

# Vendor Landscape: Mid-Market Service Desk Software

Ensure the productivity of help desk with the right platform.

# Introduction

---

**Service desk tools have moved beyond simple help desk ticketing systems to integrated solutions with full-service management and automation.**

## **This Research Is Designed For:**

- ✓ Organizations seeking to select a mid-market solution for service desk.
  - Their service desk use case may include:
    - Deployment options
    - System management integration
    - Small IT tools
    - Multi-site support
    - Multi-tenant support

## **This Research Will Help You:**

- ✓ Understand what's new in the service desk market.
- ✓ Evaluate service desk vendors and products for your enterprise needs.
- ✓ Determine which products are most appropriate for particular use cases and scenarios.

# Executive summary

---

Info-Tech evaluated 13 competitors in the service desk market, including the following notable performers:

## Champions:

- **Agiloft**, a simple, easy-to-use, highly configurable SaaS product at a relatively low price.
- **SysAid**, an on-premises/SaaS tool with a strong focus on end-user satisfaction through integration tools for faster troubleshooting and resolution and automated benchmarking.
- **ManageEngine**, an on-premises/SaaS solution that offers module-based scalability and an attractive user interface.
- **IncidentMonitor™**, an on-premises/SaaS solution by Monitor 24-7 that is OWASP certified and adept for service desk consolidation projects.

## Value Award:

- **Agiloft**, a vendor providing an unconditional satisfaction guarantee on a product that can be used out of the box or customized, is highly scalable and priced low.

## Trend Setter Award:

- **TeamDynamix**, a robust on-premises tool/SaaS tool with a strong focus on the higher-education market that comes bundled with a strong PPM module.

### Info-Tech **Insight**



#### 1. Each vendor offers similar functionality:

At a high level, the mid-market class service desk solutions offer the same functionality. Look more granularly to ensure best fit.

#### 2. Build efficiencies and consolidate tools with technician-enablement capabilities:

Check for the ability for technicians to launch remote tools, install patches, and initiate activities from within the ticket, enabling more efficient and faster issue resolution.

#### 3. ITIL modules aren't just for enterprise clients anymore:

Change and problem management are becoming the norm for any company looking for stability and proactive approaches.

# How to use this Vendor Landscape

---

**There are two ways you can use this Info-Tech Vendor Landscape in your organization. Choose the option that best fits your needs:**

## DIY Toolkit



“Our team has already made this critical project a priority, and we have the time and capability, but some guidance along the way would be helpful.”

## Guided Implementation



“Our team knows that we need to fix a process, but we need assistance to determine where to focus. Some check-ins along the way would help keep us on track.”

# Guided Implementation points in the Service Desk Vendor Landscape

---

**Book a Guided Implementation Today:** Info-Tech is just a phone call away and can assist you with your evaluation. Our expert Analysts can guide you to successful technology selection.

*Here are the suggested Guided Implementation points for the Service Desk Vendor Landscape:*

## Section 1: Shortlist Assistance and Requirements

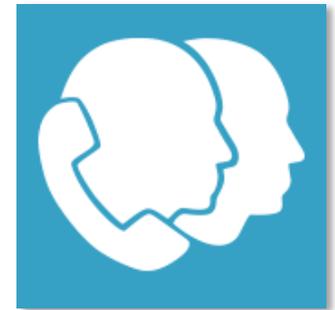
Get off to a productive start: Discuss the market space and how vendors are evaluated. Decide which deployment option suits you best and narrow down the options based on customized requirements.

## Section 2: RFP and Budget Review

Interpret and act on RFP results: Review vendors' RFPs and ensure the solution is meeting your needs. Discuss average pricing of solutions and what can fit into your budget.

## Section 3: Negotiation and Contract Review

Purchase optimization: Review contracts and discuss best practices in negotiation tactics to get the best price for your solution.



This symbol signifies when you've reached a Guided Implementation point in your project.

To enroll, send an email to [GuidedImplementations@InfoTech.com](mailto:GuidedImplementations@InfoTech.com) or call 1-888-670-8889 and ask for the Guided Implementation Coordinator.

# Market overview

## *How it got here*

- Most help desks have grown organically over the last few decades as organizations moved to desktop computing, and they developed a need to manage a growing number of incidents and requests.
- As dependency on individual computing requirements has grown and systems have become more complex, ticket volumes have increased and the number of technicians required to support an organization made the need for ticket tracking more important.
- As support services have become more complex due to sophistication of applications and integration of multiple systems, the focus has moved from basic ticket tracking to a more formalized, ITIL-compliant, and proactive approach.

## *Where it's going*

- Smaller IT support teams have recognized the need to take a more proactive and efficient approach to supporting end users. Although they don't have the budget of large enterprises, they still have many of the same resource constraints and needs.
- As organizations increase their technical solutions to improve business functions, the need to access tools that will do more than just track incidents and service requests is a must. Many of these organizations are looking for integrated tools for software distribution or patch management, remote access, and ITIL-focused modules such as problem and change management.
- Self-serve needs are moving beyond ticket creation and status update to service catalog and knowledgebase, and in some cases, automated resolution. The companies that are addressing these needs will be in a much stronger position as organizations are looking to catch up to their users' demands.

# Service desk vendor selection / knock-out criteria: market share, mind share, and platform coverage

---

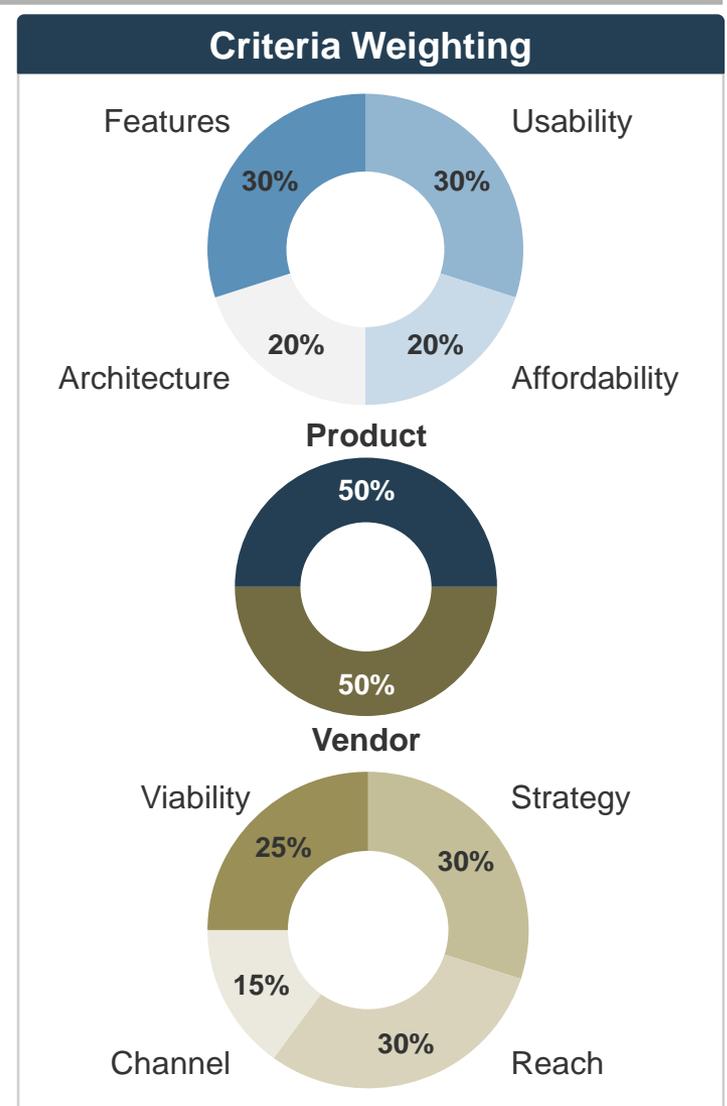
- End users are more interested and willing to engage in self-help prior to submitting a ticket, making knowledgebase and service catalog more important for service desk software. Features that provide technician efficiencies and service modules that enable more proactive services such as change and problem management are becoming more important.
- For this Vendor Landscape, Info-Tech focused on those vendors that offer broad capabilities across multiple platforms and that have a strong market presence and/or reputational presence among mid- to large-sized enterprises.

## Included in this Vendor Landscape:

- **Agiloft.** Offers an adequate out-of-the-box solution with unparalleled customizability.
- **BMC FootPrints** and **Remedyforce.** A longstanding vendor with products to suit organizations of varied size and complexity.
- **Freshservice.** Vendor with a strong focus on customer service and simplicity via centralized IT resources.
- **ManageEngine.** Focuses on consolidation; the goal is to get a single-pane-of-glass view of IT.
- **Monitor 24-7.** A SaaS/on-premises solution with a wide array of customizable options that is OWASP certified.
- **Quest KACE.** The only appliance-based product in this landscape. KACE appliances provide out-of-the-box function and easy implementation.
- **Samanage.** Its cloud product provides wide array of cloud application integrations.
- **ServiceNow Express.** Enterprise-centric vendor has offered a mid-market version of its robust service management solution.
- **SysAid.** Strong out-of-the-box solution that provides many technician tools for efficient troubleshooting and repair.
- **TeamDynamix.** A SaaS/on-premises solution with a robust set of offerings, including an excellent PPM module.
- **TechExcel.** Provides a strong product to align service and SDLC process on a single platform.
- **Vivantio.** A SaaS product that offers a wide array of analytic capabilities.

# Service desk criteria & weighting factors

Product Evaluation Criteria	
Features	The solution provides basic and advanced feature/functionality according to our feature list.
Usability	The end-user and administrative interfaces are intuitive and offer streamlined workflow.
Affordability	Implementing and operating the solution is affordable given the technology.
Architecture	Multiple deployment options and extensive integration capabilities are available.
Vendor Evaluation Criteria	
Viability	Vendor is profitable, knowledgeable, and will be around for the long term.
Strategy	Vendor is committed to the space and has a future product and portfolio roadmap.
Reach	Vendor offers global coverage and is able to sell and provide post-sales support.
Channel	Vendor sales strategy is appropriate and partners are strong.



# The Info-Tech Mid-Market Service Desk Vendor Landscape

## *The zones of the Landscape*

**Champions** receive high scores for most evaluation criteria and offer excellent value. They have a strong market presence and are usually the trend setters for the industry.

**Market Pillars** are established players with very strong vendor credentials, but with more average product scores.

**Innovators** have demonstrated innovative product strengths that act as their competitive advantage in appealing to niche segments of the market.

**Emerging Players** are comparatively newer vendors who are starting to gain a foothold in the marketplace. They balance product and vendor attributes, though score lower relative to market Champions.

## The Info-Tech Mid-Market Service Desk Vendor Landscape



For an explanation of how the Info-Tech Vendor Landscape is created, see [Information Presentation – Vendor Landscape](#) in the Appendix.

# Balance individual strengths to find the best fit for your enterprise

	Product					Vendor				
	Overall	Features	Usability	Afford.	Arch.	Overall	Viability	Strategy	Reach	Channel
Agiloft										
BMC FootPrints										
BMC Remedyforce										
Freshservice										
ManageEngine										
Monitor 24-7										
Quest KACE										
Samanage										
ServiceNow Express										
SysAid										
TeamDynamix										
TechExcel										
Vivantio										

**Legend** =Exemplary =Good =Adequate =Inadequate =Poor

For an explanation of how the Info-Tech Harvey Balls are calculated, see [Information Presentation – Criteria Scores \(Harvey Balls\)](#) in the Appendix.

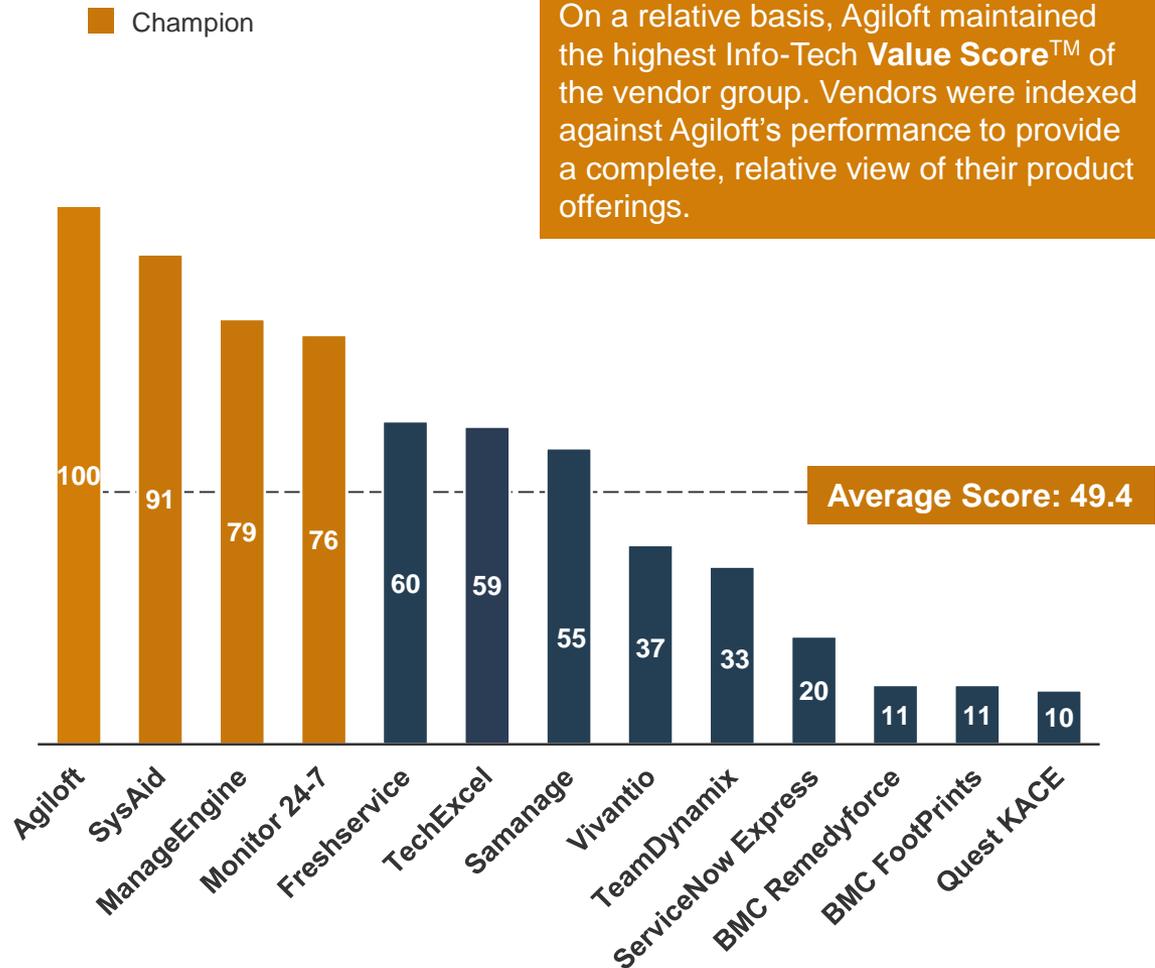
# The Info-Tech Mid-Market Service Desk Value Index

## What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to its price point**. It **does not** indicate vendor ranking.

