

Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: The Top 20 Global Vendors 2019

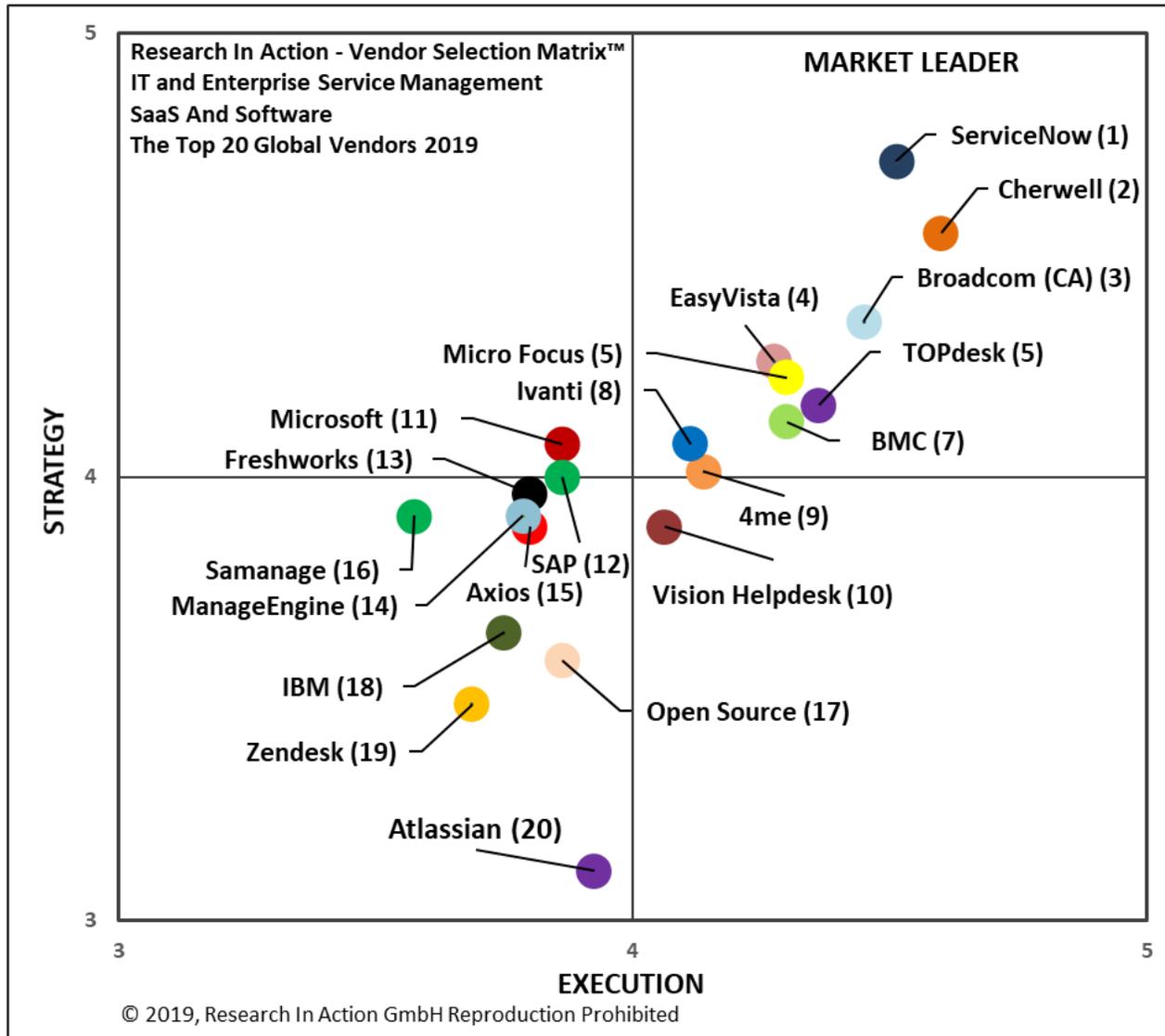
Dr. Thomas Mendel Ph.D.

Managing Director

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Vendor Selection Matrix™ – IT And Enterprise Service Management: The Top 20 Global Vendors



	Strategy	Execution	Total
1 ServiceNow	4,71	4,51	9,23
2 Cherwell	4,55	4,60	9,15
3 Broadcom (CA)	4,35	4,45	8,80
4 EasyVista	4,26	4,28	8,54
5 Micro Focus	4,23	4,30	8,53
TOPdesk	4,16	4,36	8,53
7 BMC	4,13	4,30	8,43
8 Ivanti	4,08	4,11	8,19
9 4me	4,01	4,14	8,15
10 Vision Helpdesk	3,89	4,06	7,95
11 Microsoft	4,08	3,86	7,94
12 SAP	4,00	3,86	7,86
13 Freshworks	3,96	3,80	7,76
14 ManageEngine	3,91	3,79	7,70
15 Axios	3,89	3,80	7,69
16 Samanage	3,91	3,58	7,49
17 Open Source	3,59	3,86	7,45
18 IBM	3,65	3,75	7,40
19 Zendesk	3,49	3,69	7,18
20 Atlassian	3,11	3,93	7,04



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The Research In Action GmbH

Vendor Selection Matrix™ Methodology

Data Summary:

- Unique, primarily survey-based methodology for comparative vendor evaluation.
- At a minimum, 60% of the evaluation results are based on enterprise buyers' survey results.
- Analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).
- More than 45,000 data points were collected.
- Data was collected in Q4 of 2018 and Q1 of 2019, covering 1,500 enterprise IT managers (with budget responsibilities) in a combined telephone and online survey.
- The Top 20 vendors of IT and Enterprise Service Management SaaS and Software solutions (selected by the buyers in the survey) were evaluated.
- The evaluation results and forecasts are based on customer and vendor feedback, publicly available information, triangulation, as well as the analyst's opinion.



