

Enterprise Service
Management



9 Things You Need To Know

Where ESM adoption
currently stands and where
it's heading



Table of Contents

ESM Adoption

The statistics in this report are taken from a joint AXELOS Global Best Practice and ITSM.tools survey to gain important insights on where enterprise service management adoption currently stands and is heading.



#1: The Level of Enterprise Service Management Adoption is Already Significant

#2: “Enterprise Service Management” Isn’t the Most Popular Name for It

#3: The Three Key Drivers for Enterprise Service Management

#4: CIOs Commonly Lead on Enterprise Service Management Strategies

#5: The Most Popular Enterprise Service Management Use Cases

#6: The Most Shared ITSM Capabilities

#7: Enterprise Service Management Adoption Has Grown with Digital Transformation Acceleration

#8: Enterprise-wide ITSM Technology Exploitation Has Increased Significantly

#9: The Addition of Intelligent Automation to Enterprise Service Management



How is **ESM** used by **companies**, no matter the industry?

Enterprise service management – the use of IT service management (ITSM) principles and capabilities by other business functions/teams to improve their operations, services, experiences, and outcomes – has been a key ITSM trend for the last half-decade, with its tool-based use-case origins going back even further.

If you want to know more about what ESM really is and how it's being used by organizations around the world, then the following nine sets of statistics will help your understanding of both the current and future direction of this business-improving approach.

Is **ESM** here to stay?

#1: The Level of Enterprise Service Management Adoption is Already Significant

As of Q2 2021, two-thirds of organizations (68%) have enterprise service management strategies in flight. This is up from 43% in 2019.

Over half of organizations – 38% – consider themselves to be well advanced with their enterprise management strategy, a significant increase from just 7% of organizations in 2019. At the other end of the spectrum, only 11% of organizations currently have no plans for enterprise service management (down from 20% in 2019).

Smaller organizations are more likely to be in the early stages of ESM and are also more likely to have no plans. Conversely, the largest of organizations are the most likely to be well advanced with their enterprise service management strategies.



The largest of organizations are the most likely to be well advanced with their enterprise service management strategies.

AXELOS/ITSM.TOOLS
ESM SURVEY



What does **ESM** really mean?

#2: “Enterprise Service Management” Isn’t the Most Popular Name for It

While we commonly use the term “enterprise service management,” the sharing of ITSM principles and capabilities outside of IT also has other names. Interestingly, ESM isn’t the term of choice by those organizations that have already adopted it – with “service management” and “digital transformation” used more within organizations than the ITSM-industry’s preferred term.

The employed terminology also differs by role. CxOs are less likely to call ESM “ITSM” and most likely to call it “digital workflow enablement,” whereas consultants are more likely to call it “service management” or “digital transformation”.



The key **factors** driving ESM



#3: The Three Key Drivers for Enterprise Service Management

Unlike in the early, tooling-focused days of enterprise service management, cost reduction is no longer seen as a top-three driver for enterprise service management adoption.

Today ESM strategies are most commonly being executed to meet the need for:

1. Process standardization and optimization
2. Digital transformation enablement
3. Employee productivity improvement

Ultimately delivering optimized ways of working that support improved business operations and outcomes, including superior employee experiences.

3 Key Drivers of ESM

How ESM strategies help companies evolve and innovate



PROCESS STANDARDIZATION AND OPTIMIZATION

A practice within the discipline of business process management, aimed at improving the efficiency and effectiveness of business processes.



DIGITAL TRANSFORMATION ENABLEMENT

The process of transformation through digital tools to enable exceptional employee experience, create efficient business processes and modify the business model.



EMPLOYEE PRODUCTIVITY IMPROVEMENT

Employee productivity, also known as productivity in the workplace or workplace productivity, is the measure of an individual employee's output.

ESM delivers optimized ways of working that support improved business operations and outcomes, including superior employee experiences.

**AXELOS/ITSM.TOOLS
ESM SURVEY**



Who is **leading** ESM?

