



EMOTIONAL FOOTPRINT REPORT

## IT Asset Management -Enterprise

DECEMBER 2023

This report features: Asset Management X | ServiceNow Asset Management | BMC Helix Discovery | CA Asset Portfolio Management | IBM Maximo | Eracent IT Management Center | ZENworks Asset Management

337
REVIEWS

PRODUCTS INCLUDED

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### **How to Use the Report**

Info-Tech's Category Reports provide a comprehensive evaluation of popular products in the IT Asset Management - Enterprise market. This buyer's guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech's Product Scorecard.

Data collected from reviewers in: organizations with 5,000 or more employees.

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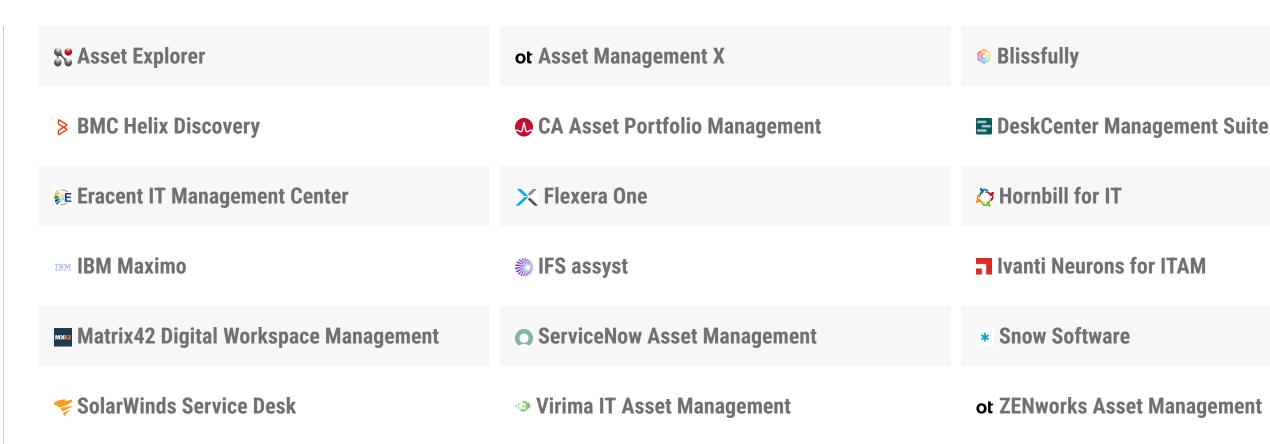




## Software Directory

### IT ASSET MANAGEMENT -ENTERPRISE SOFTWARE

one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.









**SOFTWARE REVIEWS** 

## Emotional Footprint Diamond

### IT ASSET **MANAGEMENT -ENTERPRISE**

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

### **Value Index**

Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index metric captures user satisfaction with their software given the costs they are paying.

### **Net Emotional Footprint**

The Net Emotional Footprint measures highlevel user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

**Note:** The ranges of the axes are dynamically adjusted based on minimum and maximum values in the dataset.

The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.

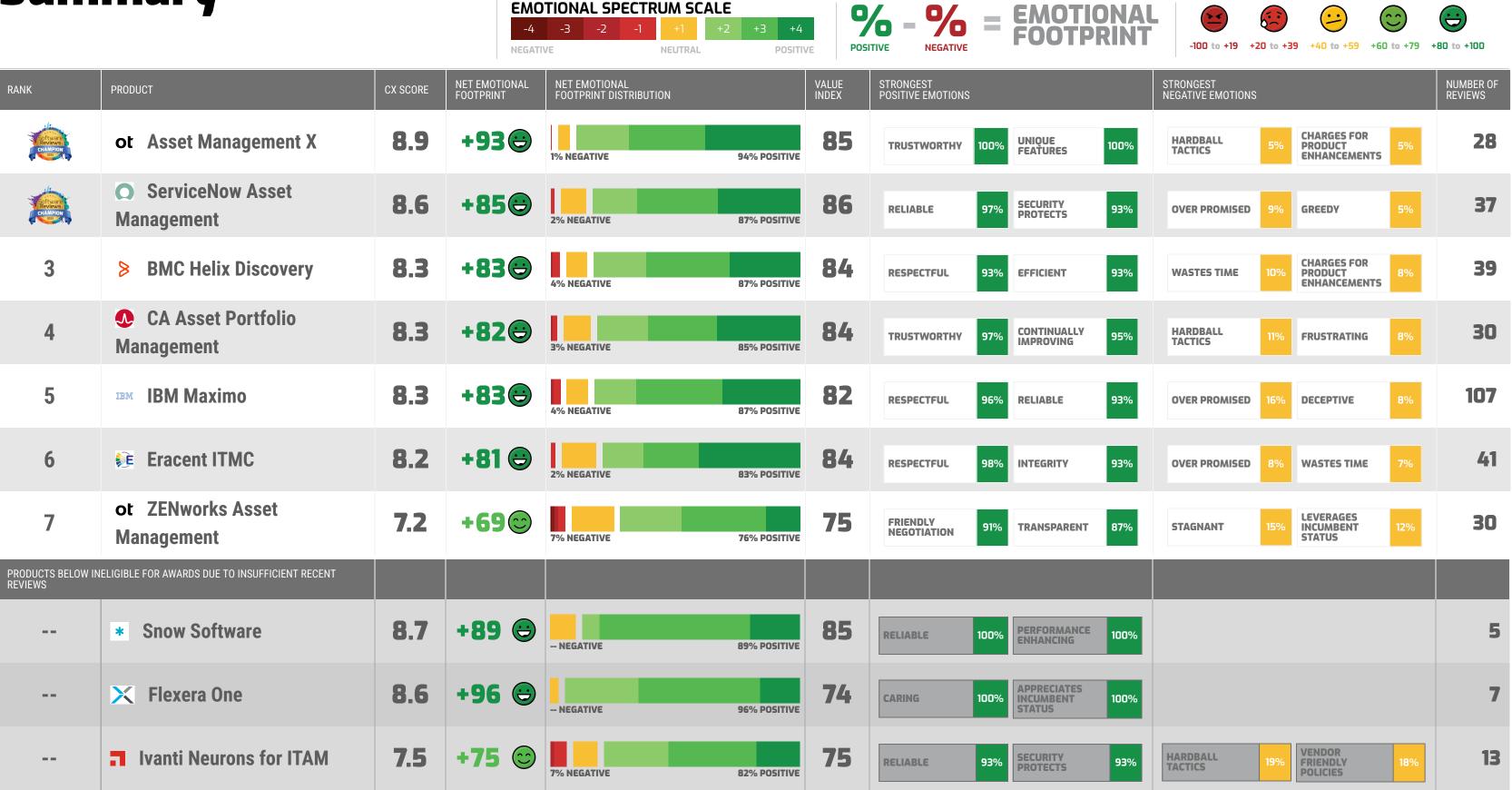






## **Emotional Footprint Summary**

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.