The Research In Action GmbH Vendor Selection Matrix™ Methodology

Survey Instrument:

Country breakdown

DACH	200
United Kingdom	150
France	150
Benelux	50
Europe (Rest)	150
North America	500
The Americas (Rest)	50
Australia and New Zealand	30
Asia Pacific (Rest)	220
Total	1.500

Company size breakdown (Revenue more than € 250 million)

Headcount below 2.500:	128
Headcount 2.500 to 5.000:	262
Headcount 5.000 to 10.000:	543
Headcount 10.000 to 50.000:	441
Headcount over 50.000:	126
Total	1.500

Job title breakdown

VP IT	139
CIO	134
IT Manager	128
IT Operations Manager	124
VP Operations	119
VP Infrastructure	109
IT Service Manager	105
Project Manager	103
Manager DevOps	99
IT Supply Manager	92
VP DevOps	89
Change Manager	61
Test Manager	56
Capacity Manager	53
Manager Testing	42
General Manager	17
CFO	12
Others	18
Total	1.500

Industry breakdown

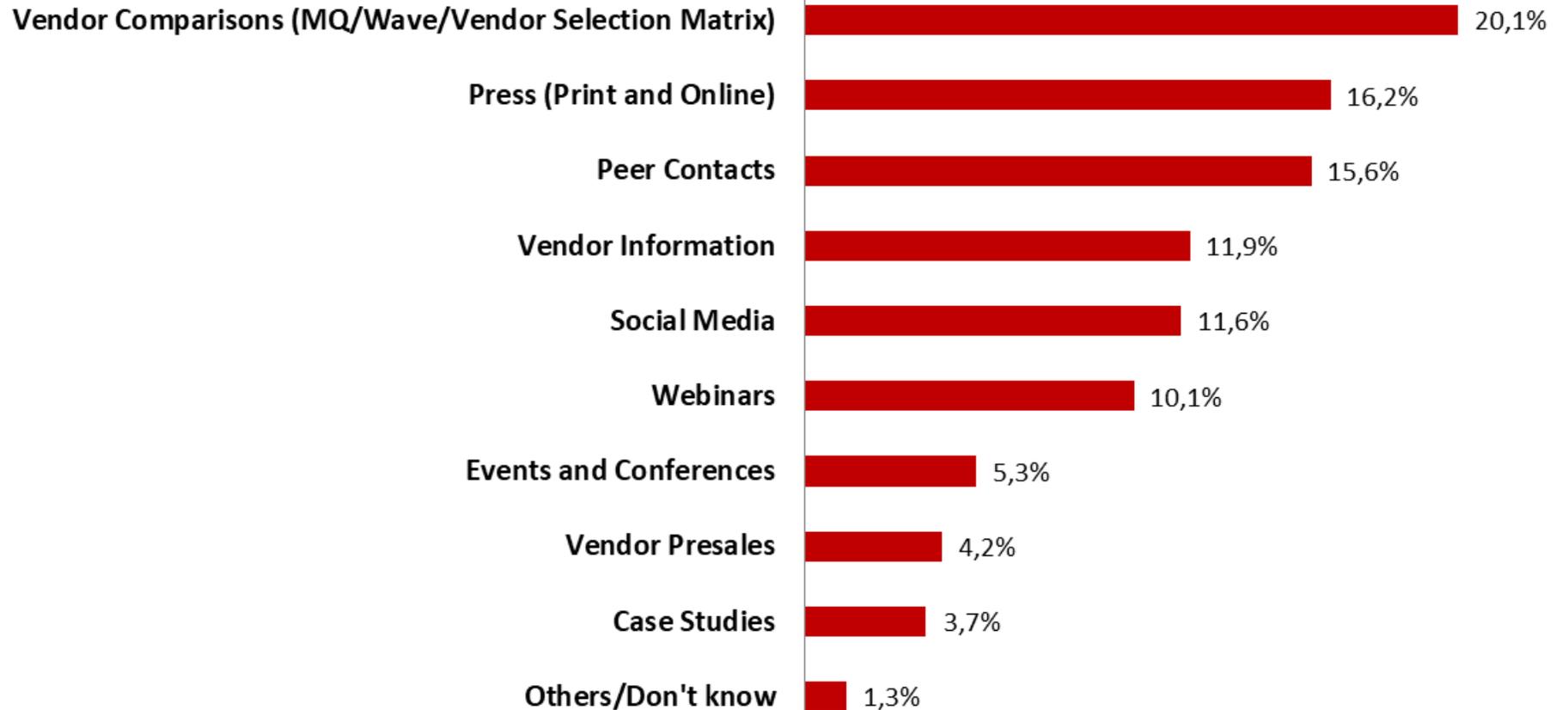
Energy	102
Financial Services	253
Government & Non Profit	98
Healthcare & Chemicals	195
Manufacturing	333
Media & Telecoms	128
Consumer Packaged Goods & Retail	121
Technology & Professional Services	166
Travel & Transportation	104
Total	1.500



What Tools Do You Use To Create The Vendor Longlist?

**MQ/VSM
Press
Peers
Vendors
Social Media**

**Decision Makers use
a mix of traditional
and online tools**



N = 3.000 Business and IT Managers with budget responsibilities



Market Overview: Market Definition

- 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.

