InfoBeans

Business Transformation with ServiceNow

White Paper

Introduction

According to a "Report on the State of Digital Business", 85% of enterprise decision makers feel that they have a time-frame of two years to make significant inroads on their digital transformation before suffering financially and/or falling behind their competitors.

Clearly, businesses transformation is a hot topic of C-suite discussions and for the right reasons. When continuous and rapid change is the only constant in today's fast-evolving digital economy, businesses are leveraging new technologies to enhance their service offerings and customer service for the new-age, digital-first customers. Enterprises are working towards improving their business processes, develop innovative business models, and identify new opportunities. Digitization with the adoption of right technologies is helping them improve their decision-making, innovate better, and achieve faster time to market.

It does not, therefore, come as a surprise to see that 93% of US-based

multi-national companies are at some stage of undergoing or preparing for transformation.[2]

Several companies around the world are choosing ServiceNow to automate their critical business processes and thereby; achieve organizational transformation through improved service delivery, enhanced operational processes, and also achieve cost efficiencies.

In this comprehensive guide by InfoBeans, we provide an overview of how businesses can succeed in their business transformation initiatives by leveraging the powerful ServiceNow platform. In this guide, we will walk you through the following –
- What is Business Transformation?
- How can businesses realize business transformation?
- Introducing ServiceNow and how it helps businesses with their business transformation initiatives?
- The key benefits of ServiceNow for businesses
- A quick introduction to ServiceNow Apps and their benefits to businesses
- Practical tips and best practices to ensure successful implementation of ServiceNow

What is Business Transformation?

To "transform" means to change in form, appearance, or structure. The term "business transformation" means fundamentally changing the way the company functions – at all levels including operational, strategic, and business model.

Let's take an example of GE, a company that was started in 1892 and is a $117 billion manufacturing company today. GE has successfully transformed itself into a modern digital company with the introduction of Industrial Internet in 2012. This new business of GE is set to transform manufacturing by leveraging a combination of hardware, software and analytics for real-time data gathering, monitoring, and delivery of insights.

Business transformations help companies go beyond incremental changes and achieve breakthrough value by rethinking business and operational models. Any business transformation initiative needs to align people, processes, and technology with the company goals and vision. It involves multiple aspects such as strategy definition, capability-building, design and development of operating model, service delivery, technology implementation, change management, and compliance.

How Can Businesses Realize Business Transformation?

Leading companies around the world are harnessing the power of cutting-edge technologies and methodologies to transform their businesses and gain a competitive edge. These companies are working towards streamlining business processes, simplifying employee experiences, developing workflows which improve employee productivity, and enhance business processes to boost overall customer experience.

Let us take a look at various ways companies are transforming their businesses -

- **Process Simplification**: Businesses are focusing on enhancing their processes and applications to increase employee efficiency and productivity, and thereby improve the overall business outcomes.
- **Business Process Optimization**: This involves enhancement of business processes or implementation of new technologies to improve daily operations or gain a strategic competitive advantage. For example: In 2013, after Roche purchased Genentech, it moved all its 90,000+ employees from Microsoft Exchange to Google to facilitate easier collaboration amongst the Roche and Genentech employees.
- **Workplace Automation**: There is a growing interest in the implementation of advanced workplace automation since it helps in streamlining decision-making, increases the speed of delivery, and enhances the accuracy of business operations.
- **CIO as Business Advisor**: IT organizations are no more considered just as cost centers. The CIOs are being recognized as business advisors who are capable of bringing in meaningful transformations. They not only suggest the best technologies to help the organization's

digital transformation initiatives but, with their 360-degree view of customers, they also help in bringing a more consumer-oriented and a unique point-of-view.

- **Omnichannel Digital Interactions**: Today's highly-connected, well-informed, sophisticated, and digitally-savvy customers demand a high degree of personalized service. To meet these growing customer demands, organizations have started implementing customer service systems which offer real-time, individualized, and omnichannel interactions to the customers.
- **Knowledge Management**: Organizations have started putting in focused efforts on their knowledge management strategies to help them be operationally more efficient and effective, enhance customer service, reduce the risk of knowledge loss, innovate at a higher quality, and grow at a rapid pace. Implementing self-service portals is helping them in improving their workforce effectiveness.
- **Design Thinking**: Businesses are increasingly embracing design thinking to enhance and streamline the digital experiences of customers, partners, and employees by identifying their motivations, pain points, and desires. By discovering what people actually do and why do they do that, organizations can better anticipate future and align the unarticulated needs of the customers to the business plans.

Business Transformation with ServiceNow – The Why and How?

The market-leading ServiceNow platform has helped several multi-national organizations accomplish cost optimization, simplification, get more visibility, better control, and achieve performance improvement. With ServiceNow, they are able to gain better control over their operations through holistic service integration and management.

> *Forrester, in their Forrester Wave™: Strategic Portfolio Management Tools for Q3 2017 report, have recognized ServiceNow as a Strategic Portfolio Management Leader who can help drive digital transformation.[3]*

ServiceNow makes work efficient, faster, and better across all the functions of the enterprise. The ServiceNow applications help in easy automation and optimization of business processes and tasks such as IT management, Customer Service, Security Operations and Human Resources. This helps in creating better experiences for employees, partners, as well as customers and helps in enterprise transformation.

