

State of ITSM Report 2026

From Friction to Flow

A Deep Dive into Today's ITSM Reality and Tomorrow's Priorities



INSIGHTS & TRENDS FROM LEADING IT PROFESSIONALS

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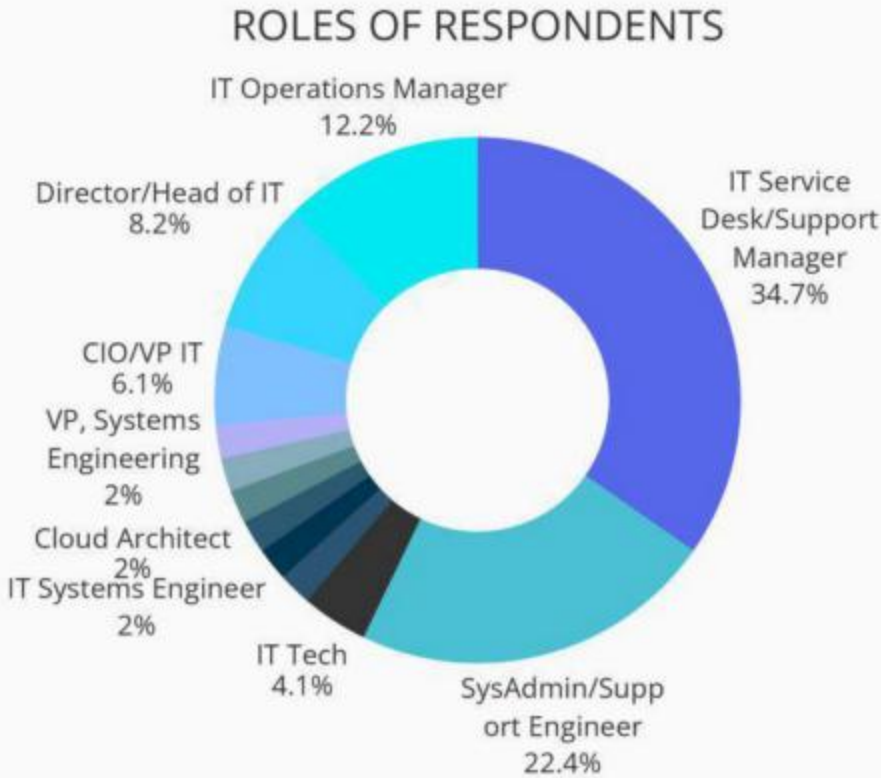
Executive Summary

IT service management is at an inflection point; it is simultaneously more critical and more constrained than ever. **Hidden workloads**, **fragmented tooling**, and **immature processes** are dragging down support teams just as AI-driven automation promises to transform them.

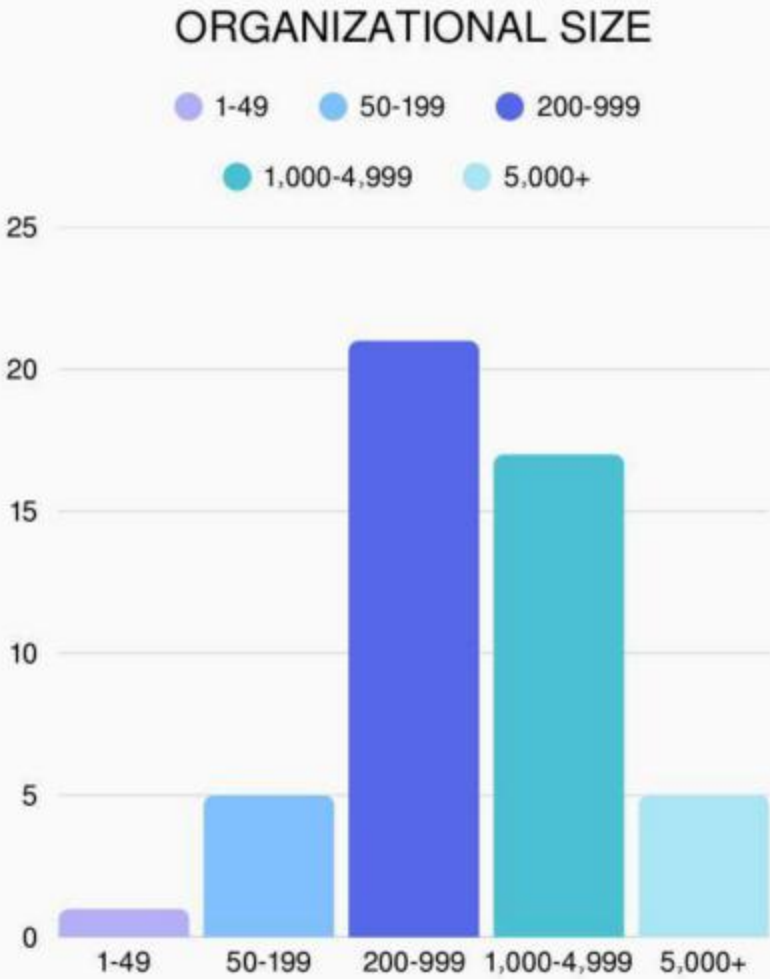
To understand where ITSM stands and where it must go, the AssetSonar team surveyed **45 IT Support leaders** from North American and European regions. The survey sample skews towards mid-sized and large enterprises (two-thirds support more than 200 employees; 27% come from organisations with over 5,000 staff).

The survey probed process maturity, ticket bypass, tool sprawl, documentation gaps, onboarding friction, and attitudes toward AI.

The findings tell a clear story: **teams are eager for AI and automation but are held back by unlogged work, integration gaps, and poor data quality**. If organisations don't address hidden friction now, they risk missing the promise of AI while costs and workloads rise.



REGIONAL DISTRIBUTION OF RESPONDENTS



Top themes

01 AI adoption vs control

Many respondents welcome AI in principle but remain cautious. **Only 27%** would let AI handle **low-risk tasks without oversight**; **39%** restrict AI to acting **after human approval**, and **8%** **don't want AI making changes at all**. *Security and compliance* are the biggest barriers.

02 Hidden work and ticket bypass

IT teams admit that **between 11%–30% of work never becomes a ticket** for **45% of respondents**, while **another 12%** estimate that **31–50% of work bypasses the system**. The top culprits are users bypassing the system (reported by 42 respondents), agents resolving work ad hoc (30) and the convenience of email (14).

03 Tool sprawl and integration gaps

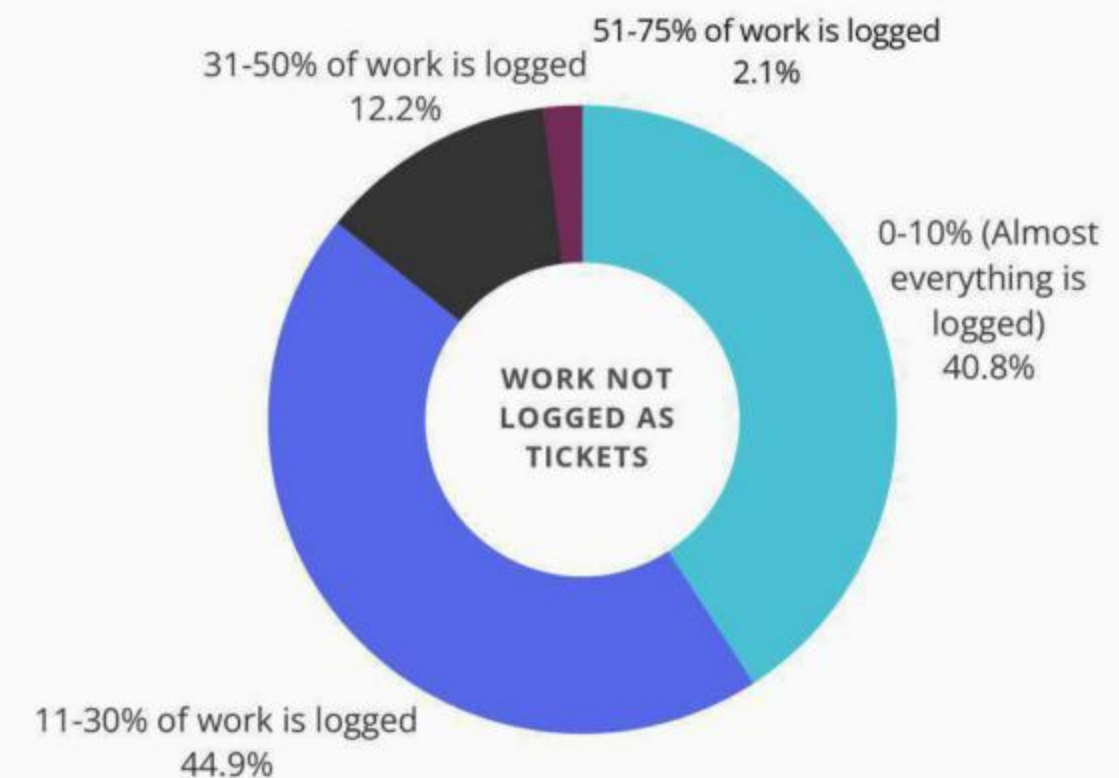
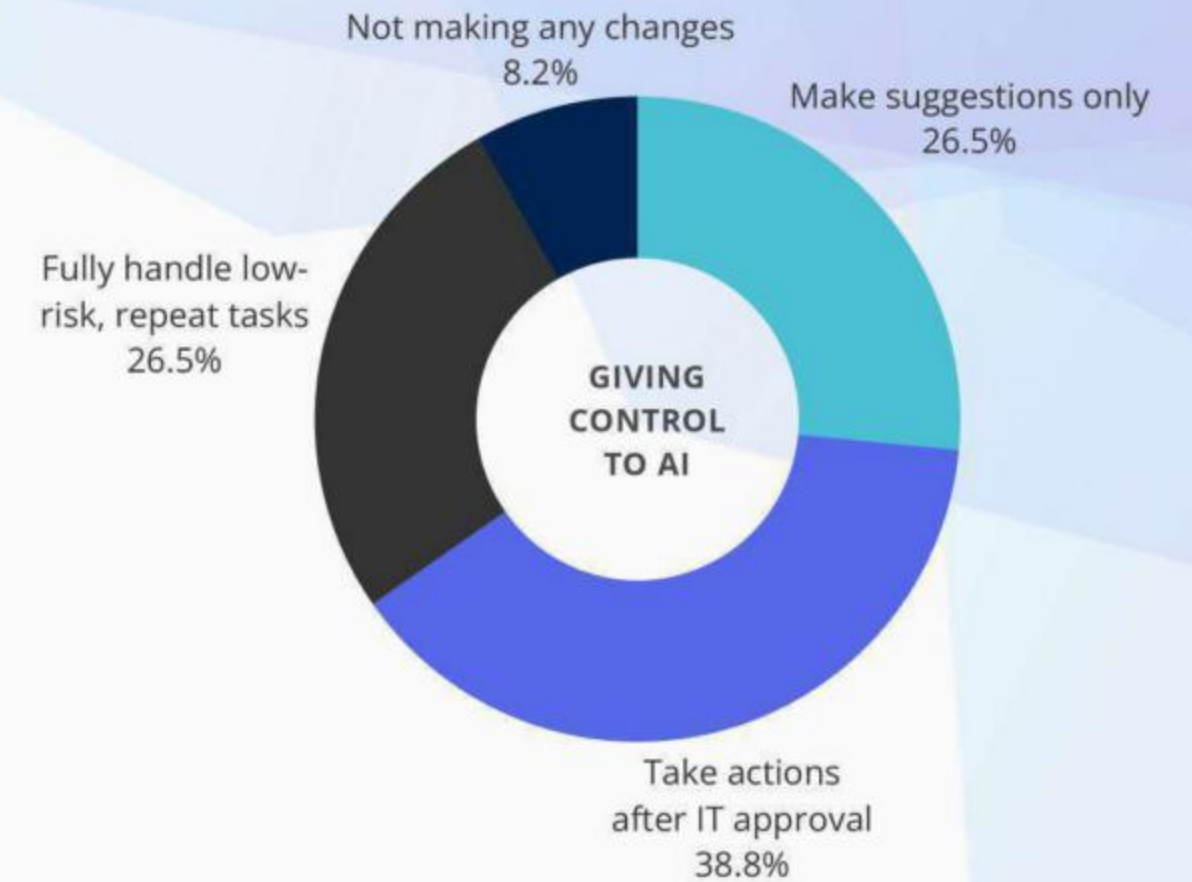
Nearly half of teams juggle **4 – 6 tools** for tickets, devices, approvals and monitoring. **Only 16%** report **deep integration** between their ITSM tool and asset inventory. **52% of leaders** say **integration** rather than innovation, is now the top requirement because tool sprawl is slowing them down.

04 Documentation and tribal knowledge

Knowledge bases are only moderately accurate for most respondents; **43%** rate documentation accuracy at **51–75%**, and **27%** place it between **26–50%**. Fire-fighting, fast-changing environments, and tribal knowledge culture were cited most often as reasons for documentation lags. **Shadowing** remains the primary way new team members learn processes.

05 Process maturity and forward momentum

Although **60% of teams** call their ITSM processes **"intermediate"** (standardised but not automated), momentum is building. The majority expect ticket volume to **rise slightly** in 2026, plan to invest in documentation, automation, and self-service and see *AI-assisted routing* and *automated fixers* as the most important capabilities.



Five key takeaways

To thrive, IT organisations must transform hidden friction into flow. This report identifies **five pivotal insights**:

Asset-aware ITSM is an unmet need.

About 80% report not having a *deep* integration between ITSM and asset inventories. Missing device history, inaccurate ownership, and lack of real-time discovery are top blockers.

Shadow work hides nearly a third of IT effort.

Between 11% and 50% of work bypasses the ticketing system. This hidden workload skews metrics, complicates capacity planning, and breeds tribal knowledge. Fixing intake friction by simplifying forms, enforcing process and integrating channels should be a strategic priority.

ServiceNow and Jira dominate, but complex lock-ins make switching harder.

ServiceNow (33%) and **Jira Service Management (24%)** lead the tool landscape. Respondents like ease of use, brand trust, and cost but concerns about migration pain, integrations, and cost make them reluctant to switch.

