VENDOR SELECTION MATRIX™ IT AND ENTERPRISE SERVICE MANAGEMENT PUREPLAY SOLUTIONS

The Top Vendors 2023

September 2023

RESEARCH IN ACTION
independent research & consulting

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 63% of the evaluation is based on a survey of enterprise IT or business decision makers and 37% 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 1,000 enterprise IT and business 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.

What has become increasingly clear over the past year is that an organization's ability to adapt and change, and its ability to deliver on a core mission, is highly dependent on, and vulnerable to, how automated, secure and optimized its workflows are. Yet for all ITs genius in automating existing IT Services and leveraging modern Enterprise Service Management (ESM) technologies and data, some IT teams have partnered with or enabled their business teams to automate their workflows toward the goal of becoming a digital organization. The desire for a digital business has accelerated a fundamental shift in the ownership of intelligent workflow automation and digitization in enterprises worldwide. The old certainties of automating processes and services only within IT and the adoption of the necessary technologies and solutions are no longer true. Now IT technologies, non-IT and changemakers challenge the need for workflow automation to be done for other services outside of IT, leaving some IT teams disorientated and at real risk of being left behind.

In this Vendor Selection Matrix™ report we look specifically at IT and ESM Pureplay solutions from vendors focused on this specific market. We do this, because our global buyer constituency continually expresses the need for this type of research. This report provides you with a useful guide to important market differentiators and names the Top vendors. These details are intended to help you make an informed decision about which vendors might best meet your needs.

To Infinity…and Beyond!

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OUR MARKET IMPACT IN 2023

**Members In
Our Survey Panel**

125,000+ IT Automation
90,000+ Marketing Automation

**25+ Research
Reports Published**

350+ vendors evaluated
12,000+ views per report (average)

**10,000+ Active Enterprise
Survey Participants**

all with budget responsibility
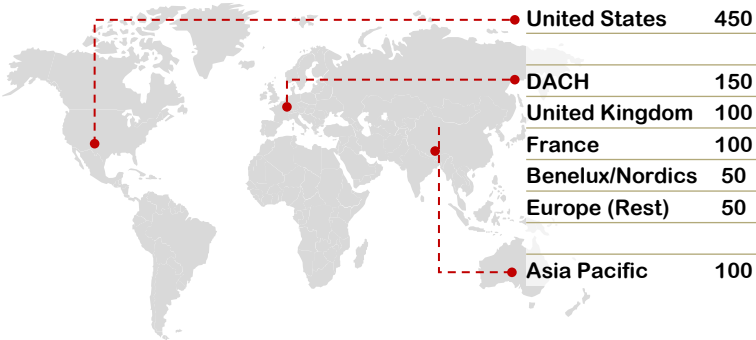
20+ Press Releases

2,000+ views per press release (average)

**Vendor Selection Matrix™: The right mix makes all the difference
63% customer evaluations + 37% analyst's judgement = 100% success**

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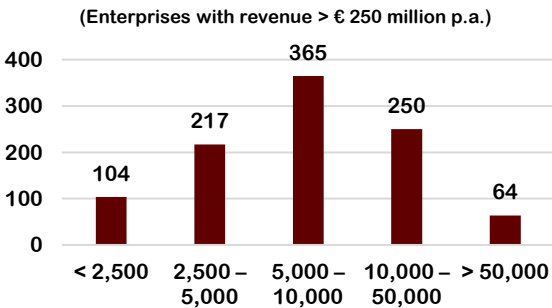vendor selection matrix®

OUR SURVEY DEMOGRAPHICS:
IT AUTOMATION IN GLOBAL ENTERPRISES

Country Breakdown

Country	
United States	450
DACH	150
United Kingdom	100
France	100
Benelux/Nordics	50
Europe (Rest)	50
Asia Pacific	100

Industry Breakdown

Industry	
Energy	100
Financial Services	175
Government & Non-Profit	50
Life Sciences	100
Manufacturing	250
Technology, Media & Telecoms	125
Consumer Packaged Goods & Retail	75
Professional Services	50
Travel & Transportation	75
Total	**1,000**

Company Size Breakdown

(Enterprises with revenue > € 250 million p.a.)

Headcount	Value
< 2,500	104
2,500 – 5,000	217
5,000 – 10,000	365
10,000 – 50,000	250
> 50,000	64

Headcount

Job Title Breakdown

Job Title		Job Title	
VP IT Infrastructure	125	Chief Operations Officer	50
IT Manager	125	VP Operations	35
VP IT	100	Sourcing And Vendor Management	25
Chief Information Officer	100	Business Executive	25
IT Operations Manager	75	VP IT Financial Management	25
VP Service Desk	75	VP Enterprise Architecture	25
Chief Technology Officer	50	Project Manager	25
Project Management Office	50	VP Application Development	20
Chief Digital Officer	50	VP IT Shared Services	20
		Total	**1,000**

All Research in Action surveys are gender neutral and 100% confidential.

100,000+
Data Points

1,000
Enterprise Managers

37%
Analyst's Opinion

63%
Survey Results

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey.
We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations.
The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

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WHAT IS ENTERPRISE SERVICE MANAGEMENT?

- Enterprise Service Management (ESM)[1] uses a variety of methods to improve the way individuals and teams throughout an organization develop, deliver, interact with, and consume applications and services across functional departments. The goal is to improve both employee productivity and effectiveness by automating many workflows.

