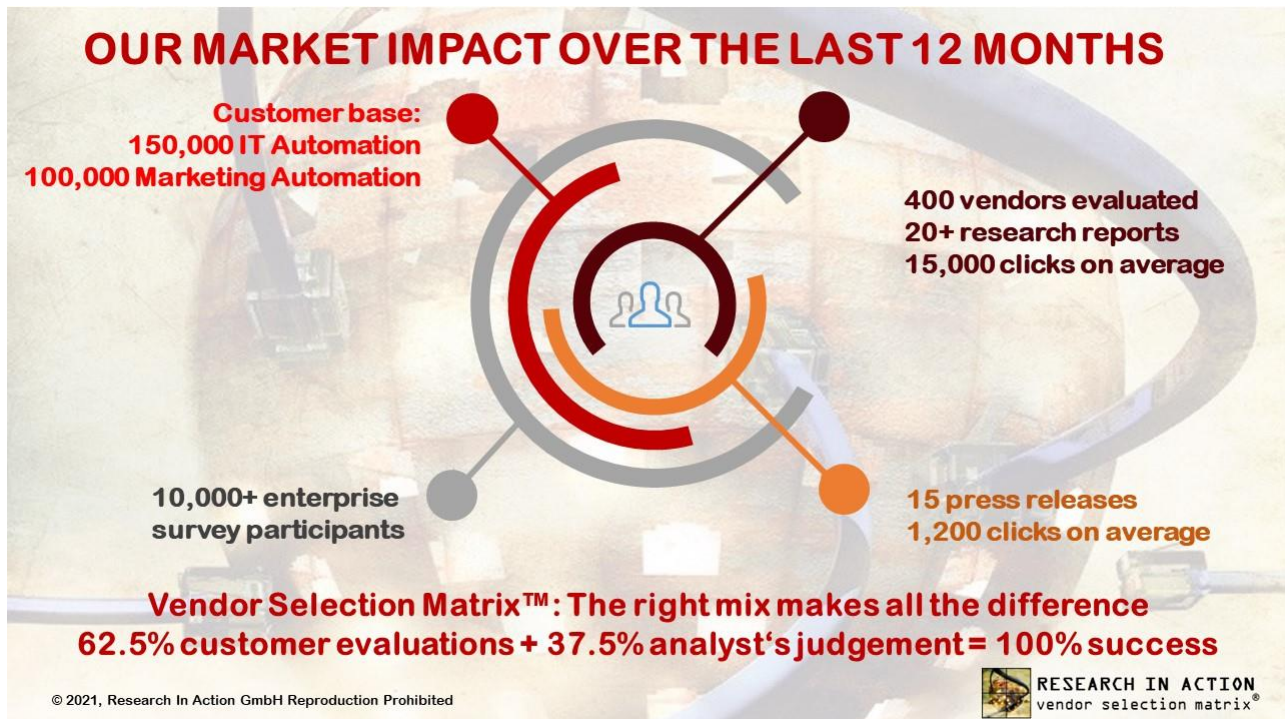




New Research In Action Vendor Selection Matrix™ Report – Enterprise Service Management: The Top Global Vendors 2021.

Germany – March 9th, 2021: Enterprise Service Management is a must in the next normal.

The future workplace where employees might work remote or operate in a hybrid in/outside the office will need to be managed and organized in such a way that employees can collaborate, work productive and efficient while serving customers without interruptions. While IT Service Management was adopted within IT teams to optimize the delivery of IT services to an organizations employee, Enterprise Service Management (ESM) is driven by IT and business thought leaders and their desire to combine disparate Finance, HR, IT, Facilities, and other business services into one combined taxonomy, platform, portal, and user interface. This philosophy has been gaining more and more attention within large enterprises and we expect this to catch the attention of mid-size organizations as well. The goal of ESM is to enhance the companies' employees' interactions with different business services in a self-service and modern way to match the experience they have as consumers in the digital economy. Organizations which have adopted ESM by linking employees, business functions and services are equipped to enable their people to work from anywhere in a productive, collaborative, and satisfying way. This will be critical in the next normal.



