# An extensive Vendor Selection Matrix™ treatment of Enterprise and IT Service Management as well as Secure Unified Endpoint Management

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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 feed our Vendor Selection Matrix™ reports and 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. More specifically, every year we publish adoption rates for our Digital Service Management Maturity S-Curve.
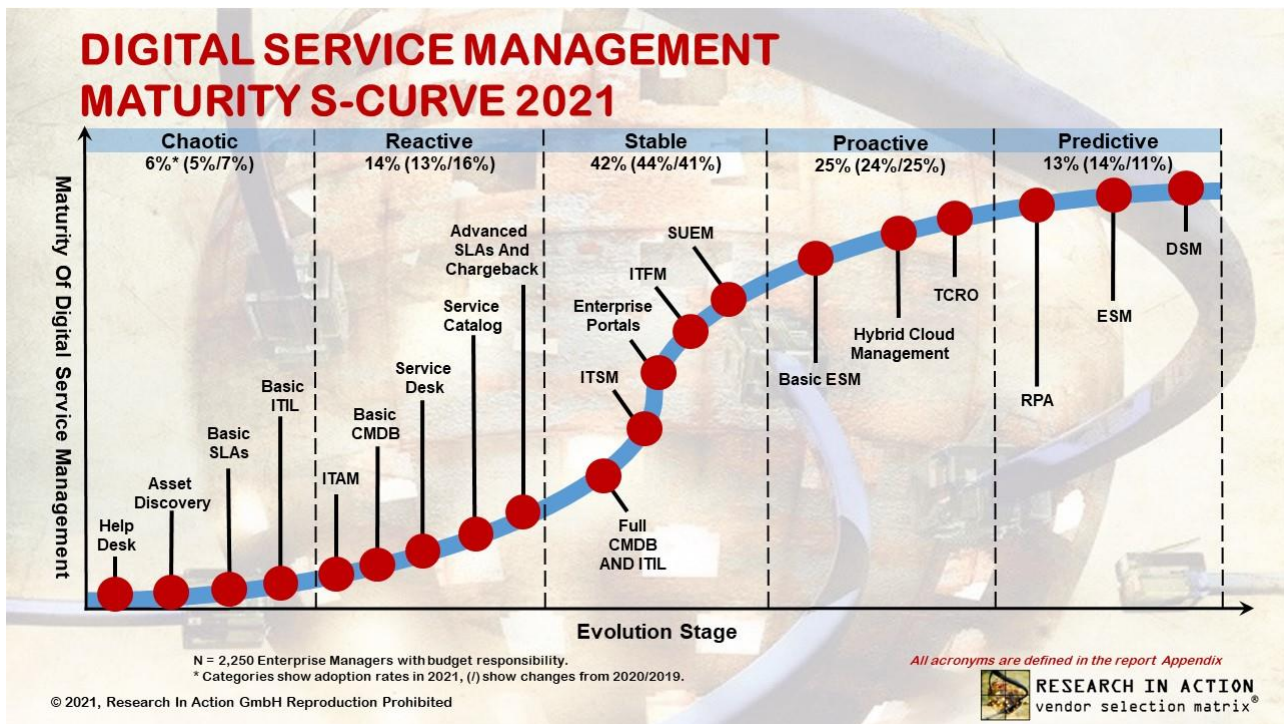

We are excited to publish four Vendor Selection Matrix™ reports in February and March 2021:

1. Vendor Selection Matrix™ Enterprise Service Management for enterprises globally.
2. Vendor Selection Matrix™ Enterprise Service Management for DACH large enterprises.
3. Vendor Selection Matrix™ Enterprise Service Management for the German upper midmarket.
4. Vendor Selection Matrix™ Secure Unified Endpoint Management DACH, Benelux and Nordic enterprises.

