



Knock Knock! Who is here? Enterprise Service Management!

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I have been following and researching the topic of IT Service Management since my initial start at Forrester Research in 2006. While topics such as service brokering were popular in 2015, it is amazing to me that what I (and many others) have researched and talked about for over the past decade is finally becoming reality. Enterprise Service Management is here and here to stay.

The reality is that while IT Service Management was adopted within IT teams to optimize the delivery of IT services to the organization's employees, Enterprise Service Management 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.

By the way... the awareness of Enterprise Service Management differs between regions and company sizes (see my fellow analyst's post here: <http://researchinaction.de/step-aside-itsm-please-here-comes-esm-finally>). Solution vendors focusing on Enterprise Service Management are eager to present the Enterprise Service Management philosophy and the topic 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 Enterprise Service Management is to enhance the company's 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.

Over the last six weeks, I've had the privilege of speaking and receiving briefings from members within teams of global leaders in Enterprise Service Management. Here are three of the Enterprise Service Management trends and what they mean which I have gathered from companies like Micro Focus, 4me, BMC, Broadcom, Easy Vista, Freshworks, IBM, Ivanti, Manage Engine, ServiceNow and Serviceware. I hope they inspire you and give you motivation to engage or continuing your Enterprise Service Management journey:

Trend #1: Enterprise Service Management 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.

Trend #2: Enterprise Service Management 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:

Enterprise Service Management 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.

Trend #3: Intelligent and contextual automation provides significant 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.

Thank you for your time and if you want to go further: Grab a copy of the Vendor Selection Matrix™, Enterprise Service Management, The Top Global Vendors here:

<http://researchinaction.de/wp-content/uploads/VSM-Enterprise Service Management -GL-2021-WWW.pdf>. This study includes more details on trends, adoption and includes who are the key leaders in the global Enterprise Service Management market.

Always enjoy life to the fullest!

Eveline Oehrlich