

2021

State of Service Management Report

Current insights, outcomes and trends
from over 1,000 IT professionals

SysAid®

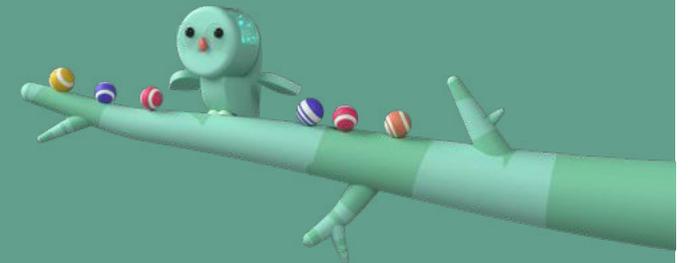


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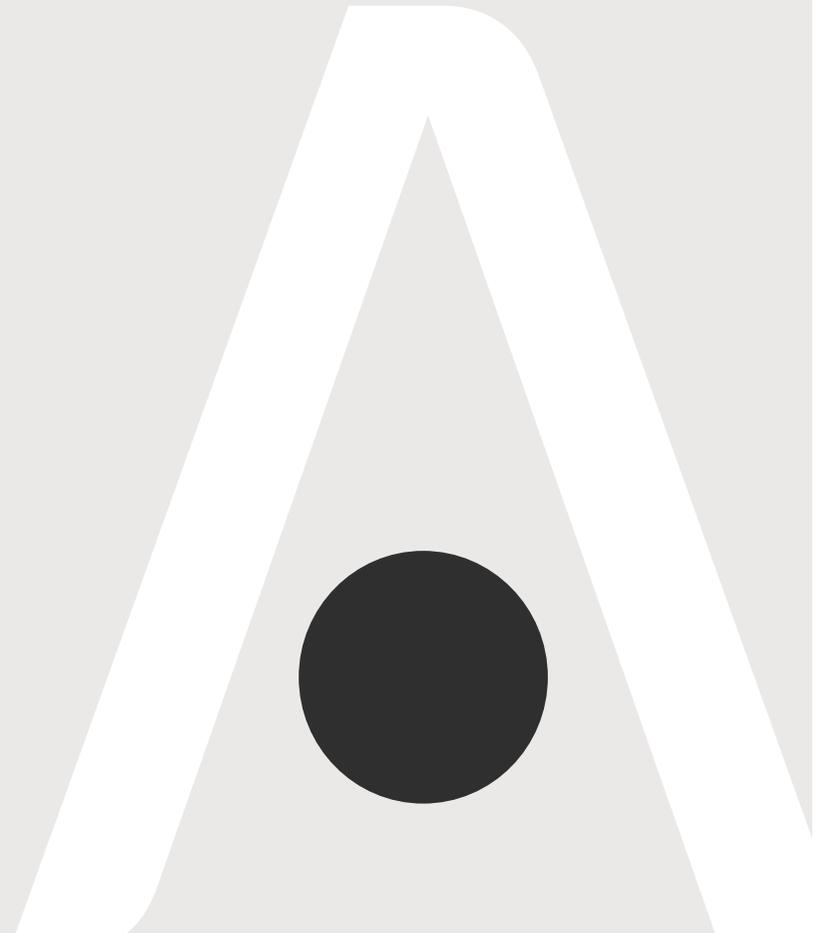
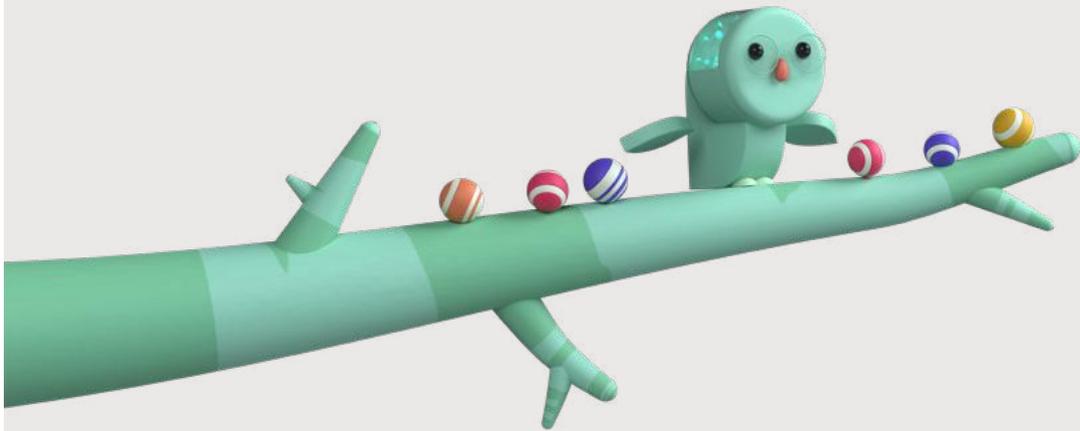
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Why We Created This Survey Report



For many organizations, “**service management**” means the service desk, opening and closing tickets, and dealing with a change advisory board.

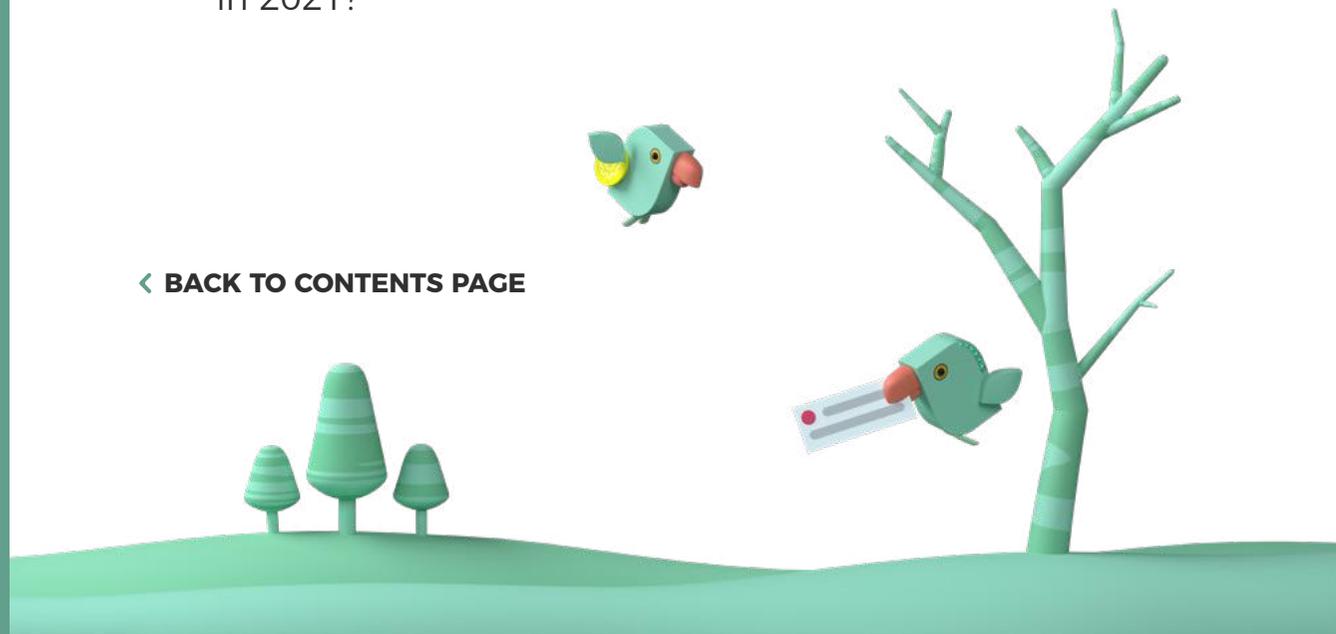
So, does having all of these things in working order mean you're performing great service management?

We wanted to hear from the real actors in this arena.

So we asked some questions. We ran a survey.

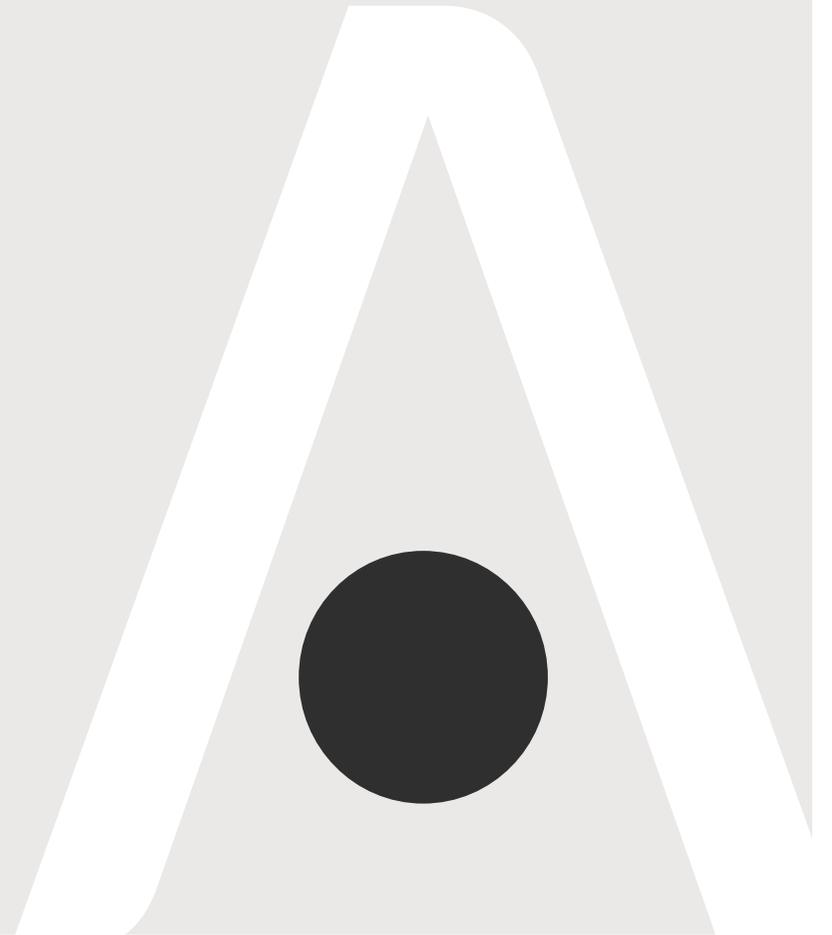
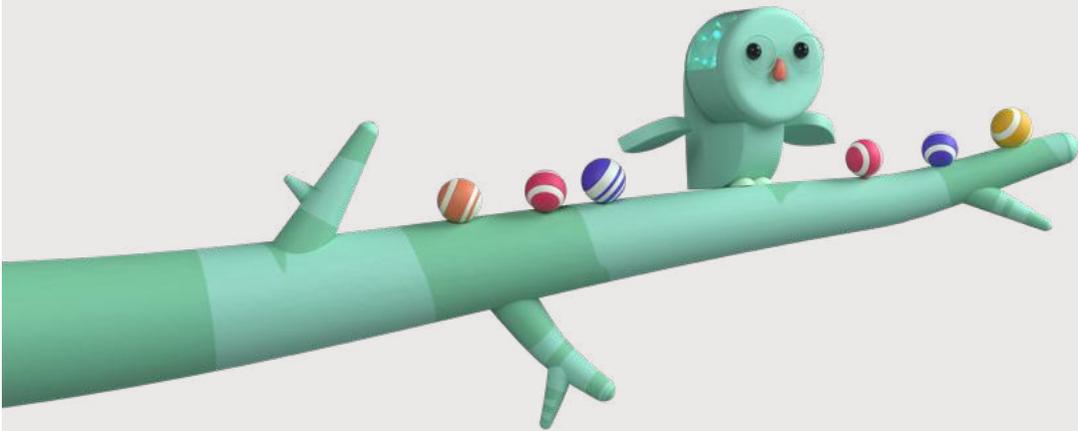
- Does service management deliver the long-promised benefits of improved IT efficiency and effectiveness?
- Does service management help drive down MTTR?
- Does service management impact the organization's response to the global pandemic? If so, how?
- How does introducing IT asset management (ITAM) practices enhance service management?
- Where are organizations taking service management in 2021?