This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.





















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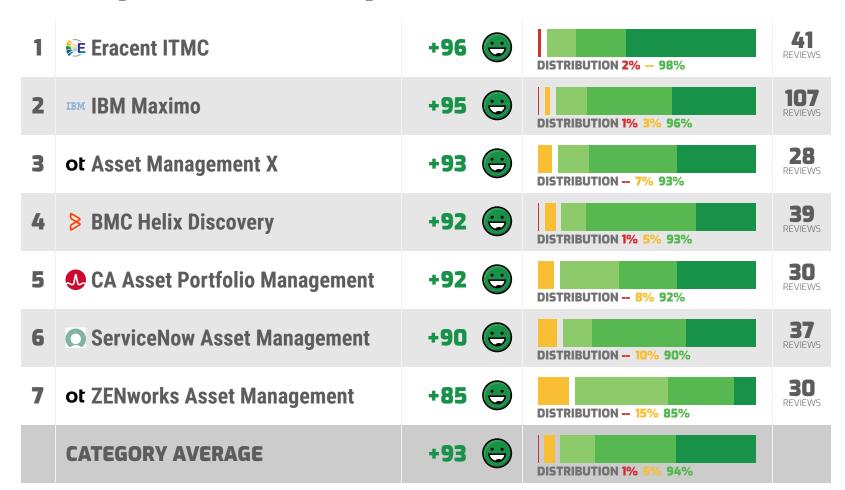








### Disrespectful vs. Respectful



-	<b>→ Ivanti Neurons for ITAM</b>	+91 😊	DISTRIBUTION 9% 91%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+78 😊	DISTRIBUTION 22% 78%	<b>5</b> REVIEWS





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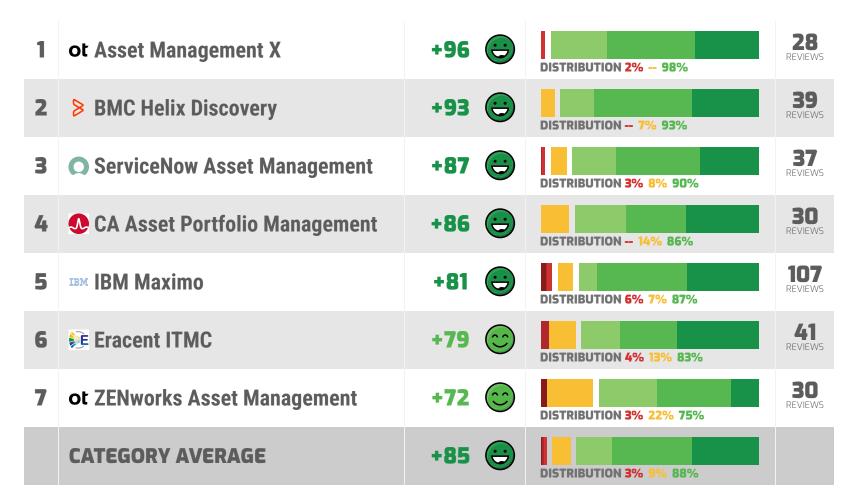








### **Bureaucratic vs. Efficient**



-	<b>→ Ivanti Neurons for ITAM</b>	+69 😊	DISTRIBUTION 9% 12% 78%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+55 😕	DISTRIBUTION 45% 55%	<b>5</b> REVIEWS





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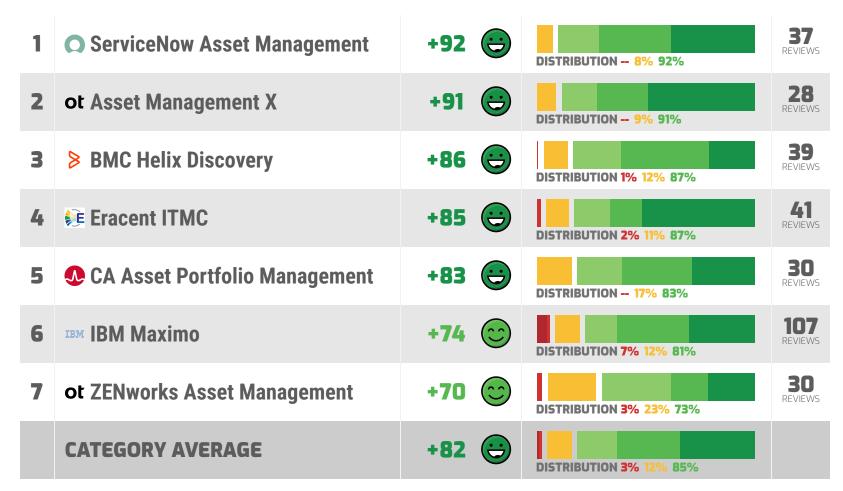








### **Neglectful vs. Caring**



-	<b>→ Ivanti Neurons for ITAM</b>	+75 😊	DISTRIBUTION 9% 6% 84%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+77 😊	DISTRIBUTION 23% 77%	<b>5</b> REVIEWS





