IT Key Metrics Data 2024: End-User Services Measures — Executive Summary

Published 14 December 2023 - ID G00801278 - 5 min read

By Analyst(s): Eric Stegman, Jamie Guevara, Shaivya Kaushal, Aditi Sharma

Initiatives: Technology Finance, Risk and Value Management; Digital Workplace Infrastructure and IT Operations

This research provides an overall summary of the End-User Services Measures from the IT Key Metrics Data 2024 report series.

Overview

Benchmarking is a foundational component of cost management and mature IT financial management practices. This report aims to give an understanding of the overall End-User Services spending relative to Total IT Spending and contextualize it through distributions and workload-denominated metrics.

Key Findings

- The cross-industry End-User Services Spending as a percent of Total IT Spending is 13%. This is distributed as 9% and 4% on Digital Workplace Services and IT Service Desk respectively.
- The cross-industry End-User Services Staff as a percent of Total IT Staff is 16%. This is distributed equally between Digital Workplace Services and the IT Service Desk.
- End-User Services is one of IT most impacted technical areas due to Covid-19. The demand for remote work not only shifted the personal computing device mix toward more portable options but also highlighted the need for high-quality support from the IT Service Desk.

Recommendations

- Evaluate your organization by leveraging the available published content or receive a report tailored to your organization by completing the self-service tool.

End-User Services & Enterprise Application Portfolio Budget & Efficiency Tool.

- Refer to the available supporting documentation to better understand the consensus model and the methodology behind the metrics.

End-User Services Measures — Digital Workplace Services Framework Definitions

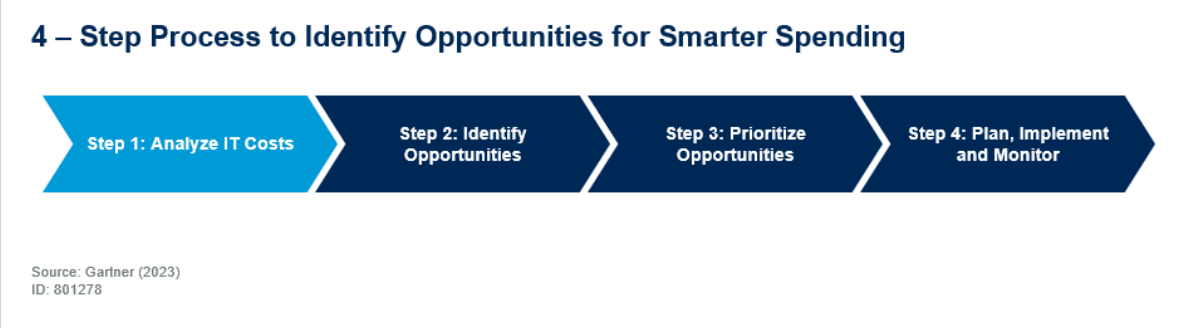
End-User Services Measures — IT Service Desk Framework Definitions

- Follow the Practitioner's Guide to best prepare your data for comparison.
- Schedule an inquiry with a Gartner Expert to address alignment questions or to review your results and gain valuable insight based on your submission.

Introduction to End-User Services Benchmarking

In a rapidly changing environment, I&O leaders need to have a good understanding of their own performance in terms of efficiency and effectiveness, not only at the overall level but also by different services. To that direction, benchmarking continues to be a foundational capability to identify opportunities for smarter spending.