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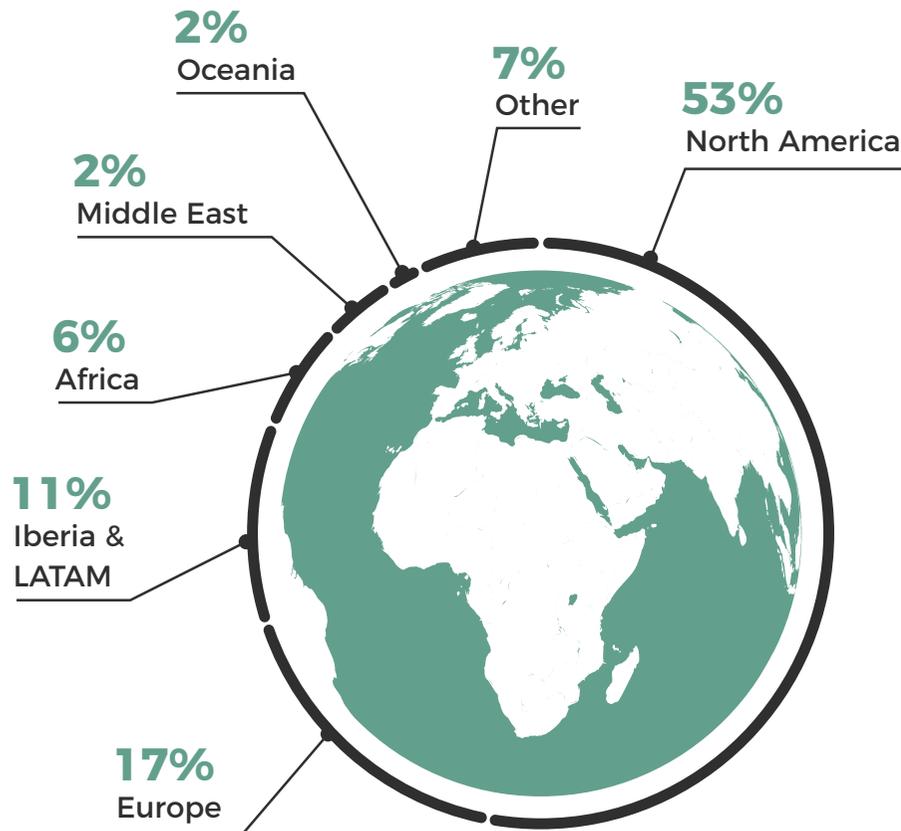


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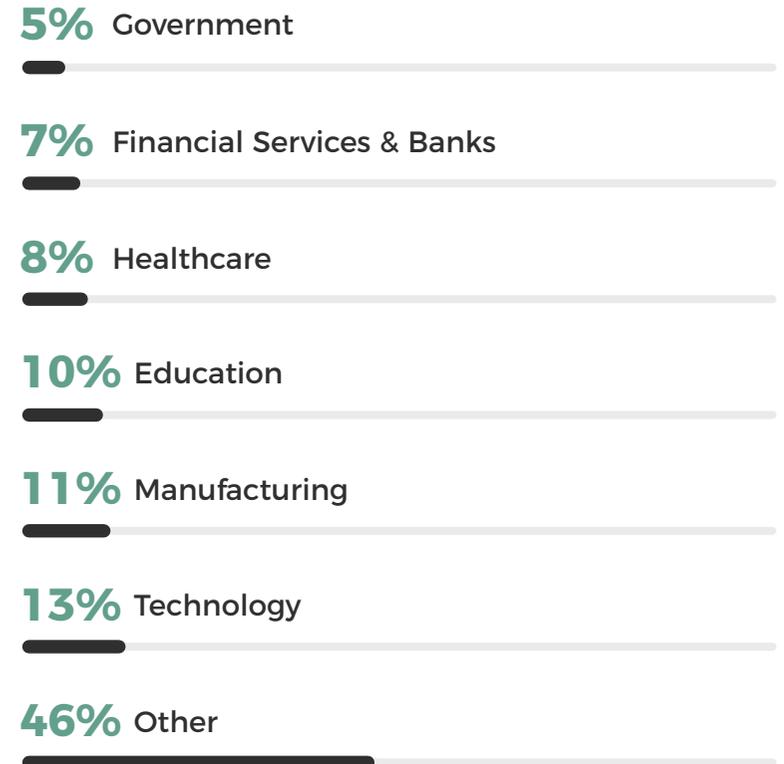
About the Respondents



Geographic location



Industry

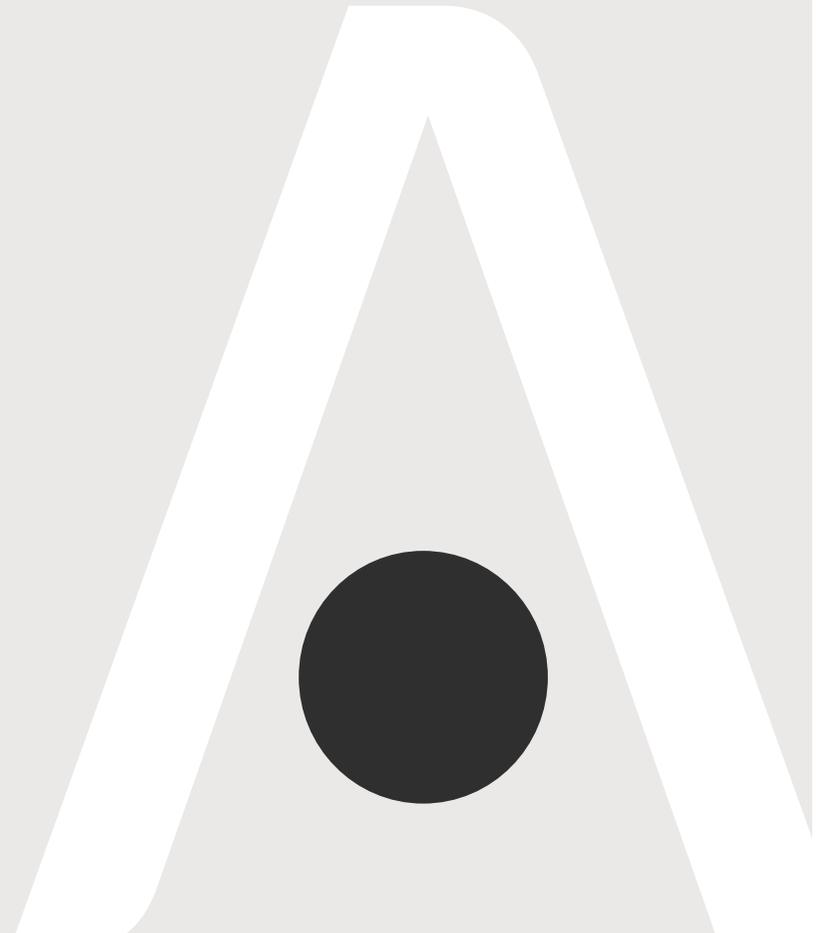
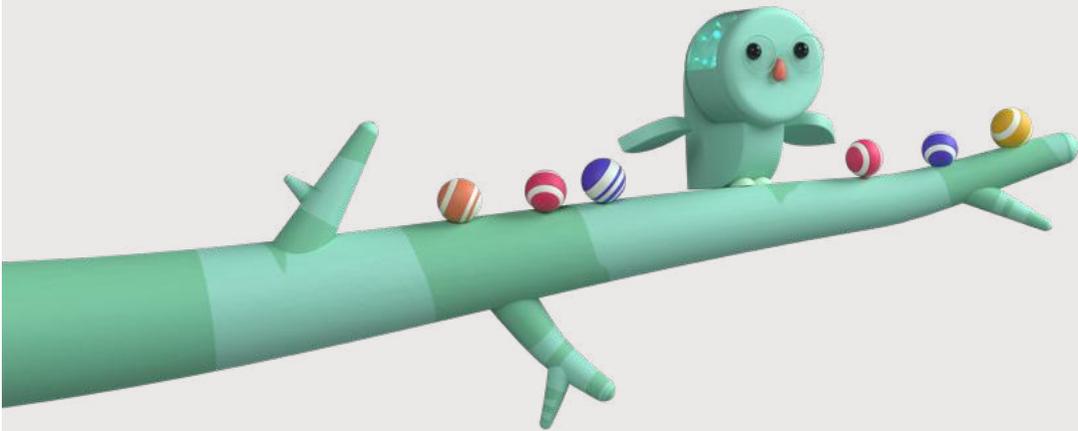


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This global survey received over 1,000 responses with 84% representing IT/service desk managers, analysts, and technicians. Other responses were predominantly from directors and the C-suite.