- ESM has evolved from traditional IT Service Management (ITSM)[2], with the IT Infrastructure Library (ITIL)[3] as the de facto standard for process definitions with a global penetration of around 90%.

- ESM solutions automate workflows, correlate and orchestrate data and manages assets, and leverage intelligence to analyze, manage and deliver applications and services. While some solutions focus primarily on the automating IT workflows (hence the name ITSM), other solutions automate business services in areas such as (1) human resources, (2) vendor management, (3) technical services, (4) field services, (5) financial management and (6) shared services organizations.

- An ESM solution should include, but is not limited to:

  ➢ Centralize, integrate, optimize and enable the automation of enterprise services across an organization and its business functions for internal customers

  ➢ Digitize the multitude of service processes through automation to achieve quality service experiences and continuous improvement

  ➢ Standardize processes and workflows to optimize employee experience and their ability to serve external customers.

[1] Enterprise Service Management, see https://en.wikipedia.org/wiki/Enterprise_service_management.
[2] IT Service Management, see https://en.wikipedia.org/wiki/IT_service_management.
[3] IT Infrastructure Library, see http://en.wikipedia.org/wiki/IT_Infrastructure_Library. ITIL is a brand of PeopleCert.

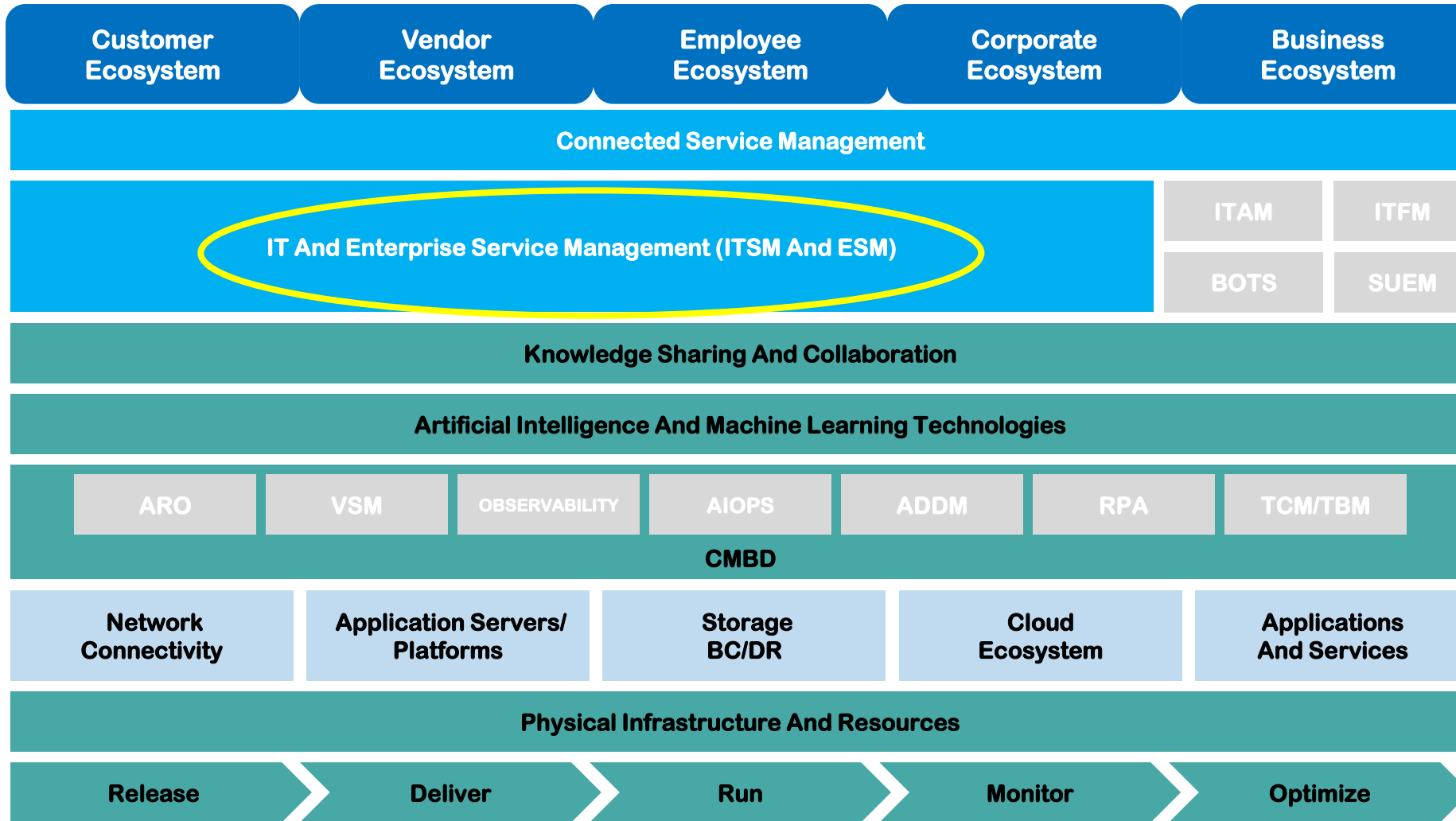RESEARCH IN ACTION
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IT AND ESM PUREPLAY SOLUTIONS

- For years, we have seen a rising interest by the Research In Action global client base of 125,000+ IT and business managers, in a Vendor Selection Matrix™ that focuses exclusively on IT and ESM Pureplay solutions. The main reason is a growing distrust in the capabilities of large, integrated portfolio vendors to serve the particular needs of the companies in individual software markets, as well as a perceived decline in the price versus value ratio of these large vendors.

