



# Emerging Solutions Buying Trends: IT Service Management

The leading providers of IT Service Management (ITSM) solutions include: BMC, ServiceNow, Cherwell, Avanti, CA/Broadcom, Axios Systems and MicroFocus.

Gatepoint Research, the research division of SimplyDIRECT, has run survey campaigns for many of these ITSM providers.

This research is intended as a guide to those professionals selling ITSM solutions to understand what buyers are seeking, and what solutions must do to catch their attention.



## Overview

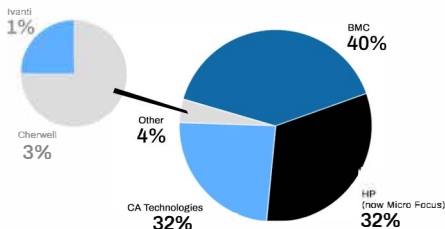
Among the more salient trends Gatepoint Research has observed from the many surveys they have conducted for this category is the increased use of artificial intelligence (AI) and automation technology. Buyers are moving beyond being early adopters and are reacting to what is now a leading demand of IT organizations and ITSM teams. It has morphed from a "nice to have" to one of a technology department's standard tools. A threat to adoption may be, for this and other IT automation categories, security. A major breach linked to any automated IT task could potentially slow adoption behavior. In this paper, we'll be discussing who the leaders are in the ITSM category. We'll cover some of the challenges that ITSM users encounter and share some of their top initiatives. Finally, we'll cover what features and delivery options users are looking for.

## Who are the leading ITSM vendors?

Gatepoint has asked in nearly all of its surveys what solutions are currently in use by the market. This gives both a snapshot of what market shares the leading providers hold, but also it frames the subsequent comments, which inevitably are a commentary on their incumbent solution. The interpretation of this graph is clear: BMC's solution (Helix Remedy) enjoys an amazing 40% market share. HP's solution (formerly Peregrine Network Management System and NOW MicroFocus) follows relatively closely behind with 32 percent market share. And though its future is unclear, given that CA Technologies was recently acquired by Broadcom, it holds to a strong number 3 position with about 24% of the market.

Which of the following IT Service Management (ITSM) vendors does your organization work with?

Most respondents to the survey rely on one of three ITSM vendors: BMC (40%) HP (32%), and CA Technologies (24%)

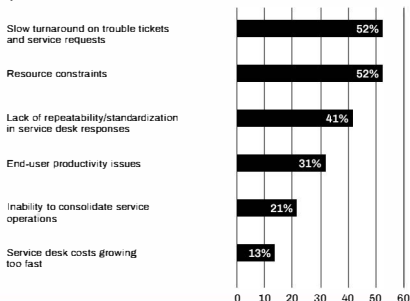


## What challenges do ITSM users encounter?

What would be the most powerful arguments to use to weaken the hold these vendors have on their ITSM users? It seems two strong arguments emerge to adopt, or retain, a given ITSM solution: Faster turnaround of service tickets and requests remain a top priority, tied with the chronic need to avoid stretching resources too thin in addressing both these service requests. The strongest case to make in articulating the unique advantage of a new system would be their ability to deliver on these issues.

Which of the following issues has your help/service desk operations encountered?

The challenges most often encountered by respondent's help/service desk operations are slow service turnaround and constrained resources (52%)



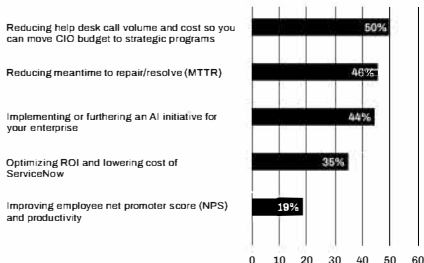
## Top ITSM Initiatives for 2019

The below graph gives amazing clues to anyone selling ITSM solutions. Half of responders want to reduce their help desk's call volume – and costs – so that dollars currently being spent on ITSM solutions could be repurposed on more strategic IT projects. This suggests two things: 1. there is resentment that the value of the ITSM solution isn't being offset by savings in other areas and, 2. a good ITSM pitch might best be delivered high in the organization, to the VPs and C-level executives who are more focused on strategic initiatives that are if the initiatives are what are being starved by the IT team's need to offer tech support that should be self-service.



### What are your top IT Service Management (ITSM) initiatives for 2019?

When asked about top ITSM initiatives for 2019, respondents reveal that reducing help desk call volume, reducing help desk cost and reducing MTTR rank highest, with furthering an AI initiative not far behind. Each of these is within a few percentage points of each other.

