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8 ways service management buying criteria has changed



Service management platforms are no longer judged only by how well they run IT support. Today, buyers must evaluate enterprise scalability, workflow flexibility, automation, data readiness, governance, and AI potential.

Then Old buying lens	vs.	Now New buying lens
ITSM Capability Can it run an effective IT service desk? **Buyer question** Is it a good ITSM tool?	1	**Enterprise service capability** Can it support enterprise-wide service delivery across IT, HR, facilities, finance, and shared services? **Buyer question** Can this platform unify service experiences and workflows across multiple departments?
Ticket handling Can it log, route, and resolve tickets efficiently? **Buyer question** Does it handle tickets well?	2	**Workflow orchestration** Can it automate and orchestrate end-to-end workflows across teams and systems? **Buyer question** How well can this platform coordinate multi-step, cross-functional work without manual chasing?
Usability for agents Is the analyst interface easy to use? **Buyer question** Is it easy for our agents to use?	3	**Experience for everyone** Does it deliver a great experience for employees, managers, approvers, and service teams alike? **Buyer question** How intuitive is the experience for every stakeholder involved in requesting, approving, and fulfilling services?
Static processes Does it support our current processes? **Buyer question** Does it fit how we work today?	4	**Adaptability** How easily can we change and extend processes as organisational needs evolve? **Buyer question** Can non-technical teams adapt workflows quickly without heavy custom development?



Get the full guide.

Read Choosing an ESM platform for the AI era

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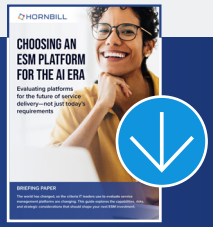
Continue to page 2

8 ways service management buying criteria has changed (continued)

Then Old buying lens	vs.	Now New buying lens
Integration as a bonus Does it integrate with a few core IT tools? **Buyer question:** Does it connect with our key IT systems?	5	**Connected ecosystems** Can it connect systems, data, and actions across the wider business ecosystem? **Buyer question:** How easily can the platform integrate with identity, HR, finance, collaboration, and infrastructure systems?
Automation features Does it offer workflow automation? **Buyer question:** Does it have automation capabilities?	6	**Automation outcomes** Can it remove friction, reduce handoffs, and automate meaningful service outcomes at scale? **Buyer question:** Where can this platform automate work end-to-end, not just accelerate individual tasks?
AI features Does the vendor have AI? **Buyer question:** Does it include AI capabilities?	7	**AI readiness** Can the platform help us establish the data, governance and controls needed to use AI safely and effectively? **Buyer question:** How does the platform support governed AI adoption, trustworthy data, human oversight, and measurable value?
Price comparison What is the licence cost? **Buyer question:** What will it cost us up front?	8	**Long-term platform value** What is the total strategic value, including speed of change, scalability, automation potential, and future fit? **Buyer question:** Will this platform help us modernise service delivery over the next several years, or just solve today's pain points?

The big shift.

Service management platforms are now judged by how well they enable connected, automated, AI-ready service delivery across the enterprise - not just how well they run IT support



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