

# Critical Capabilities for IT Service Catalog

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This research assesses 10 IT service catalog tools by evaluating the capabilities critical to the successful implementation, support and utilization of IT service catalogs for IT I&O organizations, and for business users requesting IT services.

## Key Findings

- IT service catalog vendors can still greatly improve their offerings, especially in integration with other data sources and fulfillment tools, and service fulfillment reporting.
- The importance of tying IT service catalog tools to cloud provisioning is highlighted by the fact that the critical capability of integration with cloud provisioning had the highest average overall rating across the vendors.
- The IT service catalog tool vendor landscape has consolidated; few vendors specialize only in IT service catalogs, and most incorporate an IT service catalog in their IT service support management (ITSSM) tool suite or service desk products.
- The vendors were asked to present their products against four use cases; the performance of each vendor in each use case varied significantly.
- In review of product viability, the vendors' strategies for IT service catalog offerings yielded the lowest average score across all toolsets.

## Recommendations

- Evaluate your organization's infrastructure and operations (I&O) maturity using Gartner's ITScore for I&O to determine if an IT service catalog will yield the desired outcomes.
- Review the use case charts to determine which vendor's tool provides the best fit for your requirements.
- When considering an integrated IT service catalog as part of a greater ITSSM tool or IT service desk offering, review the product viability ratings to make sure the vendor can support your long-term IT service catalog needs.

- Investigate how well the vendor's IT service catalog integrates with your data sources and fulfillment tools to automate as much of the delivery process as possible.
- Determine if a best-of-breed solution best suits your needs, or if it's better to choose a vendor whose IT service catalog is part of a greater ITSSM tool offering.

## What You Need to Know

The IT service catalog market segment is made up many different players. A few vendors still offer stand-alone IT service catalog solutions, while the majority now offers them as part of an integrated ITSSM tool suite (see "Introducing the IT Service Support Management Tools Market"). There are benefits to the catalog being part of a suite; however, there are flexibility limitations, too. When adding an IT service catalog to an existing, successful IT service desk deployment, if the IT service catalog is only available with the purchase of the vendor's entire ITSSM tool suite, the customer would likely be looking at the total displacement of its service desk implementation. However, customers may not want to abandon their current service desk implementation and replace it with a different alternative just to get the IT service catalog.

IT service catalog tools ideally are leveraged by organizations of higher maturity levels (see "ITScore for Infrastructure and Operations"), which often are necessary in order to use the IT service catalog as a means to show value. However, ITIL guidance has pushed organizations of all maturity levels to create and operate IT service catalogs as a means to provide an end-user shopping place for IT services. IT operations groups at lower maturity levels are much more likely to incorrectly populate an IT service catalog with technical components and processes, and will have a more difficult time achieving their desired outcomes. Follow Gartner's ITScore recommendations to improve overall maturity, and define an IT service portfolio prior to commencing an IT service catalog project or selecting a vendor. Evaluations of the vendors highlighted in this research, as well as those not appearing in this analysis, should take into consideration the variable importance of product capabilities by individual use case.

## Analysis

### Introduction

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The focus of this research is an evaluation of nine critical capabilities that are essential to the selection of the appropriate IT service catalog tool for the IT I&O organization. With the continued interest I&O organizations have in deploying IT service catalogs as a means to provide IT self-service assistance to end users looking to request or order IT services, the marketplace continues to change, with vendors putting more effort into this toolset, which is often viewed as a potential shopping cart for the IT organization. Gartner clients looking to deploy an IT service catalog in the next 12 months should use this research to understand how some vendors in this space deliver their toolsets against the documented critical capabilities.

## Product Class Definition

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IT service catalog tools simplify the process of documenting orderable IT service offerings and creating an IT service request portal so that end users and business unit customers can submit their IT service requests. The portal format includes space for easy-to-follow instructions on how to request services, as well as details on service pricing, service-level expectations and escalation/exception-handling procedures. In addition, IT service catalog tools provide a process workflow engine to connect to IT operations management tools and back-office processes for automating, managing and tracking IT service fulfillment steps.

IT service catalog tools are intended to improve the business users' customer experience, and to increase IT operations efficiency. IT service catalogs simplify the service request process for customers and improve customer satisfaction by presenting a single face of IT to the customer for all kinds of IT interactions (including incident logging, change requests, service requests, project requests and new application requests). IT service catalog users may have different views and services available based on their profile and position in the organization.

Once services are defined in conjunction with business users' desires through the creation of an IT service portfolio, they are described in standardized, orderable IT service catalog offerings, and repeatable process methodologies for service fulfillment can be documented and automated. This will reduce errors in service delivery, help identify process bottlenecks and uncover opportunities for efficiency improvements.

IT service catalog tools provide reporting and, sometimes, a real-time dashboard display of service demand and service fulfillment milestones for analysis by IT executives, and for end-user customers to track individual service requests. In some cases, IT service catalog tools include financial management capabilities that help the IT operations group analyze service costs and service profitability, and communicate prices for different IT service options, enabling business unit customers to make better investment decisions.

The interest in and adoption of cloud management platforms (CMPs) have created a new use case for IT service catalogs, and have added new requirements for IT service catalog tools. An IT service catalog integrated with a CMP provides the interface through which end users request cloud services and have them deployed through a fully automated system. Depending on the breadth of requirements and, in some cases, on the IT organization structure, some IT operations groups may prefer a single IT service catalog through which all types of services (desktop, cloud, application development, etc.) can be requested. In other situations, they may prefer one catalog for desktop services, and a separate catalog contained in their CMP that's only used for cloud services. This research focuses on evaluating the broader IT service catalog tools that can process requests for all types of IT services, of which cloud services are but one example.

Currently, a few vendors provide a stand-alone IT service catalog tool, but many vendors choose to bundle the IT service catalog with their ITSSM tool suites. Although many ITSSM tools vendors claim to have an IT service catalog or service request management capability, robust tools that provide a mature IT I&O organization with the value-based benefits of a full-function IT service catalog are few and far between (see "An IT Service Catalog Is More Than Just Service Request

Management"). Additionally, the target market for IT service catalog tools is the fewer than 10% of IT organizations that have attained the service-aligned level of the Gartner ITScore maturity model for I&O. As a result of the immature buying market, it will be some time before further commoditization of the tools occurs as a result of increased demand.

