

VENDOR SELECTION MATRIX™ IT AND ENTERPRISE SERVICE MANAGEMENT SAAS AND SOFTWARE

THE TOP GLOBAL VENDORS 2020

Research In Action

March 2020

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RESEARCH IN ACTION
independent research & consulting

FOREWORD

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation where 60% of the evaluation is based on a survey of enterprise IT or business decision makers. This is balanced by analyst subject matter experts with input fed by a combination of intensive interviews with software or services vendors and their clients, plus the informed, independent points-of-view - all of which combine to make Research in Action Vendor Selection Matrix™ reports so unique. 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 the ones with fewer than 15 evaluations.

While some vendors have made acquisitions to expand their growth and to accelerate the adoption of new technologies such as Artificial Intelligence, other vendors have continued their organic extension into the automation and optimization of services outside of IT – namely into the enterprise or business teams. As enterprises realize that service excellence within reflects positively on the ability for its teams to serve customers, the demand towards enterprise service management has fueled the market growth at all global IT and ESM vendors. The IT and ESM markets are growing at 20% with some vendors right at or above market growth. In 2020, we expect IT and Enterprise Service Management as markets to merge into Enterprise Service Management as customers are demanding holistic service management solutions focusing on more than IT services in this digital era. The future is with enabling business teams (and the ecosystem) to develop their enterprise services with SaaS platforms in an easy and agile way.

As well as the ratings, we also asked respondents whether they would recommend the vendor to their peers, the percent of affirmatives is documented as the Research In Action Recommendation Index; it ranges in this landscape from 73% to 98%.

This report provides you with a useful guide to important IT and Enterprise Service Management Trends and will help you make an informed decision regarding which vendors could best fit your requirements. This information can then be used in an amore detailed evaluation.

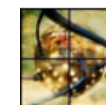
Always enjoy life to the fullest!



Eveline Oehrlich

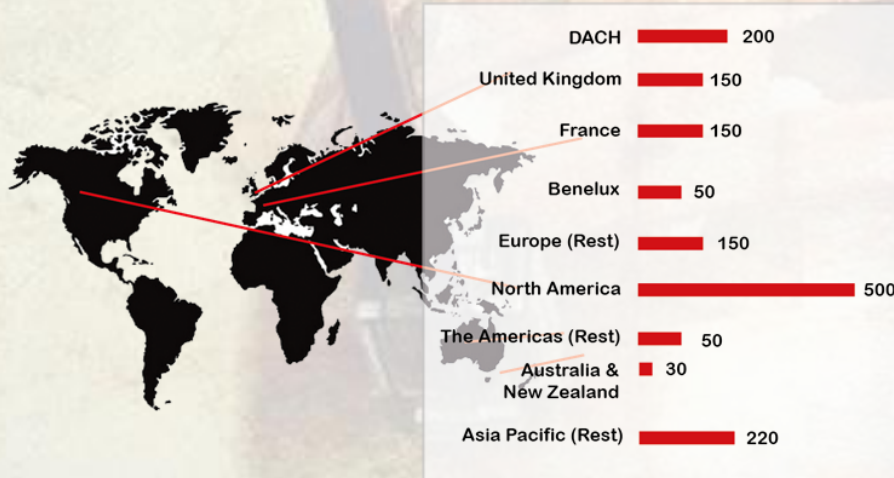
Research In Action GmbH
Alte Schule
56244 Hartenfels
Germany

Eveline Oehrlich
Research Director
+49 151 40158054
eoehrlich@researchinaction.de

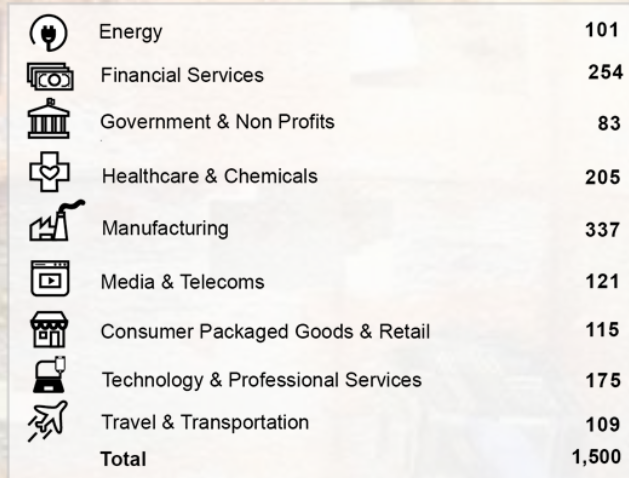


THE VENDOR SELECTION MATRIX™ METHODOLOGY

COUNTRY BREAKDOWN



INDUSTRY BREAKDOWN



RESEARCH FACTS

100,000+
Data Points

1,500
Enterprise
IT Managers

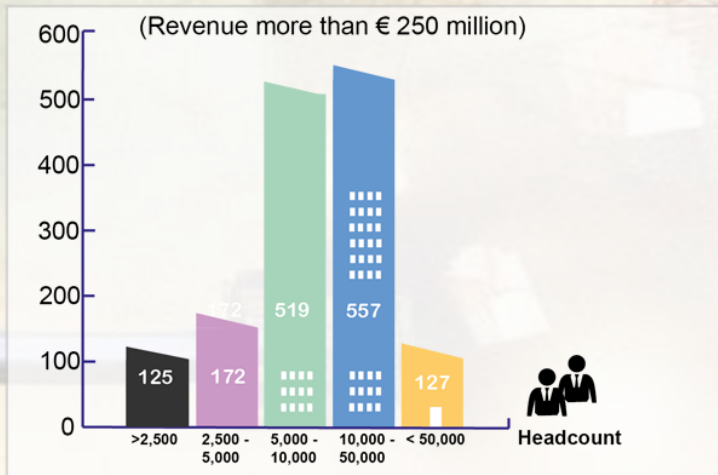
TOP 20
Vendors

30+ Reports
in 2020

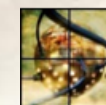
40%
Analyst's
Opinion

60%
Survey
Results

COMPANY SIZE BREAKDOWN



JOB TITLE BREAKDOWN

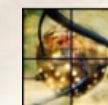


WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?



Decision Makers use a mix of traditional & online tools to create vendor shortlists

N = 3,000 Business and IT Managers with budget responsibilities



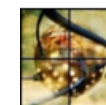
WHAT IS IT AND ENTERPRISE SERVICE MANAGEMENT?

- IT Service Management (ITSM)¹ refers to the entirety of activities – directed by policies, organized and structured in processes and supporting procedures – that are performed by an organization to plan, design, deliver, operate and control Information Technology (IT) services offered to customers. It is thus concerned with the implementation of IT services that meet customers' needs, and it is performed by the IT service provider through an appropriate mix of people, process and information technology.
- The IT Infrastructure Library (ITIL)² is the de facto standard for IT Service Management process definitions today.
- Enterprise Service Management (ESM)³ is a category of business management software - typically a suite of integrated applications that a service organization uses to capture, manage, save and analyze data critical to their service business performance. Enterprise Service Management has grown out of the use of IT Asset Management for traditionally non-IT assets. Today it is also increasingly used for:
(1) Human resources, (2) Vendor management, (3) Technical services, (4) Field services, (5) Financial management and (6) Shared services organizations.

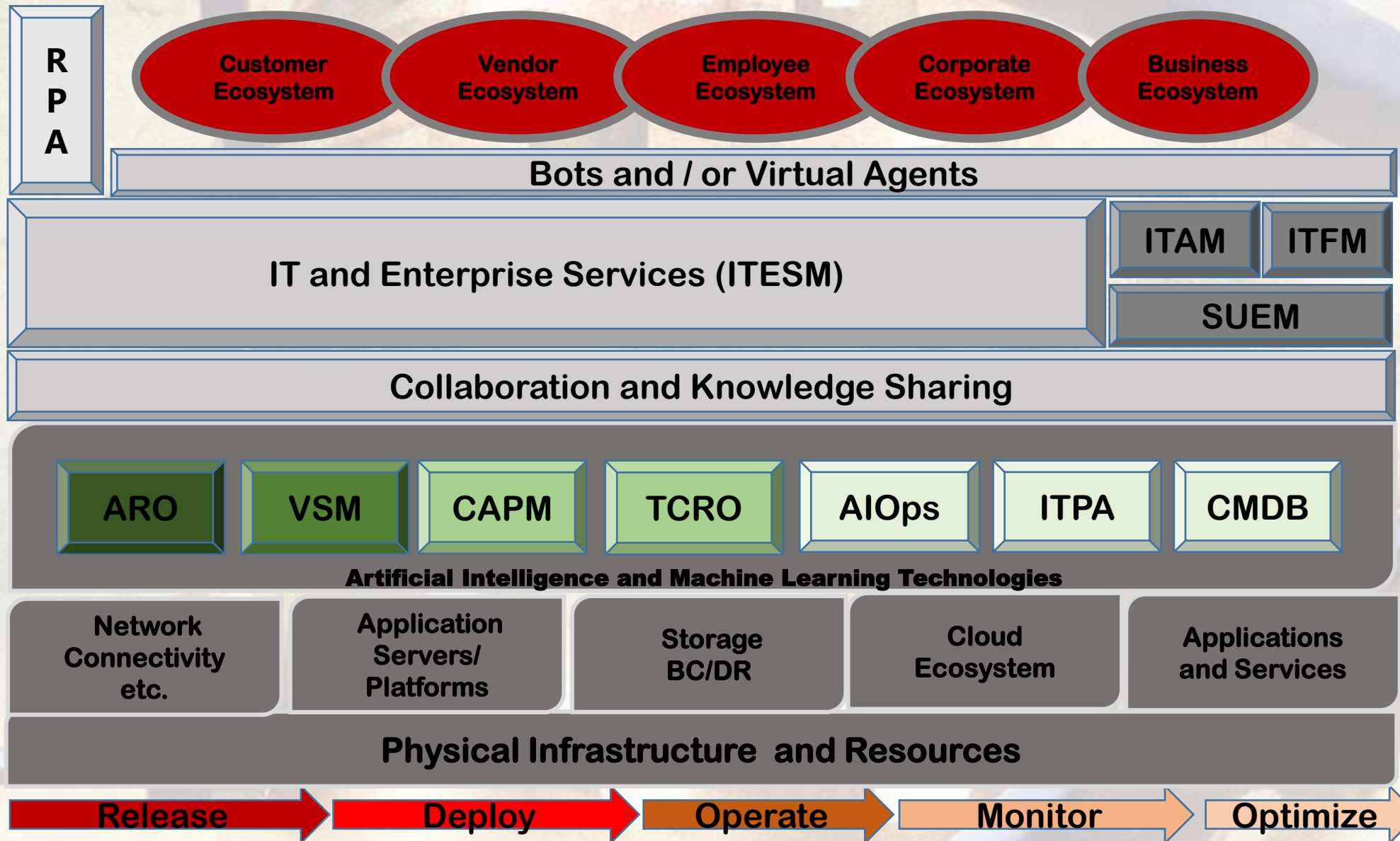
¹ IT Service Management, see https://en.wikipedia.org/wiki/IT_service_management.