Vendors that score high offer more **bang-for-the-buck** (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.



For an explanation of how Price is determined, see [Information Presentation – Price Evaluation](#) in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see [Information Presentation – Value Index](#) in the Appendix.

# Table Stakes represent the minimum standard; without these, a product doesn't even get reviewed

## The Table Stakes

Feature	What it is:
Incident/Service Management	The process of handling requests from users for new services, equipment, or to resolve issues.
Problem Management	Proactive approach to reducing recurring incidents and increasing availability.
Change Management	Efficient and auditable process for managing requests for change to minimize downtime.
Configuration Management	Integrated CMDB to track and maintain configuration items and their dependencies.
Knowledge Management	Database integrated with ticketing system for sharing information between technicians.
Self-Serve	Ability to create incident tickets, request services, and access status FAQ via a portal.

## What does this mean?

The products assessed in this Vendor Landscape™ meet, at the very least, the requirements outlined as Table Stakes.

Many of the vendors go above and beyond the outlined Table Stakes, some even do so in multiple categories. This section aims to highlight the products' capabilities **in excess** of the criteria listed here.

# Advanced Features are the capabilities that allow for granular market differentiation

## Scoring Methodology

Info-Tech scored each vendor's features offering as a summation of its individual scores across the listed advanced features. Vendors were given one point for each feature the product inherently provided. Some categories were scored on a more granular scale with vendors receiving half points.

## Advanced Features

Feature	What we looked for:
End-User Self-Serve	Ability to create tickets and view status, FAQ, and service catalog with customizations.
End-User Interface	Tools to benefit end users such as single sign-on to self-serve, FAQ integration, and multi-language support.
Technician Administration	Easily designed dashboards, reports, forms, templates, and workflows; task management; and chat integration.
Technician Support	Integration with phone systems, remote control, software distribution and patch management, and print management.
Advanced Technician Support	Orchestration for task automation, alert aggregation, CMDB and dependency mapping, virtual war room.
Multi-Site Functionality	Central management of dispersed technicians, multiple time zones, operational hours, and automated shift reassignments.
Advanced Knowledgebase	Customizable templates, statistics, workflows for peer and editing reviews, and role-based database segregation.
Mobile	Access via web app, native mobile app for end users and technicians.
Project Management	Project management module, application lifecycle tools, and project portfolio management module.

For an explanation of how Advanced Features are determined, see [Information Presentation – Feature Ranks \(Stoplights\)](#) in the Appendix.

# Each vendor offers a different feature set; concentrate on what your organization needs

Evaluated Features												
	Self-Service	Technician Admin.	Technician Support	End-User Interface	Multi-Site Functionality	KB	Basic ITSM Modules	Intermediate ITSM Modules	Advanced ITSM Modules	Expert ITSM Modules	Mobile	Project Management
Agiloft	●	●	●	●	●	●	●	●	●	●	●	●
BMC FootPrints	●	●	●	●	●	●	●	●	●	●	●	●
BMC Remedyforce	●	●	●	●	●	●	●	●	●	●	●	●
Freshservice	●	●	●	●	●	●	●	●	●	●	●	●
ManageEngine	●	●	●	●	●	●	●	●	●	●	●	●
Monitor 24-7	●	●	●	●	●	●	●	●	●	●	●	●
Quest KACE	●	●	●	●	●	●	●	●	●	●	●	●
Samanage	●	●	●	●	●	●	●	●	●	●	●	●
ServiceNow Express	●	●	●	●	●	●	●	●	●	●	●	●
SysAid	●	●	●	●	●	●	●	●	●	●	●	●
TeamDynamix	●	●	●	●	●	●	●	●	●	●	●	●
TechExcel	●	●	●	●	●	●	●	●	●	●	●	●
Vivantio	●	●	●	●	●	●	●	●	●	●	●	●

Legend

● =Feature fully present

● =Feature partially present/pending

● =Feature absent

For an explanation of how Advanced Features are determined, see [Information Presentation – Feature Ranks \(Stoplights\)](#) in the Appendix.

# Shortlist Assistance & Requirements



Arrange a call now: email [GuidedImplementations@InfoTech.com](mailto:GuidedImplementations@InfoTech.com) or call 1-888-670-8889 and ask for the Guided Implementation Coordinator.

<b>Prior to the Guided Implementation</b>	<b>During the Guided Implementation</b>	<b>Value &amp; Outcome</b>
<ol style="list-style-type: none"><li>1. Have reasoning as to why a new solution is being discussed.</li><li>2. Compile list of gaps.</li></ol>	<p><b>An Info-Tech Consulting Analyst will discuss with you:</b></p> <ul style="list-style-type: none"><li>• Reviewing the market and understanding the rationale behind the evaluation.</li><li>• Deciding on a deployment method.</li><li>• Feature analysis.</li></ul>	<p><b>At the conclusion of the Guided Implementation call, you will have:</b></p> <ul style="list-style-type: none"><li>• An understanding of the market situation.</li><li>• A narrowed list of vendors with the customized evaluation tool.</li><li>• An RFP template to distribute to vendors.</li></ul>

# Organizations with specific mandates for software purchase should start with choosing between cloud and on-premises

**Cloud licensing may not be less expensive, but it provides a faster deployment time.**

## 1 Deployment requirements

*Flexible provisioning of on-premises or cloud*



*Provisioned as a cloud solution*



*Provisioned as an on-premises solution*



### Why Scenarios?

In reviewing the products included in each Vendor Landscape™, certain use cases come to the forefront. Whether those use cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use cases as Scenarios, and calls attention to them where they exist.

For an explanation of how Scenarios are determined, see [Information Presentation – Scenarios](#) in the Appendix.

# Choose the application that integrates with your existing system management tools

Managing application deployment is a critical function of the service desk.

1

**2** System management integration

3

4

5

*Provides SCCM connectors*

**Agiloft**

**servicenow**

**samanage**

**SysAid**

**TechExcel**

**remedyforce**

*Provides cloud application deployment support*

**samanage**

**servicenow**

**remedyforce**

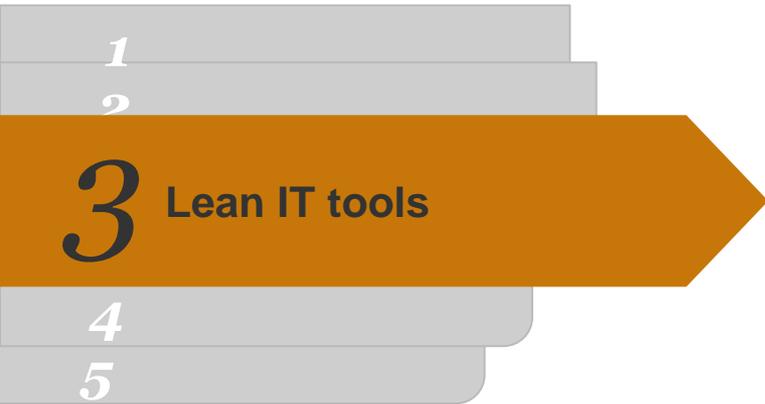
## Why Scenarios?

In reviewing the products included in each Vendor Landscape™, certain use cases come to the forefront. Whether those use cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use cases as Scenarios, and calls attention to them where they exist.

For an explanation of how Scenarios are determined, see [Information Presentation – Scenarios](#) in the Appendix.

# Multi-tasking IT departments need a tool that can keep up

Lean IT teams need tools to reduce technician workload through either automating repetitive tasks or providing users with tools to self-serve.



*Focus on technician productivity*

ManageEngine samanage SysAid

BMC FootPrints ◀remedyforce

TeamDynamix servicenow vivantio

*Focus on self-serve tools*

servicenow freshservice ManageEngine

BMC FootPrints TeamDynamix ◀remedyforce

## Why Scenarios?

In reviewing the products included in each Vendor Landscape™, certain use cases come to the forefront. Whether those use cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use cases as Scenarios, and calls attention to them where they exist.

For an explanation of how Scenarios are determined, see [Information Presentation – Scenarios](#) in the Appendix.

# Geographically dispersed organizations have specific service needs beyond IT

**IT service desk often provides the central platform for integrating multiple support departments across the world.**

1

2

3

**4 Multi-site support**

5

*Best suited for cross-departmental processes*

**Agiloft**

**SysAid**

**servicenow**

*Best suited for external customer service*

**remedyforce**

## Why Scenarios?

In reviewing the products included in each Vendor Landscape™, certain use cases come to the forefront. Whether those use cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use cases as Scenarios, and calls attention to them where they exist.

For an explanation of how Scenarios are determined, see [Information Presentation – Scenarios](#) in the Appendix.

# Data residency and access controls require specific service desk requirements

**Mid-sized multi-tenant organizations require automation to manage the complexity of supporting separate databases across services.**

1

2

3

4

**5 Multi-tenant support**

*Best suited for managed service providers*

**SysAid**

**remedyforce**

**Agiloft**

## **Why Scenarios?**

In reviewing the products included in each Vendor Landscape™, certain use cases come to the forefront. Whether those use cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use cases as Scenarios, and calls attention to them where they exist.

For an explanation of how Scenarios are determined, see [Information Presentation – Scenarios](#) in the Appendix.

*Best suited for highly regulated enterprises*

**SysAid**

**Agiloft**

# RFP & Budget Review



Arrange a call now: email [GuidedImplementations@InfoTech.com](mailto:GuidedImplementations@InfoTech.com) or call 1-888-670-8889 and ask for the Guided Implementation Coordinator.

Prior to the Guided Implementation	During the Guided Implementation	Value & Outcome
<ol style="list-style-type: none"><li>1. Collect RFPs from vendors based on the template provided.</li></ol>	<p><b>An Info-Tech Consulting Analyst will discuss with you:</b></p> <ul style="list-style-type: none"><li>• Reviewing price benchmarking.</li><li>• Reviewing returned RFPs.</li></ul>	<p><b>At the conclusion of the Guided Implementation call, you will have:</b></p> <ul style="list-style-type: none"><li>• Narrow list of vendors.</li><li>• Clear understanding of the capabilities of the solutions on the shortlist.</li><li>• A demo script to use during presentations with the final list of vendors.</li></ul>

# Agiloft is a full-service solution designed for fast implementation and customization



## Champion

Product: Agiloft  
Employees: <200  
Headquarters: Redwood City, CA  
Website: [agiloft.com](http://agiloft.com)  
Founded: 1991  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 3, between \$10,000 and \$25,000



Pricing provided by vendor

## Overview

Agiloft provides a highly customizable, inexpensive solution that can be rapidly implemented; however, the complexity may be overwhelming for some organizations.

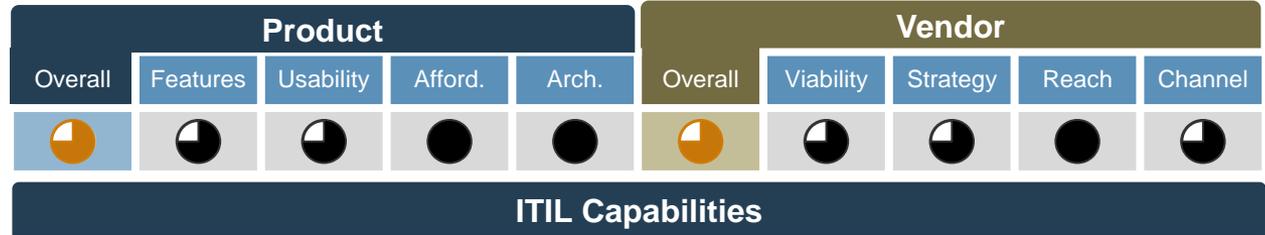
## Strengths

- Support for an unlimited number of specialized portals and self-service portals. This can support enterprise service management.
- Deeply configurable, flexible application.
- Out-of-the-box features support an immediate service management maturity level use case.
- Agiloft has expanded the out-of-the-box connectors to include external payment processes and document comparison features.

## Challenges

- Text-based design was difficult to navigate with all of the categories on the sidebar. There were multiple fields to edit without a great deal of automation.
- UX/UI is highly technical (less intuitive) than some of the SaaS solutions in the mid-market space.
- Although it can be installed quickly, Agiloft implementations are often highly customized and generally need professional services.

# Agiloft offers most ITIL process capabilities for managing all aspects of IT service



### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

### Business



- Demand Management
- Financial Management
- Supplier Management

### Asset Controls

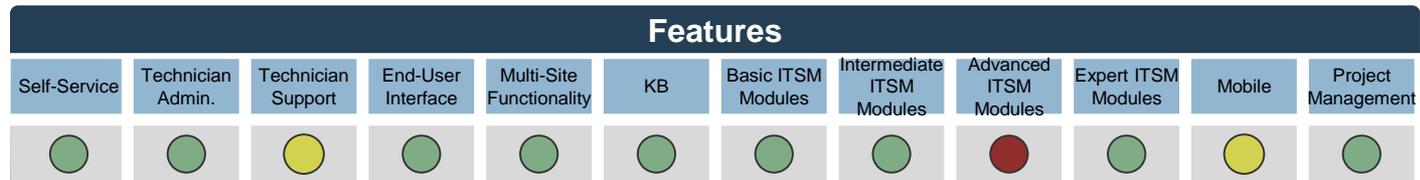


- Asset Lifecycle
- Configuration Management
- Release & Deployment

### Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

The level of customization combined with an attractive price make Agiloft a favorite among growing organizations looking to purchase a tool that meets as they grow.

# SysAid focuses on technician productivity to enable fast resolution regardless of device



## Champion

Product: SysAid v14  
Employees: <200  
Headquarters: Airport City, Israel  
Website: [sysaid.com](http://sysaid.com)  
Founded: 2002  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 4, between \$25,000 and \$50,000



Pricing provided by vendor

## Overview

SysAid provides a service desk that's high on usability but may alienate some end users with the simple appearance and complex set up.

