USU

E-Book

Company-wide service catalogs – actual and target

How service-oriented is IT, where is it heading?

Introduction

To stay productive, employees need seamless support from internal service areas like IT, HR, and facility management. These service processes are critical to both workforce productivity and satisfaction.

To address this, companies are focused on digitizing and automating as many service processes as possible. A key element of these efforts is an Enterprise Service Management (ESM) tool with a central service catalog. This catalog consolidates services from various departments into a single, user-friendly interface, acting as the foundation for streamlined, digitized, and automated service processes.

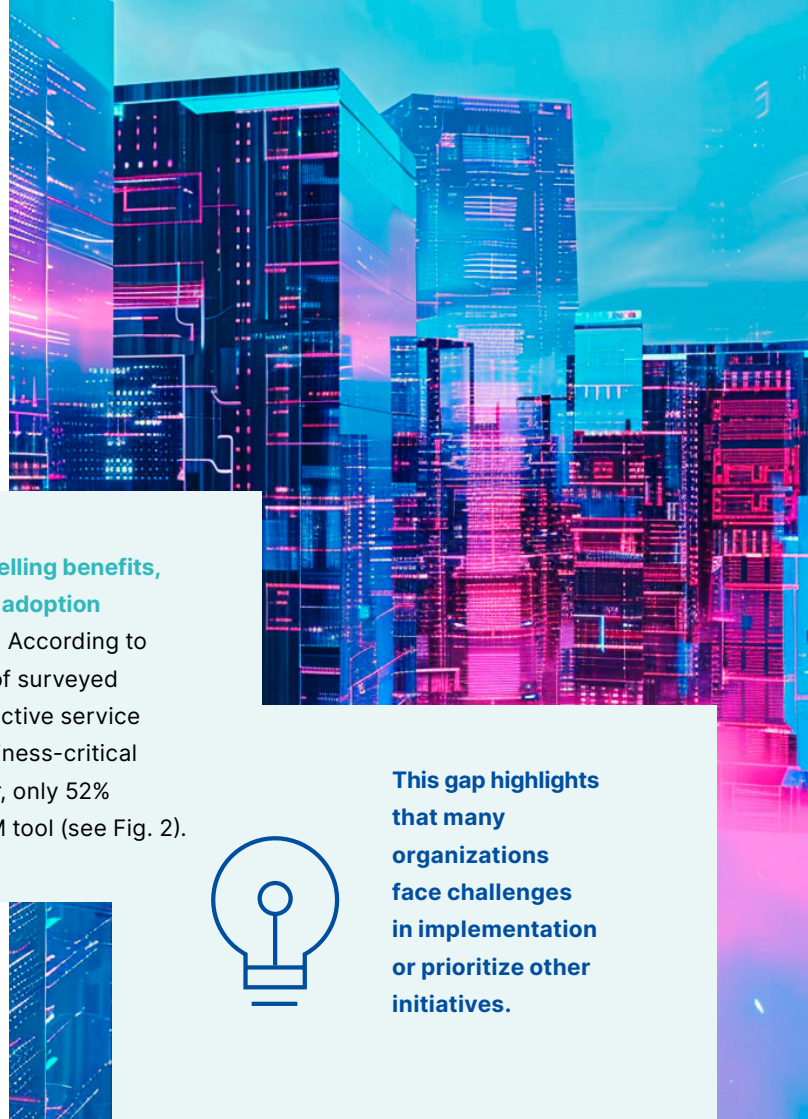
Despite the potential for greater efficiency, many companies in the DACH region are far from realizing this vision. As a result, significant opportunities for improvement remain untapped.

This finding comes from the **Service Management 2024 study conducted by CIO, CSO, and COMPUTERWOCHE**. In the sections below, we'll explore the study's insights, analyze its results, highlight areas for improvement, and outline the ideal solution.

Enterprise Service Management: Rarely a Priority

The benefits of Enterprise Service Management (ESM) with a company-wide service catalog are clear:

- employees can access all necessary services and information in one centralized location. This eliminates the need to search for contacts, reduces back-and-forth email communication, and accelerates workflows, even when key individuals are unavailable.
- Service organizations also gain significant advantages. Instead of maintaining separate tools for each service area, a single tool can manage cross-functional processes, like employee on-boarding, without any media disruptions.



Despite these compelling benefits, company-wide ESM adoption remains uncommon. According to the IDG study, 83% of surveyed companies view effective service management as business-critical (see Fig. 1). However, only 52% currently use an ESM tool (see Fig. 2).

