

**\*ISG** Provider Lens™

SIAM/ITSM

Sourcing Information Management

U.S. 2020

Quadrant  
Report



A research report  
comparing provider  
strengths, challenges  
and competitive  
differentiators

Customized report courtesy of:



March 2020

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The research and analysis presented in this report includes research from the ISG Provider Lens™ program, ongoing ISG Research programs, interviews with ISG advisors, briefings with services providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of March 2020 for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

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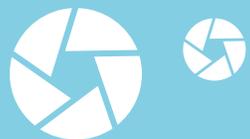
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## EXECUTIVE SUMMARY

### SIAM/ITSM 2020

Digitalization is omnipresent and all-pervasive in the service integration and management (SIAM)/IT service management (ITSM) market. A shift from information technology (IT) to business technology (BT) is occurring across markets and with this the predicted extension of the IT value chain has become a reality. The customers of a company have direct access to business warehouse (BW) information or enterprise resource planning tools (ERPs) or even business applications for details about product design, availability or delivery dates. Commercial ERP is connected with smart factory systems to offer build-to-order services to customers and a smart factory can reach out to suppliers to ensure “just-in-time” delivery. In the healthcare industry, information can be shared easily. For instance, clinical data easily gathered through electronic health records can encourage R&D departments of pharmaceutical companies to undertake research to manage chronic conditions such as diabetes. Customers can use virtual reality (VR) and augmented reality (AR) to design a kitchen or select curtains for the living room using the smartphone camera. And extension at the other end of the IT value chain happens in B2B relations and in shop floor integration with the same pace.

The ITSM/SIAM market has been impacted twofold by digitalization. At the outset, IT4IT™ is a reality. Emerging technologies are available and systems of engagement together with the systems of record act as platforms for enterprise management systems (EMS). We, at ISG, are of the opinion that we need to talk about the extended enterprise system management (xESM) market as the one responsible for operating BT, and the need to secure business process operations beyond the boundaries of a company's BT environment.

Secondly, the market for service integration (SI) and managed services for Extended Enterprise Management Systems (EESM) is growing rapidly. SI is important as the BT management systems are driven by three forces: they need to support business process, the need to combine emerging technologies with legacy systems and user satisfaction. In this scenario, managed service providers (MSPs) are more in demand as there is a paucity of skilled resources to operate the complex solutions.

The SIAM/ITSM market is undergoing a fundamental change — moving from labor-intensive implementations to highly automated functions. Vendors are investing heavily in automation capabilities and using available/emerging modern technologies to unlock new value for their services. While the IT environment has been producing data since technology was invented, analytical tools are now being used to transform correlated data into information. With this intelligent automation (IA), IT can deliver incremental value by integrating the systems of record with the systems of engagement, even within IT itself. This integration is being used to make decisions or to automatically trigger activities based on extensive solution catalogs. User experience is improved by using highly sophisticated natural language processing (NLP) techniques across a large variety of input channels, resulting in a seamless and personalized human-machine experience. Early use cases are being built using machine learning (ML) capabilities to act faster and to prevent incidents.

As mentioned earlier, IT4IT™ is reality and emerging technologies are available and in use. In this respect, “in use” has to be understood as technologies being used by vendors to offer enhancements in the automation of processes. In some cases, for example in sourcing information management, such technologies allow better integration by helping to format unstructured data or by automatically sending an alert during pattern recognition in mass event data. In use does not necessarily mean that SIAM customers are extensively using this already operational technology. We have observed that even though such technologies are available only few, very experienced or mature clients, often working in close relationship with the vendor or system integrator, are using the available solutions. For the majority of IT organizations, the lack of internal readiness prevents them from fully utilizing them.

However, compared with last year’s study, the functionalities in the product offerings have increased dramatically. We, at ISG, had to take that into account while comparing the different offers; to plot the results in the charts for this report, we had to adjust the scaling heavily to ensure that the charts were not top heavy. Hence, it is necessary to understand the position of a provider in comparison with the other providers and not in comparison with its last year’s position. In some cases, it may appear that a vendor has lost ground but, in reality, it has gained ground with respect to the functionality but has lost ground relative to other offerings as they simply developed faster.