- For the purpose of this report, an IT and ESM Pureplay solution is provided by a vendor that focuses almost exclusively (with more than 90% of its revenues) on this market and has less than $ 750 million in annual revenue.

- The 1,000 enterprise IT and business managers with budget responsibility in enterprises globally we interviewed for this report, stated a heightened importance (and ultimately a larger weight in the evaluation used for the ranking in the Vendor Selection Matrix™) of the following topics:

  - ➢ Native SaaS capabilities

  - ➢ AI and Chatbot integration

  - ➢ Simple digitization and automation of workflows

  - ➢ Workplace management

  - ➢ No-code modifications and extensive best practices

  - ➢ Transparent and simple licensing model (Pay as you go is no longer seen as an attractive alternative).

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THE IT AUTOMATION MARKETEXTURE

Customer Ecosystem	Vendor Ecosystem	Employee Ecosystem	Corporate Ecosystem	Business Ecosystem

Connected Service Management

IT And Enterprise Service Management (ITSM And ESM)

ITAM	ITFM
BOTS	SUEM

Knowledge Sharing And Collaboration

Artificial Intelligence And Machine Learning Technologies

ARO	VSM	OBSERVABILITY	AIOPS	ADDM	RPA	TCM/TBM

CMBD

Network Connectivity	Application Servers/ Platforms	Storage BC/DR	Cloud Ecosystem	Applications And Services

Physical Infrastructure And Resources

Release → Deliver → Run → Monitor → Optimize

IT Automation solutions are necessary for a modern digital operating model.
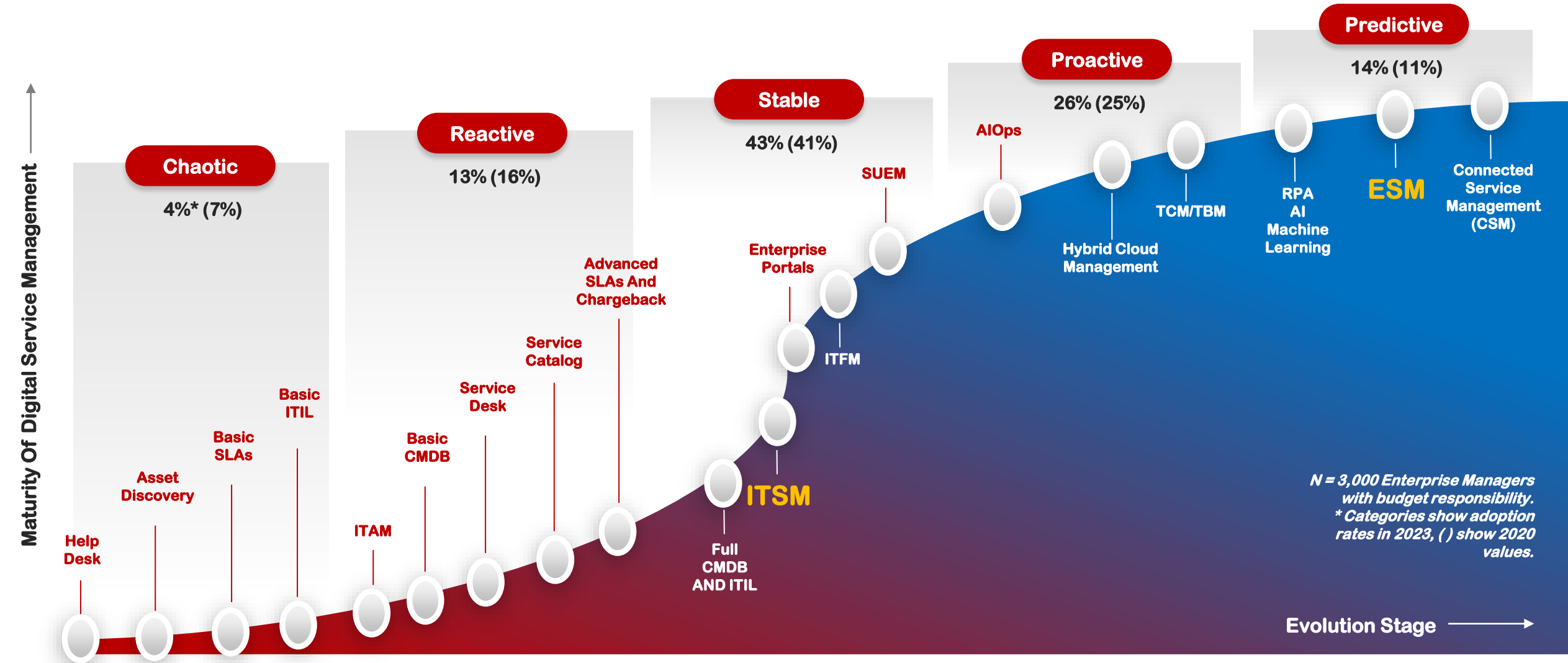
IT Automation solutions are foundational for any transformation to reduces toil and decrease manual errors.

