ISG (Information Services Group) (NASDAQ: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; technology strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006 and based in Stamford, Conn., ISG employs more than 1,300 professionals operating in more than 20 countries — a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry’s most comprehensive marketplace data. For more information, visit www.isg-one.com.
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Definition

The Enterprise Service Management – Tools and Services 2021 study examines various offerings around enterprise-wide service management issues and solutions. A basic distinction is made between consultative services and the tools to manage such services that cross organizational boundaries of a company or enterprise or even go beyond the boundaries of the firms. The consultative services are further categorized into services that prepare organizations to highly automate the execution of the underlying processes through the use of such tools (change the business) and services to implement and integrate these tools into sophisticated application landscapes.

In addition, the study examines service providers that offer managed application services focusing on operational support for productive enterprise service management applications (run the business).

The ISG Provider Lens™ study offers the following to the information technology (IT) decision-makers:
- Transparency of the strengths and weaknesses of relevant providers
- Differentiated positioning of providers by segments
- A perspective on different markets, including the U.S. and Germany

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also leverage information from these reports for evaluating their current vendor relationships and potential new engagements.
As part of the ISG Provider Lens™ quadrant study, we are introducing the following four segments on Enterprise Service Management (ESM) — Tools and Services:

<table>
<thead>
<tr>
<th>ESM Consulting &amp; Transformation Services</th>
<th>Mid-market</th>
<th>Large Accounts</th>
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<tbody>
<tr>
<td>ESM Implementation &amp; Integration Services Providers</td>
<td>Mid-market*</td>
<td>Large Accounts*</td>
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<tr>
<th>ESM Tools Providers</th>
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<tbody>
<tr>
<td>ESM Managed Services Providers</td>
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*Possibly Germany only

Source: ISG 2020
Definition of segments

ESM Consulting & Transformation Services

This segment addresses the providers of consulting services to change the business. The providers in this quadrant help enterprises improve their service philosophies and strategies. They also help clients expand their existing IT services into enterprise services by extending processes across organizational boundaries. With the knowledge of available tools to automate and integrate such processes, the firms in this quadrant enable clients to understand the ESM blueprint of their company.

Main evaluation criteria for this segment are as follows:

- Use of reference models and templates
- Experience in service management design and implementation
- Knowledge about available ESM tools
- Knowledge about core Enterprise Services
- Certifications with standard bodies
- Experience with organizational change principles

ESM Implementation and Integration Services

This segment addresses providers that are highly specialized in integrating ESM tools into client’s existing application landscape. Although robust knowledge about the tools to be implemented is a key requirement, integration with other major standard software solutions that are usually part of the sophisticated enterprise service system landscape is required. The services include configuration and implementation of the respective applications for the client, integration within the customer’s system landscape, data migration and go-live support. Ensuring continuous operation of the service management solution in regard to DevOps principles is another important necessity.

Main evaluation criteria for this segment are as follows:

- Broad technical experience of tools in scope
- Use of predefined solutions, accelerators and templates
- Experience in system, data and process integration
- Knowledge about specifics in Enterprise shared services
- Approach to ensure maintainability of installations
**ESM Tools Providers**

This quadrant addresses providers that offer software that deliver capabilities to create defined services for enterprise-wide use. While offering customer-specific workflow design capabilities for different business functions, the tools shall ensure data integrity across different organizations, access control, provide escalation procedures and other automated service functions.

**Eligibility criteria:**

Main evaluation criteria for this segment are as follows:

- Functional capabilities for key enterprise services such as IT, human resources (HR), finance and accounting (F&A), facilities management and others
- Access control and user/role management
- Integration capabilities
- Use of emerging technologies
- Breadth and flexibility in provisioning models
- Partner ecosystem

**ESM Managed Services Providers**

The assessment in this quadrant covers the capability of providers to offer managed services for maintenance and support functions that include monitoring, remote support, centralized management of ESM applications, data quality management, data security and compliance-related aspects. In the case of large enterprise clients, the capability to provide these services in the context of global reach and sophisticated application landscapes comprising a variety of solutions from different software providers is considered for the assessment.

Main evaluation criteria for this segment are as follows:

- Breadth of service portfolio
- Maturity of delivery and contract models
- Experience with support for ESM applications
- Broad customer base
- Delivery capabilities with proximity to customers
- Existing technology partnerships with key software providers
- Local use cases and references

In addition to the criteria mentioned above, the following evaluation criteria apply to all the segments:

- Unique differentiators
- Economic stability
- Market position
## Quadrants by Region

<table>
<thead>
<tr>
<th>Quadrants</th>
<th>U.S.</th>
<th>Germany</th>
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<tbody>
<tr>
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<tr>
<td>ESM Implementation and Integration Services</td>
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<tr>
<td>ESM Managed Services Providers</td>
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</table>
The research phase is between October 2020 and November 2020 during which survey, evaluation, analysis and validation will take place. A presentation of the results to the media is planned for February 2021.

We will roll out the survey on an online platform. The invites will be sent with links for you to fill in the responses and submit.

<table>
<thead>
<tr>
<th>Milestones</th>
<th>Beginning</th>
<th>End</th>
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<tbody>
<tr>
<td>Launch</td>
<td>Oct 29, 2020</td>
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<tr>
<td>Survey Phase</td>
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<td>Sneak Preview</td>
<td>Dec 2020</td>
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<tr>
<td>Press Release</td>
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Access to Online Portal

You can view/download the questionnaire from here using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Please refer to this link to view/download the ISG Provider Lens™ 2020 research agenda.

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.
Partial list of companies being invited for the survey

<table>
<thead>
<tr>
<th>4me</th>
<th>Cloudaction</th>
<th>Flycast Partners</th>
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<tr>
<td>Accenture</td>
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<td>Foulk Consulting</td>
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<td>Expertize</td>
<td>Integral Consulting Services</td>
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ITC GmbH
ITSM Group
KPMG
LTI (L&T)
ManageEngine
Materna
Meliillo Consulting
Meritide
Mindtree
Mobius
Mphasis
Navvia
NCSI
Netcenergy
Netgo
NTT DATA Services
Online Business Systems
Orange Business Services
Orbit
Partner IT
Pathways Consulting Group
Praecipo Consulting
Prevolution
Profi.com
ProV International, Inc
PWC
Rameg soft
Rapid Technologies
Red Shift Consulting
Renner Brown
Results Positive
RightStar
RJR Innovations
ScienceSoft USA
Seavus
Serviceberry
ServiceNow
SHI
Softekk
Stefanini
StrataCom
SYSback
T4S Partners
TCS
Tech Mahindra
The Gomel Group
T-Systems
Tx3
Unisys
VerisVisalign
V-Soft Consulting
Vyom Labs
Wipro
Zensar
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Lead Analyst & Senior Advisor

Arjun Das
Enterprise Content and Global Overview Analyst

Ridam Bhattacharjee
Global Project Manager

Do you need any further information?

If you have any questions, please contact us at isglens@isg-one.com.