This gap highlights that many organizations face challenges in implementation or prioritize other initiatives.

How important is effective service management to the success of your business?

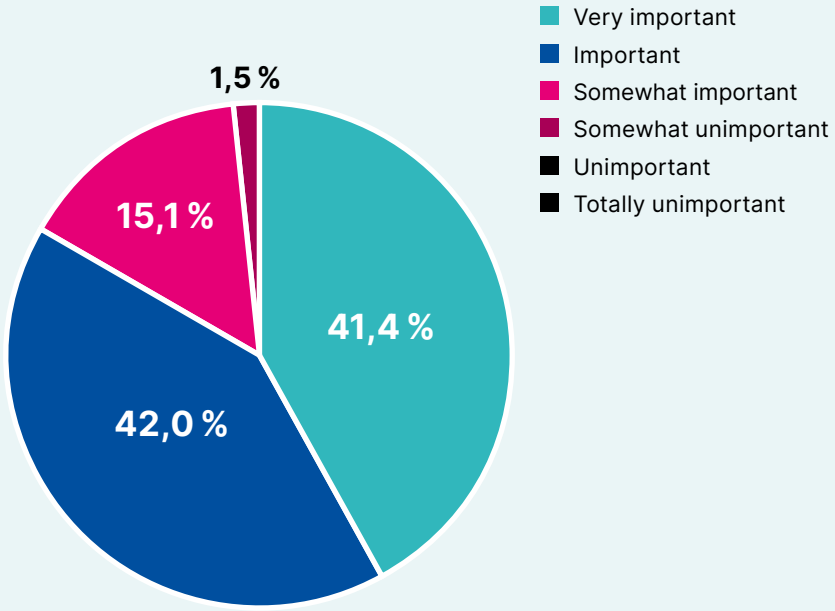
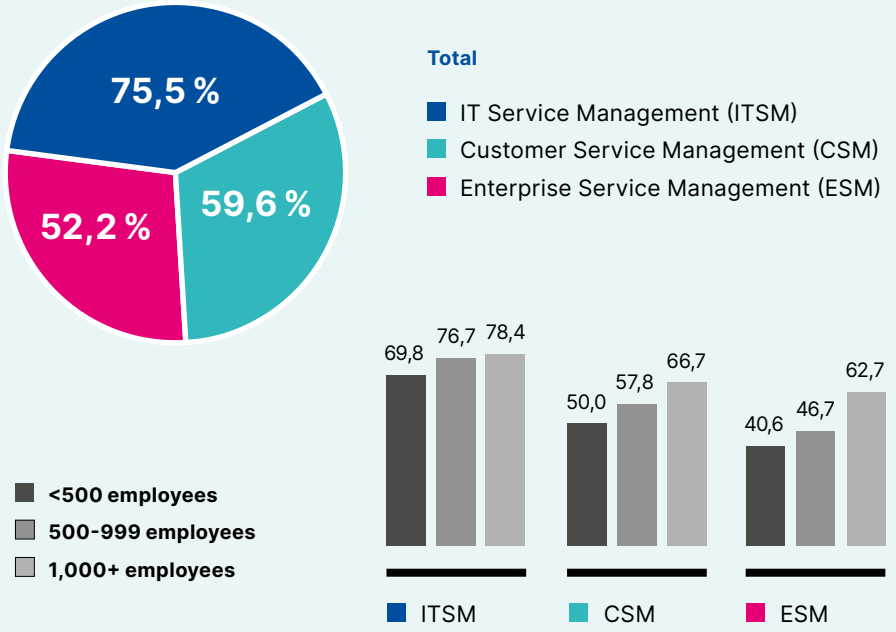


Fig. 1

Figures in percent. Basis: n=338

Which types of service management are used in your company?