#4: CIOs Commonly Lead on Enterprise Service Management Strategies

A commonly asked question is “Who should be leading on our corporate enterprise service management strategy?” The short answer is that it differs by organization, but some roles are more commonly leading enterprise service management initiatives than others.

Whether it’s the fact that enterprise service management is reliant on an organization’s ITSM capabilities or because there’s a heavy technology element when delivering against the need for digital workflows, it’s not unsurprising that CIOs are most commonly at the helm with enterprise service management strategies. CEOs are the next most common role.

Interestingly, and somewhat understandably, CIOs are more likely to be in charge in larger organizations, with CEOs being so in smaller organizations.



Where is **ESM** being adopted?

#5: The Most Popular Enterprise Service Management Use Cases

The extension of ITSM capabilities can be to a variety of business functions and teams given that most parts of an organization need digitally-enabled workflows, often to enable where a service provider delivers against the needs of a service requester. Whether the request is for help, information, service, or change.

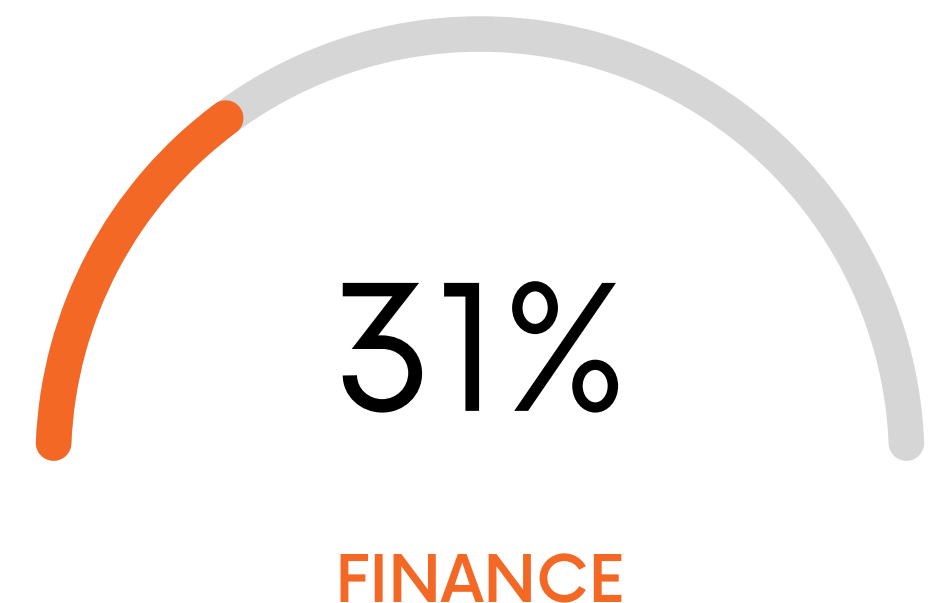
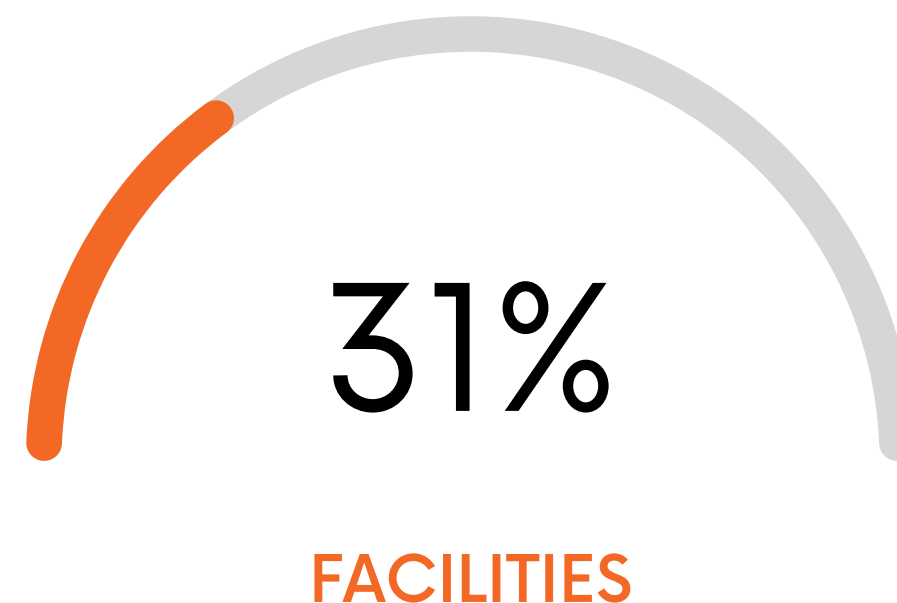
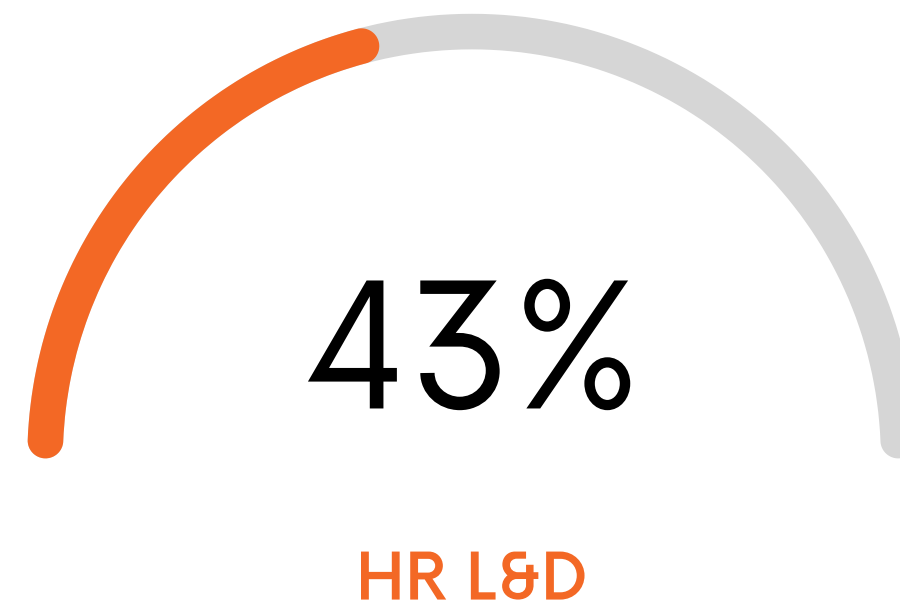
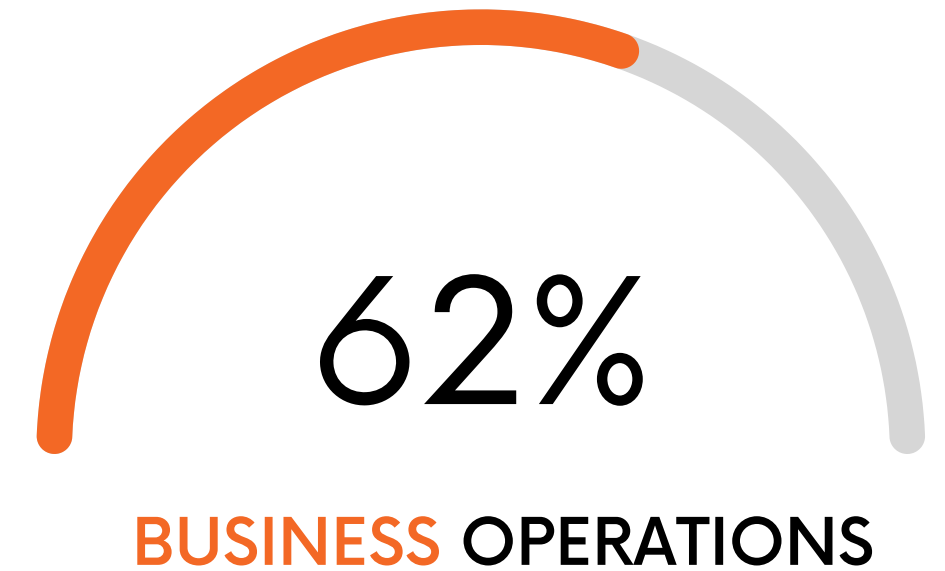
[See the stats by function](#)



Who has adopted ESM?