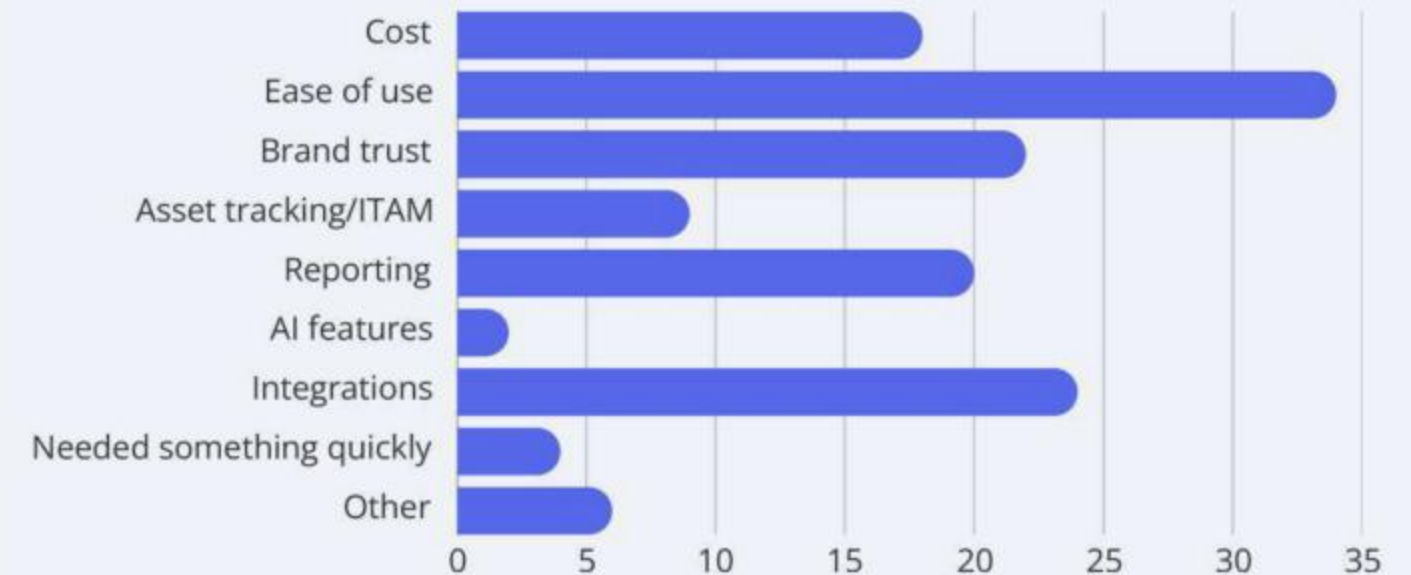
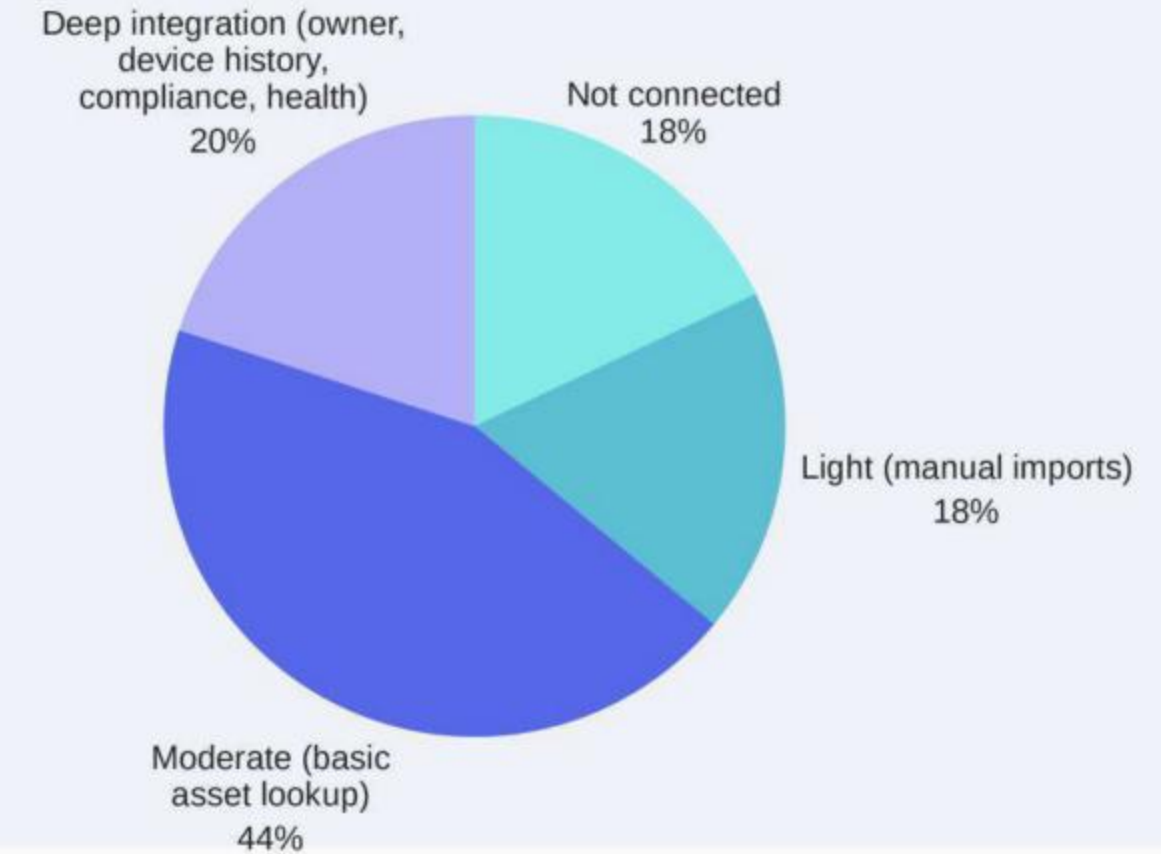
Tool sprawl hampers efficiency and is driving consolidation.

About 49% of teams already use three or fewer tools but **40%** juggle four to six; some rely on 10 or more. **Nearly half** say consolidation is a high priority or critical.

AI is embraced but within guardrails.

Respondents want AI to assist rather than replace human judgement. The top barriers are security/privacy concerns (**36 mentions**), compliance (**25 mentions**), and data quality (**20 mentions**).

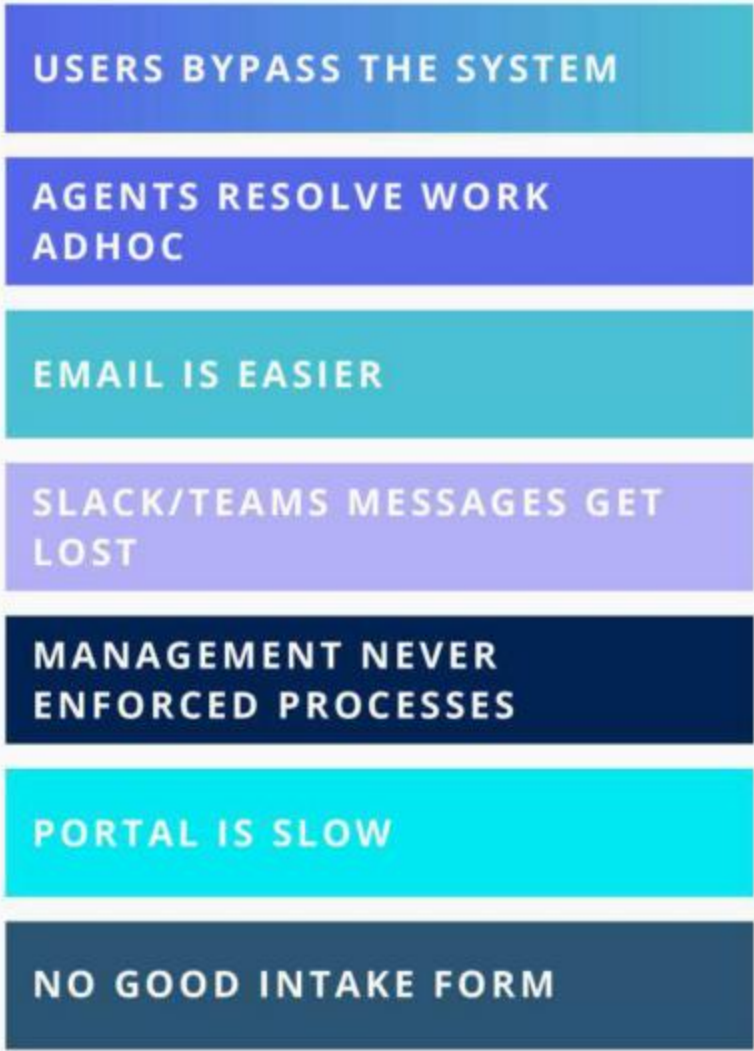
ITSM-ASSET VISIBILITY



REASONS FOR CHOOSING AN ITSM TOOL

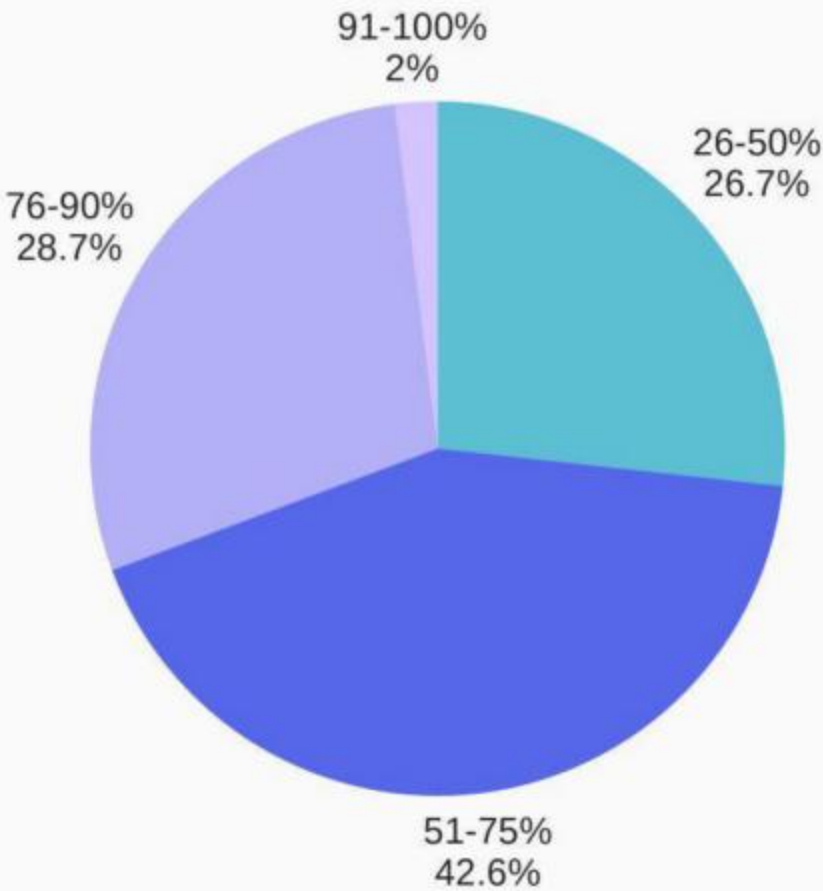
Snapshot charts

Below are some additional key visualisations. They provide a quick sense of where respondents stand on **tool usage**, **reasons for bypass of ticket logging**, and **consolidation priorities**.



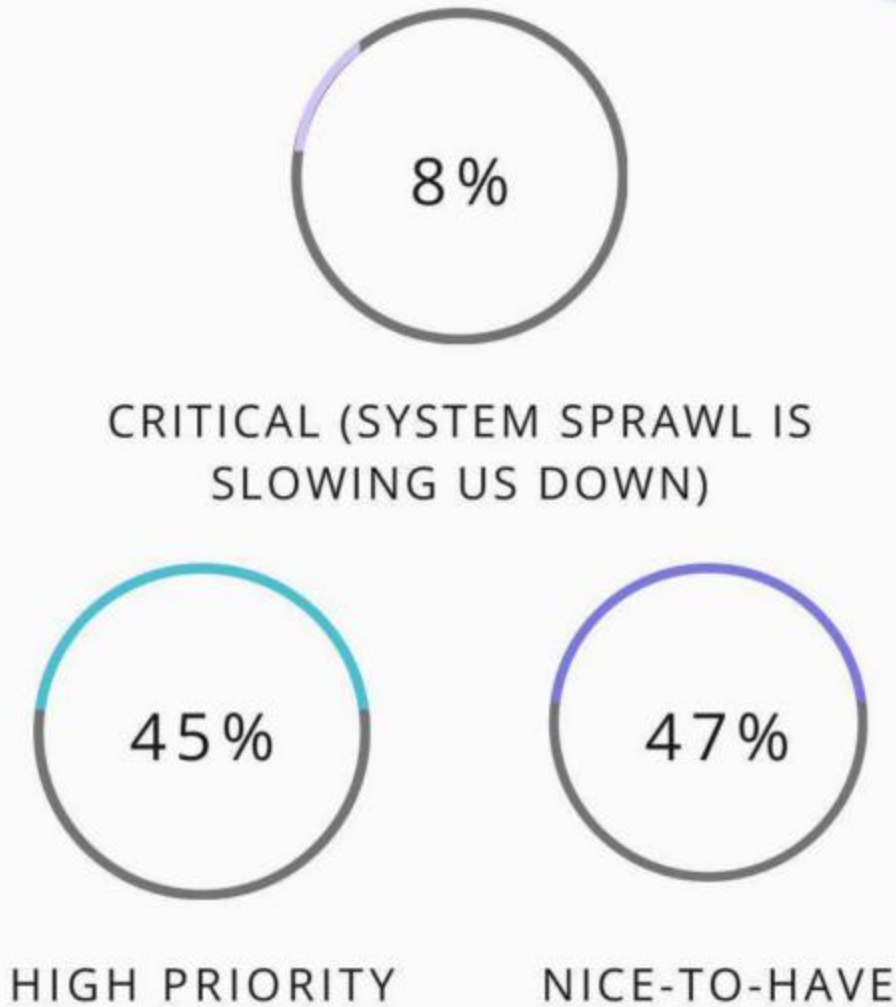
Top reasons tickets aren't logged

Users **bypass the system** and **agents resolve issues ad hoc**; email convenience and lost Slack/Teams messages also contribute.



%age accuracy of knowledge base

Majority of organizations report **only 51-75% accuracy** in their knowledge base



Importance of tool consolidation

About half say consolidation is a “nice-to-have,” but **another 45%** call it a high priority and **8%** see it as *critical*.

Voices from the Frontline

RESPONDENT VOICES & THEIR STAKEHOLDER RELEVANCE

Our survey did more than collect metrics, it captured **how people feel** about the day-to-day realities of ITSM. Throughout the questionnaire we asked respondents to describe, in their own words, what “great IT support” would look like and what single thing they would fix if they had a magic wand.

These voices bring the statistics to life. They reveal that IT teams are **impatient for automation**, **frustrated by bottlenecks**, **hungry for better documentation** and **eager for AI** but **only if it integrates smoothly** with their existing processes and data.

Self-service & automation

1 CIO at Quinnipiac University



“Great IT support by the end of 2026 would mean faster, AI-assisted resolutions, seamless automation across systems, and a fully connected experience where users get help instantly without bottlenecks or manual effort.”

Faster resolutions & process clarity

2 CTO at Zervais Inc.



“Being able to complete tickets quicker and define bottlenecks where tickets are taking longer so we can improve upon those processes” and “short ticket delays and great clarity.”

Knowledge & documentation

3 L2 IT Tech at Focus Group



“A greatly improved knowledge base that as a team we can build throughout the year. Automation of repeatable tasks should also be an aim.”