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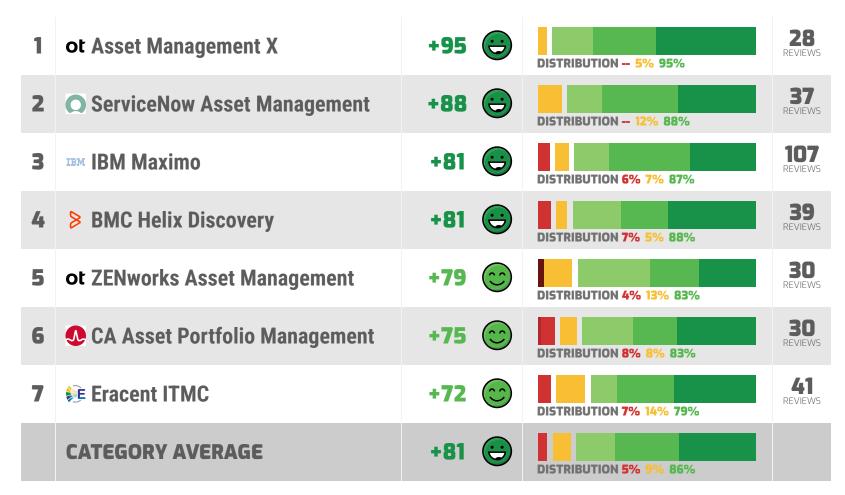








### **Frustrating vs. Effective**

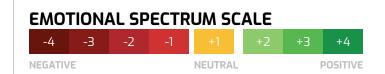


-	<b>→ Ivanti Neurons for ITAM</b>	+72 😊	DISTRIBUTION 9% 9% 81%	13 REVIEWS
-	<b>X</b> Flexera One	+92 😊	DISTRIBUTION 8% 92%	<b>7</b> REVIEWS
-	* Snow Software	+78 😊	DISTRIBUTION 22% 78%	<b>5</b> REVIEWS





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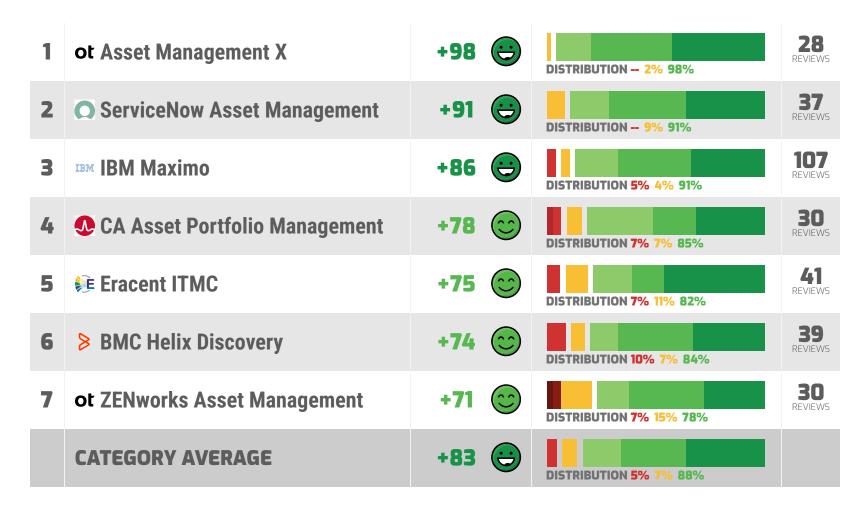








### **Wastes Time vs. Saves Time**



-	<b>→ Ivanti Neurons for ITAM</b>	+82 😊	DISTRIBUTION 9% 91%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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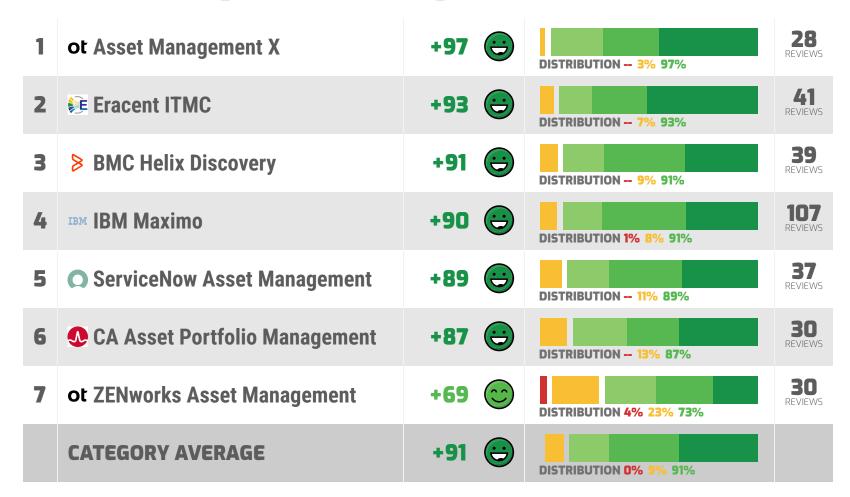








### **Lack Of Integrity vs. Integrity**



-	<b>→ Ivanti Neurons for ITAM</b>	+89 😊	DISTRIBUTION 11% 89%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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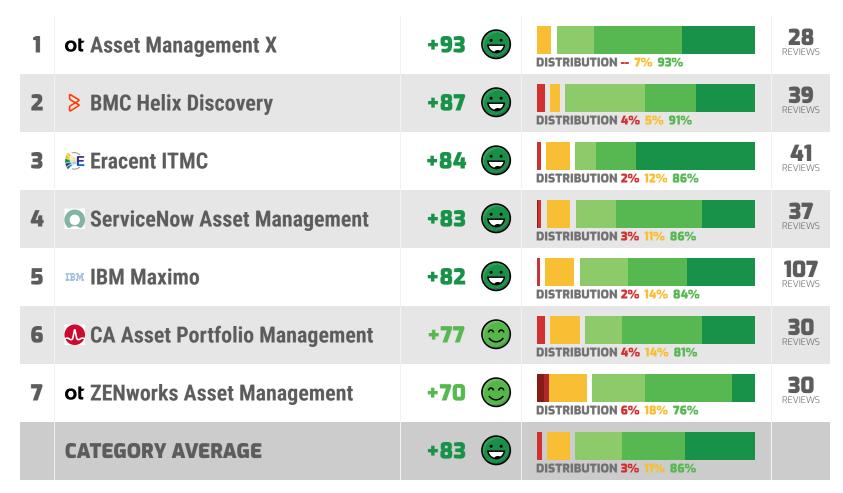