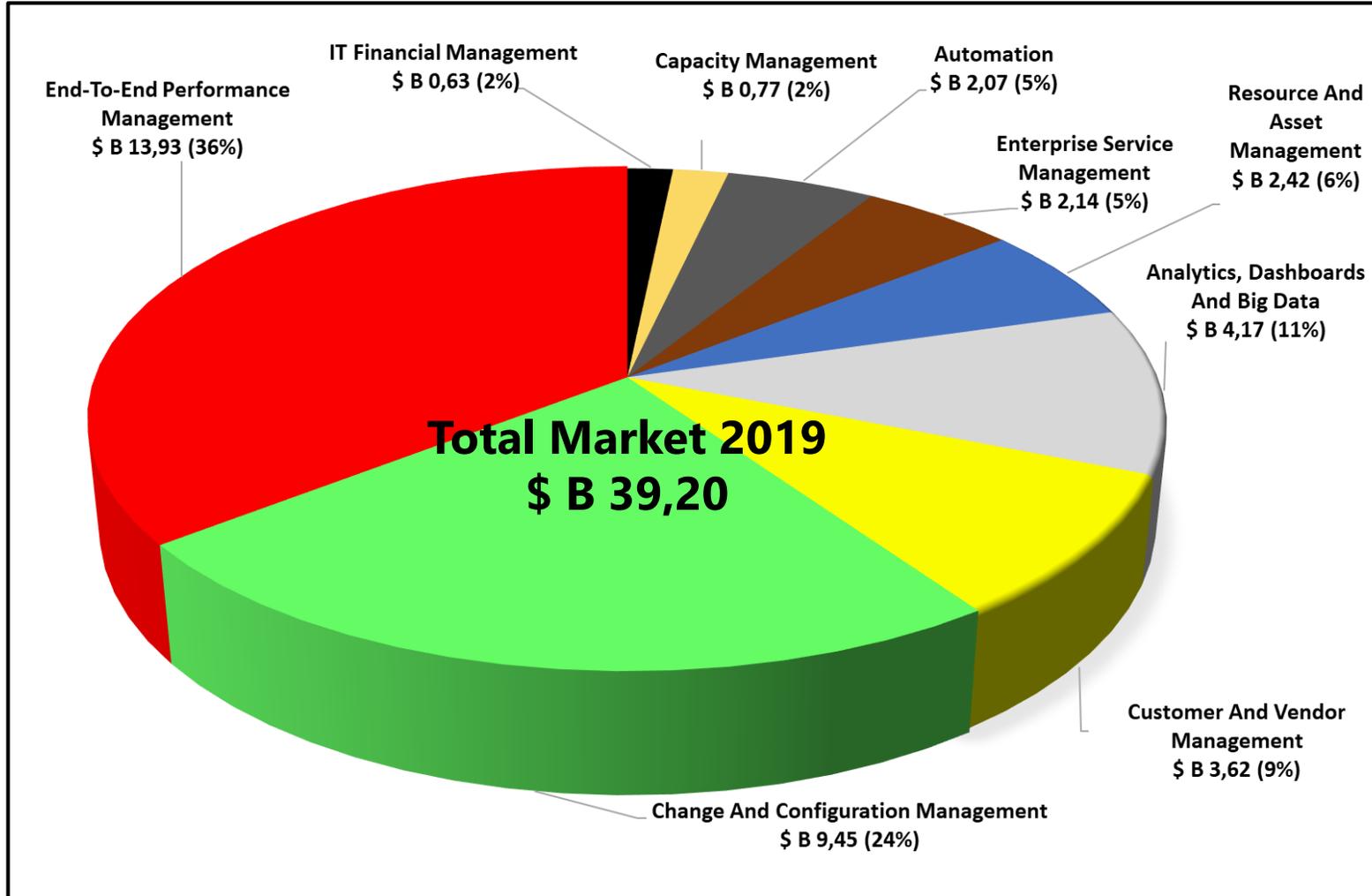
¹ IT Service Management, see https://en.wikipedia.org/wiki/IT_service_management.

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

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



IT And Enterprise Management SaaS And Software: Global Market Sizing 2018 And Market Forecast 2019



\$ Billion*	2019	Growth	2018
End-To-End Performance Management	13,93	2,4%	13,60
Change And Configuration Management	9,45	0,7%	9,38
Customer And Vendor Management	3,62	1,1%	3,58
Analytics, Dashboards And Big Data	4,17	19,1%	3,50
Resource And Asset Management	2,42	0,8%	2,40
Enterprise Service Management	2,14	19,6%	1,79
Automation	2,07	27,0%	1,63
Capacity Management	0,77	1,3%	0,76
IT Financial Management	0,63	23,5%	0,51
Total Market	39,20	5,5%	37,15

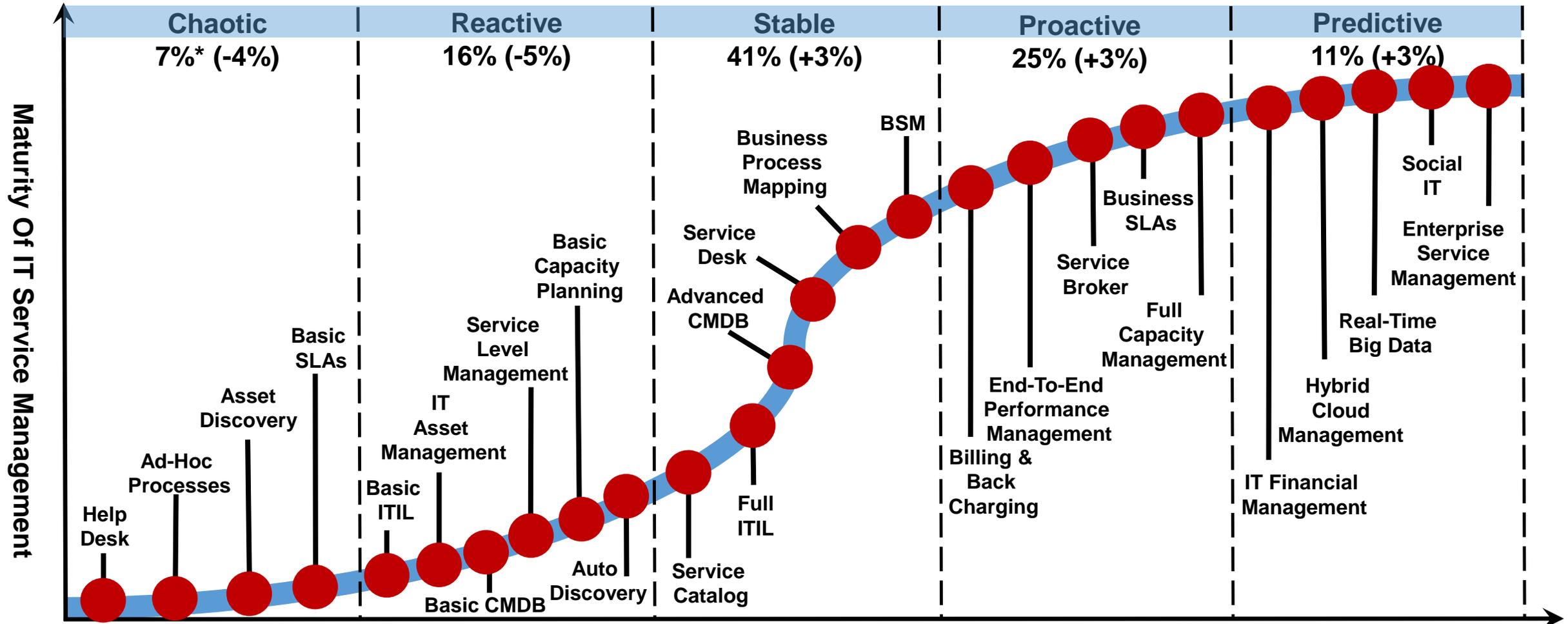
* Numbers include software licenses, maintenance and SaaS revenue.

Enterprise buyers in the Research In Action survey predict continuing robust market growth in 2019.