AI & smart routing

4 IT Support Engineer at KL Discovery



“Great IT support would be a more AI-integrated solution for our ticketing workflow. Less turnaround time, more documentation, more automation.”

Asset & environment visibility

5 IT Administrator at InPrime Legal



“To finally get a clear picture of the entire environment after getting rid of third-party IT service. Accurate asset + user data in one place.”

Why this report matters to every stakeholder

The findings of this report aren't just for IT managers. They affect everyone who touches ITSM, from buyers and developers to GTM teams, legal/procurement, HR and, of course, frontline IT practitioners. The table below maps what the survey insights mean for each group and pairs them with representative respondent sentiments:

Stakeholder	What They Need To Know	What The Frontlines Had To Say
Buyers & Budget Holders (CIOs, finance)	Consolidate tools and invest in automation and knowledge programmes to reduce hidden labour and headcount needs. Accurate asset data and self-service lower costs and de-risk procurement.	<i>"Fewer tickets through better self-service" and "Accurate asset + user data in one place"</i>
Developers & Product Teams	Build robust integrations and APIs, ensure data accuracy, and design for AI-assisted workflows. Focus on making asset and user data reliable so automation works.	<i>"A higher volume of automated tasks... triage service requests/incident reports accurately."</i>
GTM & Marketing	Craft messaging around reducing bottlenecks, automating routine work, and improving knowledge access. Highlight AI-assisted resolutions and self-service adoption as differentiators.	<i>"Being able to complete tickets quicker and define bottlenecks... so we can improve upon those processes."</i>
IT Practitioners & Support Managers	Prioritise documenting processes, improving routing accuracy, and logging every piece of work. Use AI and automation to deflect simple tickets so human experts can focus on complex issues.	<i>"Less turnaround time, more documentation, more automation."</i>
Gatekeepers (Infosec, Legal, Procurement)	Demand transparency and auditability from AI and automation; verify that tools integrate cleanly with identity and asset systems to ensure compliance and reduce risk.	<i>"All tickets resolved within our SLAs" and "Reliable AI that reduces manual work."</i>
HR & People Operations	Partner with IT to streamline onboarding/offboarding and eliminate manual handoffs. Provide early notice of hires/terminations and coordinate across HRIS, IDP, and ITSM systems.	<i>"Fully automated onboarding/offboarding" and "Better adoption from team members."</i>

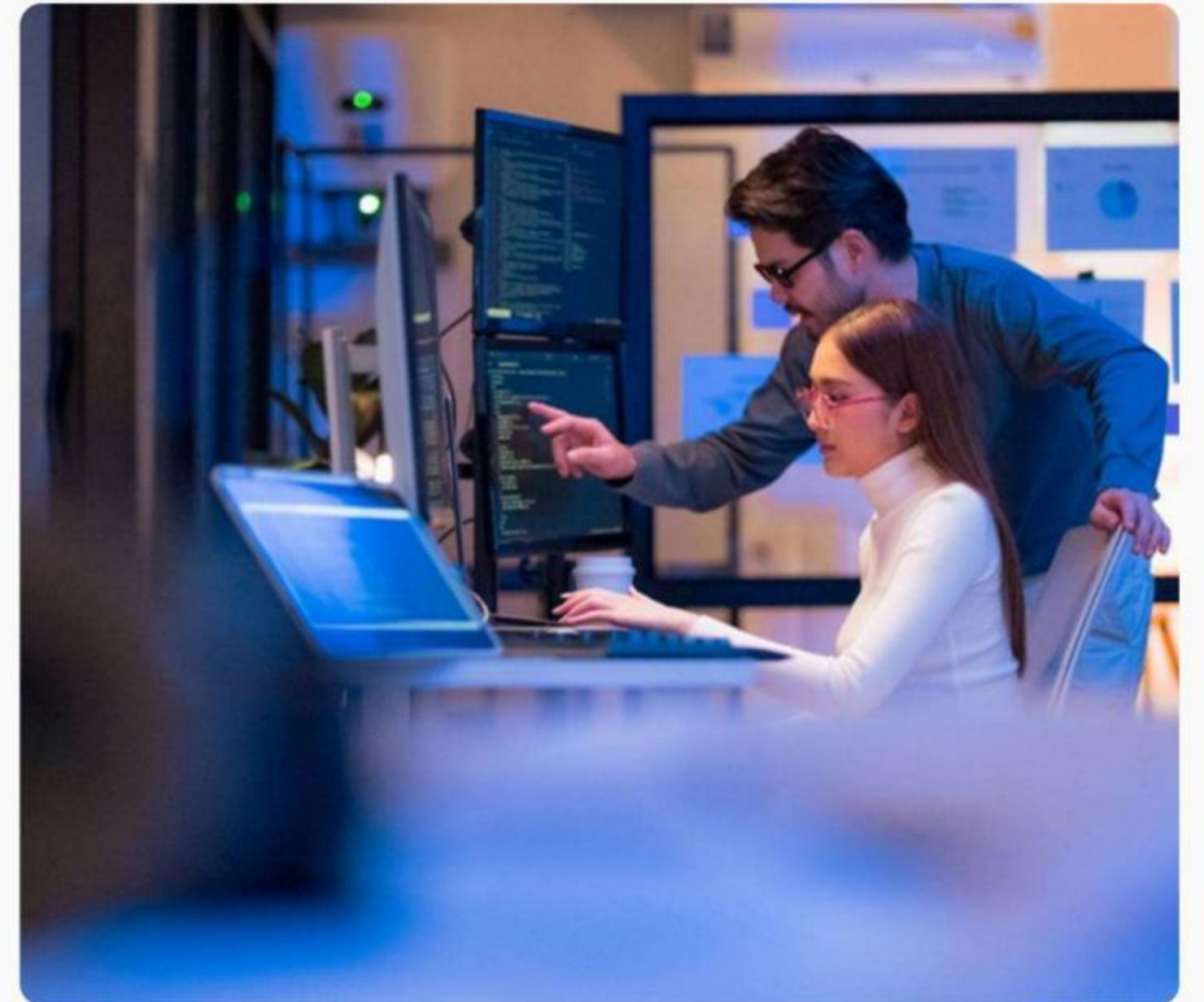
Introduction

Why this report matters

Traditional ITSM surveys often focus on tool market share or self-reported satisfaction; they rarely expose the “underground” friction such as **tickets bypassed**, **assets missing**, and **knowledge trapped in experts’ heads**. Our survey asked granular questions about routing accuracy, documentation health, and onboarding bottlenecks to uncover the realities behind ticket statistics. The result is a richer, more actionable dataset that aligns with global trends: **adoption of AI**, **pressure to optimise costs**, and **rising expectations for employee experience**.

Methodology

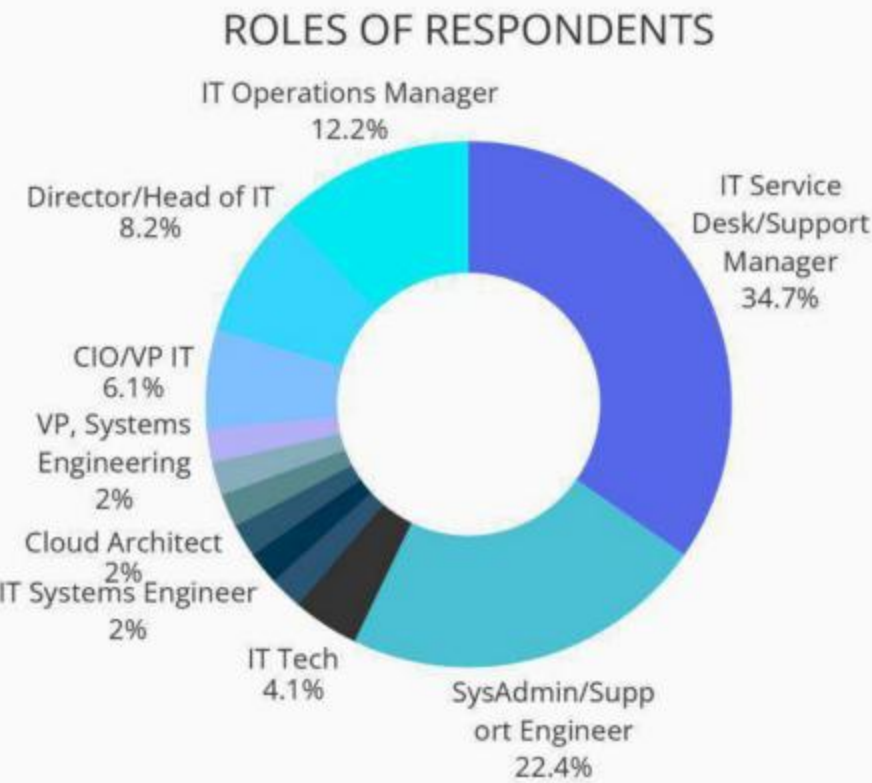
The survey ran in late 2025 and captured **45 complete responses**. Participation was voluntary, and respondents were recruited through IT communities and professional networks. The questionnaire included multiple-choice, multi-select, and open-ended questions covering **roles, organisation size, tool usage, process maturity, ticket volumes, documentation, onboarding, MSP usage, AI adoption, 2025 outcomes**, and **2026 plans**.



Respondent & Organisation Profiles

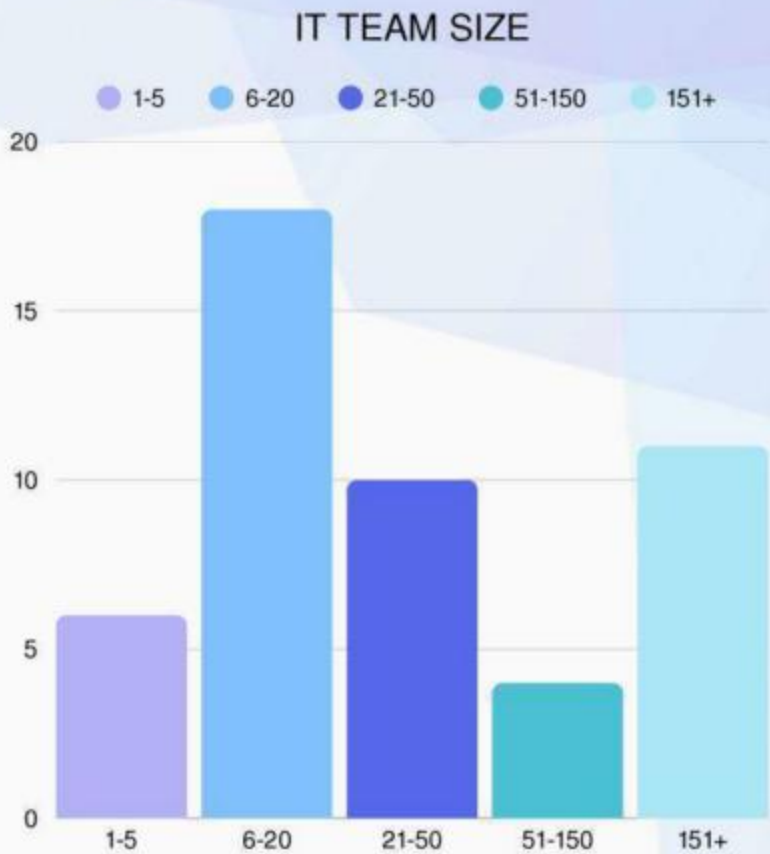
Roles & responsibilities

The largest cohort (**35%**) are **IT Service Desk/Support Managers**, followed by **Sysadmins/Support Engineers (22%)** and **IT Operations Managers (12%)**. Directors, CIOs, and specialists make up the remainder. This mix provides perspectives from hands-on technicians through to executive leadership.

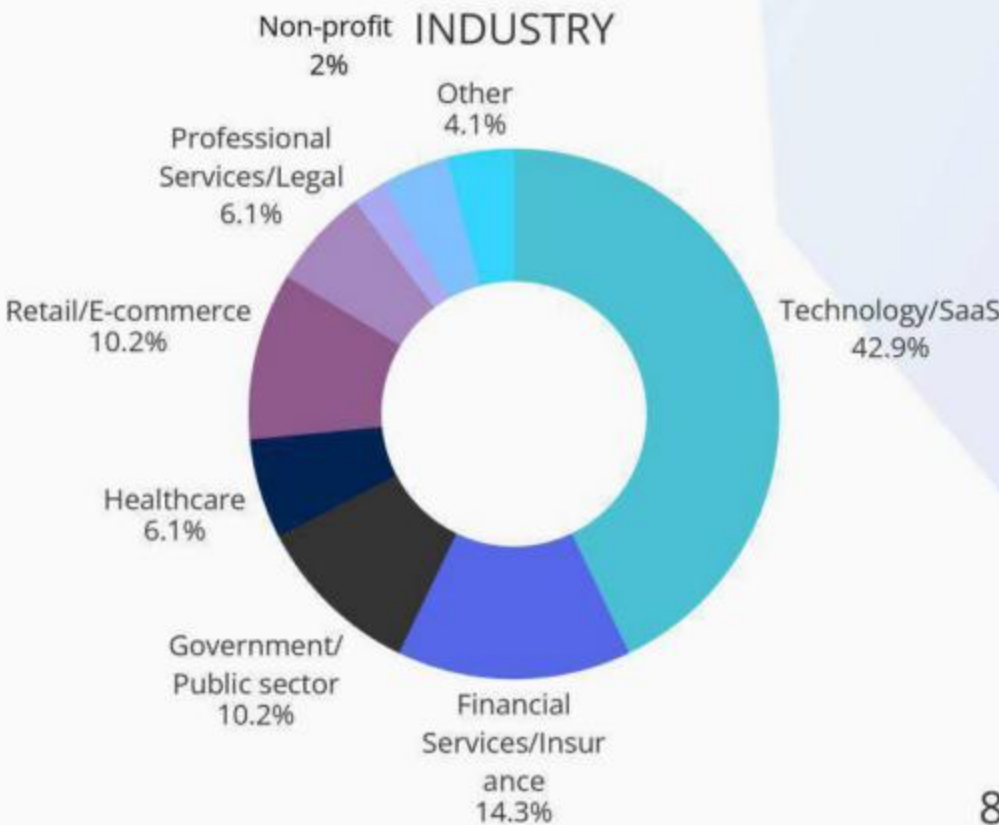


Company size, industry & geography

- 01 **Organisation size**
42% serve 200–999 employees, 33% serve 1,000–4 999 employees and 11% support more than 5,000 staff. Only one respondent comes from a micro-business (<50 employees).
- 02 **IT team size**
Teams vary widely: 37% work in teams of 6–20, 20% support 21–50, and 12% operate with just 1–5 staff. Large enterprises with 151+ IT personnel make up 22% of the sample.



- 03 **Industry sectors**
Technology/SaaS dominates (43%), followed by financial services/insurance (14%), government/public sector (10%), retail/e-commerce (9%) and professional services/legal (7%). Healthcare and non-profits make up the minority, followed by education and entertainment each appearing once.
- 04 **Geography**
North America accounts for 34 respondents and Europe for 11. This distribution influences tool choices and regulatory concerns.



