

Enterprise Service Management Platforms Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY



iSG Research



Key Takeaways

Enterprise Service Management (ESM) platforms have evolved into enterprise-wide operating layers that unify service delivery, governance and workflow orchestration across business functions. Organizations increasingly rely on ESM to eliminate fragmented service experiences and enforce consistent governance across HR, Legal, Facilities, Finance and IT environments. Artificial intelligence (AI), workflow automation and integrated governance capabilities are accelerating the shift toward coordinated, policy-driven enterprise service operations.

Software Provider Summary

The ISG Buyers Guide™ for Enterprise Service Management Platforms evaluates 18 software providers offering products supporting cross-department service delivery, workflow orchestration and governed enterprise operations. The research ranked the top three overall leaders as ServiceNow, BMC and Salesforce. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Atlassian, BMC, Freshworks, Ivanti, ManageEngine, Salesforce and ServiceNow were rated as Exemplary, with SolarWinds and TOPdesk rated as Innovative. IFS and Matrix42 were rated as Assurance; and Alemba, EasyVista, InvGate, SysAid, TeamDynamix, USU and Xurrent were rated as Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (35%) and Platform (45%), which includes adaptability, manageability, reliability and usability. ServiceNow, BMC and Salesforce achieved the highest performance as Leaders in this category, supported by cross-department workflow automation and data isolation with role-based governance capabilities. Leaders demonstrated enterprise-grade platform capabilities across varied departmental, operational and governance contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. ServiceNow, Salesforce and BMC were the Leaders in this category, showing strong customer commitment and clear dedication to customer needs. Providers with lower performance often lacked sufficient information to demonstrate customer success, articulate commitment to customer experience or communicate measurable value through TCO/ROI.

Strategic Recommendations

Enterprises should prioritize ESM platforms that support secure cross-department orchestration while maintaining strong governance and data segregation controls. Evaluation should emphasize workflow flexibility, systems-of-record integration, reporting maturity and scalability across distributed business functions. Organizations should also assess AI-enabled automation, policy-driven execution and the provider's ability to support enterprise-wide service standardization without excessive customization.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise’s requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider’s website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds ServiceNow atop the list, followed by BMC and Salesforce. Providers that place in the top three of a category earn the designation of Leader. ServiceNow and BMC have done so in five categories; Salesforce in three; and Atlassian and Freshworks in one.

ESM Platforms
Overall

Providers	Grade	Performance
ServiceNow	A-	Leader 82.4%
BMC	B++	Leader 79.4%
Salesforce	B++	Leader 79.3%
Ivanti	B+	74.4%
Atlassian	B+	74.3%
Freshworks	B+	73.8%
TOPdesk	B+	73.3%
ManageEngine	B+	71.3%
SolarWinds	B+	71.0%
Matrix42	B+	69.2%
Xurrent	B+	68.8%
SysAid	B	67.1%
Alemba	B	65.8%
TeamDynamix	B	63.4%
EasyVista	B-	60.3%
USU	B-	58.8%
InvGate	B-	56.5%
IFS	C++	56.2%

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