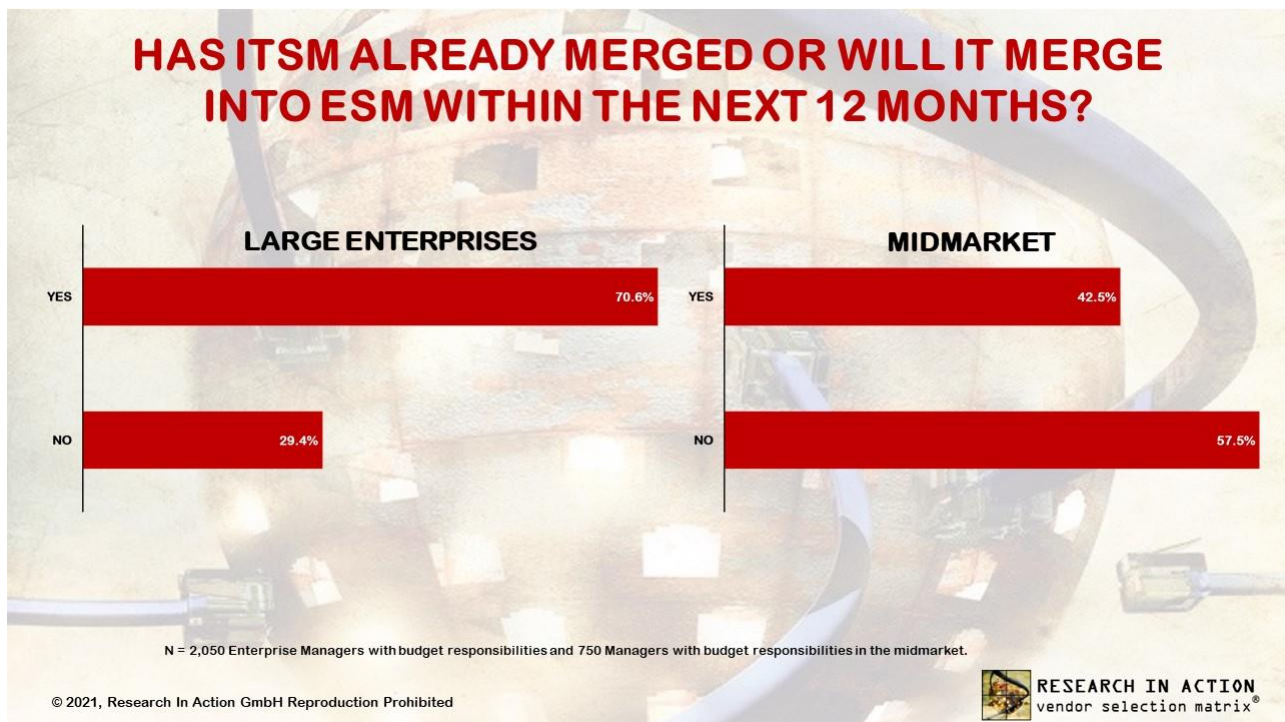




Step aside ITSM please, here comes ESM (finally)

By Dr. Thomas Mendel P.D., Managing Director Research In Action.

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and marketing automation realm. These surveys feed our Vendor Selection Matrix™ reports and give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment.



For the last 10 years, we have published first one (global), later two (global enterprise and German midmarket) Vendor Selection Matrix™ reports on IT and Enterprise Service Management every year. Over these years, Enterprise Service Management has grown from very humble beginnings to an undeniable strong wave in the market. Therefore, in 2021, we are making another significant change:

From 2021 going forward there will be three Vendor Selection Matrix™ reports on this topic:

1. Vendor Selection Matrix™ Enterprise Service Management for enterprises globally.
2. Vendor Selection Matrix™ Enterprise Service Management for DACH large enterprises.
3. Vendor Selection Matrix™ Enterprise Service Management for the German upper midmarket.



This is important because the awareness of the importance of Enterprise Service Management differs between regions and company sizes. This was confirmed in our recent survey of 2,800 companies. Whereas in enterprises globally and large enterprises in Germany, Austria and the German-speaking part of Switzerland (DACH), Enterprise Service Management has now effectively subsumed IT Service Management, in the upper midmarket in Germany, this is not the case (see figure above). Yes, Enterprise Service Management is growing quickly, but many German midmarket customers are still firmly attached to the IT Service Management banner.

Our best guess is that it will take another three years or so to finally make the shift.

To infinity...and beyond!

Thomas Mendel