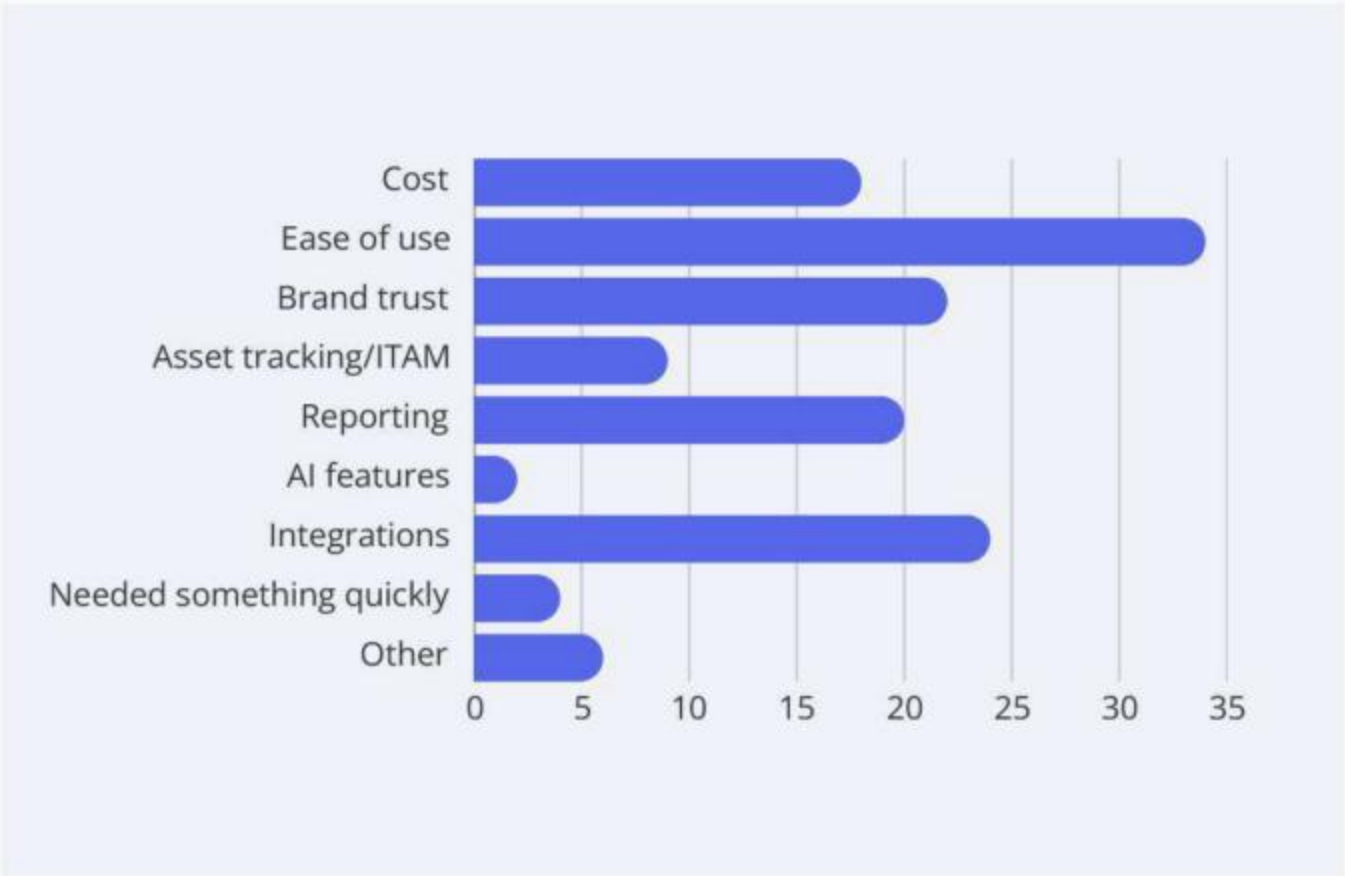
Tool landscape snapshot

ServiceNow and Jira Service Management account for 67% of primary tool usage (15 and 11 respondents respectively), however the high renewal rate is reported not due to satisfaction but to the extreme enterprise complexity and business risk of decoupling its deep integrations. Smaller segments use Freshservice, Zendesk, Connectwise, in-house systems and niche tools. Reasons for choosing current tools centre around **ease of use, brand trust, cost, integration capabilities** and, for some, **asset tracking and reporting**. When asked what would motivate a switch, respondents pointed to **better integration, improved user experience, lower cost, AI features** and **automated workflows**.



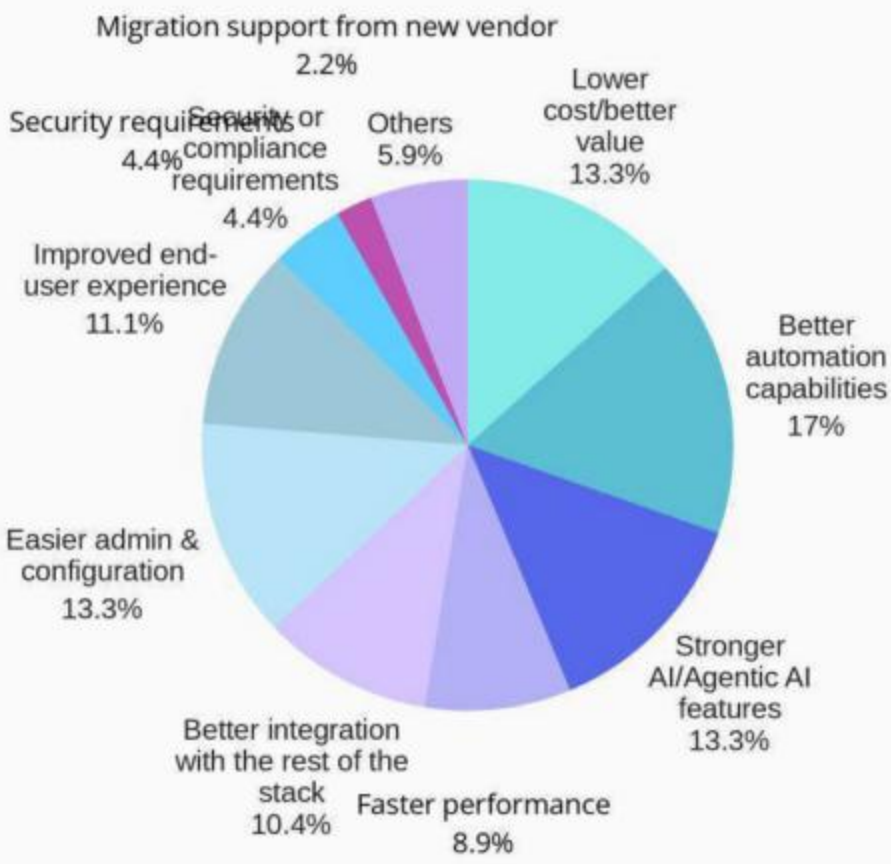
Top demotivators to ITSM switching

Most teams avoid switching because migration effort is too high and they don't prefer business disruption.



Reasons for choosing ITSM tool

Ease of use is the single strongest driver of initial tool adoption, followed closely by integrations, brand trust, and reporting.



Top motivators to switch an ITSM tool

The strongest pull factors are better value, automation, AI capabilities, easier administration, and performance.

Current ITSM Reality

Process maturity & metrics

Maturity levels

60%

describe their ITSM processes as **intermediate**—standardised processes with some problem/change management.

4% CLAIM ADVANCED
ITIL-ALIGNED PROCESSES, 13% OPERATE AT A **BASIC LEVEL** AND ONLY ONE RESPONDENT REPORTS **VERY ADVANCED, AUTOMATED PRACTICES**.

Ticket volumes

42%

respond average monthly ticket volumes to cluster between **250–999**

24% HAVE TICKET VOLUME **BETWEEN 1,000–4,999**. EIGHT RESPONDENTS HANDLE **FEWER THAN 250 TICKETS PER MONTH**, WHILE SEVEN DEAL WITH **MORE THAN 5,000**.

Support channels

33%

report that **email** remains dominant

SELF-SERVICE PORTALS (22), **PHONE** (18) AND **COLLABORATION TOOLS LIKE TEAMS** (14) AND **SLACK** (12) SHOW GROWING ADOPTION. **INFORMAL “WALK-UP” REQUESTS** STILL OCCUR (10 MENTIONS), UNDERSCORING THE CHALLENGE OF CENTRALISING INTAKE.

Ticket routing accuracy

47%

claim ticket routing accuracy **between 60–95%**.

ONLY 2% CLAIM **GREATER-THAN-95 % ACCURACY**; **MISCLASSIFICATION** (30 MENTIONS), **WRONG QUEUE ASSIGNMENT** (24) AND **LACK OF OWNERSHIP CLARITY** (19) ARE THE BIGGEST PAIN POINTS.

SLA breaches

25%

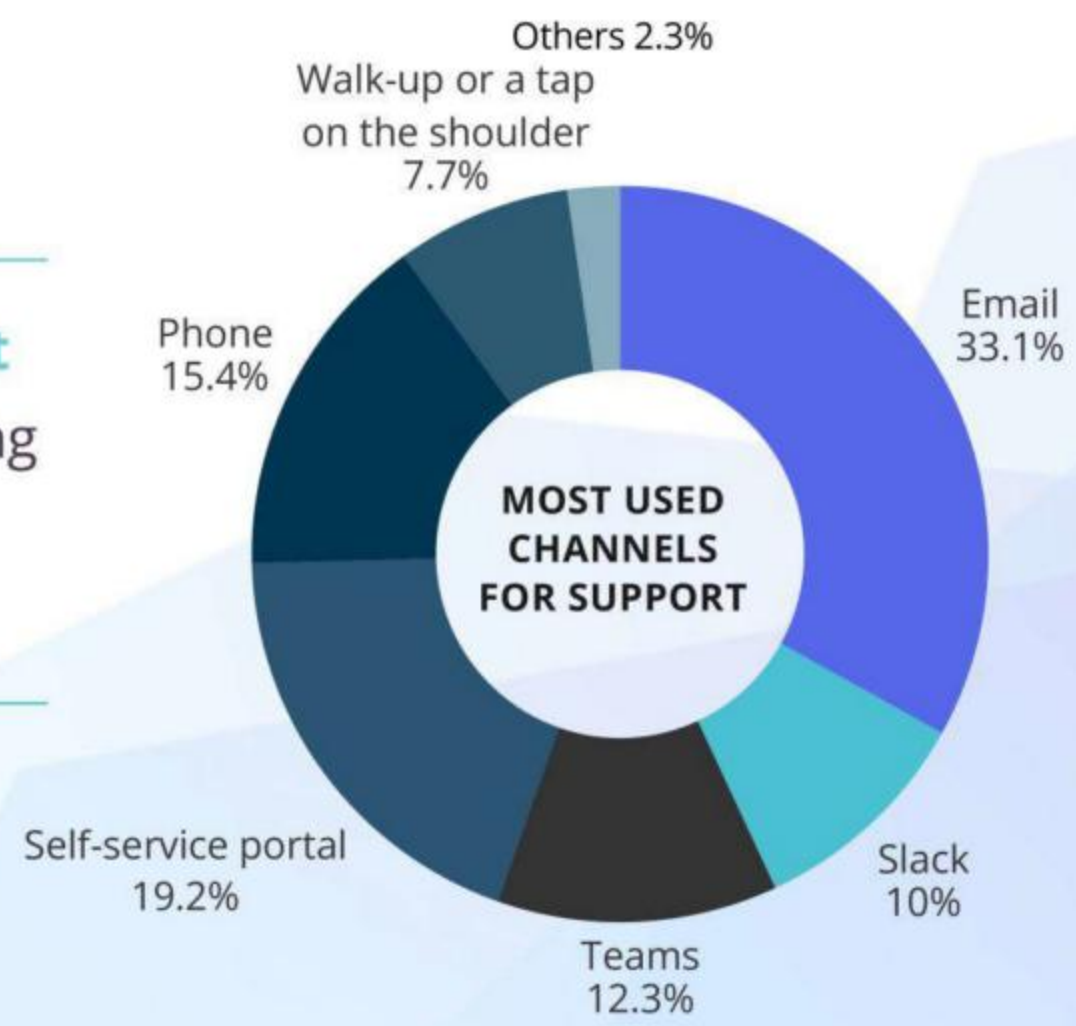
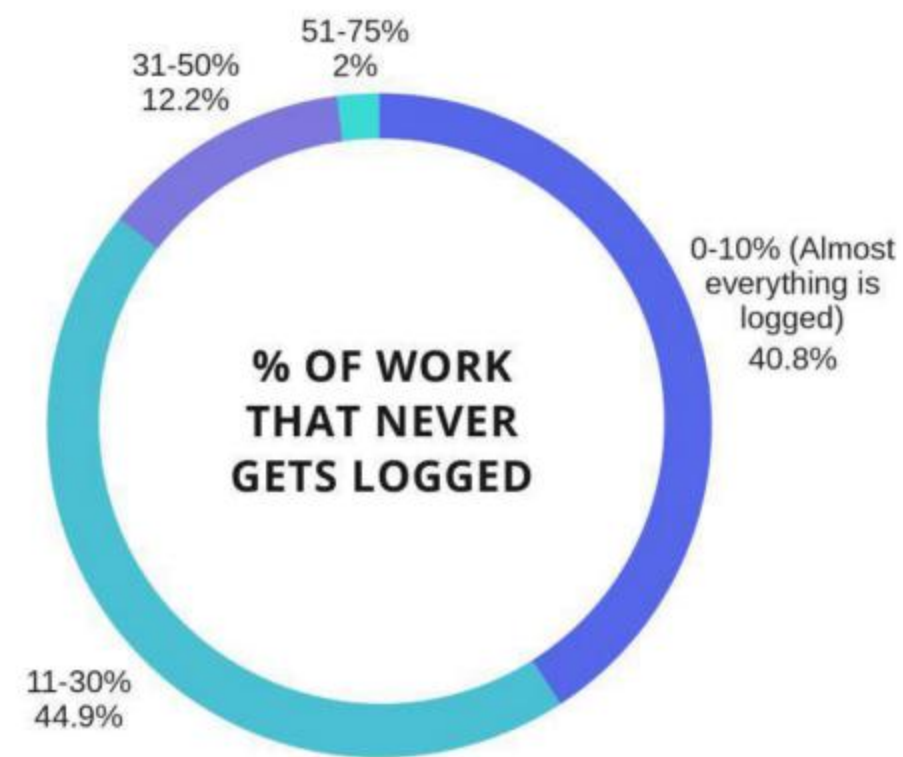
When SLAs are missed, respondents blame **user delays** the most

OTHER REASONS FOR MISSING INCLUDE **POOR ROUTING** (21), **REOPENED TICKETS** (15), **DELAYED APPROVALS** (13) AND **WAITING ON MSPS** (11). **MISSING ASSET DATA** AND **TOOL LIMITATIONS** ALSO PLAY ROLES.

