

4me EMA Vendor to Watch: ITSM + ESM + SIAM = 1

It's not often that EMA chooses a company like 4me as a Vendor to Watch. First of all, the company is not new. It is not taking the market by storm. In fact, its marketing all but obscures what should be a powerful and timely value proposition. 4me is a full-bodied ITSM solution that was designed for seamless enterprise service management (ESM) across both internal and external functions and providers, executed within a dynamic service integration and management (SIAM) environment. The fact that the company continues to win significant competitive replacement business in large multi-national accounts is a triumph of substance over bad marketing, as well as a testimony to the power of word-of-mouth promotion from an enthusiastic customer base.



ITSM replacement time is the time to reconsider ITSM's potential roles

Current EMA research indicates that almost half of the survey population of IT executives and management are considering new ITSM solutions and platforms. The top reasons behind this exploration include broadening support of ESM, demand for effective self-service, accelerating adoption of advances in AI/automation, and a drive to consolidate service centers and ITSM platforms. 4me is well placed to check a lot of the boxes that multi-nationals facing these trends need. What makes the company a Vendor to Watch is its design-level embrace of ESM and SIAM within its ITSM vision.

- 1. ITSM:** The ITSM solution core includes all the basics that are needed and expected in an ITIL world including self-service, virtual agent, KM, service request and incident management, problem, change, release, SLA, service configuration, and IT management, as well as many adjacent capabilities such as management of portfolios, projects, finance, and risk.
- 2. ESM:** The solution is designed so that many distinct departments and functions within an organization can quickly, easily, and effectively set up their own support domains. In addition to being easy to do, setting up a 4me support domain is done at no additional cost. Multiple support domains can seamlessly collaborate on requests, changes, projects, assets in cross-functional workflows, and processes. For instance, a single new hire may trigger a workflow that has HR setting up payroll and benefits, IT readying a laptop and email account, and facilities setting up office space. As for employees, they get one-stop shopping for help, service, and information from all enterprise sources with 4me determining where to send and resolve each matter.
- 3. SIAM:** 4me's ability to bring external service providers into the service management fold amplifies its value proposition. Whether professional services are delivering expertise, such as SF.com, Workday, database administration, and SAP, or MSPs, external providers can be managed as the integral part of the enterprise service fabric that they are. This seamless state is click-button easy when two or more organizations are 4me users. No integration is needed. The objective is a network of service providers that can be dynamically sourced and collaboratively managed across organizational boundaries as needed. Complex service value chains made up of internal and external providers can be viewed at a glance and tracked as a whole for real-time understanding of service from the customer's perspective. Other views that track the performance of individual providers are readily available for both the client and provider organizations.

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EMA Perspective

4me faces an uphill battle against its low industry profile, abysmal marketing efforts, and the fact that its value proposition, though compelling, is multi-layered. Most active in Europe (Belgium, the Netherlands, the U.K., and Germany), 4me plans to branch out with its cloud offering, which has been architected for the geography-agnostic high performance required by multi-national enterprises. Its licensing model also works for providers of all sizes.

EMA anticipates that CIOs will quickly see the benefit of an ITSM platform that manages internal and external services and enables dynamic outsourcing that works from the perspectives of functionality, cost, efficiency, and employee satisfaction. The ability to easily offer multiple service domain specializations within the same 4me license makes it a good choice as companies find ways to consolidate the number of ITSM platforms and tools at work. As 4me's CEO observed in a recent interview with EMA, "To recognize the value of simplicity, you need to have failed at complexity."

About Vendor to Watch: EMA Vendors to Watch are companies that deliver unique customer value by solving problems that had previously gone unaddressed or provide value in innovative ways. The designation rewards vendors that dare to go off the beaten path and have defined their own market niches.

About EMA: Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help EMA's clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise IT professionals and IT vendors at www.enterprisemanagement.com or blog.enterprisemanagement.com. You can also follow EMA on [Twitter](#), [Facebook](#), or [LinkedIn](#).

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