² IT Infrastructure Library, see http://en.wikipedia.org/wiki/IT_Infrastructure_Library. ITIL is a trademark of AXELOS Limited.

³ Enterprise Service Management, see https://en.wikipedia.org/wiki/Enterprise_service_management.



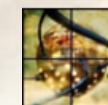
THE IT AUTOMATION MARKET TEXTURE



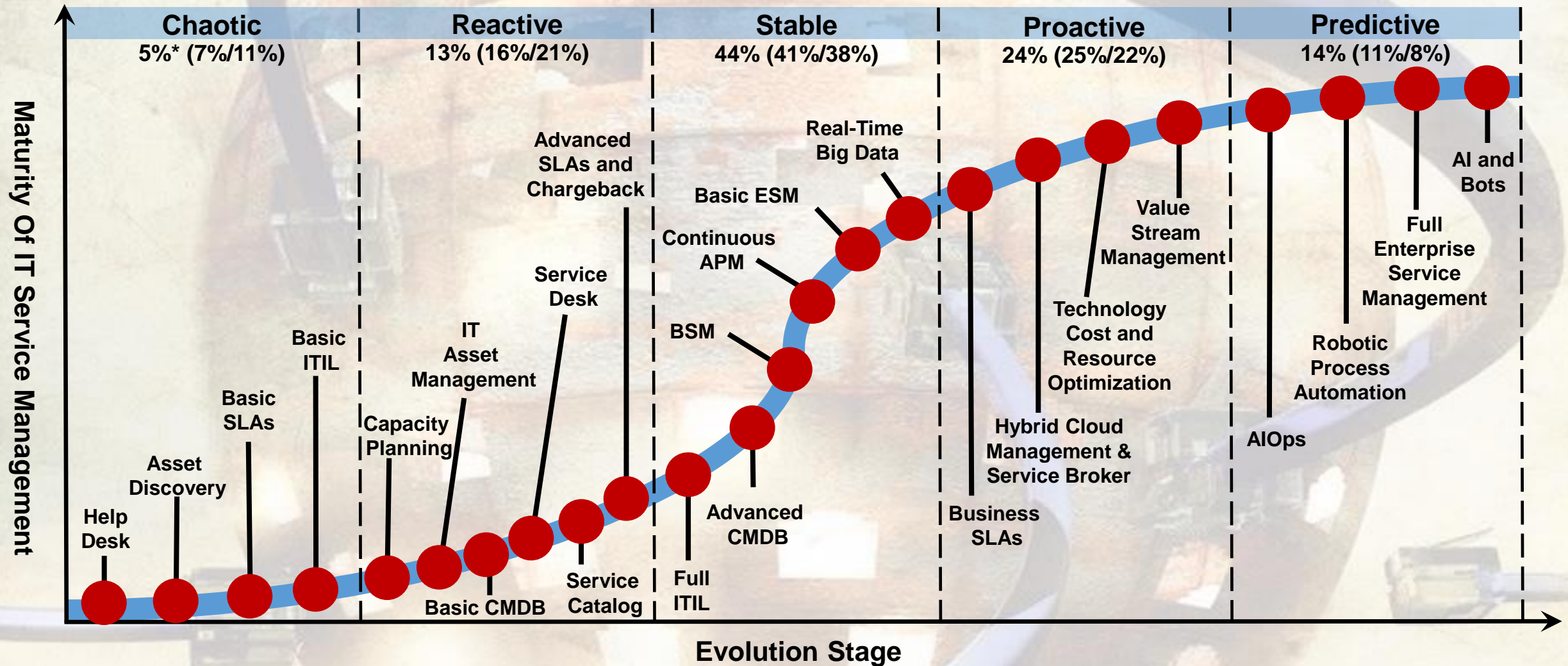
IT Automation is key to IT optimization as it allows to scale fast.

IT Automation is key to Digital transformation as it enables to predict and provide reliable services.

IT Automation will finally shift IT departments from service provider to business partner.

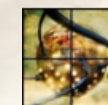


IT AND ENTERPRISE SERVICE MANAGEMENT MATURITY S-CURVE 2020

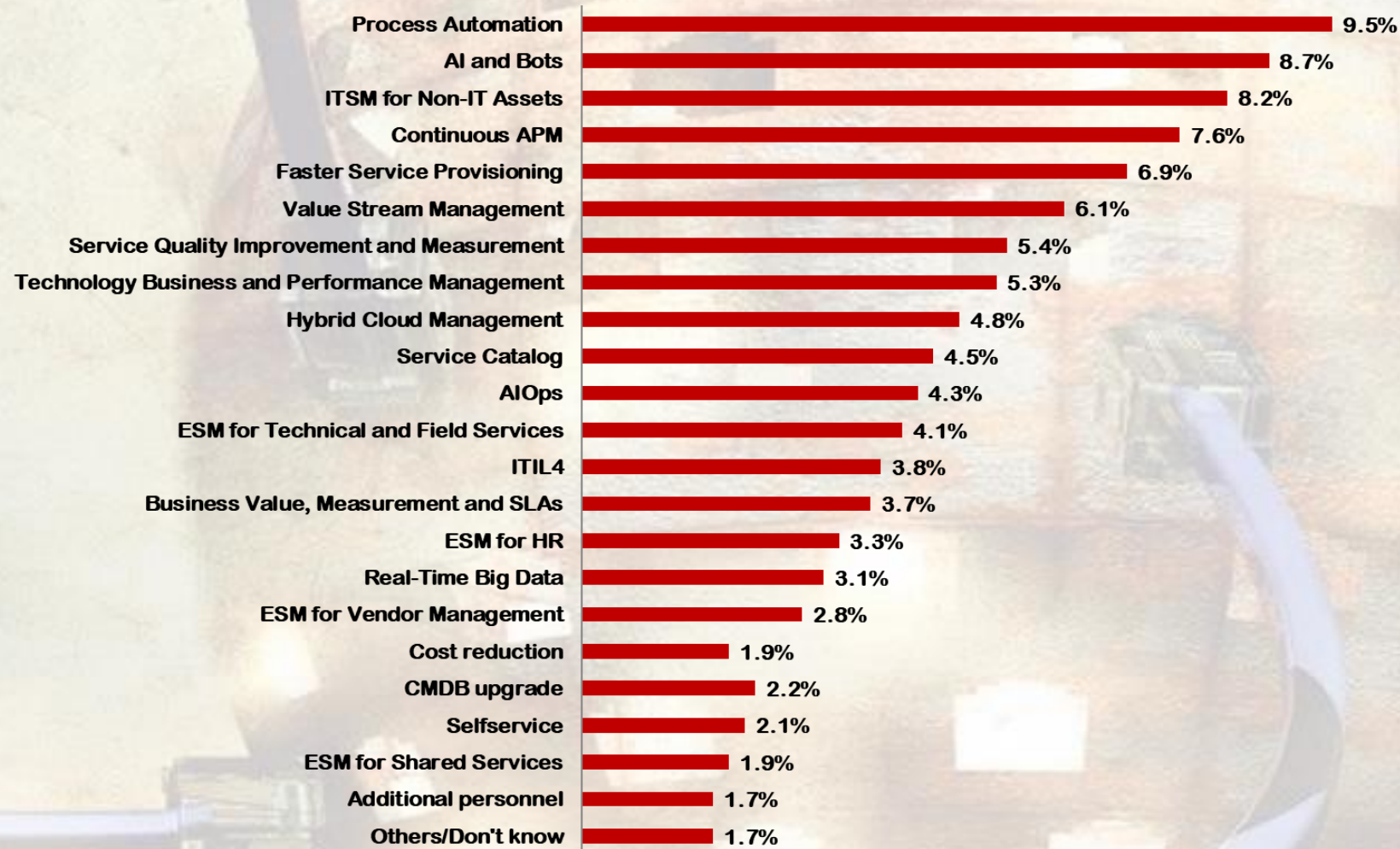


N = 2,250 IT Managers with budget responsibility

* Categories show adoption rates, (/) show changes from 2019/2018



RESEARCH: WHAT IS YOUR NUMBER ONE INVESTMENT AREA RELATED TO IT AND ENTERPRISE SERVICE MANAGEMENT IN 2020?