Current ITSM Reality

Ticket bypass & hidden work

- 01 **Only 40%** say almost everything is logged; the remainder estimate that **between 11% and 75%** of work bypasses the ticketing system.
- 02 **Users bypassing the system** (reported by **42 of 45 respondents**) and **agents resolving work ad hoc** (30) are the primary causes.
- 03 **Email, Slack/Teams messages**, and **a lack of enforcement** also contribute. Without a complete record of work, reporting and capacity planning become unreliable, tribal knowledge thrives and continuous improvement stalls.



- USERS BYPASS THE SYSTEM
- AGENTS RESOLVE WORK ADHOC
- EMAIL IS EASIER
- SLACK/TEAMS MESSAGES GET LOST
- MANAGEMENT NEVER ENFORCED PROCESSES
- NO GOOD INTAKE FORM
- PORTAL IS SLOW
- TOOL IS TOO COMPLEX

TOP REASONS TICKETS DON'T GET LOGGED

How the **real-world friction** plays out in ITSM work

Ticket bypass & shadow work

The prevalence of non-logged work reveals a **cultural problem**: employees want speed and convenience, even if it means circumventing the process.

Many agents also resolve simple issues or requests **ad-hoc** without creating tickets.

This “shadow work” undermines metrics and knowledge bases, making it difficult to understand real workloads or identify recurring issues.



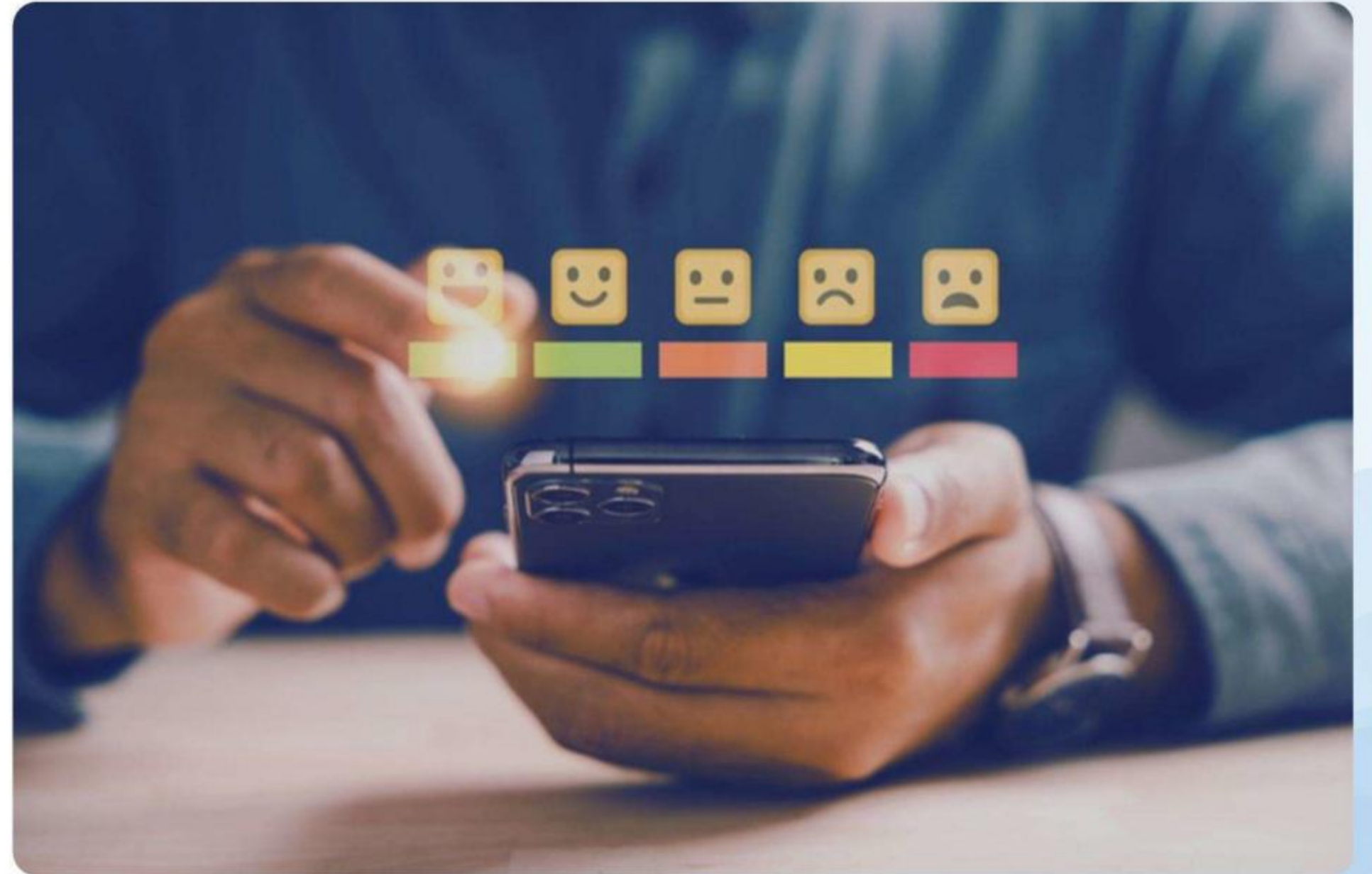
How the **real-world friction** plays out in ITSM work

SLA Realities

Routing and classification are the linchpins of SLA performance.

Despite moderate routing accuracy, **misclassification** and **wrong queue assignment** remain the **top pain points**. When breaches occur, user delays are the biggest factor, followed by poor routing, reopened tickets, and approvals waiting in other departments. **Delays caused by MSP partners** are also significant.

These results suggest that **tightening routing rules**, **clarifying ticket ownership**, and **automating approvals** could yield quick wins.



Tool Sprawl, Integration & Asset Awareness

KEY RESULTS & INSIGHTS:



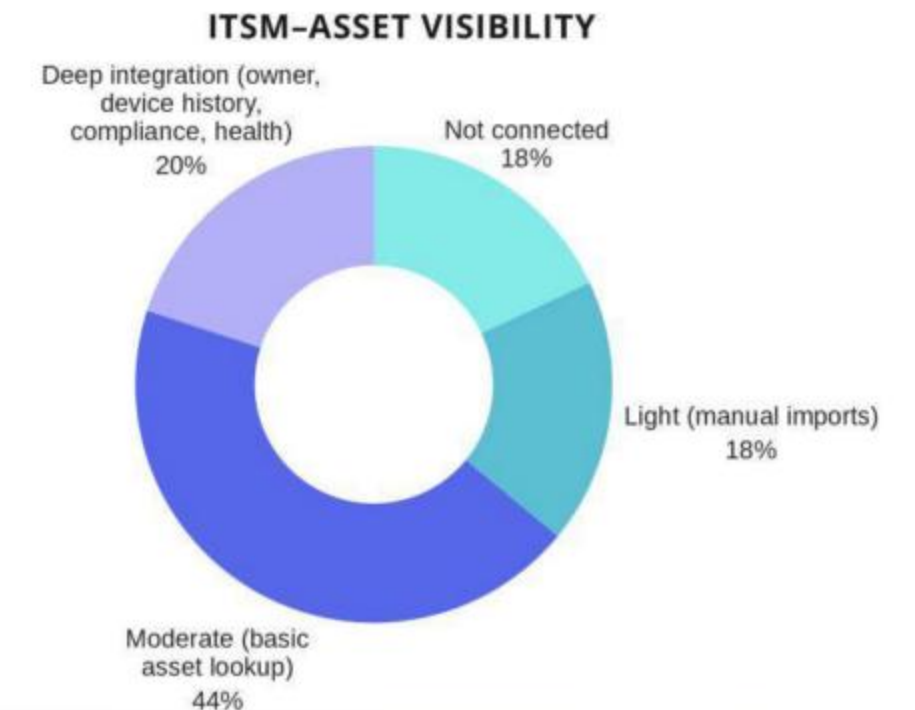
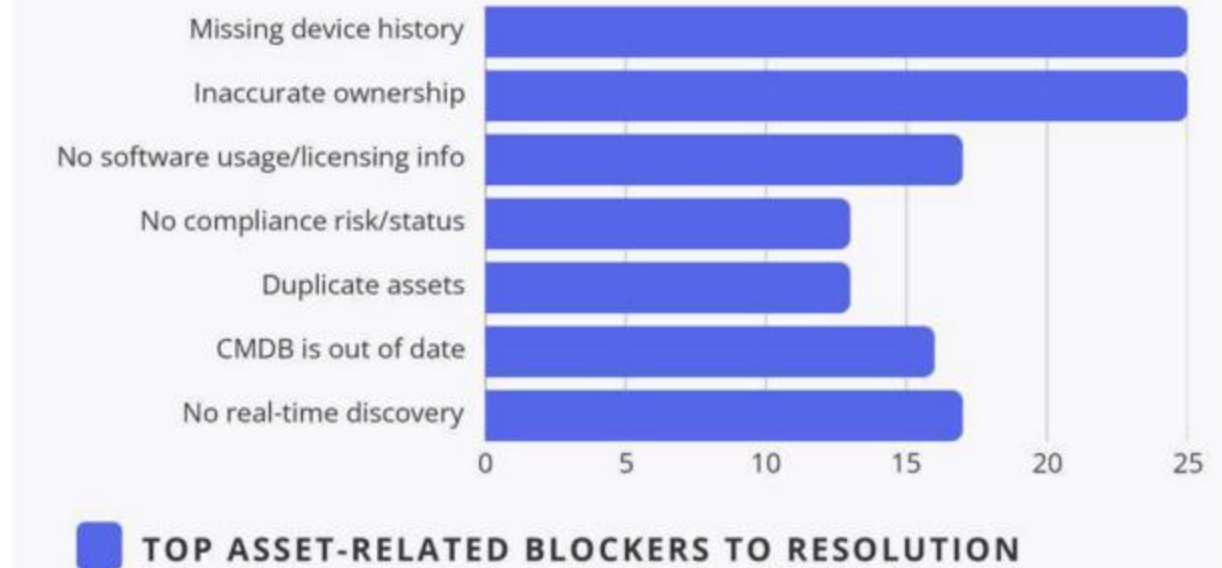
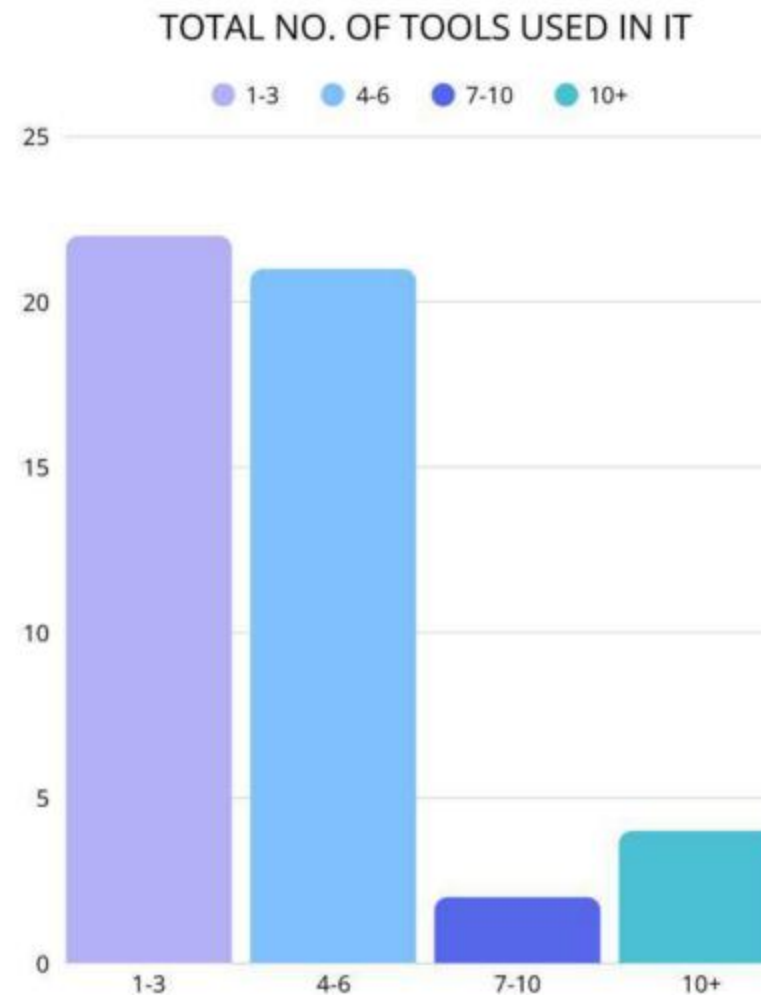
Nearly **45%** of respondents use **1-3 tools** for ticketing, devices, apps, approvals, and monitoring but **43%** rely on **4-6 tools** and **8%** juggle **10+ tools**.



Tool sprawl complicates workflows and creates data silos. Our survey reinforces this narrative: **only 20%** report deep integration between their ITSM tool and asset/device inventory, while **9%** have no connection at all. **Top asset-related blockers** include **missing device history** (25 mentions), **inaccurate ownership** (25), **lack of real-time discovery** (17) and **no software usage/licensing information** (17). These gaps slow resolution and increase risk.



Tool consolidation is a growing priority: **42%** call it high priority and **9%** deem it critical. However, **nearly half** still consider consolidation “nice-to-have,” indicating that while the pain is recognized, many teams lack the bandwidth or executive mandate to tackle it.



KEY INSIGHT

As tool sprawl and integration gaps create blind spots, slow decision-making, and increase risks, organizations are at a critical inflection point. While they recognize the need for tool consolidation and better asset tracking, many lack the resources or authority to act, leaving them vulnerable to operational inefficiencies and compliance challenges.