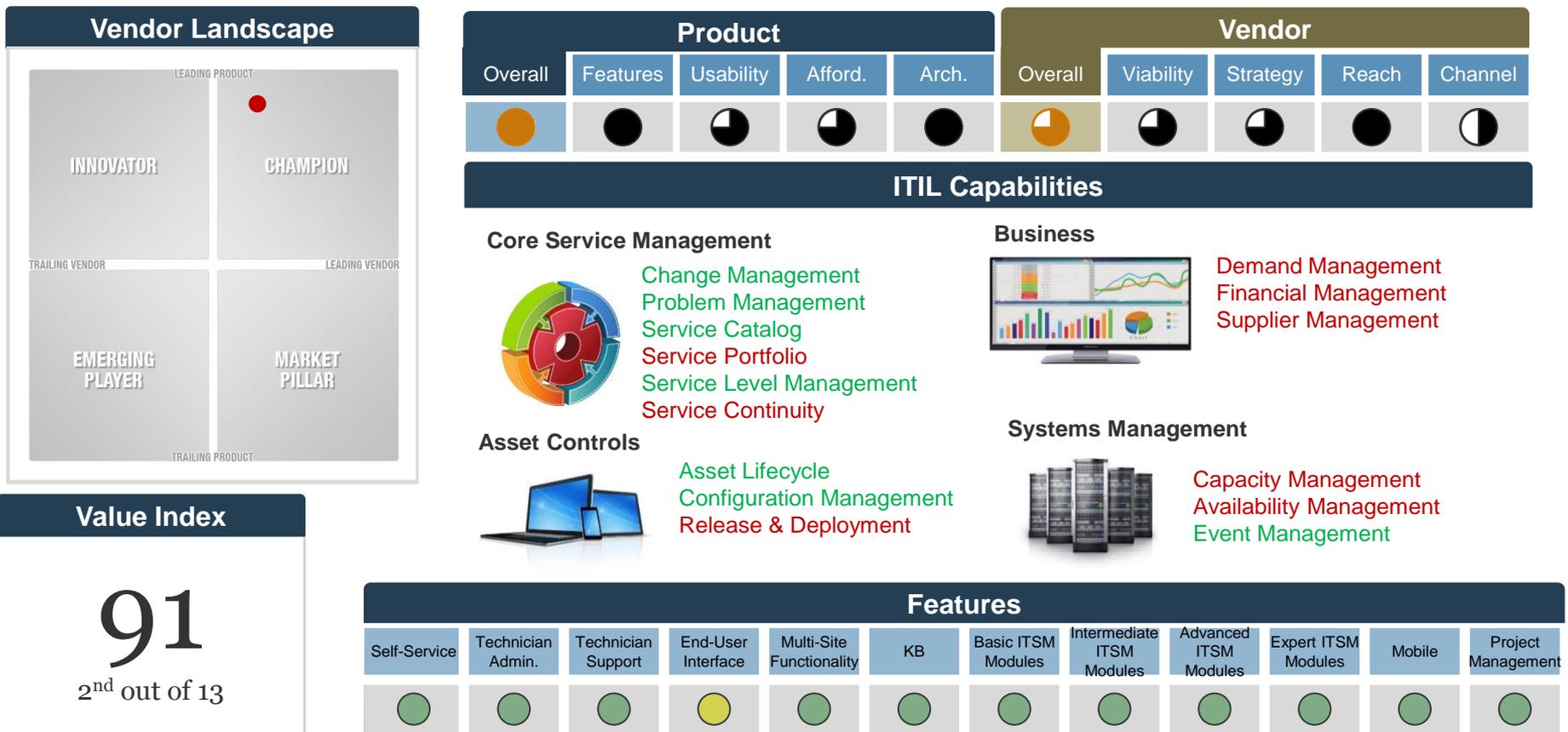
## Strengths

- Excellent integration between ITSM and ITAM functions.
- Priority matrix can calculate and order tickets by priority.
- End users can change their password on their own and unlock & reset their AD portal through any device.
- Analytics module is robust and offers promising, user-friendly tools.

## Challenges

- The UI can take away from the asset management function.
- Tiered system can often impact quality of service support received.
- Layout is somewhat dated and lacking in features.

# SysAid supports ITIL with most of the core service management and asset control modules



## Info-Tech Recommends:

Mid-market organizations with a focus on technician productivity and customer enablement should include SysAid on their shortlist.

# ManageEngine offers a modular approach to managing IT; Service Desk integrates easily with other modules



## Champion

Product: Service Desk Plus Version 9.0  
Employees: 1,500  
Headquarters: Pleasanton, CA  
Website: [manageengine.com](http://manageengine.com)  
Founded: 1995  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 4, between \$25,000 and \$50,000



Pricing provided by vendor

## Overview

ManageEngine offers multiple IT management products, including an affordable service desk solution as part of their “Help Desk for Everyone” strategy. Their solution is offered at various price points, including a free entry-level version.

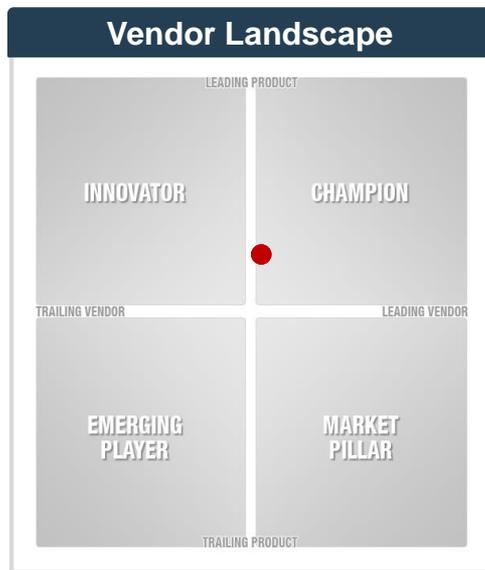
## Strengths

- Service Desk Plus provides excellent support for clients with service desks at all maturity levels.
- Problem management records can be linked.
- Multitasking is made easy through the ability to have several instances of the solution open at the same time.
- The free version is a great solution for organizations strictly looking for a ticketing system.
- All of the add-ons that ManageEngine creates integrate seamlessly.

## Challenges

- Knowledgebase templates cannot be customized.
- Overseas support can pose challenges for support quality.
- On-premises and SaaS solutions are not yet aligned.
- No insight into knowledgebase usage trends.

# ManageEngine's focus on core service and asset controls is supplemented with some business support capabilities



### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

### Business



- Demand Management
- Financial Management
- Supplier Management

### Asset Controls

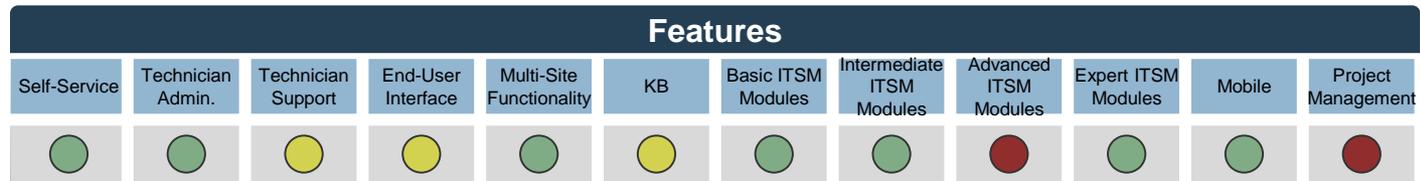


- Asset Lifecycle
- Configuration Management
- Release & Deployment

### Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

ServiceDesk Plus is perfect for organizations looking to incrementally increase maturity of IT through service desk, ITAM, and other modules for IT operations and beyond.

# IncidentMonitor™ is a secure solution with a heavy focus on technician productivity

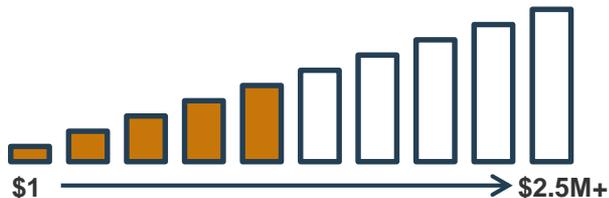


## Champion

Product: IncidentMonitor™  
Employees: <50  
Headquarters: Markham, ON  
Website: [monitor24-7.com](http://monitor24-7.com)  
Founded: 1999  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 5, between \$50,000 and \$100,000



Pricing provided by vendor

## Overview

IncidentMonitor™ provides a highly customizable tool that allows clients to scale up their service desk maturity and breadth of offerings with a no-module approach.

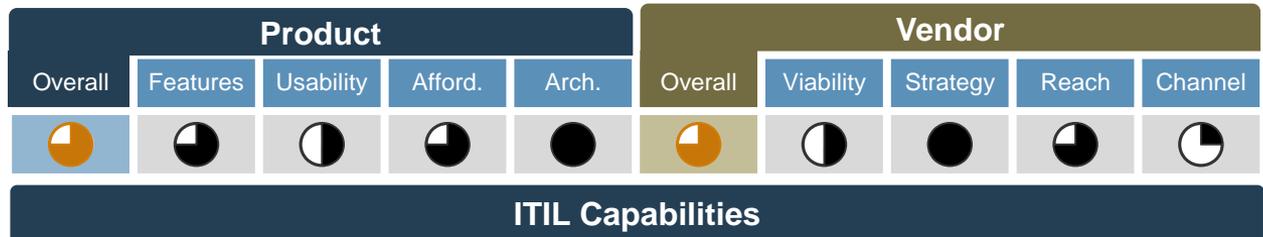
## Strengths

- High degree of customization allows the tool to fit a variety of clients' needs.
- Customer feedback was incorporated into the development roadmap.
- High degree of focus on security – the solution is OWASP certified.
- Can be a “meta-tool” through integration into environments to supplant multiple service desk tools and collapse them into a single installation while still maintaining autonomy. This reduces opex and capex inputs.

## Challenges

- The home page dashboard is not intuitive in its design.
- The tool contains heavy amounts of text and the layout could be improved.

# IncidentMonitor™ is an ITIL-aligned tool that integrates well in almost any environment



### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

### Business



- Demand Management
- Financial Management
- Supplier Management

### Asset Controls

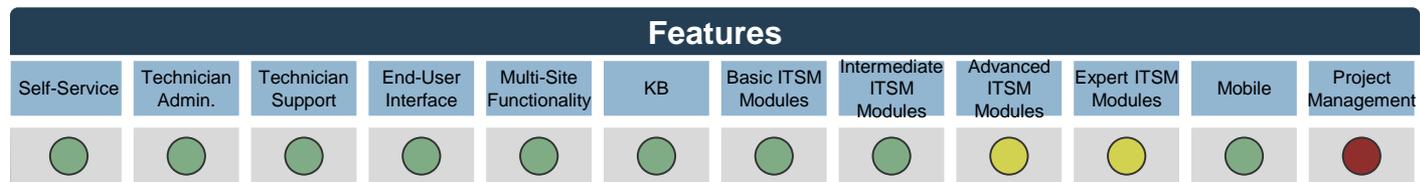


- Asset Lifecycle
- Configuration Management
- Release & Deployment

### Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

Organizations with a particular concern for a scalable and customizable solution complete with a security focus should seriously consider IncidentMonitor™.

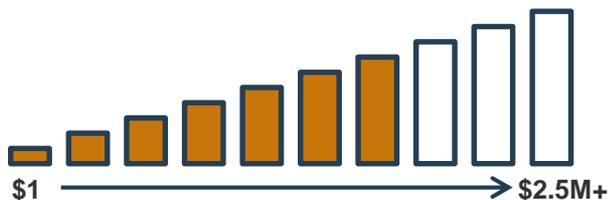
# BMC FootPrints Service Core's modular approach enables the solution to grow with service management maturity

## Market Pillar

Product: BMC FootPrints  
Employees: 6,500  
Headquarters: Houston, TX  
Website: [bmc.com](http://bmc.com)  
Founded: 1980  
Presence: NASDAQ: BMC



3 year TCO for this solution falls into pricing tier 7, between \$250,000 and \$500,000



Pricing provided by vendor

## Overview

BMC FootPrints offers a complete on-premises solution that offers comprehensive ITSM and ITAM functions.

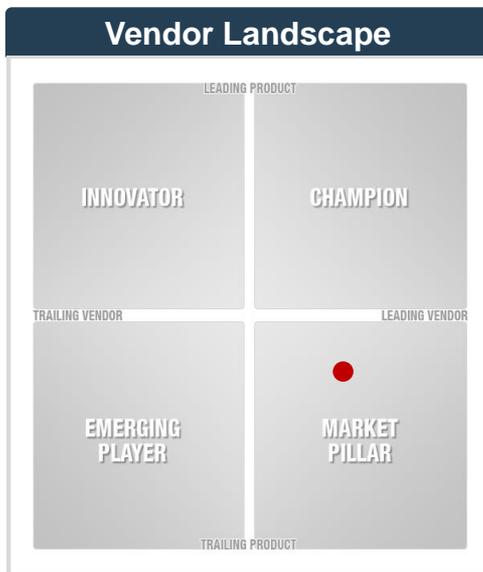
## Strengths

- Ticket logging by type, category, and symptom add a meaningful level of granularity.
- Ability to incorporate an availability of resources view by integrating with Outlook Exchange.
- Subscription function for end users for major incidents as well as pop-ups for potential SLA breaches.
- Communication is seamless across multiple workstations.

## Challenges

- Search function is lacking and could lead to closed tickets getting lost.
- Design elements behind the scenes are still largely text-based.
- UI is dated compared to competitors.
- Organizations can't get the full potential of the tool without purchasing multiple modules.

# BMC FootPrints Service Core focuses on the ITIL service and asset controls, but uses BMC integration for other capabilities



### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

### Business



- Demand Management
- Financial Management
- Supplier Management

### Asset Controls

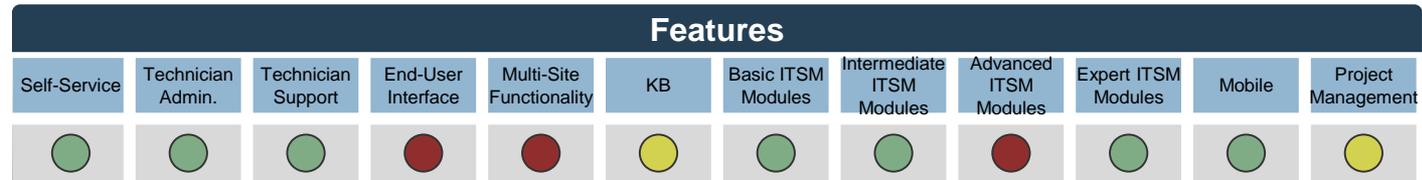


- Asset Lifecycle
- Configuration Management
- Release & Deployment

### Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

Organizations that require a complete service and asset solution that can extend to other departments beyond IT will find FootPrints Service Core a worthy solution.