03

Executive Summary



During the tumultuous year that was 2020, many IT organizations made what was perhaps an unexpected discovery.

Having a solid approach to service management helped their organization respond to the disruptions caused by the pandemic.

Yes, service management.

The results from the 2021 State of Service Management survey revealed that service management was a critical capability in responding to the impact from the pandemic.

As employees were sent home to work, our survey revealed the importance of good service management. **Over 70% of respondents** stated that they leveraged service management capabilities to extend support during the pandemic to end users both remotely and via self-service.

In addition to well-known outcomes like increased administrator productivity and reducing MTTR, service management is being used as an enabler for automation, both from an end-user and administrator perspective. But the use of service management is being expanded within many organizations. Service management plays a key role in driving a positive customer experience (CX) and employee experience (EX) within organizations, through automating tedious administration work and improving end-user capabilities for self-service.

Our survey indicates that service management is becoming a central management hub, with integrations planned or in progress with other corporate systems or productivity tools.

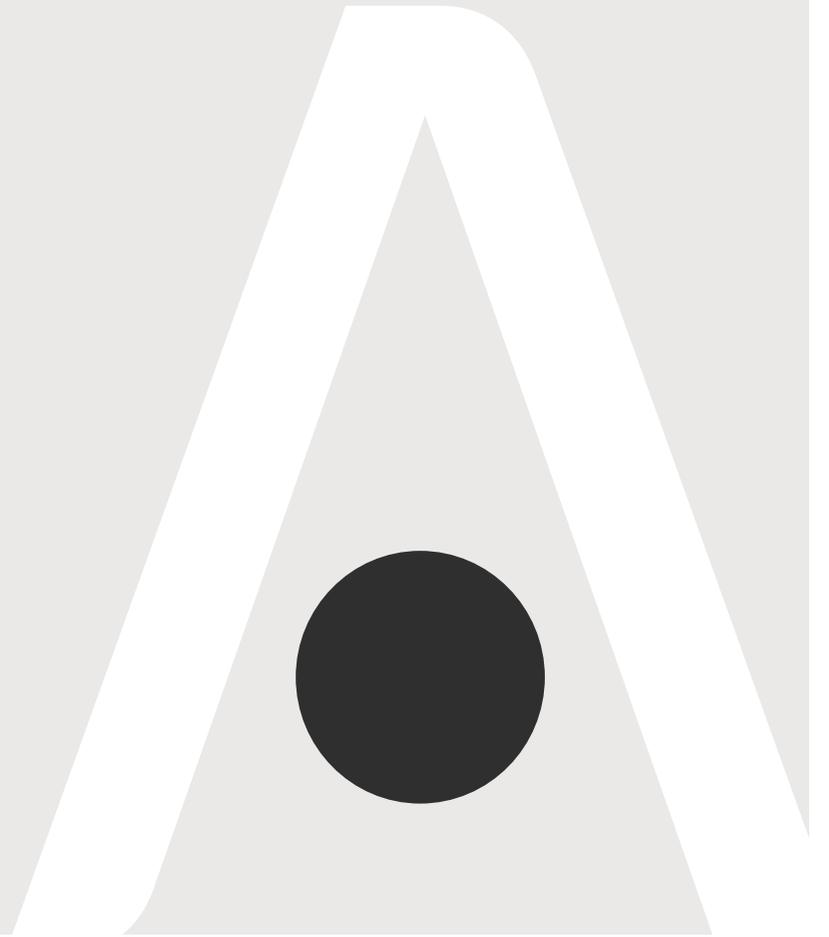
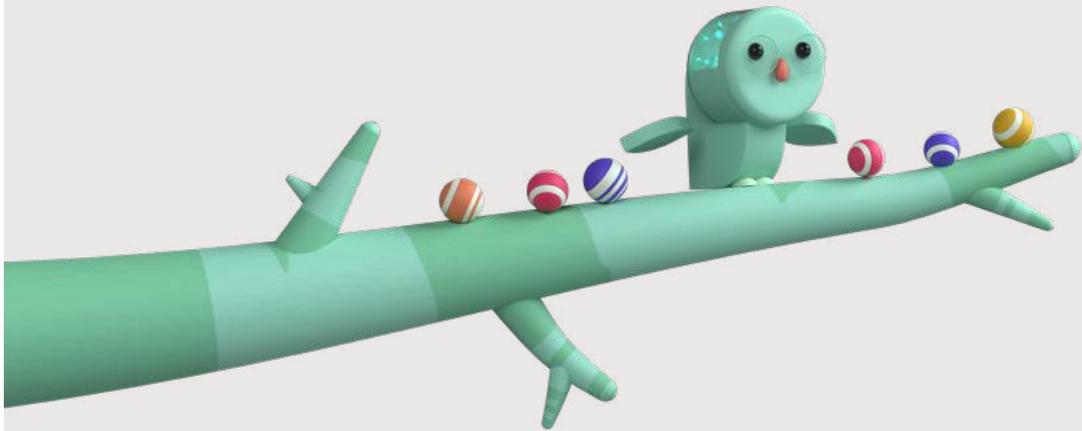
This report outlines the results into the following 4 categories:

- Highlights of Key Findings
- Drilling Down into Business Value
- Service Management Technology Trends
- 2021 Goals



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Highlights of Key Findings

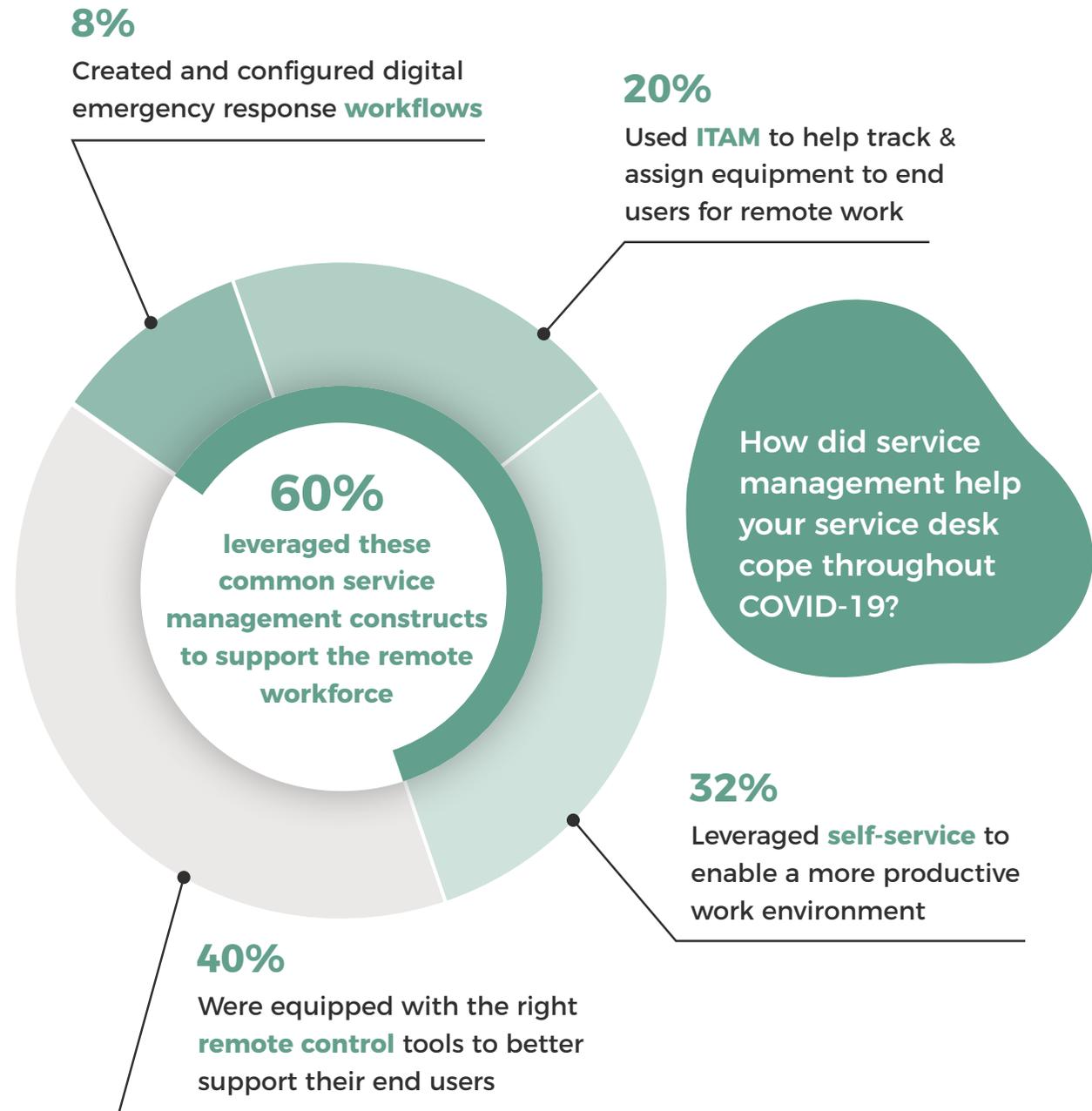


The importance of service management during a global pandemic

If there was a silver lining resulting from the pandemic, it was that it underscored the importance of good service management.