The common platform offered by ServiceNow along with its flexible workflows and configurability helps organizations deliver on their strategic technology initiatives. Using the ServiceNow applications, CIOs get complete visibility into the infrastructure and resource usage which helps them being in control of the IT departments and better manage the budgets and resources. They also get clear visibility into various projects and portfolios. This, coupled

with the financial insights into the cost of delivery, helps them closely align the IT planning to support the business objectives and goals.

The Key Benefits of ServiceNow for Businesses

With ServiceNow, organizations gain great visibility across all processes and infrastructure. It helps them leverage automated workflows and also tightly align IT and business strategy. By transparently connecting the organization internally, ServiceNow enables seamless synchronization of information and makes the enterprise flexible to adapt to the core needs of the business.

Research shows that companies investing in ServiceNow realize a 449% return on that initial investment in five years with a total discounted benefits worth $36.8 million.[4]

Some of the key benefits of ServiceNow include -

- **Ease of Use**: Enterprises can get started with ServiceNow quickly and easily as it requires little configuration. With its straight out-of-the-box features, companies can start automating their workflows immediately.
- **Self-Service Capabilities:** ServiceNow empowers the end users with self-serve capabilities enabling them to fulfill IT service requests themselves. It, thus, helps in makes organizations more efficient.
- **Enterprise Ready:** ServiceNow is a cloud-first platform which is built for large enterprises. It is designed to address the pressing demands of high availability and performance of large enterprises. It has also invested a lot in compliance making it more attractive for large-scale organizations.
- **Cost Savings:** Companies using ServiceNow have experienced improved IT productivity and greater efficiency of service desk and IT back-office operation. Compared to legacy systems, they have experienced tremendous infrastructure cost savings. Automation has also helped them increase their efficiency and thereby save costs.
- **Enhanced Customer Service**: ServiceNow offers real-time access to customer history and easier collaboration across departments. This helps in reducing the case volume and increase customer loyalty through quick issue resolution. At the same time, it also helps in improving the productivity of customer service teams.
- **HR Optimization**: With ServiceNow, HR teams can improve their service delivery by offering a personalized service experience to the employees. Such personalized interactions can help them gain valuable insights.
- **Security Operations**: As a consolidated system, ServiceNow allows security teams to effectively collaborate with IT teams and understand and resolve threats which can have a high service impact.

- **Asset Management**: ServiceNow simplifies the software management process. With simple tools, it helps companies reduce costs, improve efficiency, and handle audits effortlessly.

ServiceNow Apps - Business Benefits

While serving over 3600 customers all over the world, ServiceNow recognized that for performing some specific tasks, enterprises need to build some exclusive apps on top of their ServiceNow implementations. ServiceNow allowed organizations to build such apps. However, in 2015, to make things easier for enterprises, ServiceNow launched ServiceNow Store which provides access a 300+ third-party apps built on ServiceNow platform. Enterprises can achieve faster time-to-value by simply using these readymade apps available on the store. It enabled them to be more responsive to the business needs, be agile, and be more flexible.

For some specific needs, organizations can still go ahead and build their own custom apps using the Now Platform. Using the single data model, the Now Platform makes it easy to create contextual workflows and automate business processes. The platform offers Intelligent Automation Engine, which combines machine learning with automated actions. The Now platform offers several readymade components, industry-standard languages and libraries, and scripted APIs for easy integration.

Here are the top benefits of ServiceNow apps -

Flexibility and Modularity
ServiceNow Apps give enterprises the flexibility to modularize the functional elements of a business. Enterprises can design different contextual workflows for individual departments that are connected to a single system of record. This helps in faster automation of business processes. Since the apps are process-specific, isolating issues in business processes becomes faster and easier. In any event of failure, one does not need troubleshooting of all the comprehensive workflows. It helps in minimizing the failure risks, the time spent to correct them and also improves the overall maintainability of the applications. Application upgrades are also faster and less time-consuming when compared to major changes to enterprise workflows.

Speed of Change
With rapidly evolving business demands, when the applications and workflows need to evolve at the speed of change, ServiceNow Apps come to rescue. Since the apps don't touch the ServiceNow core to effect the upgrade, making modifications to the apps is quicker and less risky. This also takes away the complexity of testing all other applications and workflows connected to the ServiceNow core. All other applications and processes remain unchanged during an upgrade cycle which reduces latency, improves productivity, and has a positive impact on the bottom line.

Cost-Effectiveness
Unlike legacy ERP applications that demand large and ongoing costs to introduce new processes and workflows, ServiceNow Apps become easier and cost-effective to implement. With these apps, implementation of workflows and processes can be need-based. The

ServiceNow Store has a wide variety of ready-to-use applications developed by vetted ServiceNow partners that organizations can use to address their business demands and achieve faster time-to-value.