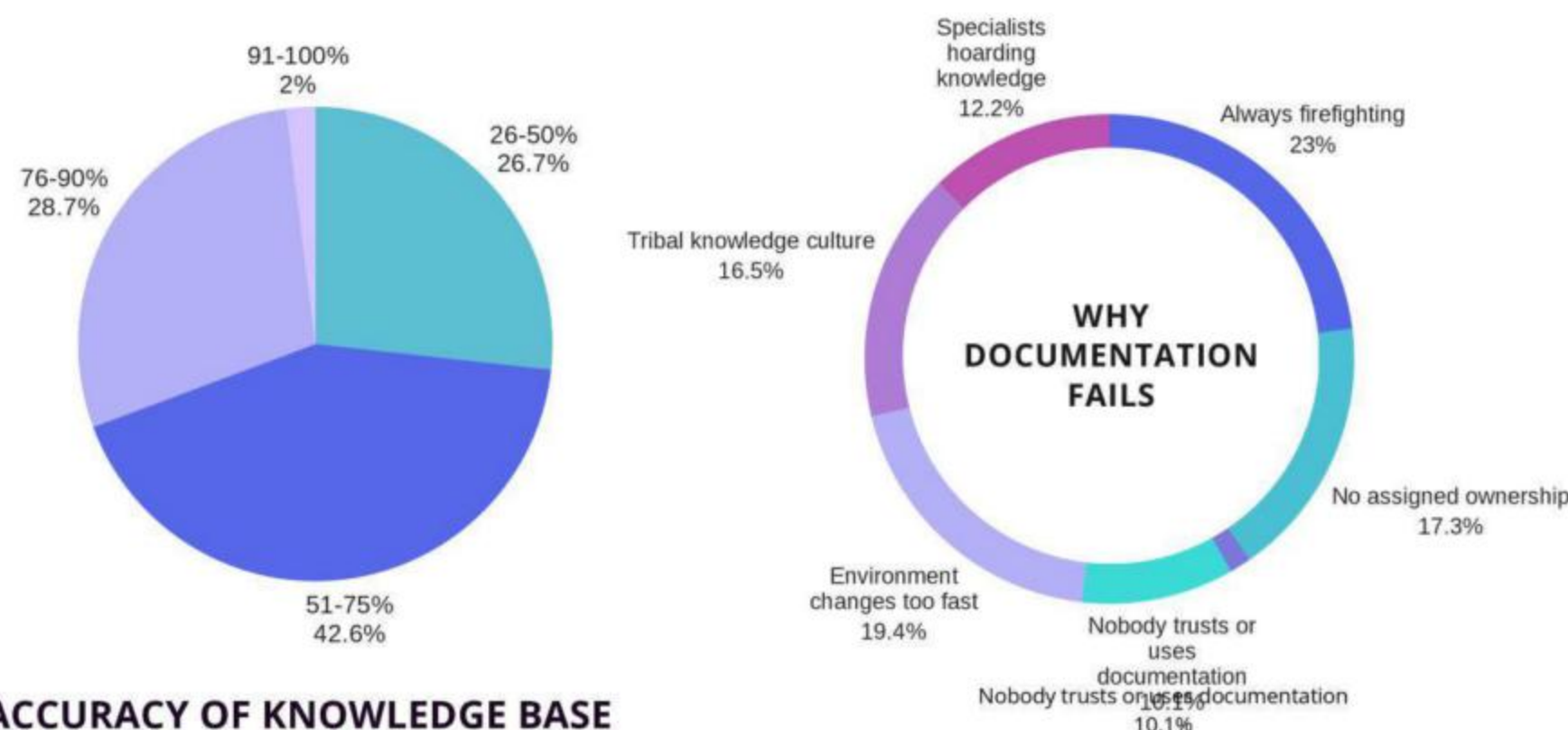
Knowledge & Documentation

KEY INSIGHT:

Documentation quality is the Achilles' heel of many IT teams.

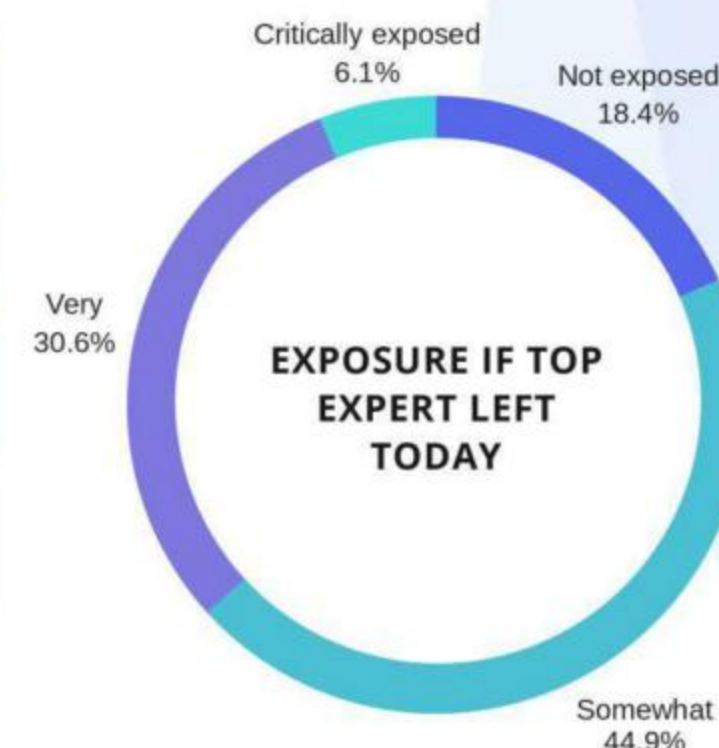
01 Only 2% report 91-100% accuracy in their knowledge bases; the majority rate documentation accuracy between 51% and 75%.

02 Top 4 reasons documentation falls behind include: **constant fire-fighting, a culture of tribal knowledge, rapidly changing environments, and lack of assigned ownership.**



03 With most new team members **learning via shadowing** (49%) or **asking colleagues** (24%), the risk of knowledge loss is **high**.

04 When asked how exposed they would be if their top expert quit, **31%** said **very exposed** and **6%** said **critically exposed**.



These findings echo that **simplification** and **well-maintained knowledge bases** underpin successful AI adoption.

Onboarding, Offboarding & **Workflow Gaps**

01

Onboarding remains manual and fragmented. **Nearly 29%** of respondents report that onboarding takes **1–3 days**, **22%** say **1 week**, and **20%** require **2 weeks or more**. The number of systems involved (HRIS, IDP, ITSM, MDM, etc.) typically ranges between **3–4** (for **58%** of respondents). **18%** use **5–6 systems** and **4%** use **more than 7**.

02

This complexity introduces friction. **Multiple teams involved** (27 mentions), **late HR notices** (23), **unclear access requirements** (23), and **approvals taking too long** (19) top the list of onboarding bottlenecks. Even routine tasks such as device provisioning and MDM/VPN setup remain manual for many.

03

Access management reflects similar inefficiencies: **one-third** of respondents estimate that **26–50% of access requests** require human clarification or correction; **22%** say **51–75% of requests** need manual fixes. Automating request fulfilment and standardising access policies could reduce this burden.

MSP Dynamics

USAGE

Use of managed service providers (MSPs) is **mixed**.



56%

Do not use MSPs

29%

Rely on an MSP as their primary support

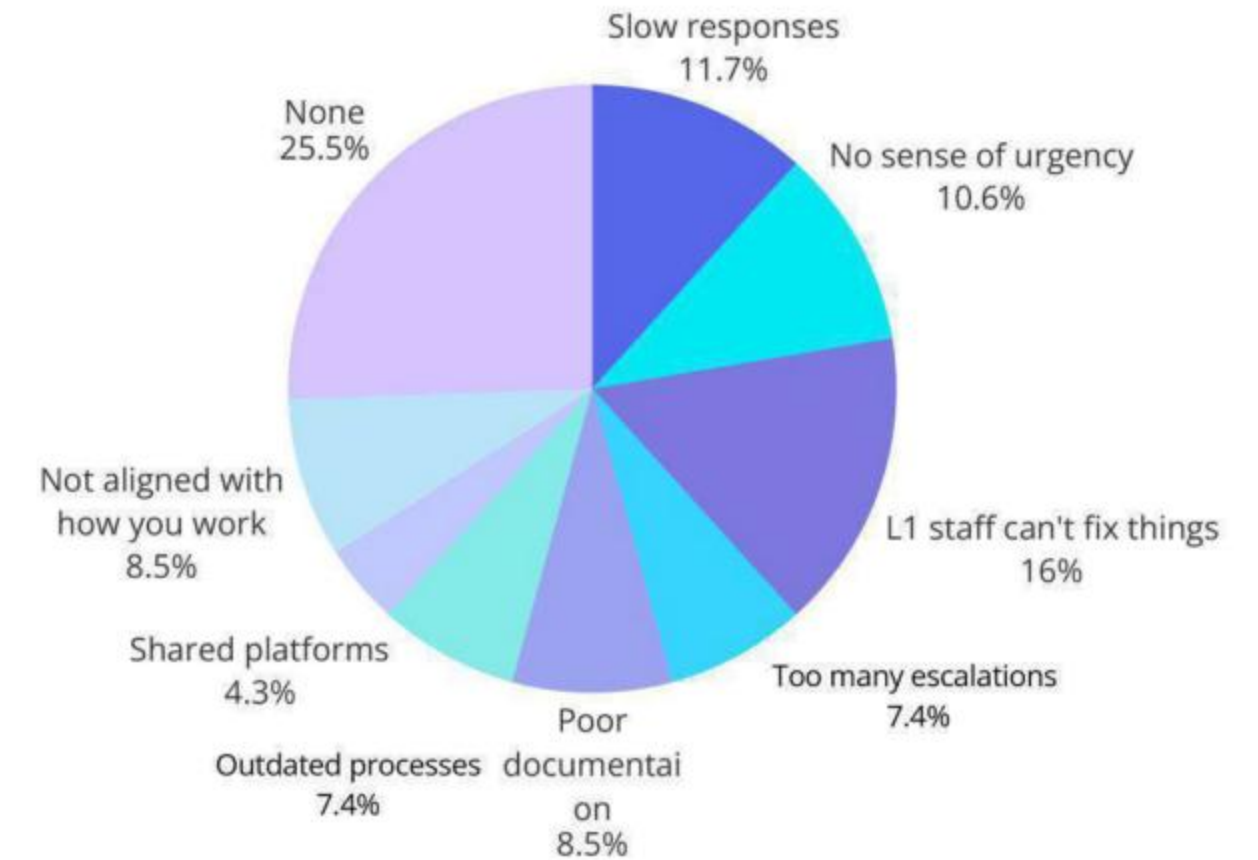
16%

Use an MSP as supplemental support

Among those who do partner with MSPs, **lack of Level-1 skill** (15 mentions), **slow responses** (11), **no sense of urgency** (10) and **poor documentation** (8) are common frustrations. **Tool alignment** and **outdated processes** also create friction.

Interestingly, teams using MSPs are more likely to cite “too much manual work” and “poor automation” as challenges, suggesting that MSP engagements **do not always deliver** expected efficiency gains.

TOP FRUSTRATIONS WITH MSPs



AI in ITSM: Adoption, trust, and boundaries

Adoption and impact

Respondents **see AI as a catalyst** for improving routing, automation, and self-service but they **remain cautious** about letting AI act without oversight.

38% of respondents would allow AI to **take actions only after IT approval**; **29%** would limit AI to **making suggestions**; **24%** are comfortable with AI **fully handling low-risk, repeat tasks**; and **9%** **do not want AI making changes** at all.

Security or privacy concerns (36 mentions), **compliance restrictions** (29) and **difficulty trusting AI decisions** (22) are the top barriers. **Poor data quality** and **lack of skills** also limit adoption.



These results mirror broader industry sentiment. The challenge lies in marrying this potential with **trustworthy data** and **clear governance**: MIT reports that 95% of GenAI pilot projects fail to deliver measurable ROI due to poor data quality and disconnected workflows.



Survey respondents prefer AI as an assistant rather than a replacement.

Those who are comfortable with AI taking actions after approval still worry about **security/privacy** (36 mentions), **hard-to-trust decisions** (22), and **data quality** (20).

Respondents who **only want AI to make suggestions** cite similar concerns. Those who reject AI entirely focus on **compliance and trust**.



To move from experimentation to **enterprise-wide AI**, teams must invest in **data quality**, **establish clear guardrails**, and **demonstrate concrete ROI**.

2025 Retrospective & 2026 Outlook

2025 wins and challenges

Significant 2025 Wins

- Faster ticket resolution
- Relatively better documentation/knowledge
- Workflow automation
- Improved onboarding/offboarding
- Better self-service adoption
- Improved routing accuracy
- Integration of more systems

Persistent Challenges

- Documentation not updated
- Too much manual work
- High ticket volumes
- Poor automation
- Limited reporting/visibility
- Tool sprawl
- Coordination difficulties with MSPs
- Slow onboarding
- Executive pressure on SLAs



When comparing 2025 to 2024, **80%** say their IT support team **performed better**: 57% “slightly better” and 25% “much better.” Only 17% reported worse performance or no change.

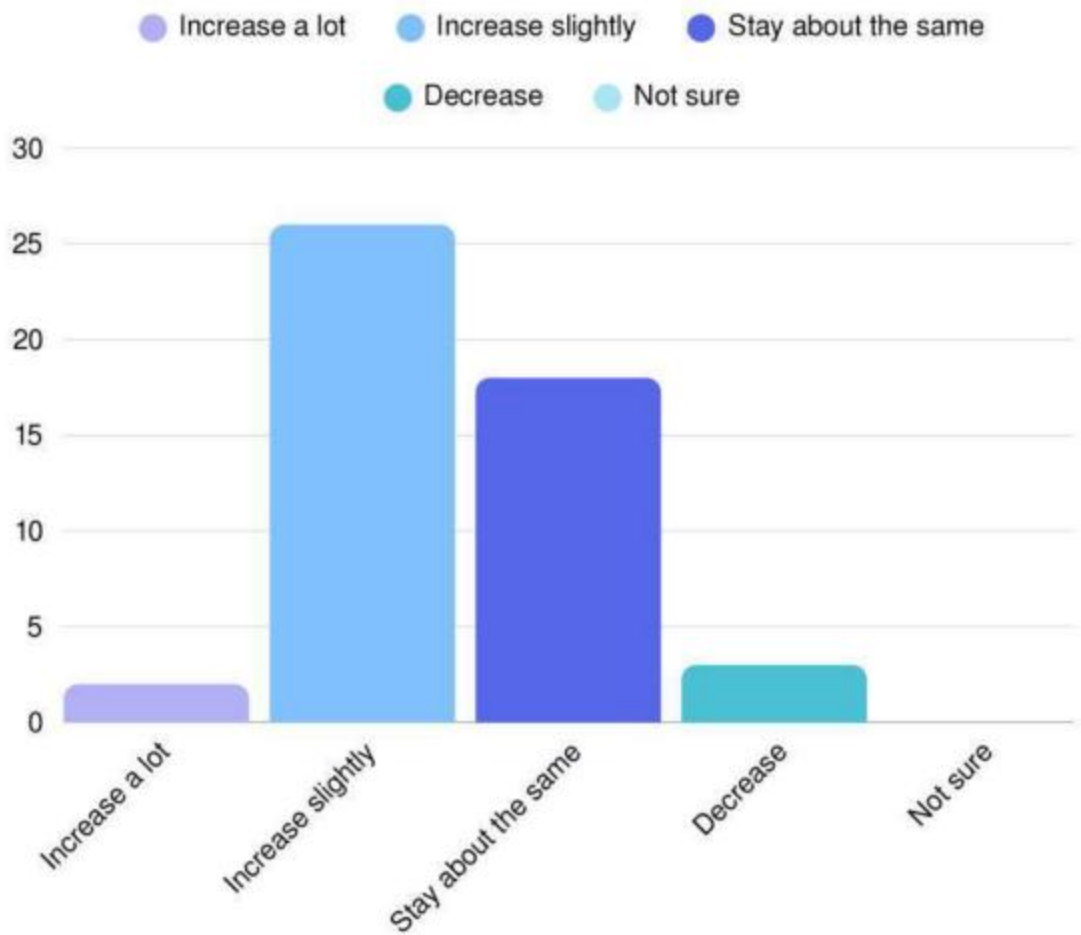
What matters in 2026

Survey respondents are **planning for growth**.