### Vendor Friendly Policies vs. Client Friendly Policies



-	<b>→ Ivanti Neurons for ITAM</b>	+64 😊	DISTRIBUTION 18% 82%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+77 😊	DISTRIBUTION 23% 77%	<b>5</b> REVIEWS





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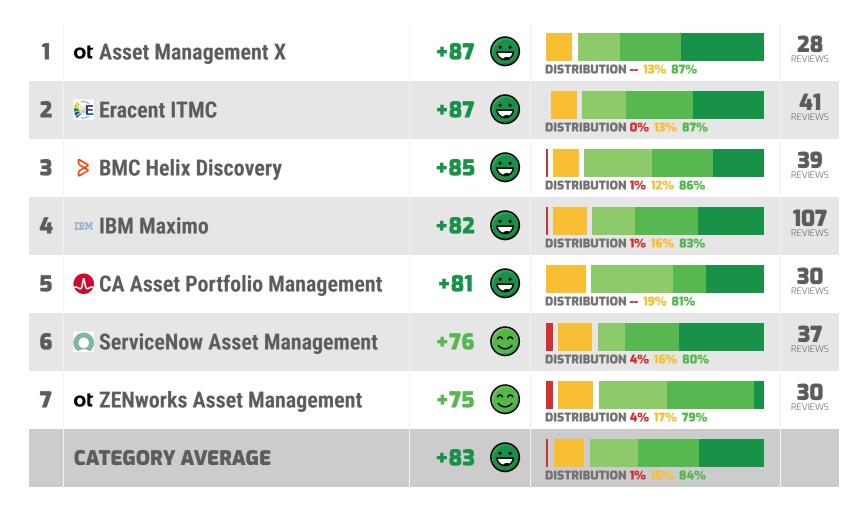








### Selfish vs. Altruistic

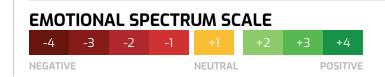


-	<b>→ Ivanti Neurons for ITAM</b>	+75 😊	DISTRIBUTION <b>7%</b> 11% 82%	13 REVIEWS
-	<b>X</b> Flexera One	+92 😊	DISTRIBUTION 8% 92%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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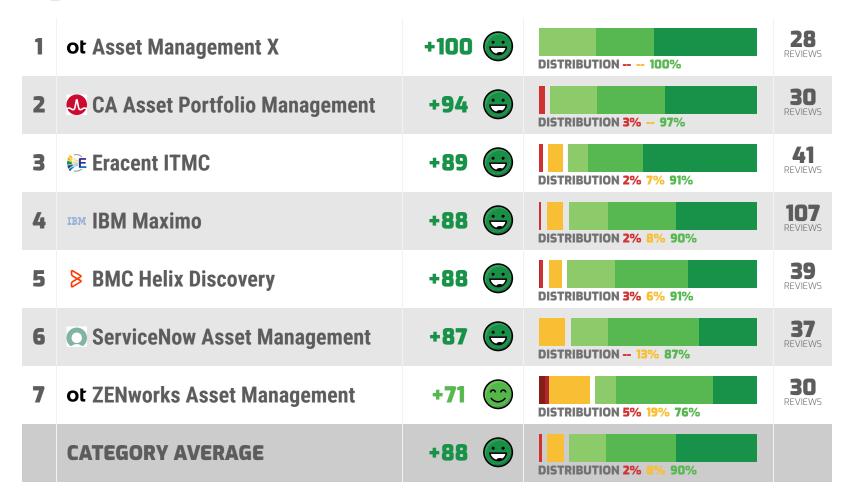








### **Big Fat Liars vs. Trustworthy**

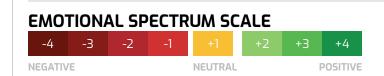


-	<b>→ Ivanti Neurons for ITAM</b>	+78 😊	DISTRIBUTION 11% 89%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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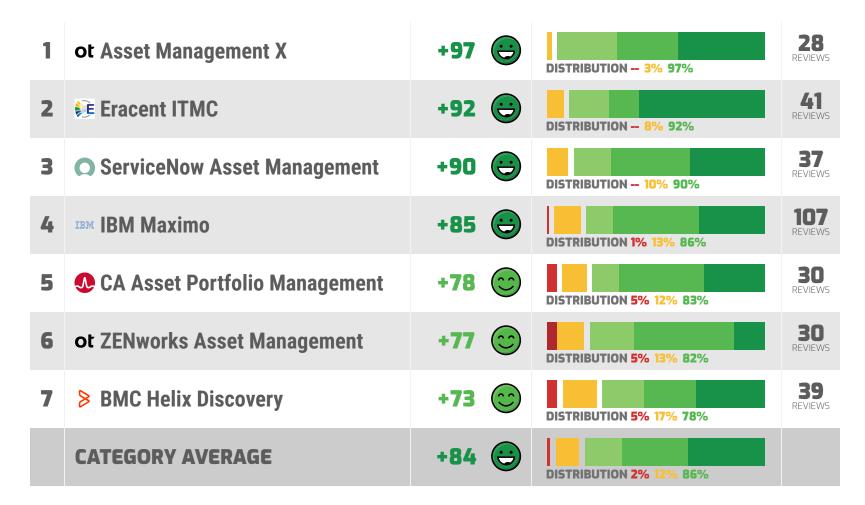








### **Unfair vs. Fair**



-	<b>→ Ivanti Neurons for ITAM</b>	+82 😊	DISTRIBUTION 18% 82%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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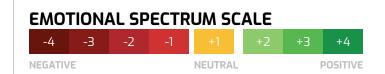








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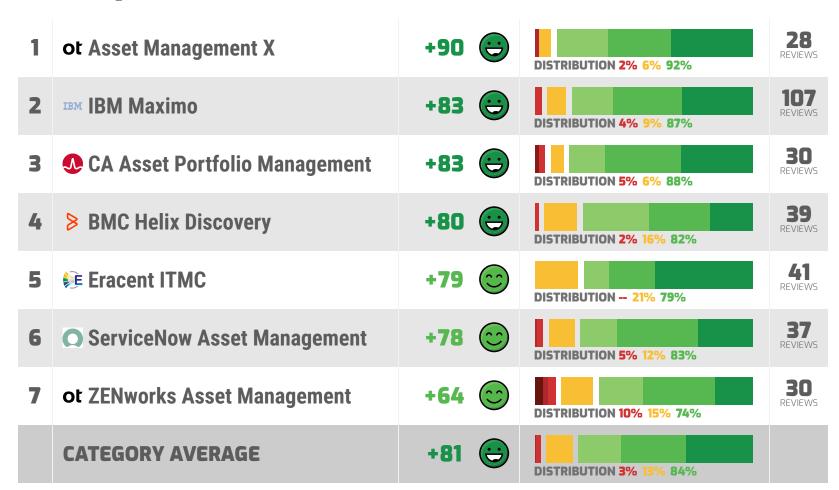