## Critical Capabilities Definition

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Here are the nine critical capabilities essential to the selection of the appropriate IT service catalog tools for the IT I&O organization:

- **Critical Capability 1: Service Request Portal:** The tool is evaluated based on the ability to present an online IT service catalog portal to end-user business customers to make it easier for them to order services, understand service-level expectations and know who to contact for exceptions and escalations.
- **Critical Capability 2: Create and Manage Orderable Services:** This is the ease of use, completeness and flexibility of functions that enable catalog administrators to create new services to be ordered by end users or update existing services. Clients value simplicity over feature richness at this early stage in the market. Consideration is given to the availability of predefined templates and libraries provided with the product to assist with this task.
- **Critical Capability 3: Service Fulfillment Workflow Automation:** This refers to the functions that visually map, update and automate process workflow steps, input the expected time frames for completion of each step, issue alerts when milestones are not achieved and forecast when a task will not meet expectations. Consideration is given to the availability of predefined templates and libraries provided with the product to assist with this task.
- **Critical Capability 4: Service Fulfillment Reporting:** Business unit customers should be able to track their individual service requests, current status, on-time performance and expected completion time, including differentiated results for expedited requests. IT leaders need trend and usage reports that track service fulfillment workflows, including whether milestones have been met and the time spent on each service request by the assigned IT individuals.
- **Critical Capability 5: Service-Level Expectations and Performance Norms:** The IT service catalog tool should provide the ability to document performance norms and turnaround expectations for requested services, communicate them to end-user customers and provide "tips and tricks" to recommend behaviors that can affect short-term costs so that consumers understand the business consequences of their decisions (excessive mailbox storage, nonstandard end-user devices, etc.).
- **Critical Capability 6: Service Demand Reporting:** This comprises the trend and usage reports that track the volume of incoming demand for each offering in the IT service catalog, with the ability to analyze that demand by user, business unit, geography and other ad hoc groupings.
- **Critical Capability 7: Cost of Service Requests:** This refers to the product's facility to document service fulfillment costs (including capital expenditure [capex] hardware and software costs, and operating expenditure [opex] operations, labor and personnel costs), pricing models, and chargeback or cost-recovery approaches. This capability is applicable to the use case of

the IT service catalog user who needs cost transparency, as well as the use case of IT leaders who need to report on service costs and service profitability.

- **Critical Capability 8: Integration With Other Data Sources and Fulfillment Tools:** The product is evaluated on its out-of-the-box integration capabilities to link to server provisioning, software distribution, configuration management databases (CMDBs), service desks, asset repositories, purchasing/finance systems and other tools that are useful to enable service fulfillment workflow automation.
- **Critical Capability 9: Integration With Cloud Provisioning:** With the prevalence of cloud computing, the ability for an IT service catalog to incorporate requests for cloud services is essential. The product is evaluated on how well it provides for automated integration with public or private CMPs, including the ability for end users to provision their own clouds through the IT service catalog portal.

## Use Cases

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There are four major use cases for IT service catalog tools for the IT I&O organization (see Table 1):

- IT service catalog administrators (the creation and management of IT service catalog items, and the creation and management of service fulfillment workflows)
- IT service catalog users (end users and business users submitting and tracking service requests)
- Cloud catalog users (technical and business users requesting real-time, on-demand provisioning of cloud services)
- IT leaders (reporting on service demand, service fulfillment milestones, service costs and service profitability)

Table 1. Weighting for Critical Capabilities in Use Cases

Critical Product Capabilities	Overall	IT Service Catalog Administrators	IT Service Catalog Users	Cloud Catalog Users	IT Leaders
Service Request Portal	20.0%	0.0%	60.0%	20.0%	0.0%
Create and Manage Orderable Services	20.0%	40.0%	0.0%	10.0%	0.0%
Service Fulfillment Workflow Automation	25.0%	40.0%	0.0%	20.0%	0.0%
Service Fulfillment Reporting	5.0%	0.0%	20.0%	5.0%	30.0%
Service-Level Expectations and Performance Norms	5.0%	0.0%	10.0%	0.0%	10.0%
Service Demand Reporting	5.0%	0.0%	0.0%	5.0%	30.0%
Cost of Service Requests	10.0%	0.0%	10.0%	0.0%	30.0%
Integration With Other Data Sources and Fulfillment Tools	5.0%	20.0%	0.0%	0.0%	0.0%
Integration With Cloud Provisioning	5.0%	0.0%	0.0%	40.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Gartner (October 2012)

## Inclusion Criteria

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In this research, we included software products for evaluation based on the following criteria:

- The products must cover the core IT service catalog functions.
- The products must have been in general availability and deployed in customer environments as of 15 June 2012.
- Gartner must have determined that the participants are of interest to Gartner clients based on our client inquiries.

## Critical Capabilities Rating

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Each product or service that meets our inclusion criteria has been evaluated on several critical capabilities (see Table 2 and Figure 1), on a scale from 1.0 (lowest ranking) to 5.0 (highest ranking).

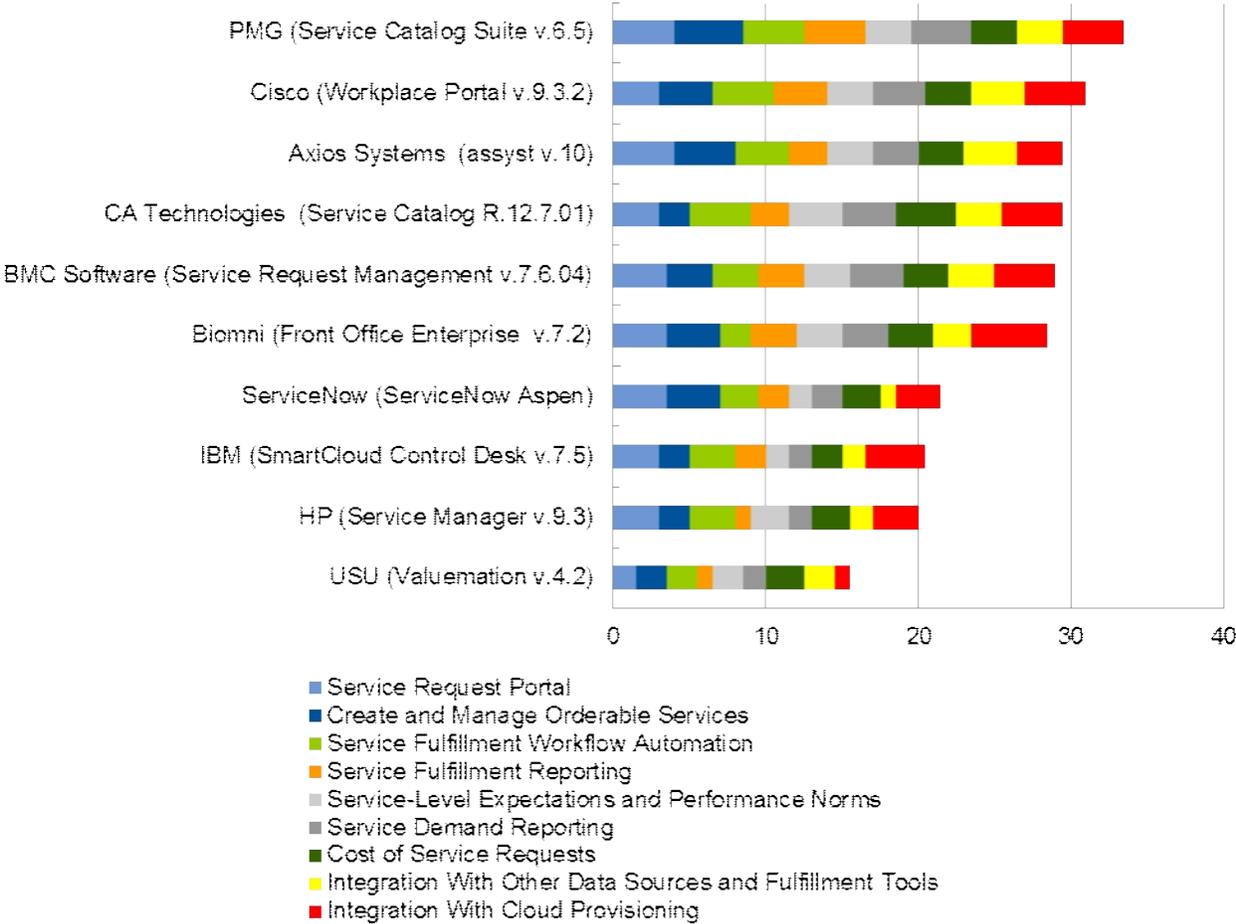
Table 2. Product Rating on Critical Capabilities

