



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

Germany – March 1st 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 9th consecutive IT and Enterprise Service Management (ESM) research report: This year we have produced three separate studies:

1. Vendor Selection Matrix™: The Top [Global](#) ESM Vendors 2023.
2. Vendor Selection Matrix™: The Top ESM Vendors for DACH Enterprises 2023 (in [English](#) and [German](#)).
3. 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.

VENDOR SELECTION MATRIX™ ENTERPRISE SERVICE MANAGEMENT SOLUTIONS THE TOP GLOBAL VENDORS 2023



Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
AISERA	Small	High	Good	Offers a predictive Service Management solution leveraging lots of AI.
ATLASSIAN	Medium	High	Strong	Provides fluent Service Management for high performing product and service delivery.
BMC SOFTWARE	Big	High	Strong	Delivers intelligent, interconnected service experiences across employees, customers, developers, and technology partners.
BROADCOM	Big	Low	Good	Enables IT and other business functions with data driven decisions and actions.
EASYVISTA	Small	Medium	Good	Offers a cost-effective service automation solution.
FRESHWORKS	Medium	Very High	Strong	Helps organizations modernize IT and unify service delivery across business teams.
HORNBILL	Small	Medium	Good	Offers ESM and ITSM solutions for a unified service experience.
IBM	Medium	Medium	Medium	Manages different types of service, classes of assets and resources, in a single environment.
IET SOLUTIONS	Medium	Low	Medium	Offers out-of-the-box ITSM which are configurable and scalable.
IFS	Medium	Low	Good	Offers a broad set of specific service automations.
IVANTI	Medium	High	Good	Offers automation and intelligence for IT and other business functions.
MANAGEENGINE	Medium	Medium	Medium	Simplifies IT Service Management for enterprises and MSPs.
MATRIX42	Medium	High	Strong	Delivers solid and secure digital service experiences.
MICRO FOCUS	Big	Medium	Strong	Enables intelligent automation with its AI driven platform.
MICROSOFT	Medium	Medium	Good	Continues to bundle Service Management with its solutions.
SAP	Medium	Medium	Medium	Offers ITSM, customer and field Service Management.
SERVICENOW	Very Big	Very High	Strong	Continues to accelerate enterprise-wide digital transformation leveraging its low code platform.
SOLARWINDS	Medium	High	Good	Fast-tracks the collaboration between service development and service delivery.
TOPDESK	Medium	Very High	Good	Continues to delight its customers across key industry verticals.
ZENDESK	Medium	Medium	Low	Offers service automation across business and IT.

MARKET PRESENCE **GROWTH RATE** **CUSTOMER TRACTION**

Very Big Very High Strong
Big High Good
Medium Medium Medium
Small Low Low

NOTES:

- Market Presence combines the market share and perceived Mindshare (or Share of Mind).
- Growth Rate is the anticipated growth rate for this year where Medium is the average growth for this market.
- Customer Traction combines the vendor's customer retention rate and the Research In Action Recommendation Index (RI). The RI is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

© 2023, Research In Action GmbH Reproduction Prohibited



RESEARCH IN ACTION
vendor selection matrix®

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

*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.

Press Contact:

Research In Action GmbH

Eveline Oehrlich

Research Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 151 40158054

E-Mail: eoehrlich@researchinaction.eu

Internet: www.researchinaction.eu