

EasyVista looks to ServiceApp Store for new growth

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EasyVista continues to build its North American business, which in turn is driving growth and profitability at the company. Codeless enterprise service applications and the Internet of Things (IoT) are the latest innovations, as the company seeks to not only reorient its business to North America but move out of the ITSM box. Increased spending on marketing and demand generation will amplify these efforts.

The 451 Take

EasyVista's resurgence and its move upmarket continues after the company recorded its largest year-over-year revenue gain yet. North America continues to drive EasyVista's growth, and the company looks more like a dynamic new startup than a stodgy old incumbent. But competition is stiff, with ServiceNow and Cherwell growing even faster, and BMC and HEAT still formidable presences. Cloud startup SAManage has the same designs on the market as EasyVista. Still, the company continues to innovate and think outside the box, with initiatives such as enterprise-service applications and IoT. It's at least giving itself a fighting chance to break out of the midmarket ITSM pack, and it's doing this by moving beyond ITSM.

Context

We started coverage on EasyVista last June, as the longtime European ITSM software started to make headway in the US and in the cloud. The company continued its steady growth trajectory, booking revenue of €19.8m (\$22.5m) in 2014, up from €15.2m in 2013. The company had been looking to hit \$25m in revenue for 2014. The growth has made EasyVista modestly profitable.

Kevin Coppins, a former Novell and Meru Networks executive, is the new general manager of EasyVista's thriving US business, a growth engine for the company. Coppins replaced Andy White, who helped get the US business off the ground before leaving EasyVista earlier this year. White has since moved on to EasyVista rival Cherwell, where he runs that company's EMEA business.

EasyVista employs more than 40 in the US and Canada, and continues to add headcount there, mostly in sales and support. The company is filling global positions in North America for the first time, and expects the North American operation (currently about 35% of the company) to be the largest part of the company within the next three years. EasyVista has about 130 employees worldwide.

Products

The latest new product direction for EasyVista is its ServiceApp Store, which is the company's offering for the consumerization of the IT wave. The ServiceApp Store is an HTML5 framework that allows nontechnical users to build service-workflow applications using pre-built components and templates, with no coding. These service-workflow applications cover not just IT, but HR, facilities and customer care. They are essentially user-friendly interfaces to back-end systems like ITSM, HR, CRM, ERP, etc., which make services from those back-end systems available to users and customers.

EasyVista continues to develop its own ITSM platform, including IT asset management and IT financial management. The ServiceApp Store can be used with EasyVista's ITSM system, or with other vendors' products. One new initiative that EasyVista is pursuing in IT asset management is around IoT applications. EasyVista is looking to manage smart Internet-connected devices, even those well outside of IT, like a thermostat in a server room or a hotel minibar's refrigerator.

This is more of a positioning strategy than any new technology development, because any network-connected device can be managed by EasyVista's asset management software. EasyVista already has clients managing 'things' like security badges, furniture and even media-production gear leveraging its asset management tools.

Customers

EasyVista claims 900 customers worldwide with about 100 of those in North America. North American deals tend to be larger than the rest of the world because EasyVista has moved more upmarket since beginning its North American push five years ago. The company is targeting organizations with anywhere from 5,000 to 15,000 users to support, putting it squarely in the

midmarket.

Higher education, financial services and healthcare are key verticals for EasyVista. As customers adopt the ServiceApp Store, HR-related applications across manufacturing, media broadcast and services verticals are getting focus and traction. Recent customer wins include Villanova University, the Los Angeles Police Department, Cardno and Baptist Health, joining existing enterprise customers like ESPN, Rabobank and Domtar Paper.

Competition

EasyVista sees ServiceNow and Cherwell on most new deals, especially in North America. It concedes that it needs to get in on more of those deals, and is investing heavily in marketing and demand generation to do that. BMC, which has multiple products across market segments, is often the incumbent at new deals. EasyVista can coexist with BMC, although its ServiceApp Store is directly competitive with BMC's MyIT.

HEAT Software, the former FrontRange, still has a strong presence in the market segment that EasyVista is targeting; and like EasyVista, it can offer integrated service and asset management. SAManage started off on smaller deals, as EasyVista did; but is now looking to move upmarket. It competes with EasyVista in the cloud, and also offers integrated service and asset management. SunView Software remains a presence in this space.

SWOT Analysis

Strengths

EasyVista has been around since the late 1980s, so it certainly has staying power and a proven product set. Yet for a company with such a long history, EasyVista is refreshingly innovative and forward-looking.

Opportunities

EasyVista continues to expand and grow in North America. Enterprise service management and the IoT are new frontiers that can drive the company's growth.

Weaknesses

Incumbency tends to not be an advantage in the ITSM space, although EasyVista's installed base is mostly in Europe. Losing a top successful executive to a competitor is never a good thing, although Coppins has picked up where White left off in North America. EasyVista remains a small company given its longevity, and is still playing catchup with its go-to-market activities.

Threats

EasyVista's two biggest competitive targets are ServiceNow and Cherwell. Both are formidable foes, with far more reach in the North American market than EasyVista.

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