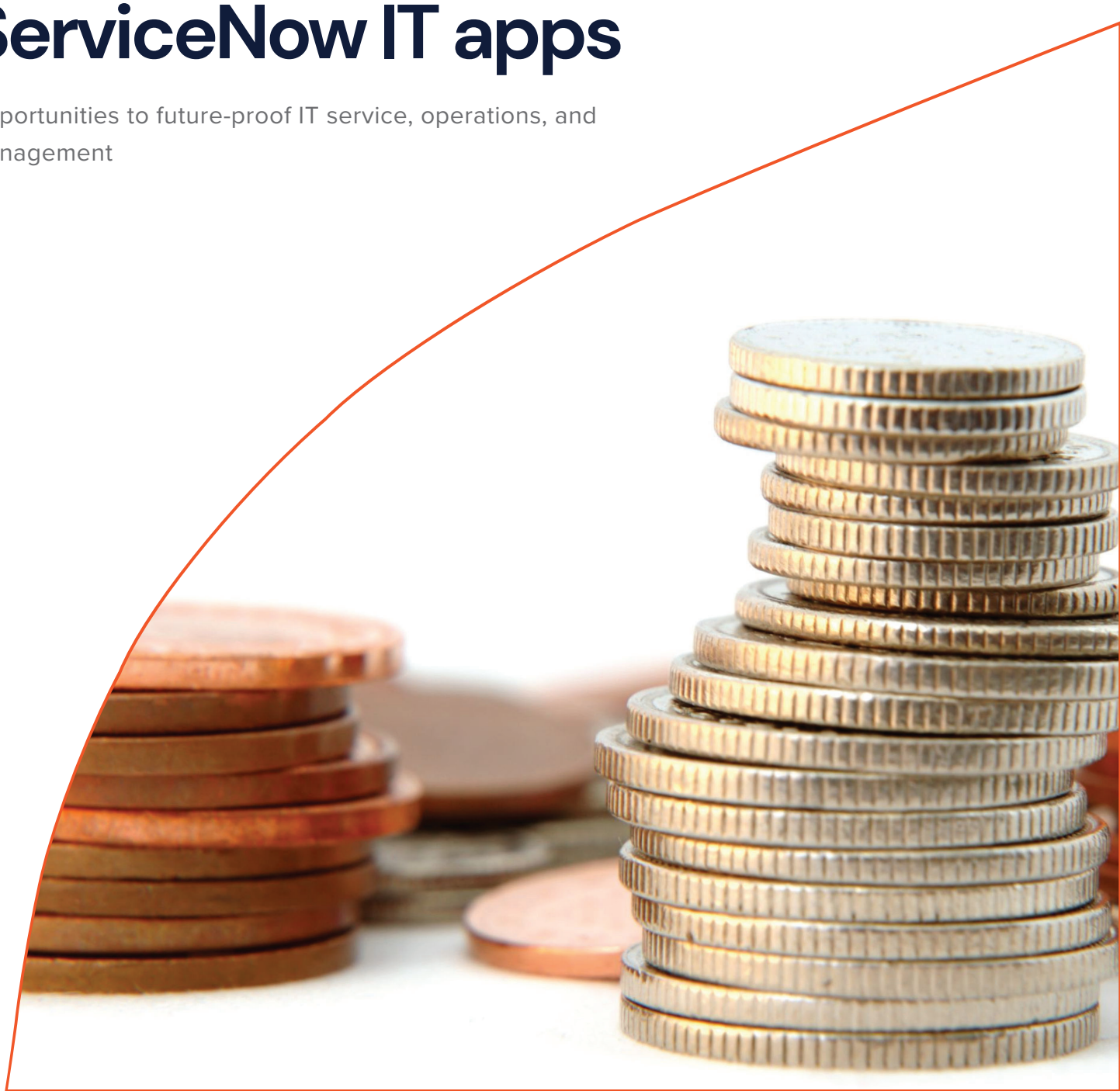
windward | servicenow

IT LEADER GUIDE

servicenow Partner Elite

Total business value of ServiceNow IT apps

Opportunities to future-proof IT service, operations, and management



Don't get mired in legacy and point products

An organization's long-term success and viability depend on reliable and hasslefree employee experiences with IT. However, your IT support and engineering teams can struggle to deliver those experiences due to disparate data and processes they must manage as well as a lack of visibility into IT infrastructure performance. These challenges dramatically hamper their productivity, which in turn reduces innovation and impedes issue resolution. The unfortunate outcomes, ultimately, are poor employee satisfaction and higher costs.