### **Greedy vs. Generous**



-	<b>→ Ivanti Neurons for ITAM</b>	+57 😕	DISTRIBUTION 12% 19% 69%	13 REVIEWS
-	<b>X</b> Flexera One	+92 😊	DISTRIBUTION 8% 92%	<b>7</b> REVIEWS
-	* Snow Software	+70 😊	DISTRIBUTION 30% 70%	<b>5</b> REVIEWS





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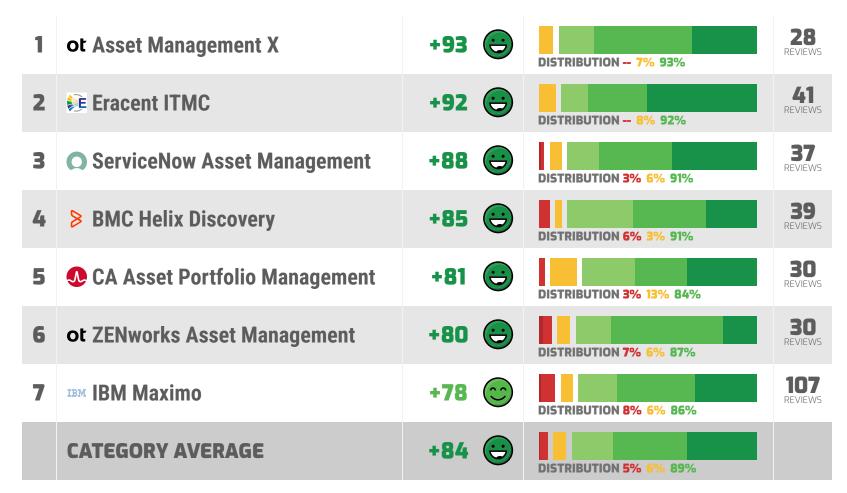








### **Deceptive vs. Transparent**

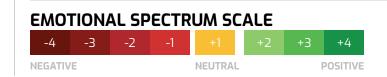


-	<b>→ Ivanti Neurons for ITAM</b>	+76 😊	DISTRIBUTION 12% — 88%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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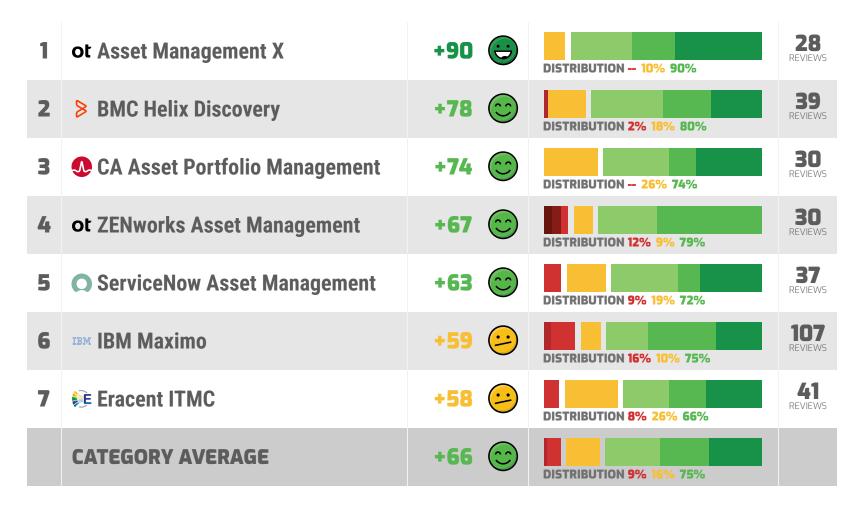








### Over Promised vs. Over Delivered



-	<b>→ Ivanti Neurons for ITAM</b>	+44 😕	DISTRIBUTION 13% 31% 57%	13 REVIEWS
-	<b>X</b> Flexera One	+61 😊	DISTRIBUTION 39% 61%	<b>7</b> REVIEWS
-	* Snow Software	+30 😨	DISTRIBUTION 70% 30%	<b>5</b> REVIEWS





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### **Vendor's Interest First vs. Client's Interest First**

1	ot Asset Management X	+88 😜	DISTRIBUTION 12% 88%	28 REVIEWS
2	<b>Eracent ITMC</b>	+79 😊	DISTRIBUTION 21% 79%	41 REVIEWS
3	<b>©</b> CA Asset Portfolio Management	+79 😊	DISTRIBUTION 2% 17% 81%	<b>30</b> REVIEWS
4	> BMC Helix Discovery	+77 😊	DISTRIBUTION 7% 8% 84%	<b>39</b> REVIEWS
5	ot ZENworks Asset Management	+77 😊	DISTRIBUTION 9% 5% 86%	<b>30</b> REVIEWS
6	ServiceNow Asset Management	+71 😊	DISTRIBUTION 5% 20% 76%	<b>37</b> REVIEWS
7	IBM Maximo	+70 😊	DISTRIBUTION <b>7%</b> 16% <b>77</b> %	107 REVIEWS
	CATEGORY AVERAGE	+75 😊	DISTRIBUTION <b>5%</b> 15% 80%	

-	<b>■ Ivanti Neurons for ITAM</b>	+73 😊	DISTRIBUTION 8% 12% 81%	13 REVIEWS
-	<b>X</b> Flexera One	+93 😊	DISTRIBUTION 7% 93%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	5 REVIEWS





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### Hardball Tactics vs. Friendly Negotiation