Active ESM strategies

As of Q2 2021, the adoption by those organizations with active enterprise service management strategies, the percentages are:





Who is sharing ITSM?

#6: The Most Shared ITSM Capabilities

When ESM is described as the sharing of ITSM capabilities with other business functions, there's often a similar perception to what can happen with ITSM or ITIL adoption – that everything is used. However, just because an organization says that it uses ITSM or has adopted ITIL best practices, it doesn't mean that it's applying all 34 of the practices in ITIL 4.

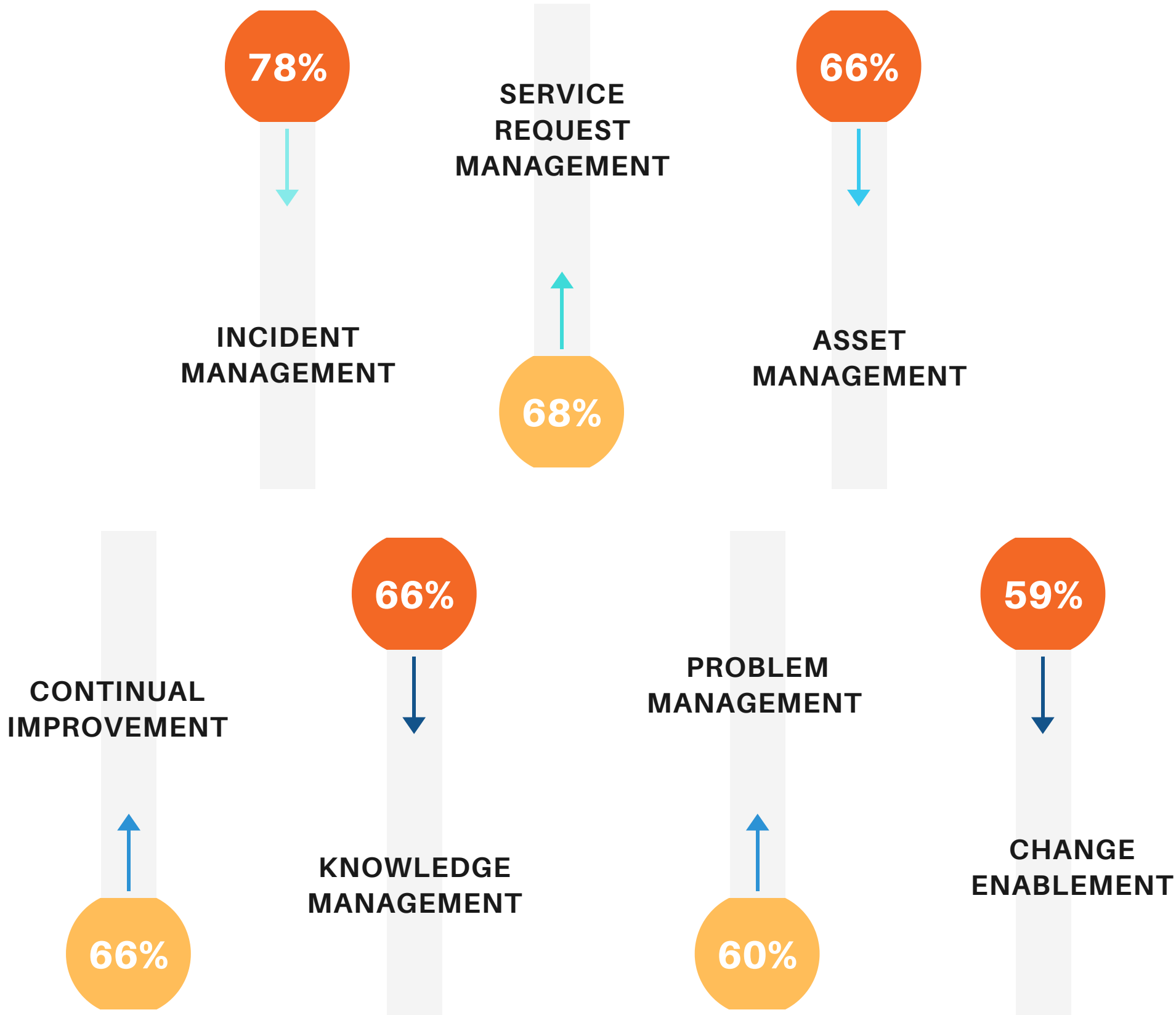
Given that ITIL is designed to be “adopted and adapted,” it's unsurprising that the relative levels of enterprise service management capability adoption are so varied – because a capability needs to first be used within IT for it to then be extended to other business functions/teams.