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IT Service Management Maturity S-Curve 2019



N = 2,250 IT Managers with budget responsibility
 * Categories show adoption rates, () show changes from 2018

Evolution Stage

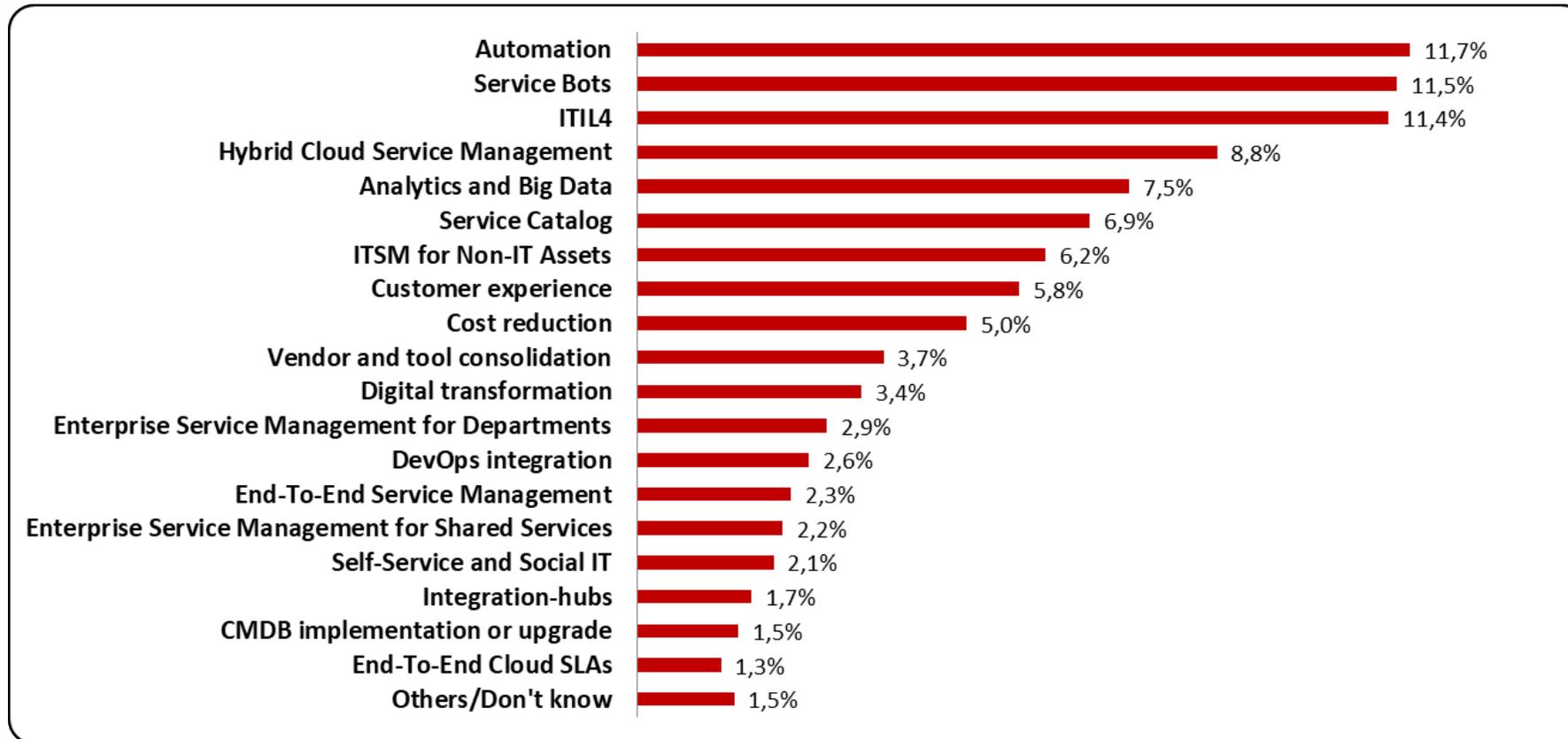


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Market Overview: Market Trends 2019

What is your number one investment area in the IT and Enterprise Service Management space for 2019?



Innovative topics like Automation, Service Bots and the new ITIL update are now moving ahead of established investment areas like Hybrid Cloud Service Management and Service Catalog.

