

The ServiceOps Advantage: Improving Enterprise Productivity, Collaboration, and Innovation

TechTarget's Enterprise Strategy Group (ESG) partnered with BMC Software to conduct a survey of 500 IT service and operations leaders across North America and Western Europe to learn more about ServiceOps adoption within enterprises. The results show that organizational focus on and investments in ServiceOps are driving significant returns for organizations.

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ServiceOps Defined

ServiceOps is an emerging concept in IT referring to the convergence or integration of IT service management (ITSM) and IT operations (ITOps) practices. It emphasizes the importance of streamlining processes, automating routine tasks, and using data-driven insights to enhance decision-making and service quality.

While 82% of organizations have a stated objective to adopt a ServiceOps approach, **very few organizations have achieved the highest level of ServiceOps maturity to date (17%).**



ESG created a maturity model using six multifaceted questions from the survey to determine how mature organizations' ServiceOps approaches are today. ESG employed a point-based scoring system in which organizations were evaluated as having (or not) mature ServiceOps attributes and practices and could earn (or not) maturity points as a result. A maximum of 100 maturity points could be earned.

Attributes and practices assessed include:

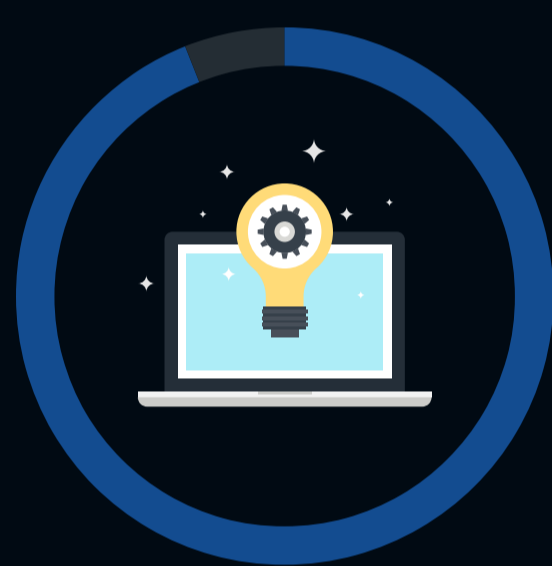
- The creation of hybrid roles across ITOps and ITSM teams. (5 maturity points)
- The frequency of collaboration across teams. (15 points)
- Tools and processes implemented to enable teams to collect, share, and consolidate their respective data. (25 points)
- The degree of automation in key workflows. (40 points)
- The degree to which the organization is applying AIOps and GenAI technologies to optimize tasks. (15 points)



Only 17%
of organizations
were rated as having mature
ServiceOps practices.

While ServiceOps Maturity Is Rare, the Productivity Impact Is Dramatic

Organizations adopting ServiceOps reported numerous positive impacts:



94%

reported greater staff efficiency.



93%

achieved faster incident resolutions.



92%

saw a rise in user satisfaction.

The higher the level of maturity, the bigger the impact. Relative to Nascent organizations (i.e., those earning <60 maturity points), Leading organizations (i.e., those earning >80 maturity points) were:

2.2x as likely

to report the improvement on efficiency was significant (vs. moderate).

2.3x as likely

to say resolutions were significantly faster.

2.6x as likely

to say user satisfaction rose significantly as a result.

Organizations With a More Mature Approach to ServiceOps Achieve Objectively Superior Innovation Outcomes Than Their Less Mature Peers

The belief that ServiceOps is improving organizational operations is substantiated in the data. Relative to Nascent organizations, Leading organizations:



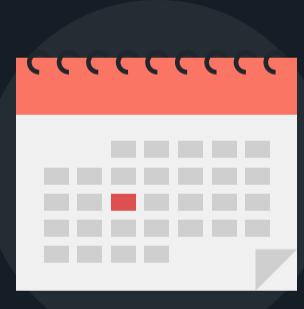
Have a 50% advantage

in service team throughput (i.e., ITSM staff can handle an average of 27 requests per day vs. 18).



Are able to support 74% more

apps per full-time employee (i.e., they support 17.6 apps/ITOM FTE vs. 10.1).



Are 5.4x as likely

to say all new services have been launched on or ahead of schedule.



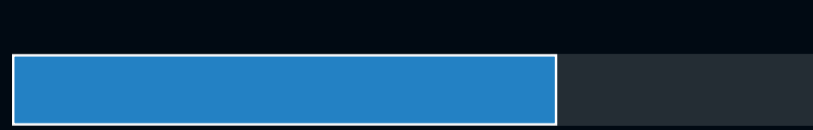
Are 7.6x as likely

to achieve user satisfaction metrics that exceed their goals.

Collaboration Is Key to Achieving ServiceOps Maturity

To become a leader in ServiceOps, it is clear that organizations must emphasize collaboration:

68%



of Leading organizations reported they had both created hybrid roles that span ITSM and ITOps and increased the frequency with which these two teams meet and collaborate. Just 35% of Nascent organizations reported the same.

84%



of Leading organizations reported that ITSM and ITOps personnel meet to discuss shared objectives and projects multiple times per week or more versus just 28% of Nascent organizations.

Conclusion

The data makes it clear: Organizations with a mature, established ServiceOps practice have a meaningful advantage relative to companies that have not invested in ServiceOps.

Read the full research eBook to learn what you can do to help drive your organization up the maturity curve and gain these advantages over the competition.

[READ THE EBOOK](#)

