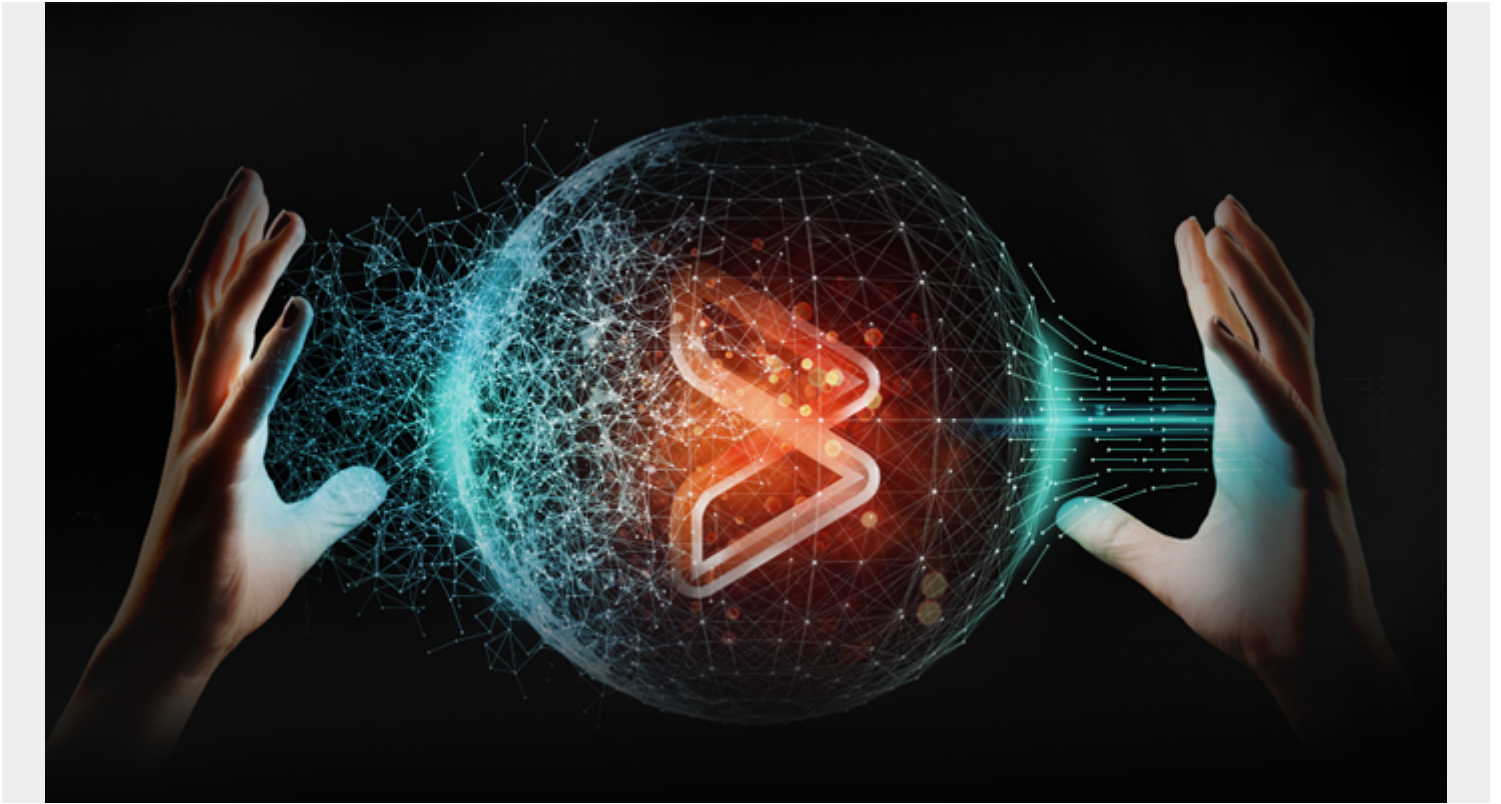


# FORRESTER NAMES BMC HELIX A LEADER IN ENTERPRISE SERVICE MANAGEMENT (ESM) EVALUATION



Industry leading Enterprise service management (ESM) solutions require cognitive intelligence, business workflows and cloud-native, fully featured core ITSM capabilities—and that's great news for customers. As organizations seek to provide robust service management throughout the enterprise, vendors are innovating rapidly to gain competitive advantage in the hotly contested ESM market. For I&O leaders to achieve success, the latest solutions need to offer powerful new ways to enhance employee experience and drive [digital transformation](#).

In "The Forrester Wave™: Enterprise Service Management, Q4 2019," Forrester Research evaluates the 15 most significant enterprise service management (ESM) providers across 23 criteria, and ranks BMC Software among the Leaders in the evaluation. The report states that I&O pros should look for ESM vendors that:

- **Offer expanded support for non-IT use cases** such as finance, legal, and customer support management, and deepen their ESM functionality across the board with mobile functionality and cross-department workflows.
- **Emphasize service management intelligence** with capabilities such as machine learning, change management optimization analytics, and self-service chatbots.
- **Drive innovation in core ITSM** to better support processes such as change management, incident management, and [DevOps](#).

The Forrester Wave™ report provides a detailed assessment of each top ESM vendor in terms of

current offering, strategy, and market presence. In its profile of BMC and our BMC Helix solution, the firm notes that:

"BMC is now championing cognitive service and operations management and has oriented its offerings around ESM as well as intelligent service management, adding increasing numbers of advanced features like a virtual agent, change risk scoring, and more. BMC Helix is a formidable ITSM platform, with superior features in all ITSM categories. This vendor's discovery module for its configuration management database (CMDB) is best-in-class. Intelligent service management capabilities are powerful and differentiating, including cognitive summarization of user request interactions; intelligent capabilities include the reuse of existing workflows for chatbot conversations."

There's much more to learn in the Forrester Wave™ report, including the criteria used to determine which ESM vendors lead the pack and evaluate the companies in the space. The report is a valuable resource for I&O professionals seeking to leverage the latest technologies for their organizations and employees.