IT Automation solutions can enforce good practices to optimize digital service quality and speed of service delivery.
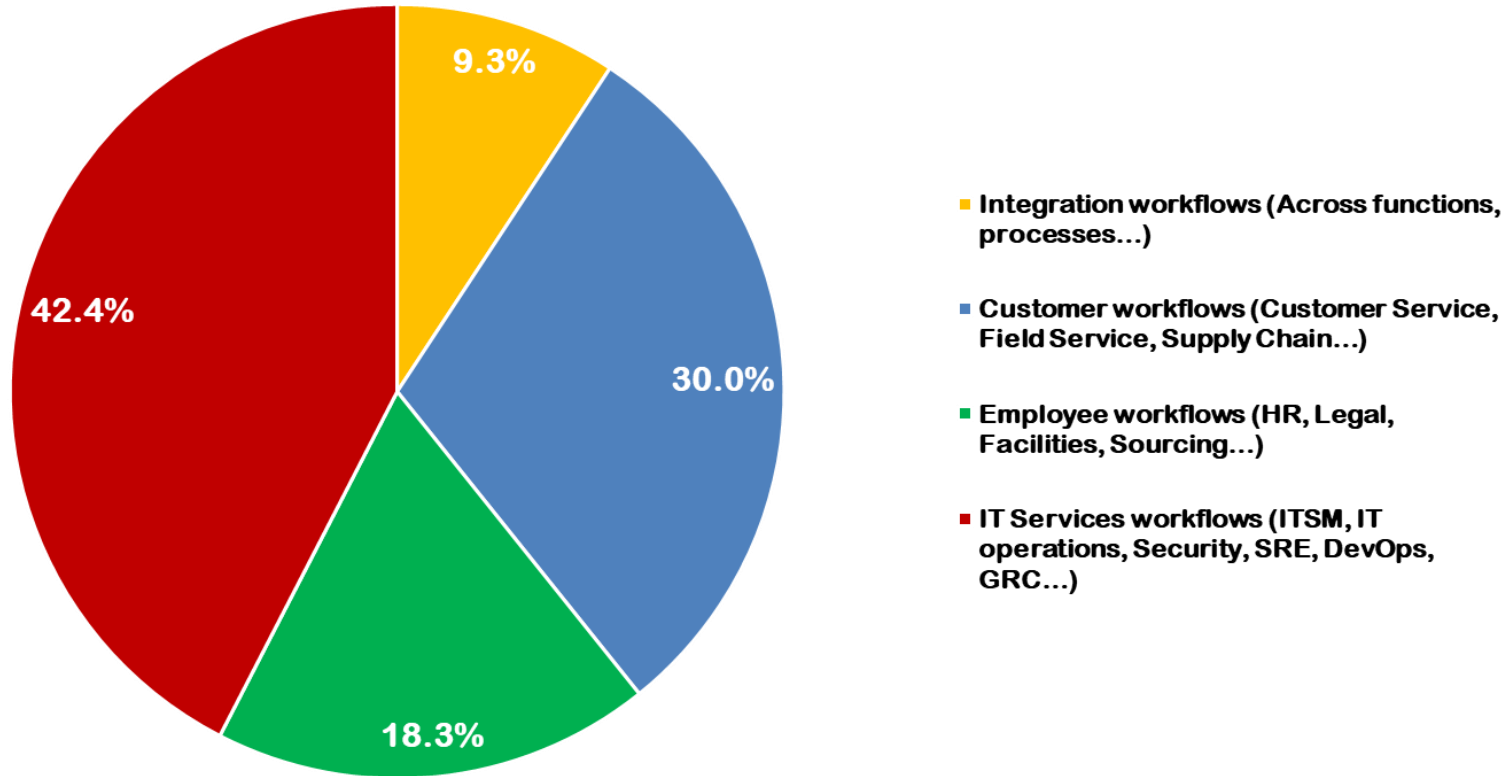
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WELCOME TO CONNECTED SERVICE MANAGEMENT
MATURITY S-CURVE 2023

Maturity Of Digital Service Management

Chaotic
4%* (7%)

Reactive
13% (16%)

Stable
43% (41%)

Proactive
26% (25%)

Predictive
14% (11%)

Help Desk

Asset Discovery

Basic SLAs

Basic ITIL

ITAM

Basic CMDB

Service Desk

Service Catalog

Advanced SLAs And Chargeback

Full CMDB AND ITIL

ITSM

Enterprise Portals

ITFM

SUEM

AIOps

Hybrid Cloud Management

TCM/TBM

RPA AI Machine Learning

ESM

Connected Service Management (CSM)

*N = 3,000 Enterprise Managers with budget responsibility. * Categories show adoption rates in 2023, ( ) show 2020 values.*

Evolution Stage ⟶

All acronyms are defined in the report Appendix

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RESEARCH:

THE GLOBAL ESM PRIORITIES FOR 2023:
ENTERPRISES ARE AUTOMATING ACROSS ALL WORKFLOWS

Automating IT Services Workflows Are Still The Highest Priority (42%) For 2023, But...

