



EXECUTIVE WHITEPAPER & BUYERS GUIDE

# ENTERPRISE SERVICE MANAGEMENT PLATFORMS

**servicenow**

ATLASSIAN  
 Jira Service Management

**ivantī**

**HALOITSM**

# WHAT IS ENTERPRISE SERVICE MANAGEMENT?

Enterprise Service Management (ESM) is an approach that extends IT Service Management (ITSM) principles and practices to other areas of an organisation, such as human resources, facilities management, and customer service. ESM aims to improve efficiency, streamline processes, and enhance service delivery across the entire enterprise.

ESM applies the concepts, processes, and tools traditionally used in IT service management to various business functions. It provides a unified platform for managing and delivering services throughout an organisation, enabling better collaboration, increased productivity, and improved customer satisfaction.



## KEY COMPONENTS OF ESM

- **Service Catalogue:** A centralised repository of all services offered across the organisation.
- **Incident Management:** Processes for handling and resolving service disruptions.
- **Request Fulfilment:** Streamlined handling of user requests and service orders.
- **Knowledge Management:** A system for creating, storing, and sharing organisational knowledge.
- **Asset Management:** Tracking and managing organisational assets.
- **Workflow Automation:** Tools for automating repetitive tasks and processes.
- **Reporting and Analytics:** Capabilities for generating insights and measuring performance.

## IMPORTANCE OF ESM IN MODERN ORGANISATIONS

- **Enhanced Efficiency:** By standardising processes and automating workflows, ESM reduces manual effort and minimises errors.
- **Improved Service Quality:** A unified approach to service delivery ensures consistent quality across all departments.
- **Cost Reduction:** Streamlined processes and better resource allocation lead to significant cost savings.
- **Increased Visibility:** Centralised management provides better insights into service performance and resource utilisation.
- **Better Collaboration:** ESM breaks down silos between departments, fostering improved communication and teamwork.
- **Enhanced User Experience:** A single point of contact for all services simplifies the user experience and increases satisfaction.
- **Scalability:** ESM platforms can adapt to growing organisational needs and changing business requirements.
- **Productivity:** An ESM platform should deliver business-wide productivity improvements, efficiencies and value. Efficient automated processes should support employees to be as productive as they can be in their functional roles.

The Enterprise Service Management (ESM) platform market has been growing rapidly in recent years, driven by the increasing need for organisations to digitise and streamline their operations & processes.

### MARKET SIZE AND GROWTH

The Global Enterprise Service Management (ESM) market is anticipated to rise at a considerable rate during the forecast period, between 2024 and 2032. In 2023, the market is growing at a steady rate and with the rising adoption of strategies by key players, the market is expected to rise further over the projected horizon.

This growth is driven by factors such as increasing adoption of cloud-based solutions, rising demand for automation, and the need for integrated service management across various business functions.

### KEY PLAYERS IN THE ESM MARKET

The Service Management market is highly fragmented, with a large number of software vendors offering various solutions. The exact number of vendors can fluctuate due to market dynamics, such as mergers, acquisitions, and new entrants. However, as of the most recent data:

**Major Players:** The ITSM market includes well-established players like ServiceNow, BMC Software, IBM, Atlassian, and Ivanti (including Cherwell). These companies are often considered the major vendors.

**Mid-Sized and Niche Vendors:** There are also a significant number of mid-sized vendors and niche players, such as Freshservice, SolarWinds, SysAid, and Samanage (now part of SolarWinds).

**Total Number:** The total number of software vendors globally is likely to be in the hundreds. A market research report or database, such as from Gartner, IDC, or Forrester, might list around 100-200 notable vendors, but this does not account for smaller, regional, or specialised vendors.

### MARKET TRENDS

- **Cloud-First Approach:** Many organisations are opting for cloud-based ESM solutions due to their flexibility, scalability, and lower upfront costs.
- **GenAI and Machine Learning Integration:** ESM platforms are increasingly incorporating AI and ML capabilities for predictive analytics, automated ticket routing, and chatbots.
- **Low-Code/No-Code Platforms:** There's a growing demand for ESM platforms that allow for easy configuration without extensive coding knowledge.
- **Mobile-First Design:** With the rise of remote work, mobile accessibility has become a crucial feature for ESM platforms.
- **Integration Capabilities:** Organisations are looking for ESM solutions that can easily integrate with their existing software ecosystem.
- **Focus on Employee Experience:** ESM platforms are evolving to prioritise not just customer experience but also employee experience.
- **Increased Emphasis on Security:** As ESM platforms handle sensitive data across various departments, robust security features have become a top priority.



