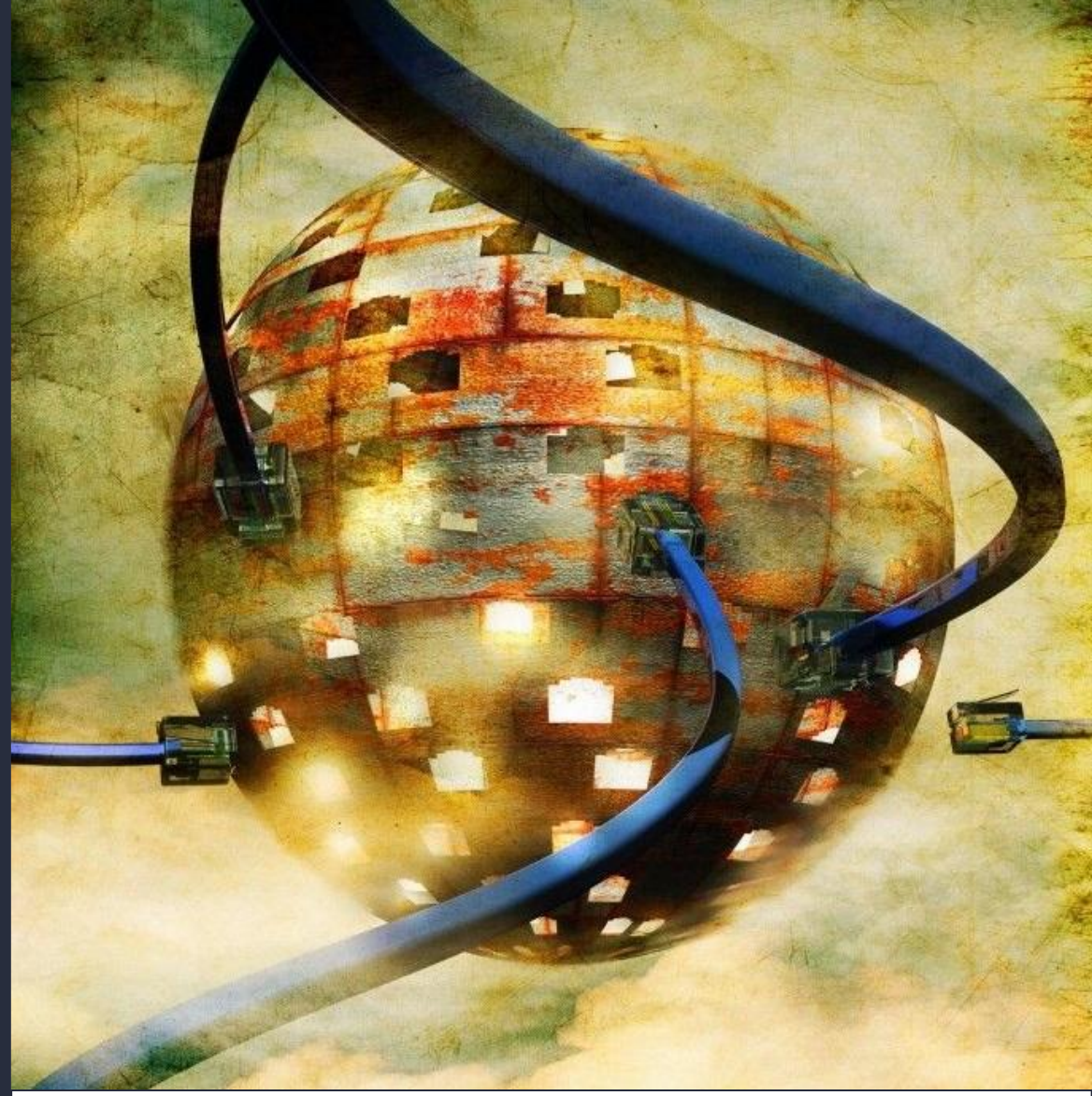
VENDOR SELECTION MATRIX™

IT Financial Management And Technology Business Management Solutions

The Top Global Vendors 2025

August 2025



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RESEARCH IN ACTION

independent research & consulting

Foreword

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers.

With the proliferation of the IT Infrastructure Library (ITIL), today the de facto standard for IT process definitions with a global penetration of around 90% in enterprise IT organizations, the process maturity of IT service delivery and support has matured significantly in the last 25 years. Until recently, however, the financial aspects of managing IT were not treated with the necessary emphasis and seriousness. This is now changing as a large percentage of IT organizations in enterprises have reached the levels of process maturity necessary to fully embrace the complexity of IT service delivery and support. While Technology Business Management (TBM) is a broader framework that covers financial, operational, and strategic aspects of managing technology within a business, IT Financial Management (ITFM) is a subset of TBM, focusing specifically on financial aspects related to IT services. In this report, we will cover both aspects, with a stronger emphasis on IT Financial Management.

This Vendor Selection Matrix™ report provides you with a useful guide to important IT Financial Management and Technology Business Management market trends and names the top vendors. These details are intended to help you make an informed decision about which vendors might best meet your needs. Enjoy reading it and reach out if you have questions.

To Infinity…and Beyond! Dr. Thomas Mendel

Dr. Thomas Mendel
Managing Director
Research In Action

researchinaction.org

Vendor Selection Matrix™ Methodology

Flywheel For Buyer Data And Reach At Scale

Insight from 250,000[1] buyers

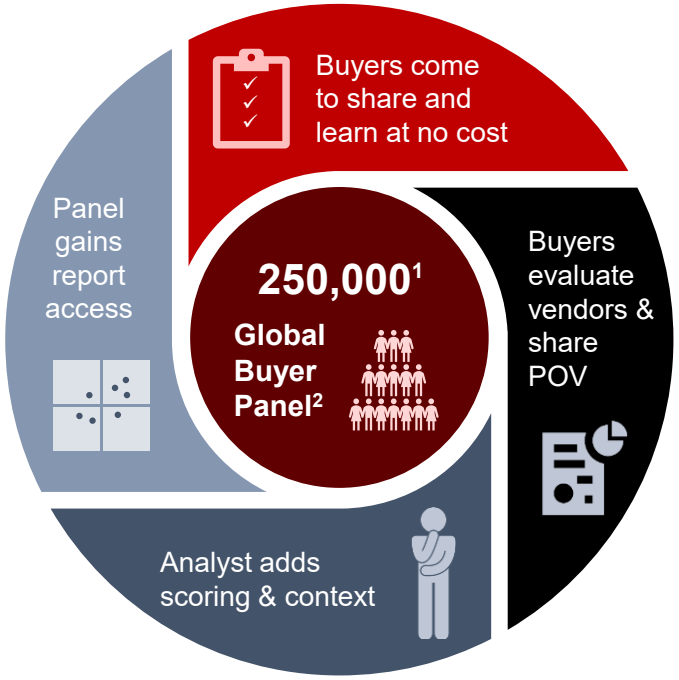
Our Global Buyer Panel[2] is comprised of technology decision-makers who agree to evaluate vendors and markets they know best in exchange for access to research results across markets. Decision makers must have budget authority from a company with > $ 250 million revenue.

12,000+ buyers view each report

All 250k Global Buyer Panel members get free access to a certain number of reports. An average of **12,000+** buyers directly access each Vendor Selection Matrix™. Thousands more see the reports through vendor reprint distribution.

Analyst adds context and insights

In addition to adding their own vendor scoring, analysts author reports with commentary on each vendor as well as market analysis. Analyst opinion is informed by buyer data, vendor briefings, and independent market knowledge.

