

# VENDOR SELECTION MATRIX™ ENTERPRISE SERVICE MANAGEMENT

## THE TOP GLOBAL VENDORS 2021

**Research In Action**

**March 2021**

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**RESEARCH IN ACTION**  
independent research & consulting

# VENDOR SELECTION MATRIX™: ENTERPRISE SERVICE MANAGEMENT

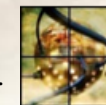


		STRATEGY	EXECUTION	TOTAL
1.	<b>MICRO FOCUS</b>	4.54	4.68	<b>9.21</b>
2.	<b>MATRIX42</b>	4.56	4.58	<b>9.14</b>
3.	<b>SERVICEWARE</b>	4.43	4.64	<b>9.06</b>
4.	<b>TOPDESK</b>	4.38	4.61	<b>8.99</b>
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19.	<b>MICROSOFT</b>	3.51	3.76	<b>7.28</b>
20.	<b>SAP</b>	3.56	3.64	<b>7.20</b>

EXECUTION



RESEARCH IN ACTION  
vendor selection matrix®



RESEARCH IN ACTION  
vendor selection matrix®



# FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment. The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5% of the evaluation is based on a survey of enterprise IT or business decision makers and 37.5% on the analyst's judgement. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500 enterprise managers with budget responsibility in enterprises globally. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

The future workplace where employees might work remote or operate in a hybrid in/outside the office will need to be managed and organized in such a way that employees can collaborate, work productive and efficient while serving customers without interruptions. While IT Service Management was adopted within IT teams to optimize the delivery of IT services to an organizations employees, Enterprise Service Management (ESM) is driven by IT and business thought leaders and their desire to combine disparate Finance, HR, IT, Facilities, and other business services into one combined taxonomy, platform, portal, and user interface. This philosophy has been gaining more and more attention within large enterprises and we expect this to catch the attention of mid-size organizations as well. The goal of ESM is to enhance the companies' employees' interactions with different business services in a self-service and modern way to match the experience they have as consumers in the digital economy. Organizations which have adopted ESM by linking employees, business functions and services are equipped to enable their people to work from anywhere in a productive, collaborative and satisfying way. This will be critical in the next normal.

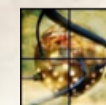
This report provides you with a useful guide to important ESM market trends, names the Top 10 vendors as selected by 1,500 users based upon product, company and service quality, and will help you make an informed decision regarding which vendors could best fit your requirements. This study can be used as a starting point before a more detailed evaluation of vendors which fits your requirements and service management evolution.

Always enjoy life to the fullest!

Eveline Oehrlich

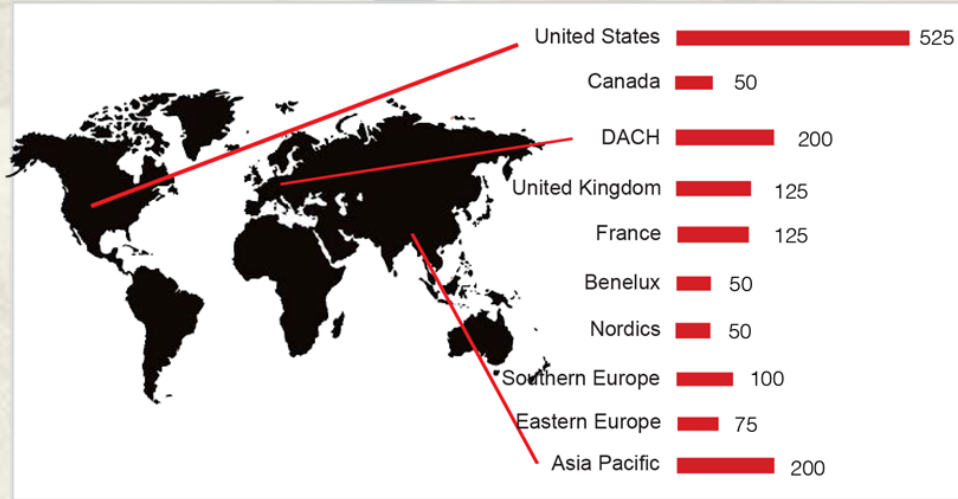
Research In Action GmbH  
Alte Schule  
56244 Hartenfels  
Germany

Eveline Oehrlich  
Research Director  
+49 151 40158054  
eoehrlich@researchinaction.eu

