

IT Asset Management Platforms Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

iSG Research



Key Takeaways

IT Asset Management (ITAM) has evolved from a supporting-inventory discipline into a foundational component of IT service management (ITSM) and operational governance. Enterprises increasingly depend on ITAM to provide continuous visibility into assets, configurations and dependencies across hybrid and cloud environments. Artificial intelligence (AI)-enabled discovery, governance and automation capabilities are strengthening ITAM's role in improving service reliability, compliance and financial accountability.

Software Provider Summary

The ISG Buyers Guide™ for IT Asset Management Platforms evaluates 16 software providers offering products supporting asset intelligence, lifecycle governance and ITSM-aligned operational management. The research ranked the top three overall leaders as ServiceNow, Ivanti and Freshworks. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. IBM, Ivanti, Freshworks, Flexera, Matrix42 and ServiceNow were rated as Exemplary, with Lansweeper and ManageEngine rated as Innovative. Eracent and OpenText were rated as Assurance; and Certero, InvGate, NinjaOne, N-able, USU and Tanium were rated as Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (30%) and Platform (50%), which includes adaptability, manageability, reliability and usability. ServiceNow, Ivanti and ManageEngine achieved the highest performance as Leaders in this category, supported by automated asset discovery across environments and configuration management capabilities aligned with ITSM workflows. Leaders demonstrated enterprise-grade platform capabilities across varied operational, governance and service management contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. ServiceNow, Matrix42, OpenText and IBM 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 evaluate ITAM platforms based on their ability to support service management, governance and financial accountability objectives across hybrid environments. Assessment should prioritize continuous asset visibility, configuration management database (CMDB) integration, automation capabilities, policy enforcement and interoperability with broader IT operations (ITOps) systems. Organizations should also evaluate AI-driven discovery, remediation and forecasting capabilities that improve operational accuracy and reduce service risk over time.



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 Ivanti and Freshworks. Providers that place in the top three of a category earn the designation of Leader. ServiceNow has done so in five categories; Ivanti in three; Freshworks and ManageEngine in two; and Flexera, IBM, Matrix42 and OpenText in one.

ITAM Platforms Overall

Providers	Grade	Performance
ServiceNow	A-	Leader 84.9%
Ivanti	B+	Leader 73.0%
Freshworks	B+	Leader 72.0%
ManageEngine	B+	71.5%
Matrix42	B	67.0%
IBM	B	66.4%
Flexera	B	65.8%
OpenText	B	64.4%
Lansweeper	B	63.1%
NinjaOne	B-	61.1%
Certero	B-	59.3%
Tanium	B-	57.4%
Eracent	B-	57.3%
N-able	B-	57.0%
USU	C++	55.7%
InvGate	C++	53.9%



Source: ISG Research
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