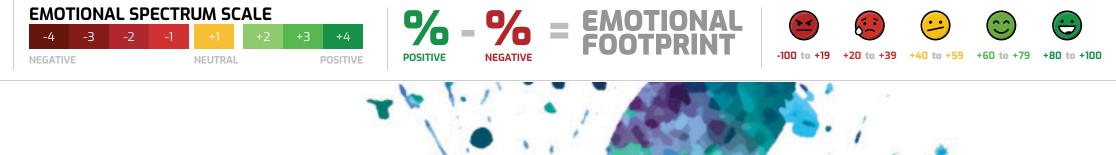
1	ot Asset Management X	+87 😑	DISTRIBUTION 5% 3% 92%	28 REVIEWS
2	ot ZENworks Asset Management	+84 😑	DISTRIBUTION 7% 2% 91%	<b>30</b> REVIEWS
3	<b>€</b> Eracent ITMC	+80 😑	DISTRIBUTION 20% 80%	41 REVIEWS
4	<b>BMC Helix Discovery</b>	+77 😊	DISTRIBUTION 4% 15% 81%	<b>39</b> REVIEWS
5	ServiceNow Asset Management	+76 😊	DISTRIBUTION <b>3%</b> 17% <b>79</b> %	37 REVIEWS
6	IBM Maximo	+76 😊	DISTRIBUTION 5% 14% 81%	107 REVIEWS
7	<b>CA Asset Portfolio Management</b>	+63 😊	DISTRIBUTION 11% 15% 74%	30 REVIEWS
	CATEGORY AVERAGE	+78 😊	DISTRIBUTION <b>4%</b> 14% 82%	

-	<b>→ Ivanti Neurons for ITAM</b>	+50 😕	DISTRIBUTION 19% 11% 69%	13 REVIEWS
-	<b>X</b> Flexera One	+92 😊	DISTRIBUTION 8% 92%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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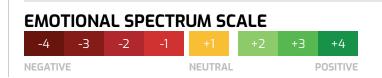








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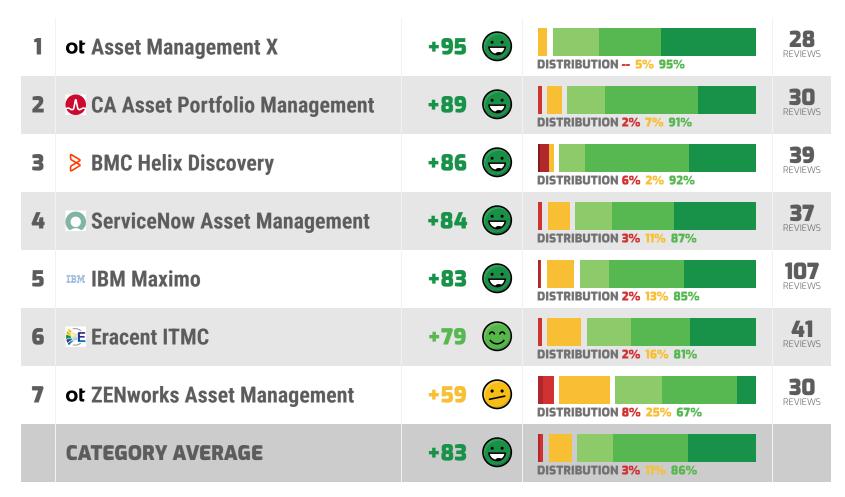








### Roadblock To Innovation vs. Helps Innovate



-	<b>→ Ivanti Neurons for ITAM</b>	+83 😊	DISTRIBUTION 17% 83%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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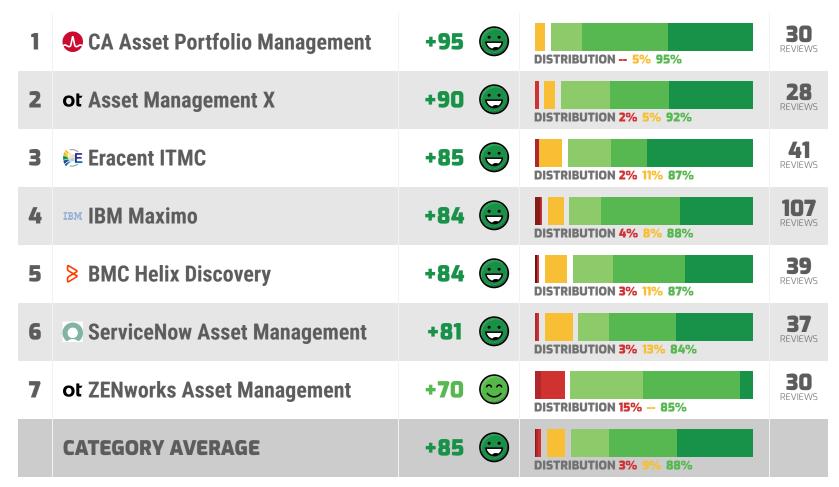








### Stagnant vs. Continually Improving

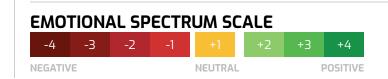


-	<b>→ Ivanti Neurons for ITAM</b>	+67 😊	DISTRIBUTION 10% 13% 77%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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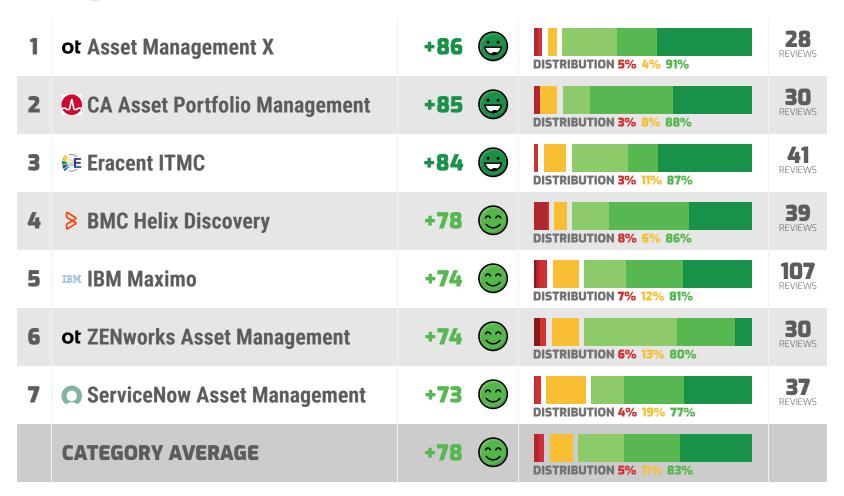