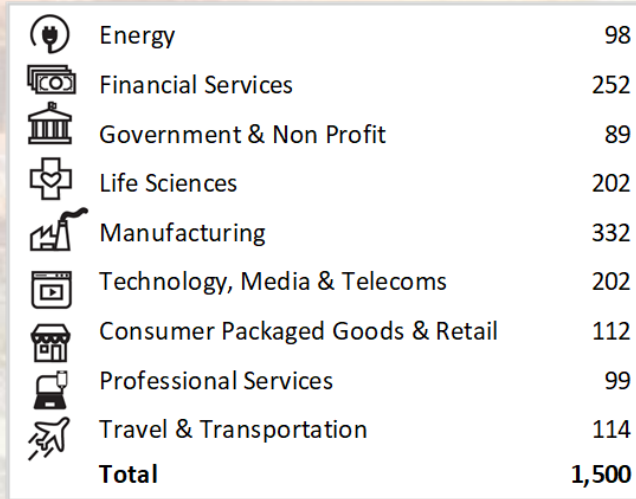


# OUR SURVEY DEMOGRAPHICS: IT AUTOMATION

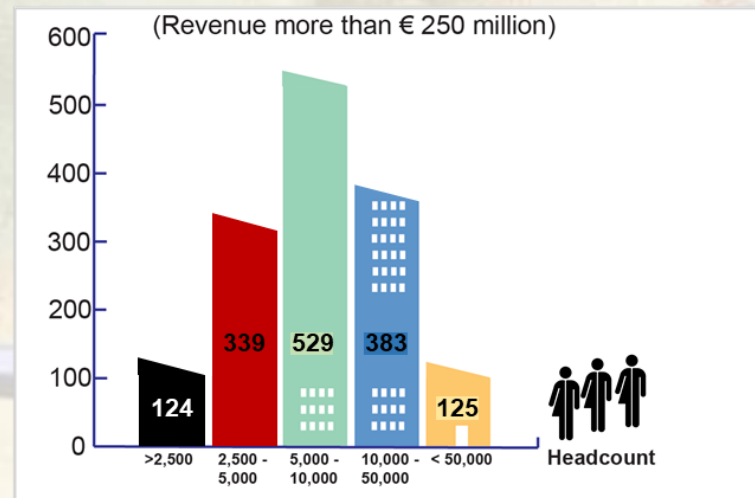
## COUNTRY BREAKDOWN



## INDUSTRY BREAKDOWN



## COMPANY SIZE BREAKDOWN



## JOB TITLE BREAKDOWN



**100,000+**  
**Data Points**

**1,500**  
**Enterprise Managers**

**Leading Vendors**

**20+**  
**Reports In 2021**

**37.5 %**  
**Analyst's Opinion**

**62.5 %**  
**Survey Results**





# OUR MARKET IMPACT OVER THE LAST 12 MONTHS

**Customer base:**  
**150,000 IT Automation**  
**100,000 Marketing Automation**



**400 vendors evaluated**  
**20+ research reports**  
**15,000 clicks on average**

**10,000+ enterprise  
survey participants**

**15 press releases**  
**1,200 clicks on average**

**Vendor Selection Matrix™: The right mix makes all the difference**  
**62.5% customer evaluations + 37.5% analyst's judgement = 100% success**

# WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?



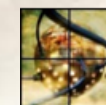
Decision Makers use a mix of traditional and online tools to create the vendor shortlists

N = 3,750 Enterprise, Marketing and Business Managers with budget responsibilities.

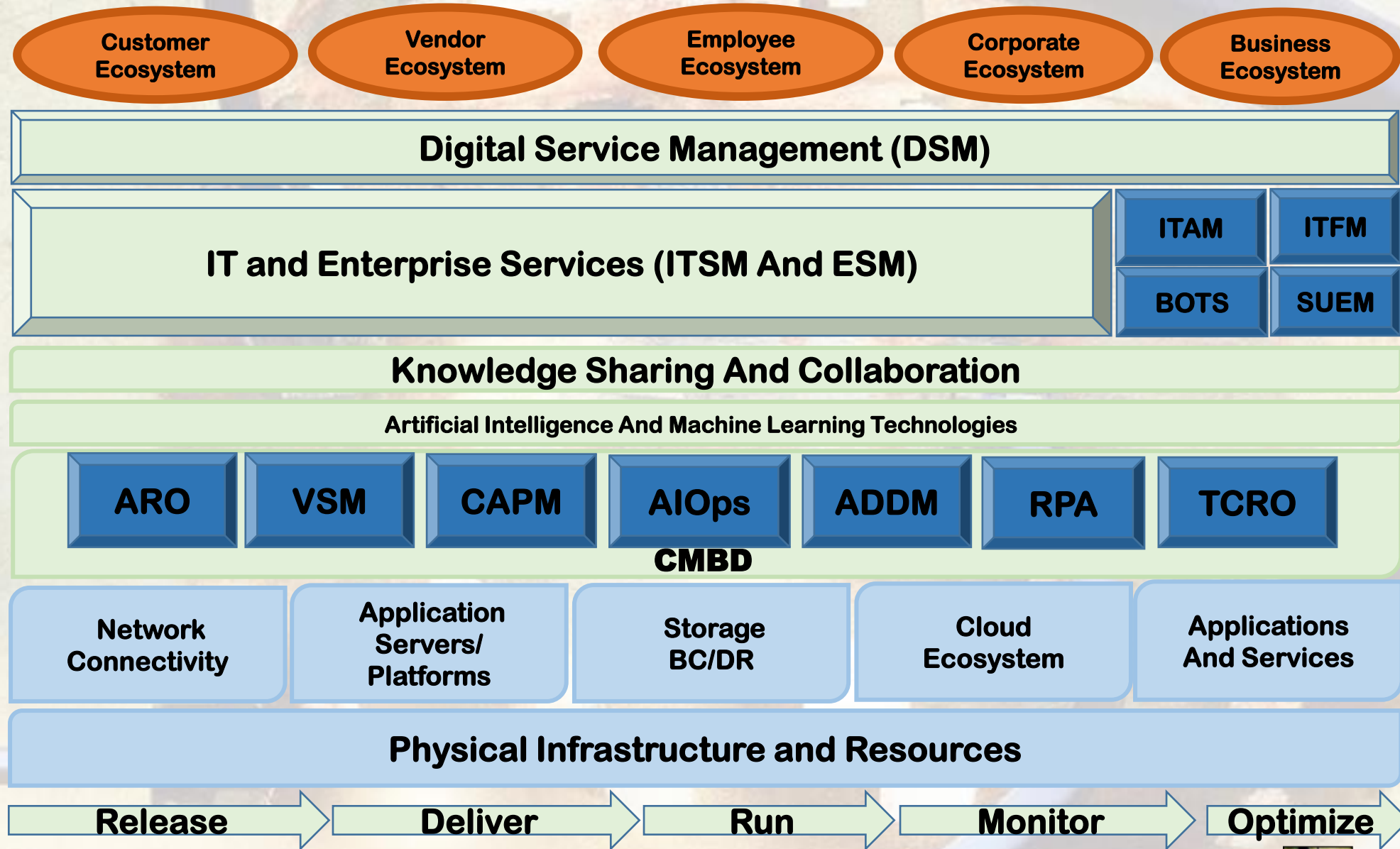


# WHAT IS ENTERPRISE SERVICE MANAGEMENT?

- **Enterprise Service Management is a category of business management software - typically a suite of integrated applications that automates a service organization automates service offerings across internal functional areas such as (1) Human resources, (2) Vendor management, (3) Technical services, (4) Field services, (5) Financial management and (6) Shared services organizations. Automation capabilities can be extended beyond these mentioned functional areas.**
- **The solution should include but is not limited to:**
  - **Centralize, integrate, optimize and enable the innovation of enterprise services across an organization and its business function for internal customers**
  - **Digitalize the multitude of service processes through automation to achieve quality service experiences and continuous improvements**
  - **Standardize processes and workflows to optimize employees experience and their ability to serve external customers**
  - **Captures, manage, save and analyze data critical to the service business performance**
  - **Accelerates and enhances the necessary collaboration and contextual knowledge for a efficient and quality delivery of services to internal customers**



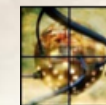
# THE IT AUTOMATION MARKET TEXTURE



IT Automation solutions are necessary for a modern digital operating model.