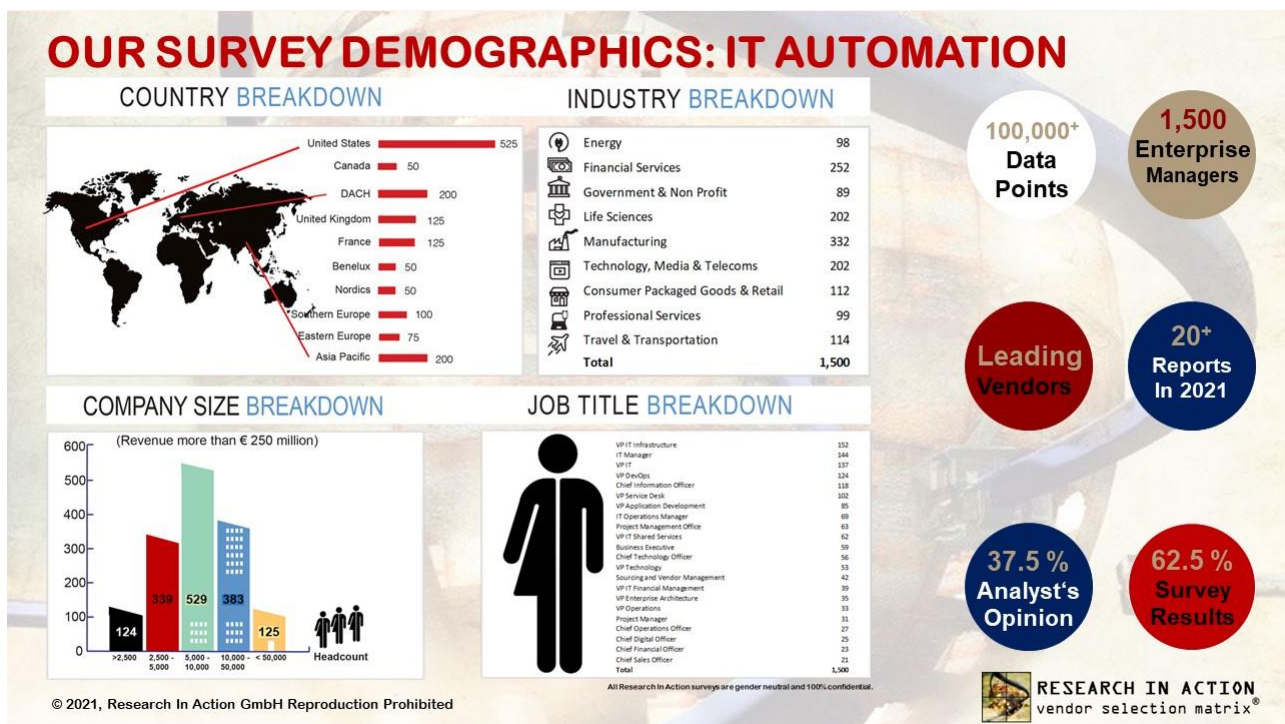
The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise, marketing, or business decision makers and 37.5 % on the analyst's opinion. The analyst's input is fed by a combination of intensive interviews 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



the key differentiators of Research In Action in market research. For this report we interviewed 1,500 enterprise 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. 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 business people think about those vendor's products and services.

Report details can be viewed here:

<http://researchinaction.de/wp-content/uploads/VSM-ESM-GL-2021-WWW.pdf>



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

- **ESM is an essential part of an organization's digital transformation.** Enterprise Services Management enables an efficient and effective path towards automation of service delivery which is needed to support the productivity of employees independent of the employee's location. The provisioning and delivery of services is no longer the job of IT only. As employees and departments within organizations are continuing to demand self-service models, decision makers are joining hands in deciding for the best IT and Enterprise Service Management strategy and tools to ensure positive impact on the service experience across their organization and ultimately towards the bottom line.
- **ESM is a requirement for IT and business teams servicing employees collaboratively in the next normal.** Connectivity, everything-as-a-service-thinking, all the time from anywhere secure access to applications and data, global and local collaboration needs and the ability for a more connected



service experience for employees are creating big challenges within organizations today. These challenges – to name only a few - managing the network of remote or in office workers, secure and reliable connectivity, data security restrictions, regulatory compliance adherence, internal governance and the management of different devices and their usage must be managed and orchestrated. While IT Service Management focuses on the IT workflows, Enterprise Service Management automates the workflows of the business teams (e.g., Human Resources, Legal, Facilities) which in many cases must be coordinated with IT workflows for gaining productivity and offering collaborative and connected services.

- **Intelligent and contextual automation for value.** The adoption of contextual automation augmented with Artificial Intelligence (AI), Machine Learning (ML) and Robotic Process Automation (RPA) will improve productivity, improve proactive work, and will aid process and service owners with details to improve their service offerings in scope and quality. The automation of processes has always been one of the fundamentals of IT and Enterprise Service Management. But recent advances in leveraging AI, ML and RPA will allow teams to automate with intelligence and in relation to the context of the process or role.
- **Who came out on top?** Here are the top 20 vendors of the Vendor Selection Matrix™ – Enterprise Service Management (listed alphabetically):
 - MICRO FOCUS
 - 4ME
 - AISERA
 - ATLASSIAN
 - AXIOS
 - BMC
 - BROADCOM
 - EASYVISTA
 - FRESHWORKS
 - HORNBILL
 - IBM
 - IVANTI
 - MANAGE ENGINE
 - MATRIX42
 - MICROSOFT
 - SAP
 - SERVICENOW
 - SERVICEWARE



- SYSAID
- TOPDESK

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