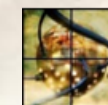


The automation of processes continues to be the top investment area followed by the leverage of AI and bots.

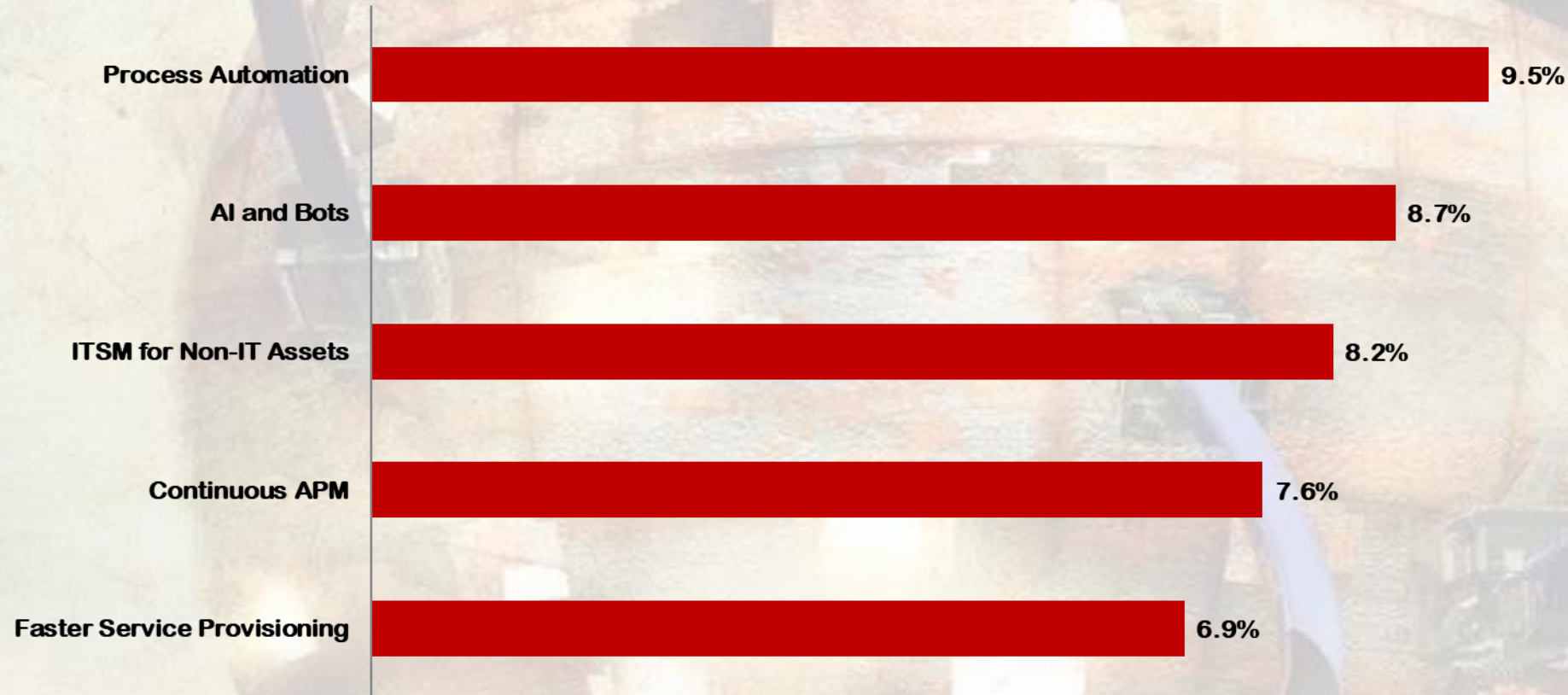
Automation in conjunction with AI provides for smart and intelligent automation which enables IT enterprise teams to be more efficient and productive delivering high quality service to employees and business teams across an enterprise.

Service Management as a best practice is no longer restricted to IT but has extended into other service areas within the business to streamline and automate existing and new processes and tasks.

N = 1,500 Enterprise IT Managers with budget responsibilities

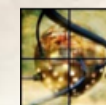


RESEARCH: WHAT IS YOUR NUMBER ONE INVESTMENT AREA RELATED TO IT AND ENTERPRISE SERVICE MANAGEMENT IN 2020?

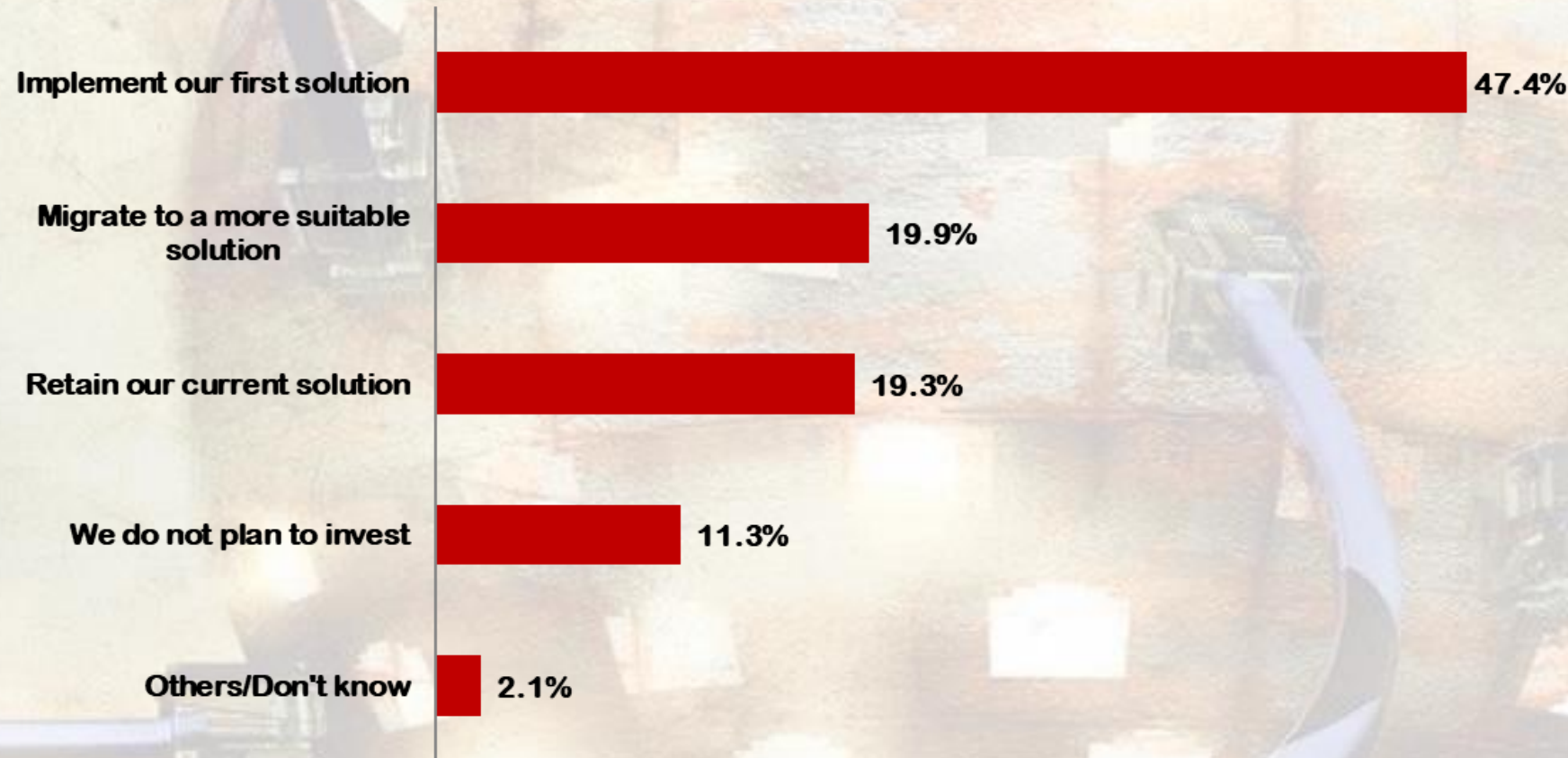


The Top Five investment areas for the global market in 2020 present priorities around agility and speed (# 1 and # 5) and intelligent IT and Enterprise Service Management (# 2, # 3, # 4) topics.

N = 1,500 Enterprise IT Managers with budget responsibilities

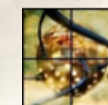


RESEARCH: ARE YOU PLANNING TO IMPLEMENT OR REPLACE YOUR ENTERPRISE SERVICE MANAGEMENT SOLUTION IN THE NEXT ONE TO THREE YEARS?

