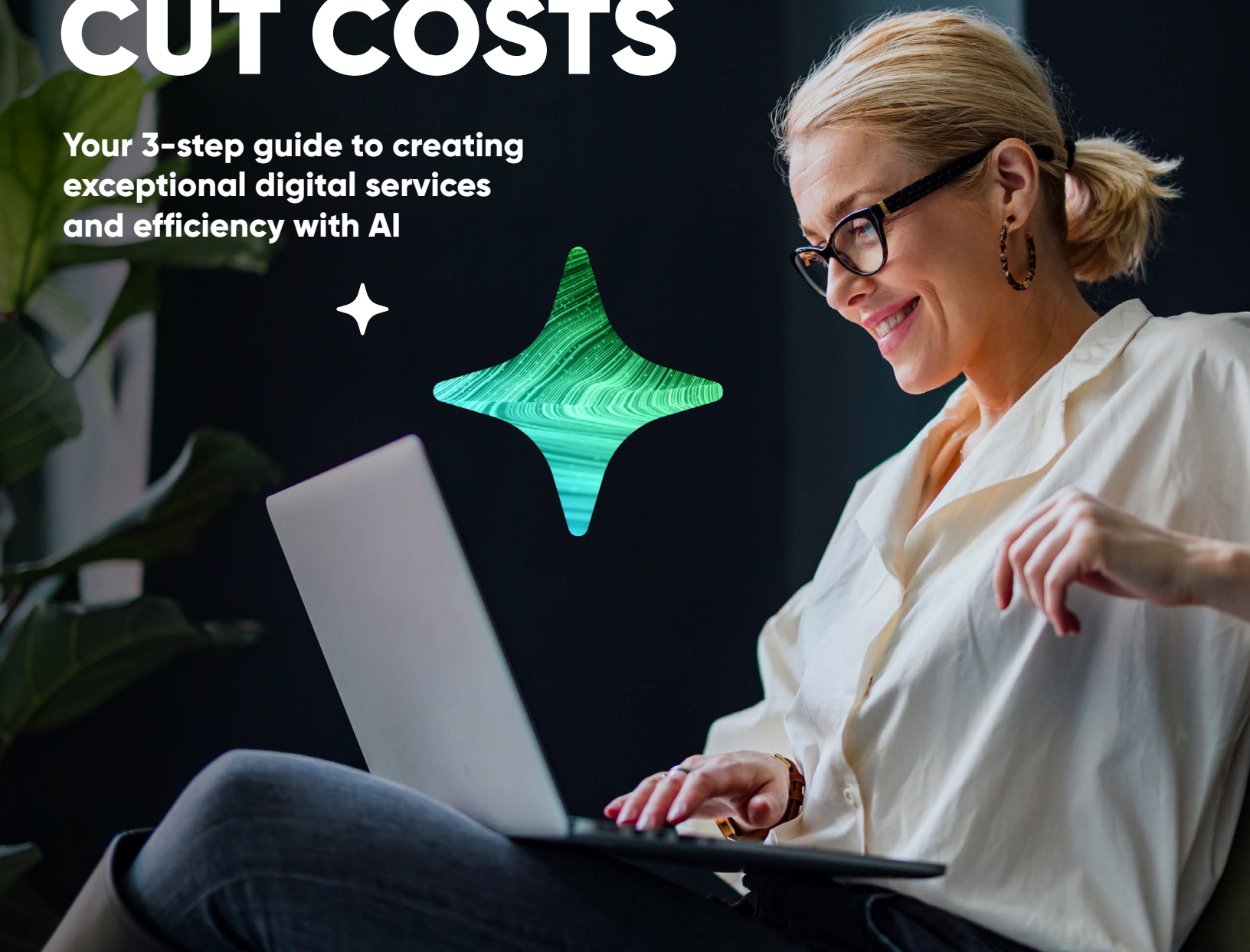
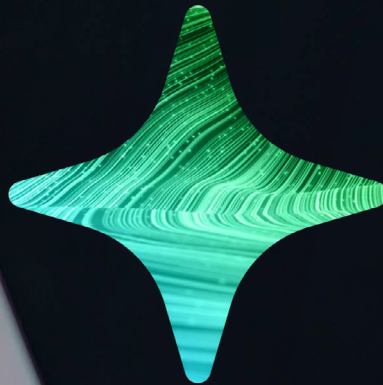