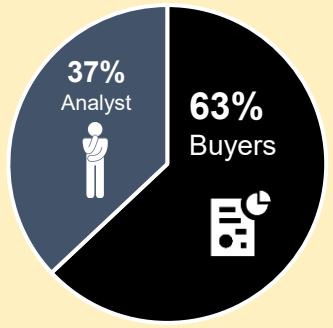


1,000+ evaluations per report

Each Vendor Selection Matrix™ includes **1,000** survey responses and 1,000+ vendor evaluations (some buyers evaluate more than one vendor.) A vendor must receive a minimum **15** evaluations to be included in the matrix.

Buyer-weighted scoring

63% of the vendor's score and matrix placement comes from buyer evaluations, **37%** from analysts.

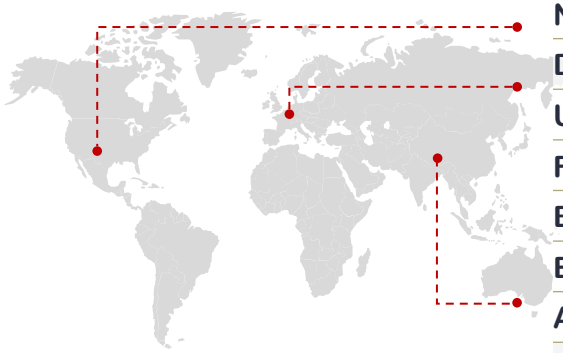


[1] 150k IT Automation +100k Marketing Automation
[2] Panel also used for custom vendor and buyer research projects

RESEARCH IN ACTION
vendor selection matrix®

Survey Response Demographics For This Report

Geographies



North America	450
DACH	150
United Kingdom	100
France	100
Benelux/Nordics	50
Europe (Rest)	50
Asia Pacific	100
Total	**1,000**

Industries

Energy	100
Financial Services	175
Government & Non-Profit	50
Life Sciences	100
Manufacturing	250
Technology, Media & Telecoms	125
Consumer Packaged Goods & Retail	75
Professional Services	75
Travel & Transportation	50
Total	**1,000**

Job Titles

IT Manager	125
IT Operations Manager	120
VP IT Infrastructure	100
VP IT	100
Chief Information Officer	75
IT Financial Manager	75
VP IT Financial Management	55
Chief Technology Officer	50
VP Finance	50
VP Service Desk	50
Business Executive	35
Chief Digital Officer	25
Chief Operations Officer	25
Project Management Office	25
Sourcing And Vendor Management	25
VP Operations	25
Project Manager	20
VP IT Shared Services	20
Total	**1,000**

Company Headcount

All companies have revenue > $250 million

All Research in Action surveys are gender neutral and 100% confidential.

Technology Management

Market Coverage

Business Users And Stakeholders: CUSTOMERS | SUPPLIERS | BUSINESS | EMPLOYEES | COMPLIANCE

Connected Service Management

Plan → Design → Build → Deploy → Release → Run → Monitor → Optimize

Service And IT Business Management

ITSM / ESM IT / Enterprise Service Mgmt	**SPM / PPRM** Strategic / Project Portf Res Mgmt	**TBM / ITFM** Tech Business / IT Financial Mgmt	**VSM** Value Stream Mgmt	**SIAM** Service Integration & Mgmt	**DEM / DEX** Digital Experience Monitoring / Employee Experience

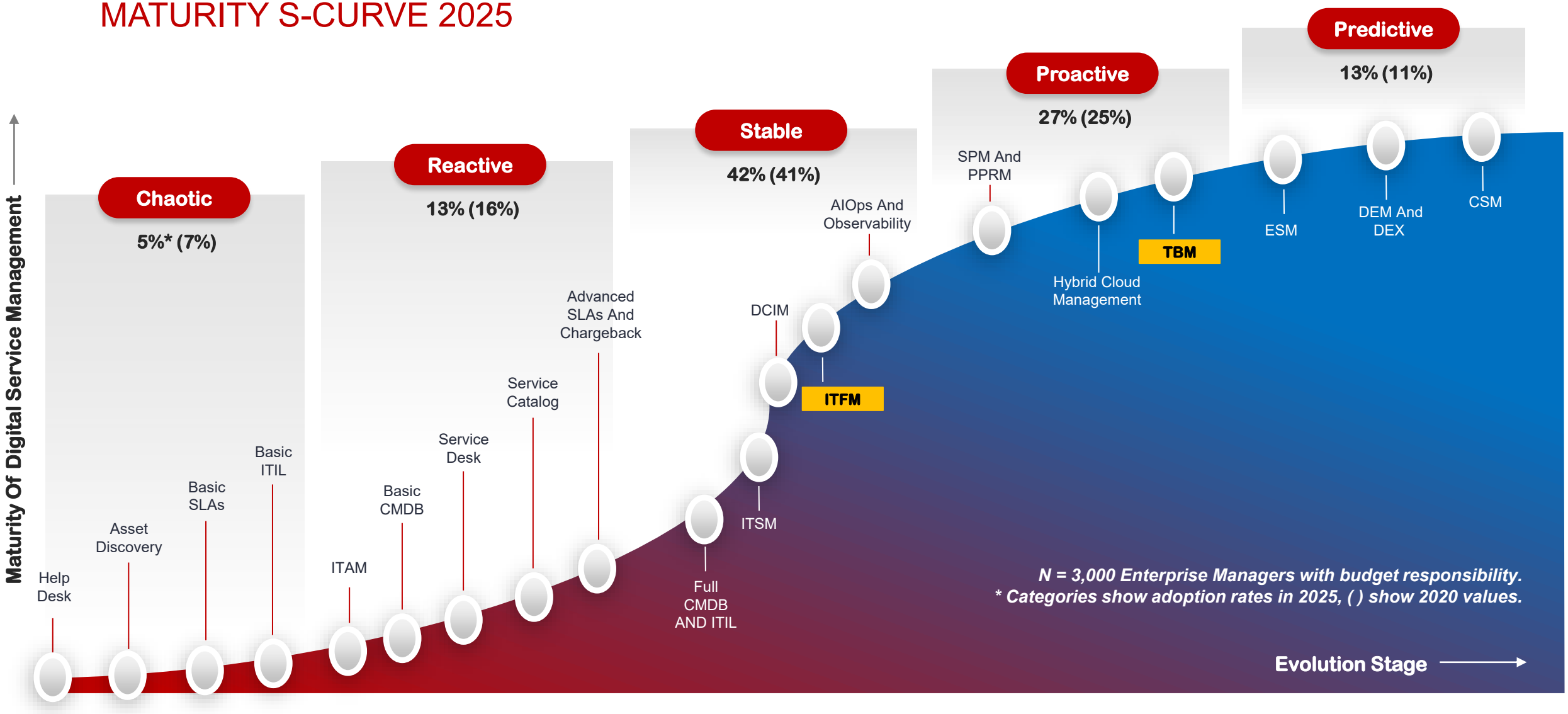
Application And Infrastructure Management

DEVOPS PLATFORMS	**ARO** Application Release Orchestration	**OBSERVABILITY**	**APM** Application Performance Mgmt	**AIOPS** AI Operations
DCIM Data Center Infrastructure Mgmt	**ITOM** IT Operations Mgmt	**SEUM** Secure Unified Endpoint Mgmt	**CMDB / ADDM** Config Mgmt Database / Application Discovery & Dependency Mapping	**ITAM** IT Asset Mgmt

Resources: DATA | APPLICATIONS | PLATFORMS | INFRASTRUCTURE | VENDORS | ASSETS | BUDGETS | LABOR

Connected Service Management

MATURITY S-CURVE 2025



All acronyms are defined in the report Appendix

TBM And ITFM Definitions

1. Technology Business Management (TBM):

- TBM is a framework and set of practices that provide a structured approach to managing IT as a business within an organization.
- TBM encompasses a broad range of aspects beyond financial management, including portfolio management, service delivery, performance optimization, and cost transparency.
- TBM aims to align IT investments with business objectives and facilitate communication and transparency between IT and other business units.