Product Rating	Axios Systems (assyst v.10)	Biomni (Front Office Enterprise v. 7.2)	BMC Software (Service Request Management v. 7.6.04)	CA Technologies (Service Catalog R. 12.7.01)	Cisco (Workplace Portal v. 9.3.2)	HP (Service Manager v.9.3)	IBM (Smart-Cloud Control Desk v.7.5)	PMG (Service Catalog Suite v. 6.5)	ServiceNow (ServiceNow Aspen)	USU (Valuation v.4.2)
Service Request Portal	4.0	3.5	3.5	3.0	3.0	3.0	3.0	4.0	3.5	1.5
Create and Manage Orderable Services	4.0	3.5	3.0	2.0	3.5	2.0	2.0	4.5	3.5	2.0
Service Fulfillment Workflow Automation	3.5	2.0	3.0	4.0	4.0	3.0	3.0	4.0	2.5	2.0
Service Fulfillment Reporting	2.5	3.0	3.0	2.5	3.5	1.0	2.0	4.0	2.0	1.0
Service-Level Expectations and Performance Norms	3.0	3.0	3.0	3.5	3.0	2.5	1.5	3.0	1.5	2.0
Service Demand Reporting	3.0	3.0	3.5	3.5	3.5	1.5	1.5	4.0	2.0	1.5
Cost of Service Requests	3.0	3.0	3.0	4.0	3.0	2.5	2.0	3.0	2.5	2.5
Integration With Other Data Sources and Fulfillment Tools	3.5	2.5	3.0	3.0	3.5	1.5	1.5	3.0	1.0	2.0
Integration With Cloud Provisioning	3.0	5.0	4.0	4.0	4.0	3.0	4.0	4.0	3.0	1.0

Source: Gartner (October 2012)

Figure 1. Overall Score for Each Vendor's Product Based on the Nonweighted Score for Each Critical Capability

### Product Rating Chart



Source: Gartner (October 2012)

To determine an overall score for each product in the use cases, the ratings in Table 2 are multiplied by the weightings shown in Table 1. These scores are shown in Table 3.

Table 3. Overall Score in Use Cases

Use Cases	Axios Systems (assyst v. 10)	Biomni (Front Office Enterprise v.7.2)	BMC Software (Service Request Management v. 7.6.04)	CA Technologies (Service Catalog R.12.7.01)	Cisco (Workplace Portal v.9.3.2)	HP (Service Manager v. 9.3)	IBM (Smart-Cloud Control Desk v. 7.5)	PMG (Service Catalog Suite v. 6.5)	Service-Now (Service-Now Aspen)	USU (Valuation v.4.2)
Overall	3.5	3.0	3.2	3.2	3.5	2.5	2.5	3.9	2.8	1.8
IT Service Catalog Administrators	3.7	2.7	3.0	3.0	3.7	2.3	2.3	4.0	2.6	2.0
IT Service Catalog Users	3.5	3.3	3.3	3.1	3.1	2.5	2.6	3.8	2.9	1.6
Cloud Catalog Users	3.4	3.8	3.5	3.5	3.7	2.7	3.2	4.1	3.0	1.4
IT Leaders	2.9	3.0	3.2	3.4	3.3	1.8	1.8	3.6	2.1	1.7

Source: Gartner (October 2012)

Product viability is distinct from the critical capability scores for each product. It is our assessment of the vendor's strategy, and of the vendor's ability to enhance and support a product throughout its expected life cycle; it is not an evaluation of the vendor as a whole. Four major areas are considered: strategy, support, execution and investment. Strategy includes how a vendor's strategy for a particular product fits in relation to the vendor's other product lines, market direction and overall business. Support includes the quality of technical and account support, as well as customer experiences with the product. Execution considers a vendor's structure and processes for sales, marketing, pricing and deal management. Investment considers the vendor's financial health, and the likelihood of the individual business unit responsible for a product to continue investing in it. Each product is rated on a five-point scale, from poor to outstanding, for each of the four areas, and is assigned an overall product viability rating.

Table 4 shows the product viability assessment.

Table 4. Product Viability Assessment

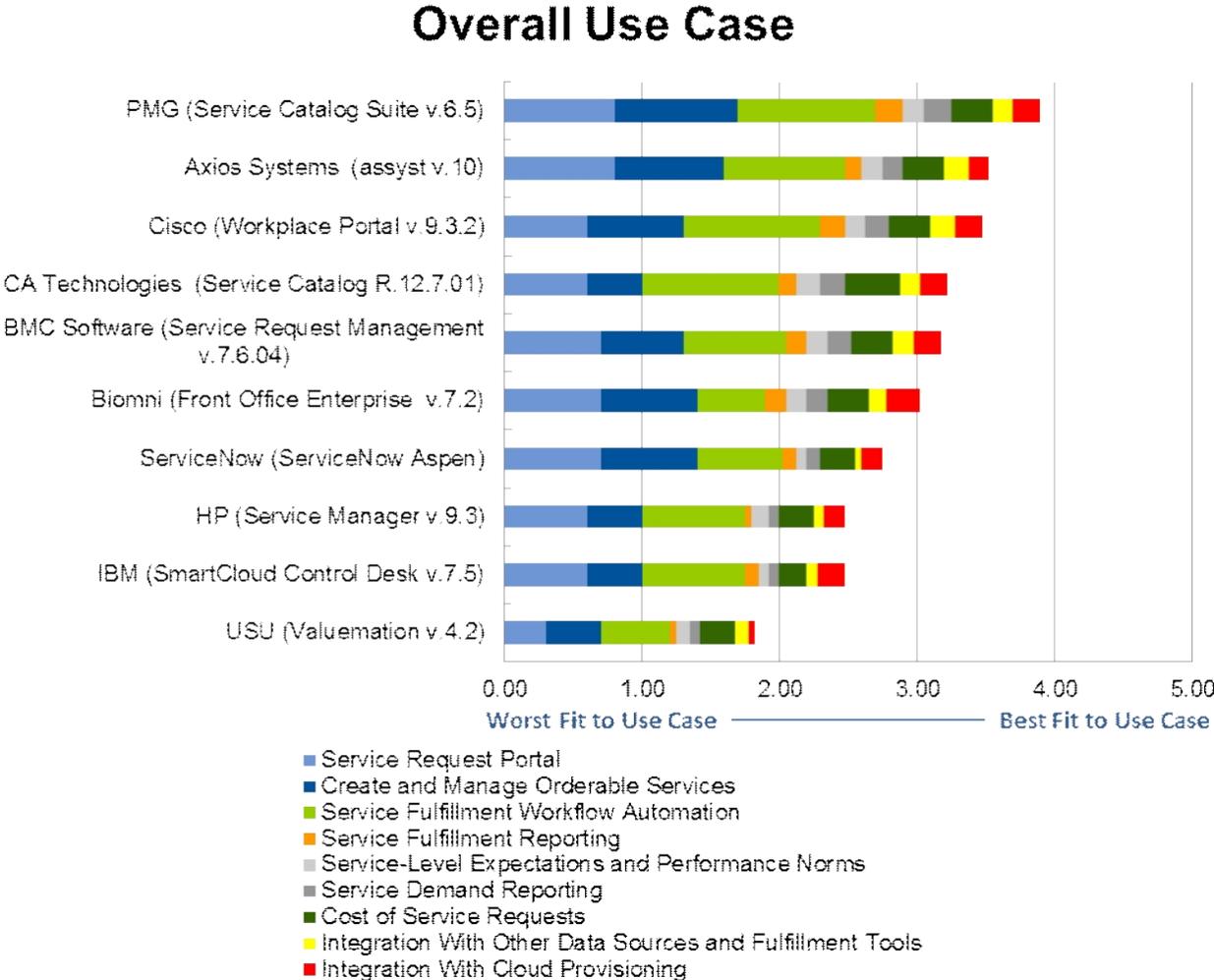
Vendor/ Product Name	Axios Systems (assyst v. 10)	Biomni (Front Of- fice Enter- prise v.7.2)	BMC Soft- ware (Service Request Management v.7.6.04)	CA Technol- ogies (Serv- ice Catalog R.12.7.01)	Cisco (Workplace Portal v. 9.3.2)	HP (Serv- ice Man- ager v. 9.3)	IBM (Smart- Cloud Con- trol Desk v. 7.5)	PMG (Service Catalog Suite v. 6.5)	Service- Now (Service- Now As- pen)	USU (Value- mation v.4.2)
Product Vi- ability	Fair	Fair	Excellent	Good	Good	Fair	Good	Good	Fair	Poor