3 WAYS TO EXPAND TECHNOLOGY SERVICES AND STILL CUT COSTS

Your 3-step guide to creating
exceptional digital services
and efficiency with AI



Contents

Tear down silos by unifying IT services and operations

Siloed services and operations teams can no longer keep pace with the technology demands of today's digital-first world. As hybrid workforces and dynamic services grow, legacy systems and processes inhibit investment in the innovation your organization most needs to succeed. When technology services and operations teams, tools, and workstreams remain divided in a decentralized IT environment, it's hard to achieve governance or efficiency—resulting in overworked staff, lost productivity, and poor employee and customer experiences.

That's why 78% of organizations are turning to technology service operations,¹ an approach that unifies IT service and IT operations management for better delivery of digital business services. By bringing together these functions onto a single cloud platform such as ServiceNow, you can share data, streamline processes, and scale services. These in turn enable you to accelerate service delivery, improve service quality, and lay a modern foundation for business growth.

If nothing changes, your company could:

Risk falling behind competitors

- **93%** of organizations have adopted or have plans to adopt a digital-first business strategy.²

Lose revenue and damage brand

- **52%** of companies take up to 3 hours to fix a service outage, 23% take 4–8 hours, 7% take a day or more.³

Struggle to adapt to change

- **93%** of C-suite executives worry their operating models can't keep pace.⁴

¹EMA, [Automation, AI and the Rise of ServiceOps](#), 2023

² Foundry, [Digital Business Study](#), 2023

³ EMA, AI Service Management: The convergence of ITSM and ITOps, 2022 (not published for public use)

⁴ Accenture, [The resilient operating model](#), 2021

Provide cost-effective services across multiple environments

Burdened with legacy tools, talent shortages, and siloed data, IT teams struggle to support organizationwide innovation. But you can help unleash transformation by unifying IT services and operations on a single cloud platform. In doing so, your teams gain complete visibility of the IT estate. Visibility comes from a common data foundation that's essential for delivering modern, cost-effective services across hybrid and multicloud environments as well as ensuring compliance and security. Your teams can also scale with AI to resolve common employee requests and rapidly remediate IT issues. All of this frees them up to do higher-impact work.

Forrester Consulting validates the business value of ServiceNow service operations via Total Economic Impact™ (TEI) assessment data. All figures calculated below are based on metrics collected from ServiceNow customers as part of Forrester TEI studies as well as customer surveys and interviews.⁵

68%	reduction in service maintenance activities
30%	improvement in productivity for service desk request fulfillment
25%	improvement in productivity for critical outage resolution
67%	reduction in effort to map a service

In this guide, you'll discover three approaches for expanding technology services while still reducing costs:



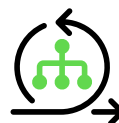
1. Deliver services on a single cloud platform

Use a common data model that unifies IT services and operations.



2. Gain visibility of your IT estate

Discover and map on-premises and multicloud resources, applications, and assets everywhere.



3. Automate core processes

Use AI-driven tools and workflows to manage everyday incidents, changes, and user requests.

⁵ Forrester, The Total Economic Impact™ of ServiceNow—Validated Financial Model Data: Validated default inputs and benefit metrics, 2022

APPROACH #1

Deliver services on a single cloud platform

Bring IT services and operations together on a single cloud platform so processes and information flow seamlessly. You'll also be able to retire legacy systems for reducing costs and technical debt.