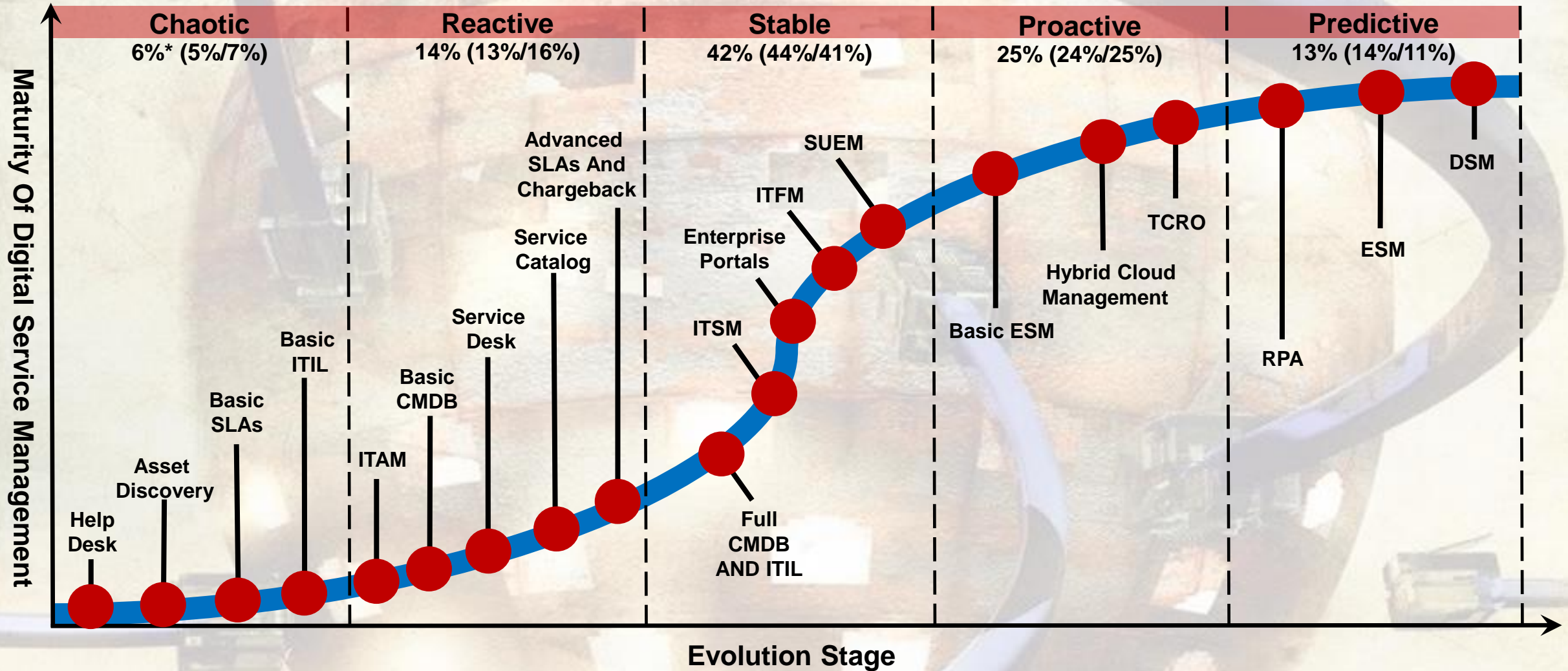
IT Automation solutions are foundational for any transformation to reduce toil and decrease manual errors.

IT Automation solutions can enforce good practices to optimize digital service quality and speed of service delivery.