Legacy and point products result in IT infrastructure that is disjointed and fragmented, making it nearly impossible for your teams to support the dynamic workplace efficiently and effectively. The point products breed complexity. And that leads to high management and integration costs as well as a poor employee experience from a host of different interfaces. Your teams can't deliver services fast enough to keep pace with the speed of today's digital business environment. Before they adopt the ServiceNow platform, our customers suffer from:

- Limited ability for IT teams to deliver modern services because they're bogged down managing outdated, on-premises systems.
- Poor integration between a variety of data sources, processes, and tools.
- Constant, time-consuming firefighting instead of service delivery.
- Lack of real-time visibility to make informed decisions on how to improve.

Problems solved with a single platform for IT–the Now Platform.

windward | servicenow

A single platform for a consistent view and seamless services

ServiceNow's unified cloud platform, the Now Platform™, harnesses the most trusted IT service workflows—IT Service Management (ITSM), IT Operations Management (ITOM), DevOps, and Integration Hub—to help you consolidate services on a single platform for IT. It allows your IT teams to significantly expand the volume of work they can manage as well as expedite and improve their decision-making. They are empowered to focus more on strategic, transformative initiatives while employees anywhere are empowered to self-solve IT issues 24/7.

Revolutionize, energize, and optimize IT

ServiceNow solutions automate and optimize IT service operations to resolve issues fast, accelerate innovation in the business, maximize process efficiency in service operations, reduce administration costs, and boost output of both internal service teams and vendors. It's all possible because you can:

- **Revolutionize IT to drive productivity and delight employees.** Get a unified and holistic view of service and operations data and enable collaboration between teams using a single, cloud-based IT platform for automation; help your service desk agents make the best possible IT support decisions while allowing employees to resolve incidents 24/7 without agent intervention.
- **Energize IT with automated AI-powered service operations to self-heal and resolve issues fast.** Free up agents for other critical work by deflecting service requests and reducing call volumes using AI-powered virtual agents; prevent or resolve high-impact incidents with predictive AIOps (a.k.a. AI-Powered Service Operations) that's unique to ServiceNow.
- **Optimize IT to get the most out of your resources and budgets.** Maximize efficiency of your IT service teams and vendors with AI-assisted recommendations; quickly take corrective actions and streamline processes to deliver services at the speed of the business.

A closer look at how you can transform IT for your business

Revolutionize IT to drive productivity and delight employees	**Energize IT with automated AI-powered service operations** to self-heal and resolve issues fast	**Optimize IT** to get the most out of your resources and budgets
Use AI to empower employees to self-solve issues 24/7 and raise questions, and get relevant, accurate, and consistent information from any device.	Resolve employee incidents quickly and accurately with platform-native, AI, machine learning and virtual agents to increase employee satisfaction.	Ignite agent productivity with Mobile Agent and AI-assisted recommendations, while deflecting tickets and reducing call volumes with AI-powered virtual agents.
Harness a single view of services, operations, and development data to improve efficiency; drill into process trends and drive better decisions.	Predict and prevent machine-generated incidents and vastly improve service availability while preventing performance degradations and outages.	Evaluate vendor and service portfolio performance from a single workspace. Take corrective actions based on fulfillment and satisfaction metrics.
Ditch the old, siloed IT tools and break down barriers between teams using a single, cloud-based IT platform for automation.	Speed technology innovation and agility, in hybrid environments, with nearinstant change approvals while catching unauthorized changes in real-time.	Revamp service processes for the best outcomes. Maximize team and individual employee performance as well as optimizescheduling with real-time visibility – from one place.

Customer outcomes: how companies like yours thrive from automating and optimizing their IT services and operations

Financial services

Challenges: Antiquated, siloed systems, unstructured processes touching multiple functions and systems managed through people, email, and chat created disconnected experiences across channels.

Results:
- 82% of issues resolved on first attempt.
- Requests fulfilled 2.4x faster than industry average.
- MTTR 50% faster than the industry average.