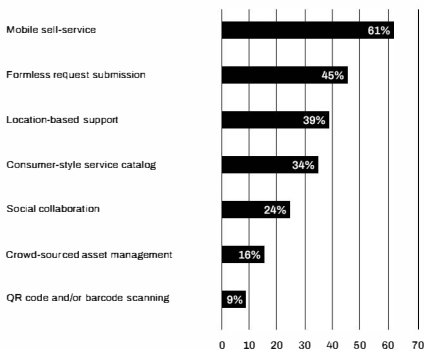


## ITSM Features Desired

When we break down where in the satisfaction chain IT departments feel they can most satisfy their "customers" a strong plurality felt the users they serve would most appreciate a mobile self-service solution. In a society, becoming increasingly tolerant of remote workers, dependence on robust smart phones and cloud-based solutions are emerging as must-haves not nice-to-haves.



### Which of the following digital tools do you believe would have the greatest positive impact on end-user satisfaction with IT?

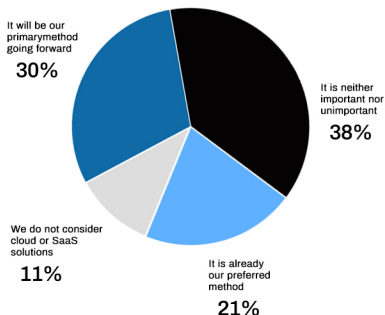


## ITSM Delivery Options Desired

As if to echo the users' interest in having a mobile ITSM solution, just over half of users (51%) are already using, or will exclusively consider, a cloud-based solution.

### How important is it to your organization to deliver IT and Digital Service Management in a cloud or SaaS model?

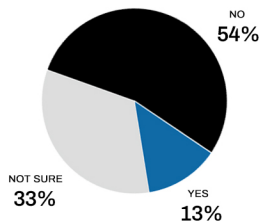
Over half of respondents already deliver IT and digital service in a cloud or SaaS model either as their primary delivery method (30%) or their preferred method (21%).



## When will you review your ITSM solution?

The below graph is one of the more remarkable revelations a client would hope to achieve on a sales intelligence survey. Broadly, it shows that nearly half of the market may be “in play” with regards considering a new ITSM solution. Why is this significant? With over 20 years' experience running surveys, some truths reveal themselves, and among them is a certain lack of candor expressed by the surveys' participants. We regard that these professionals overwhelmingly take these surveys seriously, but we've observed a degree of “hold back” exercised. The survey participants are treated as professionals, and the names of the surveys' sponsor is always revealed to the participants so as to create an atmosphere of trust and candor. In this instance, it was a leading ITSM vendor. The survey participants assume – correctly – that certain answers will trigger a sales call. They are both savvy and realistic. For this reason, having a full 13% say they will be reviewing their incumbent ITSM solution is significant; it suggests that as many as 25% may actually be engaged in that search, exposing the weakness of the market leaders' hold in this category.

### When are you planning to refresh, upgrade or replace your current ITSM solution?



Though just 13% report activity pursuing a new ITSM solution in the next year, 33% admit they are not sure.



## Conclusion

Big bucks are being spent on ITSM solutions, yet a high proportion of its users remain dissatisfied with their current system. Getting these users to consider alternatives includes addressing issues, initiatives, and desired features and reinforcing the basic arguments – speeding up the response to service requests and doing so while engaging a minimum of resources – while making the argument that there are many secure alternatives available.



## About SimplyDIRECT and Gatepoint Research

SimplyDIRECT, through its subsidiary Gatepoint Research, designs, drafts and deploys opt-in, by-invitation-only surveys to management-level executives within a client's target companies.



[Click Here](#) to see our 90 Sec DEMO. Take our 4-minute survey and receive a FREE Columbia Jacket.

Using web, phone and email-based data collection, its cutting-edge IT trends research and data analysis helps in the generation of custom reports and thought-leadership content. The company has deployed over 2,000 surveys since 2000 and engages more than 15,000 decision-makers each year.

SimplyDIRECT helps clients identify, engage and qualify prospects with maximum precision through custom database building into their target accounts. We specialize in account penetration by delivering accurate, high-level contact information for Director, Vice President and C-level decision makers as well as managers.

### We focus on:

- Key account marketing: Our account-based approach focuses on the right contacts with the roles you need to target, in the accounts you'd like to win. We phone verify our contacts to ensure accuracy.
- Survey based demand generation: Identifying not only prospects but also details about their need for your product or service. Those with appropriate needs are invited to opt-in to be contacted by your sales force.

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