

REPORT REPRINT

EasyVista wants to modernize ITSM as its SaaS and mobile focus bears fruit

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The company is a long-term player in the ITSM market, two years into a pivot to redefine itself for the mobile and cloud age. It has made good headway in product design and market traction to date. In helping redefine ITSM, however, it's less clear what comes next.

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EasyVista is a long-term player in the IT service management (ITSM) market and two years into a pivot to redefine itself for the mobile and cloud age. It has made good headway in product design and market traction to date. Process-focused technology segments such as ITSM are ripe for mobile and cloud reinvention. As mobile changes user behavior, cloud changes enterprise consumption, and the role of enterprise IT adjusts (or not) accordingly, the integrity of traditional business processes – and management of those processes – breaks down. Controls around the access, utilization and manipulation of enterprise information, along with the ability to spin up new workflows around that information, need to be increasingly fine-grained and adaptable for lines of business. EasyVista is a good example of a vendor embracing these changes, and in doing so, it is helping redefine what ITSM actually stands for. What comes next, however, is up for grabs.

THE 451 TAKE

EasyVista has done a good job so far of navigating the choppy waters from legacy ITSM to a new world of mobile-accessed and cloud-delivered workflows. The SaaS version of its product is selling well and driving solid overall revenue growth. It also has new investment to help drive growth and an increasing number of reference customers than can demonstrate its utility in mobile scenarios. EasyVista is helping redefine what ITSM means. Herein, though, lies what will be its core challenge over the next three years. In expanding its custom apps and workflow-creation capabilities into complementary but non-traditional ITSM use cases, it is entering a frightfully complex and fluid market of new technologies. It'll be a balancing act, the success of which will lie in its ability to enable customers to create new workflows while migrating more legacy workflows onto its platform. In addition to competing with incumbent ITSM products, it faces the threat of new functional and vertical-specific competitors with their own narratives around enterprise productivity. So far, EasyVista has charted a path out of the harbor; now it needs to navigate deeper, choppier and less-predictable seas.

CONTEXT

EasyVista was founded more than 20 years ago, and is headquartered in Noisy-le-Grand (just outside of Paris), France. The publicly traded company serves the upper-mid ITSM market (companies with 5-15,000 employees.) It has about 1,000 enterprise customers, the majority of which are in Europe – most in France (along with about 45% of total company revenue), as well as Spain, Portugal and Italy. The company has spent the past two years carving out a new mobile and SaaS focus, pitching it as a 'reinvention of ITSM for the mobile age.'

Last year, it began to invest significantly in its North American operations where it has operated since 2010. Kevin Coppins, formerly of Novell and Meru Networks, joined the company in January 2015 and leads the North American business, which currently has about 40 employees. The company is hoping the new product direction, its North American sales traction and a recent round of funding from European and US investors will help it build on the growth it has achieved – 100% over the past five years and 12% year-on-year revenue growth in the first half of 2016 to \$12.5m.

PRODUCTS

EasyVista's core ITSM platform is delivered through two pillars: the core Service Manager workflow engine, and its service apps. The Service Manager houses core workflow functionality such as back-end system connectivity, routing, approvals and business rules. It includes an Apps Builder that can be used to build and modify new apps using the workflows administrators have built using Service Manager (or potentially another ITSM tool). The responsive browser user interface provides cross-platform mobile access. The company originally tried a native mobile front end, but to reduce the complexity in native app updates, it opted for an HTML5 UI. The company is working on introducing more components and templates for function-agnostic workflows, and a community site where customers can post their own app templates.

The company's SaaS product is hosted across 12 datacenters (AWS in North America) and overseen by two management centers. It shares the same code base as its core product but has provided the impetus for the company to explore new product options, including new ways of visualizing information in its UIs beyond the database-reporting tools it has historically used. The growing focus on its SaaS product the past two years has also made it easier for information to be ported in and distributed out to other ITSM tools if customers need that. Of its roughly 1,000 customers globally, 250 are SaaS customers, but in the US specifically, 75% of its installed base are using its SaaS version. In 2015, 90% of its new customers in North America were SaaS customers.

MARKET STRATEGY

ITSM products are not generally focused on vertical industries, but EasyVista has found specific traction in North America among higher education, insurance and healthcare companies, all verticals that have been early adopters of mobile solutions in general. The average selling price for a new SaaS customer is \$45,000 annually on a three-year renewable contract, typically with 30 or so seats. Three years is the minimum contract duration, and occasionally the firm posts five-year contracts. The licensing is based on this back-office role-based usage, principally service desk technicians, admins and other IT roles potentially needing to administer IT systems. Buyers are typically IT vice presidents, and sometimes CIOs.

The mobile access, SaaS infrastructure (and pricing) and Apps Builder functionality are attracting lines of business to use EasyVista for workflows, potentially increasing product stickiness. ITSM typically hasn't been a locus for providing broad-based mobile access. EasyVista is not aiming exclusively at mobilizing traditional ITSM functionality such as service tickets; a growing proportion of its SaaS customers' use cases address workflows (although not business-function-specific) in legal, HR and other lines of business.

EasyVista has a large manufacturer customer whose operations division uses it as the foundation for a dealer portal through which it sells to its distributor channel. An insurance industry customer uses the platform to centralize the logging of requests for catering, shipping, facilities management, and publishing content and communications to employees. Accountancy and professional services firm PwC France uses EasyVista to control its IT spending margins, deploying a service catalog to users' mobile devices so consultants and project managers can access materials on the go.

COMPETITION

EasyVista's competition primarily comes from traditional ITSM vendors such as BMC Remedy, ServiceNow, Cherwell, CA Service Management, and HPE Service Manager. With its focus on mobile, custom workflow creation and line-of-business use cases, we estimate it will at some point come up against the burgeoning market of mobile application platform technologies and mobile workflow management tools. Competition from these quarters is not yet a serious reality, but vendors such as Sapho, Magnet Systems, Sitrion, Kony, and modern content management vendors such as Box all have in common a play for internal business process mobilization and workflow creation across different line-of-business scenarios. There is a long tail here, and no market incumbents across these variants on mobile middleware, but we assess it to represent a promising array of technologies.

SWOT ANALYSIS

STRENGTHS

The company has so far navigated a tough transition from old to new world with strong growth driven by its SaaS product, and an increasing number of mobile use cases being addressed by its customers is proving out its strategy.

WEAKNESSES

HTML5 gives broad cross-platform mobile access, but the lack of full offline and some native capabilities will limit its applicability to some mobile use cases.

OPPORTUNITIES

Technical integrations with other (non-ITSM) ISVs and an ecosystem strategy, over going it alone, will ultimately help it scale more - IoT endpoint management, facilities management and collaboration applications should top the list. Building on its North American momentum will also open new market opportunities for EasyVista.

THREATS

The new battleground in enterprise productivity platforms is workflow facilitation on mobile, which will provide significant new competition for EasyVista as it works to re-define ITSM.