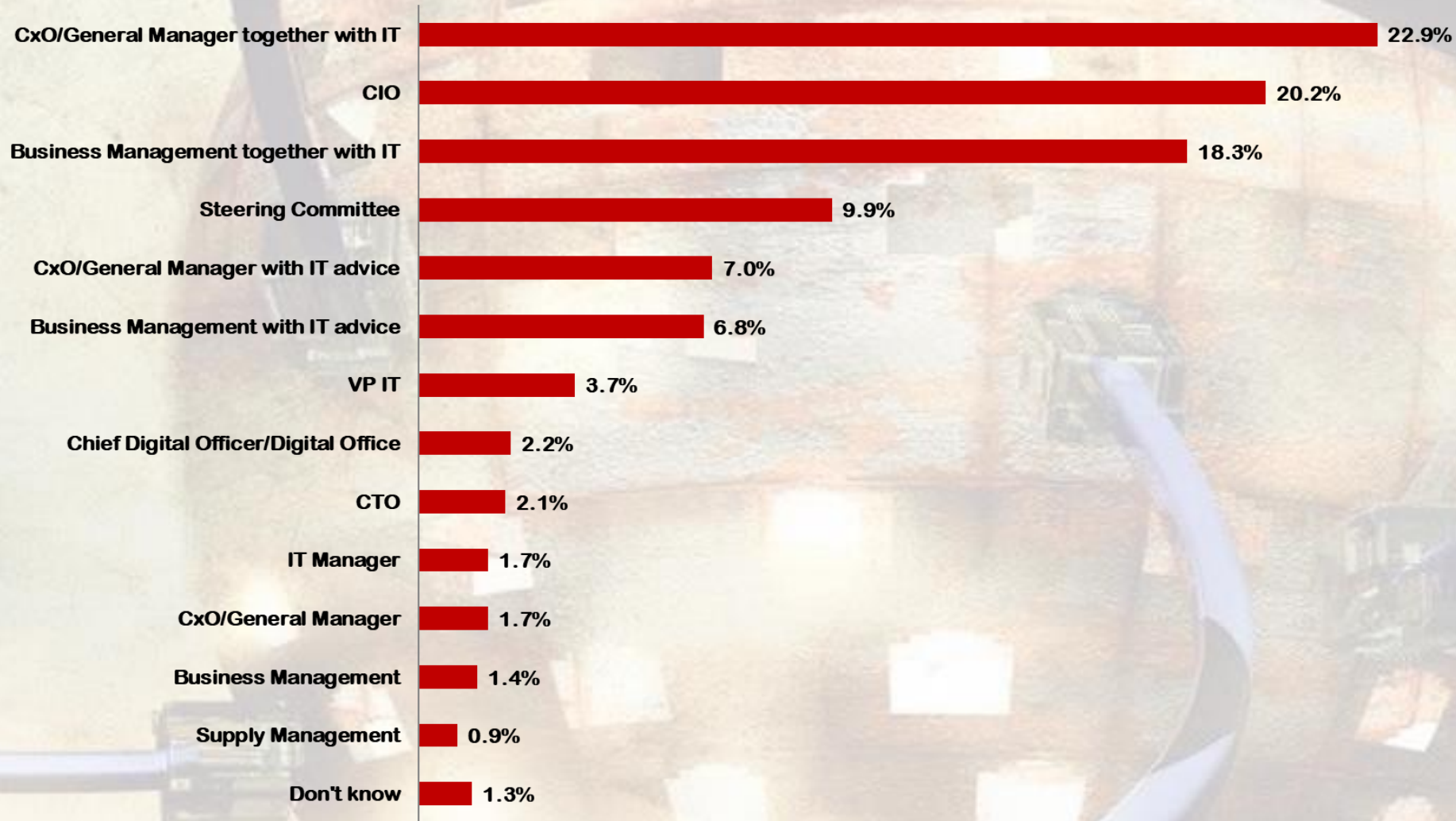


The concept of unified service delivery or Enterprise Service Management has been introduced within the last two to three years and typically started with the implementation of an enterprise service portal. These portals enabled self-service requests and since then, the concept of automating services delivery and support beyond IT has become an attractive vision for many enterprises. Almost 20% have been early adopters and are willing to shift to more suitable solutions, but 48% are just implementing their first ESM solutions today.

N = 1,500 Enterprise IT Managers with budget responsibilities

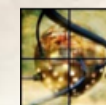


RESEARCH: WHO IS THE KEY DECISION MAKER WHEN IT COMES TO ENTERPRISE SERVICE MANAGEMENT?



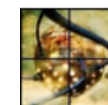
N = 1,500 Enterprise IT Managers with budget responsibilities

As enterprise organizations strive towards becoming a digital business, key processes outside the traditional IT ownership are being reviewed for automation and streamlining. This brings other leaders of the C-suite to the decision table for Enterprise Service Management solutions and will shape this market and its vendors in the future.



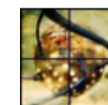
INSIGHTS: TOP MARKET TRENDS 2020

- **ITSM and ESM have become one.** Enterprise Services Management means to manage processes across a variety of lines of business from a central point. Existing ITSM solutions and processes are excellent foundations to extend into enterprise processes such as human resources, facilities, case management, project management, fleet management and beyond as ITSM teams have already figured out how to streamline and automate key processes. The extension of ITSM tools towards enterprise services is a natural evolution and elevates ITs value to the business. As many services within an organization are connected and teams collaborate and transform, Enterprise Service Management becomes a high value investment.
- **Joined decision making between IT and the business.** The provisioning and delivery of services is no longer the job of IT. As employees and departments within organizations are continuing the trend for self-service, 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.
- **Digital attitudes will continue to drive the adoption of ESM.** Connectivity, everything-as-a-service-thinking, all time access to applications and information and global and local collaboration needs are also creating big challenges. These challenges – to name only a few - managing the network of workers, connectivity, data security, regulatory compliance, internal governance and the management and compensation of device usage must be managed and orchestrated by a team or function. As the workforce becomes more digital the opportunities and challenges need to be managed and orchestrated and IT and ESM become the orchestration point.



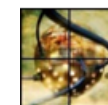
INSIGHTS: TOP MARKET TRENDS 2020

- **Demands for agility, velocity and improvements of service quality require intelligent automation.** The automation of processes has always been one of the fundamentals of IT and Enterprise Service Management. Agile thinking and Digital Transformation models such as DevOps require intelligent automation across all processes within the service eco system. Examples such as agile swarming and Kanban boards are just a few innovations which are being implemented today. This year, IT enterprise organizations should focus on what their automation objectives are no matter what silo they are in. Breaking the silos will help those who consume software and services and ultimately raise employee and customer experience.
- **Artificial Intelligence and Machine Learning support modern ways of working and interacting.** Intelligent chatbots and other AI-assisted service tools are on the rise and are providing an efficient and automated way to improve customer and employee journeys. The gain in economic benefits and scalability of these has great benefits. The evolving capabilities of these bots (and additional innovations leveraging Artificial Intelligence) will change the working environment and every organization must evaluate the suitability of these technologies for their culture and work environment.
- **The modern ways of working require collaboration and coordination which demand further innovations.** Teams comprised of global, local, internal and external team members which are part of partners and suppliers need models to collaborate and coordinate. In the emerging model of global service delivery, several teams and members must work collaboratively to develop, orchestrate, automate and deliver services and solutions. IT and Enterprise Service Management enables the management and coordination of complex end-to-end processes carried out collaboratively by several organizations.



INSIGHTS: TOP MARKET TRENDS 2020

- **Employee and customer experience rules.** Plenty of research has shown that there is a close link between employee experience and customer satisfaction. In fact some research suggests that companies with highly engaged employees outperform their competitors by as much as 147%. For an employee to be highly engaged, it requires a good working experience across the person's job. This means ease-of-access and use of resources, coordinated support and help from teams shaping the employees experience which then shapes the internal culture. Modern IT and Enterprise Service Management tools empower the workforces of today.
- **Innovation will shift people to higher level skills.** Mundane tasks of e.g. managing incidents, report creation and deciphering knowledge articles are not fun plus they are a waste of valuable resources. With IT budgets only increasing by 3% globally, organizations are implementing additional automation capabilities which allows them to shift their workforce towards higher value work.



VENDOR SELECTION MATRIX™ – ENTERPRISE SERVICE MANAGEMENT SAAS AND SOFTWARE: THE TOP 20 GLOBAL VENDORS 2020

VENDOR NAME	PRODUCT(S)
AXIOS	Assyst
BMC	BMC Helix, Remedy Service Management Suite
BROADCOM	Clarity Service Management
CHERWELL	Cherwell Service Management
EASYVISTA	EV Service Manager
EFFECTE	Efecte Service Management
FRESHWORKS	Freshservice
IBM	Control Desk, Maximo
IVANTI	Service Manager
MATRIX42	Enterprise Service Management, Secure Unified Endpoint Management
MICRO FOCUS	Service Management Automation X (SMA), IT Operations Management
MICROSOFT	System Center Service Manager, Microsoft Operations Manager
OPEN SOURCE	(1) OTRS, RT und openITCOCKPIT für Incident und Problem Management (2) I-Doit, OCS Inventory NG, OpenQRM, RANCID, Facter, Opsi und Puppet für Change, Configuration und Asset Management (3) R-Project, SE Toolit, XE Toolkit, Orca und]Project-Open[für Capacity Management
SAP	SAP Solution Manager
SERVICENOW	ServiceNow IT Service Management
SERVICWARE	Serviceware Processes (helpLine), Serviceware Financials (anafee)
SOLARWINDS*	Service Desk
TOPDESK	TOPdesk Lite, Professional & Enterprise for ESM including IT/FM/HR Service
ZENDESK	Zendesk

* Samanage has been acquired by Solar Winds.