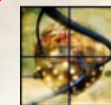


# DIGITAL SERVICE MANAGEMENT MATURITY S-CURVE 2021

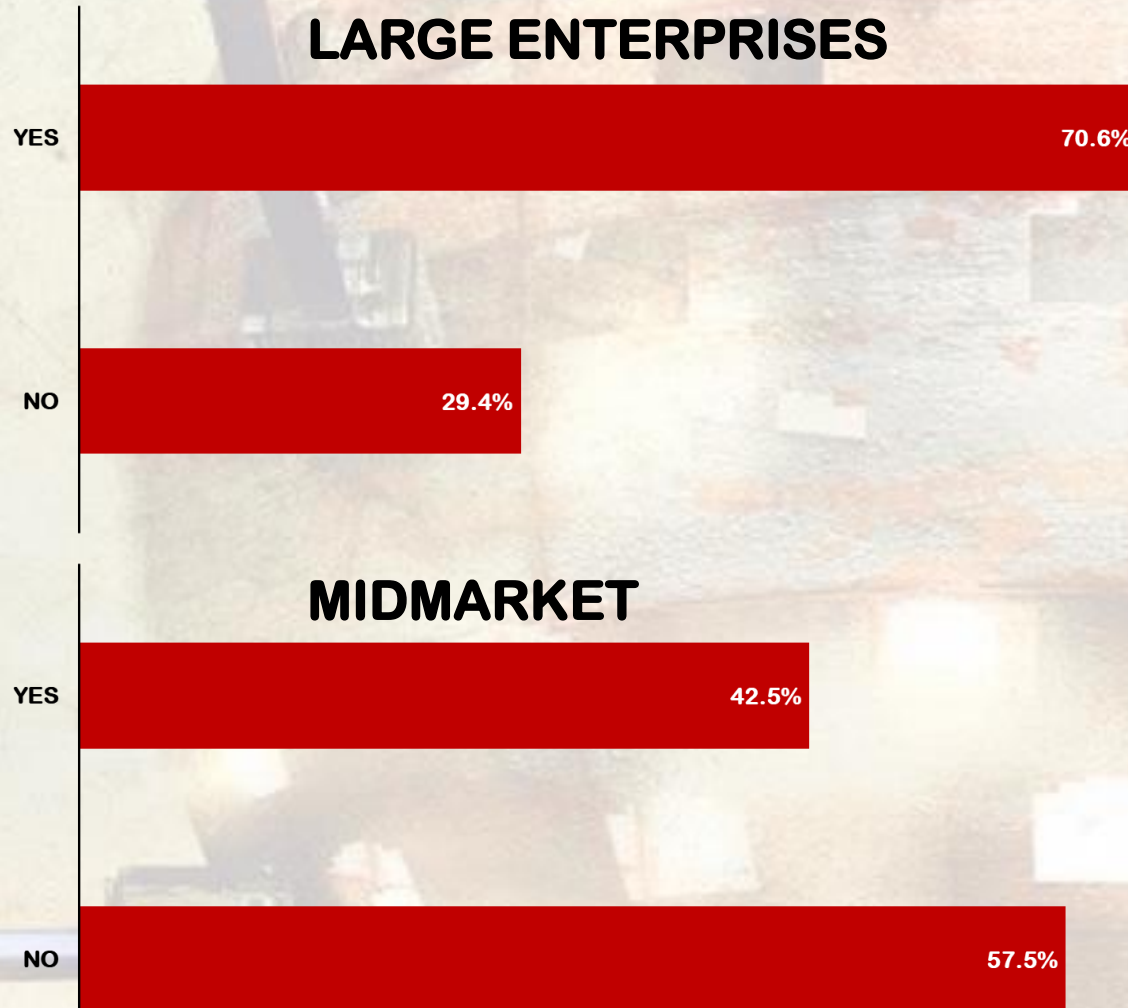


N = 2,250 Enterprise Managers with budget responsibility.  
 \* Categories show adoption rates in 2021, (I) show changes from 2020/2019.

All acronyms are defined in the report Appendix



# RESEARCH: HAS ITSM ALREADY MERGED, OR WILL IT MERGE INTO ESM WITHIN THE NEXT 12 MONTHS?



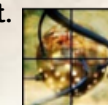
N = 2,050 Enterprise Managers with budget responsibilities and 750 Managers with budget responsibilities in the midmarket.

Large enterprises have already recognized the value of Enterprise Service Management.

When asked if ITSM has already evolved towards Enterprise Service Management, 70% of large enterprises said yes.

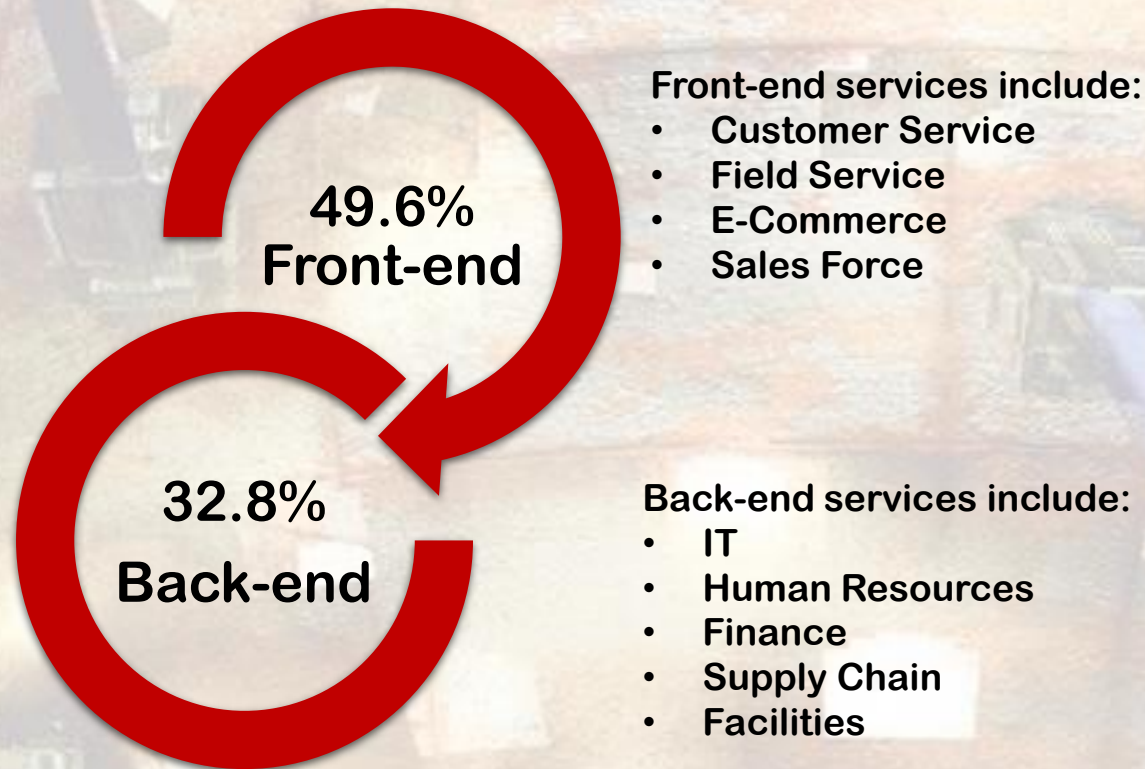
Large enterprises are further along in their digital business evolution and therefore might have realized the benefits of adopting ESM. Also, resources and budgets to fund ESM might be more accessible in large enterprises.

Research In Action predicts that the adoption of ESM will accelerate in midmarket organizations as the strive towards digital services expands beyond large enterprises.





# RESEARCH: PRIMARY OBJECTIVE FOR ESM IMPLEMENTATIONS WITHIN THE NEXT 12 MONTH IS FOCUS ON FRONT-END SERVICES AND APPLICATIONS



The focus for ESM is on enabling employees to deliver excellent customer services.