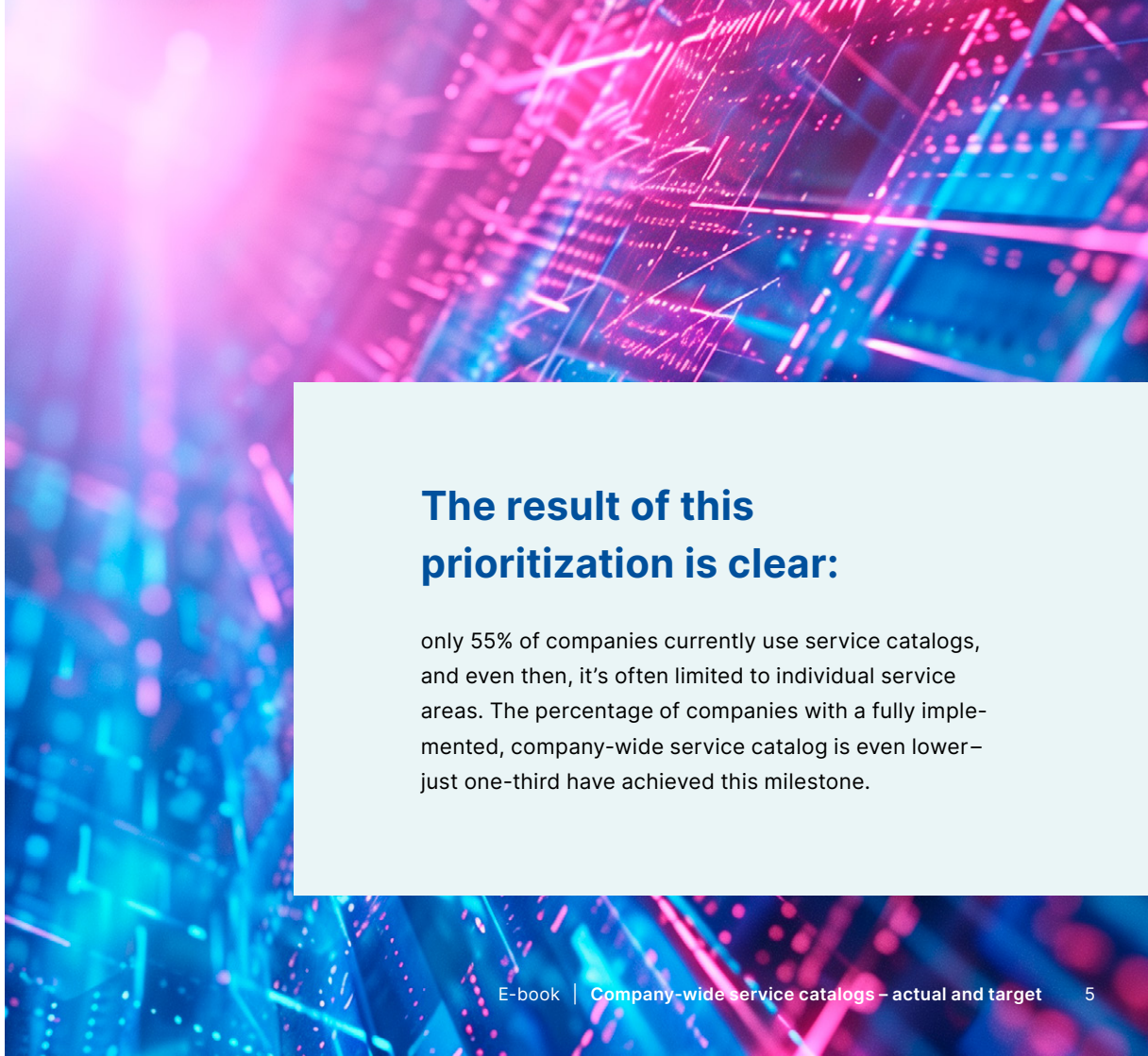
Figures in percent. Multiple answers possible. Basis: n=339

Abb. 2

Company-Wide Service Catalogs: Still Rare

When selecting an Enterprise Service Management (ESM) tool, a central service catalog often takes a backseat. The top priorities typically include increasing process efficiency and enhancing employee and customer satisfaction.

