
Nov-24	X Tricentis	USA	Developer of software model-based testing tools	GTCR	1,330.0
Oct-24	📀 xtype	Israel	Developer of multi-instance management software on the ServiceNow platform	NORWEST servicenow	21.0
Oct-24	Resolve.ai	USA	Develops AI solution dedicated on automating software processes	greylock	35.0
Aug-24	opkey	USA	No-code test automation platform	PEAKSPAN	47.0
Jun-24	F Plandek	UK	Intelligent DevOps analytics platform	YFM Equity Partners	5.2
Jun-24	🍄 testsigma	India	Low-code cloud-based test automation platform	Accel MassMutual	8.2
May-24	Firefly	Israel	Cloud asset management technology intended to catalog, codify, and control cloud platforms	SoftBank (redseed vertex	23.0
May-24	Vercel	USA	Platform that allows companies to develop web applications in the cloud	Accel TIGERGLOBAL	250.0
Feb-24	<pre>{*} antithesis</pre>	USA	Provider of automated testing platform	Amplify	47.0

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Strategic players

Identifying the most active strategic acquirers and financial investors in the DevOps ecosystem, showcasing the key players driving consolidation, capital deployment, and value creation through M&A and strategic investments



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Rocket [*]	Hewlett Packard Enterprise	DATADOG
servicenow.	splunk>	SUSE
🕂 slack	JUNPEG.	THOMABRAVO
ORACLE	IDERA	PERFORCE
 () blue prism	cisco	IBM
CloudBees.	Synopsys®	Google
sinch	SAP	D ECLL Technologies
Microsoft	SIEMENS	
📀 cognizant	planview	🔘 New Relic.
N NETCALL	ڂ Red Hat	BROADCOM [®]
Akamai	Idera , Inc.	A appfire
SMARTBEAR ALASS	databricks	X Tricentis



Source(s): ICON analysis

Key players (I/II)

The DevOps sector continues to see strong momentum, with high-growth, VC-backed players emerging across CI/CD, Infrastructure as Code, Security, and Software Delivery, driven by increasing enterprise adoption and automation trends



Company	Theme	Description	Investors	Acquired
ATLASSIAN	Collaboration & Issue Tracking	Provides tools for project management, issue tracking, and collaboration	Publicly traded	Optic * loom AirTrack 2024 2023 2022
3 circle ci	CI/CD	Offers a continuous delivery automation platform for web and mobile applications	Base ¹⁰ ip	Ponicode Vamp 2022 2021
CloudBees	Application Release Orchestration	Provides cloud-based solutions for software delivery with continuous delivery services	Bridgepoint 8 ^{°°} EIGHT ROADS	Launchable 7 ReleaselQ 2024 2022
DATADOG	Application Performance Monitoring	Offers monitoring and analytics tools for developers, IT operations teams, and business users	Publicly traded	QUICKWIT Actiondesk Codigo 2025 2023 2023
dıgıtal.aı	End-to-End DevOps Platform	Integrates agile planning, version control, and deployment automation into one unified platform	TPG	2020 2020
🔅 Gearset	Release Automation	Simplifies deployment and collaboration with tools for tracking, testing, and deployment changes	SILVERSMITH	Clayton 2024
GitHub	Source Code Repository & Management	A platform for code sharing, collaboration, and project management	Microsoft	2020
GitKraken	Project Management & Collaboration	Offers tools for managing source code repositories, issue tracking, and planning	DRESURCENS	CodeSee bigbrassband20242021
HashiCorp	Infrastructure Automation	Provides consistent workflows to provision, secure, and manage multi-cloud infrastructure	Publicly traded	BLUBRACKET 2023
Jama software [,]	Requirements and Test Management	Combines requirements management with test management for collaborative product delivery	FRANCISCO PARTINERS	*NOTION 2018

Key players (II/II)

The DevOps sector continues to see strong momentum, with high-growth, VC-backed players emerging across CI/CD, Infrastructure as Code, Security, and Software Delivery, driven by increasing enterprise adoption and automation trends



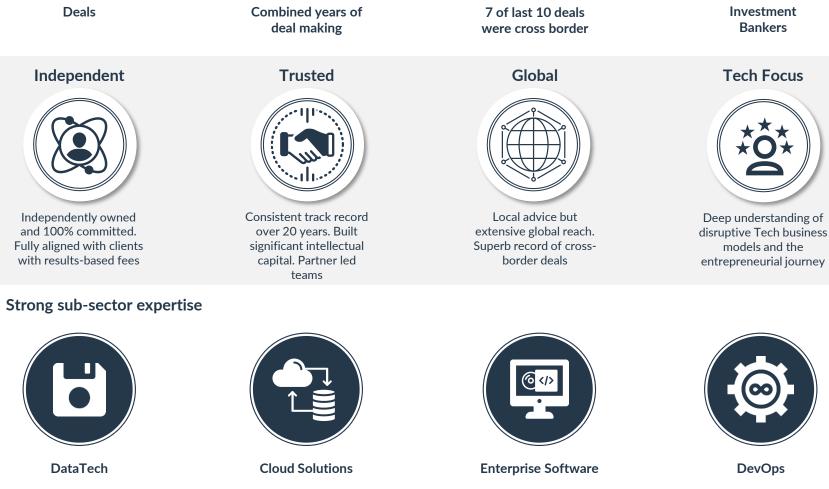
Company	Theme	Description	Investors	Acquired
JFrog	End-to-End DevOps Platform	Offers DevSecOps solutions, including CI/CD automation & containerised application delivery	Publicly traded	Qwak UPSWIFT Vdoo 2024 2021 2021
MEND	DevSecOps	Focuses on open-source security management to address software vulnerabilities	Pitango SUSQUEHANNA CROWTH EQUITY	Atom. Security 2023
MORPHEUS	Cloud Infrastructure	Empowers DevOps teams to manage hybrid cloud applications and infrastructures	Hewlett Packard Enterprise	
Cotopus Deploy	CI/CD	CI platform for automating secure and reliable application deployments across environments	INSIGHT Partners	(V) codefresh 2024 2022
outsystems	Low-Code Platform	Enables low-code application development for web and mobile platforms	KKR TIGERGLOBAL	ionic 2022
PERFORCE	End-to-End DevOps Platform	Provides solutions for version control, distributed workflows, and collaboration	CLEARLAKE FP PRANCISCO PARTINERS	Delphix 2024 2022 2021 2021 2021
POSTMAN	API Lifecycle Management	Simplifies API development and collaboration with tools for API lifecycle management	Battery COATUE INSIGHT	Orbit Akita 2024 2023
SauceLabs	Test Automation	Offers cloud-based mobile and web testing tools across multiple devices and browsers	TPG	Test FairyBacktraceAutonom IQ202120212021
SMARTBEAR	Test Automation & Management	Provides tools for software testing, API testing, and performance optimisation	VISTA FPP FRANKISSCO	ReflectQMETRYStoplight202420242023
X Tricentis	Test Automation & Management	Develops software testing tools with a focus on risk-based testing and automation	INSIGHT PARTNERS wipro ventures	waldo Sealights TX 2024 2024 2023



04 Introduction to ICON

ICON at a glance

Specialist independent M&A and fundraising adviser to technology businesses



170+

7/10

Leader in technology deals

300+

DevOps

20

Bankers

Deal track record

Selected US & Global funding and M&A transactions in automation software and related sectors

- Demonstrable track record in Series A, B & C/Recap fundraising deals
- Unrivalled track record in automation tech and enterprise software
- Extensive global network of specialist investor relationships







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