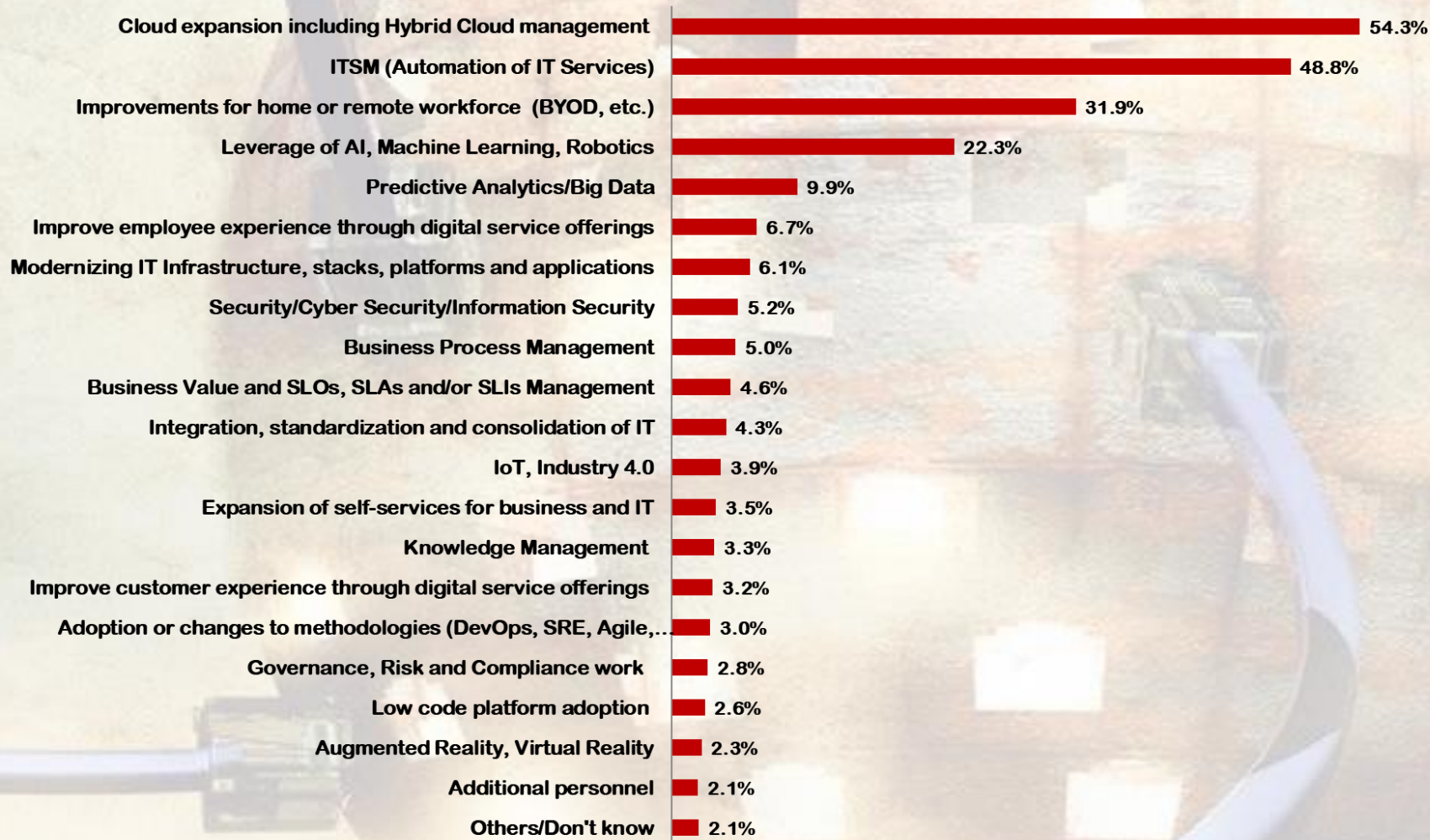
Back-end systems and applications are enabling employees to connect with different business functions which matter to them during their working day. Examples are interactions with HR, Finance or IT.

Front-end services are those applications and workflows which an employee leverages to directly touch the end customer. Examples are customer experience systems or field services applications.

When asked about within which areas ESM will be adopted within the next 12 month, almost 50% of our survey respondents said that they will focus their ESM efforts on the front-end service areas.

N = 1,500 IT and Business Managers with budget responsibilities. Respondents could select three benefits.

# RESEARCH: TOP THREE INVESTMENT AREAS RELATED TO ENTERPRISE SERVICE MANAGEMENT IN 2021



The priorities are slightly different depending on the global regions. When asked „What are your top three investment areas related to Enterprise Service Management in 2021” we found the following:

1. While Cloud expansions including Hybrid Cloud management is a high priority across all global regions, APAC had the highest percentage (32%) for this topic.

2. ITSM is still a high priority for the EMEA region.

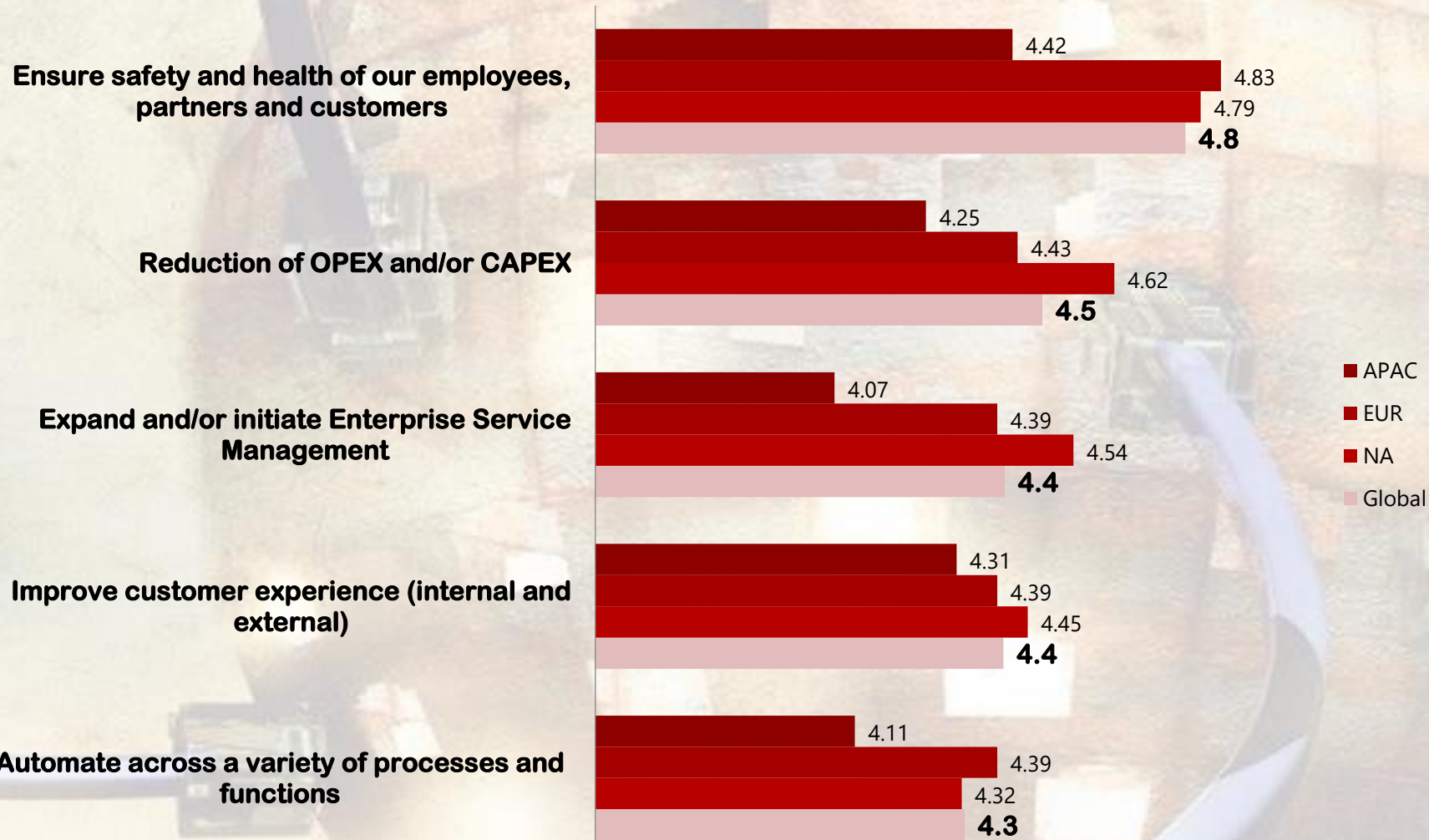
3. Improvement of home or remote workforce due to the pandemic rates as the third highest investment priority across all regions.