2. IT Financial Management (ITFM):

- ITFM specifically concentrates on managing the financial aspects of IT services and resources.
- ITFM involves budgeting, accounting, cost allocation, financial planning, and financial analysis pertaining to IT. **FinOps** (a blending of Finance and DevOps) is a relatively new discipline within ITFM that deals with the complex financial aspects of SaaS, Cloud infrastructure and services.
- The primary goal of ITFM is to ensure that IT services are delivered cost-effectively, within budget, and in alignment with the organization's financial objectives.

While TBM is a broader framework that covers financial, operational, and strategic aspects of managing technology within a business, ITFM is a subset of TBM, focusing specifically on financial aspects related to IT services. In this report, we will cover both aspects, with a stronger emphasis on ITFM.

Key Components Of An ITFM Solution

ITFM comprises several key components that collectively contribute to effective financial management within the realm of information technology. These components help organizations manage their IT-related expenditures, budgets, and financial performance in alignment with business objectives:

1. **Budgeting and Forecasting:** Budgeting involves the estimation and allocation of financial resources to IT projects and service, taking into account historical spending patterns and future requirements. Forecasting, enables organizations to anticipate financial needs and adapt their budgets accordingly.
2. **Cost Allocation and Chargeback:** The process of attributing IT costs to specific organizational units or projects based on consumption, facilitating financial transparency and accountability. Chargeback mechanisms allow organizations to bill internal departments or business units for their actual use of IT resources.
3. **Financial Analysis and Reporting:** This component entails in-depth examination of financial data to assess the efficacy of IT investments, analyze cost structures, and identify opportunities for cost reduction or optimization. It also includes the generation of comprehensive financial reports and key performance indicators to provide stakeholders with insights into financial performance.
4. **Cost Optimization and Management:** ITFM strategies encompass the formulation and execution of approaches to reduce IT costs while guaranteeing service quality and performance, focusing on efficiency improvements and cost containment.
5. **Vendor and Contract Management:** This area is concerned with the selection and evaluation of IT vendors, the negotiation and management of vendor contracts, and the diligent oversight of vendor relationships to ensure adherence to agreed-upon terms and conditions, ultimately affecting cost control and service delivery quality.
6. **Financial Governance and Compliance:** The establishment of financial policies, guidelines, and compliance measures pertaining to IT spending and procurement, which are crucial for adhering to regulatory requirements and mitigating financial risks, thus ensuring financial governance practices.
7. **Resource and Capacity Planning:** This discipline involves resource optimization, where organizations efficiently manage their IT assets and workforce, as well as capacity planning, which anticipates and prepares for future resource needs based on demand projections.
8. **Business Case Development and Return on Investment (RoI) Analysis:** This element focuses on creating compelling justifications for IT investments by assessing potential benefits, costs, and risks, and conducting RoI analyses to ascertain the financial feasibility and value of proposed IT projects.

By integrating and managing these components effectively, organizations can optimize their IT spending, align IT services with business objectives, and make informed financial decisions for sustained growth and competitiveness.

Key Components Of A TBM Solution

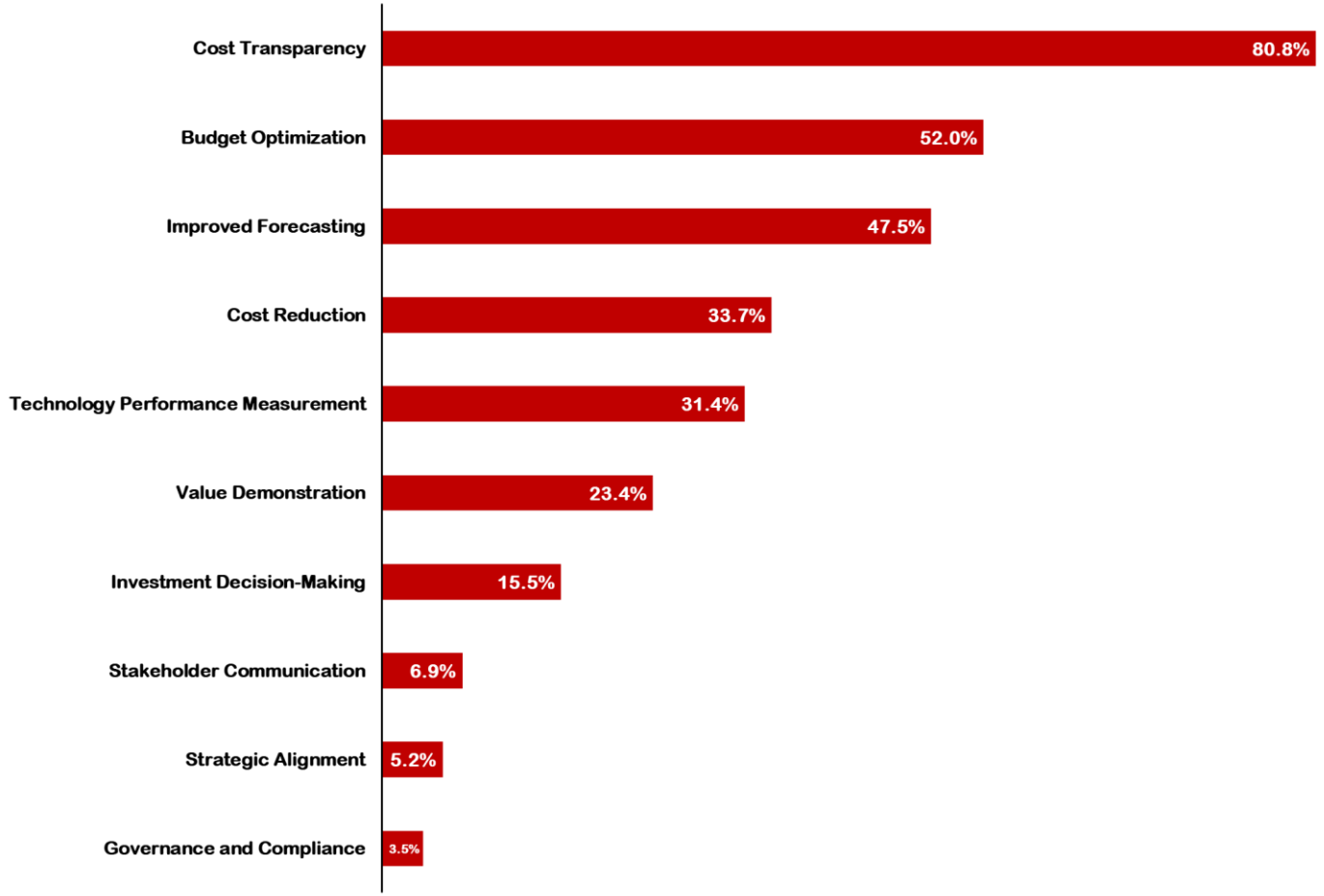
TBM is a holistic framework and set of practices designed to help organizations manage their technology investments, optimize IT operations, and align IT with business goals. TBM consists of several key components, each playing a crucial role in the effective management of technology resources within an organization:

