



New Research In Action Vendor Selection Matrix™ Reports – IT And Enterprise Service Management Pureplay Solutions.

Germany – September 18th 2023: Enterprise buyers increasingly looking for IT and Enterprise Service Management Pureplay solutions.

What has become increasingly clear over the past year is that an organization's ability to adapt and change, and its ability to deliver on a core mission, is highly dependent on, and vulnerable to, how automated, secure and optimized its workflows are. Yet for all ITs genius in automating existing IT Services and leveraging modern Enterprise Service Management (ESM) technologies and data, some IT teams have partnered with or enabled their business teams to automate their workflows toward the goal of becoming a digital organization. The desire for a digital business has accelerated a fundamental shift in the ownership of intelligent workflow automation and digitization in enterprises worldwide. The old certainties of automating processes and services only within IT and the adoption of the necessary technologies and solutions are no longer true. Now IT technologies, non-IT and changemakers challenge the need for workflow automation to be done for other services outside of IT, leaving some IT teams disorientated and at real risk of being left behind.

For years, we have seen a rising interest, in the Research In Action global client base of 125,000+ IT and business managers, in a Vendor Selection Matrix™ that focuses exclusively on IT and ESM Pureplay solutions. The main reason is a growing distrust in the capabilities of large, integrated portfolio vendors to serve the particular needs of the companies in individual, software markets.

For the purpose of this report, an IT and ESM Pureplay solution is provided by a vendor that focuses almost exclusively (with more than 90% of its revenues) on this market and has less than \$ 750 million in annual revenue.

The 1,000 enterprise IT and business managers with budget responsibility in enterprises globally we interviewed for this report, stated a heightened importance (and ultimately a larger weight in the evaluation used for the ranking in the Vendor Selection Matrix™) of the following topics:

- Native SaaS capabilities
- AI and Chatbot integration
- Simple digitization and automation of workflows
- Workplace management
- No-code modifications and extensive best practices
- Transparent and simple licensing model (Pay as you go is no longer seen as an attractive alternative).



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 1,000 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.

Here are the Top 10 vendors and their respective solutions, listed alphabetically:

VENDOR SELECTION MATRIX™

IT AND ESM PUREPLAY SOLUTIONS

THE TOP GLOBAL VENDORS 2023



These are the Top 10 vendors as selected by 1,000 users from buyer companies based upon product, company and service quality.

VENDOR NAME	SOLUTION
DCON	Servity
EASYVISTA	EasyVista Service Management
EFACTE	Efecte Service Management
FRESHWORKS	Freshservice and Freshservice for Business Teams
HORNBILL	Hornbill Service Manager, Hornbill Platform
MATRIX42	Matrix42 Enterprise Service Management
OMNINET	OMNITRACKER
SERVICWARE	Serviceware Enterprise Service Management Platform
TOPDESK	TOPdesk Enterprise Service Management
USU	USU Enterprise Service Management

The report can be found [here](#):

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



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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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