



3 WAYS TO ACCELERATE PRODUCTIVITY AND INNOVATION IN THE ENTERPRISE

Connect processes, extend automation and optimize workflows to focus on what matters most



Contents

Escape the islands of automation

Most organizations have systems and processes that are siloed by function. While this may meet department-level needs in the short term, a lack of cross-enterprise integration leads to disconnected critical systems, such as those for finance and HR. Any process automation typically comes from isolated niche tools, creating inefficient islands of automation, strategic misalignment, and project delays.

When those projects are delayed, they're too often assigned to the highest value employees for rescue. That means they're the ones mired in time-consuming and uninspiring manual tasks—such as repetitive data-entry—that are prone to human error. And higher-impact projects that could drive innovation are neglected.

Consider this: When you embrace intelligent automation—also known as hyperautomation—you improve employee experiences by eliminating repetitive tasks and manual work. And by connecting disparate people, processes, and systems on a single, unified platform, you accelerate seamless workflow automation across the enterprise, saving time and money.

Enterprises require smarter, faster automation:

- **82%** of enterprise decision-makers think automation strategy is important to business strategy.¹
- **66%** say a siloed view on end-to-end processes is a challenge to automation strategy.²
- **5x** more automation is enabled by market leaders vs. their counterparts.³

¹ [Forrester, Hyperautomation Leads To Transformative Business Outcomes](#), 2022

² *ibid*

³ EMA, AI Service Management: The convergence of ITSM and ITOps, 2022

⁴ [Bain & Company, A New Dawn for Automation](#), 2020



Accelerate innovation when you extend automation

Automated workflows can efficiently orchestrate the people, tasks, and data related to business processes, allowing teams to focus on doing more innovative work.

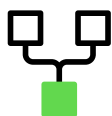
By adding intelligent automation from ServiceNow, you can seamlessly connect those workflows to any system, document, or task with minimal code. You can also eliminate manual, repetitive, work with robotic process automation (RPA) and intelligent document processing (IDP). And with process mining you can gain a unified view across your landscape for additional process improvement insight and easy ROI measurement.

Expected outcomes from intelligent automation across the enterprise:

20%	increase in revenue and pipeline
90%	reduction in app development effort
40%	reduction in manual transaction processing
15	legacy apps consolidated onto one platform

Source: ServiceNow customer results [from case studies](#).

In this guide, you'll discover three approaches for dramatically improving workforce productivity and empowering your teams to focus on what matters most to the organization.



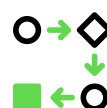
Connect

Integrate processes and tasks with any enterprise system to reduce manual data entry and expedite cycle times.



Hyperautomate

Build at-scale task automation with templated designs and comprehensive integrations to expand automation.



Orchestrate

Optimize workflows with data-driven visibility for spotting improvement opportunities and easily measuring ROI.



APPROACH #1

Connect processes and services

Enterprise system data can drive informed, quick business decisions. Without automated connectivity to that data, your teams must constantly go back and forth between systems to sync the information on key but disparate processes. That inefficiency is simply unnecessary. Additionally, the lack of interdepartmental or cross-enterprise connectedness results in fragmented toolsets, varying strategies, and inconsistent approaches to challenges across departments.

A simple and straightforward solution from ServiceNow puts an end to the disconnect. We offer a broad and diverse catalog of nearly 200 action-enhanced, API-based connectors for common, modern enterprise applications, plus more than 4,000 pre-defined actions for richer out-of-the-box integration functionality. That means you can quickly and easily connect enterprise systems to enrich your workflows, which results in:

- **Shorter development time** for workflows
- **Fewer information silos** across the enterprise
- **A single source** of enterprise truth
- **More timely, data-driven** decisions and actions

Without automated connectivity to [enterprise] data, your teams must constantly go back and forth between systems to sync the information on key but disparate processes.

AUTOMATION ENGINE IN ACTION

Sportsbet enhances data security with automation

Sportsbet, a leading online betting company, was using multiple systems for HR and IT processes without any enterprise workflow to connect the data flows. This made for data duplication, inconsistencies, and major delays. By connecting and standardizing processes with ServiceNow, Sportsbet has greater visibility into workflow and empowers IT to quickly identify problems and fix them.

[→ Learn More](#)

"With ServiceNow's out-of-the-box low code app dev functionality and configurability, we have realized the benefits of efficiency gains and improved governance."

Ben Calder
Technology Capability Manager, Sportsbet

93% reduction in time to create an account

86% less effort to complete a user request

1 day to access to enterprise applications



APPROACH #2

Hyperautomate to deliver services nonstop

Capture important data, automate common tasks, streamline your workflows, and free employees from data entry by using robotic process automation (RPA). You'll eliminate manual, repetitive tasks, enhance employee productivity, reduce human error, and create time for teams to do higher-value, creative work.