Business units need to constantly improve customer experience to win and retain customers, hence, the number of IT services underpinning business solutions is constantly growing, raising the importance of structured SIAM rapidly. Most of the business-related services need to come from a large group of outside vendors to meet the requirements of companies in the ever-increasing competitive business environment. More companies understand that running and managing the IT environment today requires a two-pronged approach. First, operational IT service management activities must evolve from people-driven actions to automated, self-managed and machine-performed executions, and second, professional orchestration of the IT supply is needed, through a large number of suppliers, to build a robust service ecosystem that can deliver end-to-end business services. IT operations management is evolving into a complex environment of service elements and providers and is changing rapidly.

Traditionally, IT organizations kept core infrastructure and application management in-house. With the increasing demand for more agility, a growing number of companies are realizing that they cannot keep pace with this evolution. Labor shortages, along with the need for deep knowledge about a variety of new and complex technologies, is compelling IT departments to re-think their management approaches. The demand for managed services is growing, and vendors are developing high-tech solutions with focus on the zero-touch operating model to guarantee a sustainable business IT environment.

Vendors in this market can be separated into three groups. One group comprises the classic vendors that focus on developing feature-rich tool sets that are easy to implement, easy to enrich and can be leveraged by IT department, MSPs or system integrators. Even though the IT market is moving toward anything-as-a-service (XaaS) delivery models, the market is still favorable for on-premise installations. Local legal requirements and legacy installations are the driving forces here. This market segment is mainly split between ServiceNow, BMC Software, Cherwell, Microfocus, Broadcom/CA Technologies, Atlassian, and Ivanti. However, there are some smaller players that offer feature-rich products that have gained a certain market share, such as 4me, Matrix42 or Mphasis.

The second group comprises consulting and IT service companies that use the platforms of the first group and enhance the base functionality with specific features based on their industry-specific or other specialized knowledge. These vendors range from global IT services companies such as Accenture, Deloitte or EY to focused local players such as Plat4mation, Trianz, Fusion GBS, FlyCast Partners and RightStar. These companies offer a variety of services, including implementation consultancy and managed services.

The third group comprises IT service companies that have, over time, developed feature-rich, proprietary tool sets normally used only in a managed service environment. Some of the companies in this group are Capgemini, HCL, Infosys, LTI, Orange and TechM. This study looks at all of these product solutions independent from the delivery model and provisioning.

Given the high variances in client maturity regarding SIAM, the success of vendors in the market depends on their ability to demonstrate extensive knowledge of ITSM, SIAM and governance, risk and compliance (GRC) processes. This knowledge needs to feed an internal reference model used to define a robust, agile and secure SIAM framework that combines people, processes and tools seamlessly. In some cases, the reference model is being supplemented with some already established models in the market such as IT4IT™, defined by The Open Group. Proprietary assessment and coaching methodologies, together with high transformation skills and a flexible pricing model, are additional and important success factors in this market.

Even though this market is not large, it is one of the fundamental pillars of every digital transformation strategy. With IT operational budgets still tight, and margins somewhat skinny, this market is clearly a very attractive one for vendors; given their strategic position inside client organizations, SIAM/ITSM vendors are playing a key role and are about to get a seat at the internal IT and business-decision table. Achieving such a position requires a great deal of trust. This is either being gained through long-term, trusted relationships or through high delivery quality, resulting in better user experience or a high customer satisfaction (CSat) or net promoter score.

# Introduction

Simplified illustration

SIAM / ITSM (2020)			
System Integrators for ServiceNow Products	Business Value Service Management	Sourcing Information Management	System Integrators for BMC Software Products
	Service Design & Transition	Service Operation & Delivery	