## CHALLENGES IN THE ESM MARKET

- **Complexity of Implementation:** Adopting an ESM solution often requires significant changes to existing processes and organisational culture.
- **Data Security and Privacy Concerns:** With ESM platforms handling data from various departments, ensuring data security and compliance with regulations like GDPR is crucial.
- **Integration with Legacy Systems:** Many organisations struggle to integrate ESM platforms with their existing legacy systems.
- **Skill Gap:** There's often a shortage of skilled professionals who can effectively implement and manage advanced ESM solutions.
- **Measuring ROI:** Quantifying the return on investment for ESM implementations can be challenging, especially in the short term.
- **Over Buying:** Subscribing to licensing or functions/modules that won't be installed and realise value in a given period.
- **Benefits realisation:** Most organisations don't take stock of the value being derived from their ESM solution. Adopting a periodic, say 6-monthly, review to access and quantify value (into monetary value) and sharing that analysis with stakeholders and executive.

In the following sections, we will dive deep into four leading ESM platforms: ServiceNow, Jira Service Management, HaloITSM and Ivanti. We'll explore their features, strengths, Considerations, and suitability for different types of organisations.





SERVICE  
DYNAMICS

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**SERVICENOW**



## COMPANY OVERVIEW

ServiceNow, founded in 2004 by Fred Luddy, has grown to become one of the leading providers of cloud-based solutions for enterprise operations. Headquartered in Santa Clara, California, ServiceNow is publicly traded on the New York Stock Exchange (NYSE: NOW) and has a global presence.

The company's platform began as an IT Service Management (ITSM) solution but has since evolved into a comprehensive Enterprise Service Management (ESM) platform, offering solutions for IT, employee, and customer workflows.



## POPULAR APPLICATIONS AND CAPABILITIES

ServiceNow's platform is known for its broad range of features and its ability to adapt to various business needs. Automate essential processes and run them from the Now Platform, a single system of action for the enterprise.

Here are some of its key capabilities:

### IT Service Management (ITSM)

- Incident, problem, and change management
- Service catalogue and request management
- Knowledge base and self-service portal

### IT Operations Management (ITOM)

- Discovery and service mapping
- Event management and alerting
- Cloud management and orchestration

### Strategic Portfolio Management (SPM)

- Project portfolio management
- Resource management
- Agile development and IT governance

### Customer Service Management (CSM)

- Case management
- Omni-channel engagement
- Field service management

### HR Service Delivery (HRSD)

- Employee service centre
- Case and knowledge management
- Employee onboarding and lifecycle events

## ITAM

- HAM, SAM, Enterprise Assets
- SaaS Licensing Management
- Cloud Cost Management
- Full Asset Lifecycle

## Security Operations (SecOps)

- Security incident response
- Vulnerability response
- Threat intelligence

## Now Platform

- Low-code/no-code app development
- Process automation
- AI and machine learning capabilities

## Asset and Configuration Management Database (CMDB)

- Relationship mapping
- Impact analysis
- Lifecycle management
- Contract management
- Financial management

## Performance Analytics

- Real-time reporting and dashboards
- Predictive analytics
- KPI management

## STRENGTHS

- **Comprehensive Solution:** ServiceNow offers a wide range of capabilities that can cover most, if not all, of an organisation's ESM needs.
- **Scalability:** The platform can handle the needs of small businesses to large

enterprises, making it suitable for growing organisations.

- **Strong ITSM Foundation:** With its roots in ITSM, ServiceNow excels in IT service management processes and best practices.
- **Configuration and Integration:** The Now Platform allows for extensive configuration and integration with other enterprise systems.
- **AI and Automation:** ServiceNow has made significant investments in AI and machine learning, offering advanced automation capabilities.
- **Large Ecosystem:** A vast network of partners and a thriving developer community provide additional resources and extensions.
- **Market / Marketshare Leadership**
- **Strategy:** A single platform, with one architecture and one data model.