With ServiceNow, you can take advantage of a large catalog of pre-built integration and RPA solutions, pre-built actions, and templates that your teams can use right away for faster time to value. With plug-and-play integrations such as API, RPA, and intelligent document processing (IDP), you'll get the right automation for your business needs with comprehensive capabilities and near-instant deployment. You're empowered to:

- **Develop sophisticated enterprise automations** that can handle many types of automation tooling in the same workflow, but reduce the number of vendors required.
- **Jumpstart integration projects** and leverage best practices.
- **Save money on development costs** and increase development speed by leveraging a single platform to reduce the developer learning curve across technologies.

You'll eliminate manual, repetitive tasks, enhance employee productivity, reduce human error, and create time for teams to do higher-value, creative work.

AUTOMATION ENGINE IN ACTION



Marken unlocks vital time and process efficiencies

With global logistics hubs handling the specialized storage and distribution of trial pharmaceutical products, Marken relies on delivering consistent, quality services. Marken chose ServiceNow's automation solutions to deliver streamlined, cost-effective IT services to global employees, freeing them to focus on customers, products, and services to maintain Marken's reputation for excellence.

[→ Learn More](#)

"Essentially automation is making it much easier for us to scale with agility, it's completely transformational."

Tony Clarke

VP Information Security and IT Operations, Marken

1.45M clinical trial shipments managed globally in one year

85% of all IT requests are now automated

12K requests automated so far, with more to come



APPROACH #3

Orchestrate and improve your workflows

With more integrations and task automation, you can deliver unified experiences through connected systems and departments—providing you with the transparency and key data your teams can use to optimize processes. Use ROI calculators to easily monitor and understand the business impact of your organization's entire landscape. With Automation Engine, you can derive insight from automation execution success or failure while continuously improving for more seamless workflows.

With a holistic view of the business, you can orchestrate and streamline your operations to enhance their effectiveness. Ultimately, this saves your organization time and money while enabling your skilled professionals to do the work they love. With orchestration, your teams are empowered to:

- **Gain process and task visibility** in the Now Platform to identify bottlenecks and automation opportunities as well as track the operational health of your automation landscape.
- **Learn which automations are delivering ROI** and empower employees to identify new automation opportunities.
- **Accelerate time to value and app development maturity** with personalized insights and tracking; take an automation from idea, to production, to optimization on a single platform.

AUTOMATION ENGINE IN ACTION



Using process mining to uncover and repair inefficiencies

At ServiceNow, we execute more than 900 business processes daily. As our employees and customers grew, our processes became more complex. We wanted to go beyond the “what” to see the “why” behind the metrics. We’re continuously using our own Process Optimization to discover more opportunities to digitize and automate our operations and reduce the amount of our employees’ time-consuming manual labor.

[→ Learn More](#)

“When you know exactly what’s happening behind the scenes, you can start doing. This allows you to tackle specific challenge points head-on to remove a bottleneck.”

Vijay Kotu
SVP, Analytics, ServiceNow

~3

days of time saved for asset management processes

74%

of HR cases discovered for recategorization

1

product to optimize 900 processes



Unify your approach and automate what matters

ServiceNow workflows help deliver great experiences and enhance productivity by orchestrating people, processes, and systems across all areas of your business. Establishing connectivity to modern and legacy systems and automating manual, repetitive tasks make workflows truly seamless. With embedded integration and automation all on a single platform, ServiceNow's solutions are complete, cost-effective, and straightforward.

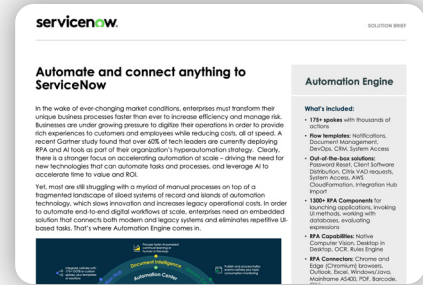


For a deeper exploration of intelligent automation at ServiceNow, we recommend these resources:

Automate and connect anything to ServiceNow

Learn why enterprises need an embedded solution that connects both modern and legacy systems and eliminates repetitive UI-based tasks.

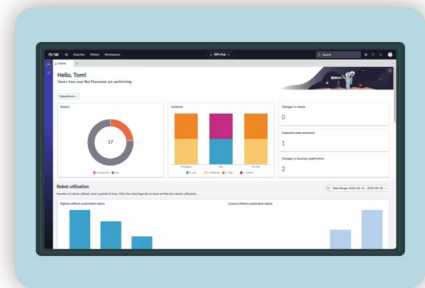
[Read Solution Brief](#)



Modernize legacy processes with hyperautomation

Watch this demo to learn how you can connect systems across the enterprise and automate mundane tasks.

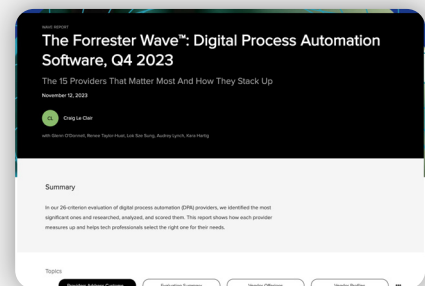
[View Demo](#)



Forrester names ServiceNow a Leader in Digital Process Automation Software

Find out why ServiceNow is uniquely positioned to help customers optimize processes, build business-critical workflows.

[Read Report](#)



About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit www.servicenow.com.

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