N = 1.500 Enterprise IT Managers with budget responsibilities

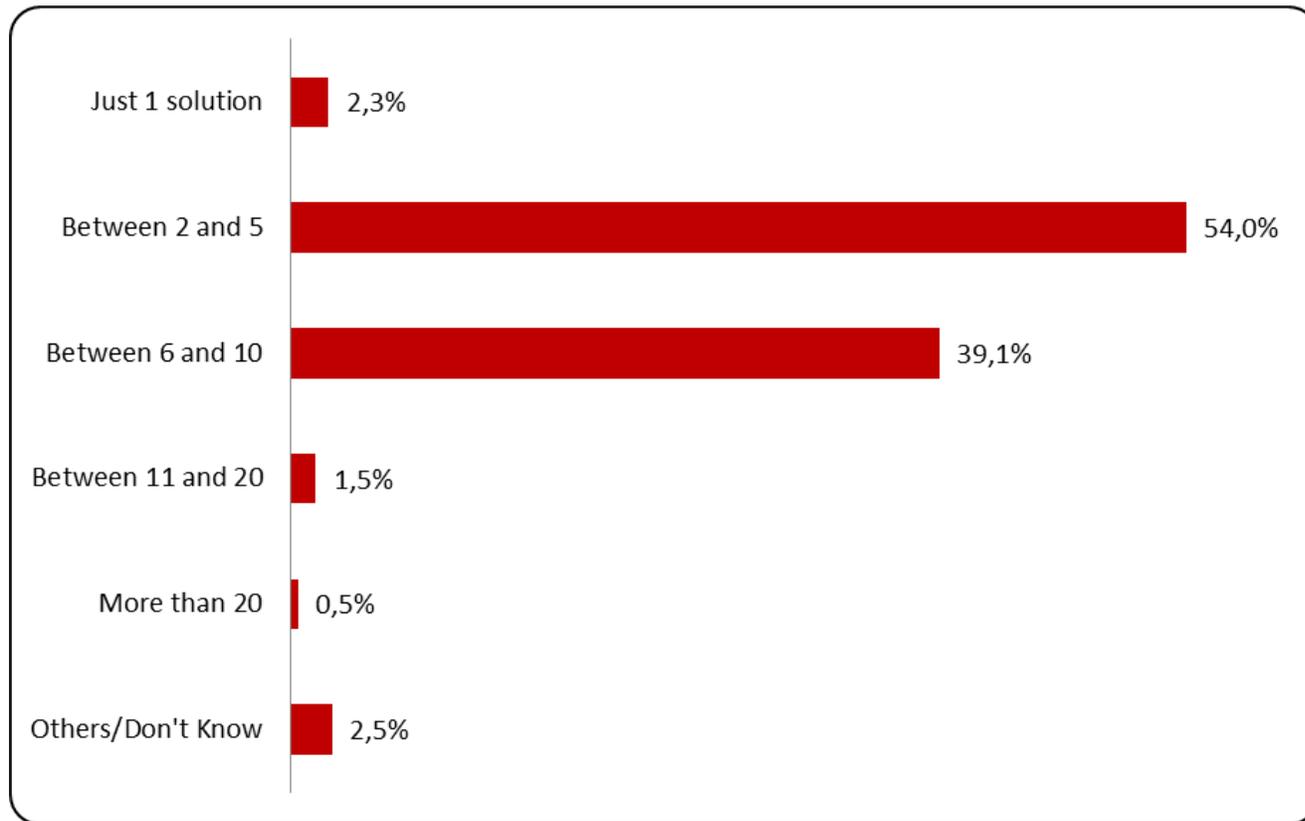


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Market Overview: Market Trends 2019

How many different software or SaaS solutions do you have in your IT and Enterprise Service Management software stack?



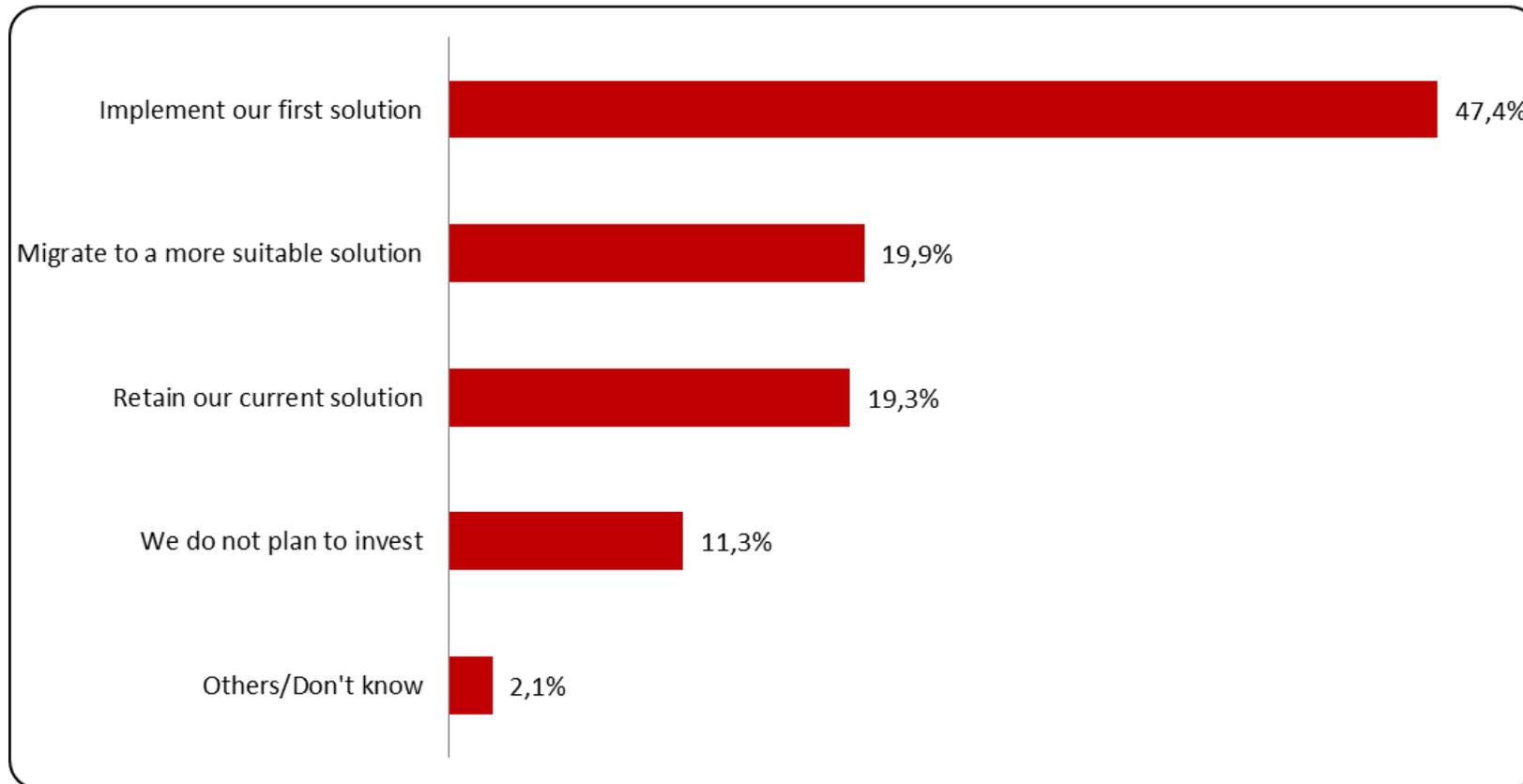
Most of the IT buyers in our survey are still using a wide variety of IT and Enterprise Service Management tools.

N = 1.500 Enterprise IT Managers with budget responsibilities



Market Overview: Market Trends 2019

Are you planning to implement or replace your Enterprise Service Management solution in the next 1-3 years?