Source: ISG 2020

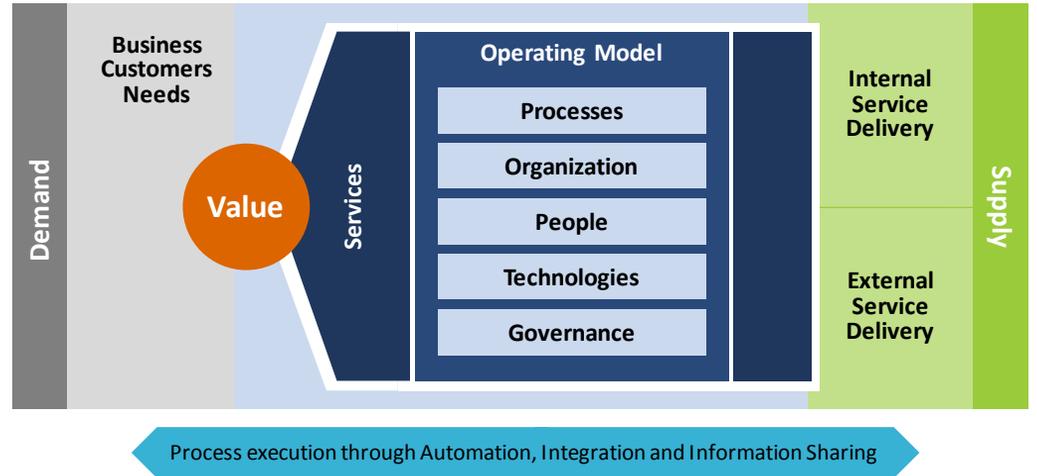
## Definition

SIAM, as a part of enterprise service management (ESM), is a holistic approach used to manage a dynamic, multivendor and multiservice ecosystem. It is the result of the evolution of ITSM, IT operations management (ITOM) and the governance, risk and compliance (GRC) discipline. While ITSM is historically focused on designing business-related services based on existing IT services and on managing individual service performance, SIAM focuses on adding additional services through a full-scale service lifecycle; at the same time, it integrates such individual services into an end-to-end, business process-oriented approach that includes vendor performance and management issues. While the integration of the various processes and management disciplines become important, enterprises are looking for solutions that support such efforts. The solutions can be products that support internal teams or external service providers. This study focuses

## Definition (cont.)

on products/tools available in the market and on companies that enhance such tools through extensions and add-ons. It encompasses solutions that are being built by service providers, but it only analyzes the functional capabilities of such tools and solutions and not the service delivery capabilities of the providers.

In addition, the study analyzes the companies in the U.S. that provide system integration services for the above-mentioned combined system of records and/or systems of engagement ecosystems. For better comparison, this study focuses on system integrators (SIs) that deliver consulting and services on the two platform systems that have found high acceptance in the U.S. market: BMC software's suite of Helix® and Truesight® products, and ServiceNow's current release, New York, and forthcoming release, Orlando. ISG recognizes that there are several other, well-designed and functionally rich platforms, but for the sake of not over-burdening the study we have decided to focus on the above-mentioned two systems. Some of the SIs we have analyzed offer services for other platform systems such as Cherwell, Micro Focus, Broadcom/CA and Atlassian, but do not have any impact on the analysis in this study.



Source: ISG 2020

## Definition (cont.)

ISG studies are intended to anticipate the investigation efforts and buying decisions of typical enterprise clients. These clients will benefit from a study that examines the functional capabilities while contemplating a significant strategy transformation, making infrastructure purchase-versus-rent decisions, supporting the implementation of agile practices or incorporating automation into their environments. The study comprises multiple quadrants covering a spectrum of process automation capabilities that an enterprise client would require. Our research investigates several of the tool capabilities (templated data structures, automated process policies, integration capabilities and standardized outputs) and the support capabilities that provide consulting and managed services in addition to the tool solutions.

## Scope of the Report

The scope of the report covers product functionalities and service portfolios offered by vendors in the heterogeneous SIAM environment. Due to the broad scope and non-standardized SIAM definitions, this report is based on a sub-set of ISG's own SIAM reference model, where a key focus area are the automation capabilities delivered by vendors for the operational tasks inside SIAM. The more sophisticated areas covering GRC issues are excluded from this report and may be covered in another ISG Provider Lens™ study.

The six quadrants of the report focus on the processes through a plan-design-manage approach underlined with an information layer feeding the three operational process clusters. Two quadrants focus on the SI companies specialize in either ServiceNow's platform or BMC Software's offerings around the Helix® or TrueSight® product sets.

