

SWOT Assessment: HP Service Anywhere

Analyzing the strengths, weaknesses, opportunities, and threats

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Summary

Catalyst

IT service management (ITSM) is increasingly being recognized as a practice and set of supporting technologies that offers value beyond the IT department. Despite its terminology ITSM is more about service management across the enterprise than simply the IT department. Technology is a major component, and it continues to evolve in terms of its ability to help organizations realize value from an enterprise-wide service management strategy. Service Anywhere from HP is an ITSM solution that embraces this shift by offering capabilities that can help multiple business units realize new efficiencies.

Key messages

- Service Anywhere features a highly intuitive user interface.
- Its big data analytics capability delivers invaluable insights that can help support teams work more proactively.
- Service Anywhere is HP's software-as-a-service (SaaS) ITSM offering. HP has some ground to make up in taking market share from other vendors in the ITSM space.

Ovum view

The HP Service Anywhere user interface is currently one of the best offered by an ITSM solution. Influenced by popular consumer technologies many of us interact with on a daily basis, the user interface is intuitive, dynamic, and uncluttered. The solution is very capable, and at a functional level compares well with other solutions in the market. Features such as analytics and a self-service portal that has been built with collaboration at its core exemplify HP's commitment to broadening the value ITSM solutions offer. HP has some work to do to communicate the value of Service Anywhere in a highly competitive ITSM market, but the company has made encouraging progress with its relatively new ITSM tool.

Recommendations for enterprises

Why consider HP Service Anywhere?

HP Service Anywhere is targeted at organizations seeking an ITSM solution that is easy to deploy, administer, and use. Three strategic differentiators set HP's approach to ITSM apart from that of its competitors: self-sufficiency (embodying HP's approach to user experience); connected intelligence (facilitating knowledge management, proactivity, and self-service via a big data platform); and service acceleration (codeless configuration and continuous delivery).

To help customers realize the intended value from any implementation HP offers what it calls "the journey to value." This is a structured approach delivering consultative insights and optimization through shared customer success best practices throughout the transformation to an SaaS model. This approach ensures value is both quantified and delivered through an ongoing dialogue between vendor and customer.

SWOT analysis

Strengths

An intuitive and well-designed user interface

User experience is a by-product of many components and design decisions, rather than a feature. An intuitive and aesthetically pleasing interface is an important component in building a positive user experience. HP Service Anywhere's interface has been influenced by popular consumer technologies and as a result is highly intuitive. This helps reduce the level of training required and enables organizations to gain optimum value from the technology. For example, visual workflow graphics are used to present instant feedback and show progress associated with a task or activity. Another example of how Service Anywhere's interface has been developed to deliver a positive, frictionless user experience is the non-intrusive news feed that dynamically presents information and knowledge in the context of an issue a user may be searching on.

Analytics functionality can help support teams work more proactively

HP Service Anywhere's analytics capability offers administrators a unique insight into the needs of the user base they support. It does so by analyzing and reporting on the most commonly raised requests, user searches, and questions submitted; proactive best practices become automated responses to avoid and reduce incident volume and ticket time to resolution (TTR). HP Service Anywhere is an SaaS service management solution that uses various social elements to encourage organizations to work more collaboratively. Its Hot Topic Analytics capability enables analysts not to control what happens in this environment of self-sufficiency, but to more proactively recognize trends that could influence formal improvement initiatives.

Weaknesses

Ability for customers to create custom applications is lacking

Every organization's ITSM needs are different. Having the option to extend a core offering with additional business-enabling applications is increasingly being seen as important among organizations, largely due to the recognition that unique and differentiating business capabilities can be realized as a result. HP Service Anywhere does not currently offer this functionality. This may be something HP considers in the future, however, especially given the success experienced by some of its competitors in the space that offer such capabilities.

Opportunities

Extended mobile worker support

ITSM tools are well positioned to introduce features that can help IT administrators better support the mobile worker. HP Service Anywhere is built on HTML5, enabling access via a variety of mobile devices with no incremental licensing required for user self-service or remote approvals. Introducing mobile device management capabilities will equip support teams with more tools to support users. Self-service represents another area of opportunity – namely optimizing a self-service portal for access via a mobile device, and exploiting some of the capabilities of the device itself to further improve the user experience.

Building modules that enable business units beyond IT

ITSM practices and supporting technologies are increasingly being embraced by business units other than IT. This is because these practices, and specifically the technology utilized to support them, can help other business units improve productivity. HP Service Anywhere offers functionality that can help other business units realize new efficiencies and strengthen integration and interaction between IT departments and other business units. HP reports that Service Anywhere is being used by departments outside of central IT, such as HR. Developing additional modules that leverage the tool's capabilities in a way that is specific to business units such as HR and facilities management will help HP appeal to new markets.

Threats

Competitors in the market

The ITSM technology market is highly competitive. Up until 2012, differentiation in the market was limited because most vendors had focused on developing their respective solutions around helping customers align with ITIL best practices. Disruptors such as cloud services, mobility, and social, for example, have encouraged developers to innovate in exciting ways, especially given that there is no uniform guidance as to how such capabilities can be exploited. HP will need to continue looking for ways to differentiate its solution from others in the space to attract new customers.

Data sheet

Key facts about the solution

Table 1: Data sheet: HP

Product name	HP Service Anywhere	Product classification	IT service management (ITSM)
Version number	Version-less (SaaS/cloud)	Release date	December 2013
Industries covered	Healthcare, auto, finance, insurance, banking, airline, oil and gas, state and local government, sports and entertainment, media, retail, manufacturing, service provider	Geographies covered	All/worldwide
Relevant company sizes	500–300,000 employees	Platforms supported	NA
Languages supported	19: Arabic, Brazilian Portuguese, Czech, Dutch, English, French, German, Hebrew, Hungarian, Italian, Japanese, Korean, Polish, Russian, Simplified Chinese, Spanish, Turkish, Greek, Danish	Licensing options	Named and concurrent
Deployment options	SaaS/cloud	Routes to market	HP and partners
URL	www.hp.com/go/serviceanywhere	Company headquarters	Palo Alto, California, US
European headquarters	Bracknell, Berkshire, UK	North America headquarters	Palo Alto, California, US
Asia-Pacific headquarters	Singapore		

Source: Ovum

Appendix

Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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