## CONSIDERATIONS

- **Complexity:** The platform's extensive features can be overwhelming, potentially leading to a steep learning curve.
- **Cost:** ServiceNow is often considered one of the more premium options in the market, which may be prohibitive for some organisations. So important that customers adopt ServiceNow as a strategic enterprise platform and leverage capabilities across the enterprise
- **Implementation Time:** Due to its comprehensive nature, full implementation of ServiceNow can be time-consuming.
- **Resource Intensive:** Maintaining and optimising a ServiceNow instance often requires dedicated resources and specialised skills.
- **Overkill for Small Organisations:** Smaller companies may find they're paying for more features than they need. Additionally if the organisation only requires a technical ticketing tool as opposed to a strategic platform.
- **Cost of partner resources:** With the ServiceNow partner ecosystem historically dominated by large multi-national firms and integrators, consultant rates can be premium

## PRICING MODEL

ServiceNow operates on a subscription-based pricing model, with costs varying based on the specific products and modules an organisation chooses to implement. While ServiceNow doesn't publicly disclose its pricing, it's generally structured as follows:

- **Per-User Licensing:** Most ServiceNow products are priced on a per-user basis, with different types of users (e.g., fulfillers, managers, employees) potentially having different costs (Requesters require no license however).
- **Platform Licensing:** Some products may require a platform license in addition to user licenses, but this is determined by the number of users in most cases.
- **Module-Based Pricing:** Organisations can choose which modules they need (e.g., ITSM, ITOM, HRSD), with each module having its own pricing.
- **Cost of partner resources:** With the ServiceNow partner ecosystem historically dominated by large multi-national firms and integrators, consultant rates can be premium.
- **Custom Quotes:** Given potential complexity and customisation options, ServiceNow typically provides custom quotes based on an organisation's specific needs.
- **3 year Contracts:** ServiceNow generally operates on 3 year contracts, with the multi-year agreements providing the best cost benefits. ServiceNow is also able to offer annual contracts, however these do have a premium attached.

It's worth noting that while ServiceNow is often considered a premium-priced solution, the total cost of ownership needs to be evaluated against the potential efficiency gains and process improvements it can deliver.



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# **ATLASSIAN JIRA SERVICE MANAGEMENT (JSM)**

# ATLASSIAN Jira Service Management

## COMPANY OVERVIEW

Jira Service Management is a product of Atlassian, an Australian enterprise software company founded in 2002 by Mike Cannon-Brookes and Scott Farquhar. Atlassian is known for its suite of collaboration and development tools, including Jira, Confluence, and Bitbucket. The company is publicly traded on the NASDAQ (TEAM) and has offices worldwide.

Atlassian delivers Enterprise Service Management through a package of solutions, including:

**Jira Service Management:** for Service Management processes and workflows

**Confluence:** for Knowledge and Documentation Management

**Jira Software:** for enterprise task management, ideation management and continual service improvement management.



## KEY FEATURES AND CAPABILITIES

Jira Service Management offers a range of features designed to streamline IT service management and extend these capabilities to other business teams. Here are its key features:

### Incident Management

- Automated issue triaging and routing
- Real-time collaboration tools
- Post-incident reviews and reporting
- Alert and Event Management

### On Call Rostering

- Integration with Teams/Slack/Zoom for Incident War Rooms
- Post Incident Review Management

### Problem Management

- Root cause analysis
- Change request linking
- Knowledge base integration

### Change Management

- Visual change calendars
- Automated risk assessments
- Change approval workflows (including Business Approvers at no additional cost)
- Automated release management documentation

### Asset and Configuration Management

- CMDB (Configuration Management Database)
- Relationship Management
- Asset lifecycle tracking
- Integration with discovery tools

### Service Request Management

- Configurable service delivery automations
- Self-service portals
- SLA management

### Knowledge Management and Documentation

- Integrated knowledge base using Confluence
- Article suggestion for faster resolution
- Knowledge-centred service (KCS) support
- AI based documentation creation/writing
- Automated Post Incident Review and Post Change Review documentation

### Reporting and Analytics

- Real-time dashboards
- Custom report builder
- Time tracking and SLA reporting
- Data Lake and Analytics (for Enterprise subscribers)

### DevOps Integration

- Native integration with CI/CD tooling
- Native integration with Jira Software
- Automated change deployments