Figure 1: 4-Step Process to Identify Opportunities for Smarter Spending

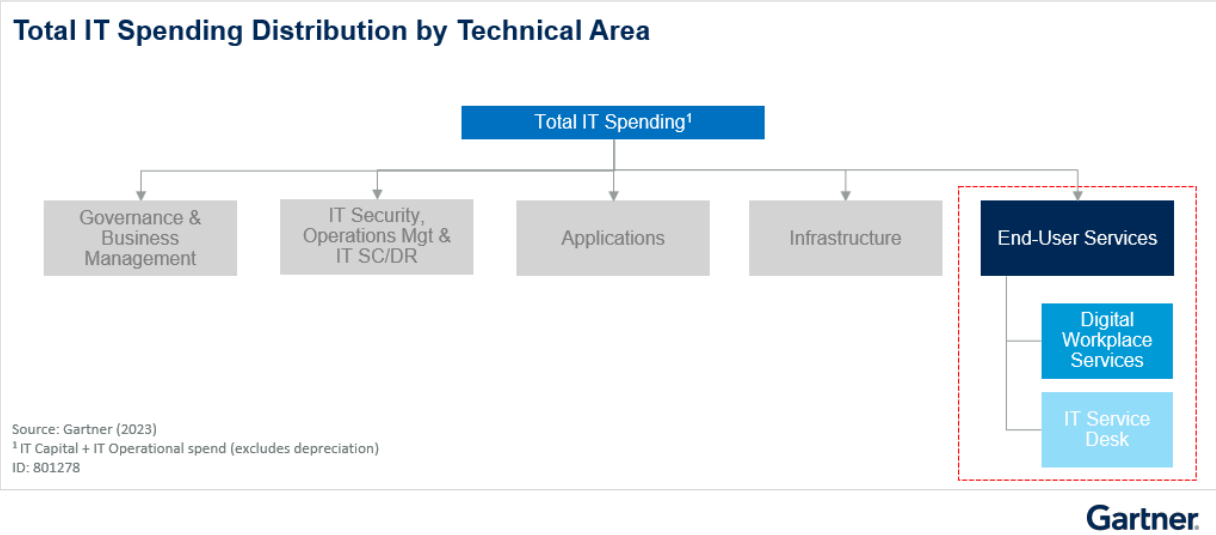


To support Step 1, Gartner IT Key Metrics Data Comparison Tools analyze spending vs. the industry to identify optimization opportunities and to help answer questions such as:

- *"How does IT spending and staffing compare to those of my peers?"*
- *"Where does my IT spending and staffing vary from peers?"*
- *"Where do I have the potential for cost savings?"*

This report contains high-level key metrics related to the End-User Services environment starting with the overall spending and staff metrics followed by unit cost and productivity. Additional metrics and level of detail can be found in the targeted Infrastructure reports or in the dedicated self-service tool.

Figure 2: Technical Cost Management View



More details on the Gartner consensus model can be found in IT Key Metrics Data 2024: Industry Measures — Framework Definitions

End-User Services Spending as a Percent of Total IT Spending

Key efficiency metric that helps in understanding the relative level of IT spending to support the environment from a total IT portfolio perspective. This metric should be considered within the context of the overall technology & sourcing strategy. Due to the different nature of the End-User Services sub-functions, it is not unusual to see wide differences in the spending distribution within End-User Services.