Source: Gartner (October 2012)

The weighted capabilities scores for all use cases are displayed as components of the overall score.

Figure 2 shows the overall use case.

Figure 2. Overall Use Case

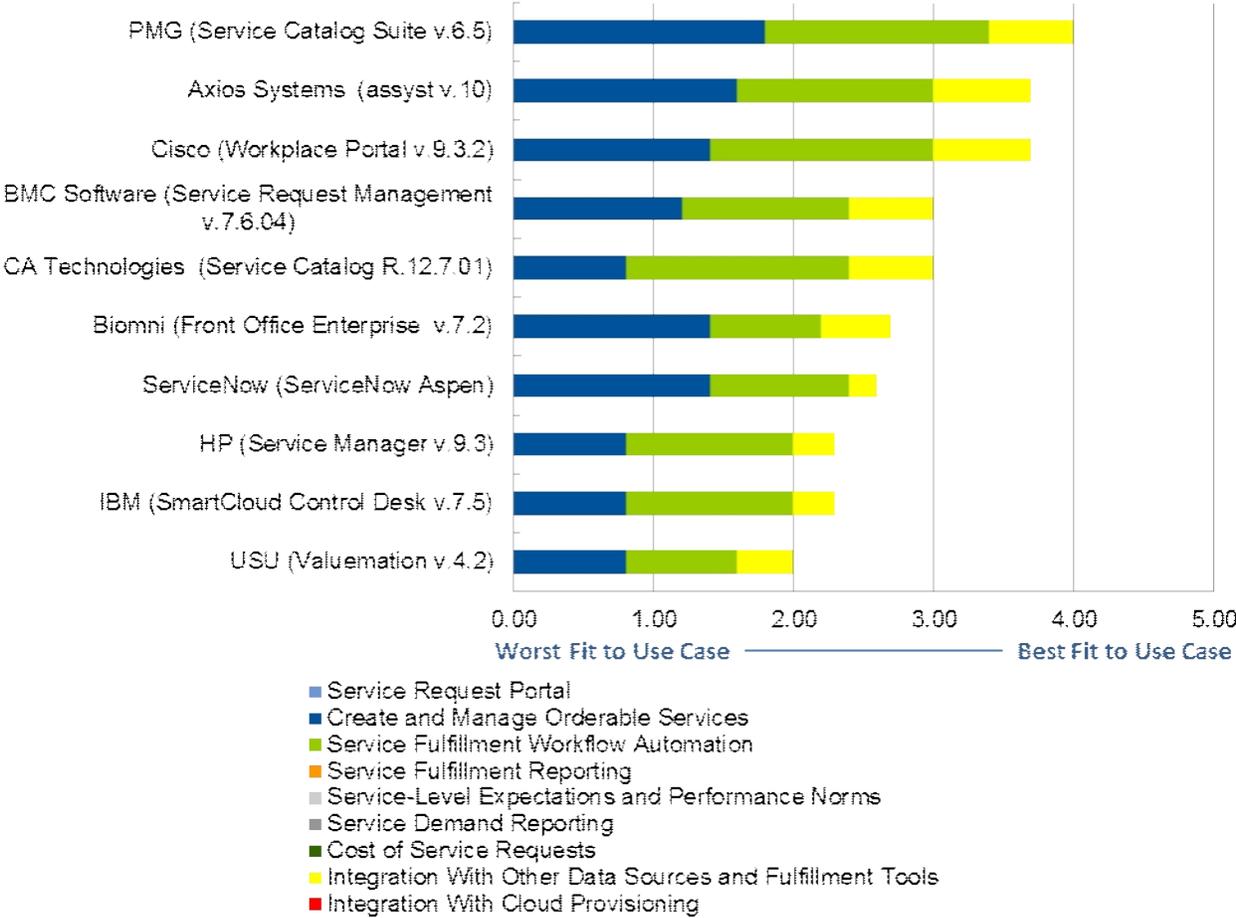


Source: Gartner (October 2012)

Figure 3 shows the IT service catalog administrators use case.