Ticket volume trends

53% expect ticket volumes to **increase slightly**, 37% expect volume to remain the same and 7% foresee a decrease.

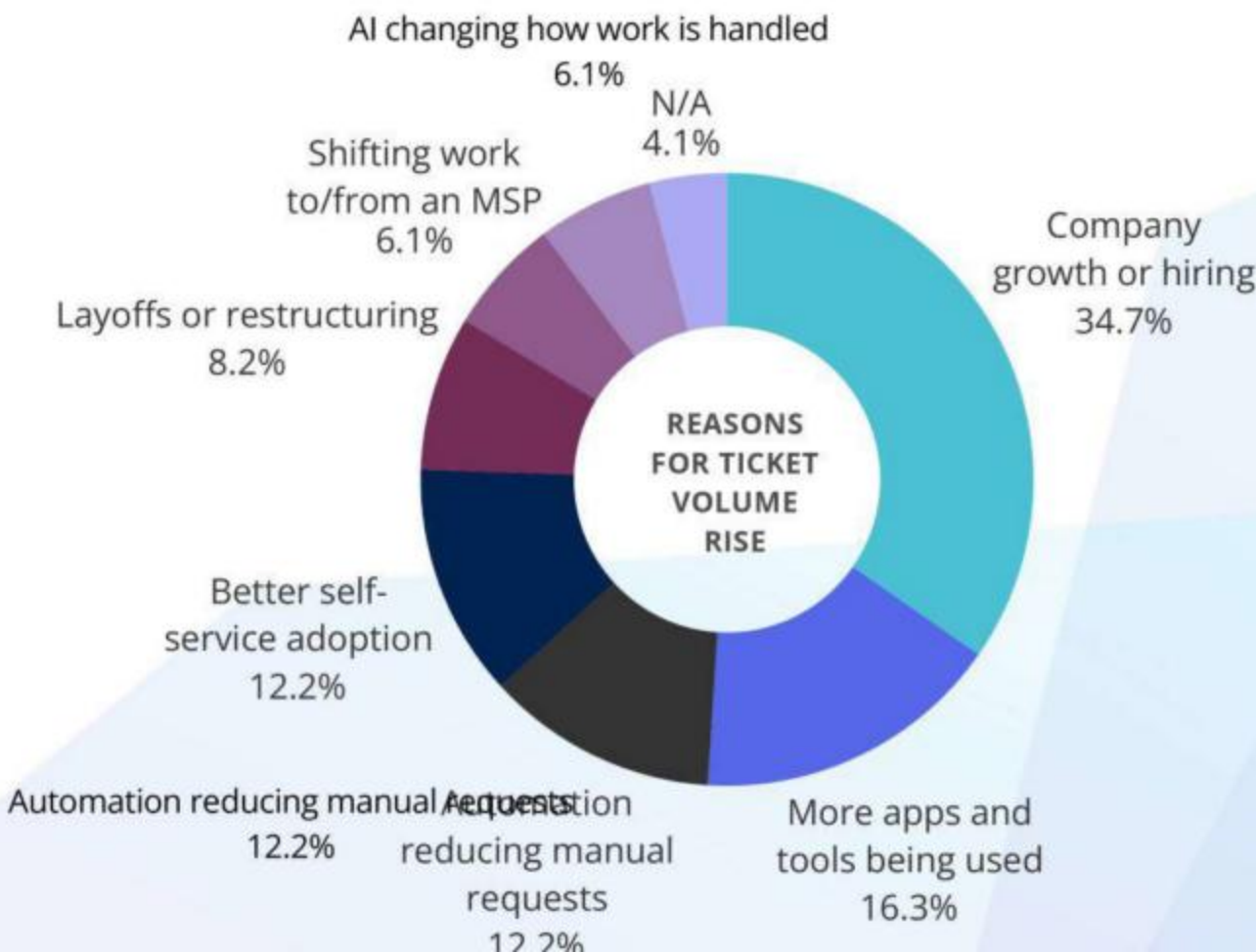
Do you expect your ticket volume to change in 2026?



What’s driving the change in ticket volumes?

The anticipated drivers of change include:

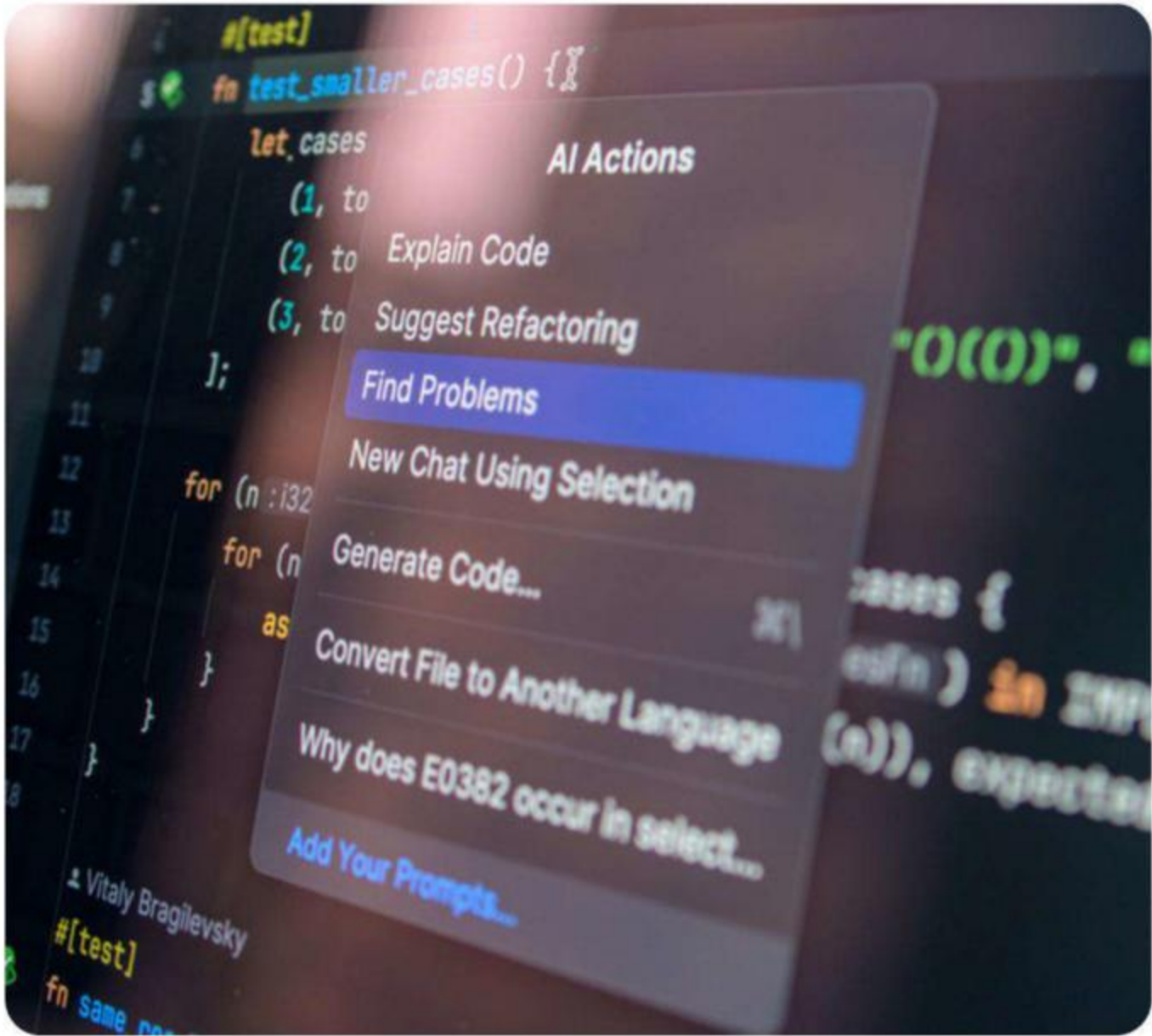
- Company growth/hiring
- More apps/tools being added
- Better self-service adoption
- Automation reducing manual requests
- Layoffs or restructuring



What matters in 2026

When asked about the **ITSM capabilities that will matter most** by the end of 2026, respondents prioritised:

01	Self-healing	Automatically fixing common issues without a technician
02	AI & automations	AI-assisted ticket routing and workflow automation across tools
03	Stronger integrations	Linking ITSM with HR, identity, MDM, and security platforms
04	Asset-aware ITSM	Devices and tickets must be linked together
05	Better reporting	Being able to see trends and bottlenecks



Planned investments align with these priorities: **improving documentation and knowledge** (29 mentions), **automation and workflows** (22), **self-service** (19), **switching or upgrading ITSM tools** (12) and **better asset visibility** (10).

These areas mirror the global trend towards **simplification** and **clarity before scaling automation**, of which asset-awareness and integration are the linchpin.

Segment Analysis

Maturity vs ticket logging

Cross-tabbing ITSM maturity with ticket logging reveals that even advanced teams struggle to capture all work.

Among respondents with **advanced** or **very advanced maturity**, half still report that **11-30% of work is unlogged**.

Basic teams are more likely to have **high percentages** of **bypassed work** but the difference is narrower than expected.

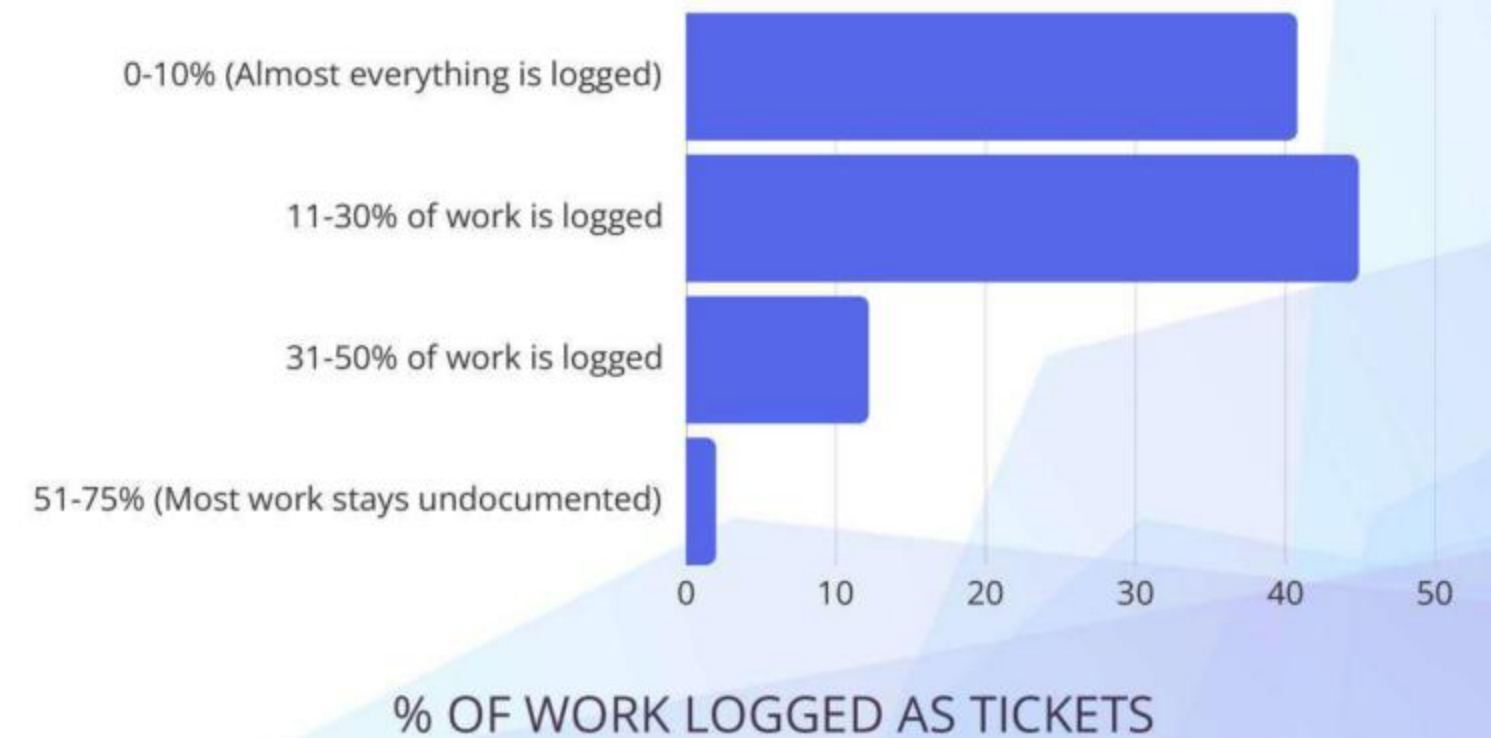
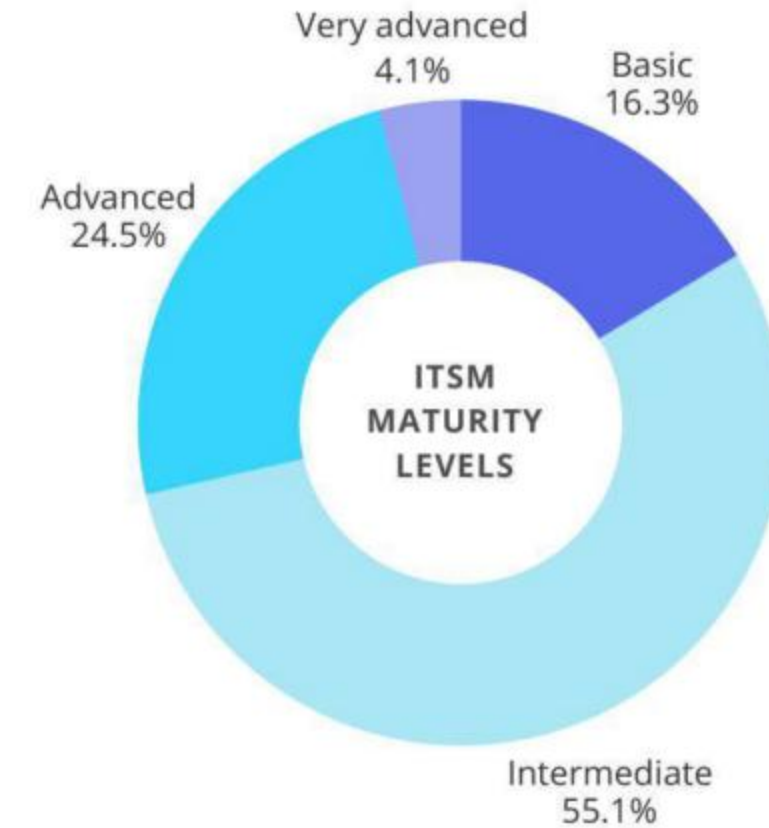
This suggests that **cultural factors**, not just process maturity, *drive* ticket discipline.