Figure 3: End-User Services Spending as a Percent of Total IT Spending

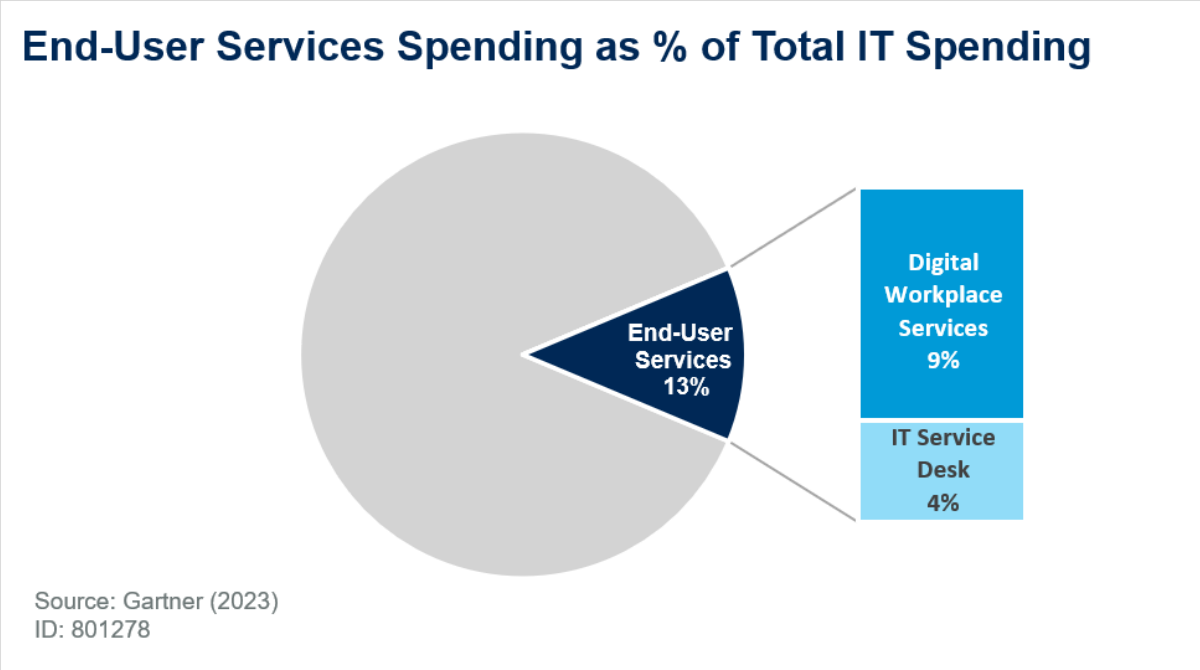
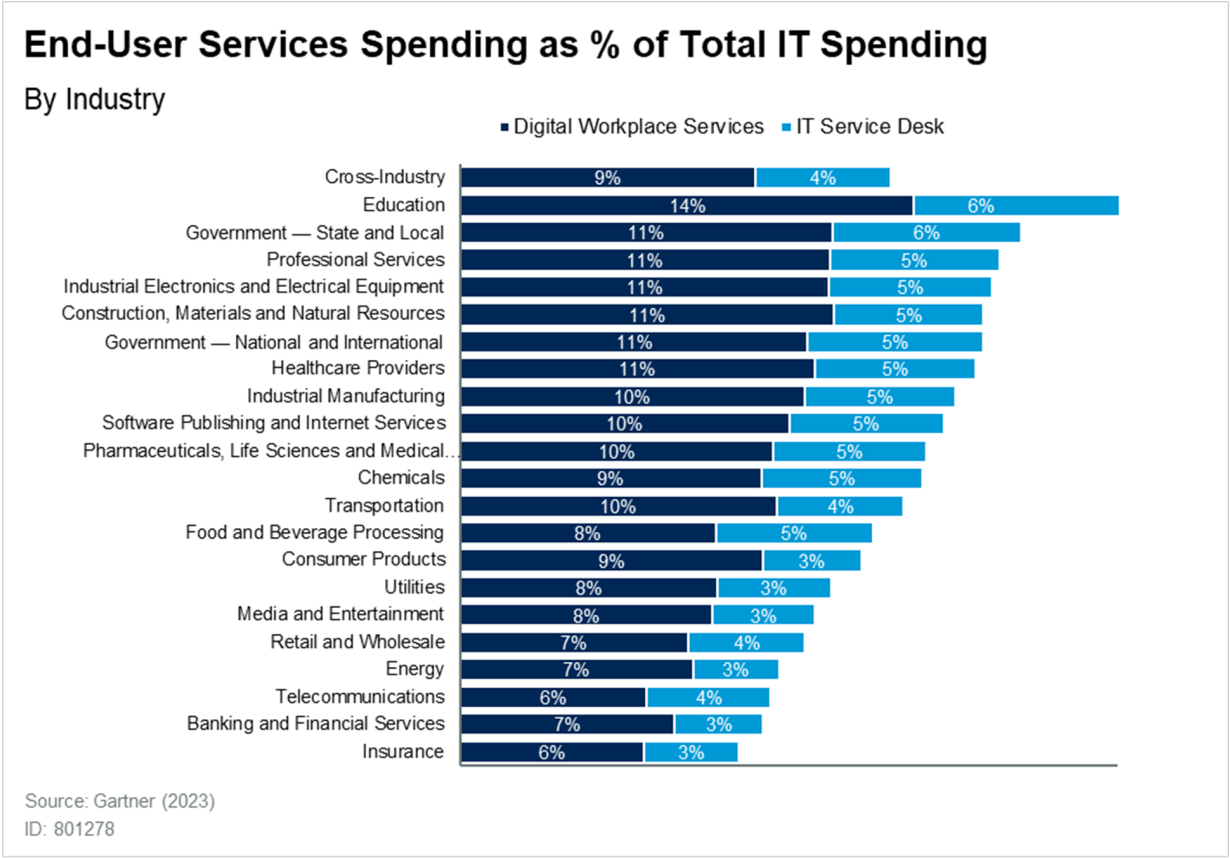


Figure 4: End-User Services Spending as a Percent of Total IT Spending by Industry



End-User Services FTEs as a Percent of Total IT FTEs

This is the core staff metric and serves as a measure of IT support intensity from a human capital perspective. It can assist in identifying whether staff size is appropriate and should be considered within the context of the overall sourcing strategy and future state objectives. Variables to consider in tandem with this metric include: IT staffing distribution: contractors versus insourced FTE, the percentage of the environment outsourced (supported by a third party), as well as the evolving business requirements.