1. **Cost Transparency:** TBM emphasizes the importance of gaining a deep understanding of IT costs through granular cost visibility and allocation. This enables organizations to break down expenses, track them more effectively, and allocate costs to specific business units, projects, or services. The result is a more transparent view of how IT investments are utilized.
2. **Service Portfolio Management:** This component focuses on documenting and defining the IT services offered by an organization, including their descriptions, costs, and the business value they deliver. Additionally, it involves analyzing service demand and consumption to ensure that IT services align with business needs and are optimized for service delivery.
3. **Financial Management:** Financial management within TBM entails budgeting and forecasting IT-related expenditures to ensure that technology investments are in alignment with broader business objectives. Cost optimization strategies are also crucial, aimed at reducing IT costs while maintaining or enhancing service quality and performance.
4. **Performance Management:** Key Performance indicators (KPIs) play a central role in TBM by tracking and assessing the effectiveness of IT services, operations, and projects. Service Level Agreements (SLAs) are established to ensure that IT services consistently meet agreed-upon performance standards and fulfill business requirements.
5. **Technology Portfolio Management:** TBM includes the management of an organization's technology portfolio, covering both applications and infrastructure. This entails efforts to eliminate redundancy and underperforming assets while planning and prioritizing technology investments to align with business goals and technology strategies.
6. **Vendor Management:** Vendor management encompasses vendor assessment and relationship management. It involves the evaluation and selection of IT vendors, contract negotiations, and ongoing vendor relationship management to ensure that services are delivered cost-effectively and to high quality standards.
7. **Enterprise Architecture:** TBM emphasizes the establishment of technology standards and architectural principles. These standards guide technology decisions, ensuring alignment with business objectives. Technology roadmaps are created to align technology initiatives with overarching business strategies and provide a clear path for technology evolution.
8. **IT Governance and Risk Management:** Governance frameworks are implemented to oversee technology investments, ensure compliance with regulations and policies, and manage risks associated with technology operations. Risk assessment and mitigation efforts are employed to protect the organization from potential disruptions.
9. **Business Alignment and Strategy:** TBM underscores the importance of building strong relationships between IT and business units. This includes fostering collaboration and understanding to ensure that technology solutions align with and support the organization's business goals. Strategic planning ensures that technology investments are in harmony with the overall business strategy.
10. **Change Management and Culture:** TBM embraces change management practices to facilitate the adoption of TBM principles and practices throughout the organization. It also encourages cultural transformation, promoting a culture of transparency, data-driven decision-making, and cost awareness among staff members.

In practice, TBM operates as a strategic framework that provides organizations with the tools and insights to make informed decisions about technology investments, optimize technology resources, enhance financial accountability, and align technology with broader business objectives. By employing TBM principles and practices, organizations are empowered to drive greater value from their IT resources and technology-related endeavors.

ITFM And TBM Market Trends

Question: What are the top three goals why your organization has adopted (or wants to adopt) an ITFM/TBM solution?



N = 994 Enterprise IT and Business Managers with budget responsibilities.

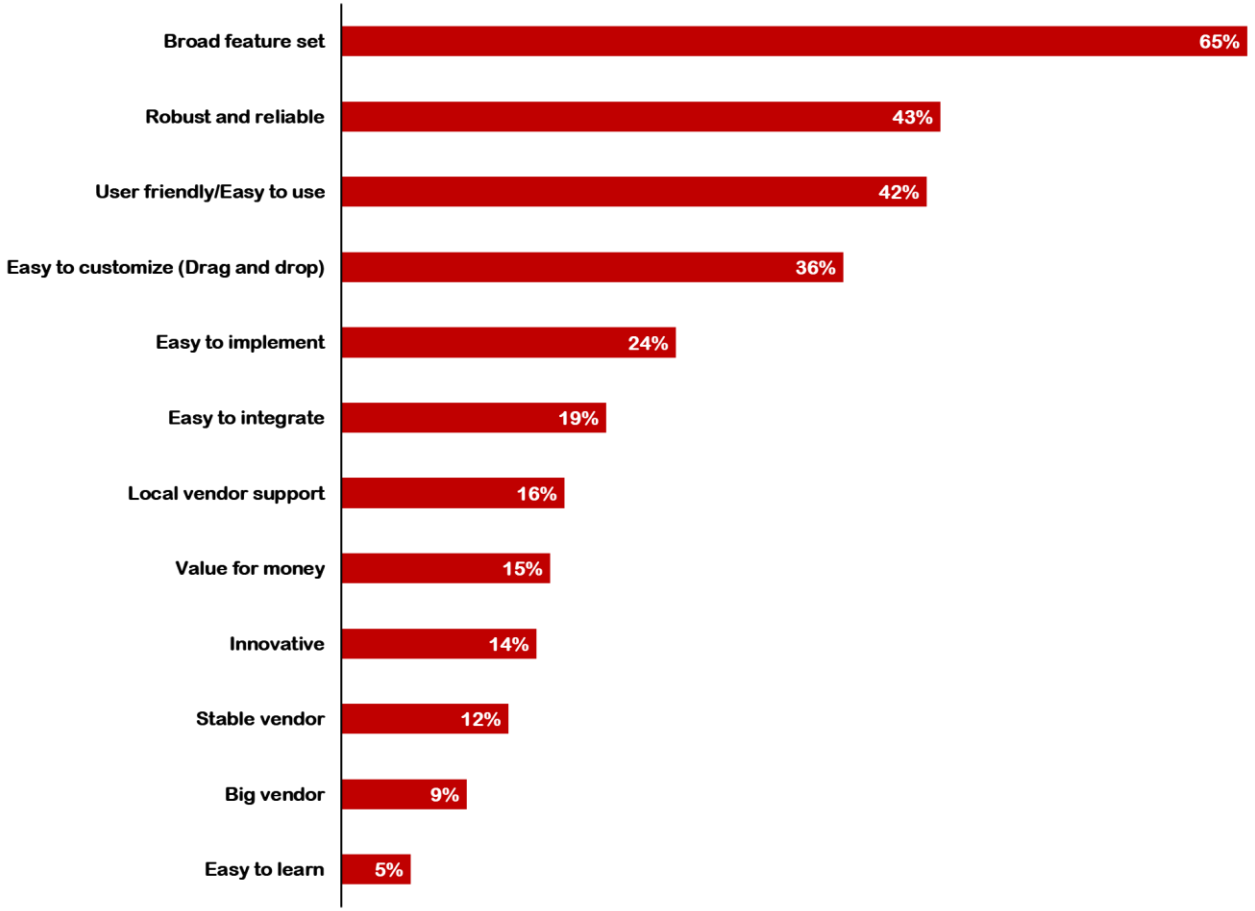
Achieving Cost Transparency is the most important goal by a wide margin.

This is followed by the desire to optimize budgets (52.0%) and improve forecasting (47.5%), which highlights the focus on not just understanding IT expenditures but also managing them proactively and efficiently.

Further down the list, 33.7% aim to simply cut costs while 31.4% are looking to measure technology performance, in order to better communicate the value of IT to the business, and are to support chargeback or showback models. These priorities reflect a shift toward aligning IT with business outcomes and making IT a visible, strategic contributor.

ITFM And TBM Market Trends

Question: What are your top three selection priorities for an ITFM/TBM solution?