4. Improving processes and analytics through AI and RPA are key for speed and quality of services.

N = 1,500 IT and Business Managers with budget responsibilities. Respondents could select their top three priorities.



# RESEARCH: THE TOP FIVE GOALS WHICH ARE MOST IMPORTANT FOR ORGANIZATION IN THE NEXT NORMAL



Regional differences exist in some of top five goals for the next normal.

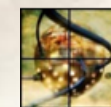
When asked which top goals are their most important for their organization in the next normal, we found some surprising regional differences.

However, there is agreement among all global regions to focus on the improvement of customer experience.

N = 1,500 IT and Business Managers with budget responsibilities (Scores from 1 (not important) to 5 (very important)).

# INSIGHTS: TOP MARKET TRENDS 2021

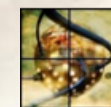
- **ESM is an essential part of an organization's digital transformation.** Enterprise Services Management enables an efficient and effective path towards automation of service delivery which is needed to support the productivity of employees independent of the employee's location. The provisioning and delivery of services is no longer the job of IT only. As employees and departments within organizations are continuing to demand self-service models, decision makers are joining hands in deciding for the best IT and Enterprise Service Management strategy and tools to ensure positive impact on the service experience across their organization and ultimately towards the bottom line.
- **What this means:** The drive towards digital services has been accelerated by the current pandemic. Organizations which are not focusing on providing modern digital services to their employees and partners will be left behind in the next normal.





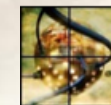
# INSIGHTS: TOP MARKET TRENDS 2021

- **ESM is a requirement for IT and business teams servicing employees collaboratively in the next normal.** Connectivity, everything-as-a-service-thinking, all the time from anywhere secure access to applications and data, global and local collaboration needs and the ability for a more connected service experience for employees are creating big challenges within organizations today. These challenges - to name only a few - managing the network of remote or in office workers, secure and reliable connectivity, data security restrictions, regulatory compliance adherence, internal governance and the management of different devices and their usage must be managed and orchestrated. While IT Service Management focuses on the IT workflows, Enterprise Service Management automates the workflows of the business teams (e.g., Human Resources, Legal, Facilities) which in many cases must be coordinated with IT workflows for gaining productivity and offering collaborative and connected services.
- **What this means:** ESM can be launched on the shoulders of existing ITSM initiatives or without ITSM work. A key success factor is to include process owners within the enterprise functions and allow for the development of joint value streams. Codeless or low-code solutions are a perfect fit to enable enterprise business process owners with the ability to automate.



# INSIGHTS: TOP MARKET TRENDS 2021

- **Intelligent and contextual automation for value.** The adoption of contextual automation augmented with Artificial Intelligence (AI), Machine Learning (ML) and Robotic Process Automation (RPA) will improve productivity, improve proactive work, and will aid process and service owners with details to improve their service offerings in scope and quality. The automation of processes has always been one of the fundamentals of IT and Enterprise Service Management. But recent advances in leveraging AI, ML and RPA will allow teams to automate with intelligence and in relation to the context of the process or role.
- **What this means:** The use of intelligent chatbots and AI must not only be adopted for the sake of the technology but rather applied wisely and to the greatest benefits so that adoption does provide value. The existing fears of replace jobs must be countered with the understanding that AI can augment the value of services and RPA can reduce mundane tasks and processes to shift work towards value added work.





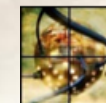
# VENDOR SELECTION MATRIX™: ENTERPRISE SERVICE MANAGEMENT: THE TOP GLOBAL VENDORS IN 2021

VENDOR NAME	PRODUCT(S)
4ME	4me
AISERA	AI Service Desk
ATLASSIAN	Jira Enterprise Service Management
AXIOS	Axios assyst
BMC	BMC Helix Business Workflows
BROADCOM	CA Service Management
EASYVISTA	Easy Vista Service Manager
FRESHWORKS	Freshservice, Freshdesk, Freshworks Neo Platform
HORNBILL	Hornbill Service Manager
IBM	IBM Maximo, IBM Control Desk
IVANTI	Ivanti Neurons for ITSM
MANAGE ENGINE	Manage Engine a Division of Zoho Corp
MATRIX42	Enterprise Service Management, Digital Workspace Platform
MICRO FOCUS	Service Management Automation X (SMAX)
MICROSOFT	System Center Service Manager
SAP	SAP Solution Manager
SERVICENOW	ServiceNow IT, Employee, Customer, and Creator Workflows, Now Platform
SERVICWARE	Serviceware Processes, Performance, Knowledge, Resources, Financial
SYSAID	Sysaid IT Service Management
TOPDESK	Enterprise Service Management

This listing is alphabetical and includes the Top 20 vendors which achieved the best evaluation scores from the buyers, having disregarded those with fewer than 15 evaluations.