30% of global organizations are making the customer experience automation their second-highest priority.
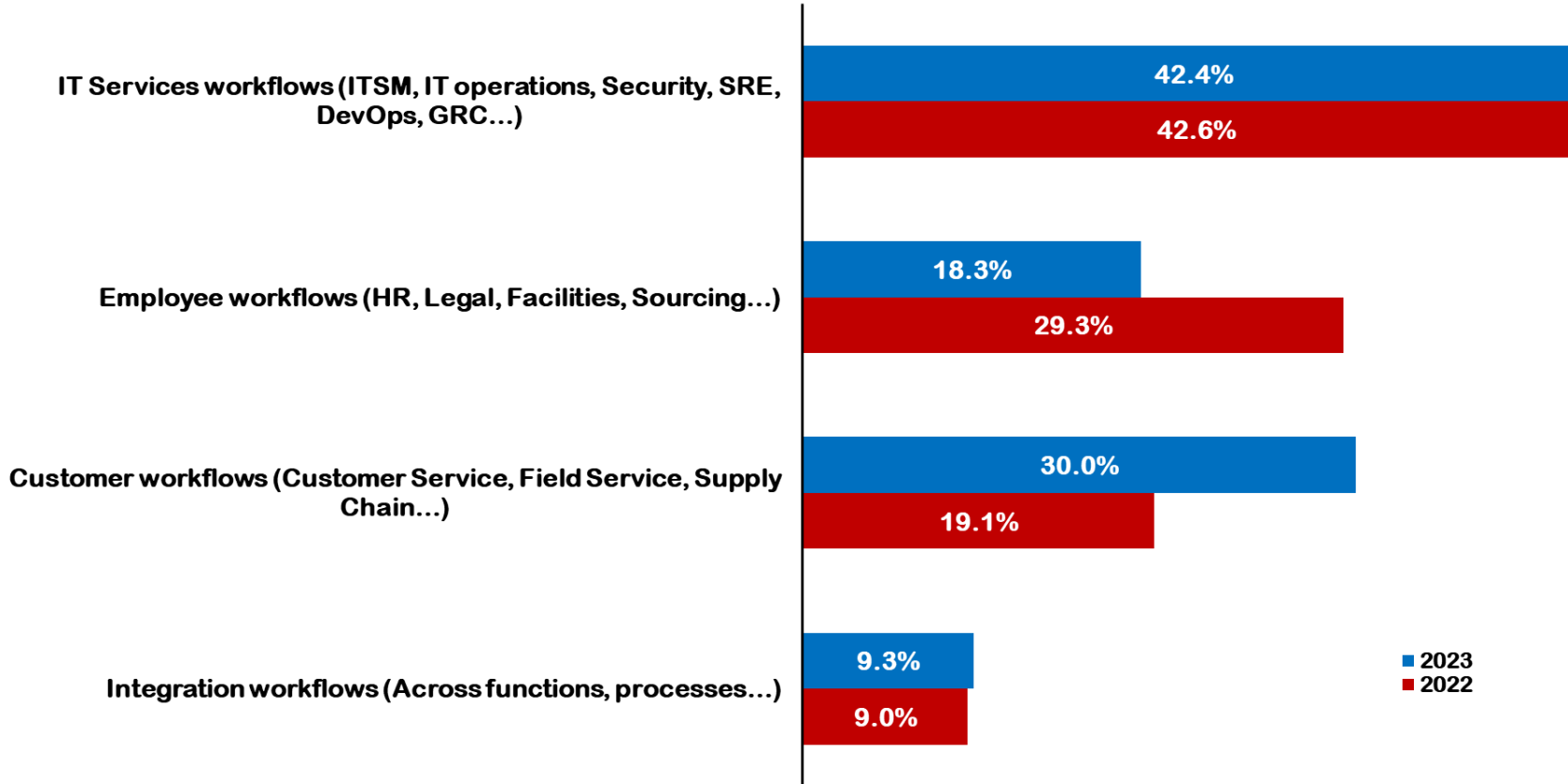
18% of global organizations are improving employee workflows to enhance the employee experience and retain employees.

9% of global enterprises are recognizing the need to integrate workflows across IT, employees, and customers to create a holistic connected service experience for everyone.

Pie chart values:
- 9.3%
- 30.0%
- 18.3%
- 42.4%

Legend:
- Integration workflows (Across functions, processes...)
- Customer workflows (Customer Service, Field Service, Supply Chain...)
- Employee workflows (HR, Legal, Facilities, Sourcing...)
- IT Services workflows (ITSM, IT operations, Security, SRE, DevOps, GRC...)

N = 1,500 Enterprise IT and Business Managers with budget responsibilities.

Question:
Which domain is your highest priority for the automation of workflows within the next 12 month?

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RESEARCH:

THE GLOBAL ESM PRIORITIES COMPARISON:
DATA SUGGESTS A SHIFT IN PRIORITIES IN 2023 FROM EMPLOYEE WORKFLOWS TO CUSTOMER WORKFLOW AUTOMATION

IT Services workflows (ITSM, IT operations, Security, SRE, DevOps, GRC…)
- 42.4% (2023)
- 42.6% (2022)

Employee workflows (HR, Legal, Facilities, Sourcing…)
- 18.3% (2023)
- 29.3% (2022)

Customer workflows (Customer Service, Field Service, Supply Chain…)
- 30.0% (2023)
- 19.1% (2022)

Integration workflows (Across functions, processes…)
- 9.3% (2023)
- 9.0% (2022)

■ 2023
■ 2022

N = 3,000 Enterprise IT and Business Managers with budget responsibilities.