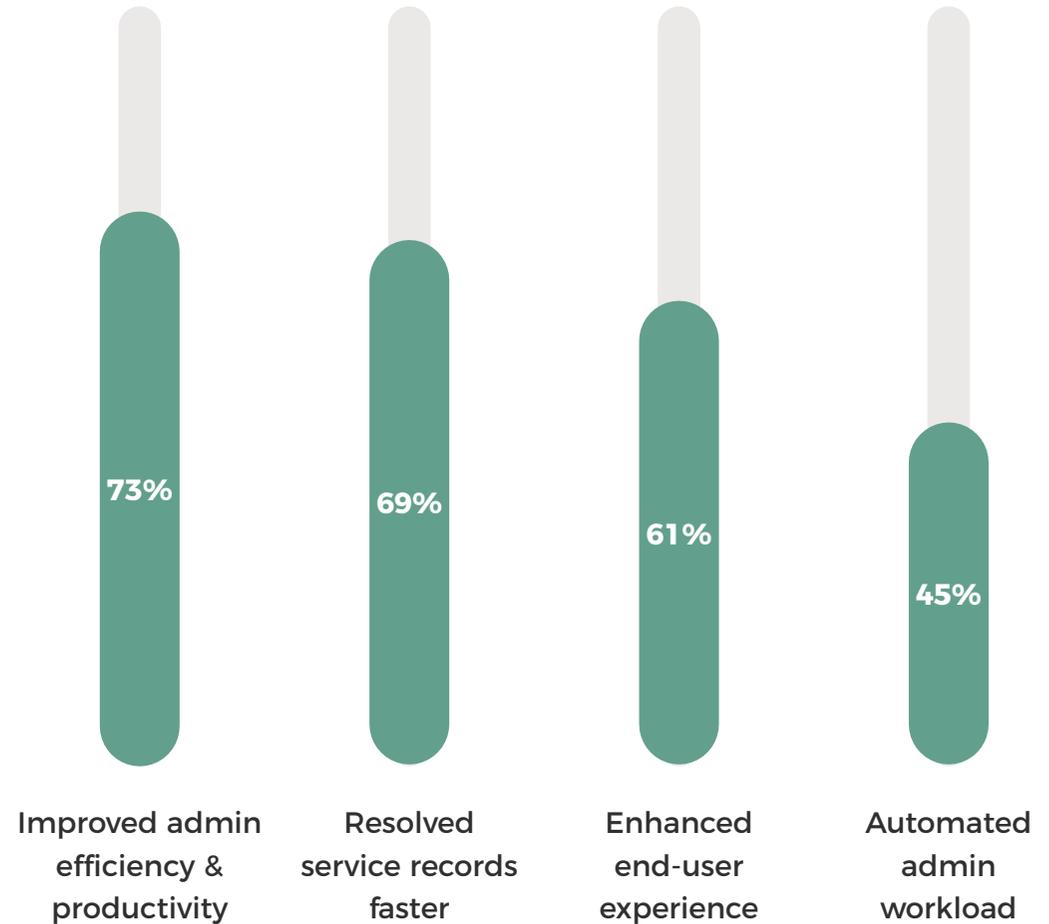
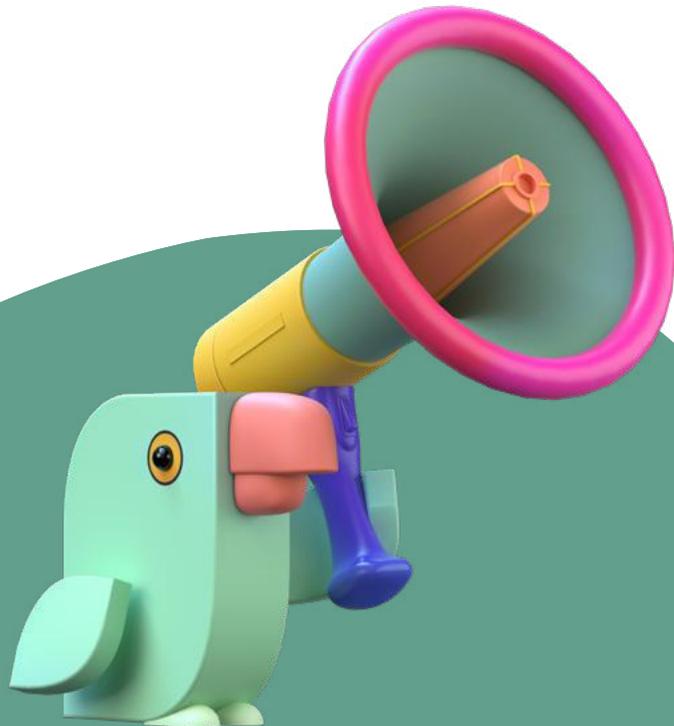
The pandemic forced organizations to focus on business value and outcomes through the use of technology - which is what true service management is all about. The pandemic caused organizations to consider the "why" behind the use of technology and not just "how" we are delivering and supporting technology. And also, why it's so important to have good service management.

60% of the respondents leveraged common service management constructs, such as defined workflows, practice capabilities, such as ITAM, and self-service to support the remote workforce.



#1 benefit is improving overall IT efficiency & productivity

A long-touted benefit of service management is the positive impact on IT efficiency and effectiveness, and the survey results confirm this. Standardized processes with defined exception paths allows for fewer administrators or technicians to support more products, services, and end users.



Barriers to the adoption of ITIL

This survey revealed how organizations are not investing in formal ITIL training. Most ITSM tools are based on ITIL concepts, but nearly half of the survey respondents who said that they haven't adopted ITIL, say that it's not a big focus for them.

Perhaps this finding is showing that administrators may not be aware that they are leveraging ITIL concepts as they configure service management tools for their organization.

Despite that, however, **ITIL remains one of the most popular approaches to ITSM.**

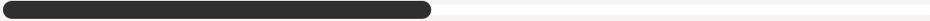
Not having an awareness of the ITSM “big picture” and how various ITSM practices interact could result in siloed and disjointed service management activities. For example, problem management has a direct impact on incident management. Effective service configuration management can make all other ITSM practices more effective. How the various ITSM practices enable the service desk has a direct impact on the customer experience (CX) when users interact with the service desk.

As organizations grow and need to mature their service management capabilities, adoption of best practices such as ITIL provide proven guidance in helping organizations achieve needed levels of maturity.

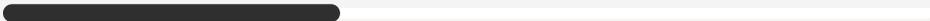
Additionally, if organizations do not invest the time to learn more about the benefits and challenges of service management frameworks and standards, they risk falling into the “solution trap.” Meaning, they may fall into the trap of thinking about service management only in terms of the capability of a tool, rather than approaching it from the perspective of business needs, desired outcomes, and value.

What's holding you back from adopting ITIL?

47% who use a basic help desk say ITIL is not a big focus for them.



37% who use an advanced service desk say they lack the time and/or resources to adopt ITIL.



Automation is the top service management goal for 2021

Automation is one of the hottest topics within service management.

Among the many benefits of introducing automation within service management implementations are that it:

- Frees up administrator time from repetitive and tedious tasks to work on more complex issues
- Enables end-user self-service while at the same time, ensuring compliance with IT standards and policies
- Helps maximize performance without having to hire additional IT staff

What are your top service desk goals for 2021?

56% Improve my team's productivity through the use of automation

51% Enhance end-user/customer experience

45% Increase self-service adoption

31% Better visibility and analysis into performance, improvement, and outcomes

24% Adopt ITIL or increase usage of ITIL processes

23% Extend the scope of service management to other departments in my organization e.g. HR

20% Use AI to predict and resolve issues more proactively

Organizations that have invested in defining process models, especially for managing incidents and service requests, are better positioned to leverage automation.

However, organizations should not look at automation as a proverbial "silver bullet". Automation cannot be approached as a one-and-done initiative. An active continual improvement program will help organizations avoid having their automation efforts decline due to atrophy.

SIEM ranks highest for 2021 adoption outside of the service desk

2020 exposed vulnerabilities within many organizations' use of technologies, and the need for a more comprehensive approach to service management.

Service management is more than just logging tickets. A more comprehensive approach to service management also encompasses recognizing and responding to events (alerts), ensuring enforcement of security policies, deploying software updates, and ensuring appropriate levels of service availability.

This recognizes that how many organizations approach service management must expand to encompass these complementary technologies. Many organizations have focused their service management efforts only on IT operational issues. While such issues are important, other areas, such as security information and event management, must be part of the service management picture.

Outside of the service desk, which technologies are you planning to adopt in your organization?

1/3 plan to adopt SIEM

For a more comprehensive approach to service management



30% SIEM (Security Information & Event Management)

25% ITOM (IT Operations Management)

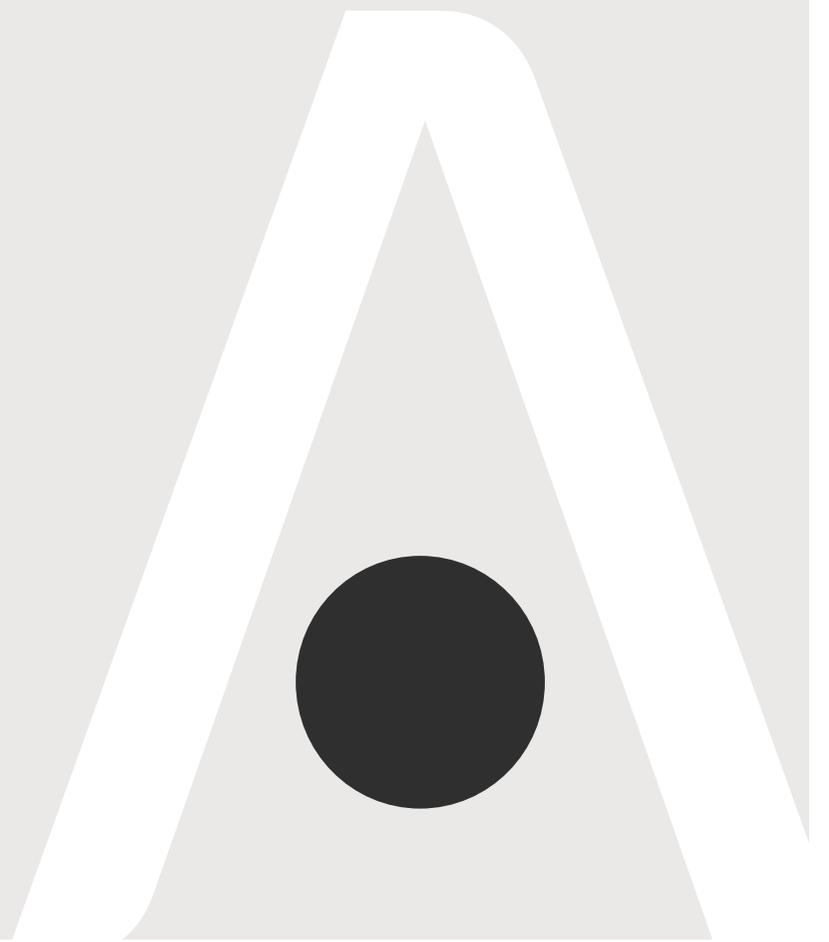
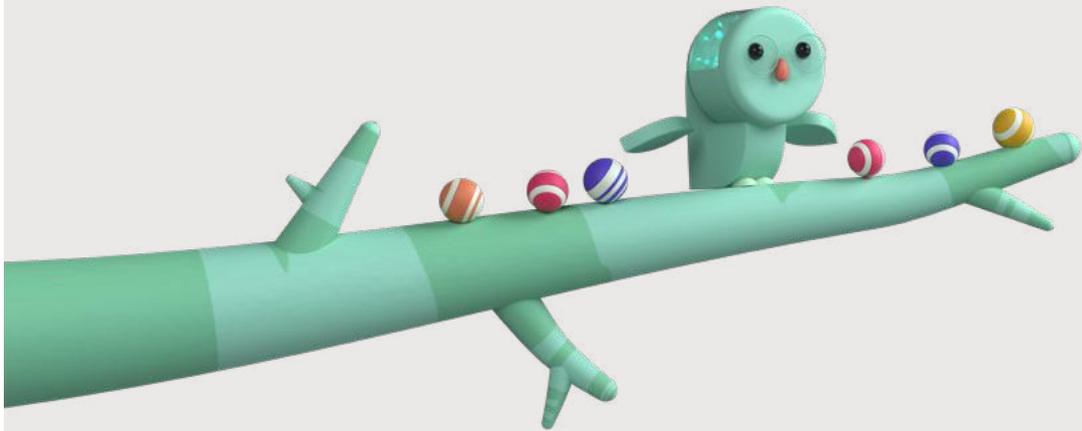
22% IaaS (Infrastructure-as-a-Service)

