Five Factors to Consider for Selecting a Modern IT Service Management Platform

Enterprise digital transformation requires companies to embrace the increasing levels of complexity within their IT environments. This enterprise digital transformation requires a modern IT service management strategy that embraces operational excellence, customer satisfaction, and IT agility. Even organizations in the past that were deemed mature in their service management are now under pressure because the services they are requested to provide and support are increasing, while the customer expectations are shifting.

IT service management (ITSM) is a collection of capabilities and methodologies an organization uses to plan, build, deliver, and ensure the quality of services they provide to customers both internal and external. To the modern enterprise, this is everything from applications, to networks, to data, to end-user devices, as well as business services, such as human resources and facilities requests.

IT and business leaders are facing expectations to deploy service management solutions that encompass the needs of customers that include the ability to:

- Handle the complexities of the modern enterprise: Hybrid environments that include a mix of on-premise software and cloud software working together, as well as physical networking equipment that resides in a company datacenter that works with virtualized devices and contract cloud computing platforms, such as AWS and Azure.
- Manage assets to quickly identify under-utilized capacity as well as discover spending inefficiencies: IT asset management (ITAM) and Software License Optimization (SLO).
- Provide visibility: Real-time and predictive visibility to forecast outages, performance issues, and over- and under-capacity utilization.

If your team is considering investing in an ITSM solution, such as CA Service Management, ServiceNow Service Management, HP IT Service Management, or Cherwell Service Management, you should consider the following five factors before deciding on the optimal platform for your enterprise:

1. Does the ITSM solution support *integration into* the *broader IT management ecosystem*?
2. Does the ITSM solution have effective *integrated asset management capabilities and software license optimization*?
3. Does the solution support *robust change management*?
4. Does the ITSM solution ensure *enterprise-capable process automation across the full solution base (ITSM, ITAM, IT Ops, etc.)*
5. Can the ITSM solution support *today's consumer of technology, their expectations, and their desire for a modern user experience*?

In our research, we found that CA Service Management (CASM) is one such modern service management platform that can help leaders handle the growing complexities of their IT and business services ecosystem. CASM provides deep service management functionalities addressing these five factors to deliver insights to help optimize current and forecasted IT operations as depicted in the following summary vendor comparison followed by a more detailed analysis of the CA solution for each of these factors.

Rating Legend

Fully Present	High Partial Functionality (~75%)	Partial Functionality (~50%)	Poor Functionality (~25%)	Feature Absent

CA Service Management vs. IT Service Management Platforms

	CA	Service Now	HP	Cherwell
Service Management				
▪ Change Management Automatically verifies changes are authorized and invokes corrective policies; includes a change calendar to display change events.	●	◕	◕	◕
▪ Service Catalog Robust service catalog; defines services in value-oriented language with SLAs.	●	◑	◕	◕

CA Service Management vs. IT Service Management Platforms				
	CA	**Service Now**	**HP**	**Cherwell**
▪ Problem Management / Incident Management / Knowledge Management Proactive approach to current & potential problem resolution.	●	◕	●	◕
▪ Capacity Management Determine future capacity for virtual and non-virtual environments; Can adjust network resources based upon load variations.	◕	◔	◔	◔
Asset Management				
▪ Full lifecycle management Including financial, contract, & license management for hardware & software.	●	◔	◑	◑
Software License Optimization				
▪ License model management License expense management with recommendations to change operational environments to reduce license demand, & comparisons of alternative licensing options.	●	○	◔	◔
▪ License modeling and simulations License modeling to show savings, simulation of impact to users with different service, virtualization, & cluster scenarios from current / forecasted license demand.	●	○	◔	◔
Process Automation				
▪ Design Ability to quickly create and test new processes. Should also include a library of extensive automation objects enabling rapid design.	●	◔	◔	◔
▪ Integration Facilitate integration with a broad selection of common IT infrastructure management systems and applications	●	◔	◔	◔
▪ Orchestration Support process execution in a highly scalable and fault-tolerant environment. Should support administrators to quickly see the status and state of each process being executed as well as an auditable log.	●	◕	◔	◔
Reporting and Analytics				
▪ Dashboards and Out-of-the-Box Analytics Insights into KPIs, such as top performers on active tickets; Dynamic dashboards.	◕	◕	◑	◕
Enterprise Readiness				
▪ Integrations with broader IT management ecosystem Restful API for seamless integration into third party platforms.	◕	◔	◕	◕
▪ Mobility Single application for both end-user tasks and administrator tasks.	◕	○	◕	◕
▪ Collaborative communication features Integrated communications to resolve issues, request services, and view assets.	◕	◔	◑	◔
▪ Automated analyst productivity tools Tools to help IT analysts be more proficient and effective handling incidents and requests.	●	◑	○	○

Detailed Analysis

1. **Which solution has the broadest integration into your computing environment to integrate with the entire IT management ecosystem?** *Is the solution able to integrate with other vendor application and network solutions as well as third-party solutions to create a more holistic service management strategy?*

Service management integrations with broader solutions should include:

- Application Management: This includes release management, performance management, and application lifecycle management solutions.
- Hardware and Virtual/cloud Platforms: This includes the ability to integrate and monitor virtualized devices as well as cloud platforms, such as AWS and Azure.
- Ideation, Planning, and Project Management: This includes integrating with project & portfolio management (PPM) and IT financial management solutions.