Other vendors mentioned outside of the Top 20 or with too few evaluations:

- ALEMBA
- EFECTE
- EVEREST IMS
- REALTECH
- SOLAR WINDS
- SUNVIEW
- SYMPHONY SUMMIT AI
- USU
- VISION HELPDESK
- ZENDESK

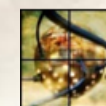


# VENDOR SELECTION MATRIX™: ENTERPRISE SERVICE MANAGEMENT: THE TOP GLOBAL VENDORS IN 2021- VENDOR QUICK FACTS

VENDOR NAME	STAFF	REVENUE	GROWTH	RI*	GOOD TO KNOW
4ME	< 25	< \$ 6 M	> 50% p.a.	96%	Enables 4me customers to connect their workflows for collaboration across organizational boundaries.
AISERA	< 50	< \$ 6 M	> 20% p.a.	96%	Leverages unsupervised Artificial Intelligence to power its AI Service Desk.
ATLISSIAN	> 3,000	> \$ 25 M	> 20% p.a.	96%	Enables business functions to built their own service desk.
AXIOS	> 250	> \$ 30 M	> 15% p.a.	92%	Empowers IT teams with out-of-the-box easy to use ITSM solution.
BMC	> 4,000	> \$ 900 M	< 10% p.a.	98%	Continues its strategy towards the Autonomous Digital Enterprise with BMC Helix.
BROADCOM	> 10,000	> \$ 600 M	< 5% p.a.	81%	Broadcom continues to invest into CA Service Management with its 17.3 release.
EASYVISTA	< 250	> \$ 35 M	> 10 % p.a.	96%	EasyVista has expanded from ITSM to ESM to reach across the entire enterprise.
FRESHWORKS	> 3,500	> \$ 100 M	> 40% p.a.	97%	Freshworks keeps accelerating in growth, adoption and portfolio expansion.
HORNBILL	< 100	< \$ 12 M	> 10% p.a.	93%	Hornbill stays on the ITSM course.
IBM	> 350,000	> \$ 600 M	> 5% p.a.	90%	IBM combines the strenght of Maximo and Control Desk addressing physical and virtual worlds.
IVANTI	> 2,800	> \$ 300 M	> 10% p.a.	96%	Ivanti acquires Cherwell to offer service & asset mgmt. from IT to LOB and from endpoint to the IoT edge.
MANAGE ENGINE	> 10,000	< \$ 60 M	> 25% p.a.	93%	ManageEngine continues its extension into global enterprises.
MATRIX42	> 470	> \$ 60 M	> 25% p.a.	99%	Matrix42 accelerates customers to the next phase of secure Enterprise Service Management.
MICRO FOCUS	> 14,000	> \$ 900 M	> 15% p.a.	98%	Micro Focus' ESM accelerates productivity and enables a connected service experience.
MICROSOFT	> 115,000	> \$ 600 M	> 10% p.a.	93%	Microsoft keeps attaching its service desk as part of System Center.
SAP	> 100,000	\$ 0 M	> 25% p.a.	88%	SAP Solution Manager includes an ITSM module for SAP solution-oriented incident management.
SERVICENOW	> 13,000	> \$ 4 B	> 30% p.a.	96%	ServiceNow continues its passionate focus to help enterprises to automate all workflows.
SERVICWARE	> 500	< \$ 120 M	> 20% p.a.	98%	Serviceware propels enterprises towards a service mentality, service quality and service financials.
SYSAID	> 150	< \$ 35 M	> 10 % p.a.	96%	Sysaid continues supporting its customers through their ITSM journey.
TOPDESK	> 850	> \$ 70 M	> 20% p.a.	99%	TOPdesk guides IT organizations towards easy Enterprise Service Management.

\* The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants "Would you recommend this vendor in this market to your peers - Yes or No?".

NOTE: Revenue numbers (and growth) are estimated specifically for this market by Research in Action and do not reflect overall company revenue numbers (and growth). Staff numbers are company totals.





# VENDOR SELECTION MATRIX™: EVALUATION CRITERIA

## STRATEGY

Vision And Go-To-Market	30%	Does the company have a coherent vision in line with the most probable future market scenarios? Does the go-to-market and sales strategy fit the target market and customers?
Innovation And Differentiation	30%	How innovative is the company in this market? Does the solution have a unique selling proposition and clear market differentiators?
Viability And Execution Capabilities	15%	How likely is the long-term survival of the company in this market? Does the company have the necessary resources to execute the strategy?
Recommendation Index	25%	Would customers recommend this vendor in this market to their peers?

## EXECUTION

Breadth And Depth Of Solution Offering	30%	Does the solution cover all necessary capabilities expected by customers?
Market Share And Growth	15%	How big is the company's market share and is it growing above the market rate?
Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor today?
Price Versus Value Ratio	30%	How do customers rate the relationship between the price and perceived value of the solution?

### NOTES:

62.5% of the evaluation is based on the survey results, 37.5% is based on the analysts' assessment.

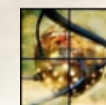
• 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.

• 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.

• 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.

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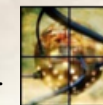


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EXECUTION



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# VENDOR SELECTION MATRIX™:

## ENTERPRISE SERVICE MANAGEMENT

### TOPdesk guides IT organizations towards Enterprise Service Management



- General:** TOPdesk is a Dutch software house, offering solutions across IT and Enterprise Service Management for 25 years. The company has over 850 employees and more than 5,000 customers today. In 2020, TOPdesk has gained a total of 500 customers and in conversations with the vendor, Research In Action learned that the company is aiming for an installed base of 10,000 customers in 2024. The company has realized the trend towards SaaS very early on and about 85% of its customers are leveraging its SaaS based platform.
- Strategy:** With its vision to enable the cooperation between the service departments within an enterprise to provide excellent services for their workforce, TOPdesk also has an internal mission to foster and nurture solid relationships with its customers by working in partnerships to achieve ongoing improvements. TOPdesk is an easy-to-use solution for enterprise service management and the company continues to provide its clients with world-class service and improving the user experience and is rewarded for this effort. In the Research In Action Recommendation Index, which was collected for the second time this year, TOPdesk has scored the highest rating of all vendors with 99%.
- Execution:** TOPdesk is one of the few providers in the IT and ESM market with many years of experience. Its extensive partner network, its modular solution and ability to work side by side with its customers has accelerated and allowed its customers to embrace Enterprise Service Management from initial efforts in IT Service Management. The company has achieved a customer retention rate of 98%. Consequently, TOPdesk now also achieved the best value of all providers in the evaluation of the price-performance ratio in this year's study.
- Bottom Line:** The survey respondents which spans 1,500 global IT decision makers have propelled TOPdesk into a leading position in the Enterprise Service Management market. TOPdesk experience, passion and solutions will continue towards its success now and in the future.