> **We have a wonderful partnership with ServiceNow and we've done amazing things together.**
>
> Meghan Sander, Technical Business Analyst, France of America

Read full story

Education

Challenges: Delivering a wide range of communications, computing, instructional technology, and consulting services that help faculty, administrators, and researchers to achieve their goals; providing world-class support for university staff and students.

Results:
- 75% reduction in incident resolution times.
- 25% fewer incidents.
- 66% fewer incorrectly routed incidents.

> **ServiceNow gives us the intelligent platform we need to deliver great service and drive innovation.**
>
> Sean Phelan, ServiceNow Architect and Team Lead, University of Maryland

Read full story

Government

Challenges: Automating workflows and consolidating outdated IT systems into a single, cloud-based solution to fuel mission-oriented innovation; connecting teams, workflows, and systems; driving digital transformation in government services.

Results:
- ~80% reduction in the number of requests and support calls.
- 120,000 service requests managed per year.
- $3 million reduction in one-time costs and more than $1.2 million in annual savings

> **People know where to go for all their issues associated with IT support, whether it's purchasing a new laptop, or getting help with a password or buying software. And since it's all cloud-based, it's accessible online and through mobile devices.**
>
> Dave Fletcher, Chief Technology Officer, Utah DTS

Read full story

Healthcare

Challenges: Service request response times were routinely routed to the wrong departments; service desk requests led to callbacks that clinicians couldn't take because the multi-step process consumed too much clinician and support staff time.

Results:
- 170 hours freed up daily for 1,500 physicians and 3,600 medical staff.
- Clinician hours increased by 62k per year to provide more patient care.
- 35% reduction in the time to triage incidents thanks to AI and machine learning.

> **ServiceNow has driven us to improve our own processes and that has resulted in our clinicians spending more time with patients.**
>
> Chuck Huntley, Senior Director of Service Delivery

Read full story

Business value certified by Forrester Consulting

Forrester Consulting can validate the business value of ServiceNow solutions via Total Economic Impact™ (TEI) assessment data. TEI is a methodology developed by Forrester Research that improves a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. It helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. All figures calculated below are based on metrics collected from ServiceNow customers as part of Forrester TEI studies and as well as customer interviews conducted in the first three months of 2020, as a commissioned validation on behalf of ServiceNow.

Service Management	Operations Management	Business Management	Asset Management
• Resolve incidents 33% faster • Improve agent productivity by 30% • Resolve major outages 25% faster • Reduce annual service request volume by 7%	• Reduce event noise by 75% • Map services 67% quicker • Create incident with 80% less effort • Reduce server provisioning effort by 60%	• Manage project requests 15% faster • Improve resource allocations by 40% • Improve app visibility and rationalization rate by 60% • Reduce management effort of application inventory by 50%	• Reduce software audit effort by 80% • Save 10% on underutilized software • Improve software asset manegement team productivity by 25% • Reduce software entitlement non-compliance by 70%
Source: The Forrester Certification of ServiceNow's Value Management Model, Forrester consulting, April 2020			

About Forrester certification

- **Due diligence:** We interviewed Forrester analysts and ServiceNow staff to gather data about the business value of ServiceNow solutions.
- **Customer interviews:** We collected data from over 25 ServiceNow customers to obtain real information about the costs, benefits, and risks of deploying ServiceNow solutions.
- **Composite organization:** We designed a composite organization based on characteristics of the interviewed organizations.
- **Financial model framework:** We constructed a risk-adjusted financial model representative of the interviews using the TEI methodology.
- **Case study:** We employed four fundamental elements of TEI in modeling the impact of leveraging ServiceNow solutions: benefits, costs, flexibility, and risks. Given the increasing sophistication that enterprises have regarding ROI analyses related to IT investments, Forrester's TEI methodology serves to provide a complete picture of the total economic impact of purchase decisions.

TEI Approach

- Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.
- Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.
- Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.
- Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

Continue your learning journey, see the value of digital transforming with ServiceNow.

- **IT Workflows**
- **IT Service Management**
- **Volume Calculator**
- **Industry solutions**

LET'S TALK

Ready to find flow?

Windward helps companies create an IT operations strategy that connects your vision to a roadmap for success. If you'd like to learn more and discuss a strategic IT Ops plan for your organization, feel free to email us at info@windward.com or go to www.windward.com.