Questions to ask:

- Does the ITSM solution integrate easily with other IT management solutions, such as project & portfolio management (PPM), APM, and release automation platforms?
- How difficult is it for customers to integrate to non-vendor solutions?

CA Service Management integrates with third party solutions as well as with other CA tools, such as CA PPM, CA Release Automation, CA APM, and CA Unified Infrastructure Monitoring (CA UIM). Integration with the CA PPM solution provides the ability to capture all the costs of an application as a service, including assets, labor, non-labor, maintenance, and projects. Services can then be managed within a portfolio to communicate, understand, and share total costs, and to fund application development based on true business alignment. Services, including projects, are fully defined and linked to business requirements via CA PPM and can be fully evaluated in terms of overall business need.

2. **Does the ITSM solution have integrated asset management capabilities?** *Can the ITSM solution manage your company's software and hardware assets, including analyzing asset utilization and associated license costs?*

Asset management has become a critical need of organizations today, including analyzing utilization of software and hardware assets. Asset management allows your company to understand what assets are available and in use, improve organizational distribution of those assets and increase productivity around license reporting and audit responses. Modern asset management solutions also allow you to manage the license allocation and audit processes more effectively to reduce the risks of license compliance and optimize the cost, management and distribution of existing assets or licenses.

Questions to ask:

- Does the solution have detailed asset utilization capabilities?
- Can the solution quickly identify over or under-utilized assets?
- Can the solution analyze software license spending?
- Does the solution have integrated software license optimization capabilities?
- Can the SLO capabilities highlight potential and realized savings from license optimization?

- IT Financial Management: Ability to understand costs of assets as well as forecast and manage payment schedules.
- Vendor & Contract Management: Provides insights into vendor relationships to understand their interdependencies as well as understand asset contract terms.
- License Management: Manage licenses to avoid overspending as well as reallocate under-utilized licenses.
- Software Asset Management: Ability to manage software assets and improve productivity with license reporting and audit management.
- Software License Optimization (SLO): Provides functionality to automatically optimize current and projected software utilization as well as optimize license deployments. SLO also includes the ability to analyze the impact of infrastructure changes on license demand as well as simulate alternative license models to identify optimal licensing strategies, including variances across servers, virtualized devices, and cloud environments.

CA has seamlessly integrated asset management capabilities into its ITSM solution enabling comprehensive asset lifecycle management solution to control IT spending, enable regulatory and policy compliance and improve service delivery. From physical and virtual hardware to software license terms and maintenance contracts, CA IT Asset Manager helps you determine precisely what you are paying in hardware and software fees, optimize costs and reallocate underutilized assets. CA IT Asset Manager's asset management capabilities also deliver software license management to understand compliance, plan software licensing needs and take action to avoid fines and penalties that could be incurred during a software audit. They also include robust software license optimization (SLO) capabilities to identify potential and realized cost savings over time as well as simulation based upon different conditions. Insights also provide the ability to compare available license metric alternatives for software, hardware, and cloud subscriptions.

3. **Does the solution support automated change management for Change Managers and Change Advisory Boards (CAB)?** *Can the solution verify changes are authorized and invoke corrective policies and support the workflow needs of Change Managers and Change Advisory Boards (CABs)? Does the solution include a change calendar to display change events as well as the ability to coordinate the review and approval of change requests for CI components and services?*

Change management provides with the ability to ensure that changes are recorded, evaluated, authorized, prioritized, planned, tested, implemented, documented, and reviewed in a controlled manner. Modern change management capabilities support role-based process to prevent unauthorized changes. Change Managers can review and approve all changes to CI components and services to reduce vulnerabilities being introduced into the production environment. Key considerations include:

- Change Calendar: Display of change events, including scheduled, failed, and in-progress change requests.
- Change Scheduler: Display of scheduled time periods which changes can or cannot occur in the Change Calendar.
- Conflict Analysis & Collision Detection: Automated analysis of change orders to identify potential implimentation conflicts.
- CAB Console and Reporting: Dashboard that can facilitate online approvals of change orders that require CAB approval.

Questions to ask:
- Does the solution support rule-based handling of unauthorized changes?
- Does the solution have automated change management capabilities, such as conflict and collision detection?
- Does the solution support an easy to use dashboard for CAB to approval changes?

- Risk Assessment: The ability to attach risk assessments for each change request submitted to evaluate risks and associate them with change categories.
- Rogue Change Resolution: Automated handling of unauthorized changes based on business rules.

CA Service Management Change Management capabilities help identify the impacts of issues and changes, research root cause, coordinate the change lifecycle and manage changes. A change verification and audit control capability verifies that each change to the CMDB is authorized by a change order and invokes a corrective policy if the change is not authorized. A browser-based UI provides for the proactive creation of policies, and for actions to be taken when unauthorized changes are detected. A visualizer provides a graphical representation of services and associated configuration items.