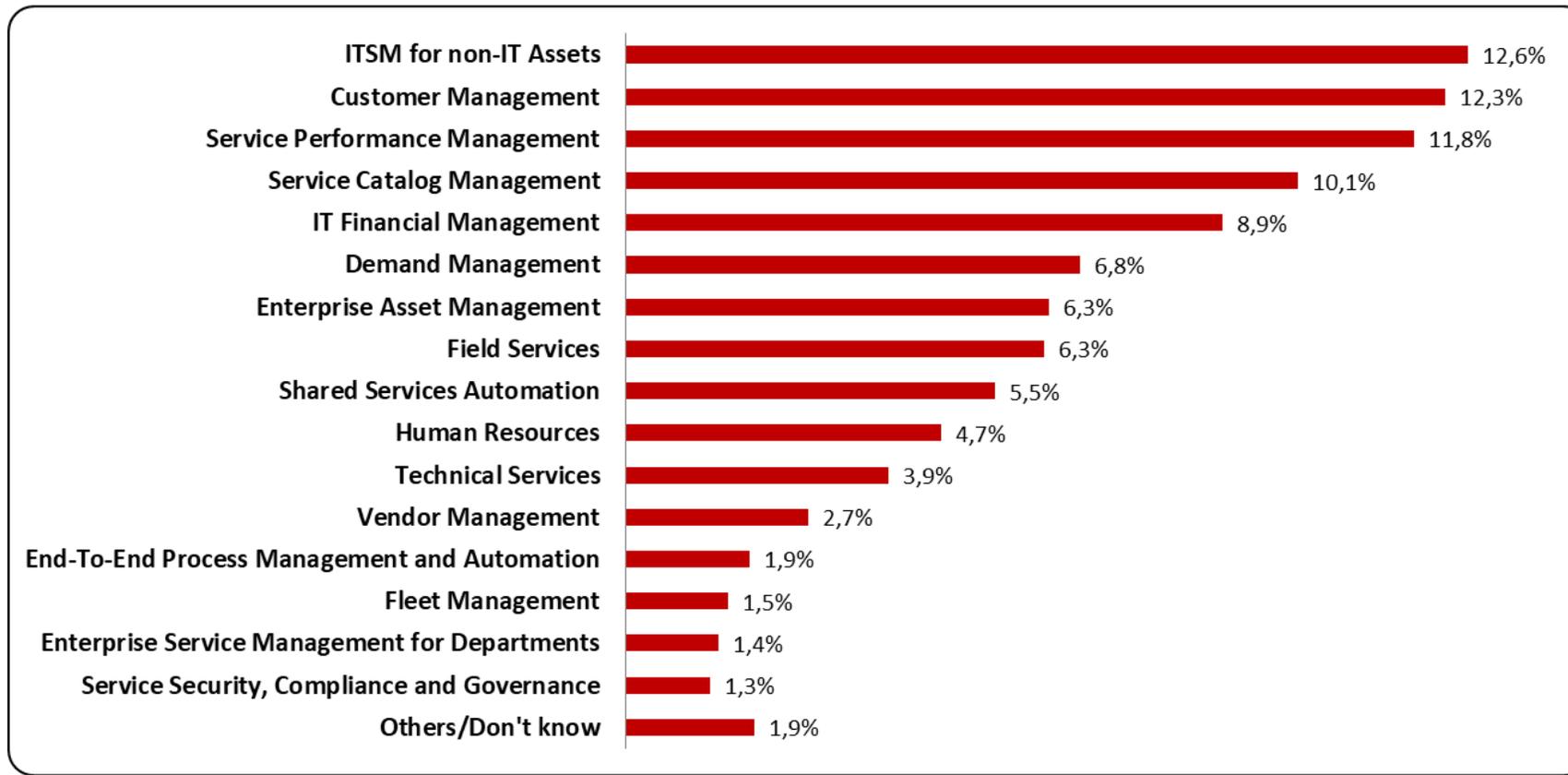
Over the next 3 years, most enterprises will have implemented an Enterprise Service Management solution.

N = 1.500 Enterprise IT Managers with budget responsibilities



Market Overview: Market Trends 2019

Which Enterprise Service Management Process is the most important one for you?



- Enterprise Service Management now high on the IT agenda.
- More than 2/3 of companies will invest in the next 1-3 years.

N = 2.250 IT Managers with budget responsibilities worldwide



Market Overview: Market Trends 2019

- **A new market after the end of the “Big Four” era.** For many years, the IT Service Management Market was dominated by the “Big Four” vendors (BMC, CA (now Broadcom), HP (now Micro Focus) and IBM). This is no longer the case. Yes, three of these vendors remain in the Top 10, but only two in the Top Five. The Top Ten vendors today are a mix of large platform vendors, smaller point players and innovative startups all with a strong offering in Enterprise Service Management. The original SaaS innovator, ServiceNow has established itself as the new market leader. At the same time, the market itself continues to grow at a healthy pace and buyer awareness of IT and Enterprise Service Management is at an all-time high.
- **Beware - ITIL4 is coming.** According to the results of our survey, roughly 85% of enterprises globally are using the IT Infrastructure Library (ITIL)¹ in some way, shape or form. This makes ITIL by far the most important standard for IT Service Management today. The new release of ITIL is both eagerly anticipated and dreaded by IT managers around the world and will lead to many update, review and change projects. We believe that ITIL4² will create a significant push for the IT and Enterprise Service Management market in 2019 and beyond.
- **Investment trends for 2019.** Spending trends for 2019 are reflecting the ongoing shift towards simplification and Artificial Intelligence. The key investment areas for 2019 are:
 1. Automation
 2. Service Bots
 3. ITIL4
 4. Hybrid Cloud Service Management
 5. Analytics and Big Data

¹ IT Infrastructure Library, see http://en.wikipedia.org/wiki/IT_Infrastructure_Library. ITIL is a trade mark of AXELOS Limited.

² AXELOS Global Best Practice will release ITIL4 in Q1 2019, see <https://www.axelos.com/itil-update>.



Vendor Selection Matrix™ – IT And 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?
Company Viability & Execution Capabilities	15%	How likely is the long-term survival of the company? 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 & Mindshare	25%	How satisfied are customers with the solution and the vendor?
Price Versus Value	30%	How do customers rate the relationship between the price and perceived value of the solution?