## Definition (cont.)

The six quadrants that are covered are:

- Business Value and Service Management (BVSM): It covers the processes for demand analysis, catalog management, chargeback and customer satisfaction.
- IT Service Design (SD): It incorporates all service design (SD)-related processes, ranging from capacity availability management to service validation and deployment.
- IT Service Operation (SO): It covers all operational processes for event and problem management, including all reporting and improvement activities.
- Sourcing Information Management (SIM): It is the underlying process cluster that gathers, stores and provides data to the management processes; it includes data homogenization and golden record management within the configuration management database (CMDB) to support asset, configuration and access management.
- Service Integrators for BMC Software products (BMCSI): It includes companies that are dedicated to help clients design an architecture, build, customize and/or operate SIAM/ITSM solutions primarily based on the Helix® and TrueSight® offerings, and also recognizes other products such as ControlM®.
- Service Integrators for ServiceNow's products (SNSI): It includes companies that are dedicated to help clients design an architect, build, customize and/or operate SIAM/ITSM solutions based on the current release, New York, while it also recognizes the support of other recent releases.

## Provider Classifications

The ISG Provider Lens™ quadrants were created using an evaluation matrix containing four segments, where the providers are positioned accordingly.

### Leader

The “leaders” among the vendors/providers have a highly attractive product and service offering and a very strong market and competitive position; they fulfill all requirements for successful market cultivation. They can be regarded as opinion leaders, providing strategic impulses to the market. They also ensure innovative strength and stability.

### Product Challenger

The “product challengers” offer a product and service portfolio that provides an above-average coverage of corporate requirements, but are not able to provide the same resources and strengths as the leaders regarding the individual market cultivation categories. Often, this is due to the respective vendor’s size or their weak footprint within the respective target segment.

### Market Challenger

“Market challengers” are also very competitive, but there is still significant portfolio potential and they clearly lag behind the “leaders.” Often, the market challengers are established vendors that are somewhat slow to address new trends, due to their size and company structure, and have therefore still some potential to optimize their portfolio and increase their attractiveness.

### Contender

“Contenders” are still lacking mature products and services or sufficient depth and breadth of their offering, while also showing some strengths and improvement potentials in their market cultivation efforts. These vendors are often generalists or niche players.

## Provider Classifications (cont.)

Each ISG Provider Lens™ quadrant may include a service provider(s) who ISG believes has a strong potential to move into the leader's quadrant.

### Rising Star

Rising stars are mostly product challengers with high future potential. When receiving the “rising stars” award, such companies have a promising portfolio, including the required roadmap and an adequate focus on key market trends and customer requirements. Also, the “rising stars” has an excellent management and understanding of the local market. This award is only given to vendors or service providers that have made extreme progress towards their goals within the last 12 months and are on a good way to reach the leader quadrant within the next 12-24 months, due to their above-average impact and innovative strength.

### Not In

This service provider or vendor was not included in this quadrant as ISG could not obtain enough information to position them. This omission does not imply that the service provider or vendor does not provide this service.

### SIAM/ITSM - Quadrant Provider Listing 1 of 3

	System Integrators for ServiceNow Products	System Integrators for BMC Software Products	Business Value Service Management	Service Operation & Delivery	Service Design & Transition	Sourcing Information Management
4me	● Not In	● Not In	● Market Challenger	● Contender	● Contender	● Contender
Accenture	● Leader	● Not In	● Not In	● Not In	● Not In	● Not In
Atos	● Leader	● Not In	● Not In	● Not In	● Not In	● Not In
BMC	● Not In	● Not In	● Market Challenger	● Leader	● Market Challenger	● Market Challenger
Capgemini	● Rising Star	● Product Challenger	● Leader	● Leader	● Leader	● Leader
Cherwell	● Not In	● Not In	● Contender	● Product Challenger	● Contender	● Contender
Cognizant	● Leader	● Not In	● Product Challenger	● Not In	● Not In	● Not In
Column Technologies	● Not In	● Leader	● Not In	● Not In	● Not In	● Not In
Deloitte	● Leader	● Not In	● Not In	● Not In	● Not In	● Not In
DXC	● Not In	● Not In	● Market Challenger	● Market Challenger	● Leader	● Leader

