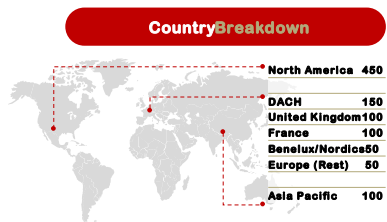




## New Research In Action Vendor Selection Matrix™ Report – Enterprise Service Management: The Top Global Vendors 2024.

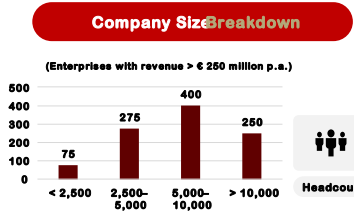
Germany – July 1<sup>st</sup> 2024: As we navigate the Enterprise Service Management (ESM) landscape of 2024, the integration of Artificial Intelligence (AI) and Machine Learning (ML) within ESM has emerged as a transformative force. These advanced technologies are revolutionizing how organizations manage and optimize their service delivery, enabling predictive analytics, automated decision-making, and intelligent problem-solving. Concurrently, there is an unprecedented focus on enhancing the employee experience. By leveraging AI and ML, organizations are not only streamlining operations but also creating more engaging, efficient, and supportive work environments. This study delves into these pivotal trends, exploring how AI-driven innovations and a commitment to employee-centric strategies are reshaping the future of ESM.

### OUR SURVEY DEMOGRAPHICS: IT AUTOMATION IN GLOBAL ENTERPRISE



**Industry Breakdown**

Energy	100
Financial Services	175
Government & Nonprofit	50
Life Sciences	100
Manufacturing	250
Technology/Media & Telecoms	125
Consumer Packaged Goods & Retail	75
Professional Services	50
Travel & Transportation	75
<b>Total</b>	<b>1,000</b>



**Job Title Breakdown**

VP IT Infrastructure	125	Chief Operations Officer	50
IT Manager	125	VP Operations	35
VP IT	100	Sourcing and Vendor Management	25
Chief Information Officer	100	Business Executive	25
IT Operations Manager	75	VP IT Financial Management	25
VP Service Desk	75	VP Enterprise Architecture	25
Chief Technology Officer	50	Project Manager	25
Project Management Office	50	VP Application Development	20
Chief Digital Officer	50	VP IT Shared Services	20
<b>Total</b>	<b>1,000</b>		

**75,000+**  
Data Points

**1,000**  
Enterprise Managers

**37%**  
Analyst's Opinion

**63%**  
Survey Results

**The Vendor Selection Matrix Evaluation Methodology:**

The basis of our competitive vendor evaluation reports is always an extensive buyer survey. We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations. The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

All Research in Action surveys are gender neutral and 100% confidential.

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In our research we have found that the pressures to increase efficiency while reducing operational costs has created a renewed interest in ITSM, potentially crowding out efforts around ESM. The value of automation in improving service delivery and meeting the growing demands of modern IT environments is evident in the fact that 55% of global organizations will make IT service workflow automation their top priority in 2024; 31% of global organizations will improve employee workflows to improve the employee satisfaction and retention; and nearly 11% of global organizations will prioritize customer workflow automation. This report is an update to our 2023 ESM VSM research, and we see some new vendors emerging as market leaders (4ME, HALO SERVICE SOLUTIONS).



A new global survey by Research In Action GmbH of 1,000 IT and business managers with budget responsibility in enterprises worldwide examined their ESM practices and plans for 2024. The survey captured which software vendors are well-known and how these executives rate the products and services of different ESM vendors.

The Vendor Selection Matrix™ is a primarily survey-based methodology for evaluating vendors, with 63% of the evaluation is based on a survey of enterprise business decision makers and 37% based on the analyst's opinion. The analyst's input comes from a combination of in-depth interviews with software or service vendors and their customers, as well as the analyst's informed, independent perspective. All of this makes Research In Action Vendor Selection Matrix™ reports unique, and this approach is one of Research In Action's key differentiators in market research. For this report, we surveyed 1,000 IT and business managers with budget responsibility in organizations worldwide. We selected the vendors that received the highest ratings from the buyers, but excluded those with fewer than 15 ratings.

Report details can be viewed here: Report details can be [found here](#).

Eveline Oehrlich, Research Director for IT Automation at Research In Action GmbH, comments on the research regarding trends in people, process and technology:

- **Digital Customer Experience (DEX) needs your attention.** DEX means to providing employees with seamless, efficient, and secure digital tools and environments. This trend reflects a strategic shift toward valuing the employee experience as a critical factor in achieving broader business goals and maintaining a competitive edge in the digital age.
- **Mental wellness and happiness must be on your agenda.** Today, people leave their jobs for a variety of reasons, reflecting shifts in workplace culture, personal priorities, and external factors. The diverse needs of the workforce make it challenging to retain and keep happy employees. Burnout and stress, work-life balance, career advancement, poor work environment and culture are all reasons people leave.
- **Enhancing self-service through automation and AI and integrate AI and machine learning.** Today, there is a strong focus on enhancing self-service capabilities through automation and AI. As part of this trend, organizations are deploying self-service portals that are integrated with automated workflows that enable users to resolve issues on their own, without the need for direct IT support intervention. In addition, organizations and vendors are increasingly embedding AI and machine learning (ML) technologies into their ESM and ITSM tools to enhance their capabilities.
- **Green IT is making a comeback.** We are seeing a resurgence of environmental sustainability practices in the IT sector. This trend emphasizes reducing the environmental impact of IT



operations through energy-efficient technologies, sustainable data center practices, e-waste recycling, and the adoption of green policies.

- **A well-supported and efficient workforce is the backbone of excellent customer service.** Overall, the data suggests that companies are once again focusing on optimizing internal operations, which includes both employee and IT service workflows. Employees who are not bogged down by inefficient processes and can work more effectively are better equipped to serve customers.
- **Who came out on top?** These are the market leaders, as selected by 1,000 users surveyed based on their evaluation of product, company, and service quality (listed in alphabetical order): 4ME, ATlassian, BMC Software, Broadcom, Freshworks, Halo Service Solutions, Ivanti, ManageEngine, Microsoft, OpenText, ServiceNow, USU.

**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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