STRATEGY	RESULT
Vision And Go-To-Market	4.25
Innovation And Differentiation	4.25
Viability And Execution Capabilities	4.25
Recommendation Index	4.75
	<b>4.38</b>
EXECUTION	RESULT
Breadth And Depth Of Solution Offering	4.75
Market Share And Growth	4.25
Customer Satisfaction	4.50
Price Versus Value Ratio	4.75
	<b>4.61</b>

Scores from 1 to 5 (maximum)





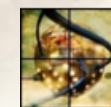
# THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

## Vendor Selection Matrix™ Disclaimer:

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.

## About:

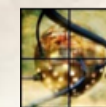
Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.





# APPENDIX: IT AUTOMATION MARKET TEXTURE DEFINITIONS

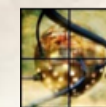
- **Application Discovery and Dependency Mapping (ADDM)** solutions automatically discover various applications running on server and network devices within the business hybrid infrastructure, and maps the dependencies between them providing a holistic view of all the resources running and the relationships between them.
- **AI Powered Chatbot Platforms** which are used to build applications that answer questions, provide advice and/or recommendations using natural language processing and other dialog related technologies.
- **Artificial Intelligence and Machine Learning (AI/ML)** are both technologies and are leveraged in automation solutions. Artificial intelligence (AI) is the ability of a computer program or machine to think and learn (AI can mimic human cognition). Within IT Automation AI is used to correctly interpret a variety of data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation. Machine learning enables computers with the ability to learn without being programmed (explicit algorithms). It explores the study and construction of algorithms which can learn and make predictions on data. The algorithms follow programmed instructions or can make predictions or decisions based on the data. Machine learning is used when explicit algorithms cannot be done (e.g. computer vision, search engines, optical character recognition).
- **Artificial Intelligence for Operations (AIOps)** solutions equip IT enterprise teams with analysis of volumes and categories of data to improve key processes, tasks and decision making. The adoption of these tools automates the ingestion of fast volumes of data; leverage machine learning to analyze the data, present findings to either predict or alert on issues, and leverage the knowledge for automation or decision making.
- **Application Release Orchestration (ARO)** solutions equip IT enterprise organizations and their teams with the automation of the software deployment cycle across hybrid technology environments.
- **Configuration Management Database (CMDB)** is a database which captures IT components referred to as configuration items (CIs), which can be software, hardware, a document, article, or any such item that is part of the information system of the organization.
- **Continuous Application Performance Management (CAPM)** software solutions continuously identify issues around performance and availability of software applications, IT and enterprise services. The solutions strive to proactively detect and diagnose application performance problems and health and enable a situational awareness of application related issues.
- **Enterprise Service Management (ESM)** is a category of business management software - typically a suite of integrated applications that a service organization uses to capture, manage, save and analyze data critical to their service business performance. It automates service offerings across internal functional areas such as (1) Human resources, (2) Vendor management, (3) Technical services, (4) Field services, (5) Financial management and (6) Shared services organizations.
- **Digital Service Management (DSM)** solutions enable the management of resources and services which support multiple digital services leveraged by external customers. The purpose is to break down operating silos, ensure compliance and governance while enabling the business to continuously innovate new and existing digital services.
- **End User Experience Management (EUEM)** solutions monitor and manage the impact of application and device performance from the end user's point of view and ensure quality of service as seen and experienced by the end user.





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- **IT Asset Management (ITAM)** software manages the full lifecycle of IT assets which typically includes all software, hardware, networking, cloud services, and client devices. In some cases, it may also include non-IT assets such as buildings or information where these have a financial value and are required to deliver an IT service. IT asset management can include operational technology (OT), including devices that are part of the Internet of Things. These are typically devices that were not traditionally thought of as IT assets, but that now include embedded computing capability and network connectivity.
- **IT Financial Management (ITFM)** software enables the accurate and cost-effective management of IT assets and resources with the aim to plan, control, recover (or overall manage) costs which are occurring while providing IT and Enterprise Services to the organization.
- **The IT Infrastructure Library (ITIL)** is the de facto standard for IT Service Management process definitions today.
- **Internet of Things Management (IoT)** solutions vary depending on the use case but typically manage a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are equipped with unique identifiers which transfer data over a network without requiring human-to-human or human-to-computer interaction.
- **IT Operations Management (ITOM)** solutions monitor and control IT services and infrastructure and enable IT to execute routine tasks necessary to support the operation of applications, services and hardware components within an organization; typically included are the provisioning of IT infrastructure, capacity management, cost-control activities, performance and security management and availability management for all IT infrastructure and assets.
- **IT Service Management (ITSM)** refers to the entirety of activities – directed by policies, organized and structured in processes and supporting procedures – that are performed by an organization to plan, design, deliver, operate and control Information Technology (IT) services offered to internal customers. It is thus concerned with the implementation of IT services that meet customers' needs, and it is performed by the IT service provider through an appropriate mix of people, process and information technology.
- **Robotic Process Automation (RPA)** solutions enable the automation of tasks, processes and procedures which are normally conducted by a human. RPA solutions create software robots that mimic human actions. Typically, these are tasks that a human would do. (Ro)Bots and Virtual Agents are part of RPA solutions.
- **Secure Unified Endpoint Management (SUEM)** software enables the management and securing of mobile applications, content, collaboration and provides for the management of all endpoints like smartphones, tablets, laptops, printers, ruggedized devices, Internet of Things (IoT) and wearables.
- **Technology Cost and Resource Optimization (TCRO)** software enables the planning, management and visibility of the supporting and required business and IT technology resources from a cost and capacity perspective by visualizing, planning, prioritizing and optimizing the usage and demands of technology resources (people, processes and technologies) for the enterprise.
- **Value Stream Management (VSM)** software solutions capture, visualize, and analyze the flow of work across the entire Agile software delivery project. The capabilities include end-to-end visibility, traceability and governance over the entire process and help to plan, track, and steer work at the team, program, portfolio, and enterprise levels. It includes the people working on a project, the systems which are operated and leveraged, and the flow of information and materials between teams. It enables the measurement of speed and quality for digital transformations.





# CONTACT



**Eveline Oehrlich, Research Director**  
**+49 151 40158054**  
**eoehrlich@researchinaction.eu**



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