## SIAM/ITSM - Quadrant Provider Listing 2 of 3

	System Integrators for ServiceNow Products	System Integrators for BMC Software Products	Business Value Service Management	Service Operation & Delivery	Service Design & Transition	Sourcing Information Management
EY	● Contender	● Not In	● Not In	● Not In	● Not In	● Not In
Flycast Partners	● Not In	● Rising Star	● Not In	● Not In	● Not In	● Not In
Fusion GBS	● Not In	● Leader	● Not In	● Not In	● Not In	● Not In
HCL	● Leader	● Not In	● Leader	● Leader	● Leader	● Leader
Highmetric	● Contender	● Not In	● Not In	● Not In	● Not In	● Not In
IBM	● Leader	● Not In	● Not In	● Not In	● Not In	● Not In
Infosys	● Leader	● Product Challenger	● Leader	● Product Challenger	● Product Challenger	● Product Challenger
InSource	● Contender	● Not In	● Not In	● Not In	● Not In	● Not In
LTI	● Leader	● Leader	● Rising Star	● Rising Star	● Rising Star	● Rising Star
Matrix42	● Not In	● Not In	● Not In	● Not In	● Contender	● Not In

### SIAM/ITSM - Quadrant Provider Listing 3 of 3

	System Integrators for ServiceNow Products	System Integrators for BMC Software Products	Business Value Service Management	Service Operation & Delivery	Service Design & Transition	Sourcing Information Management
Mindtree	● Market Challenger	● Not In	● Not In	● Contender	● Not In	● Not In
Mphasis	● Not In	● Not In	● Product Challenger	● Product Challenger	● Product Challenger	● Product Challenger
Orange Business Services	● Contender	● Contender	● Leader	● Rising Star	● Leader	● Leader
Plat4mation	● Rising Star	● Not In	● Not In	● Not In	● Not In	● Not In
RightStar Systems	● Not In	● Rising Star	● Not In	● Not In	● Not In	● Not In
ServiceNow	● Not In	● Not In	● Leader	● Leader	● Market Challenger	● Leader
Stefanini	● Contender	● Not In	● Not In	● Not In	● Not In	● Not In
Tech Mahindra	● Contender	● Not In	● Product Challenger	● Product Challenger	● Product Challenger	● Product Challenger
Trianz	● Rising Star	● Not In	● Not In	● Not In	● Not In	● Not In



# SIAM/ITSM Quadrants

## ENTERPRISE CONTEXT

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### SIM Quadrant

This report is relevant to U.S. enterprises of all sizes and across all industries that are seeking tools to design, build and maintain robust data architectures as the basis for modern SIAM/ITSM systems.

This quadrant report evaluates and positions tools that help clients to build, populate and maintain a holistic configuration management data base (CMDB). While this CMDB data is shared, used and manipulated in all SIAM/ITSM processes, compliance to data regulations is one of the most important disciplines of modern service management.

ISG has observed that IT service providers are migrating their self-developed solutions to market-available platform systems to ensure data integration across different platforms. Most providers have a defined data model based on the “golden record” approach to different data structures.

U.S. clients look for vendors that, in addition to strong product functionality, offer data migration services in order to utilize existing asset and configuration data. ISG sees a growing interest in data services that can keep CMDB data up to date.

While most U.S. clients have adopted a central CMDB approach, ISG sees a growing tendency to migrate to an “information bus” approach. By this, different data sources are being utilized and data is being harmonized whenever access is required.

Sourcing information management utilizes emerging technologies to structure data that is gathered through various input channels. Pattern recognition, machine learning and artificial intelligence are leveraged to understand data relations across processes and the impact on data accuracy during task execution.

#### **This report is relevant for:**

**CIOs and IT leaders** to see how emerging technologies are being used to support CMDB population and data maintenance.

**Project leaders** who are responsible for designing a centralized data management architecture for SIAM/ITSM ecosystems to understand the different approaches of the leading tool providers in this space.

**VP of sourcing and vendor management** to gain insights into how the current offerings enable data integration between commercial and technical data in multi-provider management.

## SOURCING INFORMATION MANAGEMENT

### Definition

Implementation and operation of IT services are only as good as the information on which all process integration and automation is being built. In this quadrant, we focus on important information management fundamentals that allow processes to function.

The key is building and maintaining the configuration management database (CMDB) as it forms the heart of the information framework. While building the database requires the use of technologies to support the IT personnel through intelligent auto discovery, historically, maintaining the database has been the bigger issue. After a CMDB has been designed, built and populated it could become outdated even before it went live. At present, cloud orchestration capabilities, enhanced sensor capabilities, AI, social media, and natural language processing, together with ML and pattern recognition are being used to keep such databases updated automatically.