Figure 5: End-User Services FTEs as a Percent of Total IT FTEs

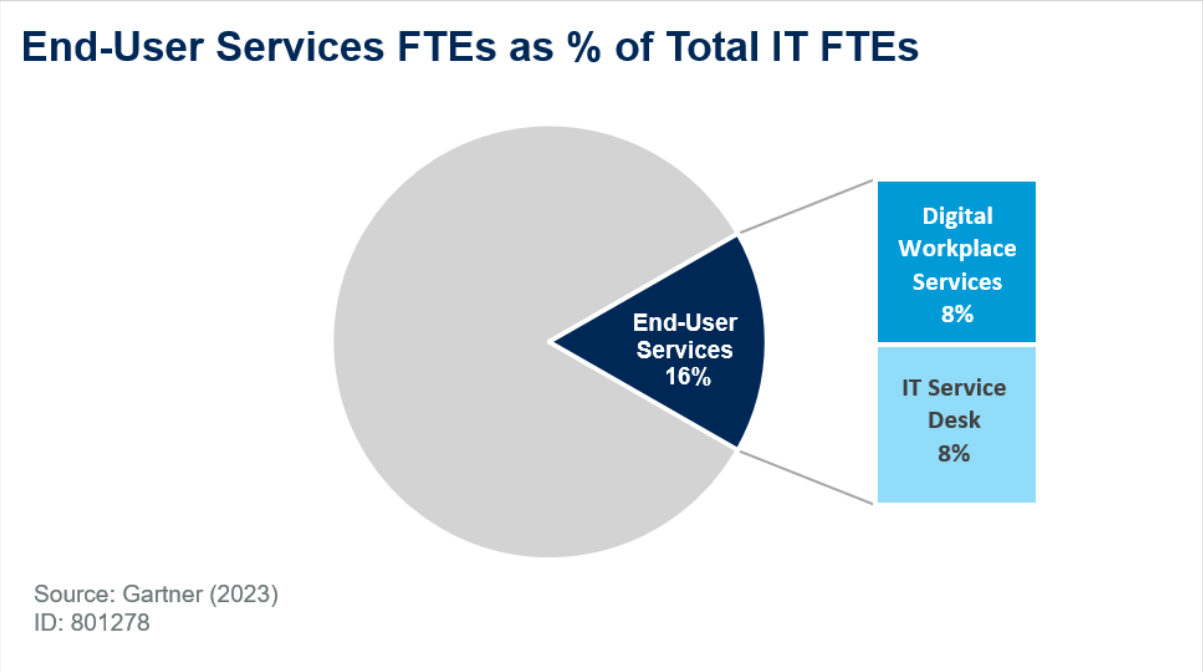
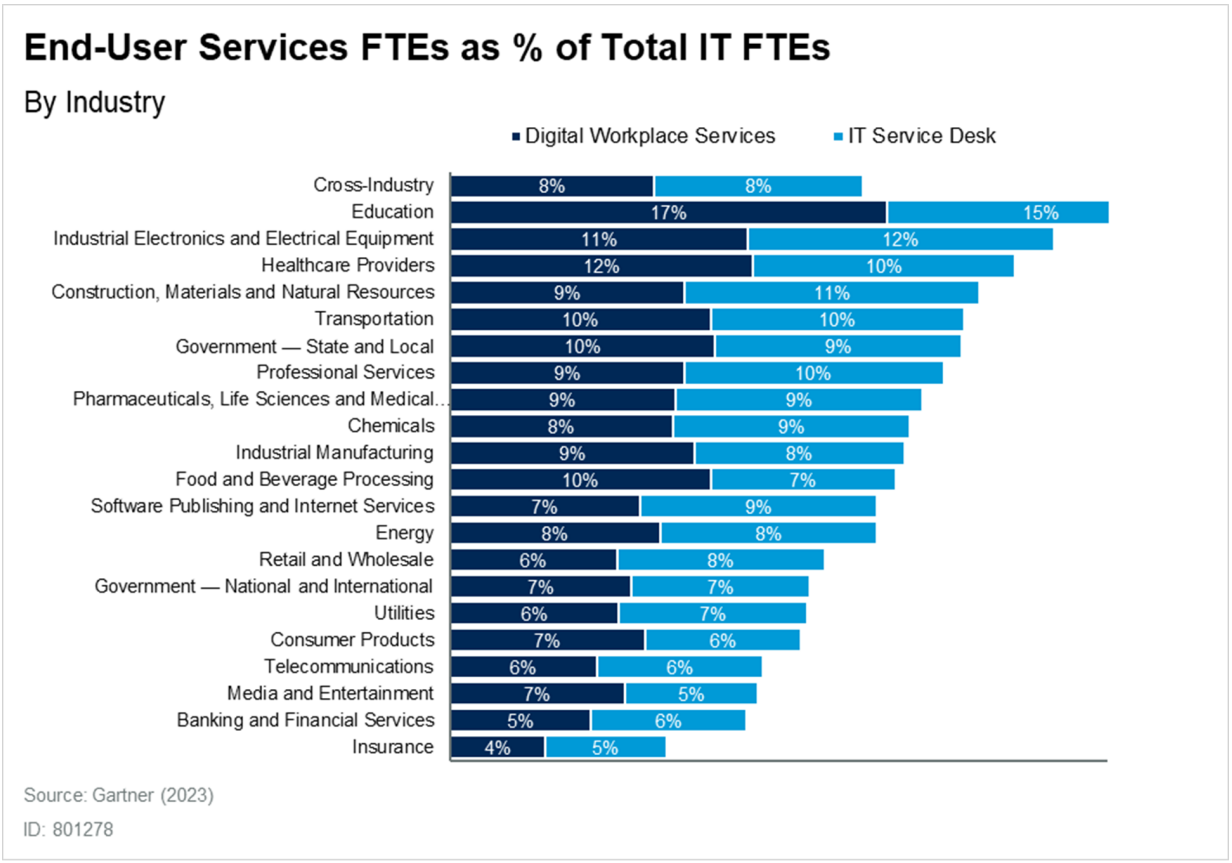


