

ETM vs. ITSM/CMDB

For enterprises looking to automate their technology management processes and improve inventory controls, Enterprise Technology Management (ETM) solutions present a compelling alternative to IT Service Management (ITSM) platforms. ETM solutions also provide a better-together value proposition by complementing ITSM/CMDB platforms, which are best suited for improving service delivery and orchestrating people-centric workflows such as help desk services, incident resolution and customer support.

ETM solutions, such as Omnitza, are purpose-built to automate IT processes at scale to improve and optimize:

- Security controls
- Compliance adherence
- IT audit readiness
- IT budget spend
- User and customer experience



	ETM	ITSM
 Time-to-Value	<p>Rapid IT automation outcomes</p> <ul style="list-style-type: none"> • Agile methodology: value realization measured in sprints of 2-3 weeks / months • Pre-packaged integrations, workflows and applications • No need for custom development and maintenance cycles 	<p>Lengthy IT automation projects</p> <ul style="list-style-type: none"> • Can stretch from months to years and never get deployed • Rely on professional services and custom development using a waterfall model • Require ongoing maintenance and update release cycles
 Technology Data Hygiene	<p>Leverages an accurate, comprehensive & actionable Technology Database (TDB)</p> <ul style="list-style-type: none"> • Architected to serve as a unified, trusted source of truth for an organization's entire technology landscape • Aids IT departments in managing the entire technology lifecycle, from forecasting to disposal 	<p>Leverages a Configuration Management database (CMDB)</p> <ul style="list-style-type: none"> • Not intended to store data for an organization's entire technology landscape • Less suited for rapidly evolving environments • Accuracy and completeness of most CMDBs: around 60%
 Workflow Automation	<p>Purpose built to automate technology-centric workflows</p> <ul style="list-style-type: none"> • Pre-packaged applications that execute processes <div style="display: flex; justify-content: center; align-items: center; gap: 10px;"> <div style="background-color: red; color: white; padding: 5px; text-align: center;">80%</div> <div style="background-color: blue; color: white; padding: 5px; text-align: center;">20%</div> </div> <div style="display: flex; justify-content: center; align-items: center; gap: 10px;"> AUTOMATION TICKETS </div>	<p>Built to orchestrate people-centric workflows</p> <ul style="list-style-type: none"> • Relies on service tickets to execute tasks <div style="display: flex; justify-content: center; align-items: center; gap: 10px;"> <div style="background-color: red; color: white; padding: 5px; text-align: center;">20%</div> <div style="background-color: blue; color: white; padding: 5px; text-align: center;">80%</div> </div> <div style="display: flex; justify-content: center; align-items: center; gap: 10px;"> AUTOMATION TICKETS </div>

An ETM solution is complementary to an ITSM platform (used for service delivery), and is purpose-built to automate IT processes at scale using accurate technology data to meet the needs of the modern enterprise.

Achieving similar functionality through an ITSM platform requires significant development resources to build a custom solution, which still relies on difficult-to-scale ticketing-based workflows, and must be supported and continuously updated by the organization. This can quickly become an arduous process and prevent or delay organizations from upgrading to future releases, thereby falling behind and getting stuck in a release cycle.

Better Together...

ITSM

Meant for designing, delivering, managing, and **improving IT services** an organization provides to its end users.

Architected with **tickets as the primary object**, while technology data is secondary and treated as metadata attached to service tickets, reflecting ITSM's service management orientation.

An ITSM deployment, such as ServiceNow, **leverages an ETM solution** to improve the technology data accuracy and completeness of a CMDB, and to execute automated workflows.

ETM

Meant for improving **technology data accuracy** and **automating IT processes** across siloed tools and systems.

Positions **technology as the primary object**, with discovery, aggregation, normalization and enrichment functionality to create a detailed digital twin of an organization's technology inventory.

An ETM solution, such as Oomnitza, **leverages an ITSM platform** when human interaction, actions and approvals are required and to spawn or update the status of a service ticket.

In choosing between ITSM and ETM for IT process automation, you must weigh the strategic benefits of custom development (build) against the speed and efficiency of pre-configured solutions (buy).

ITSM approaches, with their ticket-centric, custom-built automations, may benefit from leveraging an already deployed ITSM platform, but often at the cost of extended deployment times and a much heavier ongoing maintenance burden.

ETM solutions, however, harness the power of agility and vendor-supported integrations to deliver rapid, broad-spectrum automation with significantly shorter time to value. By predominantly automating workflows and reducing reliance on manual ticketing, ETM provides a compelling alternative if you're looking to optimize technology management and accelerate your journey towards operational excellence and compliance adherence.

Thus, while ITSM and ETM can complement each other, the latter's approach presents clear technical, operational and time-to-value advantages for businesses aiming for accelerated and comprehensive automation benefits.

oomnitza

GET STARTED TODAY