### Automation and AI

- No-code automation rules
- AI-powered categorisation and assignment
- Virtual agents for self-service
- Chatbot
- ChatOps (chat with an Agent)

### Configuration and Extensibility

- Marketplace apps for extended functionality
- REST API for custom integrations

- Scripting for advanced configuration
- Enterprise Service Management
- Human Resources service management
- Facilities management
- Finance service management
- Customer service management
- Marketing service management

### STRENGTHS

- **ITIL4 and DevOps-Centric Approach:** Strong alignment with ITIL4, and very strong integration with development tools makes it ideal for organisations embracing DevOps practices and/or ITIL4.
- **Advanced Features:** Advanced features such as AI are included at no additional cost for Premium and Enterprise subscribers
- **Templates:** Free templates available to rapidly extend capabilities to wider lines of business, including HR, Finance, Facilities Management, Legal Services and much more.
- **Flexibility:** Highly customisable to fit various team structures and workflows.
- **User-Friendly Interface:** Intuitive design that's easier to navigate compared to some more complex ESM platforms.
- **Cost-Effective:** Generally, more affordable than enterprise-focused competitors, especially for small to medium-sized organisations.
- **Strong Collaboration Features:** Built-in tools for team collaboration and communication.
- **Extensive Marketplace:** A wide range of third-party apps and integrations available through the Atlassian Marketplace.
- **Deployment:** Atlassian is available with dedicated cloud and on-premise offerings, providing flexibility of choice to suit customers deployment needs.
- **Mobile native:** Atlassian offers native mobile device applications, to support activity on the go.
- **Scalability:** Can grow with an organisation, from small teams to large enterprises.

- **Transparent Online Pricing Model:** Pricing is clear and transparent.
- **Functional Improvement:** Due to recent acquisitions. eg. Loom, AirTrack

## CONSIDERATIONS

- **Complex Setup for Advanced Use Cases:** While user-friendly for basic use, complex workflows can require significant setup and maintenance.
- **Reporting Limitations:** Without subscribing to the Enterprise plan, native reporting capabilities may not appear as robust as some competitors. This is mitigated by using third-party add-ons for advanced analytics.
- **Asset Management:** The built-in asset management features are more basic than those offered by dedicated ITAM solutions.

## PRICING MODEL

Jira Service Management offers a transparent, tiered pricing model based on the number of agents (users who can respond to and resolve issues). As of my last update, the pricing structure was as follows:

### Free Plan

- Up to 3 agents
- Incident management, service request management, and basic SLAs
- Suitable for small teams or those wanting to try the platform

### Standard Plan

- Starting at \$20/agent/month (billed annually)
- Includes all Free features plus:
- Configurable workflows
- Automation
- On-call scheduling
- Suitable for growing teams

### Premium Plan

- Starting at \$45/agent/month (billed annually)
- Includes all Standard features plus:
- Global and multi-project automation
- AI capabilities
- Project archiving
- Admin insights
- Suitable for larger teams requiring advanced features

### Enterprise Plan

- Custom pricing
- Includes all Premium features plus:
- Data lake and analytics
- Dedicated telephone support and 24/7 premium support
- Suitable for large organisations with complex requirements

### Discount Pricing

- 75% Off for qualifying non-profit organisations
- 50-75% off for qualifying academic organisations

Atlassian also offers Data Centre deployments for organisations that require on-premises or private cloud installations, with pricing based on user tiers.

It's worth noting that Atlassian does not require a "business approver" to be licensed, with approval decisions being available at no cost via the customer portal.



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**HALOITSM**

# HALOITSM

## COMPANY OVERVIEW

HaloITSM is a relatively new brand in the Enterprise Service Management (ESM) market since 2018, although the company has an ITSM heritage going back to 1994. The company is headquartered in the United Kingdom and has been gaining recognition for its user-friendly, feature-rich ITSM and ESM solutions. HaloITSM was born out of the need for a more flexible, configurable, and affordable service management platform.