Question:
Which domain is your highest priority for the automation of workflows within the next 12 month?

Since 2022, Some Priorities Have Shifted While Some Have Stayed The Same.

Global enterprises place the same priority on automating IT Services workflows and their plans to integrate workflows across functions and processes.

There is a significantly higher priority for global enterprises around their plans to automate customer workflows. Digital transformation agendas are driving the priority for automating customer workflows.

There is a lower priority for global enterprises to automate employee workflows. It is likely that many organizations have already automated many employee workflows during the pandemic years.

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THE GLOBAL MATURITY STATE OF ESM 2023:
ALL THE WORK IN THE PAST HAS RESULTED IN IT SERVICES WORKFLOWS BEING THE MOST MATURE
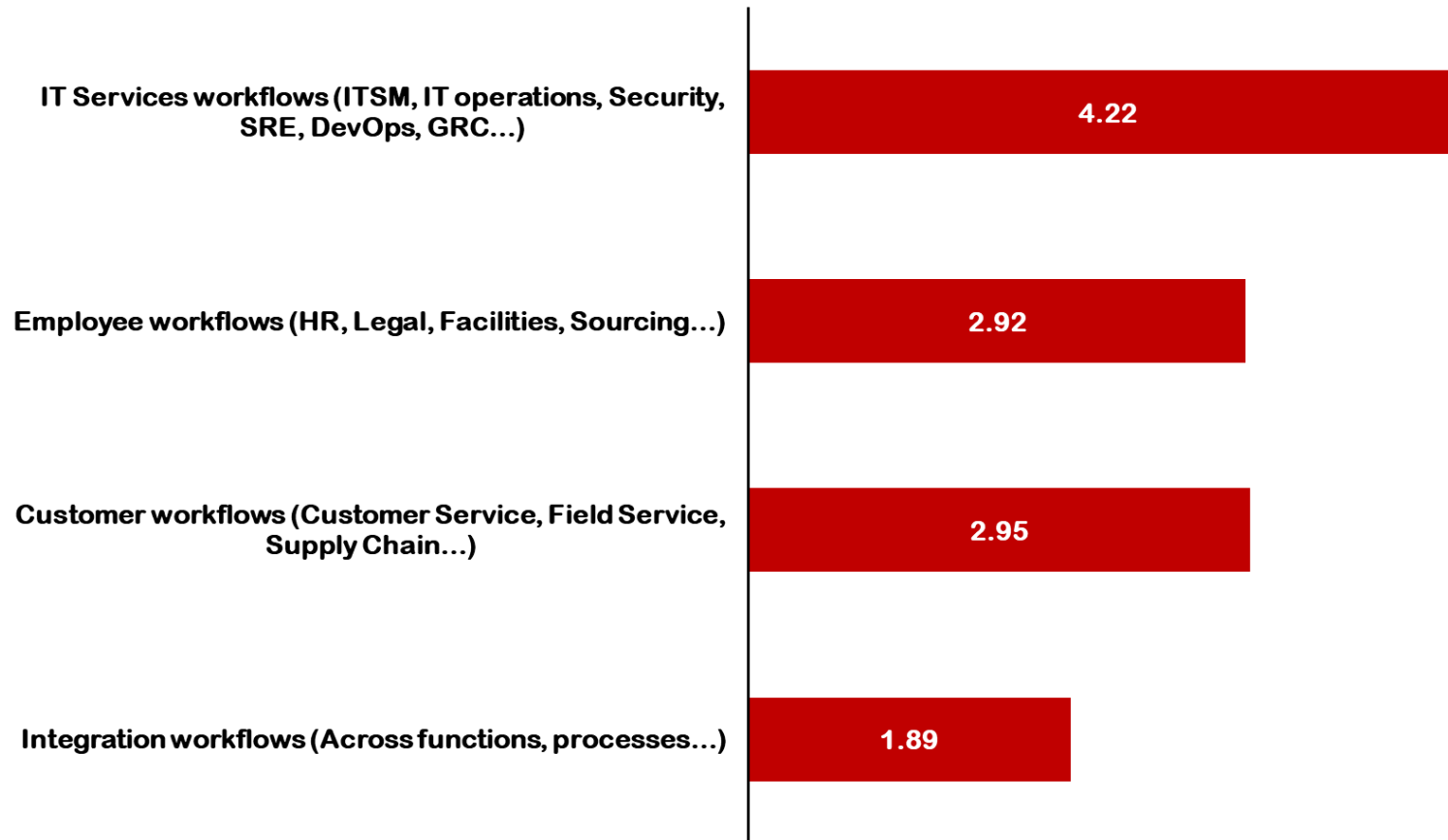
Workflow	Score
IT Services workflows (ITSM, IT operations, Security, SRE, DevOps, GRC…)	4.22
Employee workflows (HR, Legal, Facilities, Sourcing…)	2.92
Customer workflows (Customer Service, Field Service, Supply Chain…)	2.95
Integration workflows (Across functions, processes…)	1.89

N = 1,500 Enterprise IT and Business Managers with budget responsibilities.

Question:
At what level of automation would you say are you within these domains?

IT Services Workflows Are The Most Mature Across The Global Enterprises Today.

This is not surprising, as almost all organizations today have invested in some type of ITSM solution to automate IT workflows.