[See the stats](#)

The most shared ITSM capabilities

Based on IITL 4 terminology

For organizations that already have an enterprise service management strategy in-flight, the main ITSM capabilities being shared across business functions/teams are:



% of ITSM capabilities being shared across business functions/teams

Impact of digital transformation



#6: Enterprise Service Management Adoption Has Grown with Digital Transformation Acceleration

80% of organizations report some form of digital-transformation-strategy acceleration during 2020 caused by the global pandemic, with this impacting their need for digital workflow enablement (which can be provided by ITSM tools).

In understanding what has driven this acceleration of digital transformation strategies, distanced working was by far the most common factor – with this a top factor for 88% of the organizations that have seen digital transformation acceleration. This need for “back-office digital transformation” maps well to the shared capabilities of taking an enterprise service management approach.

80% of organizations report some form of digital transformation strategy acceleration during 2020 caused by the global pandemic, with this impacting their need for digital workflow enablement



AXELOS/ITSM.TOOLS
ESM SURVEY

Exploiting **ITSM** technology is up

#7: Enterprise-wide ITSM Technology Exploitation Has Increased Significantly

ITSM tools have long been used by other business functions/teams, in some organizations, to improve their operations and outcomes. However, when looking at ESM through a technology-sharing lens it's important to appreciate that:

1. The corporate ITSM tool can be used by another business function without there being an ESM strategy.
2. An ESM strategy might simply share service management best practices but not the corporate ITSM tool. For example, with customer service/support teams.

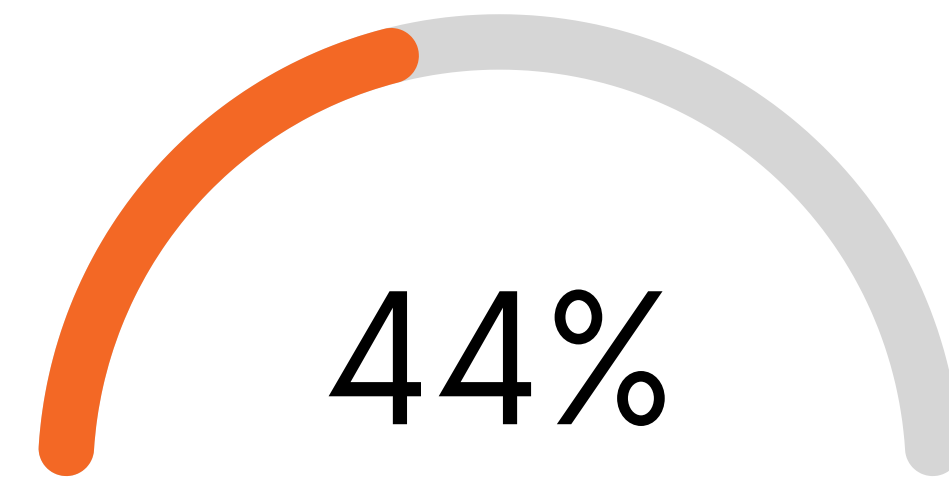


[See the stats](#)

