



## New Research In Action Vendor Selection Matrix™ Report – Enterprise Service Management: The Top Global Vendors 2022.

**Germany – February 15<sup>th</sup> 2022: Enterprise Service Management to automate the greatest workflow challenges ever.**

As a leader in global Service Management research, Research In Action has released its 8<sup>th</sup> consecutive Vendor Selection Matrix™ report on Enterprise Service Management (ESM): The top global Vendors 2022. When the pandemic hit in 2020, organizations across the globe were faced with the greatest workflow challenges ever. IT and business teams had to engage, design and to digitize workflows to keep its employees, customers and partners safe and enabled during virtual business engagements. The last two years of unprecedented times caused a tremendous momentum to digitize and reengineer existing processes to improve employee and customer experiences across companies and government institutions. Since 2021, more and more organizations and teams are realizing the opportunity to keep going with the digital automation journey. While IT teams had already automated some (or most) of IT processes with ITSM automation platforms, ESM extends the practices of ITSM into other business functions.

### OUR MARKET IMPACT OVER 12 MONTHS



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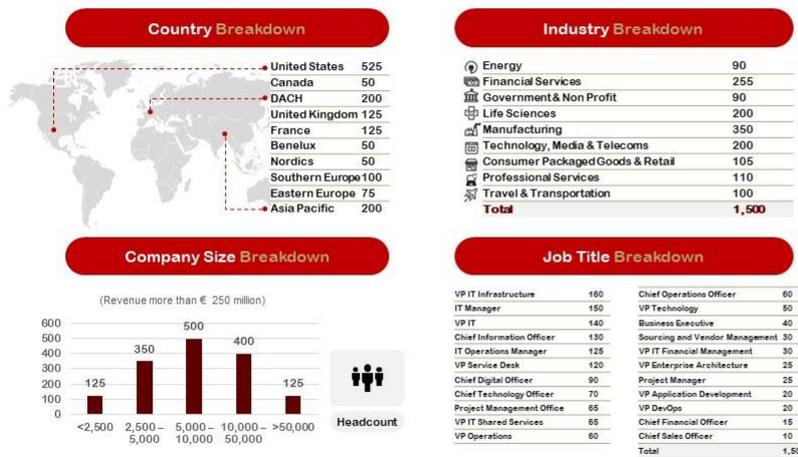


The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63 % of the evaluation is based on a survey of enterprise, marketing, or business decision makers and 37% on the analyst's opinion. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500



enterprise IT and business managers with budget responsibility in enterprises globally. We selected those vendors who achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations. In the report, we discover not only why they are doing these projects, but also which software vendors are the most known and what do the businesspeople think about those vendor's products and services. Report details can be viewed here: <https://researchinaction.de/wp-content/uploads/VSM-ESM-GL-2022-WWW.pdf>

## OUR SURVEY DEMOGRAPHICS: IT AUTOMATION



All Research In Action surveys are gender neutral and 100% confidential.

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vendor selection matrix®

Eveline Oehrlich, Research Director for IT Automation at Research In Action GmbH, comments:

- **ITSM paved the service thinking within IT and ESM allows for expansion of service thinking within non-technology value streams.** The challenges of the last year which caused enterprises to focus on improving efficiency, responsiveness to a broad ecosystem, and customer and employee satisfaction, are all part of a broader service management journey. IT teams had recognized this and have been leveraging ITSM platforms to automate and improve services for their constituencies for many years. Leveraging the principles and technologies established during ITSM initiatives leveraged within IT will also help the business functions adopt a service thinking.
- **To participate in the ESM momentum, IT must share and show their work among their business functional leaders.** Showcase and help your business teams to understand what workflow automation is possible beyond IT. A few examples are service catalogs, self-service capabilities, knowledge management, request and case management, value stream or lifecycle management and approvals.
- **To continue the ESM journey, IT must inspire the business functions with ESM benefits for adoption.** Faster processing of requests from employees, improved handling of customer issues



and eliminating waste of time and resources are just a few business benefits of ESM. Also, collaboration between functions during on- or off-boarding of employees are attractive business benefits. Business leaders need to understand that such benefits can be achieved. Establishing a Minimal Viable Product (MVP) might just be one way to get a business leader interested in an enterprise workflow automation project.

- **Who came out on top?** Here are the top 10 vendors of the Vendor Selection Matrix™ – Enterprise Service Management): The top global Vendors 2022 (listed alphabetically):
  - AISERA
  - BMC
  - BROADCOM
  - FRESHWORKS
  - MATRIX42
  - MICRO FOCUS
  - SERVICENOW
  - SERVICEWARE
  - TOPDESK
  - USU

**Vendor Selection Matrix™ Disclaimer:**

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Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.



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