N = 1,000 Enterprise IT and Business Managers with budget responsibilities.

There is more to selection priorities than features and functions.

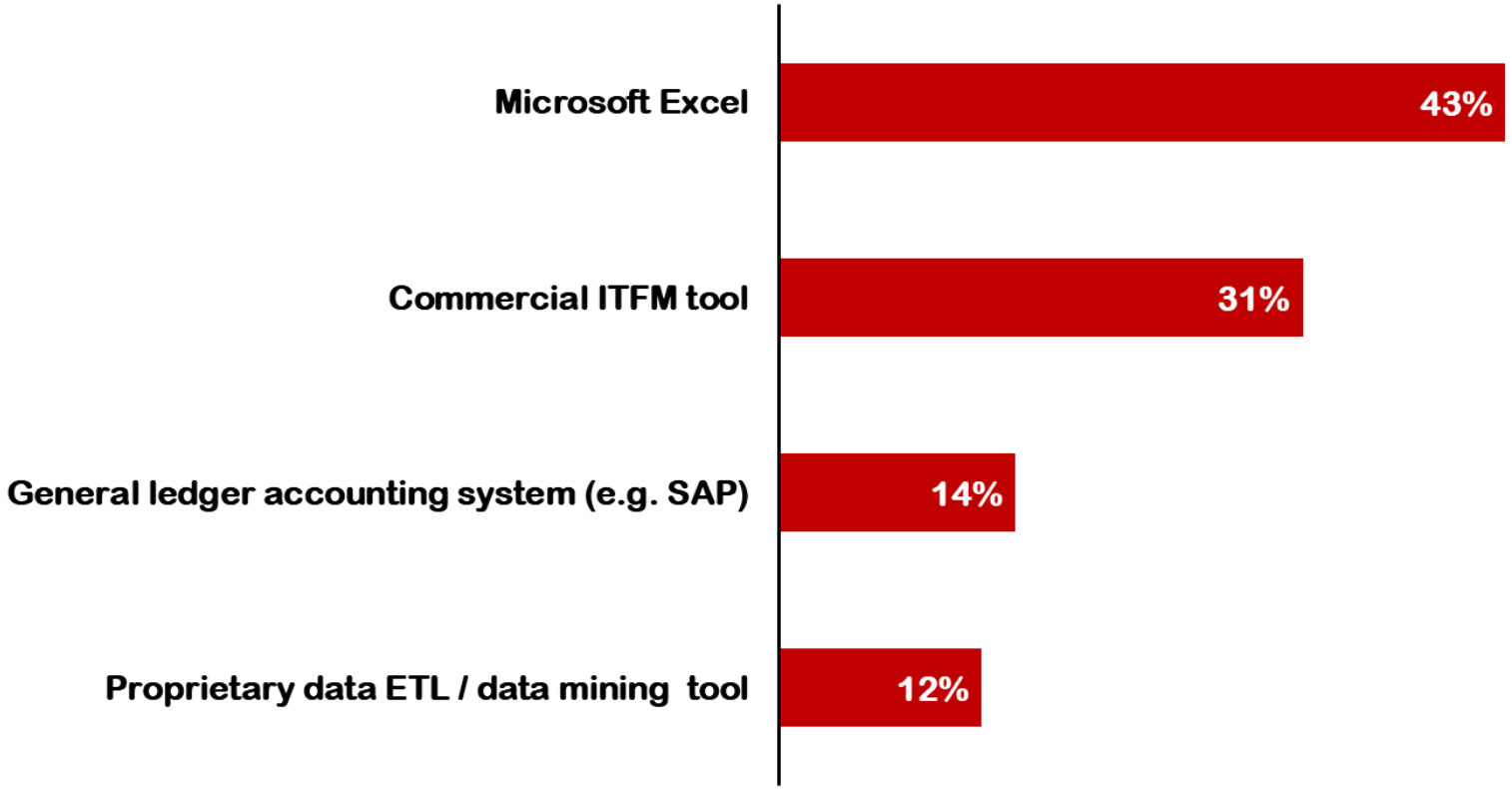
While a broad feature set remains the top priority of the 1,000 buyers we interviewed for our survey, there are another 11 selection priorities which gained a significant percentage of nominations.

Here is the Top Five:

1. Broad feature set (down from 82.5% in 2023)
2. Robust and reliable (down from 55.7% in 2023)
3. User friendly/Easy to use (up from 28.2% in 2023)
4. Easy to customize (up from 23.5% in 2023)
5. Easy to implement (up from 9.7% in 2023)

ITFM And TBM Market Trends

Question: Which tool do you use to comprehensively plan, monitor and allocate all IT costs to your internal customers?



N = 1,000 Enterprise IT and Business Managers with budget responsibilities.

Huge Opportunity to replace Excel

The leading response, selected by 43% of the 1,000 respondents, is Excel, indicating that many organizations still rely on manual and potentially error-prone methods.

The second most common tool, used by 31% of respondents, is commercial ITFM software. This represents a major opportunity of ITFM/TBM vendors to replace Excel in organizations.

Another 14% use their ERP/accounting system for IT cost management. These systems offer robust financial capabilities but are often limited in terms of service-based costing and granular IT-specific insights. While more structured than spreadsheets, ERPs are not tailored to ITFM/TBM use cases, which hinders organizations from gaining deeper transparency or enabling chargeback/showback models.

Top Market Trends 2025

AI-Driven Cost Insights and Automation

In 2025, AI is becoming a core component of modern ITFM/TBM platforms. It enables organizations to automatically detect cost anomalies, predict budget overruns, and dynamically recommend optimizations. AI can analyze historical usage patterns, correlate financial and operational metrics, and surface actionable insights without manual intervention. This reduces the burden on finance teams and improves the accuracy and speed of decision-making. AI-enabled forecasting and scenario modeling also help IT leaders shift from reactive to proactive financial planning.

The adoption of AI is transforming ITFM/TBM from a reporting-centric function to a strategic, insight-driven discipline. Instead of just looking at past spend, organizations can now use predictive models to anticipate demand, evaluate sourcing strategies, and support real-time chargeback/showback based on actual usage patterns. As these capabilities mature, expect AI to become a competitive differentiator.

Deep Integration of ITFM with FinOps and Cloud Cost Management

As Cloud adoption accelerates, ITFM/TBM platforms are being tightly integrated with FinOps practices to manage variable Cloud spend. In 2025, this convergence is reshaping how IT cost transparency is delivered: Organizations demand unified views across on-premise, SaaS, PaaS, and IaaS expenditures. Modern ITFM/TBM tools now ingest data from Cloud providers, usage meters, and Kubernetes environments to enable accurate allocation, forecasting, and chargeback for Cloud-native services.

This trend also reflects a broader shift from static financial planning to dynamic, consumption-based management. ITFM/TBM platforms are evolving to support real-time allocation, rightsizing recommendations, and cost guardrails. By embedding FinOps principles into TBM frameworks, organizations gain end-to-end visibility, from strategic investments to granular workload costs and can optimize their Cloud strategies. This alignment is essential for organizations operating in hybrid or multi-Cloud environments, where Cloud sprawl and cost unpredictability pose major risks.

Service-Based Financial Modeling and Business Value Mapping

In 2025, ITFM/TBM is increasingly focused on linking technology investments to measurable business value. This shift moves the focus away from just managing IT costs to understanding the value IT delivers through services, applications, and business outcomes. Service-based costing, a core principle of TBM, is becoming more advanced, with ITFM tools mapping infrastructure, apps, and labor costs directly to services consumed by business units.