# Remedyforce's SaaS solution is designed for quick integration with other solutions

## Market Pillar

Product: BMC Remedyforce  
Employees: 6,500  
Headquarters: Houston, TX  
Website: [bmc.com](http://bmc.com)  
Founded: 1980  
Presence: NASDAQ: BMC



## Overview

BMC Remedyforce is a cloud-based ITSM solution built on the Salesforce.com platform, resulting in a highly familiar tool for both technicians and end users alike.

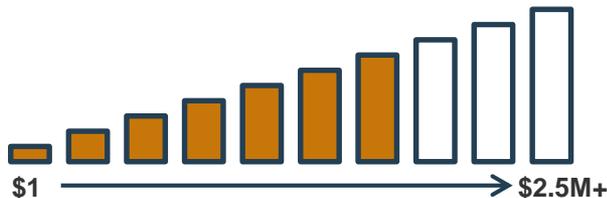
## Strengths

- Data-driven configuration for quick setup of categories, support departments, locations, assignment, and templates.
- Deep functionality across ITSM modules to reduce customization for mature IT organizations.
- Overlays allow customized workflows to be seamlessly migrated, albeit with additional configuration.

## Challenges

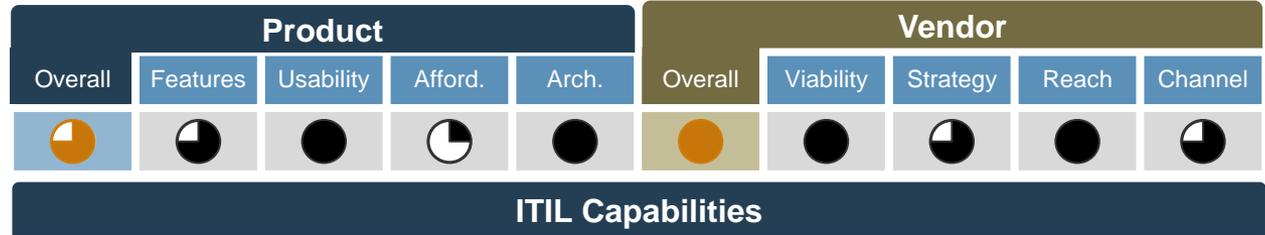
- Although the Salesforce platform is very familiar, customization options are quite limited as a result.
- SaaS/Web-based availability is more prone to interruptions than the on-premises solution.
- Steep learning curve due to limited customization.
- Graphical workflow lags behind major competitors.

3 year TCO for this solution falls into pricing tier 7, between \$250,000 and \$500,000



Pricing provided by vendor

# Remedyforce's processes focus on core service and asset controls, and rely on integrations for other ITIL capabilities



### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

### Business



- Demand Management
- Financial Management
- Supplier Management

### Asset Controls

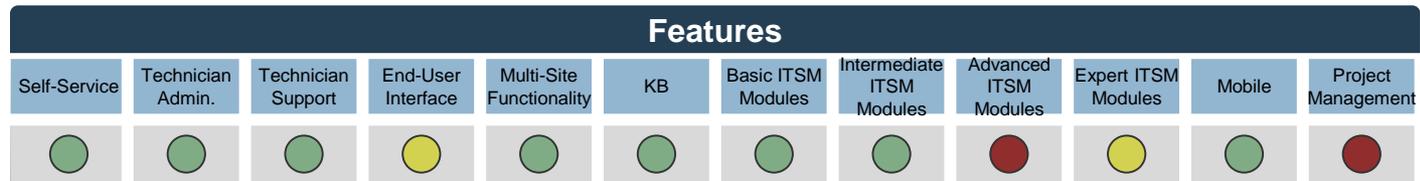


- Asset Lifecycle
- Configuration Management
- Release & Deployment

### Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

Organizations already familiar with, or that have already implemented, Salesforce.com for customer management will see the fastest value to implementation benefit in Remedyforce.

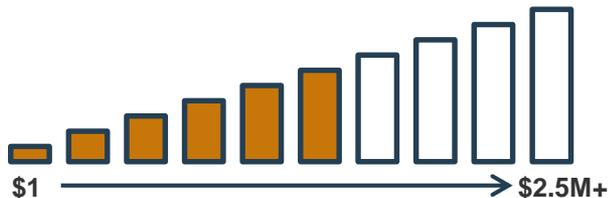
# Quest KACE provides an integrated service and asset management appliance designed for fast installation

## Market Pillar

Product: KACE Systems Management Appliance  
Employees: 3,500  
Headquarters: Aliso Viejo, CA  
Website: [quest.com](http://quest.com)  
Founded: 1987  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 6, between \$100,000 and \$250,000



Pricing provided by vendor

## Overview

Quest's K1000 appliance can be deployed in several different methods, all of which offer pre-configured IT services, but scalability remains an issue for organizations who seek higher levels of maturity.

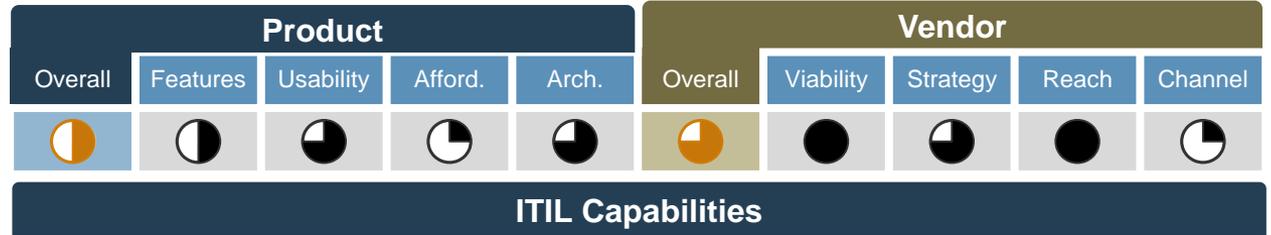
## Strengths

- Can push out software without having to build packages to machines.
- KACE includes strong asset management and CMDB modules.
- The K1000 is designed as a plug-and-play system, offering organizations an extremely quick installation turnaround.
- Installation is highly customizable and can be almost entirely automated.

## Challenges

- K1000's self-serve for end users is limited to ticketing and software deployment, and does not include a full service catalog.
- ITSM modules include only the basics and do not extend out for a highly mature service organization requiring advanced help desk capabilities.
- Reporting covers basic requirements, but customized reporting is more challenging to create.

# Quest offers out-of-the box workflows focused on core service management and asset controls



## Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

## Business



- Demand Management
- Financial Management
- Supplier Management

## Asset Controls

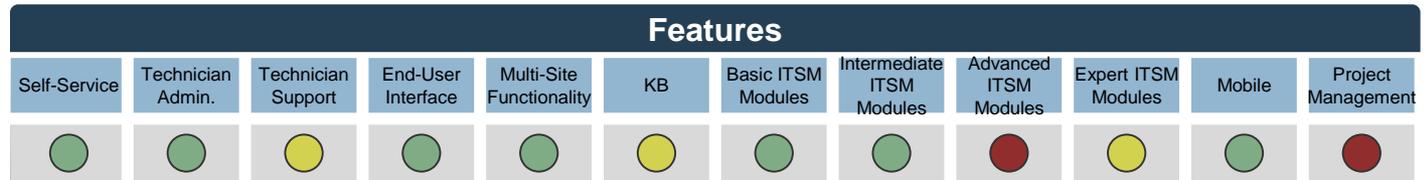


- Asset Lifecycle
- Configuration Management
- Release & Deployment

## Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

Organizations needing a quick plug-and-play solution with little customization and that would benefit from strong patch management and deployment tools should consider KACE.

# Samanage has the flexibility to integrate with hundreds of applications to extend capabilities beyond the basics

## Market Pillar

Product: Samanage Service Desk  
Employees: 100  
Headquarters: Cary, NC  
Website: [samanage.com](http://samanage.com)  
Founded: 2007  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 7, between \$250,000 and \$500,000



Pricing provided by vendor

## Overview

Samange offers a robust, out-of-the-box solution that is visually appealing and easy to use.

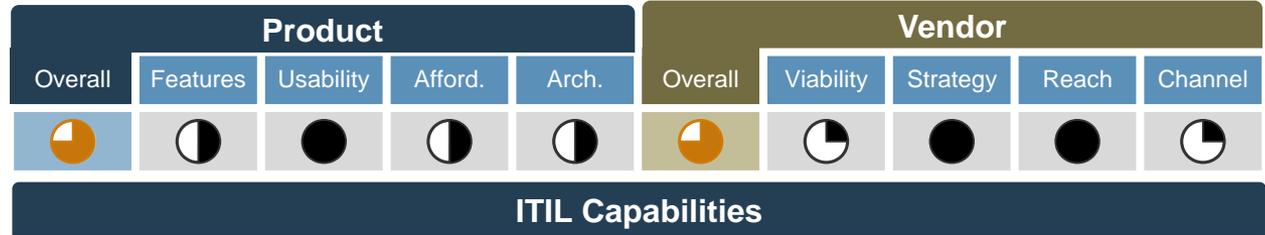
## Strengths

- Layout is very modern and user-friendly. The ease-of-use encourages more participation from end users, which helps strengthen the knowledgebase through usage and voting statistics.
- Compliance for audit-heavy verticals like health care or government organizations is a high priority.
- “Eagle-eye” feature can provide instant high-level view of tickets on main incident dashboard.

## Challenges

- Integrating Samanage and Active Directory requires a best-of-breed IDaaS partner, offering a host of tightly integrated functionality.
- Workflow layout is list-based instead of the usual shape-based flowchart. While the creation of workflows is made easier by this design, the overall readability of workflows is negatively affected by this design choice due to the constant scrolling.

# Samanaage's ITIL approach is focused primarily on core service management and asset controls



### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

### Business



- Demand Management
- Financial Management
- Supplier Management

### Asset Controls

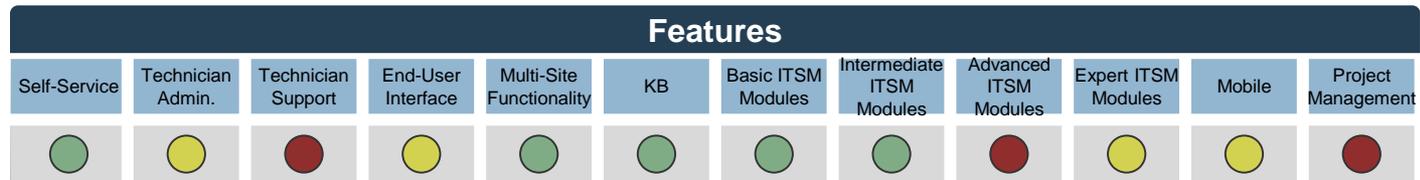


- Asset Lifecycle
- Configuration Management
- Release & Deployment

### Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

Organizations that need integration with multiple cloud-based IT systems should look to Samanaage as one of their preferred vendors.

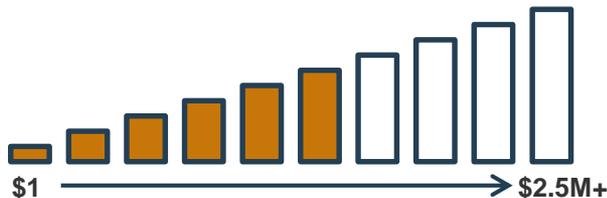
# TechExcel offers a solution for organizations that need to integrate application development and support

## Market Pillar

Product: TechExcel ServiceWise v.10.0  
Employees: <200  
Headquarters: Lafayette, CA  
Website: [techexcel.com](http://techexcel.com)  
Founded: 1995  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 6, between \$100,000 and \$250,000



Pricing provided by vendor

## Overview

ServiceWise is a highly customizable solution that offers excellent automation capabilities between several core ITSM functions.

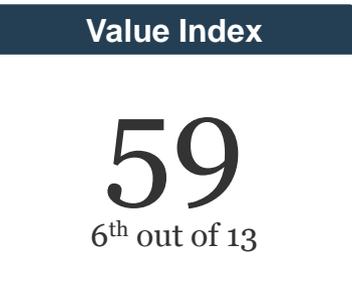
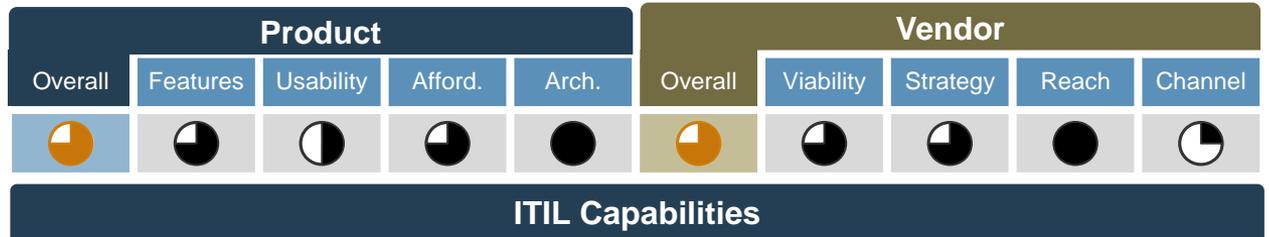
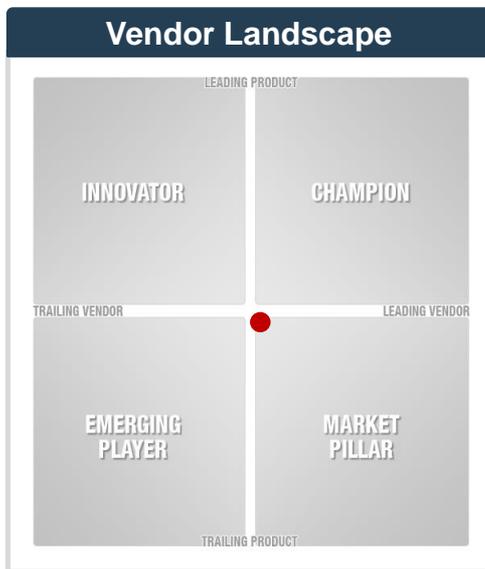
## Strengths

- KnowledgeWise is a visually appealing self-service portal that is very intuitive. Additionally, it is fully functional across the mobile platform.
- The HR module that is included allows easy extension of the service desk to other departments once enterprise service management is deemed a priority.
- Transition feature allows easy escalation to higher tiers to prioritize incidents and improve the triage process.