SIAM / ITSM

Sourcing Information Management

2020

U.S.



Source: ISG Research 2020

## SOURCING INFORMATION MANAGEMENT

### Definition (cont.)

Consequently, tools that support processes such as asset management and identity and access management are a part of this information management quadrant. As most of this data are already attached to objects in the CMDB, intelligent grouping and data extraction provide functionalities to support these activities. Finally, knowledge and data management use the underlying information to draw conclusions, feed operational processes and maintain and improve the quality of data.

Another important aspect is the way data is being delivered to other processes or other systems for further use and then being converted to information for decision-making. More importantly, how the data is being exchanged implies integration between the entities. APIs or integration platforms are the different approaches that allow this kind of exchange.

While these areas of the operations framework were largely neglected in the past as they do not deliver monetary benefits, they have become increasingly important for the new, data-driven process frameworks. IT organizations burnt their fingers in the past as did not have the required cooperation from the IT users and IT was not able to keep the data updated on its own. The use of new technologies such as AI will help to execute the necessary processes in a much more qualitative way.

In this quadrant, we will mainly focus on vendors that build applications for process automation on top of the CMDB and support clients when implementing such tools based on a robust process design.

## SOURCING INFORMATION MANAGEMENT

### Eligibility Criteria

- Functional breadth of product offering;
- Process-aligned data structure;
- Current use of modern technologies to populate CMDB and keep it updated;
- Product strategy by using emerging technologies such as AI, ML, cognitive computing, big data and analytics;
- APIs and/or interfaces with other leading products to integrate vendors for, say, catalog exchange;
- Customer satisfaction;
- Use of templates and pre-defined configuration elements, and reusable service elements through templated catalogs;
- Support capabilities in the U.S.

### Observations

Compared with the past, when the CMDB was a necessary evil rather than a valuable source of service-aligned performance and quality-oriented business information base, today we see a much higher acceptance of using a CMDB. One of the key reasons for this change in outlook is the use of technologies that allow faster, better and more reliable population of the database. Cloud micro-services, better connectivity and the use of AI paired with advanced computing power in network edge devices deliver much more robust data, where strong process integration contributes to much better data maintenance as human intervention can be reduced to the minimum. As such, today we are in a much better shape in delivering a resilient data foundation for ITSM/SIAM. Strong data integration services allow this data to be used across several processes that are taking care to keeping the data updated.

## SOURCING INFORMATION MANAGEMENT

### Observations (cont.)

Some of the characteristics of the leaders in this quadrant:

- Strong auto-discovery and auto-population functionality to implement a CMDB;
- Sophisticated data structures and AI allowing the building of a golden record approach;
- Process integration and process automation across the board ensure data consistency and data maintenance;
- Physical data integration through open APIs or integration platform services even in an iPaaS delivery model.

Companies that we see leading this quadrant are:

- **Capgemini** is a leader as it uses best-in-class approaches to combine the multi-source information into a single-source data architecture, thus dramatically reducing data complexity and allowing ease-of-use. Using the company's Enterprise iPaaS, the integration of new services into the automation model becomes easy.
- **DXC Technology** is utilizing its Bionix™ platform to build a zero-touch model for data gathering and maintenance. Together with Fruition, DXC's ITSM tool, the company combines ML with other techniques, which makes it a leader in this quadrant.

## SOURCING INFORMATION MANAGEMENT

### Observations (cont.)

- **HCL** is tool-agnostic when it comes to the platform its DRYICE™ solutions are being implemented into. Whether BMC, Cherwell or ServiceNow, HCL has pre-defined instances available to build a robust SIM foundation in the respective databases. As a quadrant leader, these cross-platform skills are necessary to integrate various systems in a multi-source environment that requires interconnection between different suppliers.
- **Orange Business Services** delivers on a single unified and structured service catalog that ensures fast and easy service ordering across multiple technologies. This information management catalog makes it a clear leader in this quadrant.
- **ServiceNow**, with its roots in case management, understands the need for structured, synthesized and current information. Combining this with strong IT management capabilities, with the extensive use of modern technologies, the company enables users to manage complex, hybrid IT environments.
- **LTI** uses auto-tagged catalogs and data governance and strong use case library in its range of MOSAIC offerings to deliver the Connected Automation Ecosystem. This proprietary platform makes LTI the rising star in this quadrant.