On a single platform, you can leverage common language with a consistent, shared data model. Process owners get real-time service visibility so they can proactively avoid bottlenecks and delays. And collaboration increases between services and operations teams to accelerate service delivery and issue resolution. For example, imagine how efficiently they can coordinate major incident responses.

With this visibility and shared use of one platform, your teams can also quickly restore service outages caused by unauthorized changes. It's easy to correlate actual and planned changes in minutes instead of hours.

Your teams are empowered to:

- **Automatically create an emergency change request** when an unauthorized change is detected, then accept a request, reject it, or undo it.
- **Prioritize and fix critical issues**, avoid mistakes, and reduce rework.
- **Crowdsource knowledge** from your entire organization while still maintaining oversight and control.

Collaboration increases between services and operations teams to accelerate service delivery and issue resolution.

SERVICE OPERATIONS IN ACTION

The Danske Bank logo is displayed within a white rounded rectangular box. The logo itself consists of the word "Danske" in white text on a dark blue background, followed by the word "Bank" in dark blue text on a white background.

Danske Bank unlocks value and spurs innovation

Danske Bank wanted to standardize its IT operations on a single platform that would scale across the organization. With ServiceNow, Danske Bank has created a foundation for enterprisewide innovation that improves risk management and enhances the employee experience.

[→ Read Story](#)

"The consolidation and standardization of our services onto a single platform enables us to continuously improve our capabilities."

Jacob Elfving

Development Manager for IT Operations, Danske Bank

93%

reduction in high-priority incidents

6X

improvement in time to restore services

90%

portal adoption rate by employees in 2 weeks

APPROACH #2

Gain visibility of your IT estate

The IT landscape is getting complex with on-premises, hybrid cloud and cloud native environments, as well as an increasing number of tools used by distributed teams. IT teams need complete visibility to ensure compliance, auditing ease, governance of service delivery processes, and monitoring of infrastructure changes.

Automated discovery and service mapping—driven by machine learning and AI—finds your applications and infrastructure across on-premises and cloud environments, then maps everything to your digital services, creating an accurate, up-to-date record in the configuration management database (CMDB). Both agentless and agent-based discovery are available, and you can also integrate data from third-party tools using out-of-the-box connectors. With these capabilities, your teams can:

- **Dramatically reduce the time** it takes to investigate outages and restore service.
- **Ensure data quality and harmonization** across multiple stacks to enable business outcomes.
- **Drive IT compliance** based on policies to mitigate risks and ensure security.
- **Make machine learning and AI ubiquitous** to managing your infrastructure in cloud environments.

IT teams need a complete visibility to ensure compliance, auditing ease, governance of service delivery processes and monitoring of infrastructure changes.

SERVICE OPERATIONS IN ACTION



Novant Health delivers exceptional experiences to patients and employees

Novant Health wanted to create remarkable customer experiences for its staff, eliminating or automating many redundant, mundane employee tasks. By implementing a single, streamlined platform from ServiceNow, Novant Health automated much of the ticketing process, improved self-service, and simplified the resolution process.

[→ Read Story](#)

"Team members can now focus on helping with chat or the service desk. We're creating flexibility and adding value."

Franck Nkashama
Process Architect, Novant Health

28% hours per week of redundant support work eliminated

50% reduction in workload through self-service

30% fewer ticket reassignments

APPROACH #3

Automate core processes based on best practices

When you can automate incidents, changes, common requests, and other core processes, you will lower manual effort, eliminate rework, and deliver more responsive services. A collaborative service operations workspace can increase efficiency and responsiveness even further, giving IT service agents a single pane of glass to manage employee interactions. Plus, they get everything they need at their fingertips, including:

- **Integrated communication channels**, contextual customer information, searchable knowledge base articles, and visual playbooks that guide agents through troubleshooting flows and business processes.
- **A mobile agent application** that allows agents to work on the go—resolving issues, responding to requests, and updating status from their mobile devices.
- **Automated auditing of the core ITIL processes** to track critical incidents and changes that represent business risks and require compliance guardrails.

