



Three ESM Vendor Selection Matrix™ Reports For 2023 Forthcoming

By Eveline Oehrlich, Research Director Research In Action.

As a leader in global Service Management research, Research In Action has been extensively researching the topic of IT and Enterprise Service Management (ESM) for years. As part of this efforts, we have surveyed three key markets and their decision makers who are leveraging IT and ESM to address their workflow automation needs. For 2023, we have focused on global enterprise organizations, DACH (Germany, Austria and the German-speaking part of Switzerland) enterprises as well as German upper midmarket organizations. Through this research we have developed the following three research reports:

- **Vendor Selection Matrix™: The Top Global ESM Vendors 2023.** For this report we interviewed 1,500 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.
- **Vendor Selection Matrix™: The Top ESM Vendors in DACH 2023.** For this report, we surveyed 750 IT executives with budget responsibility in DACH large enterprises. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations. This Vendor Selection Matrix™ report will be available in English and in German.
- **Vendor Selection Matrix™: The Top IT and ESM Vendors in Germany 2023.** For this report, we surveyed 750 IT executives with budget responsibility in German upper midmarket organizations. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations. This Vendor Selection Matrix™ report will be available in English and in German.

During the research we received briefings and conducted research on over 25 vendors in the IT and ESM space and we are pleased to announce the results below:

1. **The Top Global ESM Vendors 2023 (in alphabetical order) are:** AISERA, ATLISSIAN, BMC SOFTWARE, BROADCOM, EASYVISTA, FRESHWORKS, HORNBILL, IBM, IET SOLUTIONS, IFS, IVANTI, MANAGEENGINE, MATRIX42, MICRO FOCUS, MICROSOFT, SAP, SERVICENOW, SOLARWINDS, TOPDESK and ZENDESK.
2. **The Top DACH Enterprise ESM Vendors 2023 (in alphabetical order) are:** ATLISSIAN, BMC SOFTWARE, BROADCOM, DCON, EFECTE, FNT, IBM, IFS, IVANTI, MICRO FOCUS, MICROSOFT, SAP, SERVICENOW, TOPDESK, and USU.
3. **The Top German Midmarket IT and ESM Vendors 2023 (in alphabetical order) are:** BMC SOFTWARE, DESKCENTER, FRESHWORKS, IET SOLUTIONS, KYBERNA, MANAGEENGINE, MATRIX42, MICROSOFT, OMNINET, REALTECH, SERVICEAIDE, SERVICENOW, SERVICEWARE, SOFTEXPERT and SOLARWINDS.



Publication of final studies to our subscriber community and an abridged version on our website will be on March 1st 2023.

While you are researching the different Service Management topics it is essential that you understand the definitions of both IT and ESM. The challenge is that there are vendors which use the term IT Service Management (ITSM), others have dropped the IT completely calling their solutions Service Management and a third kind of vendor are labeling their solutions ESM solutions. We have decided to name the entire market the IT and ESM solutions and below are the definitions which we have used.

- **ESM definition:** ESM 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). While some organizations are leveraging practices developed from ITSM, others are automating while re-engineering tasks, processes and/or decisions without using ITSM. 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, (6) shared services organizations.
- **IT and ESM definition:** IT and ESM is applying the business practice of automating the workflows of either IT and enterprise services or both.

As always, if you have questions, reach out. Otherwise stay connected.

Sincerely,

Eveline Oehrlich

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



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