Key insights

Immature processes

Culture problem

Low ticketing discipline



Segment Analysis

AI vs comfort barriers

Respondents who **permit AI to take actions after approval** or **fully handle low-risk tasks** still cite *security* and *compliance* as top barriers.

Those who only allow AI suggestions also worry about *data quality*.

Basic teams are more likely to have **high percentages** of **bypassed work** but the difference is narrower than expected.

This suggests that **cultural factors**, not just process maturity, drive ticket discipline.



Segment Analysis

MSP usage vs challenges

Teams engaging MSPs are more likely to report “too much manual work” and “poor automation” as challenges.

Misaligned expectations and integration gaps

This could indicate misaligned expectations between internal teams and MSP partners or inadequate integration between MSP workflows and the ITSM platform.

Need for Shared SLAs and integrated tooling

It also reinforces the importance of establishing shared SLAs, documentation standards, and integrated tooling when outsourcing support.



Actionable **Recommendations**

For IT leaders

Champion data quality and integration: Invest in unified asset inventories and integrate them tightly with your ITSM platform. Clean, trusted data unlocks AI's potential and simplifies audits.

Move from tool sprawl to integrated platforms

Conduct an audit of your ITSM and operations tools, retire redundant systems, and favour platforms with native integrations.

Adopt AI with guardrails

Use AI for routing, summarisation, and automated fixes but define approval workflows and continuously monitor outcomes. Start with low-risk tasks and measure ROI to build trust. Consider AI copilots and chatbots that augment human judgement rather than replace it.

Redefine success metrics

Supplement traditional SLAs with Experience Level Agreements (XLAs) that measure restoration of productivity and user satisfaction.

Invest in documentation and knowledge programmes

Assign owners, build living knowledge bases, and embed documentation updates into sprint cycles. Encourage a culture that values sharing over hoarding; this reduces onboarding time and prepares teams for automation.

Actionable **Recommendations**

For ITSM practitioners

Log everything: Adopt lightweight intake channels (chatbots, forms embedded in collaboration tools) that make ticket creation effortless. Use automation to convert emails and messages into structured tickets.

Improve routing rules: Analyse historical misclassifications to refine categories and routing logic. Leverage AI suggestions but maintain human oversight, especially during training.

Simplify onboarding

Map all systems involved in provisioning, define standard access bundles, and automate approval chains. Work with HR to receive earlier notice of new hires and terminations.

Build an asset-aware culture

Ensure that every ticket references the relevant device, software, or user record. Use discovery tools to keep inventories up to date and link asset data to service records to support proactive maintenance.



Actionable Recommendations

For tool builders and GTM teams

Focus on integration and data quality: Build connectors that synchronise assets, identities, and monitoring data with minimal effort. Offer unified platforms rather than forcing customers to piece together multiple tools.

Prioritise usability and simplification

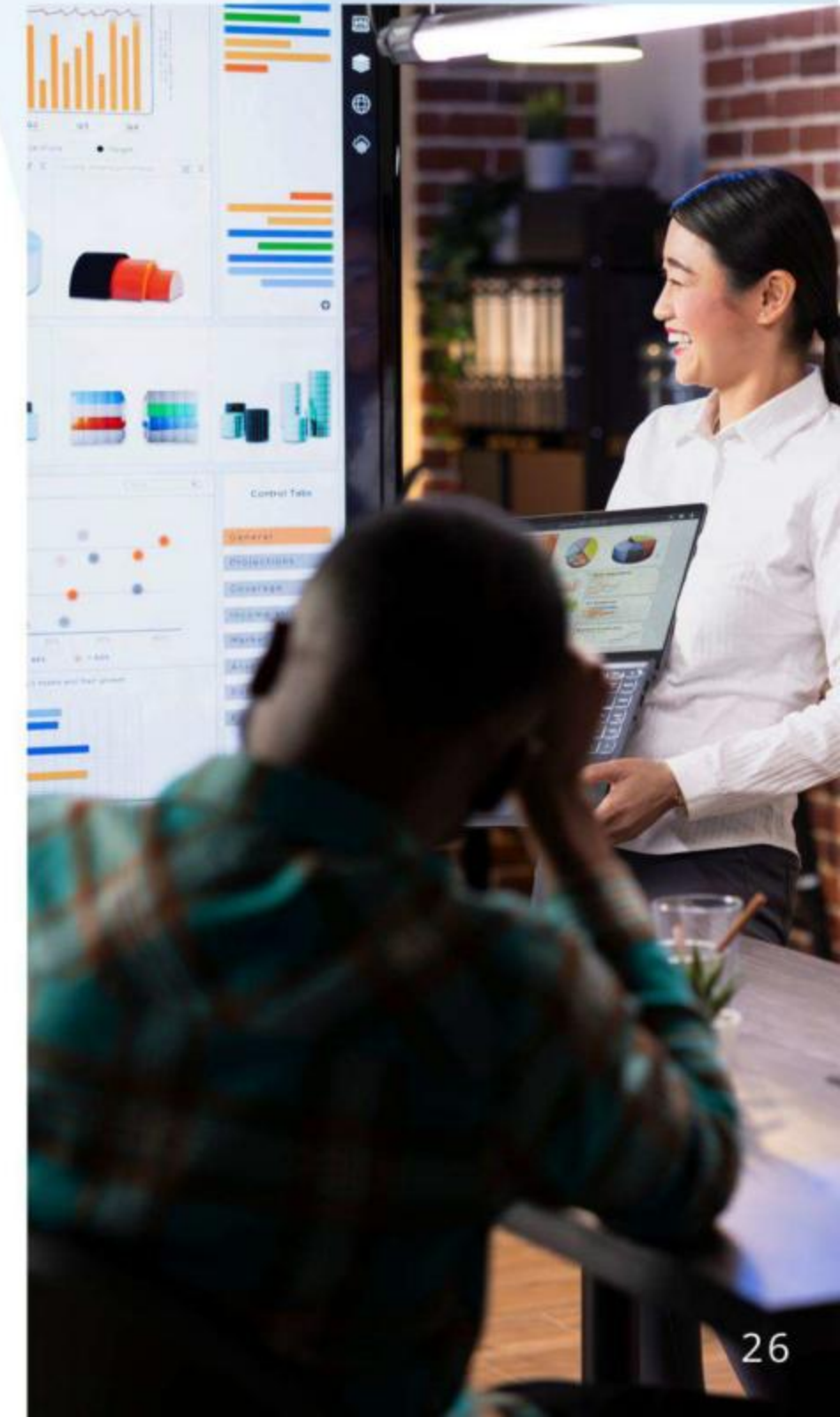
Customers select tools for ease of use but they hesitate to switch due to complexity. Lower the cost of migration through data migration tools, intuitive interfaces, and robust training resources.

Deliver AI that instills trust

Provide explainable AI features, audit trails, and configurable approval workflows. Emphasize AI that augments human agents and make ROI transparent through embedded analytics.

Embed knowledge management into workflows

Simplify article creation, encourage in-context documentation updates, and integrate knowledge retrieval directly into ticket forms and chatbots.



Actionable **Recommendations**

For buyers and budget holders

Invest where ROI is proven: Use the survey's data on ticket bypass, automation deflection, and knowledge gaps to build the business case for self-service, workflow automation, and documentation programmes. Fewer tickets and faster resolutions translate into real headcount savings and improved employee experience.

Consolidate vendor contracts

Review the number of tools used across ticketing, asset management, and approvals. Consolidating onto platforms with native integrations can help reduce duplicate spend, simplify procurement, and improve compliance oversight.

Demand unified data

Insist that your ITSM and asset tools share a common data model so you always know who owns what device and licence. Accurate asset and identity data are prerequisites for successful automation, AI, and cost optimisation.



Actionable **Recommendations**

For developers and product teams

Prioritise open, reliable integrations: Design APIs and connectors that synchronise data across HR, identity, asset, monitoring, and collaboration tools. Provide webhooks or event streams so workflow automations can react to changes in real time.

Focus on data quality and context

Build features that validate and enrich asset and user records. Automation and AI will only be as effective as the underlying data.

Design explainable AI

When implementing AI-assisted routing or self-healing, include transparency and auditability so operators understand why a decision was made and can override it if necessary.

Actionable **Recommendations**

For gatekeepers (Infosec, Legal, and Procurement)

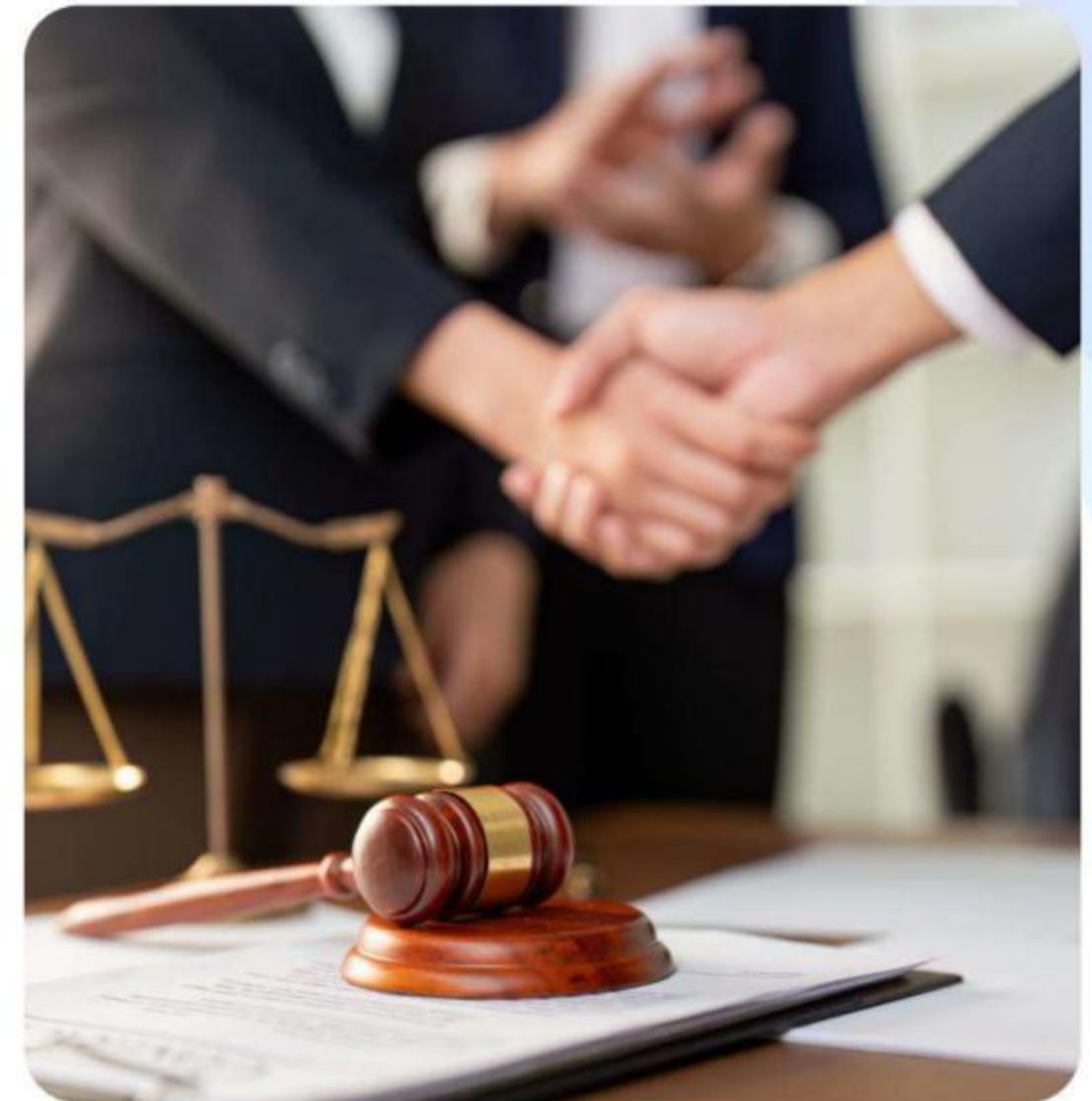
Demand transparency and governance: Insist that AI and automation features include approval workflows, audit logs, and configurable controls. Sensitive tasks such as account provisioning and access changes should never bypass human review.

Assess integration and data security

Evaluate vendors on their ability to integrate with your identity providers, asset inventories and HRIS while maintaining encryption, privacy and compliance with regional regulations.

Build an asset-aware culture

Ensure that every ticket references the relevant device, software, or user record. Use discovery tools to keep inventories up to date and link asset data to service records to support proactive maintenance.



Actionable Recommendations

For HR and people operations

Partner on onboarding & offboarding: Work closely with IT to map the systems and approvals involved in onboarding and offboarding. Provide early notice of changes so provisioning can be automated and delays minimised.

Define standard access bundles

Collaborate with IT to create predefined sets of applications and permissions for common roles. This reduces the number of one-off approvals and makes self-service possible.

Promote self-service

Encourage employees to use IT portals and knowledge bases for routine requests. Well-designed self-service reduces friction and frees both IT and HR to focus on higher-value work.

Apendix: Survey Instrument Overview

The full survey included **46 questions** covering respondent demographics, tool usage, reasons for tool choice, process maturity, ticket volumes, channels, ticket logging, routing accuracy, SLA breaches, tool and asset integration, knowledge management, onboarding/offboarding, MSP usage, AI adoption, 2025 wins and challenges, and 2026 outlook.

Each multiple-choice question provided standard ranges or categories; multi-select questions allowed up to three selections.

Open-ended questions captured qualitative insights on magical fixes, ideal IT support and general feedback.

About EZO AssetSonar



EZO AssetSonar is redefining IT Asset Management (ITAM) by delivering a deeply integrated and intelligent platform that **unifies ITAM** and **IT Service Management (ITSM)** in one seamless solution. Designed for mid-market IT teams, AssetSonar is built to address the evolving needs of modern enterprises, offering a comprehensive approach to asset management that goes beyond traditional ticketing systems.

AssetSonar does more than recommend actions — it can *take* them. With our **Automations & Actions Library**, technicians can execute real changes (after approvals) directly across devices, software, SaaS, identity, and security. This end-to-end solution solves the notorious swivel-chair problem by eliminating the need to toggle between multiple platforms.

AssetSonar provides immediate value from day one. With **easy integration** and **minimal disruption**, teams can quickly migrate data, start using intelligent features, and see improvements in ticket resolution, efficiency, and cost savings without a long onboarding process.

With EZO AssetSonar, IT teams can **transform how they manage and resolve issues**, providing superior visibility, control, and automation across the entire IT landscape.



Unlock **Hidden Efficiency** and **Savings**

Start today, and transform your IT operations with immediate, measurable impact.

→ **TRY EZO ASSETSONAR**