## Challenges

- Reporting only provides basic data analysis capabilities.
- Tool is overly text-based; the layout can be a bit daunting if a user is not familiar with the tool.
- KnowledgeWise is well designed – but this raises the question of why the rest of the solution isn't laid out this way. As a result, moving between modules feels uneven.
- A lack of integration between the various service modules can make work for technicians less efficient.

# TechExcel's ITIL capabilities align well with its application lifecycle focus



### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

### Asset Controls



- Asset Lifecycle
- Configuration Management
- Release & Deployment

### Business

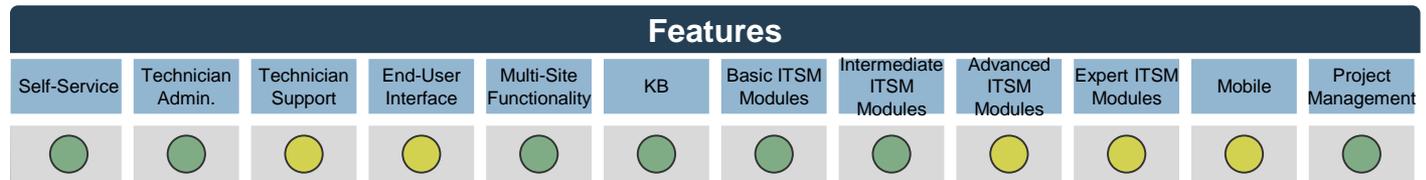


- Demand Management
- Financial Management
- Supplier Management

### Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

TechExcel should be on the shortlist for any organization that is looking to improve processes not only within IT, but also throughout the entire organization.

# TeamDynamix offers a robust solution primed for the higher education space and beyond



## **Innovator**

Product: Service Management  
Employees: >50  
Headquarters: Columbus, OH  
Website: [teamdynamix.com](http://teamdynamix.com)  
Founded: 2001  
Presence: Privately held

# TeamDynamix

3 year TCO for this solution falls into pricing tier 6, between \$100,000 and \$250,000



Pricing provided by vendor

## Overview

TeamDynamix offers a comprehensive ITSM solution that is designed for higher education or non-profit institutions looking to rapidly transform their service delivery. The solution is intuitive and easy to use but may alienate clients not in their target industries.

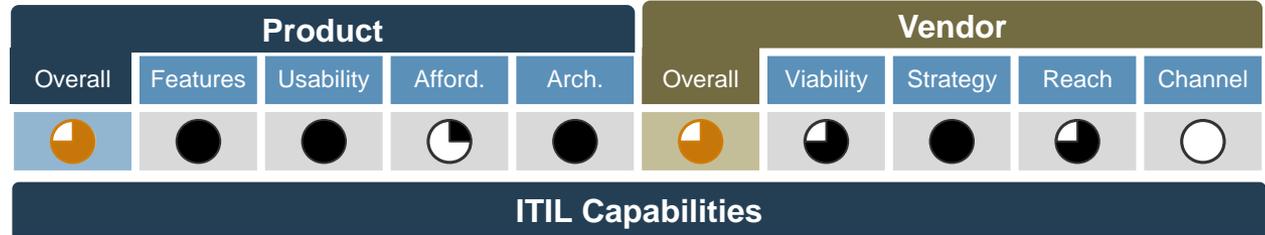
## Strengths

- Extensive integration layer with industry leaders in other areas of the service desk like remote control or security.
- Active end-user community contributes heavily to new developments that are in place on the company's roadmap.
- Service Management is a single ITSM/PPM solution in one.
- Enterprise service management is easy to manage for organizations wishing to extend functionality to HR, facilities, etc.

## Challenges

- Asset management is more service based than business based. It lacks focus on key areas of the business like license management.
- The focus on one vertical proves to be difficult for organizations using TeamDynamix that are not in the higher ed space. This may limit the company's growth in the future.

# TeamDynamix has produced a viable solution that extends beyond the ITSM space



#### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

#### Business



- Demand Management
- Financial Management
- Supplier Management

#### Asset Controls

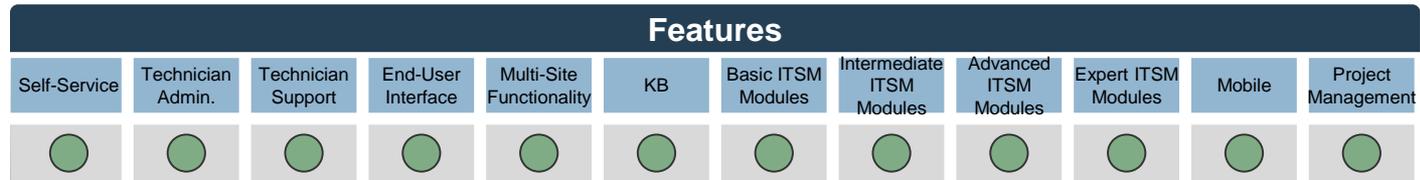


- Asset Lifecycle
- Configuration Management
- Release & Deployment

#### Systems Management



- Capacity Management
- Availability Management
- Event Management



### Info-Tech Recommends:

Organizations in the higher education space or those in need of an ITSM solution with a robust PPM module should have TeamDynamix near the top of their list.

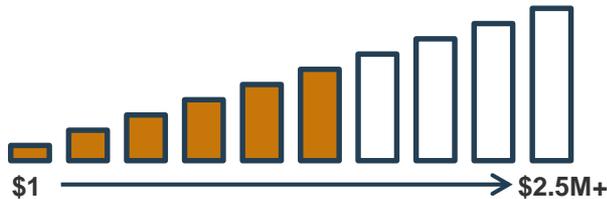
# Service Management is a progressive solution that covers all the basics

## **Innovator**

Product: Service Management  
Employees: >500  
Headquarters: San Bruno, CA  
Website: [freshservice.com](http://freshservice.com)  
Founded: 2010  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 6, between \$100,000 and \$250,000



Pricing solicited from public sources

## Overview

Freshdesk is a visually attractive, simplistic tool that organizations can have up and running in no time, but it lacks the ability to scale with more mature clients.

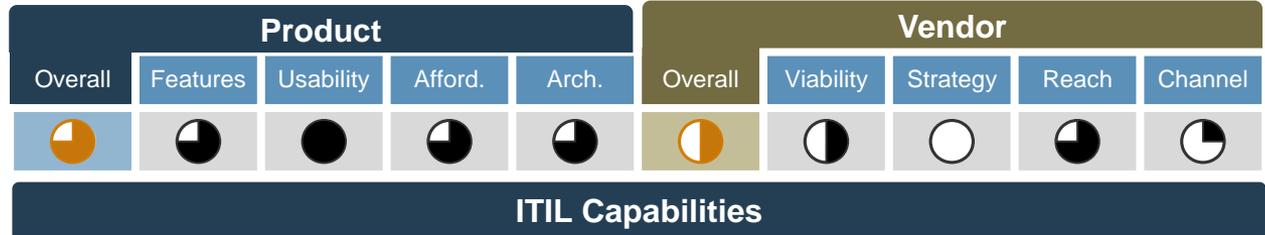
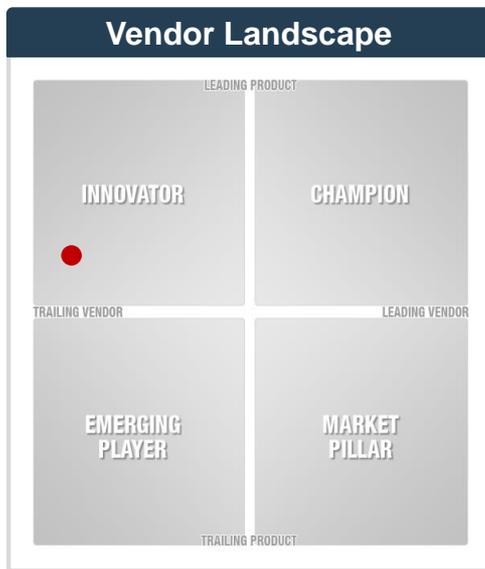
## Strengths

- Freshdesk features an intuitive user interface design that is visually appealing and easy to navigate.
- Seamless movement between incident, problem, change, and release management functions.
- Integration with a variety of support channels including Twitter and Facebook.
- Incidents can be easily linked for effective problem management.

## Challenges

- Little extendibility beyond the service desk limits the tool's scalability as clients mature.
- Reports are quite limited in their variety/customization.
- Asset management function is included at no charge with the service tool, but would be appropriate mainly for an organization with fairly basic needs.

# Service Management is a scalable solution that aligns with core ITIL features



### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

### Business



- Demand Management
- Financial Management
- Supplier Management

### Asset Controls

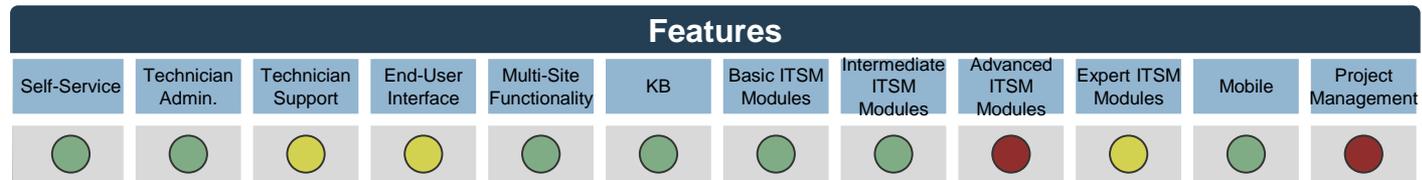


- Asset Lifecycle
- Configuration Management
- Release & Deployment

### Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

Freshservice has produced a scalable tool that young organizations will be intrigued by due to its appealing UI/UX, social media integration, and gamification features.

# ServiceNow provides a robust ITSM solution that offers a wide variety of integrative capability

## Emerging Player

Product: ServiceNow Express  
Employees: >4,000  
Headquarters: Santa Clara, CA  
Website: [servicenow.com](http://servicenow.com)  
Founded: 2004  
Presence: NYSE: NOW

servicenow

3 year TCO for this solution falls into pricing tier 7, between \$250,000 and \$500,000



Pricing solicited from public sources

## Overview

ServiceNow Express offers a mid-market level tool with enterprise-level polish, but it lacks several standard features found in its enterprise-level sister product.

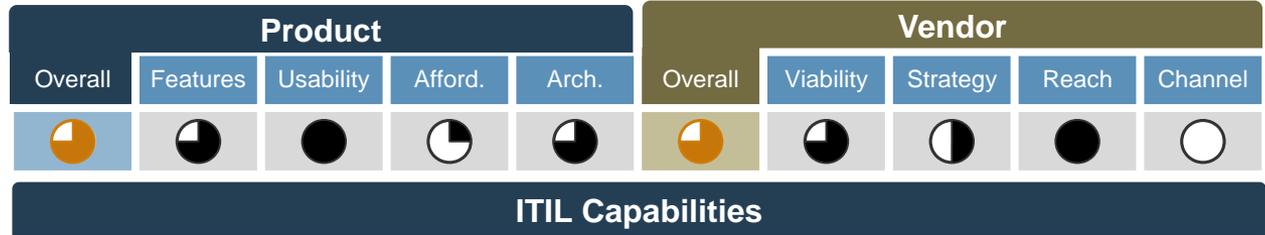
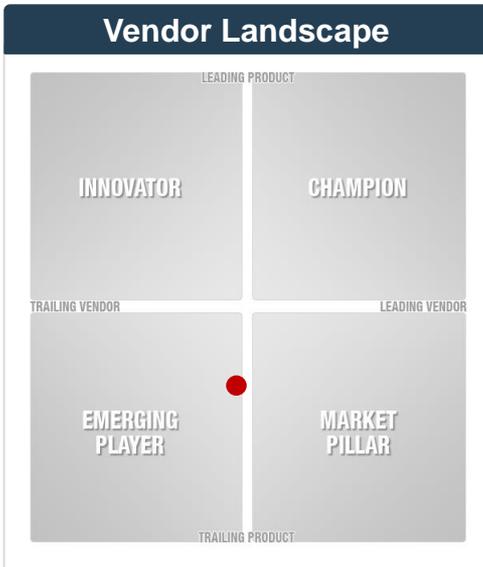
## Strengths

- User database is integrated into incident database, allowing root-cause analysis for end-user issues.
- Task board is well designed and gives the ticket queue and project management look and feel.
- Multiple tickets can be opened using tab and list view, making incident/problem management much easier.
- UI is highly polished and intuitive.

## Challenges

- Although highly customizable, it is not easily customizable.
- Organizations cannot purchase cloud provisioning or service mapping without upgrading to the Enterprise version.
- No possibility of scripting to create advanced business rules, advanced conditions, scripted ACLs.
- Reporting system is difficult to navigate and requires a lot of trial and error.

# ServiceNow Express will allow organizations to grow their service desk into a mature service management department



### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

### Business



- Demand Management
- Financial Management
- Supplier Management

### Asset Controls

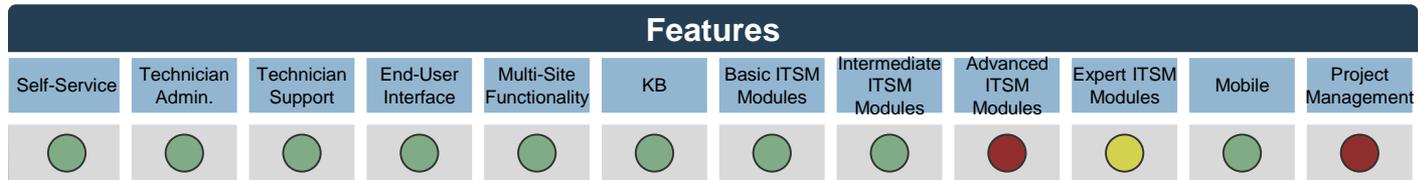


- Asset Lifecycle
- Configuration Management
- Release & Deployment

### Systems Management



- Capacity Management
- Availability Management
- Event Management



## Info-Tech Recommends:

Organizations looking for a highly-polished solution with the potential to scale to enterprise quality should add ServiceNow Express to their shortlist.

