



Announcing The Enterprise Service Management Vendor Selection Matrix™ 2022

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As a leader in global Service Management research, Research In Action has been researching the topic of Enterprise Service Management (ESM) extensively over the years. As part of these efforts, we have surveyed two key regional markets and its decision makers that leverage ESM to address their automation needs. The key markets we focused on are the global enterprise organizations and the German medium-sized to large organizations. Through this research we developed the following three key research reports:

- **Vendor Selection Matrix™: [The Top Global ESM Vendors 2022](#)**. 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 Germany 2022](#)**. For this report, we surveyed 750 IT executives with budget responsibility in German large and medium-sized enterprises. The vendors with the best customer ratings were selected; those with fewer than 15 ratings were not included. This Vendor Selection Matrix™ report is in German.

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

1. **The Top Global ESM Vendors 2022 (in alphabetical order) are:** AISERA, BMC, BROADCOM, EASYVISTA, FRESHWORKS, HORNBILL, IBM, IFS, IVANTI, MANAGEENGINE, MATRIX42, MICRO FOCUS, MICROSOFT, SAP, SERVICENOW, SERVICEWARE, SOLARWINDS, TOPDESK, USU, ZENDESK.
2. **The Top ESM Vendors in Germany 2022 (in alphabetical order) are:** ATLISSIAN, BMC, DCON, DESKCENTER, EASYVISTA, EFECTE, FRESHWORKS, IBM, IVANTI, KYBERNA, MATRIX42, MICRO FOCUS, MICROSOFT, OMNINET, REALTECH, SAP, SERVICENOW, SERVICEWARE, TOPDESK, USU.

To fully appreciate the content of the reports, the following definitions are essential:

ESM leverages different capabilities to improve how individuals and teams across the organization develop, deliver, interact, and consume business services across functional departments within an enterprise. Its goal is to improve business operations by increasing employee productivity and connecting different services for outcomes. ESM has developed out of traditional IT Service Management (ITSM), with the IT Infrastructure Library (ITIL) as the de facto standard for process definitions with a global penetration of around 90%. Enterprise Service Management solutions automate workflows, correlate, and align data and assets, and leverage intelligence to analyze, manage and deliver services. In addition to IT, service offerings typically include (1) Human resources, (2) Vendor management, (3) Technical services, (4) Field services, (5) Financial management and (6) Shared services organizations.



Employee Experience (EX) is the total experiences an employee has with its employer throughout the journey or relationship. The start of the journey is typically during the recruitment phase and continues throughout the different stages such as on-boarding, learning and development, day-to-day work processes, tasks and decisions (independent but also relative to business function), to the employee exiting the organization.

Customer Experience (CX) is the total experience a customer has with an organization or institution and/or its functions and/or employees throughout the customer journey. The start of the journey varies depending on the type of engagement, channel, and topic.

Connected Service Experience (CSX) is the experience an employee, customer, partner, or other constituency has during a specific engagement with an organization or institution. It is typically shaped and dependent on the speed, quality, and efficiency of integrations across tasks, processes and decisions demanded and provided.

Happy to connect to discuss the research or any other related topics. Feel free to reach out. Thank you very much.

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