You can find the corresponding Press Releases on our Website. Here is an example of the survey demographics from our global enterprise survey.
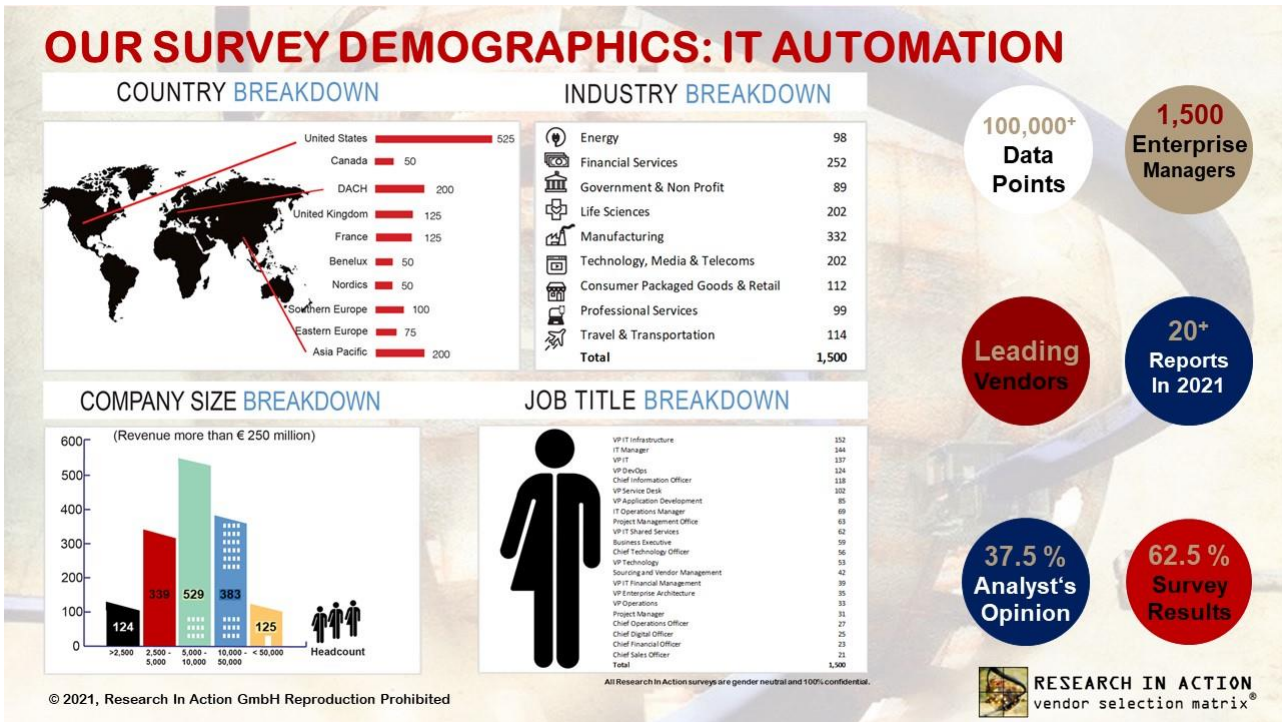
It is important to note that the awareness of the importance of Enterprise Service Management differs between regions and company sizes. This was confirmed in our recent survey of 2,800 companies. Whereas in enterprises globally and large enterprises in Germany, Austria and the German-speaking part of Switzerland (DACH), Enterprise Service Management has now effectively subsumed IT Service Management, in the upper midmarket in Germany, this is not the case.
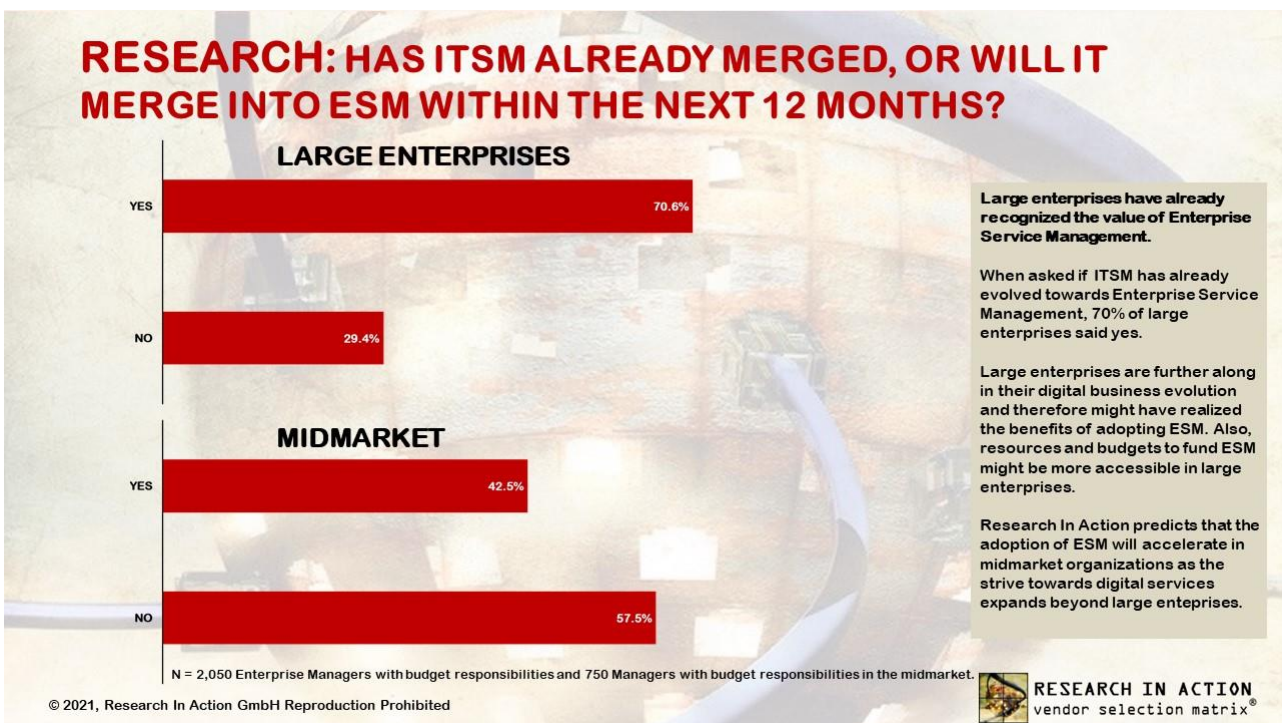
Yes, Enterprise Service Management is growing quickly, but many German midmarket customers are still firmly attached to the IT Service Management banner. Our best guess is that it will take another three years or so to finally make the shift.

We are also adding Secure Unified Endpoint Management (SUEM) to our ever-growing list of research topics for a simple reason – our customers are demanding it, as simple as that.

SUEM is a fairly new approach to securing and controlling all devices and applications regardless of the platform while protecting sensitive data. There are still many vendors in the market who are selling separate tools for Endpoint Security, Client Lifecycle Management (CLM), Mobile Device Management and Enterprise Mobility Management (MDM/EMM). The market has been slow over the last five years. However, the growing complexity, security threats and the Covid-19 Pandemic combine to create the need for immediate action and a huge demand acceleration.

And last but not least a few words regarding our Vendor Selection Matrix™ methodology:

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. We select those vendors which achieve the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations.

To infinity…and beyond!

Thomas Mendel