This listing is alphabetical and includes all relevant IT and Enterprise Service Management solutions which have been part of the survey.

Other Vendors outside of the Top 20* or with fewer than 15 evaluations:

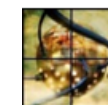
- 4ME
- ATlassian
- OMNINET
- USU
- VISION HELPDESK

VENDOR SELECTION MATRIX™ – ENTERPRISE SERVICE MANAGEMENT SAAS AND SOFTWARE: THE TOP 20 GLOBAL VENDORS 2020 - QUICK FACTS

VENDOR NAME	STAFF	REVENUE ¹	GROWTH	RI ²	GOOD TO KNOW
AXIOS	> 200	> € 25 m	< 20% p.a.	91%	End-to-end Service Management with easy and low cost.
BMC	> 6,000	> € 2 b	> 10% p.a.	94%	Delivers its modular BMC Helix solution to reenergize its customers and partners.
BROADCOM	< 15 k	< € 3 b	< 20% p.a.	73%	Is addressing both business and IT users with Clarity SM.
CHERWELL	> 600	< € 250 m	< 20% p.a.	95%	Continues to delight its customers and partners.
EASYVISTA	> 200	> € 100 m	> 15% p.a.	95%	Affordable cloud-based IT Service Management.
EFFECTE	> 110	> € 10 m	< 20% p.a.	96%	Can become the leading European ITSM and ESM cloud solution.
FRESHWORKS	> 2,300	> € 200 m	> 50% p.a.	95%	Delivers a unified experience that works for users across many functional areas.
IBM	> 350 k	> € 1 b	> 5% p.a.	88%	Unifying the digital and physical world with Control Desk and Maximo.
IVANTI	> 1700	< € 250 m	< 30% p.a.	91%	A affordable, flexible and complete solution to automate IT and enterprise services.
MATRIX42	> 400	> € 50 m	> 20% p.a.	98%	A comprehensive solution with focus on managing the digital workspace.
MICRO FOCUS	> 14 k	> € 500 m	> 15% p.a.	94%	With SMAX, Micro Focus has reestablished customer trust and excitement.
MICROSOFT	> 140 k	> € 250 m	< 5% p.a.	88%	Used by most companies for basic service management automation.
OPEN SOURCE	N.A.	N.A.	< 10% p.a.	95%	Traditionally popular in the the global market but with a steadily decreasing tendency.
SAP	> 100 k	N.A.	> 25% p.a.	94%	Strong Enterprise Service Management solutions with Solution Manager gaining importance.
SERVICENOW	> 6,000	> € 3 b	> 25% p.a.	94%	ServiceNow continues to modernise its IT Workflows and Now Platform to grow even bigger.
SERVICEWARE	> 450	< € 100 m	> 20% p.a.	98%	Delights its customers with solid ITSM and ESM solutions.
SOLARWINDS	< 2,500	> € 800 m	< 5% p.a.	92%	Entered ITSM space through the acquisition of Samanage.
TOPDESK	> 800	> € 50 m	> 25% p.a.	95%	Solid and strong solutions across IT and Enterprise Service Management.
ZENDESK	< 250	< € 50 m	> 5% p.a.	88%	Increasing focus on Customer Relationship Management.

¹ In the IT and Enterprise Service Management SaaS and Software market.

² The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants (see page 3) "Would you recommend this vendor in this market to your peers - Yes or No?".



VENDOR SELECTION MATRIX™ – ENTERPRISE SERVICE MANAGEMENT SAAS AND SOFTWARE: EVALUATION CRITERIA

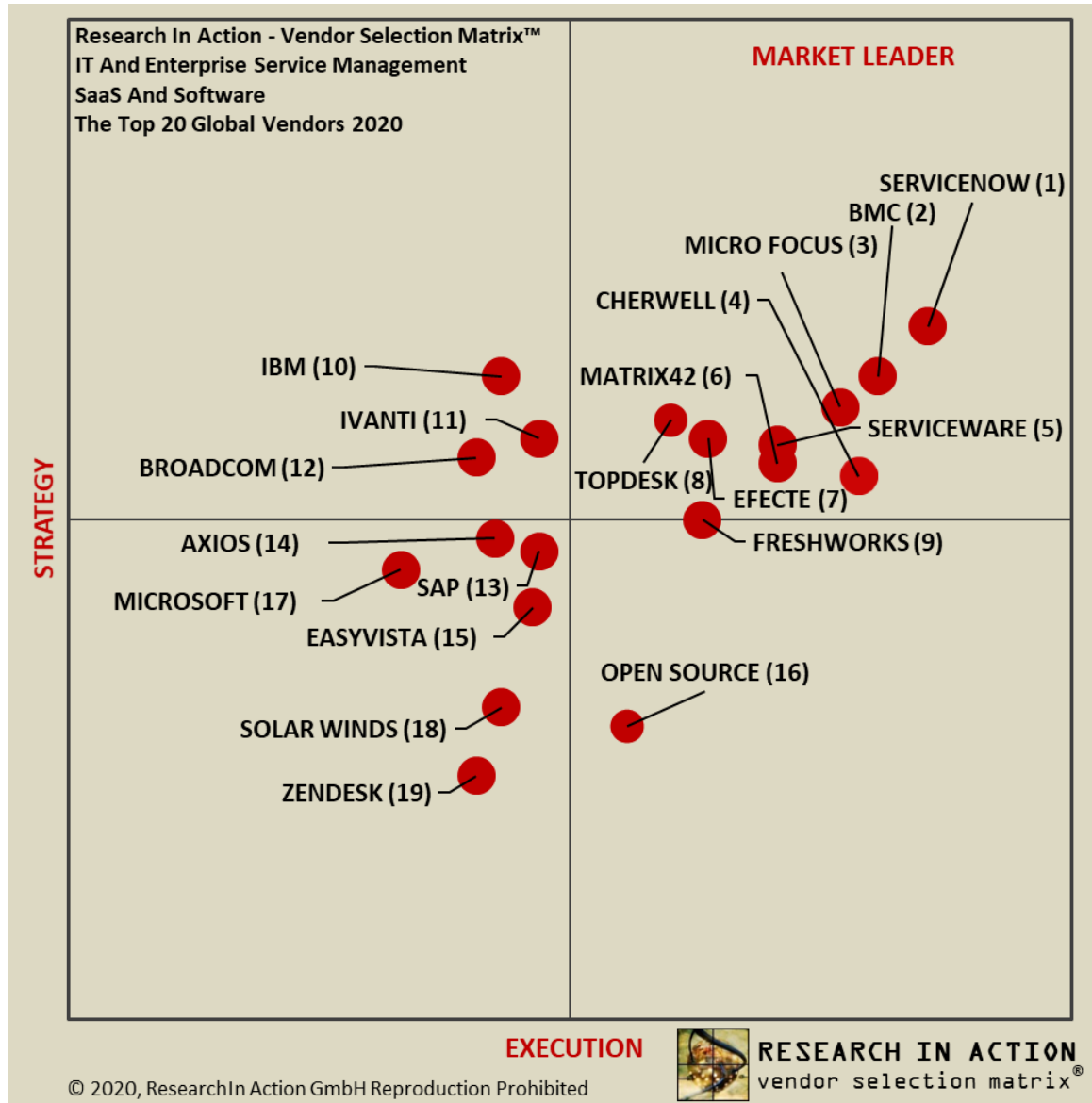
STRATEGY

Vision & Go-To-Market	30%	Does the company have a coherent vision in line with the most probable future market scenarios? Does the go-to-market and sales strategy fit the target markets and customers?
Innovation & Partner Ecosystem	20%	How innovative is the company? How is the partner ecosystem organized and how effective is the partner management?
Viability & Execution Capabilities	15%	How likely is the long-term survival of the company in this market? Does the company have the necessary resources to execute the strategy?
Differentiation & USP	35%	Does the solution have a Unique Selling Proposition (USP) and clear differentiators?

EXECUTION

Breadth & Depth Of Solution Offering	30%	Does the solution cover all necessary capabilities expected by the customers?
Market Share & Growth	15%	How big is the market share and is it growing above market rate?
Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor?
Price Versus Value Ratio	30%	How do customers rate the relationship between the price and perceived value of the solution?

VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT SAAS AND SOFTWARE



	STRATEGY EXECUTION		TOTAL
1. SERVICENOW	4.39	4.71	9.10
2. BMC	4.29	4.61	8.90
3. MICRO FOCUS	4.23	4.54	8.76
4. CHERWELL	4.09	4.58	8.66
5. SERVICWARE	4.15	4.41	8.56
6. MATRIX42	4.11	4.41	8.53
7. EFFECTE	4.16	4.28	8.44
8. TOPDESK	4.20	4.20	8.40
9. FRESHWORKS	4.00	4.26	8.26
10. IBM	4.29	3.86	8.15
11. IVANTI	4.16	3.94	8.10
12. BROADCOM	4.13	3.81	7.94
13. SAP	3.94	3.94	7.88
14. AXIOS	3.96	3.85	7.81
15. EASYVISTA	3.83	3.93	7.75
16. OPEN SOURCE	3.59	4.11	7.70
17. MICROSOFT	3.90	3.66	7.56
18. SOLAR WINDS*	3.63	3.86	7.49
19. ZENDESK	3.49	3.81	7.30

* Samanage has been acquired by Solar Winds
Note: Potential numerical deviations due to rounding

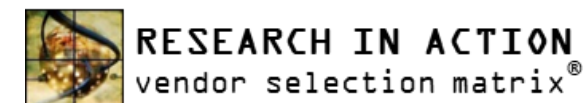
VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

ServiceNow continues to modernize its digital services platform to grow even bigger

- **General:** ServiceNow, with its 17-year journey in service management today has over 6,200 customers with over \$ 3.2 billion in subscription revenues and with a compounded annual growth rate of 35% within the last 3 years. With Bill McDermott (former SAP CEO) as CEO and a new CFO from Ingram Micro, the company is poised to grow beyond IT workflow. With more than 10,000 employees worldwide and a solution portfolio which recently has been extended through a few acquisitions, it has achieved a renewal rate of 97%. The digital transformations across enterprises is accelerating the demand for automated workflows and ServiceNow plans to be the cloud partner of choice in these global enterprise transformations.
- **Strategy:** ServiceNow's strategy of “making the world of work, work better for people” has attracted a variety of customers across all types of verticals. With its majority of sales in the North America, the company is planning to extend its growth and partners globally with focus on Europe and Asia Pacific. Recent acquisitions extending into Artificial Intelligence capabilities range by acquiring Loom Systems, an AIOps solution and Passage AI, a startup that helps customers build chatbots in multiple languages, will provide great value to ServiceNow’s digital world of work vision. Its new CEO has aggressive growth plans where acquisitions and mergers are critical and has is already hard at work visiting and connecting with customers and prospects.
- **Execution:** ServiceNow extensive partner ecosystem includes technology partners, service providers, system integrators, training and sales companies across 80 countries globally. Already existing partnerships with key partner Deloitte has resulted in the creation and recent launch of Financial Services Operational Continuity to accelerate service management with industry standard design in the financial sector. An additional recent launch into the telecom market with Accenture is intended to accelerate the purpose-built workflows for the telecom verticals. The Orlando release, planned for March 2020, will focus on continuous improvements around intelligent automation to accelerate, optimize and improve, both employee and IT knowledge workers ability to use and interact with technology and collaborate across many business workflows. The company also recognizes that new software delivery models such as DevOps need to be supported through modern workflows enabling collaboration and quality software delivery to employees and customers alike.
- **Bottom Line:** ServiceNow has become the largest service management software vendor serving large enterprises and is a key player in the enterprise and service management cloud software space. Its new CEO expertise in enterprise service management and focus on sales execution is most likely accelerating its growth in 2020. For enterprises who are already ServiceNow customers, the new version with new features will make it possible to automate even more workflows.



STRATEGY	RESULT
Vision & Go-To-Market	4.00
Innovation & Partner Ecosystem	4.50
Viability & Execution Capabilities	4.75
Differentiation & USP	4.50
	4.39
EXECUTION	RESULT
Breadth & Depth Of Solution Offering	4.75
Market Share & Growth	5.00
Customer Satisfaction	4.75
Price Versus Value Ratio	4.50
	4.71



VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

BMC delivers its modular BMC HELIX generation to reenergize its customers

- **General:** BMC is delivering software, service and expertise to global enterprise worldwide. The private company today has approximately 6,000 employees worldwide and is estimated to achieve more than \$2.2 billion in revenue. The company has recently added a new CEO and is reenergizing its service management portfolio with its BMC Helix solution portfolio introduced in Spring of 2019. Since then, all modules atop the BMC Helix platform have been released. BMC Helix customers come from all industry verticals and are typically large enterprises with complex and hybrid applications and services. Customers have either upgraded from existing solutions to the BMC Helix platform and one or many modules or are new customers.
- **Strategy:** BMC Helix today supports the strategy of a combined service and operations experience within IT enterprises with a new set of solutions all modular in nature. At its base sits an AI platform which supports continuous insights for all aspects of the service delivery and support teams and includes automation capabilities for fast and easy remediation and process and task automation across hybrid assets and services to name just a few capabilities. BMC Helix Digital Workflow is the interactive service catalog and BMC Helix Business Workflows is a case management module which is typically leveraged by lines of business other than IT. Both are essential key parts of an IT and ESM journey. BMC Helix Chatbot allows for collaboration and swarming. The company stresses BMC Helix simplified licensing model which allows for named/concurrent users.
- **Execution:** Revamping its IT and ESM solution portfolio and new leadership have provided the needed growth for BMC. Additionally, key partnerships such as Jitterbit which enables companies to quickly connect SaaS, on-premises, and cloud applications and instantly infuse intelligence into any business process and the partnership with Automation Anywhere, a RPA company, to bring bot automation to the service desk has significantly improved BMCs standing in the IT and ESM market. The company has received very good customer satisfaction ratings and excellent price/value ratings from our survey participants.
- **Bottom Line:** BMC is back as a solid player in the world of IT and Enterprise Service Management after a difficult and long journey of reworking its products and solutions into a modular, hybrid, modern solution. Customers who are already BMC customers must look at the BMC Helix solution portfolio. Additionally, Compuware customers who are now being part of BMC should also look at the BMC Helix solution portfolio.

STRATEGY	RESULT
Vision & Go-To-Market	4.25
Innovation & Partner Ecosystem	4.25
Viability & Execution Capabilities	4.50
Differentiation & USP	4.25
	4.29

EXECUTION	RESULT
Breadth & Depth Of Solution Offering	4.75
Market Share & Growth	4.75
Customer Satisfaction	4.50
Price Versus Value Ratio	4.50
	4.61



VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

Micro Focus SMAX has reestablished customers trust and excitement

- **General:** Micro Focus has four core areas of solution offerings all focused to enable and support global enterprises transformation towards a digital business. The company has 14,000 employees in 43 countries worldwide with \$ 3,4 billion in annual revenue. While the Enterprise DevOps team homes solutions such as Release Control and ALM Octane, the Hybrid IT Management team is the home of its Service Management solutions. Its vision is to provide functional modules on a common technical platform. SMAX customers come from all verticals and geographic locations.
- **Strategy:** Improving the efficiency of service teams is the overarching strategy of Micro Focus and for this, Service Management Automation X (SMAX) leverages underlying artificial intelligence technology. As service management teams are needing to work more efficient and smarter, capabilities to analyze incident patterns and automatic knowledge article creation are excellent productivity improvement features which are part of SMAX. Its workstreams and incident analytics can be done across multiple business services such as travel request or HR issues. SMAX is built on top of Micro Focus IT Operations Management platform which runs in the cloud or on prem allowing for flexible deployment models.
- **Execution:** The leverage of optical character recognition and machine learning to assist in the ticket analysis are just a few examples of Micro Focus SMAX inserting AI technology into workflows to increase smart and intelligent automation. The engaging user interface, codeless out-of-the-box processes, an embedded CMDB and real-time discovery all are part of SMAX. The three key areas of service management; IT assets and enterprise services are all combined into a single solution for value across a variety of roles within enterprise IT organizations. Our survey respondents rewarded Micro Focus with high customer satisfaction and excellent price-value ratings.
- **Bottom Line:** Micro Focus has reengineered its service management portfolio and is putting smart service management on the radar for many IT organizations today. The use of artificial intelligence and machine learning to improve the quality, speed and value of the service management team will be a defining characteristics for the market. For organizations of any size, Micro Focus SMAX with its smart approach and capabilities with low cost of ownership, is a solid option.

STRATEGY	RESULT
Vision & Go-To-Market	4.50
Innovation & Partner Ecosystem	4.00
Viability & Execution Capabilities	4.50
Differentiation & USP	4.00
	4.23
EXECUTION	RESULT
Breadth & Depth Of Solution Offering	4.50
Market Share & Growth	4.75
Customer Satisfaction	4.50
Price Versus Value Ratio	4.50
	4.54



VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

Cherwell continues to delight its customers and partners

- **General:** Cherwell's vision, breadth and depth in its solution and the laser focus on achieving excellence in customer experience has contributed to its current market standing. The company, including its partners are committed to enable organizations to transform themselves through adoption of digital services. This is possible with Cherwell's ITSM and ESM solutions which are supported by Cherwell CORE, a no-code development and delivery platform which enables teams to leverage pre-built and/or custom-built applications to accelerate service management across the enterprise. Since its early days Cherwell has made a difference not just with its solutions but how they work with and for customers and partners which is a unique approach in today's competitive software market.
- **Strategy:** The company continues to extend its solution managing and automating workflows across business functions in global enterprises. Its recent version 10.0 released in February 2020 accelerates collaboration capabilities across different teams and offers omni-channel capabilities for a mobile and digital workforce. A simplified license includes the CORE platform and all other IT and Enterprise Service Management capabilities for a unified service management approach. Its ITSM solution is also available on AWS Marketplace. New additions via mApp have extended the solution across a vast ecosystem used in enterprises today. A mApp solution is a collection of one or more capabilities that allows users to add new features and/or functionality to their Cherwell Service Management instance. Cherwell mApp Solution Marketplace has enabled partners, community members and its own solution teams to extend the low code platform.
- **Execution:** Its strategy and vision of “Make Flow Work” extends from its no-code solution also to its partner program. In August of 2019, the company revamped its partner program into a three-tier model, focusing on strategic partners, use case partners and implementation partners to accelerate the growing demand for interoperability across enterprise and IT services within global enterprises. This combined with the mApp Solution Marketplace enables Cherwell to extend its functionality into all areas and functions within an organization to automate and streamline services.
- **Bottom Line:** Cherwell is challenging the competition by listening to customers, translating their demands and wishes into its solutions. The solution can be easily implemented and, if needed, configured and extended with solid partner and community available applications. Since 2016 it has continued its growth and recognition in the marketplace and has achieved the solid place in the Vendor Selection Matrix™ of 2020.

