

## New Research In Action Vendor Selection Matrix™ Reports – IT And Enterprise Service Management: The Top Vendors 2023.

Germany – March 1<sup>st</sup> 2023: IT and Enterprise Service Management for better work everywhere.

We provide the best vendor selection research, and we work hard in the IT and Enterprise Service Management space to deliver our findings. As a leader in global Service Management research, Research In Action has published its 9<sup>th</sup> consecutive IT and Enterprise Service Management (ESM) research report: This year we have produced three separate studies:

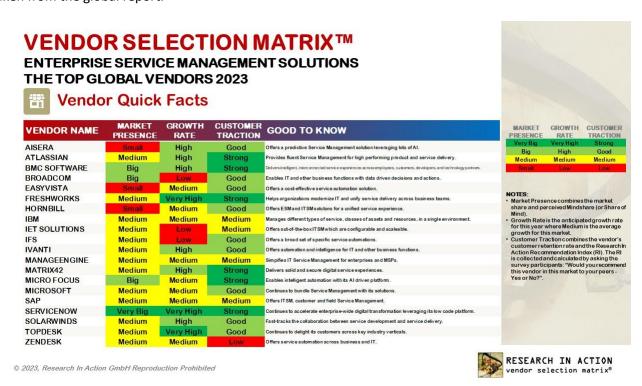
- 1. Vendor Selection Matrix<sup>™</sup>: The Top Global ESM Vendors 2023.
- Vendor Selection Matrix™: The Top ESM Vendors for DACH Enterprises 2023 (in English and German).
- Vendor Selection Matrix™: The Top IT and ESM Vendors for German Upper Midmarket Companies 2023 (in English and German).

What has become increasingly clear over the past year is that an organization's ability to adapt and change, as well as its ability to execute its core mission, is highly dependent on, and vulnerable to, how automated, secure, and optimized its operations are. The desire for a digital business has accelerated a fundamental shift in the ownership of intelligent workflow automation and digitization in organizations worldwide. The old certainties of automating processes and services only within IT (using IT Service Management solutions) and adopting the necessary technologies and solutions are no longer true. Now non-IT and business technologists want workflow automation to be done for services outside of IT and want to do the automation themselves. Bottom line: Ongoing digital transformations are increasing the demand for ESM and dedicated ESM roles and journeys. The ESM journey is supported by many vendors offering workflow automation solutions. Our research shows that ESM is here to stay, and vendors in this space have adapted their ITSM solutions and offerings to this existing evolving ESM market.

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. This year, we conducted three separate surveys. For the global report, we surveyed 1,500 enterprise IT and business managers with budget responsibility at enterprises globally the world. We also surveyed 750 decision makers in DACH enterprises and German upper midmarket companies. We then selected the vendors that received the best evaluations scores from the buyers, excluding those with fewer than 15 evaluations. In the reports, we learn not only



why they are doing these projects, but also which software vendors are the most well-known and what do the IT and business people think about these vendors' products and services. The following is an example taken from the global report.



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

- Automation is driving the humanization of work: Employee engagement is a significant challenge for all organizations. While there are a variety of reasons for this, a key cause of low employee engagement is a lack of involvement in meaningful and creative work. This is where workflow automation can have a significant impact on employee engagement. Automating workflows with technology to perform repetitive tasks frees people to focus on what is meaningful and creative work. ESM platforms and solutions that automate routine tasks HR professionals, for example, can significantly improve their engagement levels.
- Work is becoming more flexible, but employees need to be empowered through automated
  workflows. The hybrid work strategy has become more common since the pandemic. This allows
  organizations to hire employees from any geographic location and allows employees to work from
  their cities and countries. IT and ESM platforms are perfectly suited to automate workflows to
  enable a hybrid work strategy.
- A digital mindset can create opportunities and ideas for innovation. IT is a key enabler. Mindset is
  a way of thinking that shapes how people perceive, feel, and act. A digital mindset is a combination
  of attitudes and behaviors that enable employees to see how digital adoption can create
  opportunities by leveraging technologies such as Artificial Intelligence (AI), bots, algorithms, and
  augmented and virtual realities (AR/VR) to better serve customers, patients, or clients better. IT



teams that master ITSM can support and enable a digital mindset by sharing what they can do for their business counterparts today.

Who came out on top? Here are the top 10 vendors in the various 2023 Vendor Selection Matrix™
reports (listed alphabetically):

The Top 10 global Vendors	The Top 10 ESM Vendors in	The Top 10 IT and ESM Vendors
	DACH Enterprises	for German Upper Midmarket
		Companies
ATLASSIAN	ATLASSIAN	BMC SOFTWARE
BMC SOFTWARE	BMC SOFTWARE	FRESHWORKS
BROADCOM	BROADCOM	KYBERNA
EASYVISTA	DCON	MATRIX42
FRESHWORKS	EFECTE	REALTECH
IVANTI	IVANTI	SERVICEAIDE
MATRIX42	MICRO FOCUS*	SERVICENOW
MICRO FOCUS*	SERVICENOW	SERVICEWARE
SERVICENOW	TOPDESK	SOFTEXPERT
TOPDESK	USU	SOLARWINDS

<sup>\*</sup>Acquired by OpenText

## **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 publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.



## **About Research In Action:**

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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