The ability to map costs to business value is also driving a cultural change within IT organizations. Finance and IT leaders are now collaborating more closely to justify spend, prioritize digital initiatives, and benchmark performance. Dashboards and reports are being designed not just for IT, but for non-technical stakeholders like business unit leaders, enabling transparent conversations around IT investments. In this way, service-based modeling is evolving into a foundational element of business-aligned IT governance.

Top Global Vendors 2025

VENDOR NAME	SOLUTION
ACCIOD	KP-One
AMALYTICS	CostLens AI
APPTIO, an IBM Company	IBM Apptio, Cloudability, Targetprocess
BEE360	Bee360
BMC HELIX	BMC IT Business Management Suite, BMC Helix Cloud Cost
BROADCOM	CloudHealth, VMware Cloud Foundation, CA Service Management, Clarity
CLEARCOST	ClearCost
CLOUDKEEPER	CloudKeeper AZ, EDP+
CLOUDZERO	CloudZero
COSTPERFORM	CostPerform
DEXTRADATA	CIO COCKPIT
ITBMO	EZTBM
MAGICORANGE	MagicOrance Platform
NICETEC	Netinsight ITFM
NICUS	Planning, Cost Transparency
SAP	SAP Business One, S/4HANA Finance, SAP Cloud ALM
SERVICEWARE	Serviceware Financial
TANGOE	Tangoe One
UPLAND SOFTWARE	ComSci IT Financial Management
USU	USU IT Financial Management

This list is alphabetical and includes all relevant ITFM And TBM Solution vendors named by the survey respondents.

For this report we interviewed 1,000 enterprise IT and business managers with budget responsibility in enterprises globally. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

Additional vendors that were cited but did not list in the Top 20, or had less than 15 ratings:

- FLEXERA
- MICROSOFT
- OPENTEXT
- PROVEN OPTICS
- REALTECH
- UMT360
- WORKDAY

NOTE: If a vendor does not respond, Research in Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a full vendor scorecard will not be written.

Vendor Scoring Criteria

Weighting: 63% Buyer Survey, 37% Analyst

STRATEGY			EXECUTION		
Vision And Go-To-Market	**30%**	› Does the company have a coherent vision in line with the probable future market scenarios? › Does the go-to-market strategy fit the target market and customers?	**Breadth And Depth Of Solution Offering**	**30%**	› Does the solution cover all necessary capabilities expected by customers?
Innovation And Differentiation	**30%**	› How innovative is the company in this market? › Does the solution have a unique selling proposition and clear market differentiators?	**Market Share And Growth**	**15%**	› How big is the company's market share and is it growing above the market rate?
Viability And Execution Capabilities	**15%**	› How likely is the long-term survival of the company in this market? › Does the company have the necessary resources to execute the strategy?	**Customer Satisfaction**	**25%**	› How satisfied are customers with the solution and the vendor today?
Recommendation Index	**25%**	› Would customers recommend this vendor in this market to their peers?	**Price Versus Value Ratio**	**30%**	› How do customers rate the relationship between the price and perceived value of the solution?

NOTES:
- 63% of the evaluation is based on the survey results, 37% is based on the analysts' assessment.
- 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.
- 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.
- 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.
- Recommendation Index is based on responses to Q: "Would you recommend this vendor in this market to your peers - Yes or No?"

		STRATEGY	EXECUTION	TOTAL
1.	APPTIO, an IBM Company	4.79	4.86	9.65
2.	NICUS	4.64	4.71	9.35
3.	USU	4.56	4.64	9.20
4.	MAGICORANGE	4.49	4.64	9.13
5.	BROADCOM	4.50	4.58	9.08
6.	COSTPERFORM	4.45	4.60	9.05
7.	SERVICEWARE	4.46	4.54	9.00
8.	AMALYTICS	4.41	4.53	8.94
9.	BMC HELIX	4.24	4.43	8.66
10.	UPLAND SOFTWARE	4.21	4.28	8.49
11.	BEE360	4.18	4.14	8.31
12.	CLEARCOST	3.91	4.14	8.05
13.	ACCIOD	4.00	4.00	8.00
14.	ITBMO	4.00	3.93	7.93
15.	CLOUDKEEPER	3.85	3.93	7.78
16.	CLOUDZERO	3.89	3.85	7.74
17.	TANGOE	3.85	3.85	7.70
18.	DEXTRADATA	3.78	3.86	7.64
19.	NICETEC	3.49	3.79	7.28
20.	SAP	3.43	3.05	6.48

Notes:
- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.

RESEARCH IN ACTION
vendor selection matrix®

USU is a market leader in IT and ESM and with the backing of Thoma Bravo on a further excellent growth trajectory.

GENERAL

USU GmbH is headquartered in Möglingen, Germany with customers around the world. The company was founded in 1977 and has continued its growth and expansion across regions, target markets and with partners. In December 2024, USU was acquired by Thoma Bravo. USU has over 600 employees and more than 1,200 customers (around 600 for ITFM/TBM). With a holistic solution portfolio for IT and Enterprise Service Management, USU addresses customers ranging from medium-sized businesses, large companies and IT service providers. The USU brand has achieved great recognition and popularity among IT and business decision-makers. USU is headquartered in Möglingen, Germany and operates as an international software and service company. With revenue of around € 100 million it has been a vital player in the areas of IT and Enterprise Service Management, IT Financial Management and workflow automation for many years.

STRATEGY

USU's vision: The whole world is touched by USU (em)powered services. The USU mission is to master digital challenges in IT and Customer Service with efficiency, passion, innovation and knowledge. USU's strategy is to highlight the criticality of a service across its lifecycle from design, visualization, service level agreements, service planning, calculations, cost allocation and chargeback with in-depth analysis across all stages. Its approach to integrate the different processes across the service portfolio, service level, cost and chargeback management enables end-to-end service and cost control for both management and service customers. Joining forces with Thoma Bravo has energized USU both on the product development, as well as on the sales and marketing side. Customer feedback is excellent. USU has received the highest score in our Recommendation Index.

EXECUTION

The unique USU approach to focus on the enablement of IT enterprises across all verticals, provides solid breadth and depth for IT enterprise teams striving towards the goal of a service provider for their organizations. USU offers a highly competitive ITFM/TBM product, well established in the market. USU-owned AI-based technology is already a lot more mature than most of the competition. USU now offers an integrated FinOps solution (OEM from finout.io) and successfully markets its SaaS capabilities. Customers are highly satisfied. The survey respondents have given USU the highest score for both customer satisfaction and price versus value ratio.

BOTTOM LINE

The acquisition by Thoma Bravo has been perceived by the buyers surveyed as a very positive sign for future innovation and growth. USU has been ranked as a market leader in the Vendor Selection Matrix™ reports for IT and Enterprise Service Management for many years now. We expect the same to be true for ITFM and TBM.

STRATEGY	RESULT
Vision And Go-To-Market	4.50
Innovation And Differentiation	4.50
Viability And Execution Capabilities	4.50
Recommendation Index	4.75
	4.56

EXECUTION	RESULT
Breadth And Depth Of Solution Offering	4.75
Market Share And Growth	4.00
Customer Satisfaction	4.75
Price Versus Value Ratio	4.75
	4.64

NOTES:

- Scale Explanation: 1 (Low) To 5 (High).
- Recommendation Index is based on responses to Q: "Would you recommend this vendor in this market to your peers - Yes or No?"
- Potential numerical deviations due to rounding.

