## New Research In Action Report – IT and Enterprise Service Management SaaS And Software: The Top Global Vendors 2020

Germany – 23. March 2020: While process automation, Artificial Intelligence (AI), bots and ITSM for non-IT Assets are a high investment priority for most enterprises, the vendor landscape is changing.

While some vendors have made acquisitions to expand their growth and to accelerate the adoption of new technologies such as AI, other vendors have continued their organic extension into the automation and optimization of services outside of IT – namely into the enterprise or business teams. As enterprises realize that service excellence within reflects positive on the ability for its teams to serve customers, the demand towards enterprise service management has fueled the market growth at all global IT and ESM vendors.

Research In Action GmbH has updated its global market analysis report Vendor Selection Matrix™ – IT and Enterprise Service Management SaaS and Software: The Top Global Vendors 2020. 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 survey covering 1,500 IT buyers in enterprises worldwide. The analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).

Report details can be viewed here: http://researchinaction.de/wp-content/uploads/2020/03/VSM-ITESM-GL-2020-WWW.pdf
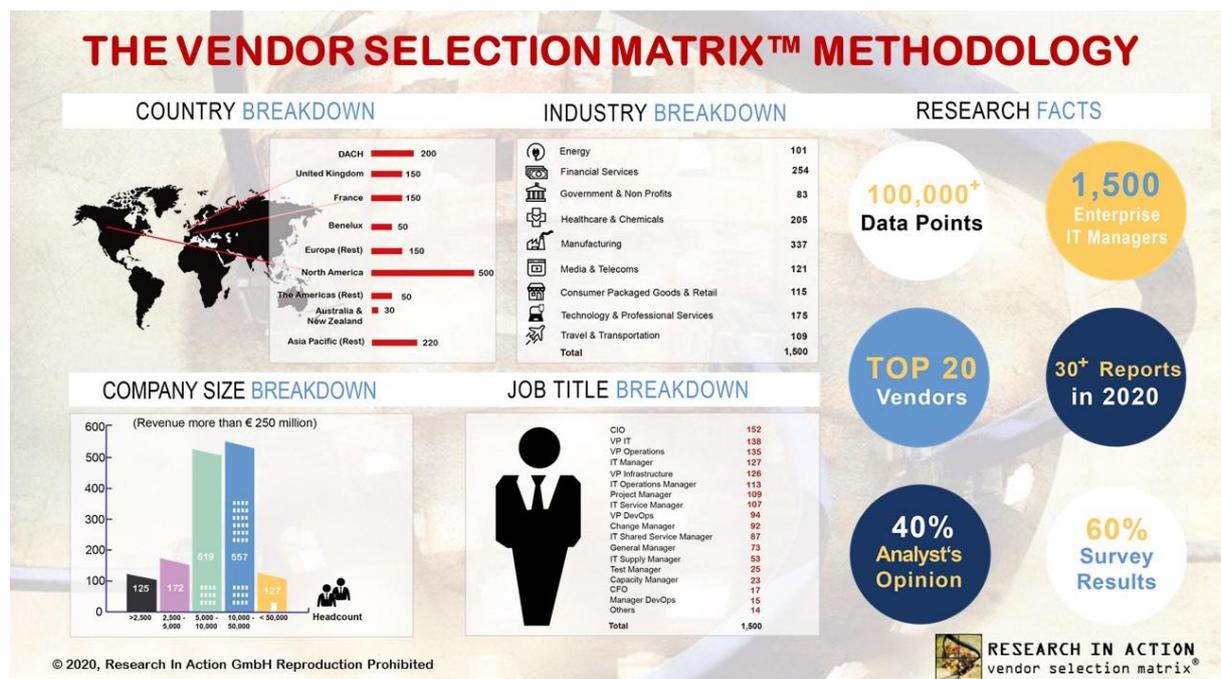
Eveline Oehrlich, Research Director for IT Automation at Research In Action GmbH comments:

- **ITSM and ESM have become one.** The extension of ITSM tools towards enterprise services is a natural evolution and elevates ITs value to the business.

- **Joined decision making between IT and the business.** The provisioning and delivery of services is no longer the job of IT only.

- **Digital attitudes will continue to drive the adoption of ESM.** Managing the network of workers, connectivity, data security, regulatory compliance, internal governance and the management and compensation of device usage for example, must be managed and orchestrated by a team or function to ensure excellence in service delivery and support.

- **Demands for agility, velocity and improvements of service quality require intelligent automation.** The automation of processes has always been one of the fundamentals of IT and Enterprise Service Management. Agile thinking and Digital Transformation models such as DevOps require intelligent automation across all processes within the service eco system.

- **AI and Machine Learning support modern ways of working and interacting.** Intelligent chatbots and other AI-assisted service tools are on the rise and are providing an efficient and automated way to improve customer and employee journeys. The gain in economic benefits and scalability of these has great benefits.

- **The modern ways of working require collaboration and coordination which demand further innovations.** Teams comprised of global, local, internal and external team members which are part of partners and suppliers need models to collaborate and coordinate.

- **Employee and customer experience rules.** Research has shown that there is a close link between employee experience and customer satisfaction. Modern IT and Enterprise Service Management tools empower the workforces of today to improve customer experience.

- **Who came out on top?** Here are the Top 10 results Vendor Selection Matrix™ – IT and Enterprise Service Management SaaS and Software:
  1. ServiceNow
  2. BMC
  3. Micro Focus
  4. Cherwell
  5. Serviceware
  6. Matrix42
  7. Efecte

8. TOPdesk

9. Freshworks

10. IBM

Vendor Selection Matrix™ Disclaimer:

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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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