

2026

Enterprise Management Associates (EMA)
Research Calendar

IT Service/Operations (ServiceOps)

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Redefining Modern Service Management: ServiceOps, ESM, and the Rise of AI-Powered Services

This multi-sponsor research is EMA's latest annual exploration into the evolving state of service delivery across the modern enterprise. As organizations seek to modernize and unify the way services are defined, delivered, and optimized, two dominant strategies emerged: service operations (ServiceOps) and enterprise service management (ESM).

This survey explores the convergence of ServiceOps and ESM strategies, assessing how AI-enabled workflows, cross-domain automation, and integrated platforms are transforming efficiency, responsiveness, and user experience. The research identifies the strategies, adoption patterns, and operational outcomes that are shaping the next generation of service management.

EMA™ PRISM Report for IT Asset Management (ITAM)

The EMA PRISM Report provides a comprehensive overview of the ITAM market, focusing on solutions that combine asset lifecycle automation, compliance, and governance across hybrid environments. It analyzes how leading platforms deliver visibility, optimize costs, and mitigate risk through integration with broader ServiceOps and ESM strategies. The study offers an accessible market map for understanding the capabilities and differentiators that define modern ITAM.

Breaking Boundaries: The Convergence of ITOM and Service Management

This research investigates the expansion of service management platforms into IT operations domains, incorporating capabilities such as discovery, event correlation, and automation triggers. It examines how convergence impacts architecture, tool strategy, and operational outcomes, as well as where specialized ITOM and observability tools remain critical. The analysis maps integration patterns, value drivers, and adoption trends that define this evolving platform footprint.

The New Metrics for ServiceOps

This focused study explores the shift from traditional service-level agreements to experience-driven and outcome-based metrics in ServiceOps environments. It examines how organizations balance SLAs and XLAs, link service performance to business value, and use AI-driven analytics to deliver real-time insights. The research highlights measurement strategies that elevate IT's role in improving customer and employee experience while aligning with strategic objectives.

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EMA™ Radar Report for AIOps – Intelligent Service and Operations

Building on EMA's established Radar research from 2020 and 2024, this research evaluates how platforms advance intelligent operations for both ServiceOps and ITOM use cases. It benchmarks vendor capabilities in incident analysis, automation, and real-time insight delivery, distinguishing between aspirational claims and proven outcomes. The report offers an evidence-based guide to solutions that improve agility, service quality, and operational resilience.

EMA™ PRISM Report for IT Financial Management/ Technology Business Management (ITFM/ TBM)

Financial transparency is now a critical dimension of IT service delivery. As CIOs are pressed to link cost, value, and business outcomes, ITFM and TBM solutions are gaining momentum within the ServiceOps and ESM ecosystem. The PRISM Report evaluates how financial management capabilities integrate with service and operations platforms to support budgeting, chargeback/showback, and cost optimization. The analysis offers a clear market view of solutions that bring financial transparency and business alignment into the ServiceOps ecosystem.

IT Service/Operations (ServiceOps)

Parker leads the IT service operations (ServiceOps) practice at EMA, focusing on the convergence of IT service management (ITSM), IT operations management (ITOM), enterprise service management (ESM), business service management (BSM), and AIOps in ways that help enterprises align business objectives with technology strategies.

With over a decade of senior-level experience in product marketing, competitive research, and analyst engagement, Parker led teams in enterprise information management, process automation, discovery, observability, and digital accessibility at top companies, including Dynatrace, Redwood Software, and others. Parker brings a unique client-side perspective to EMA research, having worked extensively with EMA and other analyst firms in his communications and product marketing roles at enterprise technology vendors. The experience provides him with deep insights into how organizations engage with analyst research and implement complex technology solutions.



Parker Hathcock
Research Director

About Enterprise Management Associates, Inc.

Founded in 1996, Enterprise Management Associates (EMA) is a leading IT analyst research firm that specializes in going “beyond the surface” to provide deep insight across the full spectrum of IT 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 at www.enterprisemanagement.com. You can also follow EMA on [X](#) or [LinkedIn](#).



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