Vendor Selection Matrix™ Methodology

Every year, Research In Action surveys **10,000+ enterprise IT and business decision makers** in enterprises globally to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm.

Survey data provides a wealth of direct and unfiltered feedback from the buyers including how buying decisions are made in today's business environment.

The Vendor Selection Matrix™ is a **primarily survey-based methodology** for vendor evaluation, where 63% of the evaluation is based on a survey of enterprise IT or business decision makers and 37% on the analyst's judgement.

The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action **Vendor Selection Matrix™ reports** so unique.

75,000+
Data Points

1,000
Enterprise Managers

37%
Analyst's Opinion

63%
Survey Results

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey.

We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations.

The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

Vendor Selection Matrix™ Disclaimer

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation.

Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings.

The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable.

Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact.

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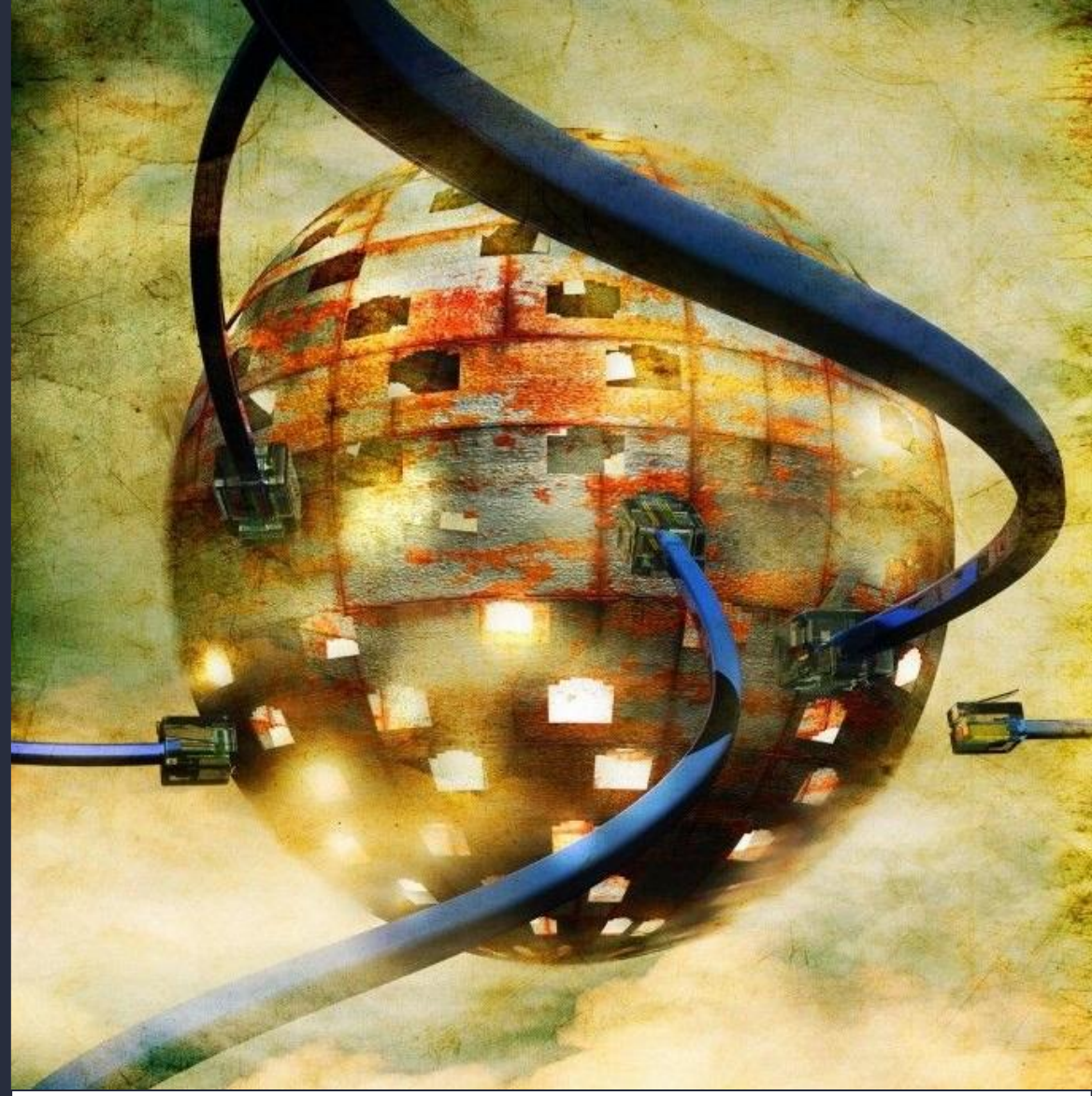
About Research in Action

www.researchinaction.org

Research In Action is a global research and consulting company providing enterprise buyers and vendors with forward-looking and practical advice on technology management and marketing automation.

The company was founded in 2011 by former Forrester executive Dr. Thomas Mendel, and soon joined by other Forrester leaders, to offer a different approach to industry analysis, including a greater emphasis on data from technology buyers.



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Dr. Thomas Mendel
Managing Director

Peter O'Neill
Research Director

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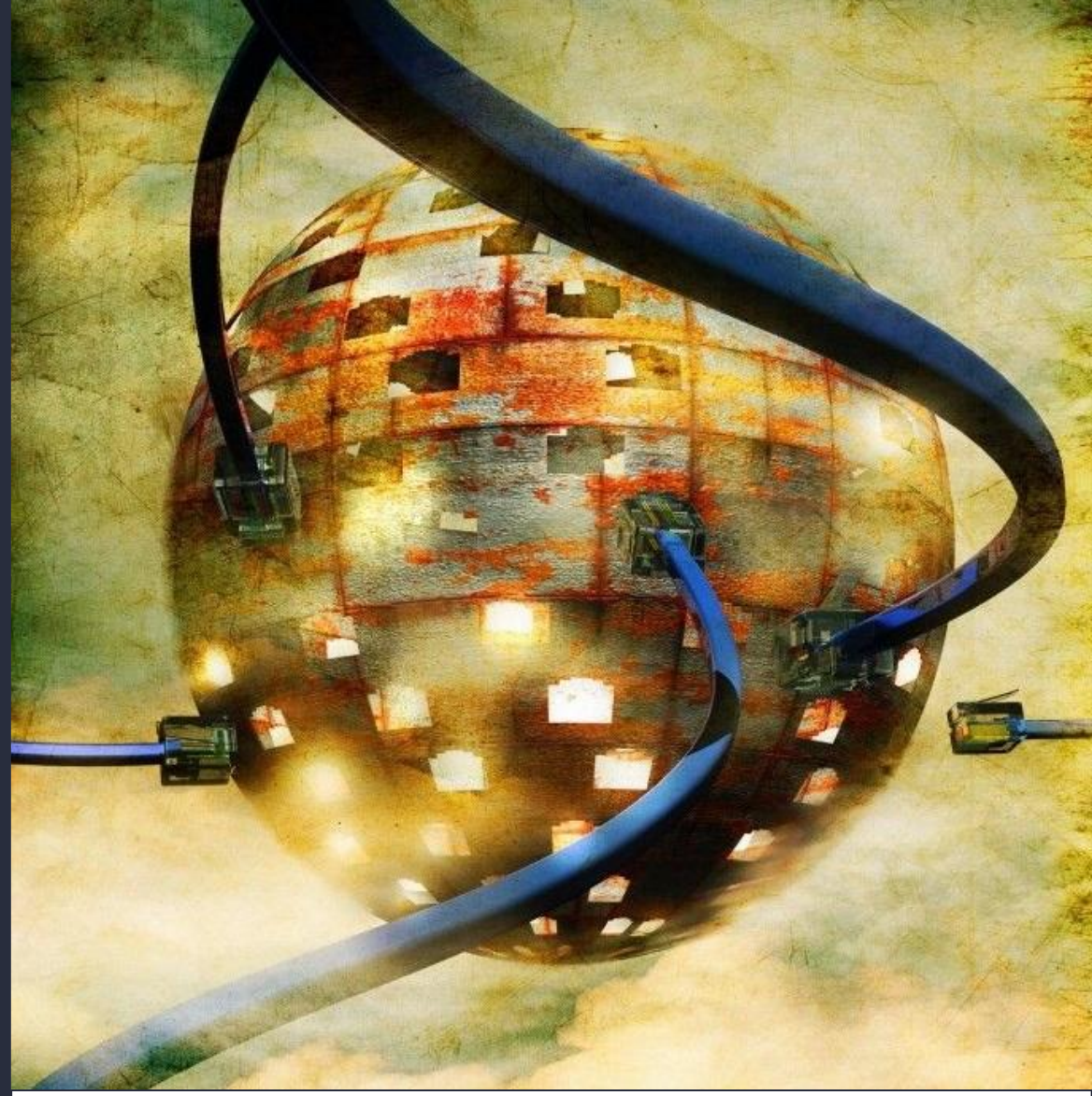