## KEY FEATURES AND CAPABILITIES

HaloITSM offers a comprehensive set of features designed to support both IT and enterprise service management needs:

- **Service Desk:** A centralised platform for managing incidents, service requests, and customer communications.
- **Self-Service Portal:** A customisable portal allowing users to submit and track their requests, access knowledge base articles, and more.
- **Incident Management:** Tools for efficiently logging, categorising, prioritising, and resolving incidents.
- **Problem Management:** Capabilities to identify, analyze, and resolve the root causes of recurring issues.
- **Change Management:** Features to plan, approve, implement, and review changes in the IT environment.
- **Asset Management:** Tools for tracking and managing IT assets throughout their lifecycle.
- **Knowledge Base:** A centralised repository for storing and sharing organisational knowledge.

- **Workflow Automation:** Capabilities to automate repetitive tasks and complex processes.
- **Reporting and Analytics:** Customisable dashboards and reports for insights into service performance.
- **SLA Management:** Tools to define, track, and manage Service Level Agreements.
- **Mobile App:** Native mobile applications for both iOS and Android platforms.
- **Integration Capabilities:** API access and pre-built integrations with popular business tools.

## STRENGTHS

- **User-Friendly Interface:** Known for its intuitive and easy-to-use interface, reducing the learning curve for new users.
- **Flexibility and Configuration:** Offers extensive configuration options without requiring coding skills.
- **Competitive Pricing:** Generally considered more affordable than some of the larger, enterprise-focused vendors.
- **Rapid Implementation:** Can be set up and configured quickly, allowing for faster time-to-value.
- **Strong Customer Support:** Frequently praised for responsive and helpful customer support.
- **Regular Updates:** Continuous improvement with frequent feature updates based on customer feedback.
- **Scalability:** Suitable for small to mid sized businesses but can scale to meet the needs of larger organisations.

## CONSIDERATIONS

- **Market Presence:** As a newer vendor, HaloITSM may not have the same level of market recognition as some long-established competitors.
- **Integration Ecosystem:** While improving, the number of pre-built integrations may be less extensive compared to some larger competitors.
- **Advanced Enterprise Features:** Some very complex enterprise features found in top-tier solutions might not be as developed in HaloITSM.
- **Global Support:** Being a UK-based company, support for global operations might not be as extensive as some multinational corporations require.
- **Community Size:** The user community and knowledge base, while growing, may not be as extensive as those of more established players.

## PRICING MODEL

HaloITSM's pricing model is not publicly disclosed and we advise reaching out to us for a custom quote. However, we can provide some general insights into their pricing structure:

- **Per-User Licensing:** Most products, are priced on a per-user basis. This can be applied as a named user or concurrent.
- **Modular Pricing:** Different tiers of functionality are available, allowing organisations to choose the level of features they need.
- **Volume Discounts:** Larger organisations may be eligible for volume-based discounts.

While specific pricing is not available without a quote, HaloITSM is generally considered to be in the mid-range in terms of pricing compared to other enterprise ESM solutions.

For the most accurate and up-to-date pricing information, it is strongly recommended to contact Service Dynamics directly. Our sales team can provide a customised quote based on your organisation's specific needs and circumstances. Additionally, we can inform you about any current promotions or volume discounts that may be available.

When discussing pricing, be sure to inquire about:

- All costs involved, including any setup or onboarding fees
- The scalability of the pricing as your organisation grows
- Any long-term contract discounts
- The level of support included in the price

Remember, while price is an important factor, it should be considered alongside the features, support, and overall value the solution provides to your organisation.



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**IVANTI**



## COMPANY OVERVIEW

Ivanti is a global IT company headquartered in South Jordan, Utah, USA. The company was formed in January 2017 through the merger of LANDESK and HEAT Software, but its roots trace back to Intel's systems management division in the 1980s. Ivanti has since grown through numerous acquisitions, including Wavelink, Shavlik, Concorde Solutions, RES Software, and notably, Cherwell Software in 2021.

Ivanti offers a comprehensive suite of IT management solutions, including unified endpoint management, IT service management, security, and asset management. The acquisition of Cherwell has significantly bolstered Ivanti's position in the Enterprise Service Management (ESM) market.