20% DevOps

13% ITBM (IT Business Management)

05

Drilling Down into Business Value

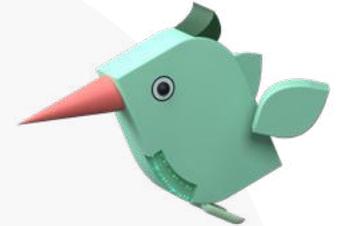


The impact of service management on IT efficiency & productivity

Survey respondents confirmed that investment in service management pays off through improved IT efficiency and productivity.

Defined process models with defined exception paths allows for fewer administrators to support more products, services, and end users.

Process models are used to facilitate the handling of everything from incidents to service requests to requesting change. These process models define how execution will be performed, including things like escalation, categorization, information capture, and more. Adding exception paths – that is, what should be done if something isn't working as expected – to process models helps administrators avoid rediscovering knowledge that is already known.

BENEFIT #1

To what extent has service management helped you improve IT efficiency and productivity?

73% A lot

19% Somewhat

8% Not at all

The impact of service management on MTTR

BENEFIT #2

Why is driving down mean-time-to-resolve (MTTR) so important?

Timely resolution of issues puts end users back to work quickly, which enables better productivity. Better productivity contributes to more revenue for the organization.

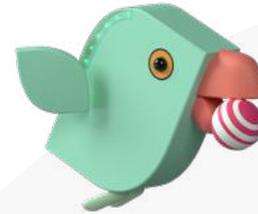
Having an authoritative knowledge base helps service desk administrators (and end users) avoid rediscovering what is already known within the organization, further enabling reduction in MTTR.



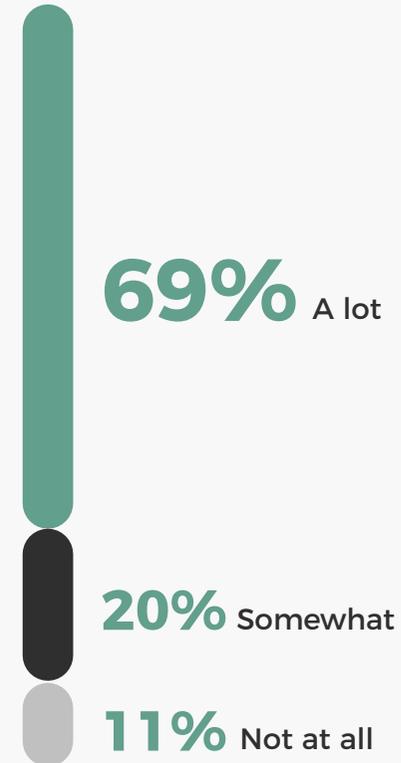
MTTR went from 20 days to just a few hours shortly after SysAid went live.

Tiffany Mueller

Relay Resources | VP Marketing & Communications



To what extent has service management helped you resolve service records faster?



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The impact of service management on enhancing end-user experience

BENEFIT #3

Customers (end users) are often frustrated and under pressure when contacting the service desk. It's the service desk administrators that must be enabled in order to diffuse that frustration, analyze the situation, and deliver the outcome needed by the customer.

Building trust with the customer is a key factor for enabling a positive customer experience (CX) when interacting with the service desk.

Providing administrators with the knowledge and workflows they need empowers them to deliver outstanding customer service and experiences. Customers have confidence that their issues or requests will be managed to the appropriate resolution.

How has service management helped you enhance the end-user experience?

61% A lot

24% Somewhat

15% Not at all



The impact of service management on automating service desk admin workload

Perhaps the most direct benefit of automation to IT administration is that it frees up the time of highly skilled service desk administrators to work on more complex issues, rather than burden them with repetitive and tedious tasks that are better suited for machines.

However, automation only works if there is something to automate.

Enable automation by first defining workflows or auditing existing workflows, removing any unnecessary bottlenecks or delays. The resulting workflows become visible and help illustrate where automation can be applied.



It only takes 24hrs to auto-escalate tickets that aren't actioned.

Maximilian Haag

Söhner | Systems Administrator

BENEFIT #4



To what extent has service management helped you automate admin workload?

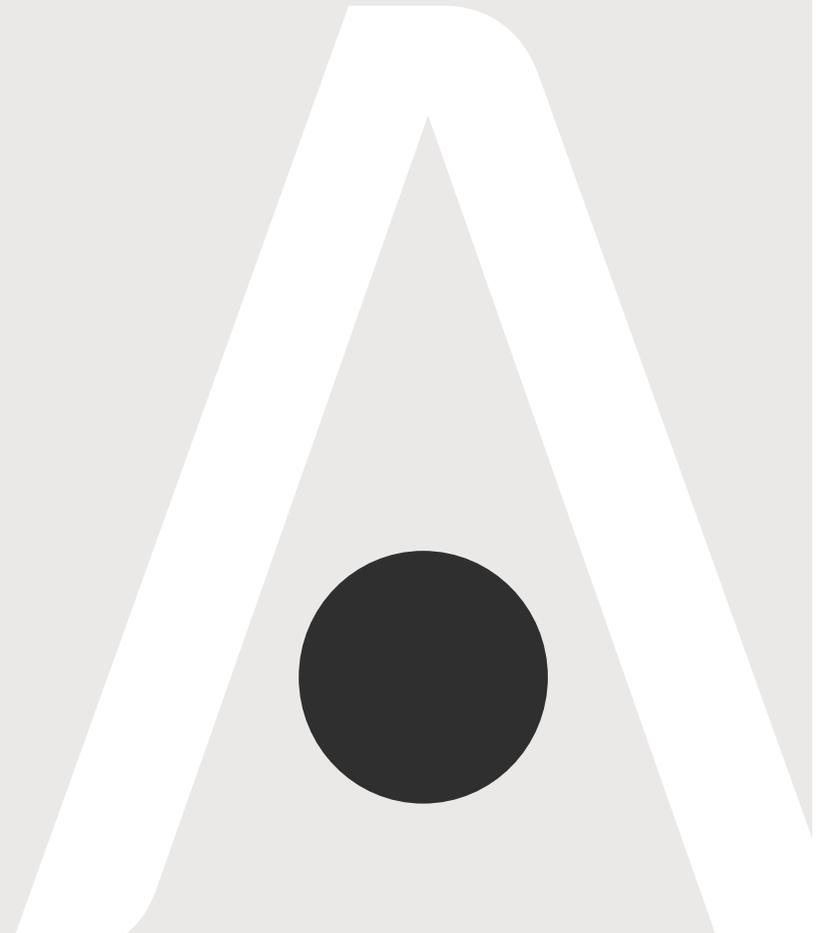
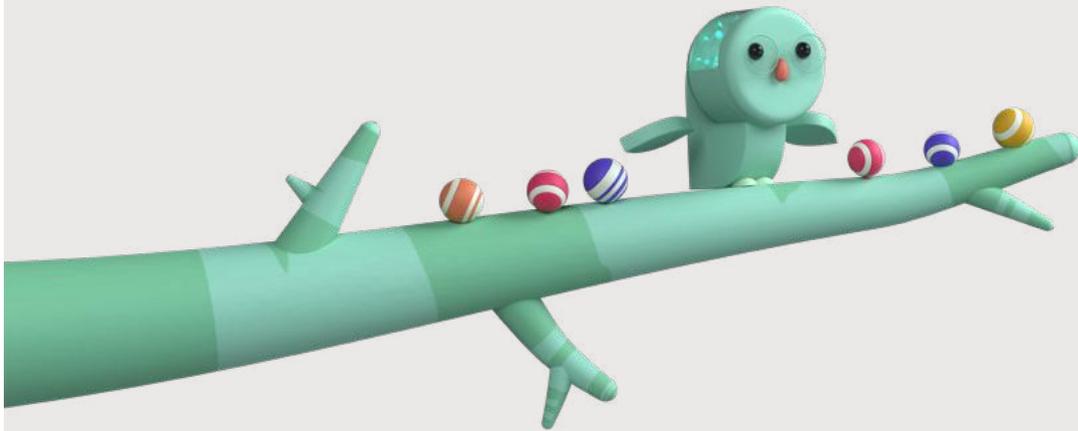
45% A lot