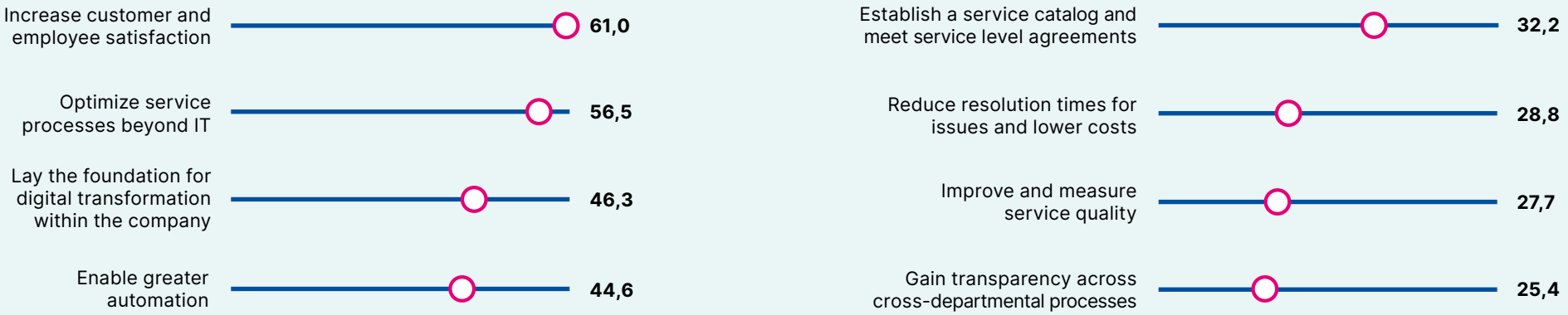
In fact, implementing a service catalog ranks only fifth on the list of objectives (see Fig. 3). Understandably, companies often focus first on establishing the foundations for digitalization (priority 3) and automation (priority 4).



The result of this prioritization is clear:

only 55% of companies currently use service catalogs, and even then, it's often limited to individual service areas. The percentage of companies with a fully implemented, company-wide service catalog is even lower– just one-third have achieved this milestone.

What are (or were) your company's main objectives for implementing your current ESM tools?



Figures in percent. Multiple answers possible.

Filter: Companies for which ESM is used.

Basis: n=177

Fig. 3

Satisfaction with Current Service Management Leaves Room for Improvement

How satisfied are companies with their current service management?

How satisfied are companies with their current service management? About two-thirds of organizations report a positive impact on employee satisfaction (see Fig. 4).

At first glance, this seems encouraging. However, the flip side reveals that one-third of companies are dissatisfied. This gap highlights both a challenge and an opportunity to enhance service management and better meet employee needs.

How does your company's service management ...

Figures in percent. Thumbs-up, 67.3%: very positiv or positiv

Thumbs-downs: 32.7% less than positiv. Basis: n=338

Fig. 4

What Does the Ideal Solution Look Like?

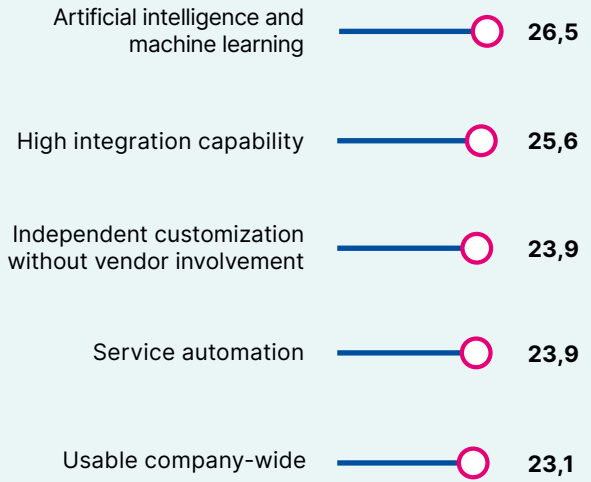
As mentioned earlier, companies aim to establish a strong foundation for digitalization and automation by implementing an Enterprise Service Management (ESM) tool.

Key features of an ideal ESM solution include:

- The use of AI to boost efficiency.
- Seamless integration with third-party systems.
- Extensive customization options.
- Robust process automation capabilities.

These capabilities ensure that an ESM tool can adapt to diverse business needs while supporting long-term digital transformation goals.

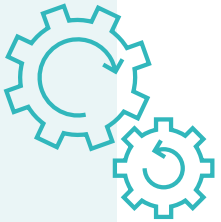
What are the key criteria for you or your department when selecting an appropriate service management solution?



Figures in percent. Multiple answers possible. Shown are the top 5 mentions.
Filter: Respondents who do not work in IT. Basis: n=177

Fig. 5

Achieving effective service automation requires end-to-end digitalization of service processes.



It begins with a user-friendly front end for service consumers -

a service store with a central catalog (see Fig. 6) that consolidates services from all areas, including IT, HR, facility management, and more.

Digital applications for services form the foundation for fully automated service delivery. This not only boosts the efficiency of service organizations but also enhances the employee experience.

