



## **It Is Beginning To Look A Lot Like Enterprise Service Management**

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Service is no longer a foreign word for IT. With Enterprise Service Management (ESM), other functions such as Human Resources, Finance, Logistics are seeing what IT has done through IT Service Management (ITSM) and they now want some.

A quick reminder: ESM enables companies to implement service processes in a new way. Clearly defined roles, responsibilities, interfaces, and process definitions, as well as the resulting process management and control, take shared services to a next level. In addition, ESM can improve process quality and provide process transparency, provide improved (user) experience, and automates processes for efficiency and quality. Our [2021 study of ESM](#) revealed that 49% of our survey respondents were focusing their ESM efforts on the front-end services (e.g., customer and field service, employee workflows such as HR, Legal, Facilities). A preliminary preview of the 2022 ESM research data shows 57% of respondents wanting to focus their ESM efforts on the front-end services. As I have studied ITSM and ESM for many years now, this brings joy to me seeing that ESM is gaining attention and attractiveness within organizations.

### **Digital Transformation Supported by ESM**

As organizations are shifting their internal and external services towards digital services, existing gaps between teams are becoming a challenge for efficient and effective service delivery. Within many IT teams, ITSM has improved the performance, effectiveness, and responsiveness of the service delivery. ESM is an extension to ITSM via the purposeful adoption of ITSM principles to meet the various enterprise service delivery needs of various business functions. Here are a few examples how ESM can enable digital transformation:

- **ESM ensures consistent service offerings no matter when and from where:** Many business functions (e.g., Human Resources, Legal, Facilities) typically offer a range of services and support to the workforce at large. For example, HR teams must answer questions regarding payroll, holiday leave, and ever-changing rules and regulations regarding the pandemic. Here is where ESM can help to articulate the services, present them in a consistent way through a unified portal and allow employees to access these services 24/7.
- **ESM forces collaboration among different stakeholders:** One business process very seldomly stands on its own. The interdependency of processes and tasks which must be interconnected is best seen when it comes to onboarding a new employee for example. Here, IT and HR teams work together to follow a variety of steps typically still extremely manual and sometimes highly error prone. ESM allows for an orchestrated approach with defined workflows bringing a new employee on board. This typically includes facilities for providing a workspace, IT to organize end-user equipment, provide applications and network access and Payroll is informed of essential details for compensation. The holistic automation of these steps ensures well-orchestrated, timely and quality services and happy and productive employees on day one.



- **ESM facilitates continuous improvement and governance:** As ESM principles and its adoption continues to expand (as our research indicates) and more and more services are defined across teams, key processes can be centralized, further automated, and/or streamlined. Process re-engineering and value stream improvements become essential efforts to simplify the work within an organization so that more effort can be placed on the interactions with customers, clients, or patients.

### **The Broad Offerings From ESM Vendors Keep Adding and Expanding**

The offerings of vendors in the ESM market continues to change. While some vendors continue to market their ITSM solutions, many others have shifted towards ESM. I am currently applying our Vendor Selection Matrix™ research methodology to the topic of ESM and updating a global and DACH study of the relative vendors for 2022.

As organizations continue to evolve their digital business strategy, business teams will want to continue (or start) optimizing their service offerings for employees, partners, and customers. I expect investments in ESM platforms to one of the top investment categories in 2022 and IT executives will want to be well informed about the choice of platforms.

As there are significant differences of ESM adoption across the globe, I am working on one study which will focus on the global top ESM vendors and the other on the top vendors in the DACH region. I am currently going through the briefing program connecting with the vendors and then add my scores to the initial survey scores. The results will be published in January of 2022. The following is the list of vendors discovered in our global and DACH (Germany, Austria, and Switzerland) survey across many industries: AISERA, ATLISSIAN, AXIOS, BMC, BROADCOM, DCON, DESKCENTER, EASYVISTA, EFECTED, FRESHWORKS, IBM, IVANTI, KYBERNA, MANAGEENGINE, MATRIX42, MICRO FOCUS, MICROSOFT, OMNINET, REALTECH, SAP, SERVICENOW, SERVICEWARE, TOPDESK, USU, ZENDESK.

Look for this study in January of 2022 ....until then. Stay healthy and happy holidays.

Eveline Oehrlich