4. **Does the solution provide sufficient process automation capabilities?** *Does the solution support automated workflows to support and/or customize ITSM and ITAM processes?*

A significant benefit of process automation is the creation and enforcement of consistency in processes and workflow. For example, process automation can create consistency in change requests or service requests to follow the exact same workflow every single time. Modern process automation platforms can also be used to enhance event management as well.

- Enhanced event management: Supports advanced event management capabilities, including complex exception handling.
- Process automation flow auditing: Process automation flows recorded to audit who executed the workflow, what they launched and when.
- Visual workflow design: Ability to visually design workflow with drag-and-drop.

Questions to ask:
- Does the solution have process automation capabilities to automate workflows for ITSM and ITAM tasks, as well as common events, such as hotfixes or release upgrades?
- Can the solution process workflow and requests for "full stack" provisioning, from request to fulfillment?
- Does the solution provide out-of-the-box process models? Can they be customized?

- Orchestration: Process execution that orchestrates specific workflow, such as full stack provisioning and automatic triggering of cloud-bursting based on SLA policies.

CA Process Automation enables enterprise organizations to design, deploy and administer automation of manual, resource-intensive and often inconsistent IT operational procedures. This solution includes a Visual designer, which is a graphical authoring tool that speeds and simplifies automation from concept to production. CA Process Automation also includes connectors, which provide integration with popular IT systems including operating systems, service desks, business application and many others. Finally, role-based access control allows access to specific features and functionality as well as who is authorized to create and manage processes.

5. **Does the ITSM solution meet the expectations of today's consumers of technology and their desire for a modern user experience?** *Does the solution support expected end-user devices as well as support in-platform collaboration? Does the single solution give the business end users an easy way to contact IT when required, the knowledge they need to solve their own problems, and the ability to request services and assets and connect with the service desk when required? Does it also*

give the service desk the context to make decisions, and the ability to connect with other service teams?

Readily available insights and analytics out-of-the-box enable users to view all aspects of the service life-cycle as well as easily build shareable dashboards for specific ITSM-related efforts.

- End-user / client management: Easy-to-use and build dashboards to be able to utilize and share for specific efforts and issues.
- Modern user experience: The ability for end users and business users to connect with the service desk and for service desk to understand context to make decisions
- Mobility: Provide a single, fully functional mobile application for end-user tasks as well as for administrator tasks.
- Analytics and Insights: The ability to provide out-of-the-box insights into ITSM KPIs that indicate service quality, timing, dependencies and conflicts as well as support for integrated business metrics.

Questions to ask:

- Can the ITSM solution provide a user experience that meets the demands of today's workers for self-sufficiency and immediacy?
- Does the solution support integrated collaboration so that communication is integrated with a ticket, issue, or resolution?
- Does the ITSM solution have a single mobile solution that supports the needs of both the end user as well as the IT leader and administrator?

CA Service Management includes mobile capabilities are built on a common mobile platform, and therefore have a common look and feel that is also shared with CA PPM solutions. Mobile users can manage their ITSM tasks/approvals, create and review tickets, make requests, manage ticket queues, search knowledge sources, view and manage IT assets, and collaborate. CA Service Management also includes xFlow, a dynamic user experience rooted in extensive ethnographic research that is focused on how ITSM people work. The xFlow experience provides Support analysts with a complete contextual understanding of the work that needs to get done and why. It is also optimized to provide the right resources at the right time to solve the issue instead of simply tracking it. This includes key features, such as aggregate views of the analyst's day ahead, dimensional scoring to prioritize work, cardview work-list to give context to the importance of specific incidents and requests and much more.

Conclusion and Findings

Apprize360 interviewed current and former users of CA Service Management, ServiceNow, Cherwell Service Management, and HP ITSM to better understand their perceived strengths and weaknesses of the respective solution. These interviews as well as our analysis from the interviews focused on each of the solutions' ability to meet each of the five selection factors outlined above.

In our assessment, we found that CA Service Management met all five selection factors and provided capabilities to meet the modern enterprise's needs within today's fast-paced, agile application economy. Interviews with users of the various platforms also realized that IT asset management and software license optimization are key functionalities that more users want integrated into their ITSM solutions. Interviewed users also indicated that seamless integrations with other IT management platforms are important, including release automation and project management. Other interviewed users also reported that ITSM solutions should provide deep and actionable insights into ITSM KPIs and operational metrics as well as predictive insights to help forecast potential performance issues with different IT assets.

HP

"I wish it would be easier to create customized views and customized reporting in HP." **– Manager of IT operations, Texas-Based Utility Company**

ServiceNow

"Instead of adding more and more capabilities in every version, I wish they would work on streamlining the underlying functions and methods so that the current service management capabilities worked better!" **– ServiceNow Administrator, International food manufacturing company**

Cherwell

"The Cherwell asset management capabilities that Cherwell has are limited to 20,000 managed assets per instance. This means that you have to deploy another instance if you have over 20,000 IT assets." **– System Analyst, popular consumer financial management application**