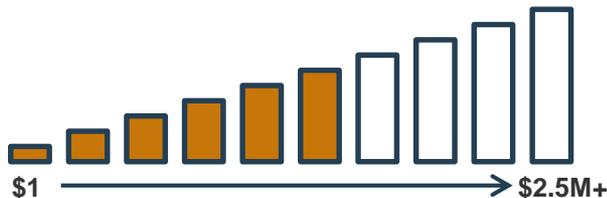
# Vivantio's Service Management is ideal for organizations focused on leveraging analytics

## Emerging Player

Product: Service Management  
Employees: <50  
Headquarters: Weston-super-Mare, UK  
Website: [vivantio.com](http://vivantio.com)  
Founded: 2003  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 6, between \$100,000 and \$250,000



Pricing solicited from public sources

## Overview

Vivantio ITSM provides a comprehensive solution with detailed analytic capabilities, but less mature organizations may have difficulty navigating the more complex portions of the tool.

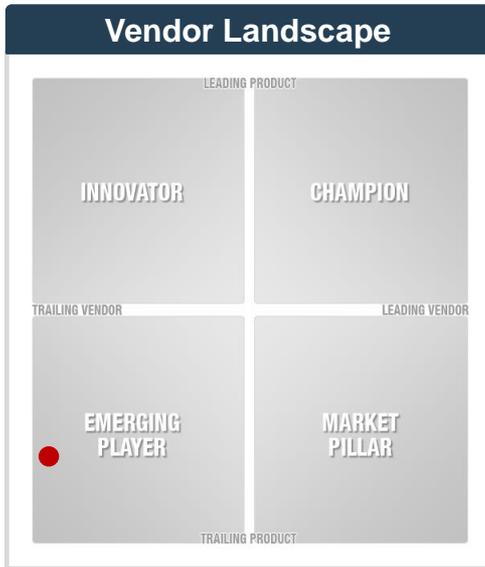
## Strengths

- SLA breaches create an automated alert that is sent to managers via email.
- Automatic ticket routing can group tickets together and generate automatic responses to known and common incidents.
- Client management feature allows access to interactions with internal/external clients to proactively view their needs.

## Challenges

- Lack of chat integration for end users makes instant communication more difficult.
- No email integration for techs to approve tickets.
- Reporting can be a bit daunting given the number of options available.
- No option to host application on local servers can create concern surrounding data security.

# Vivantio offers a solution rich in features that can be quickly implemented



### ITIL Capabilities

#### Core Service Management



- Change Management
- Problem Management
- Service Catalog
- Service Portfolio
- Service Level Management
- Service Continuity

#### Business



- Demand Management
- Financial Management
- Supplier Management

#### Asset Controls

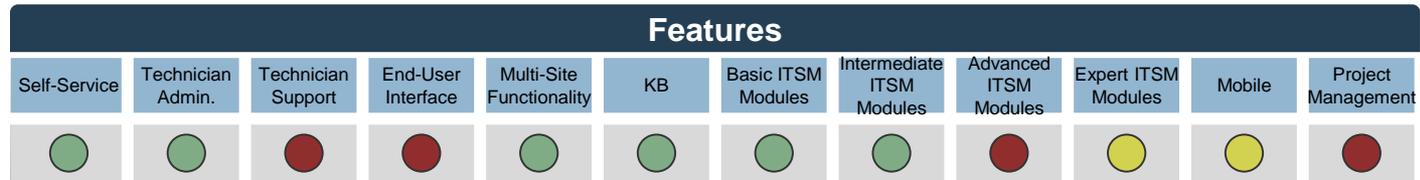


- Asset Lifecycle
- Configuration Management
- Release & Deployment

#### Systems Management



- Capacity Management
- Availability Management
- Event Management



### Info-Tech Recommends:

Organizations who enjoy a high degree of customization and report offerings will enjoy the breadth and depth that Vivantio offers with Service Management.

# Contract Review and Negotiation Tactics



Arrange a call now: email [GuidedImplementations@InfoTech.com](mailto:GuidedImplementations@InfoTech.com) or call 1-888-670-8889 and ask for the Guided Implementation Coordinator.

## Prior to the Guided Implementation

1. Bring final contracts received from vendors on shortlist.

## During the Guided Implementation

**An Info-Tech Consulting Analyst will discuss with you:**

- Reviewing your contracts to ensure the contract is fair and in line with industry standards.
- The best negotiation tactics to get the best value for your purchase.

## Value & Outcome

**At the conclusion of the Guided Implementation call, you will have:**

- Tactics on how to get a better price on your solution.
- Confidence in the solution you are purchasing.

# Identify leading candidates with the *Mid-Market Service Desk Vendor Shortlist Tool*

Info-Tech's [Mid-Market Service Desk Vendor Shortlist Tool](#) is designed to generate a customized shortlist of vendors based on *your* key priorities.

## This tool offers the ability to modify:

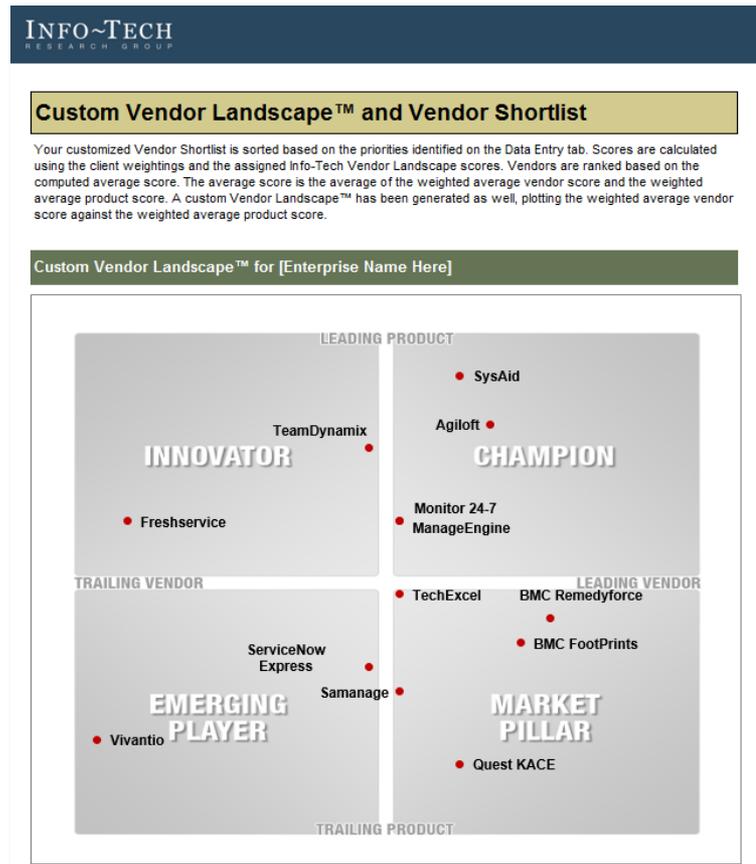
### Overall Vendor vs. Product Weightings

#### • Individual product criteria weightings:

- ✓ Features
- ✓ Usability
- ✓ Affordability
- ✓ Architecture

#### • Individual vendor criteria weightings:

- ✓ Viability
- ✓ Strategy
- ✓ Reach
- ✓ Channel



# Issue an RFP to ensure that the vendor fits *your* needs, not the other way around



Use Info-Tech's [Service Desk RFP Template](#) to conduct this critical step in your vendor selection process.

Info-Tech's *Service Desk RFP Template* is populated with critical elements, including:

- The Statement of Work
- Proposal Preparation Instructions
- Scope of Work
- Basic Feature Requirements
- Advanced Feature Requirements
- Sizing and Implementation
- Vendor Qualifications and References
- Budget and Estimated Pricing
- Vendor Certification

INFO~TECH  
RESEARCH GROUP

Table of Contents

1	STATEMENT OF WORK .....	3
1.1	PURPOSE .....	3
1.2	COVERAGE AND PARTICIPATION .....	3
2	GENERAL INFORMATION .....	3
2.1	ORIGINAL RFP DOCUMENT .....	3
2.2	THE ORGANIZATION .....	3
2.3	EXISTING TECHNOLOGY ENVIRONMENT .....	3
2.4	SCHEDULE OF EVENTS .....	4
3	PROPOSAL PREPARATION INSTRUCTIONS .....	4
3.1	VENDOR'S UNDERSTANDING OF THE RFP .....	4
3.2	GOOD FAITH STATEMENT .....	4
3.3	COMMUNICATION .....	4
3.4	PROPOSAL SUBMISSION .....	6
3.5	CRITERIA FOR SELECTION .....	6
3.6	SELECTION AND NOTIFICATION .....	7
4	SCOPE OF WORK, SPECIFICATIONS, AND REQUIREMENTS .....	7
4.1	FUNCTIONAL REQUIREMENTS .....	7
4.2	TECHNICAL SPECIFICATIONS .....	7
4.3	ENGAGEMENT METHODOLOGY .....	8
5	VENDOR QUALIFICATIONS & REFERENCES .....	8
6	BUDGET & ESTIMATED PRICING .....	8
6.1	ESTIMATED COSTS .....	9
7	ADDITIONAL TERMS AND CONDITIONS .....	10
7.1	PERSONAL INFORMATION .....	10
7.2	NON-DISCLOSURE AGREEMENT .....	10
7.3	COSTS .....	10
7.4	INTELLECTUAL PROPERTY .....	10
7.5	RESPONDENT'S RESPONSES .....	11
7.6	GOVERNING LAW .....	11
7.7	NO LIABILITY .....	11
7.8	ENTIRE RFP .....	11
8	VENDOR CERTIFICATION .....	12
	SCHEDULE "A" NOTICE OF INTENTION .....	13

# Take charge of vendor finalist demos with a vendor demonstration script



A product demo, using Info-Tech's [Service Desk Vendor Demo Script](#), helps enterprise decision makers better understand the capabilities and constraints of various solutions.

## The *Service Desk Vendor Demonstration Script* will:

- Provide vendors with a consistent set of instructions for key scenarios from the perspective of IT and departmental managers.

## INFO~TECH RESEARCH GROUP

### Service Desk Vendor Demo Script

#### Introduction: How to Use This Template

This demonstration script template is designed to help the IT department provide vendors with a consistent set of instructions, ensuring an objective comparison of Service Desk product features. It is not intended as an exhaustive list of every product feature for the vendor to demonstrate, but rather to force the vendor to demonstrate important, common processes and tasks that IT and business users can expect to execute if that particular Service Desk solution is adopted. Modify this script to fit individual needs and requirements.

The demonstration may be conducted onsite, remotely, or at the site of a reference customer in the local geographical area, depending on the capabilities and availability of the vendor and the requirements of your organization.

Delete all information where text is colored GREY (such as this paragraph). Fill in or delete all GREY text in parentheses and square brackets (such as the "INSERT ENTERPRISE NAME" field below).

Be sure to change all necessary text to **BLACK** before printing or sending.

#### Introduction

This demonstration is designed to give (INSERT ENTERPRISE NAME) a comprehensive understanding of the Service Desk solution capabilities and constraints. The demo will last approximately (INSERT TIME) (X.X) hours including (INSERT TIME) (X.X) hours of scripted demo, an additional (INSERT TIME) (X.X) for showcasing unique elements, answering (INSERT ENTERPRISE NAME) questions, and (INSERT QUANTITY) (X) (INSERT TIME) (XX) minute breaks.

#### End-User Self-Serve

1. End-user interface showing how end user can input incident tickets and check status updates
2. End-user service catalog / app store that users can use to order services
3. FAQ or knowledgebase – integration with incident reporting and/or accessibility for users
4. Demonstrate search capabilities within knowledgebase

# Appendix

---

1. Vendor Landscape Methodology: Overview
2. Vendor Landscape Methodology: Product Selection & Information Gathering
3. Vendor Landscape Methodology: Scoring
4. Vendor Landscape Methodology: Information Presentation
5. Vendor Landscape Methodology: Fact Check & Publication
6. Product Pricing Scenario

# Vendor Landscape Methodology: Overview

---

Info-Tech's Vendor Landscapes are research materials that review a particular IT market space, evaluating the strengths and abilities of both the products available in that space, as well as the vendors of those products. These materials are created by a team of dedicated analysts operating under the direction of a senior subject matter expert over a period of six weeks.

Evaluations weigh selected vendors and their products (collectively "solutions") on the following eight criteria to determine overall standing:

- **Features:** The presence of advanced and market-differentiating capabilities.
- **Usability:** The intuitiveness, power, and integrated nature of administrative consoles and client software components.
- **Affordability:** The three-year total cost of ownership of the solution.
- **Architecture:** The degree of integration with the vendor's other tools, flexibility of deployment, and breadth of platform applicability.
- **Viability:** The stability of the company as measured by its history in the market, the size of its client base, and its financial performance.
- **Strategy:** The commitment to both the market-space, as well as to the various sized clients (small, mid-sized, and enterprise clients).
- **Reach:** The ability of the vendor to support its products on a global scale.
- **Channel:** The measure of the size of the vendor's channel partner program, as well as any channel strengthening strategies.

Evaluated solutions are plotted on a standard two by two matrix:

- **Champions:** Both the product and the vendor receive scores that are above the average score for the evaluated group.
- **Innovators:** The product receives a score that is above the average score for the evaluated group, but the vendor receives a score that is below the average score for the evaluated group.
- **Market Pillars:** The product receives a score that is below the average score for the evaluated group, but the vendor receives a score that is above the average score for the evaluated group.
- **Emerging Players:** Both the product and the vendor receive scores that are below the average score for the evaluated group.

Info-Tech's Vendor Landscapes are researched and produced according to a strictly adhered to process that includes the following steps:

- Vendor/product selection
- Information gathering
- Vendor/product scoring
- Information presentation
- Fact checking
- Publication

This document outlines how each of these steps is conducted.

# Vendor Landscape Methodology: Vendor/Product Selection & Information Gathering

---

Info-Tech works closely with its client base to solicit guidance in terms of understanding the vendors with whom clients wish to work and the products that they wish evaluated; this demand pool forms the basis of the vendor selection process for Vendor Landscapes. Balancing this demand, Info-Tech also relies upon the deep subject matter expertise and market awareness of its Senior, Lead, and Principle Research Analysts to ensure that appropriate solutions are included in the evaluation. As an aspect of that expertise and awareness, Info-Tech's analysts may, at their discretion, determine the specific capabilities that are required of the products under evaluation, and include in the Vendor Landscape only those solutions that meet all specified requirements.