RESEARCH IN ACTION

independent research & consulting

APPENDIX: IT AUTOMATION DEFINITIONS

Application Discovery and Dependency Mapping (ADDM) solutions automatically discover various applications running on server and network devices within the business hybrid infrastructure and maps the dependencies between them providing a holistic view of all the resources running and the relationships between them.

Application Performance Management (APM) solutions manage the performance and health of applications within an IT enterprise.

Artificial Intelligence and Machine Learning (AI/ML) are both technologies and are leveraged in automation solutions. Artificial intelligence (AI) is the ability of a computer program or machine to think and learn (AI can mimic human cognition). Within IT Automation AI is used to correctly interpret a variety of data, to learn from such data and to use those learnings to achieve specific goals and tasks through flexible adaptation. Machine learning enables computers with the ability to learn without being programmed (explicit algorithms). It explores the study and construction of algorithms which can learn and make predictions on data. The algorithms follow programmed instructions or can make predictions or decisions based on the data. Machine learning is used when explicit algorithms cannot be done (e.g., computer vision, search engines, optical character recognition).

Artificial Intelligence for Operations (AIOps) solutions equip IT enterprise teams with analysis of volumes and categories of data to improve key processes, tasks and decision making. The adoption of these tools automates the ingestion of fast volumes of data; leverage machine learning to analyze the data, present findings to either predict or alert on issues and leverage the knowledge for automation or decision making.

Application Release Orchestration (ARO) solutions equip IT enterprise organizations and their teams with the automation of the software deployment cycle across hybrid technology environments.

Configuration Management Database (CMDB) is a database which captures IT components referred to as configuration items (CIs), which can be software, hardware, a document, article, or any such item that is part of the information system of the organization.

Connected Service Management (CSM) platforms or solutions are part of the management domain which manage the entire spectrum of customer, employee and digital experiences.

Continuous Integration/Continuous Delivery (CI/CD) is a software development practice that automates the integration and delivery of code changes. Continuous Integration involves regularly merging code changes into a shared repository, followed by automated testing to detect issues early. Continuous Deployment/Delivery ensures that these tested changes are automatically deployed to production (in the case of CD) or delivered to staging environments for further testing and review (in the case of Continuous Delivery).

Data Center Infrastructure Management (DCIM) refers to technologies and practices associated with the observation, diagnostic and predictive analysis and remediation of problems and anomalies associated with the computational, physical and economic dimensions of data center infrastructure.

Digital Automation and Management (DAM) refers to the comprehensive strategies, tools and processes utilized to streamline, automate and optimize various aspects of business and IT digital operations and business processes.

Digital Experience Analytics (DXA) is software that provide advanced insights into digital customer experiences and intentions within and across web, app and other types of digital pages.

Digital Experience Monitoring (DEM) is software that optimizes app performance, proactively prevent interruptions in digital experiences and ensure seamless user interactions across all digital touchpoints.

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Digital Employee Experience (DEX) solutions manage and improve the entire digital environment that employees interact with as part of their daily work tasks.

IT Asset Management (ITAM) software manages the full lifecycle of IT assets which typically includes all software, hardware, networking, Cloud services, and client devices. In some cases, it may also include non-IT assets such as buildings or information where these have a financial value and are required to deliver an IT service. IT asset management can include operational technology (OT), including devices that are part of the Internet of Things. These are typically devices that were not traditionally thought of as IT assets, but that now include embedded computing capability and network connectivity.

IT Financial Management (ITFM) software enables the alignment of IT investments with business goals, optimize costs, and demonstrate the value of technology expenditures through transparent financial and operational metrics. Technology Business Management (TBM) is a framework and set of practices that provide a structured approach to managing IT as a business within an organization.

The IT Infrastructure Library (ITIL) is the de facto standard for IT Service Management process definitions today.

IT Operations Management (ITOM) solutions monitor and control IT Services and infrastructure and enable IT to execute routine tasks necessary to support the operation of applications, services and hardware components within an organization; typically included are the provisioning of IT infrastructure, capacity management, cost-control activities, performance and security management and availability management for all IT infrastructure and assets.

IT Service Management (ITSM) refers to the entirety of activities – directed by policies, organized and structured in processes and supporting procedures – that are performed by an organization to plan, design, deliver, operate and control Information Technology (IT) services offered to internal customers. It is thus concerned with the implementation of IT Services that meet customers' needs, and it is performed by the IT service provider through an appropriate mix of people, process and information technology.

Observability solutions enable the aggregating, correlating and analyzing of steady streams of performance data from distributed applications and the hybrid infrastructure which support the applications.

Robotic Process Automation (RPA) solutions enable the automation of tasks, processes and procedures which are normally conducted by a human. RPA solutions create software robots that mimic human actions. Typically, these are tasks that a human would do. (Ro)Bots and Virtual Agents are part of RPA solutions.

Service Integration and Management (SIAM) software enables to efficiently manage and integrate multiple internal and external service providers to enhance service delivery and support dynamic sourcing models.

Strategic Portfolio Management (SPM) provide a centralized enterprise environment for collaboratively aligning strategy and execution across business and technology portfolios through functionalities for strategy definition, portfolio governance and modeling, adaptive strategic planning, execution monitoring and integration with other systems. **Project Portfolio Resource Management (PPRM)** refers to the strategic planning, allocation and monitoring of resources (such as personnel, capital, time and technologies) across different projects, programs and portfolios.

Unified Endpoint Management (UEM) software enables the management and securing of mobile applications, content, collaboration and provides for the management of all endpoints like smartphones, tablets, laptops, printers, ruggedized devices, Internet of Things (IoT) and wearables.

Value Stream Management Platform (VSMP) software solutions capture, visualize, and analyze the flow of work across the entire Agile software delivery project. The capabilities include end-to-end visibility, traceability and governance over the entire process and help to plan, track, and steer work at the team, program, portfolio, and enterprise levels. It includes the people working on a project, the systems which are operated and leveraged, and the flow of information and materials between teams. It enables the measurement of speed and quality for digital transformations.