### Charges For Product Enhancements vs. Includes Product Enhancements



-	<b>→ Ivanti Neurons for ITAM</b>	+71 😊	DISTRIBUTION 11% 7% 82%	13 REVIEWS
-	<b>X</b> Flexera One	+92 😊	DISTRIBUTION 8% 92%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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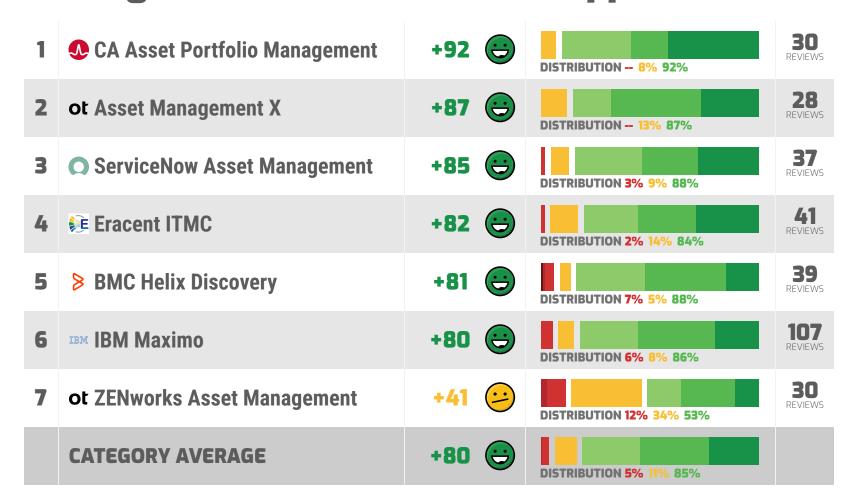








### Leverages Incumbent Status vs. Appreciates Incumbent Status

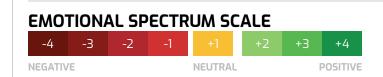


-	<b>■ Ivanti Neurons for ITAM</b>	+73 😊	DISTRIBUTION 10% 7% 83%	13 REVIEWS
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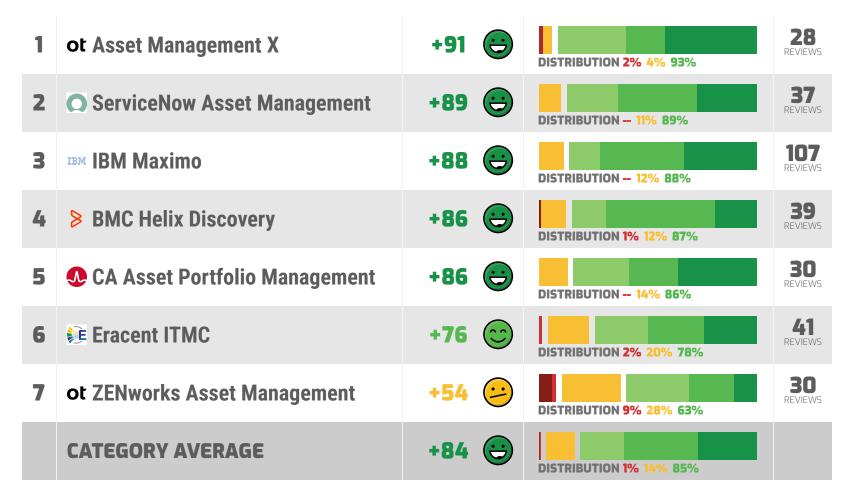








### Despised vs. Inspiring



-	<b>→ Ivanti Neurons for ITAM</b>	+66 😊	DISTRIBUTION 34% 66%	13 REVIEWS
-	<b>X</b> Flexera One	+92 😊	DISTRIBUTION 8% 92%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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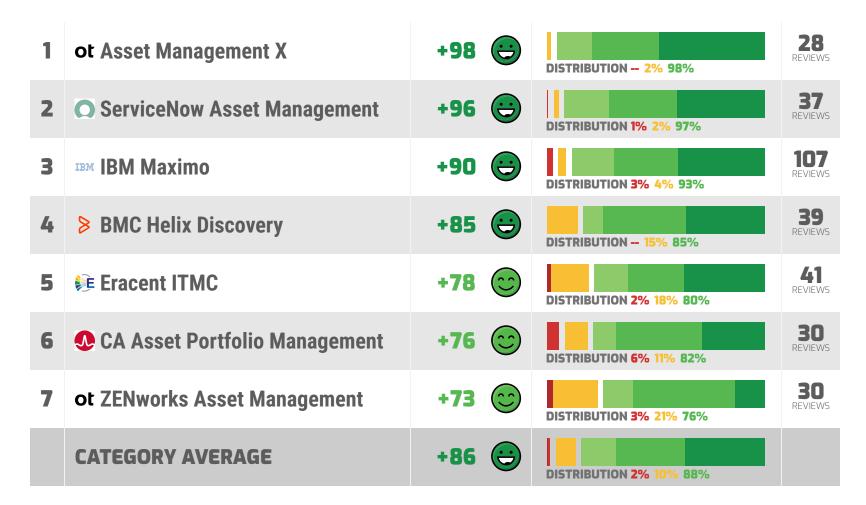