## KEY FEATURES AND CAPABILITIES

Ivanti's ESM solution, which incorporates features from both Ivanti Service Manager and Cherwell Service Management, offers a wide range of capabilities:

### IT Service Management (ITSM)

- Incident, problem, and change management
- Service request fulfilment
- Knowledge management
- SLA management

### IT Asset Management (ITAM)

- Hardware and software asset lifecycle management
- License compliance
- Asset discovery and inventory

### Configuration Management Database (CMDB)

- Relationship mapping
- Impact analysis
- Configuration item (CI) lifecycle management

### Self-Service Portal

- Configurable service portal
- Knowledge base integration
- Automated request routing

### Workflow Automation

- Visual workflow designer
- Codeless configuration
- Business process automation

### Reporting and Analytics

- Configurable dashboards
- Real-time reporting
- Predictive analytics

### Enterprise Service Management

- HR service delivery
- Facilities management
- Customer service management

### Integration Capabilities

- Pre-built integrations with popular tools
- REST API for custom integrations
- Integration with Ivanti's broader IT management suite

### AI and Machine Learning

- Chatbots for self-service
- Automated ticket categorisation and routing
- Predictive insights

## STRENGTHS

- **Comprehensive Solution:** Offers a wide range of IT management capabilities beyond just ESM, including IT Asset Management
- **Flexible Deployment:** Available as cloud or on-premises.
- **Strong ITAM Capabilities:** Leverages Ivanti's expertise in asset management for robust ITAM features.
- **Codeless Configuration:** Allows for extensive customisation without requiring coding skills.
- **Integration with Other Ivanti Products:** Seamless integration with Ivanti's security and endpoint management solutions.
- **Vertical-Specific Solutions:** Offers tailored solutions for industries like healthcare and education.

- **Multi-Source CMDB:** Provides a comprehensive view of IT infrastructure and services.

## CONSIDERATIONS

- **Complex Product Portfolio:** The range of products and recent acquisitions can make it challenging to navigate Ivanti's offerings.
- **Integration Challenges:** While improving, integrating various acquired products into a cohesive platform remains a work in progress.
- **Less Market Presence:** Despite recent growth, Ivanti has less market share compared to other competitors in the ESM space.
- **Learning Curve:** The extensive feature set can lead to a steeper learning curve for new users.
- **Limited Cloud-Native Capabilities:** While offering cloud deployment, some features may not be as cloud-optimised as cloud-native competitors.

## PRICING MODEL

Ivanti's pricing model is not publicly disclosed and we advise reaching out to us for a custom quote. However, based on our industry knowledge, we can provide some general insights into their pricing structure:

- **Per-User Licensing:** Most Ivanti products, including their ESM solution, are priced on a per-user basis. This can be applied as a named user or concurrent.
- **Modular Pricing:** Different tiers of functionality are available, allowing organisations to choose the level of features they need.
- **Perpetual and Subscription Options:** Ivanti offers both perpetual licenses and subscription-based pricing models.
- **Volume Discounts:** Larger organisations may be eligible for volume-based discounts.
- **Bundled Pricing:** Discounts may be available when purchasing multiple Ivanti products together.

While specific pricing is not available without a quote, Ivanti is generally considered to be in the mid-range in terms of pricing compared to other enterprise ESM solutions.

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# PLATFORM COMPARISONS

## FEATURE COMPARISON

	SERVICENOW	JIRA SERVICE MANAGEMENT	IVANTI	HaloITSM
ITSM Capabilities	✓✓✓	✓✓✓	✓✓✓	✓✓✓
IT Operations Management	✓✓✓	✓✓	✓✓✓	✓
Asset Management	✓✓✓	✓✓	✓✓✓	✓✓
CMDB	✓✓✓	✓✓	✓✓✓	✓✓
Knowledge Management	✓✓✓	✓✓✓	✓✓	✓✓
Self-Service Portal	✓✓✓	✓✓✓	✓✓	✓✓✓
Workflow Automation	✓✓✓	✓✓	✓✓	✓✓
Reporting and Analytics	✓✓✓	✓✓	✓✓	✓✓
AI/ML Capabilities	✓✓✓	✓✓	✓✓	✓✓
Mobile Support	✓✓✓	✓✓✓	✓✓	✓✓
Integration Capabilities	✓✓✓	✓✓✓	✓✓	✓✓
Ease of Configuration	✓✓✓	✓✓	✓✓	✓✓✓
Enterprise Service Management	✓✓✓	✓✓	✓✓✓	✓✓