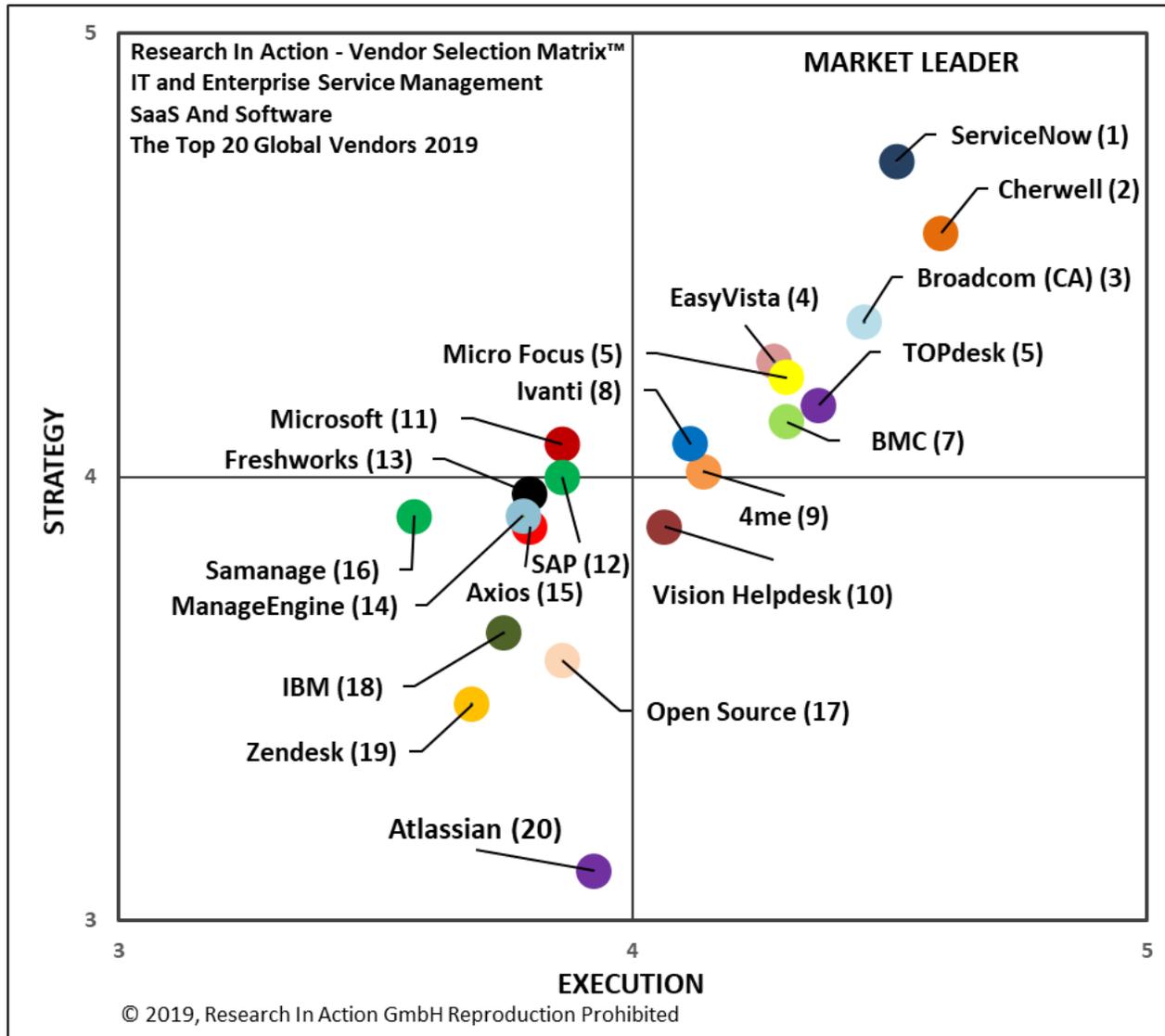
Vendor Selection Matrix™ – IT And Enterprise Service Management: The Top 20 Global Vendors

Evaluated Vendors and Solutions:

Name	Product(s)
1 4me	4me
2 Atlassian	JIRA Service Desk
3 Axios Systems	Assyst
4 BMC	Helix, Remedy Service Management Suite, CMDB, Remedyforce, FootPrints, Track-It
5 Broadcom (CA)	CA Service Management, CA Infrastructure Management, CA Service Orchestration...
6 Cherwell	Cherwell Service Management
7 EasyVista	EV Service Manager
8 Freshworks	freshservice
9 IBM	Tivoli, Maximo, Control Desk
10 Ivanti	Ivanti Service Manager
11 ManageEngine	ManageEngine ServiceDesk Plus
12 Micro Focus	IT Operations Management, Service Management Automation
13 Microsoft	Microsoft System Center, Microsoft Operations Manager
14 Open Source	1. OTRS, RT and openITCOCKPIT for Incident and problem management 2. I-Doit, OCS Inventory NG, OpenQRM, RANCID, Facter, Opsi and Puppet for change, configuration and asset management 3. R-Project, SE Toolit, XE Toolkit, Orca and]Project-Open[for capacity management
15 Samanage	Samanage Service Platform
16 SAP	SAP Solution Manager
17 ServiceNow	IT Service Management, IT Service Management Professional, IT Business Management, HR Service Delivery
18 TopDesk	IT/Facility/HR Servicemanagement
19 Vision Helpdesk	Vision Service Desk, Vision Help Desk, Vision Satellite Desk
20 Zendesk	Zendesk Suite



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5 Micro Focus	4,23	4,30	8,53
TOPdesk	4,16	4,36	8,53
7 BMC	4,13	4,30	8,43
8 Ivanti	4,08	4,11	8,19
9 4me	4,01	4,14	8,15
10 Vision Helpdesk	3,89	4,06	7,95
11 Microsoft	4,08	3,86	7,94
12 SAP	4,00	3,86	7,86
13 Freshworks	3,96	3,80	7,76
14 ManageEngine	3,91	3,79	7,70
15 Axios	3,89	3,80	7,69
16 Samanage	3,91	3,58	7,49
17 Open Source	3,59	3,86	7,45
18 IBM	3,65	3,75	7,40
19 Zendesk	3,49	3,69	7,18
20 Atlassian	3,11	3,93	7,04



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Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: The Number Three

Broadcom (CA): New focus on innovation will enable the company to stay in the Top Three, ahead of the competition

- **General:** For many years, CA Technologies was the market share leader in the IT and Enterprise Service Management Market to be overtaken by ServiceNow in 2017. In 2018, CA was acquired by Broadcom.
- **Strategy:** Broadcom is highly differentiated, the vision around “Proactive, Differentiated and Simplified solutions” resonates strongly with customers. The new focus on intensifying innovation is also very well received by customers. Early feedback regarding roadmaps and plans is excellent.
- **Execution:** As the vendor with the second biggest market share, Broadcom has the largest portfolio of tools from all vendors. Today, Broadcom is also a key behind the scenes enabler for many service providers, system integrators and consultants as far as IT and Enterprise Service Management is concerned. The company achieved high scores for the customer satisfaction and the price versus value categories.
- **Customer Quote:** “As a loyal and long-term CA customer, we were very concerned by the announcement of the acquisition. But now that we have seen the roadmaps, we are impressed and excited about what lies ahead.” VP IT global financial services company.
- **Bottom Line:** Broadcom (CA) will be the only one of the old “Big Four” players enjoying long-term market success as a survivor in the Top Three competitors of this market.