Maturity Scale:

1 - Just started

2 - At about 25%

3 - At about 50%

4 - At about 75%

5 - More than 75% automated

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RESEARCH:

THE GLOBAL MATURITY STATE OF ESM:
BUT SINCE 2022, PROGRESS HAS BEEN MADEACROSS ALL WORKFLOWS
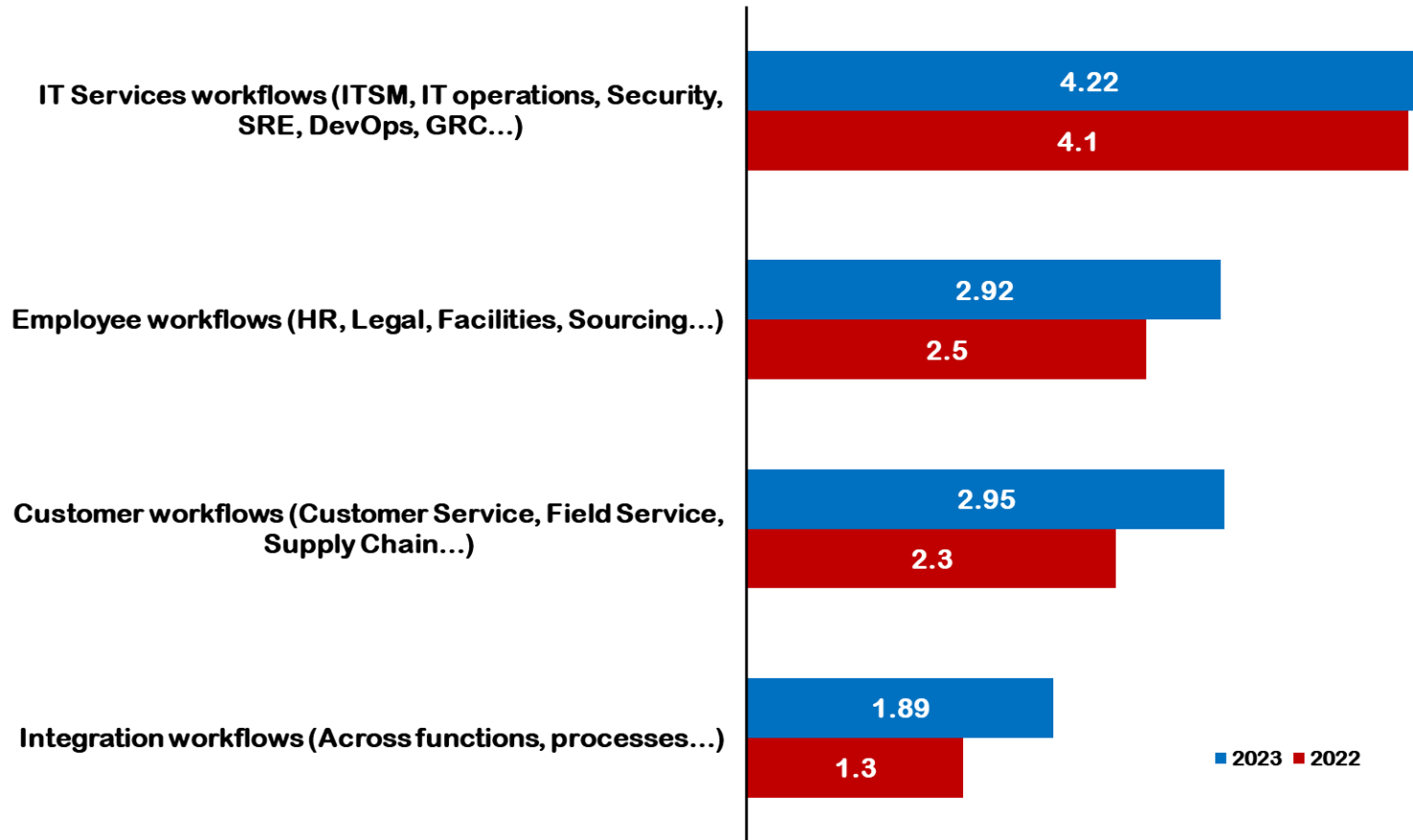
Progress Was Made In All Workflows, With The Greatest Progress In The Customer Experience Workflows.

IT Services workflows (ITSM, IT operations, Security, SRE, DevOps, GRC…)
- **4.22** (2023)
- **4.1** (2022)

Employee workflows (HR, Legal, Facilities, Sourcing…)
- **2.92** (2023)
- **2.5** (2022)

Customer workflows (Customer Service, Field Service, Supply Chain…)
- **2.95** (2023)
- **2.3** (2022)

Integration workflows (Across functions, processes…)
- **1.89** (2023)
- **1.3** (2022)

■ 2023 ■ 2022

Maturity Scale:

1 - Just started

2 - At about 25%

3 - At about 50%

4 - At about 75%

5 - More than 75% automated

N = 3,000 Enterprise IT and Business Managers with budget responsibilities.

Question:
At what level of automation would you say are you within these domains?

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WHAT THE DATA MEANS:
ITSM IS STILL THE TOP AUTOMATION PRIORITY, BUT ORGANIZATIONS ARE STARTING TO SEE THE BENEFITS OF ESM

Global maturity across IT, employee and customer workflow automation looks good.