Figure 6: End-User Services FTEs as a Percent of Total IT FTEs by Industry



Gartner

Annual Unit Cost per Workload Type

Unit costs, in general, are often used to evaluate the relative cost efficiency level of the individual sub-functions of End-User Services. They should be considered within the context of business requirements, environment architecture and scale (i.e., client density, end-users, devices supported, sites, number of operating systems deployed). It should also be considered alongside productivity and service levels delivered.

Figure 7: Annual End-User Services Unit Cost per Workload Type

Annual End-User Services Unit Cost per Workload Type

	Technical Area and Functions	Workload Unit	Cost per Workload Unit
End-User Services	Digital Workplace Services	End-Users	$1,221
	Digital Workplace Services	Personal Computing Devices	$891
	IT Service Desk	End-Users	$162
	IT Service Desk	Agent-Handled Contacts	$20.5
	IT Service Desk	Total Contacts	$17.8

Source: Gartner (2023)
ID: 801278

Gartner

Workload Supported per FTE

Understanding the productivity of your staff in terms of units supported can be very helpful in establishing efficient and effective workflows as well as ensuring your support staff is the "right size." Productivity should be considered within the context of business requirements, quality of service, and sustainability.

Figure 8: End-User Services FTE Productivity per Workload Type

Annual End-User Services FTE Productivity per Workload Type

	Technical Area and Functions	Workload Unit	Workload Supported per FTE
End-User Services	Digital Workplace Services	End-Users	253
	Digital Workplace Services	Personal Computing Devices	392
	IT Service Desk	End-Users	497
	IT Service Desk	Agent-Handled Contacts	4,256
	IT Service Desk	Total Contacts	4,503

Source: Gartner (2023)
ID: 801278

Gartner

Conclusion

A successful IT performance measurement program communicates metrics that are important to a target audience. By quantifying spending relative to a defined framework, IT leaders can determine relevant cost drivers through understanding:

1. Top level efficiency and productivity metrics
2. Variances below the top level of spending
3. The relation of one metric to another
4. Environmental factors within the organization

The available comparison tools as well as the published research can help you analyze the aforementioned spending & identify opportunities for targeted cost management improvements.

Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

"IT Key Metrics Data 2024: Working with IT Budget and Comparison Tools"

"IT Key Metrics Data 2024: End-User Services Measures — Practitioners Guide to Establish a Baseline"

"IT Key Metrics Data 2024: End-User Services Measures — Digital Workplace Services Analysis"

"IT Key Metrics Data 2024: End-User Services Measures — IT Service Desk Analysis"

"Accelerate Culture Change Using the From/To/Because Model"

About This Research

Demographics

IT Key Metrics Data (ITKMD) 2024 cohort represents nearly $15 trillion in total revenue and more than $562 billion in total IT spending collectively from 4,139 CIOs and IT Leaders. In 2023, Gartner used newly collected 2,582 data points in total from public and private enterprises from more than 80 countries in 21 industry sectors to contribute toward all the IT Key Metrics Data series of reports. The End-User Services measures within the ITKMD series are based on 259 data points.

For more information, including the distribution of data points by region, see IT Key Metrics Data 2024: Demographics.

Evidence

This research contains relevant database averages, medians and ranges from a subset of metrics and prescriptive engagements available through Gartner Benchmark Analytics consulting-based capabilities.

Calculations were made using worldwide observations.

Document Revision History

IT Key Metrics Data 2023: End-User Services Measures — Executive Summary - 8 December 2022

IT Key Metrics Data 2022: End-User Services Measures — Executive Summary - 16 December 2021