30% Somewhat

25% Not at all

06

Service Management Technology Trends



Self-Service

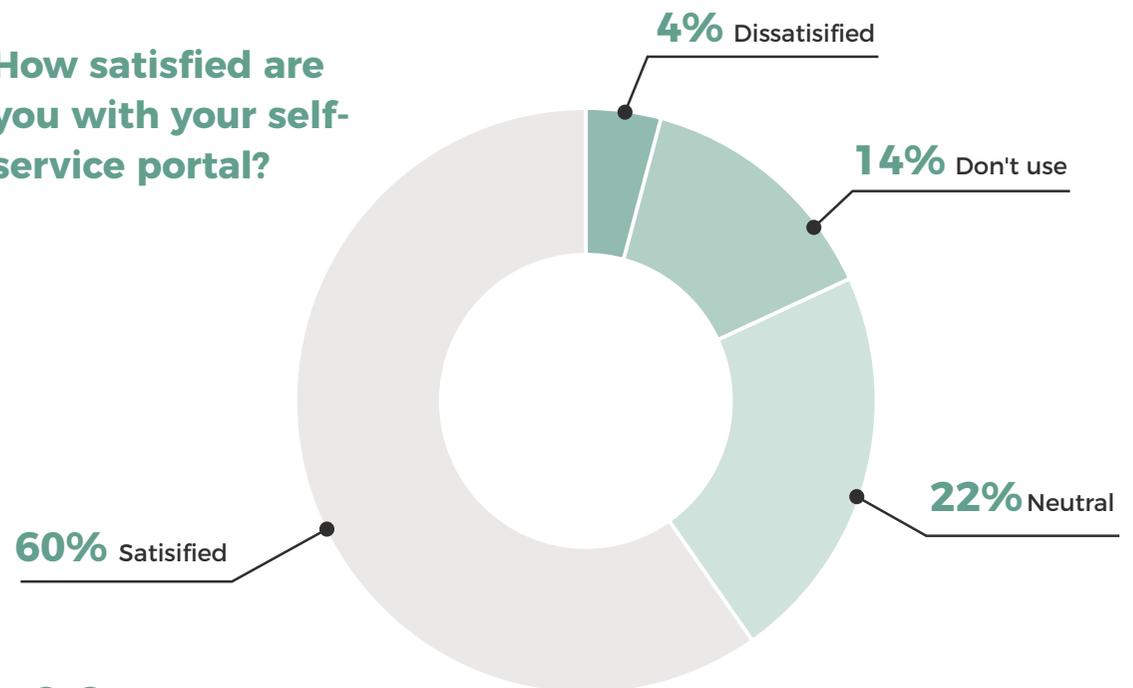
A self-service portal is an investment that pays off in both time savings for the end user and the administrator, by shifting traditional administration activities left to the end user. Rather than wait for assistance from limited admin resources, end-users can resolve issues or requests without additional assistance.

While setting up a self-service portal is a little bit of work, the payoff is in repeatable procedures for fulfilling requests. This removes any friction that may exist with self-service; also enables end users to use their time effectively and efficiently. Admins aren't burdened with addressing repeatable and frequently occurring requests, freeing up their time to work on more complex requests.

Self-service has moved from "nice to have" to "needed capability" for organizations, especially in today's work-from-anywhere environment.

60% are able to save time for administrators and end users through the use of a self-service portal.

How satisfied are you with your self-service portal?



Since implementing the self-service portal, about **75%** of tickets are opened directly via the portal.



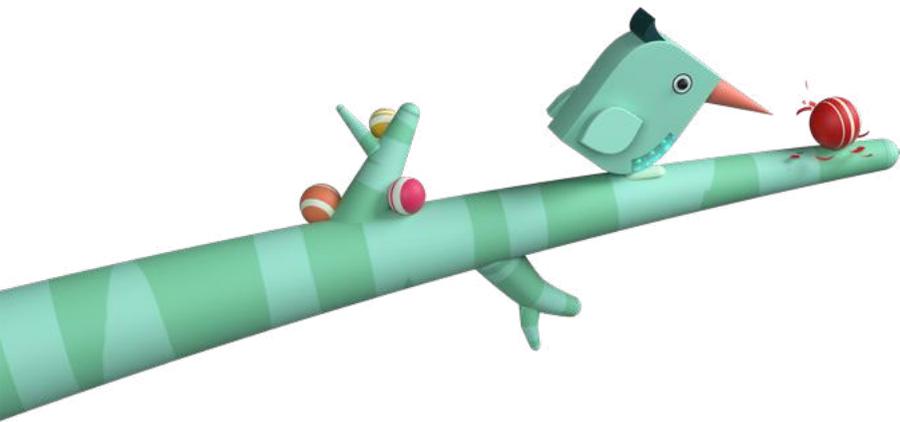
Scotty Chambers

Church Health | IS Manager

IT Asset Management (ITAM)

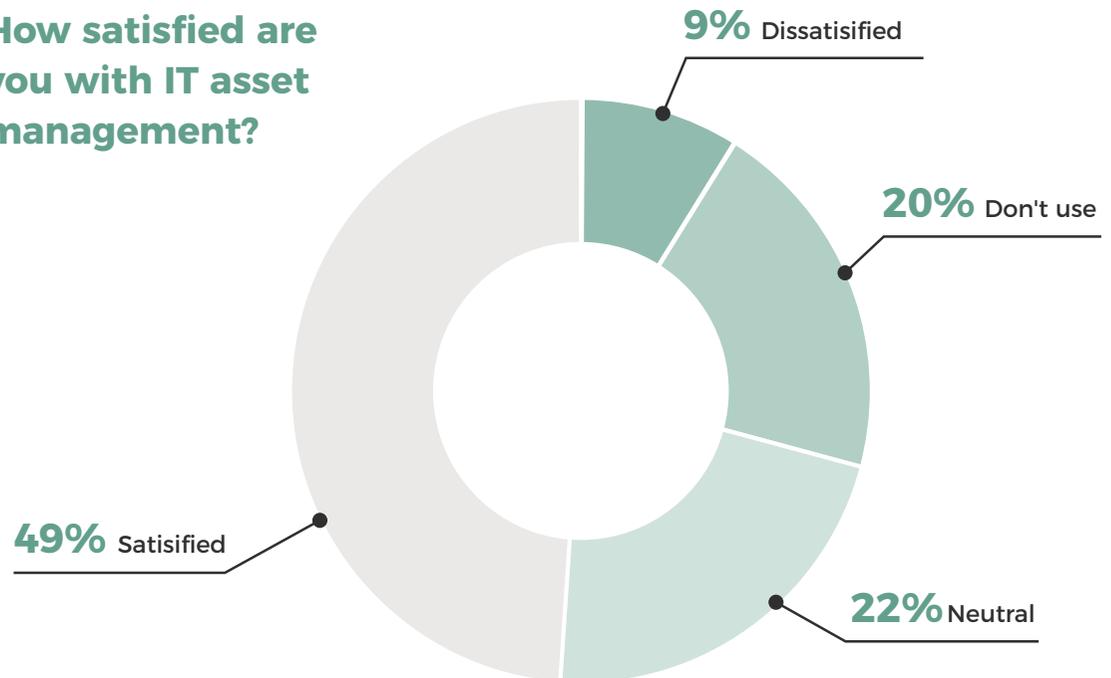
ITAM complements and enhances traditional ITSM activities. The big thing that ITAM brings to the table is that it helps the IT organization manage the day-to-day needs of end users, with such things as managing software licensing, as well as being able to provide better support.

ITAM also enables the organization to track the impact of its investment in technology and utilization of IT assets. And when combined with a well-designed and maintained configuration management database (CMDB), organizations are able to better manage the financial aspects of IT assets and do better troubleshooting by understanding the relationships with other assets.



49% can provide better and more efficient support to end users with ITAM natively built into their service desk.

How satisfied are you with IT asset management?



Enterprise Service Management (ESM)

ESM is really about “connecting the dots” between the various service providers within an organization.

Good ESM transforms siloed departmental work efforts to enterprise workflows that support outcomes and value needed by the business.

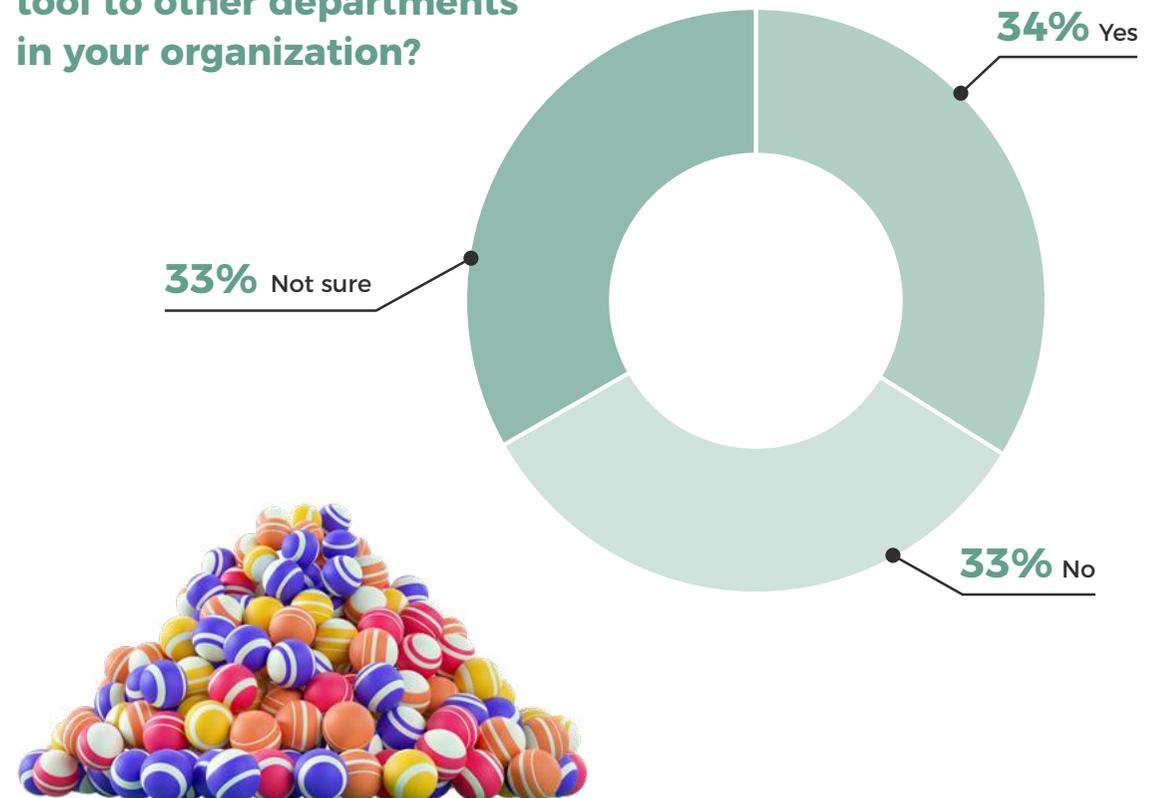
For example, onboarding a new employee involves the HR department, IT, Facilities, and other departments.

