

Exploring the Benefits of Enterprise Service Management (ESM)



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Looking Beyond IT

In light of digital transformation, corporate service areas outside of IT have begun taking a page out of ITSM's playbook in order to build a framework around best practices. Requirements for HR, legal, finance, and others now mirror what traditionally started in the IT organization.

This “beyond IT” application of service management is known as Enterprise Service Management (ESM), and it's popularity is growing among organizations that wish to take what was successful with ITIL and ITSM and apply those foundations to other areas of the business. This guide explores these concepts of ESM, and details some key benefits of its real-world applications.



Understanding ESM

Because Enterprise Service Management shares roots with IT, to better understand ESM, we must first take a look at IT Service Management, ITIL, and their respective roles within the business.



IT Service Management (ITSM) can be described as:

“...a model or strategic approach for designing, delivering, managing and improving the way IT is used within an organization. The goal of ITSM is to ensure that IT services are aligned with the needs of the business and that the right processes, people and technology are in place so that the organization can meet its business goals. Simply put, ITSM is what you do to manage the services you deliver to your customers and the ITIL best practices and processes provide a framework that supports the development and management of effective ITSM.”



So, if we understand ITSM to be the foundation for positioning the IT organization as the chief service provider for aligning IT with the business, ESM essentially extends these services beyond the scope of IT into other core business functions.

This is most applicable to enterprise services that have similar operational requirements as IT, such as: ticketing, workflows, automation, self-service, knowledge management, and more. It makes sense for these services to share the same framework and best practices for more uniform and efficient management across the entire enterprise.

Here are some enterprise services that may benefit from ESM capabilities and best practices:

- **HR Onboarding**
- **Financial Services**
- **Legal**
- **Facilities**
- **Project Management**
- **InfoSec**



Benefits of an **ESM** Model

The rise of digital transformation in the enterprise has created a mandate for organizations to be faster, proactive, and more responsive to shifting technological trends. Despite IT being on the forefront of technology-first services, the next logical step is for the benefits of a digital automated service environment to carry over to enterprise services beyond just ITSM and the IT organization.

Read on to learn about the benefits of implementing Enterprise Service Management best practices.



A Better User Experience

ESM iterates on the lessons learned from the consumerization of IT, and delivers a better all-around experience to organizations that deploy SaaS or self-service options for the various departments that make up the business. The end result is a more unified experience that's easier for employees to use, quicker to access, and more efficiently automates routine tasks.



Improves Efficiency

Traditional ITSM framework best practices such as ITIL were designed and refined to create processes that manage and deliver IT services in the most efficient means possible. Those same principles can often be applied to other services in the business – keeping operations flowing smoothly and reducing the amount of overhead costs.



Achieves a Successful ROI

Since ESM stems from the initial ITSM solution investment, the more functionality it can provide beyond its IT requirements, the more value it brings the business itself, thus achieving a better ROI.



More Effectiveness

A carefully managed system based on ITSM best practices helps to ensure that employee requests and issues are facilitated through proper channels and are documented within the system itself. These capabilities will help departments such as HR evolve beyond home-grown processes of cataloging loose emails and spreadsheets.



More Control & Visibility

Clearly defined best practices around metrics, reporting, KPIs, workflows and ticket routing allows for enhanced visibility over the operations for departments outside of just IT. And by using change controls to regulate scheduled or unplanned changes, management can better maintain the stability of digital services and applications.

The Enterprise is Changing

Enterprise Service Management (ESM) is sure to pick up steam as more organizations make the shift toward digital transformation trends. By leveraging ESM theories, concepts and best practices, organizations outside of IT will see more long-term benefits such as more flexibility of processes, an increased Return on Investment (ROI), and continuous improvement of services delivered.

Remember, just like how ITIL delivers only recommended best practices for IT service management, there is no singular approach to ESM. Every organization will find a different way to approach implementation, and there will be hiccups along the way. However, if you do your due diligence and follow recommended best practices, you will see major advantages in applying holistic service management principles for the rest of the enterprise.