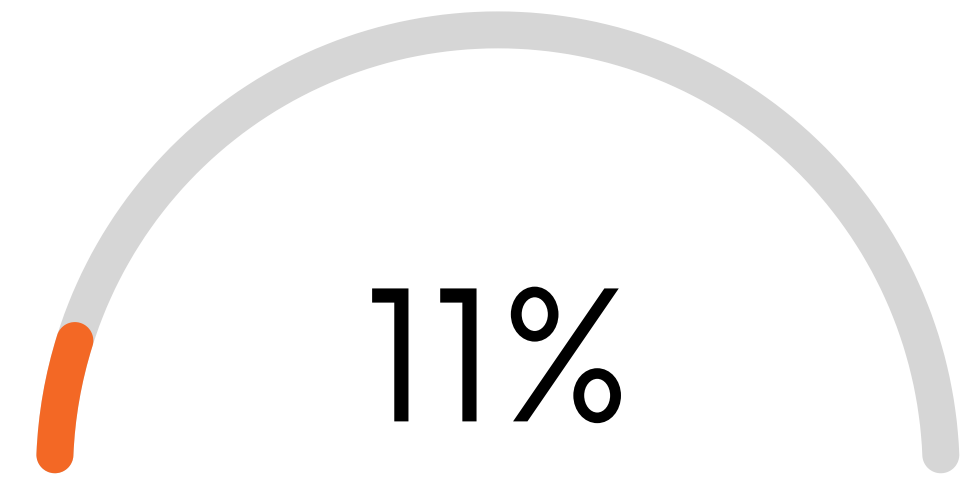
Cross-function ITSM tool use

Tool sharing

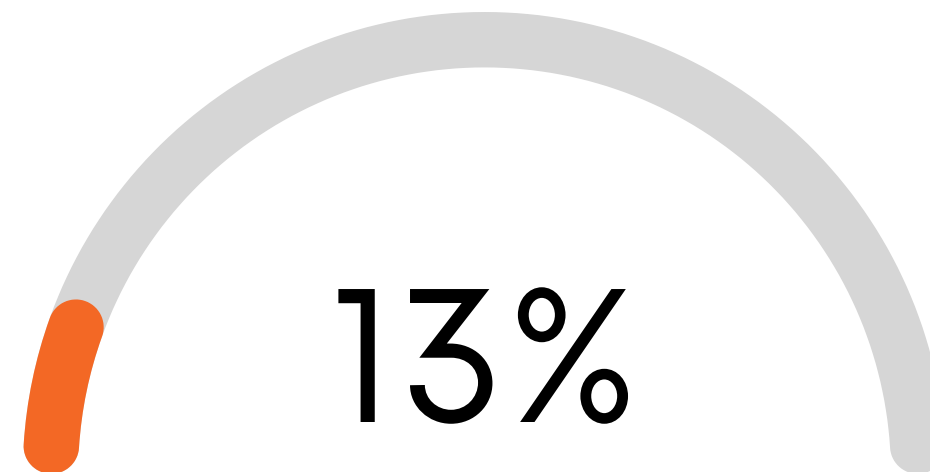
The 55% of organizations that use their ITSM tool outside of IT is significantly lower than the 68% with in-flight ESM strategies – reflecting that not all ESM use cases share the corporate ITSM tool.