The focus on automating IT Services workflows has led to a continuous improvement around the maturity of IT Services and today we see a high level of maturity. The adoption of ITIL4 and the ongoing desire to optimize IT Services continues this automation journey.

IT Services workflow automation will continue to stay on the agenda of global enterprises.

The constant demand for improved service levels and standards, the pressure to reduce costs while improving the efficiency of how IT Services are delivered and consumed drives the adoption of virtual agents, proactive knowledge sharing, and service feedback loops to name just a few. These new capabilities keep the automation work in IT Services on the agenda.

Increased demands for collaboration drives more opportunities for ESM.

The desire to integrate IT Services into the general business structures to improve employee productivity has gained significant traction due to the current acceleration of digital transformation projects for enterprises. This requires increased collaboration between IT and the business and has offered opportunities for these teams to work together on more than just IT Services.

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INSIGHTS: TOP MARKET TRENDS 2023 TECHNOLOGY

SaaS growth will continue, driven by security and reliability requirements, but consolidation at the vendor level may occur.

The rise of Cloud technology in recent years has made it possible to move entire business operations off-site through the use of SaaS. We predict that SaaS will grow around 15% to 20% in 2023, with continuing significant growth through 2026. Despite the existing SaaS myth of the past, SaaS tools offer many benefits such as robust security, scalability, easy update capabilities, accessibility from anywhere, adaptable to support change, improved collaboration and finally flexible payment models. While there have been very few acquisitions across the ESM and ITSM space in 2022, there may be a significant number to come in 2023.

Advanced capabilities and architectures are a must for competitive advantage.

The capabilities and architectures to automate back-office workflows will not excite those who want to automate the customer and employee experience on the front-end. Capabilities such as personalization, AI, intelligent chatbots, virtual agents and integration with modern collaboration (e.g. Metaverse) are essential. While data quality has always been a challenge, in 2023, rapid decision making will require AI capabilities. Finally, security and observability capabilities, are of high importance to IT operations and should therefore be on the capability list to improve the reliability and availability of everything to everyone.

Solutions must include four key capabilities and your ability to measure improvements are essential to prove benefits.

While significant progress has been made in automating IT workflows, the next steps in customer and employee workflow automation must be driven by the following critical success factors before selecting your workflow automation solution: (1) It must integrate with your existing systems and infrastructure without a heroic act, (2) It must connect workflows and processes across functional departments, (3) It must also allow for changes to the workflow and (4) It must scale up to support the growth within the function or business. In addition, you need to measure the benefits across all to show improvements.

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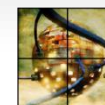
VENDOR SELECTION MATRIX™

IT AND ESM PUREPLAY SOLUTIONS
THE TOP GLOBAL VENDORS 2023

These are the Top 10 vendors as selected by 1,000 users from buyer companies based upon product, company and service quality.

VENDOR NAME	SOLUTION
DCON	Servity
EASYVISTA	EasyVista Service Management
EFECTE	Efecte Service Management
FRESHWORKS	Freshservice and Freshservice for Business Teams
HORNBILL	Hornbill Service Manager, Hornbill Platform
MATRIX42	Matrix42 Enterprise Service Management
OMNINET	OMNITRACKER
SERVICEWARE	Serviceware Enterprise Service Management Platform
TOPDESK	TOPdesk Enterprise Service Management
USU	USU Enterprise Service Management

This list is alphabetical and includes all relevant IT and Enterprise Service Management Pureplay solution vendors named by the survey respondents.

For this report we interviewed 1,000 enterprise IT and business 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.

NOTE: If a vendor does not respond, Research in Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a full vendor scorecard will not be written.

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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:
- 63% of the evaluation is based on the survey results, 37% 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.
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?".

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IT AND ENTERPRISE SERVICE MANAGEMENT PUREPLAY SOLUTIONS
THE TOP VENDORS 2023

STRATEGY LEADER

MARKET LEADER

IT And Enterprise Service
Management Pureplay Solutions
The Top Vendors 2023

STRATEGY

CHALLENGER

EXECUTION LEADER

EXECUTION

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THE TOP VENDORS (LISTED ALPHABETICALLY)

DCON
EASYVISTA
EFECTE
FRESHWORKS
HORNBILL
MATRIX42
OMNINET
SERVICEWARE
TOPDESK
USU

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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.

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APPENDIX: IT AUTOMATION MARKETEXTURE 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.
- **Application Performance Management (APM)** solutions manage the performance and health of applications within a IT enterprise.
- **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 Hybrid Management (CHM)** platforms or solutions that empower, automate and continuously manage the ongoing demands of all digital functions within an enterprise no matter if they are within IT or business teams.
- **Connected Service Management (CSM)** platforms or solutions are part of the management domain which manage the entire spectrum of customer, employee and digital experiences.
- **Digital Process Management (DPM)** solutions automate and manage the digital processes across different business functions.
- **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.
- **Hybrid Cloud Management (HCM)** solutions manage the Cloud infrastructures and applications from an end-to-end perspective.

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APPENDIX: IT AUTOMATION MARKETEXTURE DEFINITIONS

- **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.

- **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.

- **Observability** solutions enable the aggregating, correlating and analyzing of steady streams of performance data from distributed applications and the hybrid infrastructure which support the applications.

- **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 Management (TCM) or Technology Business Management (TBM)** 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.

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