Information on vendors and products is gathered in a number of ways via a number of channels.

Initially, a request package is submitted to vendors to solicit information on a broad range of topics. The request package includes:

- A detailed survey.
- A pricing scenario (see Vendor Landscape Methodology: Price Evaluation and Pricing Scenario, below).
- A request for reference clients.
- A request for a briefing and, where applicable, guided product demonstration.

These request packages are distributed approximately twelve weeks prior to the initiation of the actual research project to allow vendors ample time to consolidate the required information and schedule appropriate resources.

During the course of the research project, briefings and demonstrations are scheduled (generally for one hour each session, though more time is scheduled as required) to allow the analyst team to discuss the information provided in the survey, validate vendor claims, and gain direct exposure to the evaluated products. Additionally, an end-user survey is circulated to Info-Tech's client base and vendor-supplied reference accounts are interviewed to solicit their feedback on their experiences with the evaluated solutions and with the vendors of those solutions.

These materials are supplemented by a thorough review of all product briefs, technical manuals, and publicly available marketing materials about the product, as well as about the vendor itself.

Refusal by a vendor to supply completed surveys or submit to participation in briefings and demonstrations does not eliminate a vendor from inclusion in the evaluation. Where analyst and client input has determined that a vendor belongs in a particular evaluation, it will be evaluated as best as possible based on publicly available materials only. As these materials are not as comprehensive as a survey, briefing, and demonstration, the possibility exists that the evaluation may not be as thorough or accurate. Since Info-Tech includes vendors regardless of vendor participation, it is always in the vendor's best interest to participate fully.

All information is recorded and catalogued, as required, to facilitate scoring and for future reference.

# Vendor Landscape Methodology: Scoring

---

Once all information has been gathered and evaluated for all vendors and products, the analyst team moves to scoring. All scoring is performed at the same time so as to ensure as much consistency as possible. Each criterion is scored on a ten point scale, though the manner of scoring for criteria differs slightly:

- Features is scored via **Cumulative Scoring**
- Affordability is scored via **Scalar Scoring**
- All other criteria are scored via **Base5 Scoring**

In Cumulative Scoring, a single point is assigned to each evaluated feature that is regarded as being fully present, partial points to each feature that is partially present, and zero points to features that are deemed to be absent or unsatisfactory. The assigned points are summed and normalized to a value out of ten. For example, if a particular Vendor Landscape evaluates eight specific features in the Feature Criteria, the summed score out of eight for each evaluated product would be multiplied by 1.25 to yield a value out of ten.

In Scalar Scoring, a score of ten is assigned to the lowest cost solution, and a score of one is assigned to the highest cost solution. All other solutions are assigned a mathematically determined score based on their proximity to / distance from these two endpoints. For example, in an evaluation of three solutions, where the middle cost solution is closer to the low end of the pricing scale it will receive a higher score, and where it is closer to the high end of the pricing scale it will receive a lower score; depending on proximity to the high or low price it is entirely possible that it could receive either ten points (if it is very close to the lowest price) or one point (if it is very close to the highest price). Where pricing cannot be determined (vendor does not supply price and public sources do not exist), a score of 0 is automatically assigned.

In Base5 scoring a number of sub-criteria are specified for each criterion (for example, Longevity, Market Presence, and Financials are sub-criteria of the Viability criterion), and each one is scored on the following scale:

- 5 - The product/vendor is exemplary in this area (nothing could be done to improve the status).
- 4 - The product/vendor is good in this area (small changes could be made that would move things to the next level).
- 3 - The product/vendor is adequate in this area (small changes would make it good, more significant changes required to be exemplary).
- 2 - The product/vendor is poor in this area (this is a notable weakness and significant work is required).
- 1 - The product/vendor is terrible/fails in this area (this is a glaring oversight and a serious impediment to adoption).

The assigned points are summed and normalized to a value out of ten as explained in Cumulative Scoring above.

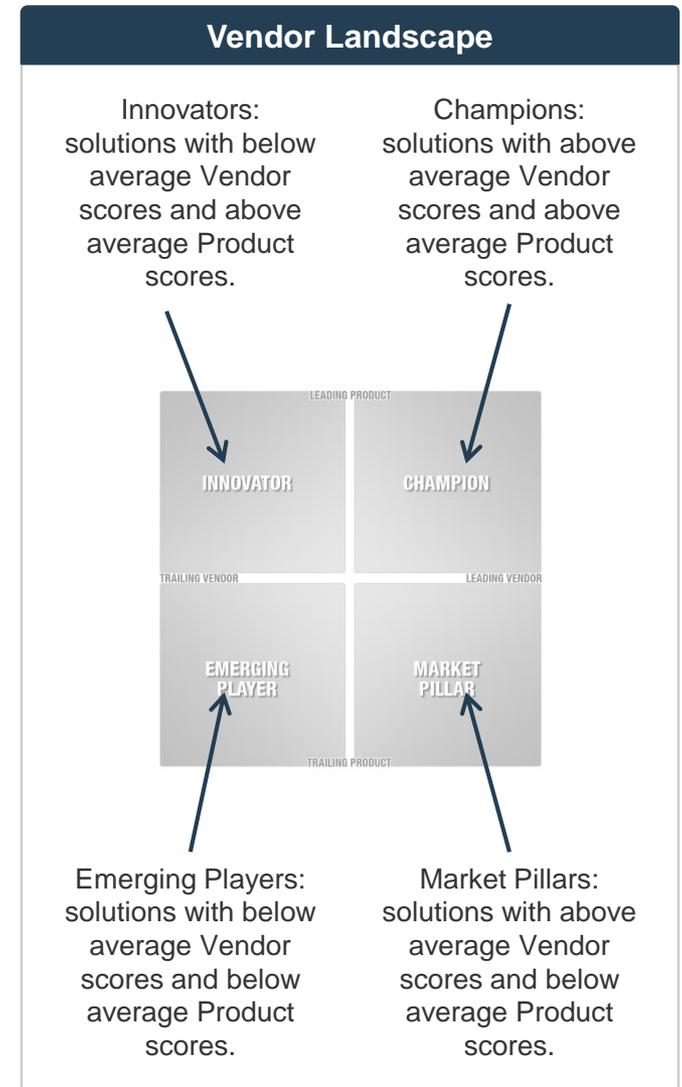
Scores out of ten, known as Raw scores, are transposed as-is into Info-Tech's Vendor Landscape Shortlist Tool, which automatically determines Vendor Landscape positioning (see Vendor Landscape Methodology: Information Presentation - Vendor Landscape, below), Criteria Score (see Vendor Landscape Methodology: Information Presentation - Criteria Score, below), and Value Index (see Vendor Landscape Methodology: Information Presentation - Value Index, below).

# Vendor Landscape Methodology: Information Presentation – Vendor Landscape

Info-Tech's Vendor Landscape is a two-by-two matrix that plots solutions based on the combination of Product score and Vendor score. Placement is not determined by absolute score, but instead by relative score. Relative scores are used to ensure a consistent view of information and to minimize dispersion in nascent markets, while enhancing dispersion in commodity markets to allow for quick visual analysis by clients.

Relative scores are calculated as follows:

1. Raw scores are transposed into the Info-Tech Vendor Landscape Shortlist Tool (for information on how Raw scores are determined, see Vendor Landscape Methodology: Scoring, above).
2. Each individual criterion Raw score is multiplied by the pre-assigned weighting factor for the Vendor Landscape in question. Weighting factors are determined prior to the evaluation process to eliminate any possibility of bias. Weighting factors are expressed as a percentage such that the sum of the weighting factors for the Vendor criteria (Viability, Strategy, Reach, Channel) is 100% and the sum of the Product criteria (Features, Usability, Affordability, Architecture) is 100%.
3. A sum-product of the weighted Vendor criteria scores and of the weighted Product criteria scores is calculated to yield an overall Vendor score and an overall Product score.
4. Overall Vendor scores are then normalized to a 20 point scale by calculating the arithmetic mean and standard deviation of the pool of Vendor scores. Vendors for whom their overall Vendor score is higher than the arithmetic mean will receive a normalized Vendor score of 11-20 (exact value determined by how much higher than the arithmetic mean their overall Vendor score is), while vendors for whom their overall Vendor score is lower than the arithmetic mean will receive a normalized Vendor score of between one and ten (exact value determined by how much lower than the arithmetic mean their overall Vendor score is).
5. Overall Product score is normalized to a 20 point scale according to the same process.
6. Normalized scores are plotted on the matrix, with Vendor score being used as the x-axis, and Product score being used as the y-axis.

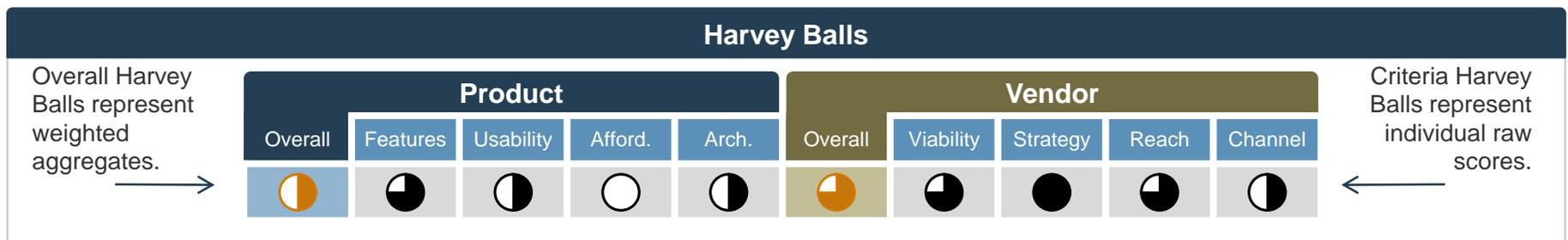


# Vendor Landscape Methodology: Information Presentation – Criteria Scores (Harvey Balls)

Info-Tech’s criteria scores are visual representations of the absolute score assigned to each individual criterion, as well as of the calculated overall vendor and product scores. The visual representation used is Harvey Balls.

Harvey Balls are calculated as follows:

1. Raw scores are transposed into the Info-Tech Vendor Landscape Shortlist Tool (for information on how raw scores are determined, see Vendor Landscape Methodology: Scoring, above).
2. Each individual criterion raw score is multiplied by a pre-assigned weighting factor for the Vendor Landscape in question. Weighting factors are determined prior to the evaluation process, based on the expertise of the Senior or Lead Research Analyst, to eliminate any possibility of bias. Weighting factors are expressed as a percentage, such that the sum of the weighting factors for the vendor criteria (Viability, Strategy, Reach, Channel) is 100%, and the sum of the product criteria (Features, Usability, Affordability, Architecture) is 100%.
3. A sum-product of the weighted vendor criteria scores and of the weighted product criteria scores is calculated to yield an overall vendor score and an overall product score.
4. Both overall vendor score / overall product score, as well as individual criterion raw scores are converted from a scale of one to ten to Harvey Ball scores on a scale of zero to four, where exceptional performance results in a score of four and poor performance results in a score of zero.
5. Harvey Ball scores are converted to Harvey Balls as follows:
  - A score of four becomes a full Harvey Ball.
  - A score of three becomes a three-quarter full Harvey Ball.
  - A score of two becomes a half-full Harvey Ball.
  - A score of one becomes a one-quarter full Harvey Ball.
  - A score of zero becomes an empty Harvey Ball.
6. Harvey Balls are plotted by solution in a chart where rows represent individual solutions and columns represent overall vendor / overall product, as well as individual criteria. Solutions are ordered in the chart alphabetically by vendor name.



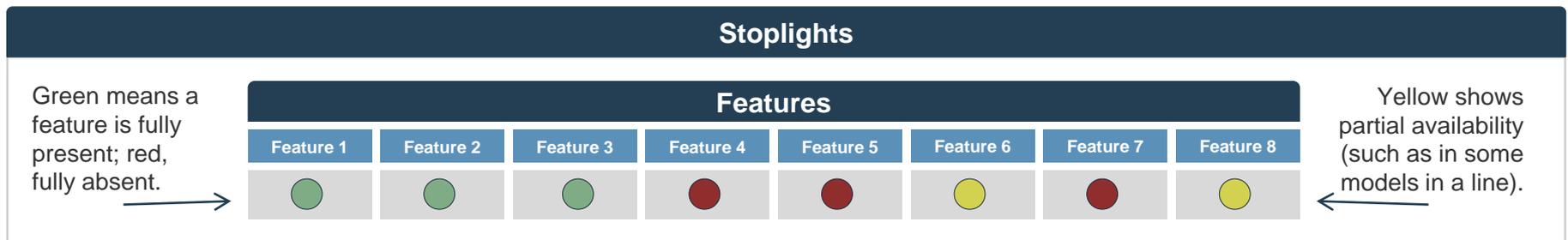
# Vendor Landscape Methodology: Information Presentation – Feature Ranks (Stoplights)

Info-Tech's Feature Ranks are visual representations of the presence/availability of individual features that collectively comprise the Features' criteria. The visual representation used is stoplights.

Stoplights are determined as follows:

1. A single point is assigned to each evaluated feature that is regarded as being fully present, partial points to each feature that is partially present, and zero points to features that are deemed to be fully absent or unsatisfactory.
  - Fully present means all aspects and capabilities of the feature as described are in evidence.
  - Fully absent means all aspects and capabilities of the feature as described are missing or lacking.
  - Partially present means some, but not all, aspects and capabilities of the feature as described are in evidence, **OR** all aspects and capabilities of the feature as described are in evidence, but only for some models in a line.
2. Feature scores are converted to stoplights as follows:
  - Full points become a green light.
  - Partial points become a yellow light.
  - Zero points become a red light.
3. Stoplights are plotted by solution in a chart where rows represent individual solutions and columns represent individual features. Solutions are ordered in the chart alphabetically by vendor name.

For example, a set of applications is being reviewed and a feature of “*Integration with Mobile Devices*” that is defined as “*availability of dedicated mobile device applications for iOS, Android, and BlackBerry devices*” is specified. Solution A provides such apps for all listed platforms and scores “green,” solution B provides apps for iOS and Android only and scores “yellow,” while solution C provides mobile device functionality through browser extensions, has no dedicated apps, and so scores “red.”