In many organizations, each department works independently of the other involved departments, which often results in delay, missed handoffs, repeat work, and frustration for both the new hire and the support teams.

ESM looks at such work as a single flow of work, not as work done as separate departmental work efforts.

1/3 of respondents plan to expand service management to other departments in their organizations.

Are you planning to deploy your service management tool to other departments in your organization?



Enterprise Service Management (ESM)

However, our survey indicates that there is not enough interest in taking a holistic approach to service delivery within organizations. This means that while individual departments may be successful, the overall organization will continue to encounter constraints and be unable to be as responsive as possible to overarching business needs.

Barriers to Enterprise Service Management:

Of the 33% who say they will not be expanding service management to other departments, these are the top 3 reasons:

- #1: Not a priority in 2021
- #2: No interest from department heads
- #3: Other departments use another solution for service management

What's holding you back from having other departments use service management?

33% It's not one of my priorities for 2021



27% There's no interest from department heads



26% Other departments already use another solution for managing requests



11% Lack of integration with existing tools used by other departments



9% I didn't know it was a possibility



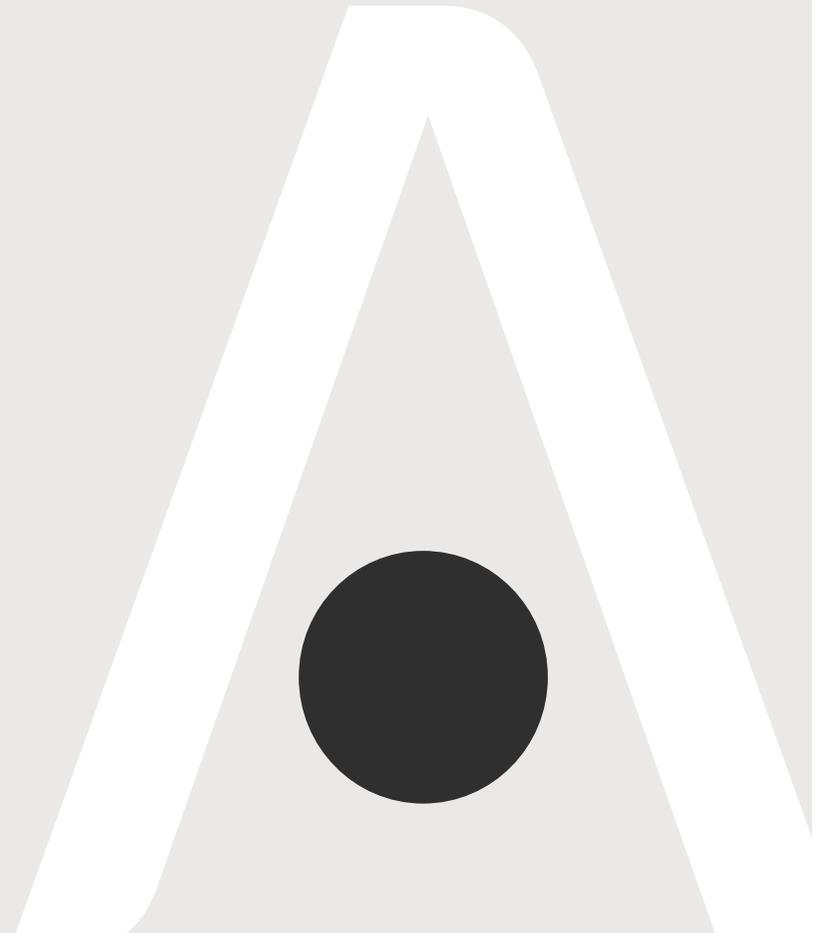
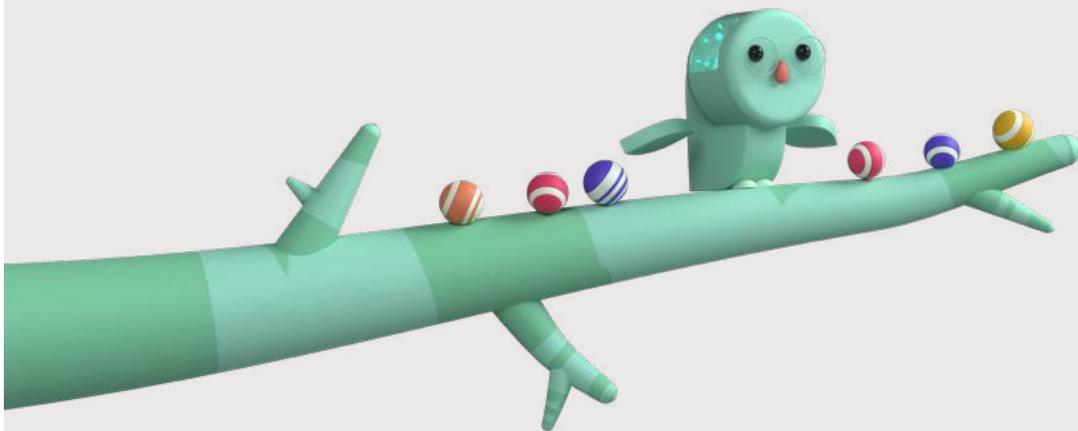

SysAid allows us to centralize and optimize the use of our technology for multiple services.

Scott Johanning

MMSD | Director of Technology

07

Service Management Goals for 2021



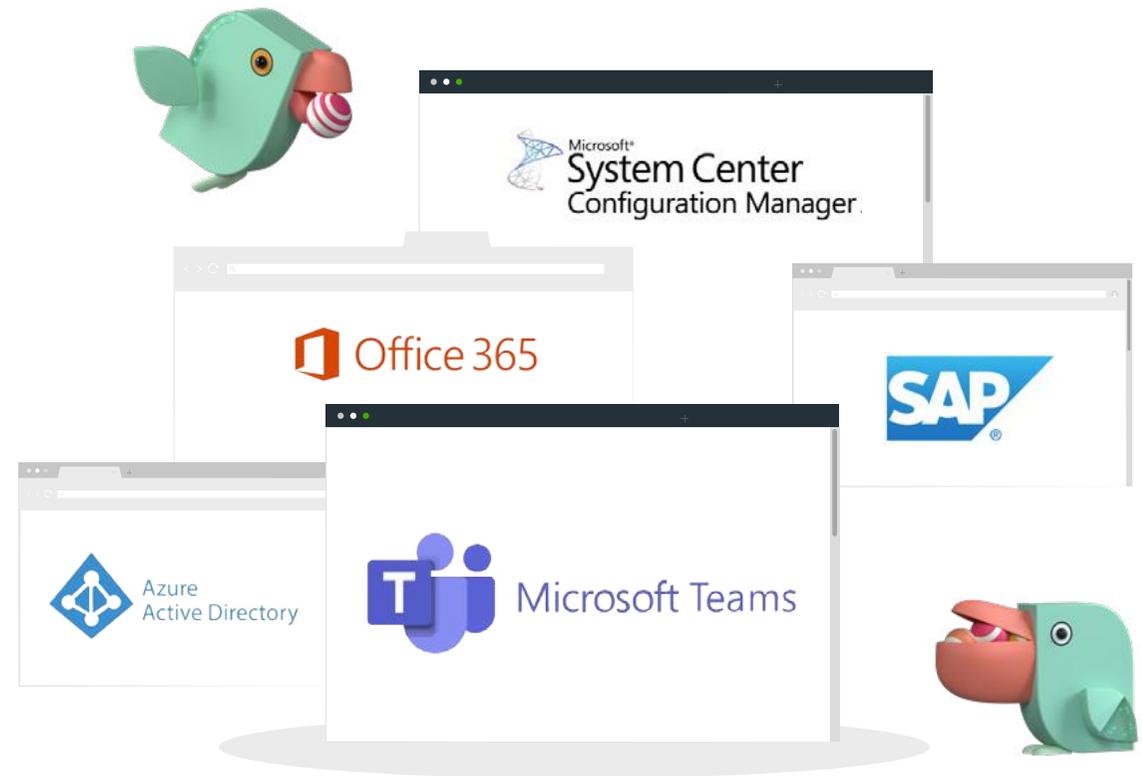
Which third-party systems or applications would you like to integrate with your service management system?

This information is indicative of a growing trend of integrations between service management tools and other applications. The primary driver for such integration is to enable a seamless experience when working within the ITSM platform.

Why? Because this improves the employee experience (EX) by removing the friction encountered by IT staff when they have to toggle between ITSM tools and other productivity tools, like email or collaboration platforms, just to perform their jobs.

What is the benefit?

Better workstream collaboration, improved IT productivity and happier employees.



Top 5 third-party integrations for 2021

- #1: Microsoft Teams
- #2: Microsoft Office 365
- #3: Azure Active Directory
- #4: SAP
- #5: Microsoft SCCM

What are your top service desk goals for 2021?

Automation has many benefits. Automation is often seen as a way to improve CX and EX by enabling an end user or employee to get their needs and requests addressed automatically. CX and EX continues to emerge as a competitive differentiator.

Automation also enables organizations to do more without having to hire additional staff. Automation ensures consistent and efficient handling of those well-defined and recurring tasks that are found within any organization - and the capability of handling higher volumes of demand for the execution of those tasks.

Automating reduces the chance for errors.