A collaborative service operations workspace can increase efficiency and responsiveness even further, giving IT service agents a single pane of glass to manage employee interactions.

SERVICE OPERATIONS IN ACTION



Global consulting firm achieves new levels of productivity and client service excellence through enterprisewide standardization

The firm embarked on a global consolidation program to fundamentally change the way it works across lines of business, selecting ServiceNow as a key enabler.

"ServiceNow helps us achieve a high degree of mobile enablement and self-service for our professionals wherever they are [located]."

CIO for global consulting firm

50% productivity increase in various business units

20% reduction in days of sales outstanding

5X ROI in workflow efficiencies

Extend automation everywhere

ServiceNow workflows can move mountains of automation, elevating the employee and customer experience while driving efficiency across the enterprise. But chances are, you also have unique manual workflows and islands of complex technology that won't be covered by our packaged solutions.

Intelligent automation from ServiceNow is made up of key low-code tools and connectors to help you blaze the trails of automation between the mountains and ascend the highest peaks. You will have the end-to-end automation you need to quickly create custom apps and unify disparate systems. And that means faster innovation and reduced costs for your organization. You can take advantage of this technology to:

- ✓ Optimize manual or legacy processes to deliver extraordinary customer experiences.
- ✓ Uncover new automation opportunities and gain full visibility into operational health.
- ✓ Connect any system, data, or document to ServiceNow workflows.
- ✓ Expand your pool of AI-enabled developer talent to rapidly build low-code apps.
- ✓ Increase the productivity of your most skilled developers with the power of generative AI.
- ✓ Apply enterprise standards to govern app quality and data security.

Turn to ServiceNow to respond faster to changing business needs in service operations. Use a single automation platform that connects people, processes, and systems to both packaged and custom digital workflows.

[→ Learn More](#)

5x more automation is enabled by market leaders vs. their counterparts.

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



Expected outcomes from extending automation in the enterprise

20%	increase in revenue and pipeline
15	legacy apps consolidated onto one platform
40%	drop in manual transaction processing
4X	faster delivery of apps

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

Get even more value from service operations with the help of [a ServiceNow partner](#).

Lay a foundation for innovation

Imagine how much faster your service and operations team could scale and improve services if all the capabilities it needed were in one place. A single cloud platform that automates key IT processes such as incident, problem, change, and CMDB—tied closely with IT operations capabilities such as discovery and service mapping driven by machine learning—enables your organization to consolidate multiple tool sets and administrative overhead. You can invest the time saved into accelerating development and innovation.

SERVICES

OPERATIONS

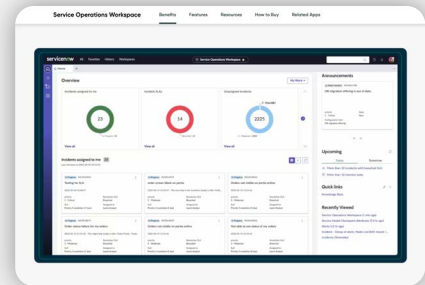


For a deeper exploration of service operations at ServiceNow, we recommend the following resources:

Service Operations Workspace

See how IT service agents and operators can break down silos and collaborate to predict, prevent, and resolve incidents proactively with shared visibility into issue context.

[Visit Page](#)



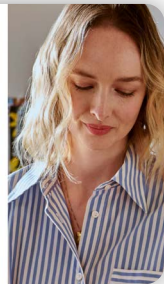
3 steps to digital-first business growth

Discover how unifying IT services and operations on a single cloud platform allows you to scale for growth and deliver excellent digital services—while still maintaining effective governance.

[Get White Paper](#)

3 steps to digital-first business growth

Modernize, automate, and optimize technology services and operations to enable change and innovation



Enabling fast, data-driven improvements

Learn how complete visibility into process flows will let you instantly monitor and analyze performance, check conformance, then continually optimize and improve.

[Read Solution Brief](#)

Enable fast, data-driven improvements with Process Optimization



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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