Figure 3. IT Service Catalog Administrators Use Case

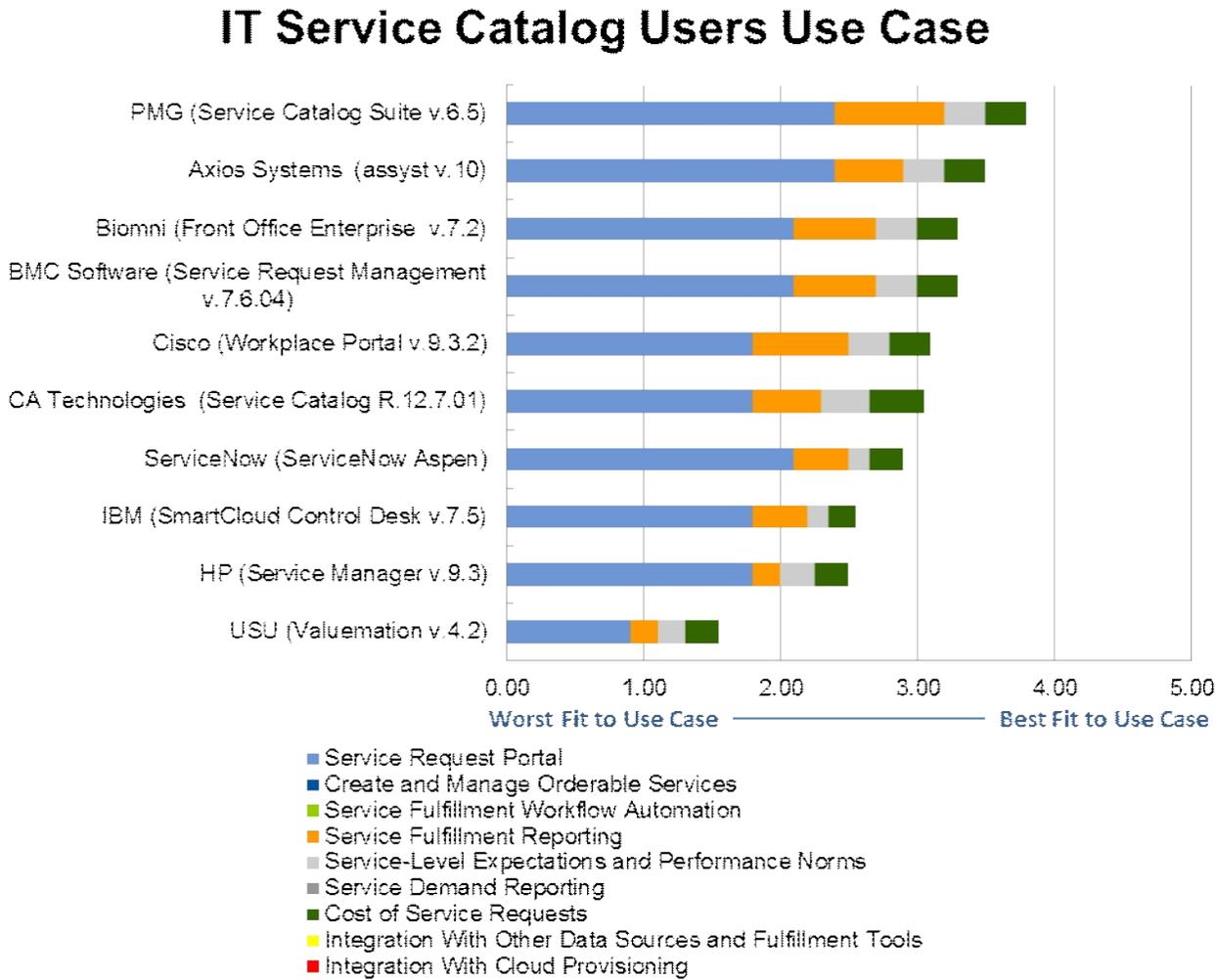
### IT Service Catalog Administrators Use Case



Source: Gartner (October 2012)

Figure 4 shows the IT service catalog users use case.

Figure 4. IT Service Catalog Users Use Case

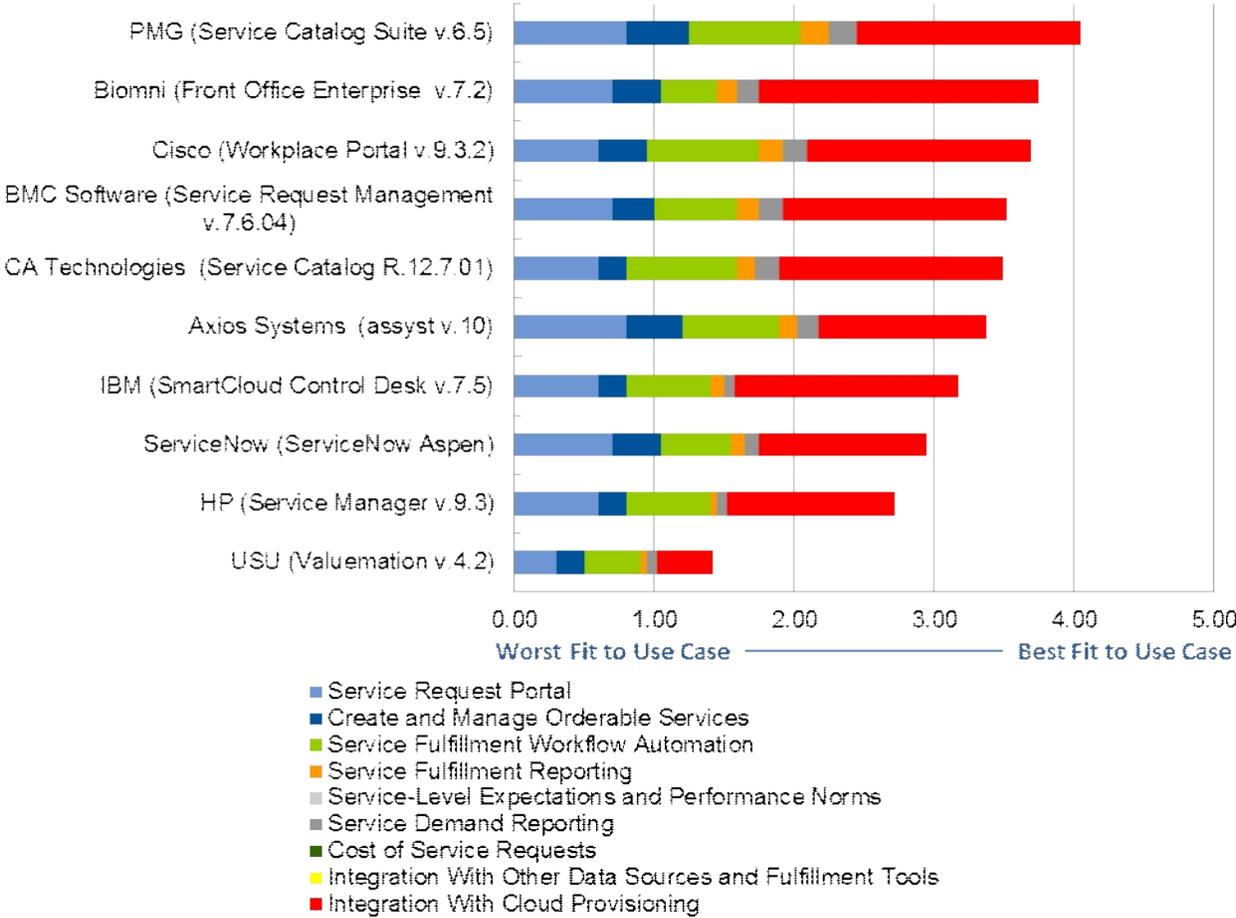


Source: Gartner (October 2012)

Figure 5 shows the cloud catalog users use case.