## ORANGE BUSINESS SERVICES

### Overview

Orange Business Services is a leading provider of communication services around the globe. It has a client base of more than 273 million, which reflects high quality professional service delivery. To stay competitive, the company is making significant investments in numerous innovation centers with its extensive people resources. The company has built the expertise to serve its large number of clients with quality and efficiency; the professional services it offers has enabled it to become a major player in digital innovations and over the years has become the ideal partner for digital transformation.

Orange Business Services defines SIAM (or MSI as the company calls it) as a solution that allows an enterprise to achieve seamless governance, unification, standardization and end-to-end management of their services. To achieve this within a reasonable timeframe and with adequate investments, the company Orange has developed a classic three-phased approach, namely, discover, design and build and run and operate.

### Strengths

**Strong experience in emerging technologies:** As a ServiceNow Premier Service Provider Partner, the company integrates the ServiceNow functionality into its Service Management Suite.

**Sourcing information management support through a unified service catalogue:** For SIAM, the company delivers a single unified and structured service catalogue that ensures fast and easy ordering of services across multiple technologies. With this catalog, services are homogenized across various providers so that they can be delivered faster and it is easier to switch between suppliers or services.

**Strong alliances:** The numerous alliances with leading edge technology providers ensures continuous innovations in the company's solution offerings.

### Caution

The solutions offered by the company are only available as managed services, hence, clients that are looking for a solution that they can use on their own will be discouraged from approaching the company.

The company does not offer its services to relatively small companies.



## 2020 ISG Provider Lens™ Leader

Orange Business Services ensures rapid service changes because of the presence of a consistent information base.



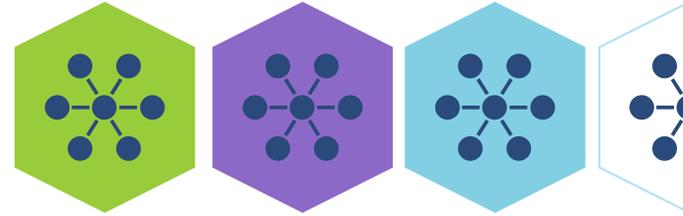
# Methodology

## METHODOLOGY

The research study “ISG Provider Lens™ 2020 – SIAM/ITSM” analyzes the relevant software vendors/service providers in the US market, based on a multi-phased research and analysis process. It positions these providers based on the ISG Research methodology.

The study was divided into the following steps:

1. Definition of SIAM/ITSM market
2. Use of questionnaire-based surveys of service providers/vendor across all trend topics
3. Interactive discussions with service providers/vendors on capabilities & use cases
4. Leverage ISG's internal databases & advisor knowledge & experience (wherever applicable)
5. Detailed analysis & evaluation of services & service documentation based on the facts & figures received from providers & other sources.
6. Use of the following key evaluation criteria:
  - Strategy & vision
  - Innovation
  - Brand awareness and presence in the market
  - Sales and partner landscape
  - Breadth and depth of portfolio of services offered
  - Technology advancements



# Authors and Editors



## Lutz Peichert, Author

Executive Advisor, ISG Research

With more than 40 years of IT industry experience, Mr. Peichert has profound knowledge, in particular, in areas such as outsourcing, IT operations, organizational design and IT/Business alignment. In his ISG role as an independent consultant, he supports customers to help them make strategic and tactical decisions and set up and optimize organizations and processes to enable them to leverage IT and service solutions.

Lutz joined ISG in 2017 when ISG acquired Experton Group. From 2014 on Lutz served as a COO at Experton Group responsible for all research and consulting activities. Until mid-2014 Lutz worked as Vice President and Principal Analyst for Forrester Research, where he was responsible for the "Sourcing and Vendor Management" practice and also published Forrester's "SVM Practice Playbook". Prior to that he worked 10 years for META Group as a Principal Director within the CIO Consulting Division.

Lutz is an experienced speaker on national and international conferences, such as the National Dutch Outsourcing Conference, the German Computerwoche Forum, the Slovak CIO Conference and other events.

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# ISG Provider Lens™ | Quadrant Report

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