## PRICING COMPARISON

	SERVICENOW	JIRA SERVICE MANAGEMENT	IVANTI	HaloITSM
<b>Pricing Model</b>	Subscription-based	Subscription-based	Subscription-based	Subscription-based
<b>Price Range</b>	Premium	Low to Medium	Medium	Medium
<b>Free Tier</b>	No	Yes, up to 3 agents	No	Yes (Limited Features)
<b>Per-User Pricing</b>	Yes	Yes	Yes	Yes
<b>Modular Pricing</b>	Yes	Yes	Yes	Yes
<b>Enterprise Pricing</b>	Custom quotes	Available	Custom quotes	Available
<b>Typical Contract Length</b>	3 years	Monthly or Annual	Annual	Monthly or Annual
<b>Volume Discounts</b>	Available	Available	Available	Available
<b>User Licensing</b>	Named	Named	Named & Concurrent	Named & Concurrent

## SCALABILITY & PERFORMANCE

	SERVICENOW	JIRA SERVICE MANAGEMENT	IVANTI	HaloITSM
Suitable Company Size	Mid to Large Enterprise	SMB to Large Enterprise	SMB to Mid-Enterprise	SMB to Mid-Enterprise
Cloud Deployment	Yes, preferred	Yes, preferred	Yes	Yes
On-Premises Deployment	Available	Available (Data Centre)	Available	Available
Hybrid Deployment	Available	Limited	Available	Limited
Performance at Scale	Excellent	Excellent	Good	Good
Multi-Instance Support	Yes	Yes	Yes	Limited
Global Data Centres	Yes	Yes	Yes	Yes
Upgrade Procedure	Manual annually	Automated continuous*	Automated 6 monthly	Automated continuous

\* Other upgrade options are available for Jira Service management, Bundled monthly & Preview track.

## IMPLEMENTATION & SUPPORT

	SERVICENOW	JIRA SERVICE MANAGEMENT	IVANTI	HALOITSM
Typical Implementation Time*	3-9 Months	2-6 Months	2 - 6 Months	1 - 2 Months
Implementation Complexity	High	Low to Medium	Medium	Low to Medium
Required Technical Expertise	High	Medium	Medium to High	Low to Medium
Online Training Resources	Extensive	Extensive	Good	Good
Community Support	Large, very active	Large, very active	Moderate	Growing
Partner Ecosystem	Extensive	Extensive	Good	Limited
24/7 Support	Available	Available	Available	Available
Professional Services	Comprehensive	Comprehensive	Available	Available

\* Subject to size and complexity

## INTEGRATION COMPARISON

INTEGRATION TYPE	SERVICENOW	JIRA SERVICE MANAGEMENT	IVANTI	HaloITSM
Native Integrations	Extensive	Extensive	Good	Moderate
API Availability	Comprehensive REST API	Comprehensive REST API	REST API	REST API
Development Tools Integration	Good	Excellent	Moderate	Moderate
Third-Party App Marketplace	Large & Mature	Large & Mature	Moderate	Limited
Custom Integration Support	Excellent	Excellent	Good	Moderate
Integration with Other Products from Same Vendor	N/A*	Extensive (Atlassian suite)	Extensive (Ivanti suite)	N/A (All inclusive)

It's important to note that while these comparisons are based on general product knowledge and market positioning, specific features and capabilities may change over time as vendors update their offerings.

\* ServiceNow shares the same platform/data structure across all modules, so there are no individual separate products.

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# SUMMARY & RECOMMENDATIONS

## SUMMARY AND RECOMMENDATIONS

Each of these ESM platforms has its own strengths and is suited to different types of organisations and use cases. Here is a summary of our key findings.

The logo for ServiceNow, featuring the word "servicenow" in a bold, lowercase sans-serif font. The "o" in "now" is highlighted in green.

Stands out as a comprehensive, enterprise-grade ESM solution with advanced features across ITSM, ITOM, and broader enterprise service management. It offers robust customisation capabilities and strong AI/ML integration but comes with a higher price point and complexity.

The logo for Atlassian Jira Service Management, featuring the Atlassian logo (a blue lightning bolt) and the text "ATLASSIAN Jira Service Management" in a sans-serif font.

Excels in organisations with a strong DevOps focus. It offers a user-friendly interface, strong integration with development tools, and a more affordable pricing structure. However, it may require add-ons for advanced ITSM and ESM capabilities.

## SUMMARY AND RECOMMENDATIONS

Each of these ESM platforms has its own strengths and is suited to different types of organisations and use cases. Here is a summary of our key findings.