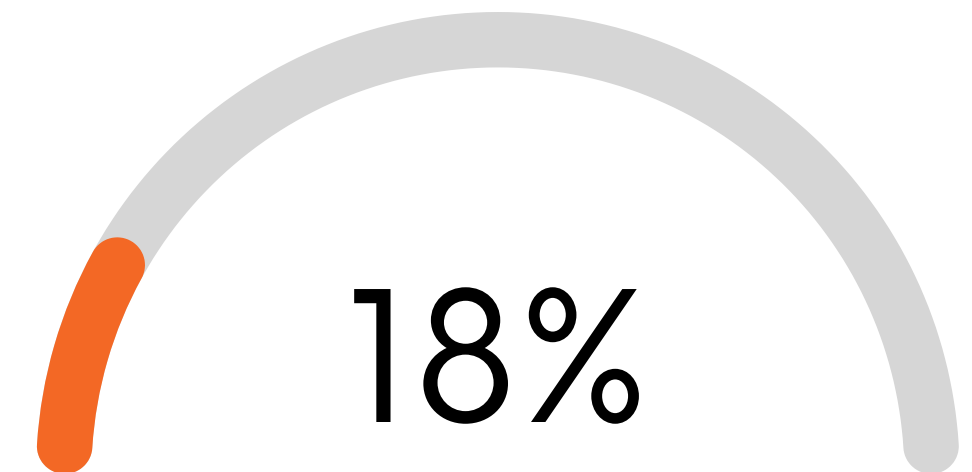
MULTIPLE BUSINESS FUNCTIONS



1 OTHER BUSINESS FUNCTION



OUTSIDE OF IT



NO PLANS OUTSIDE OF IT

% of ITSM tools being shared across business functions/teams

ESM and Intelligent Automation

#8: The Addition of Intelligent Automation to Enterprise Service Management

ITSM tools have long been seen as a proven platform for providing digital workflows and other digital-enabling capabilities, such as self-service and knowledge management, to other business functions/teams.

Now artificial intelligence (AI)-enabled service management capabilities – “intelligent automation” – are also in the mix, not only for IT departments but also the other business functions/teams benefitting from a corporate enterprise service management approach.



Use of AI

Part of ESM approach

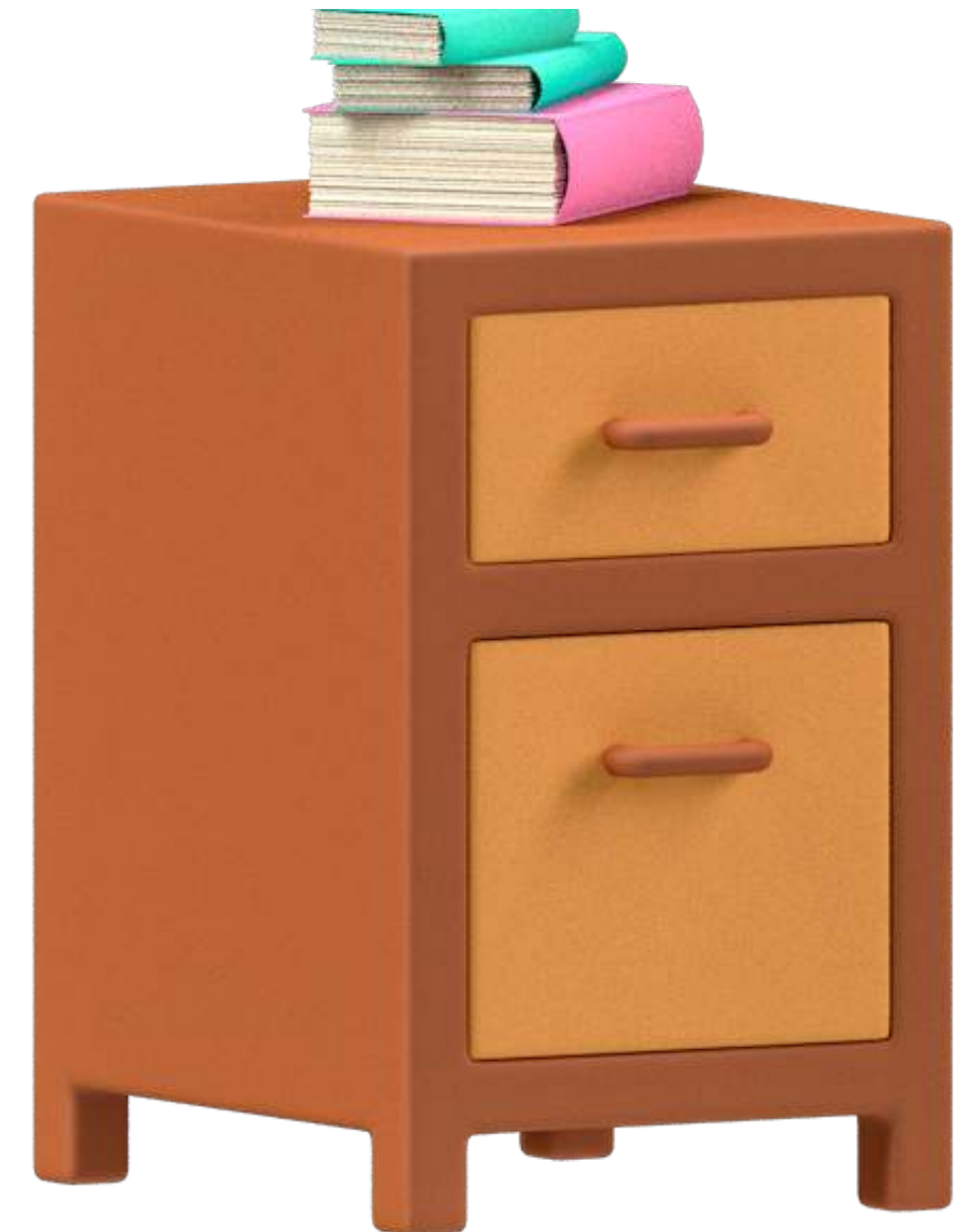
As of Q2 2021, 40% of organizations are using AI while 24% still have no plans.