Figure 5. Cloud Catalog Users Use Case

### Cloud Catalog Users Use Case

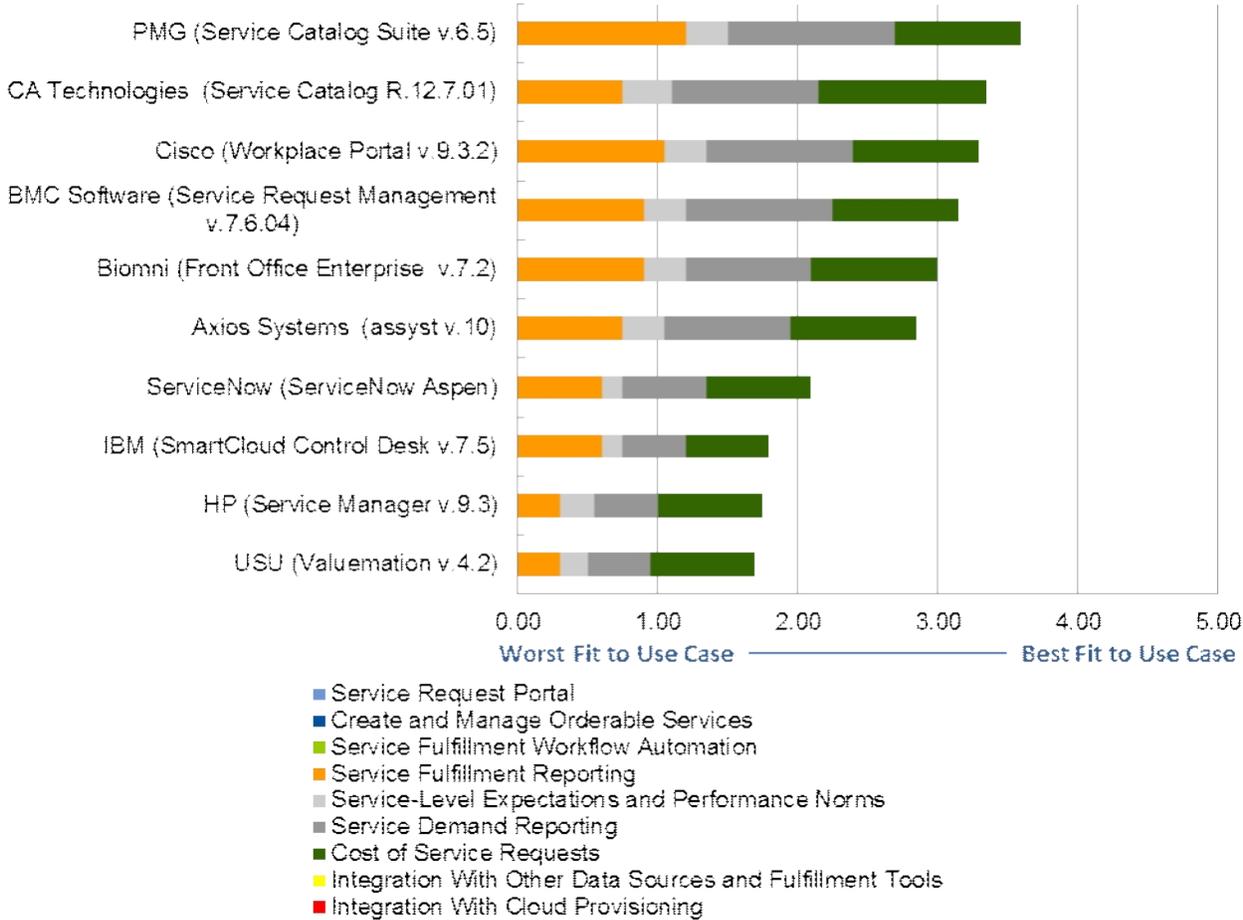


Source: Gartner (October 2012)

Figure 6 shows the IT leaders users use case.

Figure 6. IT Leaders Use Case

### IT Leaders Use Case



Source: Gartner (October 2012)

### Vendors

#### Axios Systems (assyst v.10)

Axios Systems' IT service catalog product is part of its ITSSM solution, assyst, with the v.10 release evaluated for this research. Out of a total possible Critical Capability score of 45, assyst received a score of 29.5.

The user interface for the end user and the catalog administrator is intuitive and easy to navigate. A Visio-style workflow display makes it easy to design service fulfillment processes, and a good selection of prebuilt workflow templates is provided. Integration adapters are available for Microsoft System Center Configuration Manager (SCCM), Altiris and LANDesk to automate software

distribution. New adapters have been developed to automate Amazon cloud provisioning. Service fulfillment reporting resulted in a mixed rating. There is a very good FedEx-style tracking view for business end users needing to track their individual requests. However, for IT managers wanting to track the IT organizations' overall performance against fulfillment milestones, the summary dashboard is fine-tuned more to displaying mean time to repair (MTTR) for incidents.

Axios' IT service catalog is available for deployment via on-premises or as a software as a service (SaaS) solution, with both deployment models sharing the same code base and operating in the same manner. The product also is available for use via mobile devices, and is delivered via mobile Web, taking advantage of HTML5 design aspects for a variety of functions.

Axios' IT service catalog product received a viability rating of Fair, which was constrained by a lower-than-average strategy score, due to it being too attached to Axios' service desk product, and too reliant on the service desk team as the buyer, as well as the small number of support personnel worldwide.

### Biomni (Front Office Enterprise v.7.2)

Biomni's IT service catalog product comes in four editions: Front Office Essentials, Front Office Express, Front Office Enterprise and Front Office Service Provider. Front Office Enterprise v.7.2 was reviewed for this research. Out of a total possible Critical Capability score of 45, Front Office Enterprise v.7.2 received a score of 28.5.

Biomni's service request portal received an above-average rating due to the engaging user interface, the flexibility for end users to define their own favorites view, and the ability to display different views based on the role of the requester. Biomni Front Office Enterprise received top marks for its integration with cloud provisioning, as the tool proved very easy to integrate with existing cloud providers, including Amazon and Rackspace. The ease with which a service catalog user might request and receive cloud services shows Biomni's understanding that the IT service catalog is an important component of deploying a cloud strategy. However, Biomni received lower-than-average marks in service fulfillment workflow automation and integration. The workflow automation presents as remedial, and lacks the expected visual flow-chart view. Front Office Enterprise integrates with various fulfillment tools and software solutions from a number of vendors. Additionally, it has a strong integration point with Symantec, demonstrated in the Front Office for Symantec version of the IT service catalog product. Front Office Enterprise is currently available for on-premises deployment only, and some functions via mobile Web browsers as native apps are not yet available.

With regard to product viability, Front Office Enterprise received a rating of Fair. As a provider of stand-alone IT service catalog tools, its strategy and investment rated very good, but Biomni is lacking in its support and execution. Specifically, support is focused in Europe, with a small presence in the U.S. Global companies looking for a provider that can support their global needs may find Front Office Enterprise falls short, with a small support staff for all its customers. Although Biomni has a large number of customers for the Essentials edition of its product, which is offered as a free download, its paid product, Front Office Enterprise, has a much smaller customer base.

### BMC Software (Service Request Management v.7.6.04)

BMC Software's IT service catalog product, BMC Service Request Management (SRM) v.7.6.04, was reviewed for this research. Out of a total possible Critical Capability score of 45, BMC SRM received a score of 29.

BMC SRM is the product BMC positions for end-user requests and status tracking of requestable services. In addition, BMC has a separate product, BMC Cloud Lifecycle Management (CLM), which includes SRM and adds capabilities specific to requesting and provisioning cloud services. A CLM user cannot request desktop services. An SRM user could request cloud services, but only if the catalog administrator manually created cloud services requests in SRM. This is unlikely, because SRM is not fine-tuned for cloud services requests, since CLM is the product intended for that use case. If a customer is using separate CLM and SRM instances, there is no integration or collaboration between these two products.

BMC provides three options to accomplish request fulfillment workflow automation (one option is built into SRM; another option, BMC Remedy IT Service Management Suite, was recently acquired from Abydos; and the third option is BMC Atrium Orchestrator). All three are included with the purchase of SRM, providing customers with flexibility and choice, which would have accorded BMC a stronger-than-average rating. However, the inclusion of all three options with the purchase of SRM creates complexity that makes it difficult for the IT service catalog administrator to be sufficiently trained and proficient in each, and to know which to use for which situation. Thus, BMC's rating was tempered to meet (but not exceed) expectations. BMC SRM can be delivered via on-premises or in a SaaS model, and is available via mobile devices, utilizing native apps for popular mobile OSs.