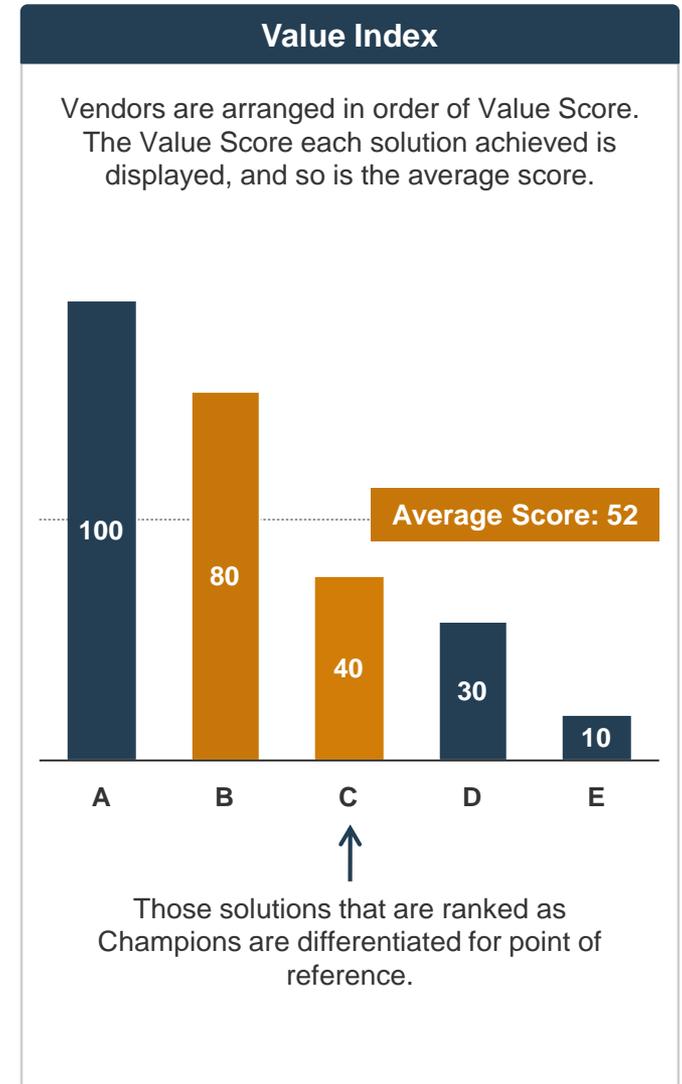
# Vendor Landscape Methodology: Information Presentation – Value Index

Info-Tech's Value Index is an indexed ranking of solution value per dollar as determined by the raw scores assigned to each criteria (for information on how raw scores are determined, see Vendor Landscape Methodology: Scoring, above).

Value scores are calculated as follows:

1. The Affordability criterion is removed from the overall product score and the remaining product score criteria (Features, Usability, Architecture) are reweighted so as to retain the same weightings relative to one another, while still summing to 100%. For example, if all four product criteria were assigned base weightings of 25%, for the determination of the Value Score, Features, Usability, and Architecture would be reweighted to 33.3% each to retain the same relative weightings while still summing to 100%.
2. A sum-product of the weighted vendor criteria scores and of the reweighted product criteria scores is calculated to yield an overall vendor score and a reweighted overall Product score.
3. The overall vendor score and the reweighted overall product score are then summed, and this sum is multiplied by the Affordability raw score to yield an interim Value Score for each solution.
4. All interim Value Scores are then indexed to the highest performing solution by dividing each interim Value Score by the highest interim Value Score. This results in a Value Score of 100 for the top solution and an indexed Value Score relative to the 100 for each alternate solution.
5. Solutions are plotted according to Value Score, with the highest score plotted first, and all remaining scores plotted in descending numerical order.

Where pricing is not provided by the vendor and public sources of information cannot be found, an Affordability raw score of zero is assigned. Since multiplication by zero results in a product of zero, those solutions for which pricing cannot be determined receive a Value Score of zero. Since Info-Tech assigns a score of zero where pricing is not available, it is always in the vendor's best interest to provide accurate and up to date pricing. In the event that insufficient pricing is available to accurately calculate a Value Index, Info-Tech will omit it from the Vendor Landscape.



# Vendor Landscape Methodology: Information Presentation – Price Evaluation

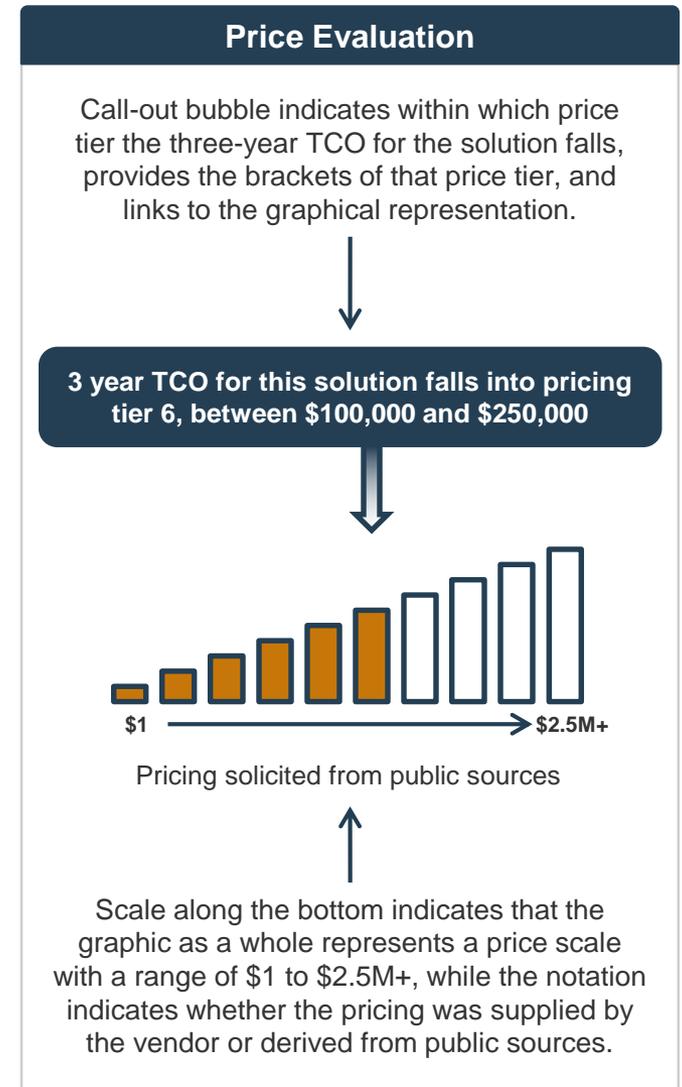
Info-Tech's Price Evaluation is a tiered representation of the three-year Total Cost of Ownership (TCO) of a proposed solution. Info-Tech uses this method of communicating pricing information to provide high-level budgetary guidance to its end-user clients while respecting the privacy of the vendors with whom it works. The solution TCO is calculated and then represented as belonging to one of ten pricing tiers.

Pricing tiers are as follows:

1. Between \$1 and \$2,500
2. Between \$2,500 and \$10,000
3. Between \$10,000 and \$25,000
4. Between \$25,000 and \$50,000
5. Between \$50,000 and \$100,000
6. Between \$100,000 and \$250,000
7. Between \$250,000 and \$500,000
8. Between \$500,000 and \$1,000,000
9. Between \$1,000,000 and \$2,500,000
10. Greater than \$2,500,000

Where pricing is not provided, Info-Tech makes use of publicly available sources of information to determine a price. As these sources are not official price lists, the possibility exists that they may be inaccurate or outdated, and so the source of the pricing information is provided. Since Info-Tech publishes pricing information regardless of vendor participation, it is always in the vendor's best interest to supply accurate and up to date information.

Info-Tech's Price Evaluations are based on pre-defined pricing scenarios (see Product Pricing Scenario, below) to ensure a comparison that is as close as possible between evaluated solutions. Pricing scenarios describe a sample business and solicit guidance as to the appropriate product/service mix required to deliver the specified functionality, the list price for those tools/services, as well as three full years of maintenance and support.



# Vendor Landscape Methodology: Information Presentation – Scenarios

---

Info-Tech's Scenarios highlight specific use cases for the evaluated solution to provide as complete (when taken in conjunction with the individual written review, Vendor Landscape, Criteria Scores, Feature Ranks, and Value Index) a basis for comparison by end-user clients as possible.

Scenarios are designed to reflect tiered capability in a particular set of circumstances. Determination of the Scenarios in question is at the discretion of the analyst team assigned to the research project. Where possible, Scenarios are designed to be mutually exclusive and collectively exhaustive, or at the very least, hierarchical such that the tiers within the Scenario represent a progressively greater or broader capability.

Scenario ranking is determined as follows:

1. The analyst team determines an appropriate use case.  
*For example:*
  - Clients that have multinational presence and require vendors to provide four-hour onsite support.
2. The analyst team establishes the various tiers of capability.  
*For example:*
  - Presence in Americas
  - Presence in EMEA
  - Presence in APAC
3. The analyst team reviews all evaluated solutions and determines which ones meet which tiers of capability.  
*For example:*
  - Presence in Americas – Vendor A, Vendor C, Vendor E
  - Presence in EMEA – Vendor A, Vendor B, Vendor C
  - Presence in APAC – Vendor B, Vendor D, Vendor E
4. Solutions are plotted on a grid alphabetically by vendor by tier. Where one vendor is deemed to be stronger in a tier than other vendors in the same tier, they may be plotted non-alphabetically.  
*For example:*
  - Vendor C is able to provide four-hour onsite support to 12 countries in EMEA while Vendors A and B are only able to provide four-hour onsite support to eight countries in EMEA; Vendor C would be plotted first, followed by Vendor A, then Vendor B.

Analysts may also elect to list only the most Exemplary Performers for a given use case. One to three vendors will appear for each of these purchasing scenarios with a brief explanation as to why we selected them as top-of-class.

# Vendor Landscape Methodology: Information Presentation – Vendor Awards

At the conclusion of all analyses, Info-Tech presents awards to exceptional solutions in three distinct categories. Award presentation is discretionary; not all awards are extended subsequent to each Vendor Landscape and it is entirely possible, though unlikely, that no awards may be presented.

Awards categories are as follows:

- **Champion Awards** are presented to those solutions, and only those solutions, that land in the Champion zone of the Info-Tech Vendor Landscape (see Vendor Landscape Methodology: Information Presentation - Vendor Landscape, above). If no solutions land in the Champion zone, no Champion Awards are presented. Similarly, if multiple solutions land in the Champion zone, multiple Champion Awards are presented.
- **Trend Setter Awards** are presented to those solutions, and only those solutions, that are deemed to include the most original/inventive product/service, or the most original/inventive feature/capability of a product/service. If no solution is deemed to be markedly or sufficiently original/inventive, either as a product/service on the whole or by feature/capability specifically, no Trend Setter Award is presented. Only one Trend Setter Award is available for each Vendor Landscape.
- **Best Overall Value Awards** are presented to those solutions, and only those solutions, that are ranked highest on the Info-Tech Value Index (see Vendor Landscape Methodology: Information Presentation – Value Index, above). If insufficient pricing information is made available for the evaluated solutions, such that a Value Index cannot be calculated, no Best Overall Value Award will be presented. Only one Best Overall Value Award is available for each Vendor Landscape.

## Vendor Awards



Info-Tech's **Champion Award** is presented to solutions in the Champion zone of the Vendor Landscape.



Info-Tech's **Trend Setter Award** is presented to the most original/inventive solution evaluated.



Info-Tech's **Best Overall Value Award** is presented to the solution with the highest Value Index score.

# Vendor Landscape Methodology: Fact Check & Publication

---

Info-Tech takes the factual accuracy of its Vendor Landscapes, and indeed of all of its published content, very seriously. To ensure the utmost accuracy in its Vendor Landscapes, we invite all vendors of evaluated solutions (whether the vendor elected to provide a survey and/or participate in a briefing or not) to participate in a process of fact check.

Once the research project is complete and the materials are deemed to be in a publication ready state, excerpts of the material specific to each vendor's solution are provided to the vendor. Info-Tech only provides material specific to the individual vendor's solution for review encompassing the following:

- All written review materials of the vendor and the vendor's product that comprise the evaluated solution.
- Info-Tech's Criteria Scores / Harvey Balls detailing the individual and overall vendor / product scores assigned.
- Info-Tech's Feature Rank / stoplights detailing the individual feature scores of the evaluated product.
- Info-Tech's Raw Pricing for the vendor either as received from the vendor or as collected from publicly available sources.
- Info-Tech's Scenario ranking for all considered scenarios for the evaluated solution.

Info-Tech does not provide the following:

- Info-Tech's Vendor Landscape placement of the evaluated solution.
- Info-Tech's Value Score for the evaluated solution.
- End-user feedback gathered during the research project.
- Info-Tech's overall recommendation in regard to the evaluated solution.

Info-Tech provides a one-week window for each vendor to provide written feedback. Feedback must be corroborated (be provided with supporting evidence), and where it does, feedback that addresses factual errors or omissions is adopted fully, while feedback that addresses opinions is taken under consideration. The assigned analyst team makes all appropriate edits and supplies an edited copy of the materials to the vendor within one week for final review.

Should a vendor still have concerns or objections at that time, it is invited to a conversation, initially via email, but as required and deemed appropriate by Info-Tech, subsequently via telephone, to ensure common understanding of the concerns. Where concerns relate to ongoing factual errors or omissions, they are corrected under the supervision of Info-Tech's Vendor Relations personnel. Where concerns relate to ongoing differences of opinion, they are again taken under consideration with neither explicit nor implicit indication of adoption.

Publication of materials is scheduled to occur within the six weeks immediately following the completion of the research project, but does not occur until the fact check process has come to conclusion, and under no circumstances are "pre-publication" copies of any materials made available to any client.

# Product Pricing Scenario

---

A mid-level clothing manufacturer/retailer with corporate offices on the US west coast and east coast, and Ireland, with 3,000 global employees is looking to implement a centrally managed service desk solution. The firm is interested in providing licenses for service desk tier 1 technicians as well as multiple technicians throughout the IT department.

**The total license breakdown is as follows:**

An organization is looking to implement a new service desk solution. They have:

- 10 technicians on the help desk
- 100 technicians throughout IT
- They are looking to implement self-serve and will require access to all users through a web portal
- They will require appropriate licenses, maintenance, and support for three years

The solution does not specify on-premises or SaaS, and does not include operating systems or hardware.