### Unreliable vs. Reliable

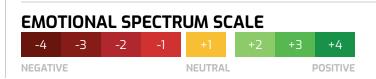


-	<b>→ Ivanti Neurons for ITAM</b>	+93 😊	DISTRIBUTION 7% 93%	13 REVIEWS
-	<b>X</b> Flexera One	+92 😊	DISTRIBUTION 8% 92%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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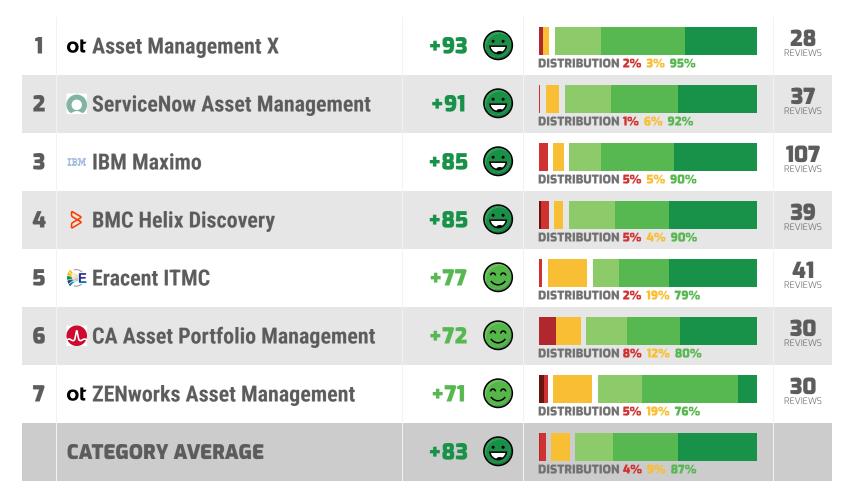








### **Restricts Productivity vs. Enables Productivity**



-	<b>→ Ivanti Neurons for ITAM</b>	+86 😊	DISTRIBUTION 7% 93%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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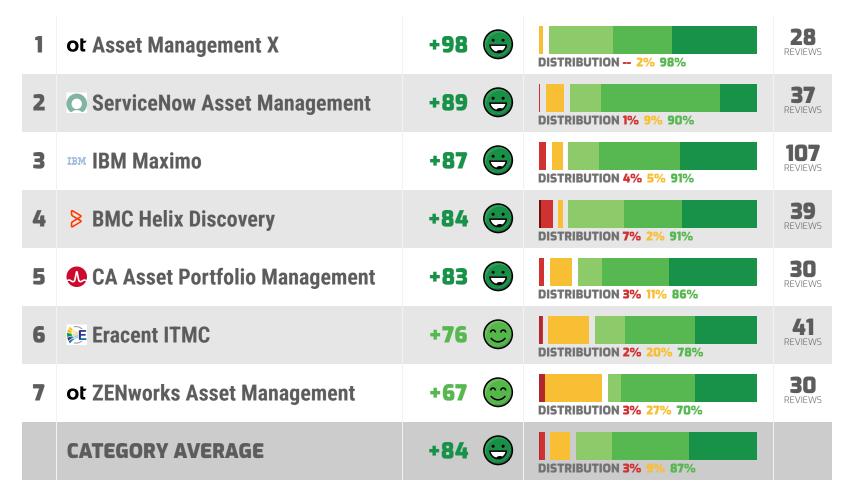








### **Performance Restricting vs. Performance Enhancing**

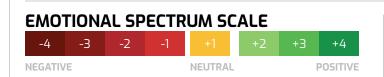


-	<b>→ Ivanti Neurons for ITAM</b>	+93 😊	DISTRIBUTION 7% 93%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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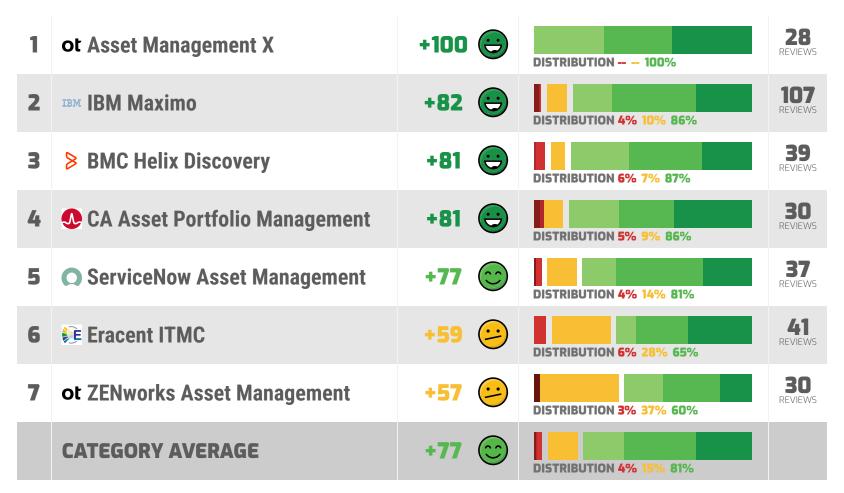








### Commodity Features vs. Unique Features



-	<b>→ Ivanti Neurons for ITAM</b>	+79 😊	DISTRIBUTION 7% 7% 86%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS





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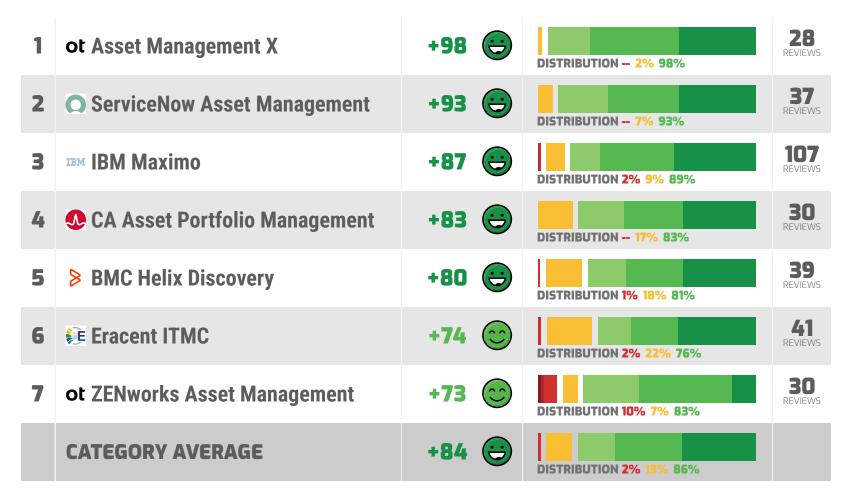








### **Security Frustrates vs. Security Protects**



-	<b>→ Ivanti Neurons for ITAM</b>	+93 😊	DISTRIBUTION 7% 93%	13 REVIEWS
-	<b>X</b> Flexera One	+100 😊	DISTRIBUTION 100%	<b>7</b> REVIEWS
-	* Snow Software	+100 😊	DISTRIBUTION 100%	<b>5</b> REVIEWS