

1.What is your name?

Mark Jones

2.What is your email address?

Mark.jones@uea.ac.uk

3.What is the name of your organisation? *Required to answer*

University of East Anglia

4.Which type of public sector organisation does your organisation belong to? *Required to answer*

- ☐ Central government department or agency
- ☐ Local authority
- ☐ NHS organisation (hospital, trust, CCG, etc.)
- ☒ **Education** (school, college, university)
- ☐ Emergency services (police, fire, ambulance)

5. How many people does your business employ? *Required to answer*

(Please select the range that best describes your organisation's total number of employees.)

- ☐ 1-50
- ☐ 51-200
- ☐ 201-500
- ☐ 501-1,000
- ☒ **1,000-5,000**
- ☐ 5,001-10,000
- ☐ 10,000+

6.What is your organisation's main enterprise Service Management tool? *Required to answer*

(Service Management is the practice of designing, delivering, managing, and improving IT services so they meet the needs of the business and its users, ensuring reliability, efficiency, and value)

- ☐ Aisera
- ☐ Alemba Service Manager (formerly Alemba vFire)
- ☐ Alloy Software
- ☐ Atomicwork
- ☐ BMC Helix (formerly Remedy)
- ☐ Cherwell
- ☐ EasyVista
- ☐ Freshservice

☒ HaloITSM

- ☐ IFS assyst (formerly Axios Assyst)
- ☐ InvGate Service Management
- ☐ Ivanti Neurons / Ivanti Service Manager
- ☐ Jira Service Management (formerly Jira Service Desk)
- ☐ ManageEngine ServiceDesk Plus
- ☐ Omnitacker (Omninet)
- ☐ OpenText SMAX
- ☐ OTRS
- ☐ Remedyforce (Salesforce ITSM)
- ☐ Serviceaide (CloudSM)
- ☐ ServiceNow
- ☐ SolarWinds Service Desk
- ☐ Spiceworks Help Desk
- ☐ Sunrise Software
- ☐ Supportworks (Hornbill Systems)
- ☐ SysAid
- ☐ TOPdesk
- ☐ Xurrent (formerly 4me)
- ☐ Zendesk
- ☐ Don't know
- ☐ Servicely
- ☐ Other – Please Specify?

7. What shared business functions is your Service Management tool used for? Select all that apply (Select all that apply) *Required to answer*

☒ IT

- ☐ HR
- ☐ Finance
- ☐ Facilities
- ☐ Legal

☒ Marketing

- ☐ Procurement

8. Do you use any additional Service Management tools for specific functions? *Required to answer*

- ☐ No

☒ Yes

9. If yes, please specify additional Service Management tools for specific functions?

10.What year was your organisation's main Service Management tool first implemented?

Required to answer

☒ 2026

☐ 2025

☐ 2024

☐ 2023

☐ 2022

☐ 2021

☐ 2020

☐ 2019

☐ 2018

☐ 2017

☐ 2016

☐ 2015

☐ 2014

☐ 2013

☐ 2012

☐ 2011

☐ 2010

☐ 2009 or before

11.If the licence for your organisation's main Service Management tool is due for renewal within the next 24 months, do you plan to change to a different tool? *Required to answer*

☐ Yes

☐ No

☐ Don't know

☒ Not applicable

12.What is the annual software license cost for your current main Service Management tool?

(in £) *Required to answer*

£53,395.20 incl VAT

13.How many agents/fulfillers are covered by this licence? *Required to answer*

36 concurrent, 18 named user licences.

14.If a third party (vendor or another provider) manages the tool fully or partly, what is the annual cost of this managed service? (in £) *Required to answer*

N/A

15.What services are included in this third-party management? (Select all that apply) *Required to answer* Multiple choice.

- ☐ Hosting (infrastructure, monitoring, backups)
- ☐ Upgrades / patching (regular vendor releases, security fixes)
- ☐ User support & incident fixes (end-user assistance, bug resolution, break/fix support)
- ☐ Minor enhancements to existing modules (e.g., workflow changes, form updates, field/config changes)
- ☐ Major changes (e.g., new modules, new integrations, significant redesign)

16. If the tool is managed fully or partly in-house, what is the approximate FTE (full-time equivalent) effort required to manage it? *Required to answer*

3.5 FTE

17. For the following AI Service Management platform capabilities, please indicate the status. *Required to answer*

	Already in place	Implementing in next 6 months	Planning to implement in next 24 months	No plans
Native AI (AI features built into the Service Management platform by the vendor, e.g. auto-classification, ticket routing, predictive analytics)	Yes			
Generative AI (AI models that generate responses or knowledge articles, e.g. LLM-driven virtual agents, automated knowledge base creation, summarisation of tickets)	Yes			
Agentic AI (AI systems that can		Yes		

autonomously take actions or orchestrate workflows across tools without constant human input, e.g. resolving incidents end-to-end, triggering changes automatically)				
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18. Where is your Service Management tool hosted? *Required to answer*

- ☐ On-premises
- ☐ Cloud (private)
- ☐ Cloud (public)
- ☒ SaaS (vendor-hosted)
- ☐ Hybrid (mix of on-premises and cloud)
- ☐ Don't know

19. If Cloud or SaaS is used, what region hosts the service? *Required to answer*

- ☒ UK only
- ☐ EU (outside UK)
- ☐ North America
- ☐ Asia-Pacific
- ☐ Multiple regions (global)
- ☐ Don't know / Not disclosed