



## **New Research In Action Vendor Selection Matrix™ Report – Technology Cost And Resource Optimization: The Top Global Vendors 2020**

**Germany – December 1<sup>st</sup> 2020: Technology Cost And Resource Optimization is required to run IT like a business in 2020 and beyond.**

The topic of Technology Cost And Resource Optimization (TCRO) is a discipline which is of interest to enterprise IT leaders and is a business-focused topic with the goal to ensure that technology resources are used to maximize business value. IT cost and resources consumption must be managed with detailed cost and consumption analysis to ensure that IT runs like a business. This requires automation to enable accurate, federated, and detailed views into the total cost of IT. It also requires aggregation of relevant details relative to costs regardless of what type of technology, service portfolio, or application. Planning and investment decisions around key technologies such as hybrid cloud, IoT or digital services are essential and TCRO must be on every enterprise's roadmap replacing spreadsheets and other outdated methods. Today's enterprises must have continuous visibility and knowledge into different technology and resource capacities to plan, operate and execute for uninterrupted customer and employee experiences. The next normal requires this more than ever.

The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise IT or business decision makers and 37.5 % 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

### **OUR MARKET IMPACT OVER THE LAST 12 MONTHS**

**Customer base:**  
**150,000 IT Automation**  
**100,000 Marketing Automation**

**10,000+ enterprise survey participants**

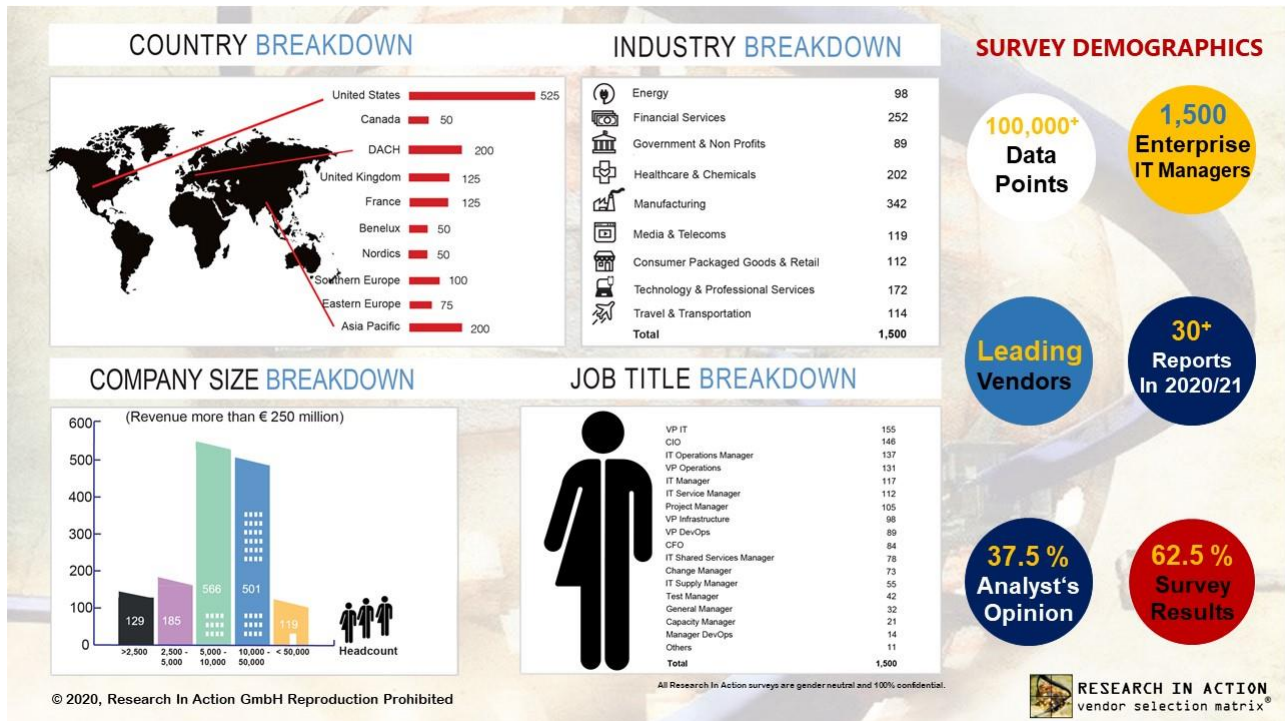


**400 vendors evaluated**  
**30+ research reports**  
**15,000 clicks on average**

**17 press releases**  
**1,200 clicks on average**



the key differentiators of Research In Action in market research. For this report we interviewed 1,500 IT 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.



Report details can be viewed here:

<http://researchinaction.de/wp-content/uploads/VSM-TCRO-2020-WWW.pdf>

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

- **Decision making for innovations in the digital age puts high expectations on technical investments.** In almost all organizations, IT has become a critical part of almost every department. As a result, businesses have high expectations of their technical investment. This requires a joined decision making and connected planning and the forecasting of. To coordinate and collaborate technical investments and resources requires more than yearly planning cycles or infrequent reports on capacity and budget details.
- **Investments in IT infrastructure, applications, and other resources must optimize business value to stay ahead of the competition.** Aligning the IT and business strategies requires that every aspect of IT investment must be understood on how they create business value. This requires the knowledge of business-related metrics and costs of resources. Effective financial management of technology and resources, as well as accurate and reliable real-time data, provide both IT and businesses stakeholders with the insight to make business decisions that drive profit and efficiency.
- **Overspending on IT assets creates significant waste.** Only through mutual leadership and accountability which is supported through accurate information around technology resources and



the associated costs is it possible to achieve whatever strategy the business has set.

Overprovisioning creates waste and reduces the option to spend money where it is needed.

- **Forecasting for speed and effective use of existing resources is both a business and IT responsibility.** Business leaders are actively engaged in initiatives which are planned or executed to respond to market conditions. Speed and effectiveness of business initiatives depend on the ability to quickly deploy necessary resources. While IT must be able to provide the necessary resources and increase their accountability for their results, it must also hold business accountable for technology and resource usage.
- **Who came out on top?** Here are the top five vendors of the Vendor Selection Matrix™ – Technology Cost And Resource Optimization 2020 in alphabetical order:
  - Apptio
  - Serviceware
  - Upland Software
  - USU
  - VMware

And the remaining five also in alphabetical order:

- BMC
- CloudCheckr
- Flexera
- Helpsystems
- Servicenow

**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](mailto:eoehrlich@researchinaction.eu)

Internet: [www.researchinaction.eu](http://www.researchinaction.eu)