BMC's IT service catalog product received a viability rating of Excellent based on its large, global support staff trained on the product and large installed base, with strong growth in the number of new customers.

### CA Technologies (Service Catalog R.12.7.01)

CA Technologies' IT service catalog product, Service Catalog R.12.7.01, was reviewed for this research. Out of a total possible Critical Capability score of 45, Service Catalog R.12.7.01 received a score of 29.5.

The user interface for the end user is functional, and features large icons with one-click access to request favorite services. However, favorites are determined by the catalog administrator based on the role of the requester, and can't be customized by the end user. For the catalog administrator needing to create or update services, the screens were more complicated and difficult to use. CA's powerful process automation product is included with the service catalog, resulting in a strong rating for service fulfillment workflow automation. An adequate range of templates is provided; however, starting a workflow from scratch appears to be complex. Service fulfillment reporting for senior IT management requires the use of Business Objects which, while powerful, is not a familiar tool for most IT leaders. CA's Service Catalog is available for deployment as an on-premises tool, or as a hosted solution from management service provider (MSP) partners. Additionally, while CA does

not currently make the tool available via native apps for mobile devices, it can be utilized with mobile Web browsers, and will support Safari for the iPad.

Service Catalog received a product viability rating of Good for its large, global support staff and large installed base, albeit not showing strong growth in new customers in the first half of 2012.

### Cisco (Workplace Portal v.9.3.2)

Cisco's IT service catalog product, Workplace Portal v.9.3.2, was reviewed for this research. Out of a total possible Critical Capability score of 45, Workplace Portal received a score of 31. Cisco's Workplace Portal product received above-average scores overall, placing the product in the No. 2 position when summing the Critical Capability scores.

Workplace Portal met expectations for the service request portal critical capability, although ease-of-use items such as type-ahead when adding items to the service catalog along with streamlining the process to get items entered would go a long way toward improving the user experience. For IT service catalog administrators, Workplace Portal provides the functional richness needed by sophisticated customers, but this introduces potential complexity, which constrained Cisco's rating in the critical capability to create and manage orderable services. Catalog administrators can create their own templates that can be leveraged for ease of use in the long term. Cisco's service fulfillment workflow automation capability has a strong visual interface, and prebuilt adapters for popular third-party management tools are provided with the Cisco Process Orchestrator that is included with Workplace Portal, although there is a fee for some adapters, such as Microsoft SCCM.

Workplace Portal is better than average with regard to service demand and service fulfillment reporting, and enables the export of data into Excel. A separate product, Cisco Cloud Portal, which is part of the Cisco Intelligent Automation for Cloud solution, is available. If both the Workplace Portal and Cloud Portal products are licensed, the end user sees a single user interface and can request and provision both kinds of services. This earned Cisco a better rating in the cloud catalog use case than other vendors that also have separate products, but do not integrate them to one interface to the end user. Workplace Portal is not available for purchase from Cisco in the SaaS delivery model, although it can be acquired in this manner through partners. For those looking for a mobile service catalog, Workplace Portal is not yet optimized for delivery via mobile devices, and no native app exists yet.

Workplace Portal's overall product viability was rated Good. Cisco scored well across most of the criteria determining product viability, but needs to make decisions as to the ongoing strategy regarding Workplace Portal, and how much focus it puts on that relative to Cloud Portal. From an investment standpoint, Cisco scored better than average, as it continues to develop the service catalog as part of its overall management tooling stack.

### HP (Service Manager v.9.3)

HP's IT service catalog product is only available as part of its ITSSM tool, Service Manager, with v. 9.3 reviewed for this research. Out of a total possible Critical Capability score of 45, HP Service Manager received a score of 20.

The user interface for the end user met requirements, but the catalog administrator faces a challenging set of complicated screens to create and update services. The addition of ease-of-use items, such as popping up a calendar to simplify selecting a date instead of having to hand type it in, would improve the administrator's experience. HP service fulfillment workflow automation met expectations; however, Gartner clients report that it is mostly used for people-to-people task handoffs, rather than for automating actual fulfillment task execution. HP's powerful IT process automation product, HP Operations Orchestration, is more likely to be used for fulfillment task execution, but is an extra-cost add-on that's not included with the IT service catalog, so it was not evaluated as part of this research. HP had no service fulfillment reporting either for business users to track their own individual requests, or for IT executives wanting to track the IT organizations' overall performance against fulfillment milestones. Thus, it received the lowest rating in this category. HP Service Manager is available through on-premises and SaaS deployment models. It utilizes flash, which means it will not function on the popular iOS mobile OS, but is available to mobile devices utilizing the Android OS.

The product viability rating was hampered by a low strategy score due to the IT service catalog being wholly contained within HP's service desk product, and requests for cloud services needing to go through a different product entirely.

### IBM (SmartCloud Control Desk v.7.5)

IBM's IT service catalog product is only available as part of its ITSSM tool, SmartCloud Control Desk, with v.7.5 reviewed for this research. Out of a total possible Critical Capability score of 45, SmartCloud Control Desk received a score of 20.5.

The user interface for the IT service catalog user met requirements; however, end users do not have the flexibility to configure their own displays, or customize their portals. The user interface for the catalog administrator is complicated, and is not intuitive for the creation or update of services. Service demand reporting did not meet all expectations. It was difficult to show the demand for specific services or drill down to display service demand by business unit, for example. Service fulfillment workflow automation met requirements with a visual designer and adequate templates provided. The service fulfillment reporting focused on incident management and service desk metrics, rather than on the status of service requests or a summary dashboard that would be useful for IT leadership. Prebuilt adapters ship with the product to integrate with Tivoli Provisioning Manager, Tivoli Configuration Manager and Tivoli Endpoint Manager. SmartCloud Control Desk includes an integration framework so that customers can create custom adapters for common software distribution or can provision products from other vendors through facilities such as Web Services, SOAP or Open Database Connectivity (ODBC). SmartCloud Control Desk received below-average ratings in the critical capability relating to cost of service requests. Although the product includes robust cost tracking for fulfillment work orders, the version we evaluated could not calculate and display the total shopping cart price to the end user. SmartCloud Control Desk is available for deployment in an on-premises or a SaaS model, and a variety of features can be used on mobile devices with native apps for the Android, BlackBerry and iOS.

The product viability rating is Good, with a large, global support staff and a large installed base.

### PMG (Service Catalog Suite v.6.5)

PMG's IT service catalog product, Service Catalog Suite (SCS) v.6.5, was reviewed for this research. Out of a total possible Critical Capability score of 45, SCS received a score of 33.5. PMG's product received above-average scores overall, placing the product in the No. 1 position for overall critical capability scores.

The product interface is sharp, modern and intuitive for end users requesting services and catalog administrators. Ease-of-use features, such as type-ahead and dynamic population of fields from SAP or Active Directory, for example, improve efficiency. Service demand reporting and service fulfillment reporting exceeded expectations. Out-of-the-box reports are provided with the product to address requirements such as the top 10 requested services, by end user and department. Drill-down is available all the way down to the details of individual orders, for example, by clicking on a spike in a top-level report. PMG offers generic integration utilizing common integration protocols. Prebuilt integration adapters are provided for an additional fee, connecting to popular software distribution and server provisioning products, such as Microsoft SCCM, Altiris, BMC BladeLogic and VMware vCloud Director.