For the 40%, these capabilities are still only available within the IT department for half of these organizations (22%).

No plans to use AI
24%



Already using AI
40%



Artificial intelligence (AI)-enabled service management capabilities are also now in the mix, not only for IT departments but also the other business functions or teams benefitting from a corporate enterprise service management approach.



How ESM Will Help Your Organization

How ESM makes accomplishing service excellence easy



ADOPTION OF ESM IS GROWING

The global adoption of ESM strategies has grown significantly in the last two years. This reflects the greater availability of related best practices, the improved capabilities of service management tools, the increased sharing of customer success stories, and the acceleration of digital transformation strategies – with the associated need for digital workflows – caused by the global pandemic.

ADOPTION IS BECOMING MORE ADVANCED

Adoption levels will continue to grow, across organizations of all sizes, with more organizations expected to move from planning for enterprise service management and early-stage adoption to well-advanced status as we move into 2022.

IMPROVING OPERATIONS AND OUTCOMES

If you would like to find out more about how enterprise service management will help your organization to improve its operations and outcomes, then please join us at UNITY21, SDI's new free virtual conference featuring the world's top ESM experts:

www.servicedeskintstitute.com/unity-21/



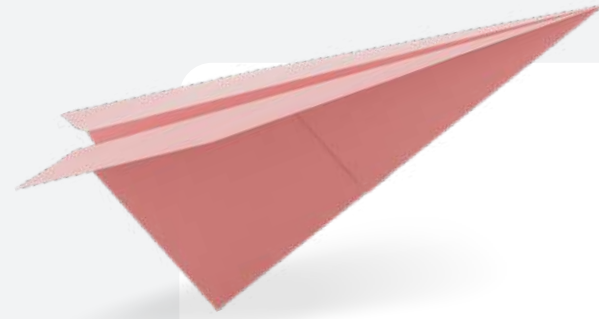
Unity²¹

NEXT GENERATION SERVICE MANAGEMENT

Unifying service teams to deliver brilliant digital employee experiences

REGISTER NOW!

Tuesday | November 30 | 12:00 - 19:00 GMT



Do you have any questions?

Send it to us hello@sdi-e.com!
We hope you learned something new.



