

EMA™ Cross-Domain Value

IT Service and Asset Management

While IT Service Management (ITSM) is most often associated with the IT Infrastructure Library (ITIL) and service desk-centric technologies and processes, EMA takes a much more holistic, cross-domain approach to ITSM, encompassing operational service management, service desk process flows, and business impact. Similarly, EMA takes a broad view of the implications of IT asset management and financial optimization for IT, including governance issues, portfolio optimization, and ITAM's implications for enterprise asset management. EMA analyst collaboration in these areas leverages a unique mix of technology, organizational, and process-related expertise.

IT Service and Asset Management Vision

Charlie's Vision

Massive IT capital investments and supply chains, critical operations, and pivotal implementation initiatives are managed with emails, spreadsheets, and seat-of-the-pants intuition, with narrow and parochial goals elevated over global objectives. Too often absent is the data-driven, analytic, continuously improving management philosophy employed in the primary value chains of the world's most successful companies.

Starting with the foundation of the service desk and project portfolio management, EMA sees significant new trends in overall service portfolio management and IT governance – trends that I believe will culminate in better integrated IT management approaches and platforms, as well as improved IT performance.

Dennis' Vision

Operational ITSM, business impact, and service-centric asset management form a unique continuum that only EMA has fully explored. This challenging area asks the question, "How can IT optimize the business of IT from the point of view of the business it serves?" Answering this question ultimately demands more than a service provider or even a service broker approach to service management; it requires that IT become an active participant in shaping business directions with clear metrics, processes, and technologies for day-to-day operational control and optimization from both a cost and a value perspective. As service performance and business impact begin to deliver increasingly well-documented histories, they form a seedbed for more effective planning, governance, and value-delivery with solid insights for continual service improvement.



Charles Betz
Research Director



Dennis Drogseth
Vice President of Research

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Coverage Areas

The Consolidated Service Desk

Charlie Betz ~ Overall Coverage Area Lead

- **Service Desk Overall - Incident, Change and Problem Management:** *Charlie Betz – lead*, Dennis Drogseth
- **Trouble Ticketing and Workflow:** *Charlie Betz*
- **Knowledge Management and Social Service Desk:** *Charlie Betz*
- **Service Desk Analytics:** *Charlie Betz*
- **Service Catalog:** *Charlie Betz*
- **Unified Demand Management:** *Charlie Betz*
- **Unified Execution Management:** *Charlie Betz*
- **Service Desk and Cloud Computing:** *Charlie Betz – lead*, Dennis Drogseth

Operational ITSM and Business Impact

Dennis Drogseth ~ Overall Coverage Area Lead

- **CMDB:** *Dennis Drogseth – lead*, Charlie Betz
- **Cross-domain Configuration Management:** *Dennis Drogseth*
- **Application Dependency Mapping:** *Dennis Drogseth, Julie Craig (joint leads)*
- **IT Process Automation:** *Dennis Drogseth*
- **Service Management Dashboard with Advanced Analytics:** *Dennis Drogseth*
- **Service Level Management and User Experience Management:** *Dennis Drogseth*
- **Operations Bridge:** *Dennis Drogseth – lead*, Jim Frey, Julie Craig
- **Business Impact of IT Services:** *Dennis Drogseth – lead*, Charlie Betz
- **Enterprise Architecture:** *Charlie Betz – lead*, Dennis Drogseth
- **Executive Dashboard:** *Dennis Drogseth – lead*, Charlie Betz
- **Operational ITSM and Cloud Computing:** *Dennis Drogseth – lead*, Charlie Betz

IT Governance

Charlie Betz ~ Overall Coverage Area Lead

- **Project Portfolio Management:** *Charlie Betz*
- **Service Portfolio Management:** *Charlie Betz, Dennis Drogseth (joint leads)*
- **ITIL and Other Best Practice Models:** *Charlie Betz – lead*, Dennis Drogseth
- **Cultural, Political and Organizational Factors:** *Dennis Drogseth – lead*, Charlie Betz
- **ERP for IT:** *Charlie Betz – lead*, Dennis Drogseth
- **Data Warehousing for IT:** *Charlie Betz, Shawn Rogers (joint leads)*, Dennis Drogseth
- **Vendor Management:** *Charlie Betz, Dennis Drogseth (joint leads)*

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Service-centric Asset Management

Charlie Betz and Dennis Drogseth ~ Coverage Area Joint Leads

- **Inventory and Asset Discovery:** *Dennis Drogseth – lead*, Charlie Betz
- **Software Asset Management:** *Charlie Betz*
- **Chargeback, Usage-based Accounting, Demand Profiling:** *Charlie Betz – lead*, Dennis Drogseth
- **Application Portfolio Consolidation and Modernization:** *Julie Craig – lead*, Charlie Betz, Dennis Drogseth
- **IT Financial Management:** *Charlie Betz*
- **Capacity planning and Optimization:** *Dennis Drogseth – lead*, Charlie Betz
- **IT Resource Planning:** *Charlie Betz – lead*, Dennis Drogseth
- **Green IT:** *Steve Brasen – lead*, Dennis Drogseth
- **IT/ Industry-specific Enterprise Asset Management:** *Dennis Drogseth – lead*, Charlie Betz
- **Asset Management in the Cloud:** *Charlie Betz, Dennis Drogseth (joint leads)*

Supporting EMA Analysts

- Julie Craig – Applications Management
- Shawn Rogers – Business Intelligence
- Jim Frey – Network Management
- Steve Brasen – Systems Management

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 its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on [Twitter](#) or [Facebook](#).