

Enterprise Service Management – Software

ESM platform vendor evaluation across business
and technology portfolios.



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This study covers comprehensive business and IT SaaS solutions that enhance customer information management, enable connected workflows and offer intelligent task-processing capabilities. In addition, enterprise workflow platform providers are building portfolio-aligned modules and packages to reduce complexity, simplify information exchange, deliver convenience and present a single view of work across records and data. Increasing the platform breadth to offer integrated service management allows operations, development and business teams to improve collaboration, track work across enterprises and quickly respond to business changes.

Vendors of enterprise service management (ESM) platforms are continuously expanding their capabilities in every dimension of the enterprise portfolio. Driving the business impact are program management, product lifecycle

management, software development lifecycle (SDLC) processes, customer experience, performance measurement indicators, and environmental, social, governance (ESG) aspects.

Most ESM platforms are modular and flexible, with an ability to transform into cloud-native architectures supported by numerous emerging and evolving technologies. API integrations, predictive-prescriptive analytics, intelligent automation and machine learning components are inherent in these platforms. The current trend is for lightweight, agile, customizable products with re-engineered processes, new designs and scalable architecture. Consulting firms, service providers and integration partners thrive on this opportunity to help enterprises deliver service transformation, migration, integration and implementations.



An evaluation of ESM platform vendors for enterprise-wide portfolios

Simplified Illustration Source: ISG 2022

ESM Platform Vendors – Global

The ISG Provider Lens™ Enterprise Service Management – Software 2023 offers the following to business and IT decision-makers:

- Transparency on the strengths and weaknesses of relevant ESM platform vendors
- A differentiated positioning of ESM platform vendors based on their competitive strengths and portfolio attractiveness
- Focus on global ESM platform vendors

Our study serves as an important decision-making basis for positioning, key relationships, and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.



Definition

An ESM platform encompasses the processes, workflows and information flow of all services in an enterprise ecosystem, including IT, organizational and business services. The platform provides process modules for various stakeholder segments to enable seamless integration with cloud-native characteristics across enterprise systems, including internal and external software. A platform's role, industry and function-agnostic attributes are essential parameters for evaluation.

This quadrant assesses ESM platform vendors on their capabilities to drive services across enterprise portfolios. Their software platforms drive workflows and work management activities across various functions such as HR, IT and procurement. The study will cover the functionalities and customization abilities of a platform offering solutions

that are specific to customers, businesses and organizational areas. ESM platform vendors provide a collective set of IT service management software, business process management tools and organizational support components. This quadrant covers work administration solutions that drive technical and functional processes in addition to domain-specific tools for supplementing and complementing work management activities. This includes new emerging technology components and digital elements to enhance effectiveness, efficiency and experience.

Eligibility Criteria

1. ESM platform vendors that **offer process and workflow management modules** to support business, IT and organizational operations through an exclusive licensed model as a stand-alone offering
2. Provide **organizational support capabilities for key enterprise services** for IT (ITSM), organizational processes (HR, F&A), facilities management and business support services (knowledge management)
3. Leverage **features that support business and customer initiatives** such as sustainability, development, design capabilities and program management
4. Offer multi-tenancy, access control, user/role administration, security management, **regulatory compliance and governance functionalities**
5. Offer **process modules for enterprise-wide processes**, components and accelerators for IT, employee and customer workflows
6. **Provide integration capabilities with internal and external systems** for seamless knowledge flow and data capture
7. Demonstrate **capabilities in embedded digital technologies** such as automation, analytics and machine learning to deliver user experience, intelligent process flows and business information (dashboards, reports)
8. **Proven ability to design, manage and provide guidance** on regulatory, compliance and governance frameworks as structured processes



Quadrants By Region

As part of this ISG Provider Lens™ quadrant study, we are introducing the following quadrant for the Enterprise Service Management – Software 2023 report:

Quadrant	Global
ESM Platform Vendors – Global	✓



The research phase will occur in November and December 2022, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in April 2023.

Milestones

Beginning

End

Survey Launch

November 15, 2022

Survey Phase

November 15, 2022 December 13, 2022

Sneak Preview

February 2023

Press Release & Publication March 2023

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider and 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 or vendor for outsourcing the work identified by clients. We collect this data 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 and vendors and on 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.

Please refer to the [link](#) to view and download the ISG Provider Lens™ 2023 research agenda.

Access to Online Portal

You can view and 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!



ISG Star of Excellence™ – Call for nominations

The Star of Excellence is an independent recognition of excellent service delivery based on the concept of “Voice of the Customer.” Designed by ISG, the Star of Excellence program collects client feedback about service providers’ success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG analysts will be continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in context of its practitioner-led consulting approach.

Providers are invited to [nominate](#) their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. ISG anonymizes all customer data and does not share it with third parties.

It is our vision that the Star of Excellence will be recognized as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments. To ensure your selected clients complete the feedback for your nominated engagement, please use the client nomination section on the Star of Excellence [website](#).

We have set up an email address where you can direct any questions or provide comments: ISG.star@isg-one.com. This email will be checked daily. Please allow up to 24 hours for a reply.



Contacts For This Study



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ISG Provider Lens™ Advisors Involvement Program

ISG Provider Lens™ offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines and technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three advisors participate as part of each study's quality and consistency review team (QCRT).

The QCRT ensures each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct.

ISG advisors participate in each study as part of the QCRT group and contribute at different levels depending on their availability and expertise.

The QCRT advisors:

- Help define and validate quadrants and questionnaires
- Advise on service provider inclusion, participate in briefing calls
- Give their perspectives on service provider ratings and review report drafts

ISG Advisors to this study



Yadu
Singh

**EMEA Lead,
Digital Platforms and
Solutions**



Bill
Huber

**Partner,
Digital Platforms and
Solutions**



Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

4me*	IBM	SoftExpert
Agiloft	iET Solutions	SolarWinds
Aisera	IFS assyst*	Spiceworks
Atera	InvGate	Symphony Summit AI*
Atlassian*	iSupport	SysAid*
BMC*	Ivanti*	TOPdesk*
Broadcom	Jitbit	USU
C2 Innovations	ManageEngine*	Zendesk
Combodo	Matrix42*	
Datto	Micro Focus*	
EasyVista*	Motodata	
Efecte	NinjaOne	
Freshworks*	Serviceaide*	
HaloITSM	ServiceNow*	
Hornbill	Serviceware	



*ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens research, please visit this [webpage](#).

*ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

For more information about ISG Research subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

*ISG

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Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready 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.





NOVEMBER, 2022

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