A comprehensive Enterprise Service Management (ESM) tool with a company-wide service catalog helps companies

- companies improve employee satisfaction
- streamline processes, and lay
- the groundwork for future-ready digitalization

The time has come to unlock the full potential of this technology.

An example of a service store with a company-wide service catalog

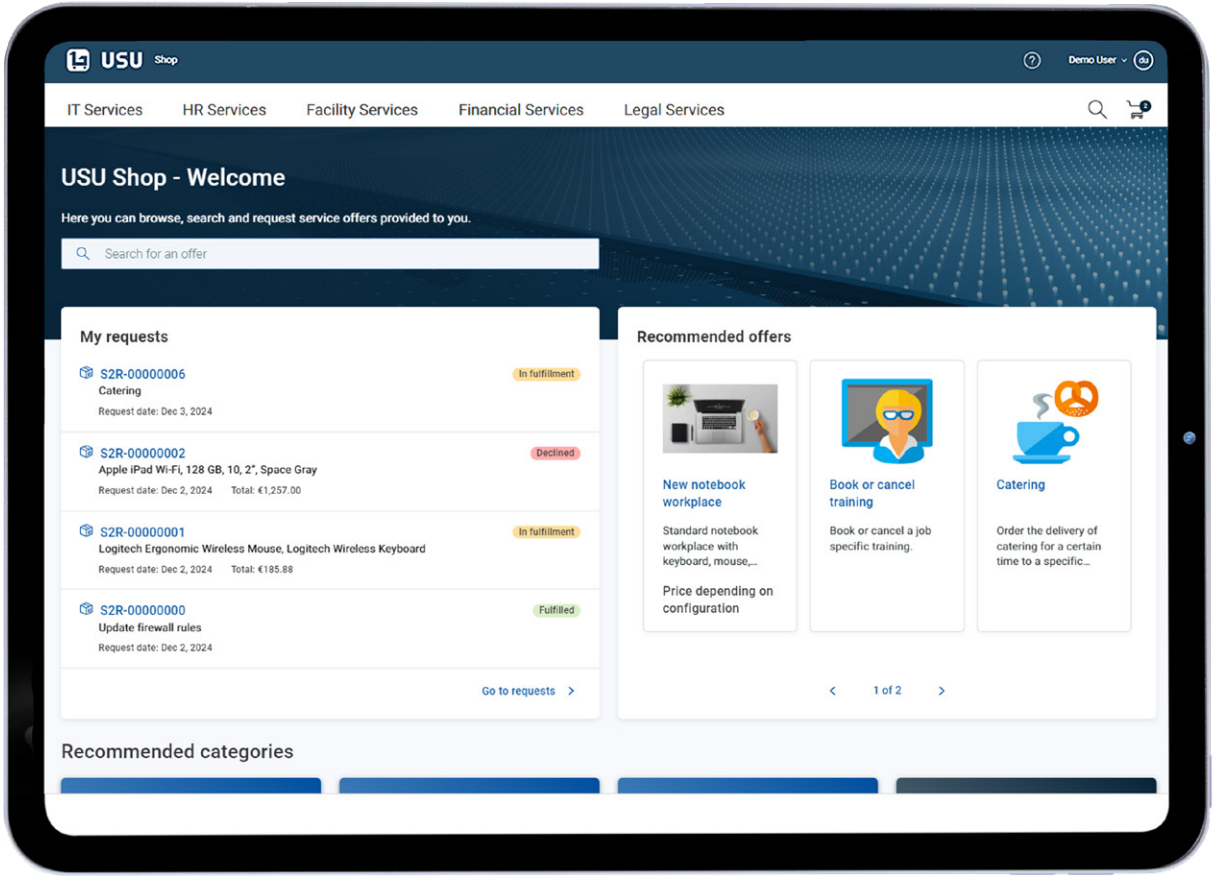


Fig. 6

About USU

USU is a leading provider of intelligent, AI-powered software and service solutions for IT and enterprise service management. Our solutions enable companies to digitize and automate processes for planning, implementing, and managing IT and business services.

Whether you're an internal IT organizer or an external service provider, our tools help you boost efficiency, cut costs, and improve user and customer satisfaction.

With over 40 years of experience and a global presence, we're here to help you successfully navigate the future.

Study:
Service Management 2024

Status Servicemanagement in the DACH region

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Vendor Selection Matrix ESM 2024

The top global vendors 2024 of ITSM and ESM tools

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Service-centric organization - building a service catalog

Practical guide for the step-by-step development

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