

Germany – February 18th 2019: Life after the age of the “Big Four”.

Pressemitteilung von: [Research In Action GmbH](http://www.researchinaction.com)



(openPR) - Research In Action GmbH publishes its newest market analysis report Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: The Top 20 Global Vendors 2019.

The Vendor Selection Matrix™ is a unique, primarily survey-based methodology for comparative vendor evaluation. A minimum of 60% of the evaluation results are based on a combined telephone and online survey covering 1,500 IT buyers in enterprises worldwide. More than 45,000 data points were collected in Q4 2018 and Q1 2019. The analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations). The Top 20 vendors of IT and Enterprise Service Management SaaS and Software solutions (selected by the buyers in the survey) were evaluated using a weighted set of 8 criteria.

Dr. Thomas Mendel Ph.D., Managing Director of the Research In Action GmbH comments on the results of the study:

A new market after the end of the “Big Four” era. For many years, the IT Service Management Market was dominated by the “Big Four” vendors (BMC, CA (now Broadcom), HP (now Micro Focus) and IBM). This is no longer the case. Yes, three of these vendors remain in the Top 10, but only two in the Top Five. The Top Ten vendors today are a mix of large platform vendors, smaller point players and innovative startups all with a strong offering in Enterprise Service Management. The original SaaS innovator, ServiceNow has established itself as the new market leader. At the same time, the market itself continues to grow at a healthy pace and buyer awareness of IT and Enterprise Service Management is at an all-time high.

Beware - ITIL4 is coming. According to the results of our survey, roughly 85% of enterprises globally are using the IT Infrastructure Library (ITIL) in some way, shape or form. This makes ITIL by far the most important standard for IT Service Management today. The new release of ITIL is both eagerly anticipated and dreaded by IT managers around the world and will lead to many update, review and change projects. We believe that ITIL4 will create an addition significant push for the IT and Enterprise Service Management market in 2019 and beyond.

Investment trends for 2019. Spending trends for 2019 are reflecting the ongoing shift towards simplification and Artificial Intelligence. The key investment areas for 2019 are:

1. Automation
2. Service Bots
3. ITIL4
4. Hybrid Cloud Service Management
5. Analytics and Big Data

And finally, the Top 20 Vendors of IT And Enterprise Service Management SaaS And Software are:

1. ServiceNow
2. Cherwell
3. Broadcom (CA)
4. EasyVista
5. Micro Focus
- TOPdesk
7. BMC
8. Ivanti
9. 4me
10. Vision Helpdesk
11. Microsoft
12. SAP
13. Freshworks
14. ManageEngine
15. Anixis

16. Samanage
17. Open Source
18. IBM
19. Zendesk
20. Atlassian

Vendor Selection Matrix™ Disclaimer:

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About Research In Action:

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.

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