### HALOITSM

Offers a good balance of all inclusive functionality and simplicity, with a growing marketplace for integrations and a REST API for custom development. HaloITSM's approach focuses on providing core ITSM functionalities without overwhelming users, making it a solid choice for organisations that prioritise straightforward, efficient service management processes.

### ivanti

Provides a solid middle ground, offering comprehensive ITSM and ESM capabilities with strong asset management features. It has flexible deployment options and industry-specific solutions but may have a less extensive ecosystem compared to the others.

## LARGE ENTERPRISES WITH COMPLEX IT ENVIRONMENTS

### RECOMMENDATION: SERVICENOW

- Comprehensive feature set, strong ITOM capabilities, advanced AI/ML integration.
- Ideal for organisations requiring a unified platform for IT and enterprise-wide service management, with resources for a complex implementation.

## TECHNOLOGY COMPANIES WITH STRONG DEVOPS CULTURE

### RECOMMENDATION: ATLISSIAN JIRA SERVICE MANAGEMENT

- Strong dev tool integration, user-friendly interface, more affordable.
- ideal for organisations heavily invested in Atlassian products, or with a focus on agile and DevOps practices, or strongly aligned to ITIL4 principles.

## MID-SIZED ORGANISATIONS SEEKING IT ASSET MANAGEMENT FEATURES

### RECOMMENDATION: IVANTI

- Comprehensive ITSM features, strong asset management, flexible deployment options.
- Ideal for organisations requiring solid ITSM and asset management capabilities, possibly in specific industries like healthcare or education.

## SMALL TO MEDIUM BUSINESSES LOOKING FOR AN 'OOTB' PLATFORM

### RECOMMENDATION: HALOITSM

- User-friendly and highly configurable.
- Ideal for organisations that require a solution that does not need a large amount of custom configuration.

## SMALL TO MEDIUM BUSINESSES WITH ITSM NEEDS

### RECOMMENDATION: ATLISSIAN - JIRA SERVICE MANAGEMENT

- User-friendly, affordable, easy to set up and use.
- Ideal for growing organisations that need a scalable solution and may expand to more advanced features over time.

## ORGANISATIONS WITH SPECIFIC INDUSTRY REQUIREMENTS (E.G., HEALTHCARE, GOVERNMENT)

### RECOMMENDATION: CONSIDER BOTH SERVICENOW AND ATLISSIAN - JIRA SERVICE MANAGEMENT

- ServiceNow offers robust compliance features and extensive customisation.
- Atlassian provides speed to value and scalability to the broader Enterprise Service Management offerings.
- The choice depends on the specific industry requirements and the organisation's size and operating models.

## ORGANISATIONS HEAVILY INVESTED IN MICROSOFT TECHNOLOGIES

### RECOMMENDATION: CONSIDER SERVICENOW OR IVANTI

- Both offer strong integration with Microsoft products.
- ServiceNow may be preferred for larger, more complex environments.
- Ivanti could be a good fit for mid-sized organisations.

## FINAL THOUGHTS

Choosing the right ESM platform is a critical decision that can significantly impact an organisation's efficiency, service quality, user experiences and overall digital transformation efforts. While this guide provides a comprehensive overview and recommendations, it's essential to consider your organisation's specific needs, existing technology stack, budget, and long-term strategic goals.

### We recommend the following steps in your decision-making process:

- **Assess Your Needs:** Clearly define your requirements, pain points, and future goals.
- **Evaluate Your Resources:** Consider your budget, available IT resources, and implementation timeline.
- **Request Demos:** Reach out to vendors for personalised demonstrations of their products.
- **Check References:** Speak with organisations similar to yours who are using these tools.
- **Consider Total Cost of Ownership:** Look beyond the initial price to consider implementation, training, and ongoing maintenance costs.
- **Plan for the Future:** Choose a solution that can scale and adapt to your organisation's growth and changing needs.

Remember, the best ESM platform is the one that aligns most closely with your specific requirements and workplace culture. Take the time to thoroughly evaluate your options, involve key stakeholders in the decision-making process, and engage with trusted implementation partners to ensure that the process is smooth and efficient.

By choosing the right ESM platform, you can set your organisation on a path to improved service delivery, increased efficiency, and better alignment between IT and business outcomes.





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