STRATEGY	RESULT
Vision & Go-To-Market	4.00
Innovation & Partner Ecosystem	4.25
Viability & Execution Capabilities	4.25
Differentiation & USP	4.00
	4.09
EXECUTION	RESULT
Breadth & Depth Of Solution Offering	4.75
Market Share & Growth	4.50
Customer Satisfaction	4.50
Price Versus Value Ratio	4.50
	4.58



VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

Serviceware delights its customers with solid ITSM and ESM solutions

- **General:** Serviceware emerged from the PMCS.helpLine Software group in 2018. The German software manufacturer made the leap from pure IT Service Management to Enterprise Service Management very early on. Serviceware currently has over 450 employees and more than 800 customers. For several years now, Serviceware, with its Serviceware Processes and Serviceware Financials solutions have achieved great success across its expanding customer base. The vendor has again achieved a very high rating in the Vendor Selection Matrix™.
- **Strategy:** Serviceware is a highly differentiated and innovative software provider whose market dynamic is clearly visible after the IPO in 2018. The takeover of cubus AG in 2019 and the expansion of the Serviceware Enterprise Service Platform as well as the strategic advisory skills are convincing customers in the enterprise segment today. The establishment of new research partnerships and development teams, particularly for AI, is seen as a very positive signal. The surveyed customers rated the corporate strategy as very positive and Serviceware is perceived as a highly differentiated vendor.
- **Execution:** In addition to pure Service Management, Serviceware is particularly strong in four other areas: (1) Financial Management, (2) Performance Planning, (3) Knowledge Management and (4) Field Service Management. Serviceware demonstrates an uncompromising service mentality and has consequently achieved excellent marks for customer satisfaction and price-performance ratio. In addition, for the Research In Action Recommendation Index, which was surveyed for the first time, Serviceware received the highest rating from all vendors with 98%.
- **Bottom Line:** Serviceware has been among the leading vendors in the Research In Action Vendor Selection Matrix™ for and has continually grown its footprint, breadth, depth and focus towards enterprise service management and beyond the DACH region. The innovation and growth trajectory after the IPO are convincing and new and existing customers value and enjoy the company and its solutions.



STRATEGY	RESULT
Vision & Go-To-Market	4.25
Innovation & Partner Ecosystem	4.00
Viability & Execution Capabilities	4.50
Differentiation & USP	4.00
	4.15

EXECUTION	RESULT
Breadth & Depth Of Solution Offering	4.50
Market Share & Growth	3.50
Customer Satisfaction	4.75
Price Versus Value Ratio	4.50
	4.41



VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

Matrix42 is a great partner in managing the digital workspace and is expanding its global leadership

- **General:** Matrix42 has shown an annual growth of 25% fueled by its recent innovations Field Service Management, Virtual Support Agent “Marvin” and the expansion of integrated IT Business Management Processes with the new Cloud Expense Management to optimize the Cloud costs of e.g. Azure or AWS. Matrix42 products are based on an intuitive platform including the low-code SolutionBuilder and a Workflow Studio which enables customers to easily configure and create automated workflows. The Matrix42 ESM codeless platform allows customers to model all IT and enterprise service processes easily and efficiently.
- **Strategy:** Matrix42 is on its path to become the market leader in the digital workspace management. With solutions that allow to simplify and secure the digital work of the workforce, and its on-premise and SaaS solution helps IT organizations evolve towards adding value by streamlining and securing work. Balancing productivity and security, while delivering effective technology and automation from IT to the business and focusing on the user are key themes for Matrix42. Its strategy is to support IT organizations in the end-to-end mapping and automation of IT and enterprise processes. This strategy is rated very positively by the surveyed customers. Matrix42 is perceived as a highly differentiated vendor.
- **Execution:** Matrix42 has reached over 5,000 customers with a renewal rate of an outstanding 99%. The company aggressively delivers innovations on a quarterly basis. In our 2020 survey, Matrix42 has received excellent marks for customer satisfaction and price-value ratio. The ease of adapting the platform via configuration and by applying the low-code SolutionBuilder is helping enterprises to adjust and configure easily. In addition, for the Research In Action Recommendation Index, which was surveyed for the first time, Matrix42 received the highest rating from all vendors with 98%.
- **Bottom Line:** Matrix42 is a key partner for the Digital Transformation of the internal IT service department for enterprise companies and has extended its reach in the global market since 2016. With its expansion into the cross-functional DevSecOps platform, the strategic goal of becoming one of the leading European providers is quite realistic and these efforts rewarded by its customers with great customer experience.



STRATEGY	RESULT
Vision & Go-To-Market	4.25
Innovation & Partner Ecosystem	4.00
Viability & Execution Capabilities	4.25
Differentiation & USP	4.00
	4.11
EXECUTION	RESULT
Breadth & Depth Of Solution Offering	4.50
Market Share & Growth	3.50
Customer Satisfaction	4.75
Price Versus Value Ratio	4.50
	4.41



VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

Efecte can become the European ITSM and ESM cloud solution

- **General:** Efecte is a Finish service management company founded in 1998 with headquarters in Finland and additional operations in Sweden, Denmark and Germany. The company has over 110 employees, more than 300 customers and has reported a yearly growth around 20%. Its customers range from large to mid-size enterprises all wanting to improve employee and customer experience within their service delivery teams.
- **Strategy:** Efecte's realized early that todays enterprises need agile tools which provide improvements across process, systems, data and people with ambitious timelines. Its cloud-based solution has gained tremendous acceptance in the Nordic regions but also has been successfully adopted by enterprises across Europe. Inclusions such as Kanban boards with built-in automation workflows and the support of agile swarming allows Efecte to address collaborative and new ways of working in modern enterprise IT teams. Recent wins include Mobilcom Debitel and Bechtle to name a few.
- **Execution:** Efecte's Enterprise Service Management solution includes products for IT Service Management, HR Service Management, Identity and Access Management, Enterprise Project Management, and Essential SAFe Operations. The company also has a Professional Services team, provides training, support and operations and has consultancy services to serve its customers. Partners are also helping in the implementation and delivery of Efecte's Enterprise Service Management solution. The very simple pricing model of "user per month" makes it easy to procure and provision and the company states that they are not planning to shift towards a pricing model where they charge for additional add-ons. With great solution capabilities and an easy and extremely competitive price, Efecte has achieved the highest score on price/value across all vendors in the study.
- **Bottom Line:** For customers which are looking for Agile Service Management, IT Service Management or Enterprise Service Management, or all the above, Efecte has the solutions and drive to assist and support these journeys for companies of all sizes and within all verticals. The company is doing this with its 110 employees with excellence and is well worth to have them on the evaluation for IT and ESM short list.



STRATEGY	RESULT
Vision & Go-To-Market	4.25
Innovation & Partner Ecosystem	4.00
Viability & Execution Capabilities	4.00
Differentiation & USP	4.25
	4.16

EXECUTION	RESULT
Breadth & Depth Of Solution Offering	4.00
Market Share & Growth	3.50
Customer Satisfaction	4.50
Price Versus Value Ratio	4.75
	4.28



VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

TOPdesk shows strong IT and Enterprise Management capabilities

- **General:** With 15 offices in 11 countries, TOPdesk is a global player and is supported by 800 employees who serve more than 5,000 customers worldwide. The company has achieved a 25% growth rate in this last business cycle which shows that the company has been successful in conveying that service management must be both done within IT and across other enterprise service areas. It typically sells to enterprises across all verticals which all desire to improve employee or customer experience. About 85% of its revenue is based on its SaaS solutions today with continued trend in growth.
- **Strategy:** Its strategy of guiding enterprise towards service excellence resonates with its existing and new customers and is supported via innovations including the future use of artificial intelligence, intelligent knowledge management, improved collaboration among teams and addressing the needs of DevOps teams. Its no-code solution is supported via a marketplace which has doubled in size with over 50 partners and more than 100 additional solutions.
- **Execution:** TOPdesk feature rich solution combined with vision to help organizations in their improvement of service delivery, has fueled its growth and success in the global market. As a well-established player in ITSM, the company has successfully shifted its messaging and vision to expand into other areas within the business which need to automate and deliver service excellence. It also has enjoyed great working relationships with service providers and partners which allowed them to continually expand and grow. Its roadmap is public through a Trello board and the company provides quarterly public product overviews to keep everyone informed. The company has achieved great customer satisfaction reviews from our survey respondents.
- **Bottom Line:** With its breadth of the solution, easy of use, simple and inexpensive licensing costs for the implementation of an IT and Enterprise Management solution, TOPdesk is an excellent partner for medium and large enterprises. With its European roots but continual growth and expansions of offices across the globe it is an attractive alternative in this competitive and diverse market space.