ServiceNow Apps give organizations the opportunity to become more productive and increase collaboration across the enterprise. The apps give them the ability to access information in a transparent and secure manner and help them respond to market demands faster and more efficiently.

Ensuring Successful ServiceNow Implementation – Tips and Best Practices

ServiceNow is designed with a dynamic, service-oriented architecture. The ServiceNow Platform can seamlessly integrate with other systems across the organization to collect and sync data from isolated departments and bridge the workflows. However, to avoid low adoption rates and huge costs, enterprises should follow some of the below mentioned best practices.

Build a strong business case
ServiceNow is not just a technology investment. Its adoption needs to be planned considering the business objectives. Based on the unique needs of the organization, a careful assessment, roadmap, milestones, cost-benefit analysis must be outlined, and it needs to be clear to all the concerned stakeholders.

Have an integrated approach
While enterprises may decide on a phase-wise implementation approach, they should consider all the linkages and dependencies among various ITSM and core IT processes during the implementations. This helps in making future enhancements as well. It is important to involve all the stakeholders and end users in the planning phase.

Have focused efforts and a fixed timeframe
In the planning phase itself, enterprises should define the short-term as well as long-term goals which they want to achieve through ServiceNow implementation. They should also finalize on a fixed and realistic timeframe for the platform adoption while considering the people, processe, and technologies that are currently being used. Along with this, organizations should identify the core team with right skills, capabilities, and expertise to lead the rollout of the implementation.

Consider the aspects of organizational change and processes
Sometimes, the use of the word ServiceNow implementation can make people focus more on processes and the technology at the cost of organizational change. Most companies overlook the fact that it needs to be planned approach to IT delivery and not a set of ITSM processes that is backed by technology. Enterprises should take a more holistic approach.

Don't over-engineer or over-customize the platform

Enterprises need to ensure that they don't over-customize or over-engineer the code in silos based on specific needs of one department without keeping the overall enterprise-wide objectives in mind. Through a collaborative approach, one can take advantage of the out-of-the-box features and maximize its value.

InfoBeans' Expertise in ServiceNow

InfoBeans is a technology service provider offering customized implementation of Service Operation Process areas. It enables enterprise transformation by automating and standardizing business processes and consolidating IT services.

With certified ServiceNow Administrator, Certified Implementation Specialists, ITIL Certified Team Members, expertise in ITIL, ITSM WebServices, Java and JavaScript, understanding of startNow methodology for rapid deployment, and agile adaptation of user stories, InfoBeans has helped several companies across the globe with successful implementation of ServiceNow projects.

InfoBeans has worked with enterprises in the automobile, ITSM, engineering, telecom, currency printing, and storage domains and helped them with Incident Management, Problem Management, Custom App Development, SLA Management, Configuration Management (CMDB), Automated Business Processes (Workflows), Scripting, Service Catalogue, Employee Self Service, Reporting, and Third Party Integrations.

For more information, visit us at http://www.infobeans.com/services/servicenow

Conclusion

Digital transformation is on every CEO's agenda. Many top-notch organizations worldwide have successfully leveraged technology to disrupt the markets, deliver better services, and enhance the quality of customer experience. However, digital transformation also means a significant change in the way people, processes, and systems are organized. It also demands a strong cultural change.

ServiceNow, a leading Service Management Platform, is being used by thousands of multi-national enterprises worldwide as a platform of their choice for their digital transformation initiatives. It helps them not only with service management automation but also helps in mapping the technology objectives with business goals. It offers a single platform for end-to-end processes. It provides a complete picture of business application portfolio to the organization stakeholders giving them the required visibility to make better business decisions. ServiceNow's full Project and Portfolio Management capabilities offer the enterprises with a common view and management of all resources and work, which enables the multi-disciplinary teams to collaborate better and work faster.

A well-planned and flawlessly executed ServiceNow adoption can help enterprises save millions of dollars in investment and costs. Enterprises need to, however, ensure that they

follow the best practices and take help of experts in their implementation planning and execution.

About InfoBeans

InfoBeans is a technology service provider offering development and implementation of cutting-edge software solutions for various small and large enterprises across all verticals. With our extremely innovative, dedicated and experienced team, we have helped organizations worldwide in developing robust and ascendable solutions.

InfoBeans has worked with enterprises in the automobile, engineering, telecom, currency printing, and storage domains and helped them with their custom software development, storage and virtualization, UI/UX, eCommerce, and automation engineering needs.

Our team of experts specialize in build and release automation that enables businesses to achieve continuous integration and faster deployment cycles.

For more information, visit us at http://www.infobeans.com

References

1. https://www.progress.com/papers/state-of-digital-business-2016-report
2. https://images.forbes.com/forbesinsights/StudyPDFs/KPMG_Transformation_Report.pdf
3. https://servicematters.servicenow.com/2017/10/24/strategic-portfolio-management-leader-who-can-help-drive-your-digital-transformation/
4. https://www.servicenow.com/content/dam/servicenow/documents/whitepapers/wp-delivering-enterprise-value-with-service-management.pdf

--- EOD ---