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results

	<u>Weighting</u>	Broadcom (CA)	
		Score	Result
Strategy			
Vision & Go-To-Market	30%	4,50	1,35
Innovation & Partner Ecosystem	20%	4,00	0,80
Company Viability & Execution Capabilities	15%	4,75	0,71
Differentiation & USP	35%	4,25	1,49
	100%		4,35
Execution			
Breadth & Depth Of Solution Offering	30%	5,00	1,50
Market Share & Growth	15%	5,00	0,75
Customer Satisfaction	25%	4,00	1,00
Price/Value Ratio	30%	4,00	1,20
	100%		4,45

Scale Explanation: 1 (Low) To 5 (High)



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Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results (I)

	<u>Weighting</u>	4me		Atlassian		Axios		BMC		Broadcom (CA)	
		Score	Result	Score	Result	Score	Result	Score	Result	Score	Result
Strategy											
Vision & Go-To-Market	30%	4,25	1,28	3,00	0,90	3,75	1,13	4,00	1,20	4,50	1,35
Innovation & Partner Ecosystem	20%	4,00	0,80	3,00	0,60	4,00	0,80	4,25	0,85	4,00	0,80
Company Viability & Execution Capabilities	15%	3,00	0,45	3,75	0,56	3,75	0,56	4,50	0,68	4,75	0,71
Differentiation & USP	35%	4,25	1,49	3,00	1,05	4,00	1,40	4,00	1,40	4,25	1,49
	100%		4,01		3,11		3,89		4,13		4,35
Execution											
Breadth & Depth Of Solution Offering	30%	4,00	1,20	4,00	1,20	4,25	1,28	4,75	1,43	5,00	1,50
Market Share & Growth	15%	3,50	0,53	3,50	0,53	4,00	0,60	4,50	0,68	5,00	0,75
Customer Satisfaction	25%	4,25	1,06	4,00	1,00	3,50	0,88	4,00	1,00	4,00	1,00
Price/Value Ratio	30%	4,50	1,35	4,00	1,20	3,50	1,05	4,00	1,20	4,00	1,20
	100%		4,14		3,93		3,80		4,30		4,45

Scale Explanation: 1 (Low) To 5 (High)



Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results (II)

	<u>Weighting</u>	Cherwell		EasyVista		Freshworks		IBM		Ivanti	
		Score	Result	Score	Result	Score	Result	Score	Result	Score	Result
Strategy											
Vision & Go-To-Market	30%	4,50	1,35	4,25	1,28	4,00	1,20	3,00	0,90	4,00	1,20
Innovation & Partner Ecosystem	20%	4,50	0,90	4,50	0,90	4,00	0,80	3,00	0,60	3,75	0,75
Company Viability & Execution Capabilities	15%	4,25	0,64	4,00	0,60	3,75	0,56	5,00	0,75	4,25	0,64
Differentiation & USP	35%	4,75	1,66	4,25	1,49	4,00	1,40	4,00	1,40	4,25	1,49
	100%		4,55		4,26		3,96		3,65		4,08
Execution											
Breadth & Depth Of Solution Offering	30%	4,75	1,43	4,25	1,28	4,25	1,28	4,00	1,20	4,25	1,28
Market Share & Growth	15%	4,25	0,64	4,00	0,60	3,50	0,53	3,75	0,56	4,25	0,64
Customer Satisfaction	25%	4,75	1,19	4,50	1,13	3,50	0,88	3,75	0,94	4,00	1,00
Price/Value Ratio	30%	4,50	1,35	4,25	1,28	3,75	1,13	3,50	1,05	4,00	1,20
	100%		4,60		4,28		3,80		3,75		4,11

Scale Explanation: 1 (Low) To 5 (High)



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Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results (III)

	<u>Weighting</u>	ManageEngine		Micro Focus		Microsoft		Open Source		Samange	
		Score	Result	Score	Result	Score	Result	Score	Result	Score	Result
Strategy											
Vision & Go-To-Market	30%	4,00	1,20	4,50	1,35	3,75	1,13	3,00	0,90	4,00	1,20
Innovation & Partner Ecosystem	20%	3,75	0,75	4,00	0,80	4,00	0,80	3,75	0,75	4,00	0,80
Company Viability & Execution Capabilities	15%	3,75	0,56	4,50	0,68	5,00	0,75	3,00	0,45	4,00	0,60
Differentiation & USP	35%	4,00	1,40	4,00	1,40	4,00	1,40	4,25	1,49	3,75	1,31
	100%		3,91		4,23		4,08		3,59		3,91
Execution											
Breadth & Depth Of Solution Offering	30%	3,75	1,13	4,75	1,43	3,75	1,13	3,00	0,90	3,75	1,13
Market Share & Growth	15%	3,50	0,53	4,50	0,68	4,50	0,68	4,00	0,60	3,00	0,45
Customer Satisfaction	25%	3,75	0,94	4,00	1,00	3,75	0,94	3,75	0,94	3,50	0,88
Price/Value Ratio	30%	4,00	1,20	4,00	1,20	3,75	1,13	4,75	1,43	3,75	1,13
	100%		3,79		4,30		3,86		3,86		3,58

Scale Explanation: 1 (Low) To 5 (High)



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Vendor Selection Matrix™ – IT And Enterprise Service Management SaaS And Software: Detailed Results (IV)

	<u>Weighting</u>	SAP		ServiceNow		TOPdesk		Vision Helpdesk		Zendesk	
		Score	Result	Score	Result	Score	Result	Score	Result	Score	Result
Strategy											
Vision & Go-To-Market	30%	3,50	1,05	4,75	1,43	4,25	1,28	4,00	1,20	3,50	1,05
Innovation & Partner Ecosystem	20%	3,75	0,75	4,75	0,95	4,00	0,80	4,00	0,80	3,25	0,65
Company Viability & Execution Capabilities	15%	4,75	0,71	4,50	0,68	4,00	0,60	3,25	0,49	3,75	0,56
Differentiation & USP	35%	4,25	1,49	4,75	1,66	4,25	1,49	4,00	1,40	3,50	1,23
	100%		4,00		4,71		4,16		3,89		3,49
Execution											
Breadth & Depth Of Solution Offering	30%	4,00	1,20	4,75	1,43	4,25	1,28	3,75	1,13	3,75	1,13
Market Share & Growth	15%	3,50	0,53	5,00	0,75	4,00	0,60	3,50	0,53	3,75	0,56
Customer Satisfaction	25%	3,75	0,94	4,25	1,06	4,25	1,06	4,25	1,06	3,50	0,88
Price/Value Ratio	30%	4,00	1,20	4,25	1,28	4,75	1,43	4,50	1,35	3,75	1,13
	100%		3,86		4,51		4,36		4,06		3,69

Scale Explanation: 1 (Low) To 5 (High)



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Vendor Selection Matrix Methodology

Vendor Selection Matrix Disclaimer:

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Contact



Dr. Thomas Mendel Ph.D.
+49 160 99492223
tmendel@researchinaction.de



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