STRATEGY	RESULT
Vision & Go-To-Market	4.25
Innovation & Partner Ecosystem	4.00
Viability & Execution Capabilities	4.25
Differentiation & USP	4.25
	4.20
EXECUTION	RESULT
Breadth & Depth Of Solution Offering	4.25
Market Share & Growth	3.50
Customer Satisfaction	4.50
Price Versus Value Ratio	4.25
	4.20



VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

Freshworks ease and simplicity attracts customers of all sizes



- **General:** Freshworks was founded in 2010 as Freshdesk by a former team member (and his friend) of Zoho who is Freshworks CEO today. The company is headquartered in California and has over 2,700 employees worldwide. Its developers are in India from where they develop the solution portfolio. Freshworks list of customers include organizations across the globe. Its solutions range from customer success management to incident communication and website monitoring and serves SMB, mid-market and just recently includes enterprise organizations across the globe. The ITSM solution Freshservice enables the support of both employees and customers in their interactions with applications, services and technology.
- **Strategy** The company's strategy is to server SMB and mid-market and enterprises with lower prices disrupting the premium pricing models of other SaaS vendors. This has worked well for them as they have been growing continually since. Their easy-to-use, lean features in its Freshservice product has sparked the interest of customers who are willing to shift their ITSM solution towards SaaS without long implementation cycles and difficult pricing negotiations. Its vision that great employees leads to great customer success is attractive for SMB and mid-size customers but is also for enterprise organizations of today.
- **Execution:** With funds from investment arm of Google parent Alphabet's (Capital G.) of \$ 3.5 billion in November 2019, recent acquisitions such as Seattle-based Artificial Intelligence startup AnswerIQ and the hint of an upcoming IPO, Freshworks is executing well. Its marketplace, which allows for add-on functionality from partners and for customers, has grown tremendously in 2019. The company has received excellent customer satisfaction scores as well as high marks in the price/value category. Its strong financials, bundling a suite of services into its solutions and acquisitions has spurred its growth.
- **Bottom Line:** A SaaS unicorn with a solid set of service modules managing employee and customer interactions which can be tested for free and acquired at a very low price, with free service wrapped around it, is an extremely unique differentiator. The solutions might not cover every detailed aspect of ITSM or ITIL, however, 20,000 Freshservice customer worldwide leverage the solution.

STRATEGY

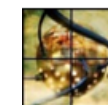
RESULT

Vision & Go-To-Market	4.00
Innovation & Partner Ecosystem	4.00
Viability & Execution Capabilities	4.00
Differentiation & USP	4.00
	4.00

EXECUTION

RESULT

Breadth & Depth Of Solution Offering	4.00
Market Share & Growth	3.50
Customer Satisfaction	4.75
Price Versus Value Ratio	4.50
	4.26



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VENDOR SELECTION MATRIX™ – IT AND ENTERPRISE SERVICE MANAGEMENT

IBM Control Desk unifying the digital and physical world

- **General:** IBM has many customers who leverage the two key solution components of its Enterprise Service Management solutions, which are IBM Control Desk and Maximo. While Maximo is focused on the management of Enterprise Service Assets, IBM Control Desk includes service management processes and IT asset management. Integrations into other IBM and partner solutions such as Watson Explorer, Watson Assistant, Netcool Operations Insight, and BigFix enrich its solution further.
- **Strategy:** The company's ESM strategy is to enable transformation to a digital business with holistic management of the Enterprise Service Management processes and the underlying IT and Enterprise Assets. Connected enterprise assets are managed in context of enterprise services, including the IT topology as well as physical and mechanical assets. The demand for end-to-end management capabilities help IBM reach customers with Control Desk and Maximo for a holistic approach unifying the digital and the physical worlds. The company has a significant installed base of Maximo users opening great opportunities for enterprise transformation.
- **Execution:** IBM Technology Services and Maximo have provided growth in recent years. Integrations into other IBM solutions expands its use cases. Additionally, integrations based on Open Services for Lifecycle Collaboration (OSLC) enable enterprises to link to data stored in other sources, acting as a consolidator and organizer rather than storing additional copies of data. Control Desk 7.6.1 new interface now is consistent with Maximo Asset Management for a unified look. As organizations are adopting new models of application and service delivery such as DevOps, IBM Control Desk supports both development and operation teams throughout their journey.
- **Bottom Line:** IBM Control Desk offers a variety of capabilities including visibility, control of resources, processes and changes as part of IBM's Smart Infrastructure Initiative. IBM customers can benefit from a variety of integrations of already procured Maximo or other IBM solutions

STRATEGY	RESULT
Vision & Go-To-Market	4.25
Innovation & Partner Ecosystem	4.25
Viability & Execution Capabilities	4.50
Differentiation & USP	4.25
	4.29
EXECUTION	RESULT
Breadth & Depth Of Solution Offering	4.25
Market Share & Growth	4.50
Customer Satisfaction	3.75
Price Versus Value Ratio	3.25
	3.86



THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

Vendor Selection Matrix™ Disclaimer:

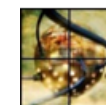
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About:

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.

APPENDIX: IT AUTOMATION MARKET TEXTURE DEFINITIONS

- **Robotic Process Automation (RPA)** solutions enable the automation of tasks, processes and procedures which are normally conducted by a human. RPA solutions create software robots that mimic human actions. Typically, these are tasks that a human would do. (Ro)Bots and Virtual Agents are part of RPA solutions.
- **Application Release Orchestration (ARO)** solutions equip IT enterprise organizations and their teams with the automation of the software deployment cycle across hybrid technology environments.
- **AI Powered Chatbot Platforms** which are used to build applications that answer questions, provide advice and/or recommendations using natural language processing and other dialog related technologies.
- **IT Service Management (ITSM)** refers to the entirety of activities – directed by policies, organized and structured in processes and supporting procedures – that are performed by an organization to plan, design, deliver, operate and control Information Technology (IT) services offered to customers. It is thus concerned with the implementation of IT services that meet customers' needs, and it is performed by the IT service provider through an appropriate mix of people, process and information technology.
- **Enterprise Service Management (ESM)** is a category of business management software - typically a suite of integrated applications that a service organization uses to capture, manage, save and analyze data critical to their service business performance. It automates service offerings across functional areas such as (1) Human resources, (2) Vendor management, (3) Technical services, (4) Field services, (5) Financial management and (6) Shared services organizations.
- **IT Asset Management (ITAM)** software manages the full lifecycle of IT assets which typically includes all software, hardware, networking, cloud services, and client devices. In some cases, it may also include non-IT assets such as buildings or information where these have a financial value and are required to deliver an IT service. IT asset management can include operational technology (OT), including devices that are part of the Internet of Things. These are typically devices that were not traditionally thought of as IT assets, but that now include embedded computing capability and network connectivity.
- **IT Financial Management (ITFM)** software enables the accurate and cost-effective management of IT assets and resources with the aim to plan, control, recover (or overall manage) costs which are occurring while providing IT and Enterprise Services to the organization.
- **Secure Unified Endpoint Management (SUEM)** software enables the management and securing of mobile applications, content, collaboration and provides for the management of all endpoints like smartphones, tablets, laptops, printers, ruggedized devices, Internet of Things (IoT) and wearables.
- **Technology Cost and Resource Optimization (TCRO)** software enables the planning, management and visibility of the supporting and required business and IT technology resources from a cost and capacity perspective by visualizing, planning, prioritizing and optimizing the usage and demands of technology resources (people, processes and technologies) for the enterprise.
- **Value Stream Management (VSM)** software solutions capture, visualize, and analyze the flow of work across the entire agile software delivery project. The capabilities include end-to-end visibility, traceability and governance over the entire process and help to plan, track, and steer work at the team, program, portfolio, and enterprise levels. It includes the people working on a project, the systems which are operated and leveraged, and the flow of information and materials between teams. It enables the measurement of speed and quality for digital transformations.
- **Continuous Application Performance Management (CAPM)** software solutions continuously identify issues around performance and availability of software applications, IT and enterprise services. The solutions strive to proactively detect and diagnose application performance problems and health and enable a situational awareness of application related issues.
- **Artificial Intelligence for Operations (AIOps)** solutions equip IT enterprise teams with analysis of volumes and categories of data to improve key processes, tasks and decision making. The adoption of these tools automates the ingestion of fast volumes of data; leverage machine learning to analyze the data, present findings to either predict or alert on issues, and leverage the knowledge for automation or decision making.
- **Artificial Intelligence and Machine Learning (AI/ML)** are both technologies and are leveraged in automation solutions. Artificial intelligence (AI) is the ability of a computer program or machine to think and learn (AI can mimic human cognition). Within IT Automation AI is used to correctly interpret a variety of data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation. Machine learning enables computers with the ability to learn without being programmed (explicit algorithms). It explores the study and construction of algorithms which can learn and make predictions on data. The algorithms follow programmed instructions or can make predictions or decisions based on the data. Machine learning is used when explicit algorithms cannot be done (e.g. computer vision, search engines, optical character recognition).



CONTACT



Eveline Oehrlich, Research Director
+49 151 40158054
eoehrlich@researchinaction.de



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