Cloud services can be requested and provisioned through SCS, including presenting pricing directly from the cloud provider. One drawback noted by customers is that PMG's product runs exclusively on the Microsoft Windows platform, whereas a percentage of buyers would prefer additional choices, such as Linux. SCS can be deployed in an on-premises or a SaaS model, and provides for complete access to the system via a mobile Web browser. With regard to mobile device usage, a PMG SCS mobile app is available for the Android and iOS OSs.

A product viability rating of Good balances the higher marks for strategy and investment, because PMG is focused exclusively on IT service catalog, with lower marks for support and execution due to the small organization, and the limited size of the customer installed base. Additionally, PMG has a U.S.-only location for the company's support staff, although it offers worldwide support through a variety of partners in many regions.

### ServiceNow (ServiceNow Aspen)

ServiceNow's IT service catalog product is part of its ITSSM tool. ServiceNow Aspen was reviewed for this research. Customers can license the IT service catalog separately, but this is rare, as it usually is licensed as part of ServiceNow's ITSSM suite, which is delivered almost exclusively in a SaaS model. Out of a total possible Critical Capability score of 45, Aspen received a score of 21.5.

The user interface for the end user to request services met expectations, and supported additional features such as type-ahead to improve efficiency. For catalog administrators, it's easy to create and edit service offerings, including options for asking multiple-choice questions, yes/no questions and requesting text responses from the end user. Good quantities of predefined templates are included with the product as building blocks to help with the construction of services. Reporting focuses more on individual requests, and isn't fine-tuned to provide executive reporting for IT leadership. Service fulfillment reporting is available primarily through an SLA dashboard that more commonly displays response and resolution times for Priority 1 through Priority 4 incidents.

The basic design tool for workflow automation meets requirements and some example templates are provided with the product, but Gartner client experiences indicate that ServiceNow's automation is more often used for incident handling and escalation, rather than for actual automated service fulfillment. In addition, with the SaaS deployment model, the ServiceNow MID (management, instrumentation, discovery) Server, a Java application, must be installed on the customer's premises to execute such service fulfillment tasks as software distribution and server provisioning. Connectors are available for VMware vCenter, PowerShell, ManageIQ EVM and Amazon Elastic Compute Cloud (Amazon EC2) cloud provisioning, but no prebuilt adapters ship with ServiceNow Aspen to integrate with common software distribution tools, such as those from Microsoft, Altiris and LANDesk. Customers can create custom adapters on their own, or can use professional services from ServiceNow. ServiceNow is primarily available via SaaS, although under the right circumstances, it has been made available for on-premises deployment. The ServiceNow Web user interface can be accessed via mobile Web browsers, but ServiceNow does not support native apps for mobile devices.

ServiceNow's IT service catalog product received a viability rating of Fair, which was constrained by a lower-than-average strategy score due to it being too attached to ServiceNow's service desk product.

### USU (Valuemotion v.4.2)

USU's IT service catalog product, Valuemotion v.4.2, was reviewed for this research. Out of a total possible Critical Capability score of 45, SCS received a score of 15.5.

The user interface for the IT service catalog user is not intuitive, and doesn't follow what has become the standard shopping cart paradigm. The interface for the IT service catalog administrator has many tabular views that are complex to navigate, and few example service templates are provided by the vendor. The basic design tool for service fulfillment workflow automation meets requirements and some example templates are provided with the product, but USU's automation focuses on handing tasks off to people for manual execution, rather than on actual automated service fulfillment. Service fulfillment reporting did not meet expectations. No summary dashboard is available for IT leaders, and end users can only see the current status of their requests, with no insight into the next steps or approvals that are required, or any idea of expected time frame for completion.

Service demand reporting included some good pie chart displays, but little in the way of drill down to see the demand for specific services or from individual business units, for example. The portion of the product focused on the cost of service requests met expectations, and showed strong integration with SAP as a data source. USU's company and location and Valuemotion's local language support will appeal to German-speaking customers. USU makes its solution available primarily on-premises, with 97% of Valuemotion customers purchasing a perpetual license and using the on-premises deployment model. Clients looking for SaaS have the option to select a USU hosting partner that offers Valuemotion through a subscription model. Valuemotion does not currently support native apps for mobile devices, but those with iPads can access the dashboards.

As an IT service catalog tool, Valuation 4.2 received a product viability rating of Poor due to the small number of support personnel worldwide, a very limited customer installed base, and low marks for its IT service catalog strategy, which is too dogmatically aligned with ITIL. USU's strategic emphasis on ITIL will satisfy clients that are equally devoted to that methodology, but will be perceived as restrictive and inflexible by others, especially in the cloud catalog use case.

## Recommended Reading

*Some documents may not be available as part of your current Gartner subscription.*

"IT Market Clock for IT Operations Management, 2012"

"Magic Quadrant for IT Service Support Management Tools"

"The Progression of the IT Operations Management Framework of Products"

"Hype Cycle for IT Operations Management, 2012"

"Vendor Rating: CA Technologies"

"Vendor Rating: BMC Software"

"Vendor Rating: HP"

"Vendor Rating: IBM"

"An IT Service Catalog Is More Than Just Service Request Management"

"Introducing the IT Service Support Management Tools Market"

"ITSM Fundamentals: How to Create an IT Service Portfolio"

"ITSM Fundamentals: How to Construct an IT Service Catalog"

### Critical Capabilities Methodology

"Critical capabilities" are attributes that differentiate products in a class in terms of their quality and performance. Gartner recommends that users consider the set of critical capabilities as some of the most important criteria for acquisition decisions.

This methodology requires analysts to identify the critical capabilities for a class of products. Each capability is then weighted in terms of its relative importance overall, as well as for specific product use cases. Next, products are rated in terms of how well they achieve each of the critical capabilities. A score that summarizes how well they meet the critical capabilities overall, and for each use case, is then calculated for each product.

Ratings and summary scores range from 1.0 to 5.0:

- 1 = Poor: most or all defined requirements not achieved
- 2 = Fair: some requirements not achieved
- 3 = Good: meets requirements
- 4 = Excellent: meets or exceeds some requirements
- 5 = Outstanding: significantly exceeds requirements

Product viability is distinct from the critical capability scores for each product. It is our assessment of the vendor's strategy and its ability to enhance and support a product over its expected life cycle; it is not an evaluation of the vendor as a whole. Four major areas are considered: strategy, support, execution and investment. Strategy includes how a vendor's strategy for a particular product fits in relation to its other product lines, its market direction and its business overall. Support includes the quality of technical and account support as well as customer experiences for that product. Execution considers a vendor's structure and processes for sales, marketing, pricing and deal management. Investment considers the vendor's financial health and the likelihood of the individual business unit responsible for a product to continue investing in it. Each product is rated on a five-point scale from poor to outstanding for each of these four areas, and it is then assigned an overall product viability rating.

The critical capabilities Gartner has selected do not represent all capabilities for any product and, therefore, may not represent those most important for a specific use situation or business objective. Clients should use a critical capabilities analysis as one of several sources of input about a product before making an acquisition decision.

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