

IT Service Management Platforms Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY



ISG Research



Key Takeaways

IT Service Management (ITSM) platforms have evolved from reactive service support systems into operational control planes that coordinate IT services, governance and automation across complex environments. Enterprises increasingly rely on ITSM to connect infrastructure, cloud services, workflows and support operations while maintaining service quality and operational accountability. Artificial intelligence (AI), automation and integrated platform architectures are accelerating the shift toward predictive and autonomous IT operations (ITOps).

Software Provider Summary

The ISG Buyers Guide™ for IT Service Management Platforms evaluates 28 software providers offering products supporting IT service delivery, operational governance and AI-enabled workflow management. The research ranked the top three overall leaders as ServiceNow, Salesforce and BMC. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. BMC, Freshworks, Ivanti, ManageEngine, Matrix42, Salesforce, ServiceNow and Zendesk were rated as Exemplary, with Alemba, Atera, SolarWinds, SysAid, TOPdesk and Xurrent rated as Innovative. Atlassian, Broadcom, Everbridge, NinjaOne, OpenText and SymphonyAI were rated as Assurance; and EasyVista, IFS, InvGate, Proactivanet, Quest, Startly, TeamDynamix and USU 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, BMC and Salesforce achieved the highest performance as Leaders in this category, supported by integrated incident and request management workflows and platform capabilities for governance, automation and enterprise scalability. Leaders demonstrated enterprise-grade platform capabilities across varied operational, administrative and service delivery 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 evaluate ITSM platforms based on their ability to align service operations with broader business and operational objectives. Assessment should prioritize integration depth, automation capabilities, governance support, asset visibility and scalability across hybrid environments. CIOs should also evaluate AI roadmaps, data governance maturity and the platform's ability to support predictive and autonomous service operations 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 Salesforce and BMC. Providers that place in the top three of a category earn the designation of Leader. ServiceNow has done so in five categories; Salesforce in four; BMC in three; and Atlassian, Atera and ManageEngine in one category.

ITSM Platforms Overall

Providers	Grade	Performance
ServiceNow	A-	Leader 83.8%
Salesforce	B++	Leader 78.1%
BMC	B++	Leader 77.3%
Zendesk	B+	73.6%
Ivanti	B+	73.4%
Freshworks	B+	70.6%
ManageEngine	B+	70.1%
SolarWinds	B+	69.5%
Atera	B	68.3%
TOPdesk	B	68.3%
Matrix42	B	67.0%
SysAid	B	66.0%
OpenText	B	64.7%
Atlassian	B	64.5%
SymphonyAI	B	63.7%
Broadcom	B	63.5%
Alemba	B	62.9%
Xurrent	B-	62.4%
TeamDynamix	B-	61.4%
Everbridge	B-	61.2%
Quest	B-	59.1%
NinjaOne	B-	59.0%
USU	B-	58.4%
Startly	B-	56.5%
EasyVista	C++	55.7%
InvGate	C++	54.4%
IFS	C++	51.7%
Proactivanet	C+	44.8%



Source: ISG Research
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