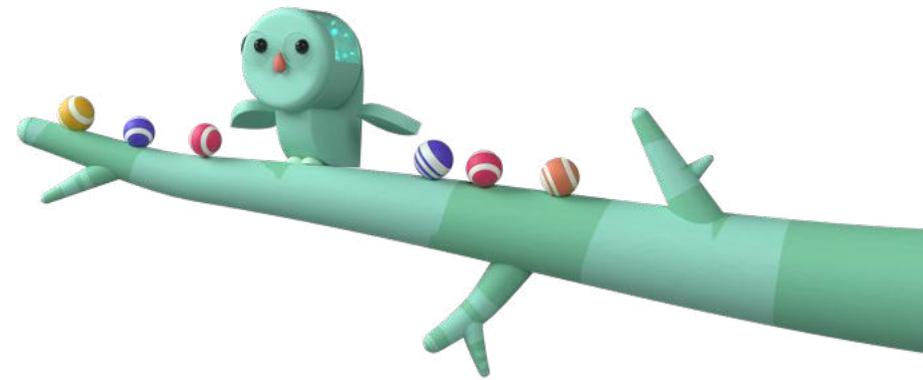
Top Goals 2020

**CX/EX
Automation
Self-Service
Visibility & Insights**

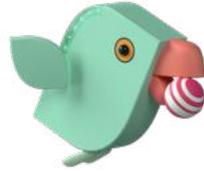
#1
#2
#3
#4

Top Goals 2021

**Automation 
CX/EX
Self-Service
Visibility & Insights**

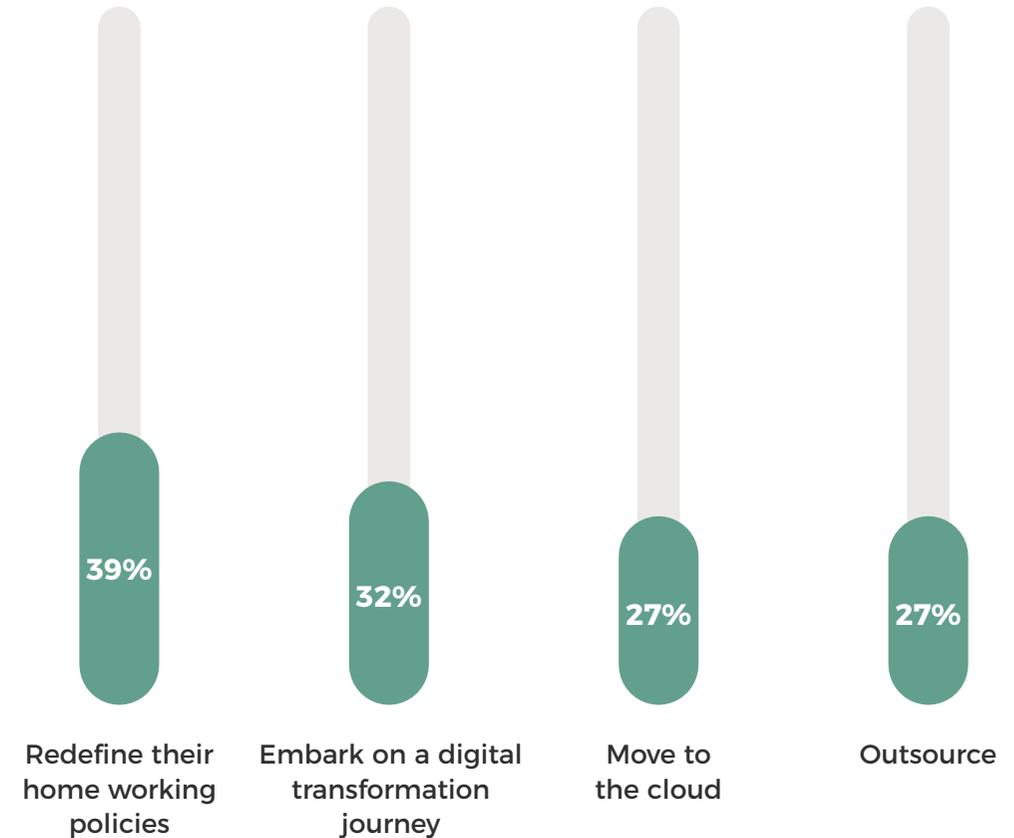


Which new strategic initiative(s) are you planning for 2021?



In 2020, working from home shifted from being a “perk” or a “nice to have” to a required capability for organizations. The pandemic forced companies to react quickly and implement technologies that allowed employees to work from home (WFH). Now organizations need to revise or create governance policies that provide the needed oversight for managing and delivering the WFH capability.

As governance policies are revised or created, further requirements for more comprehensive service management capabilities are likely to become identified.

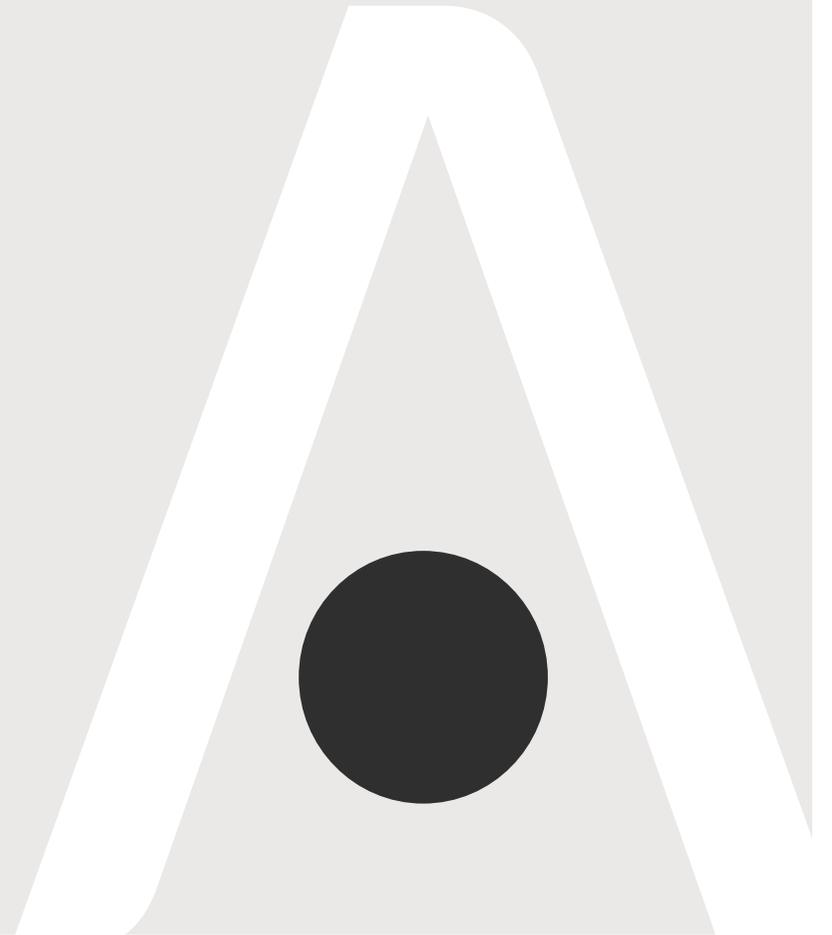
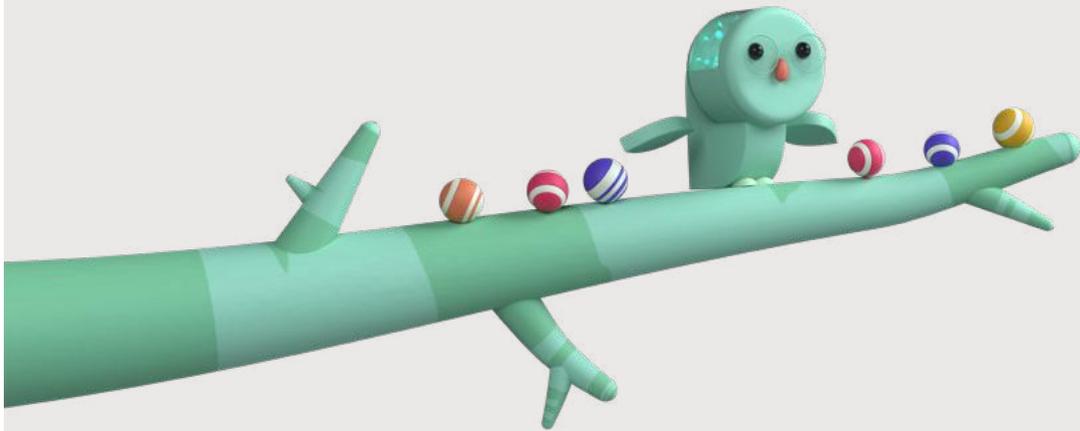


SysAid is exactly what we needed at a pivotal moment in our company's new digitization strategy and rapid global expansion.

Mircea Pacurariu
Microdrones | Global IT Director

08

Conclusion



Having an effective service management program provides a number of benefits for organizations. It improves efficiency of the work being done by administrators and helps drive down resolution times. This means employees spend more time doing their jobs and less time waiting on a resolution to issues from IT.

Effective service management also inspires end-user confidence that the IT organization will resolve their issues with the use of services or technology.

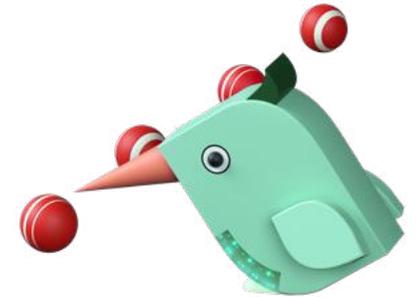
This confirms these long-established benefits:

- Improved administrator efficiency
- Effective end-user support
- Faster resolution of issues

Furthermore, newly realized benefits of service management have recently emerged:

- Better CX
- Enabling enhanced self-sufficiency for end users
- Began the shift from focusing on technology outputs to how those outputs enable business outcomes

The survey results indicate that organizations are realizing improved effectiveness and efficiency, good service management delivers so much more value for an organization than originally believed.



A solid approach to service management provides an organization with a reliable foundation upon which to deliver high levels of service, and in parallel, respond to changes that impact the organization.

SysAid®



SysAid provides IT and enterprise service management solutions that transform IT agent productivity, drastically enhance the end-user experience, and drive value across the organization. SysAid partners with over 5,000 customers, from small businesses to Fortune 500 enterprises across 140 countries. Available as a cloud-based and on-premises solution, SysAid combines all the essential IT tools in one platform. For more information, please visit www.sysaid.com.