

3 steps to delivering digital-first business growth



How to modernize, automate and optimize technology service operations—freeing your teams to deliver innovation



Here's your roadmap for leveraging leading-edge technology capabilities

to help the enterprise thrive

Pardon this bold assertion, but when technology teams can work on what's next, the world works. In our technology excellence handbook, we discussed the top four, forward-looking imperatives that are driving business transformation and growth. One imperative that frees up your teams to focus on what's next is automizing and optimizing technology service operations.

As organizations like yours adopt a digital-first strategy, demand for technology services is exploding, driven by new market opportunities, the quest for efficiency and agility, and emerging trends such as hybrid work. It's an exciting, but challenging time for technology leaders, who are under increasing pressure to deliver. In this guide, we'll provide a three-step roadmap for delivering on the imperative to automate and optimize technology service operations, and take a closer look at the best practices for execution. You'll discover how managing IT services and operations on a single cloud platform enables you to scale for growth, boost productivity by 30%, and improve IT support satisfaction by 95%.

Step 1

Modernize IT – that's how you improve service delivery and lower costs

To lay a modern foundation for business growth, you must eliminate silos, streamline processes, and create a solid, common data foundation. And guess what? When you can do that, you can accelerate service delivery, improve service quality, and free up resources to do the most innovative work.

- **Break down silos with a unified cloud platform:** Bring IT services and operations together on a secure and open, single-cloud platform, then watch as processes and information flow seamlessly.
- **Strengthen and expedite core processes with automation based on best practices:** Automate service incidents, common IT requests, application changes, and other core processes; it's how you'll reduce manual effort, eliminate rework, and deliver more responsive services.
- **Build a solid data foundation to improve service quality and make better operational decisions:** Give your service and operations teams visibility of your IT infrastructure no matter where it resides—on-premises or in multiple clouds—so they can prioritize and fix critical issues faster, avoid mistakes, and reduce redundancy.
- **Quickly restore service outages caused by unauthorized changes:** Bring technology services and operations together on the same platform to correlate actual and planned changes; this enables you to automatically notify your operations team and create an emergency change request when it detects an unauthorized change.

REAL-WORLD EXAMPLE



Beachbody strengthens IT operations and employee experience with ServiceNow

Beachbody is a worldwide leader in fitness, nutrition, and weight-loss solutions with the mission of helping its more than 23 million customers to enjoy healthy, fulfilling lives. Using the Now Platform, Beachbody integrated ServiceNow with Slack to eliminate email burdens and increase service quality.

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“

By integrating ServiceNow with Slack, we could give approvers easy access to ServiceNow capabilities within their familiar Slack environment.”

Eric Landsness, Director of Network Operations, Beachbody

90%

reduction in service outage

250%

increase in documented changes

Employees can raise service incidents

directly from Slack

Step 2

Deliver extraordinary service experiences, IT operations resiliency, and staff productivity gains; it's all possible with AI-based automation

Once you've created the foundation, now's the time to build on it with AI-driven automation. That's the key to empowering employees with intuitive self-service, using virtual agents for common requests, and proactively addressing service issues before users are impacted.

- **Deliver a 24/7 AI-powered employee experience:** Start by providing a multi-departmental portal so employees can stay engaged, productive and informed.
- **Anticipate trends and improve staff productivity:** Use AI-powered analysis and machine learning to anticipate service and operations trends and improve staff productivity.
- **Predict and prevent digital service incidents to improve service quality:** Use a predictive AIOps to detect abnormal behaviors in your IT environment before they cause slow services or service outages.
- **Restore services quickly in cloud-native environments:** Adopt an IT platform that connects your pipeline and production data in one system; this unified visibility for your DevOps and SRE teams can restore services faster.

REAL-WORLD EXAMPLE

Danske Bank

Danske Bank unlocks value and spurs innovation with ServiceNow

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

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“

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

Jacob Elfving, Development Manager, 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

Step 3

Optimize service delivery when you relentlessly pursue technology best practices

Once you've started on your AI-based automation journey, it's time to optimize your processes and ensure robust governance. The fastest, most friction-free way to achieve these goals is to look for an all-encompassing IT platform with unique vendor, digital portfolio, cloud governance as well as workforce and process management capabilities. Spoiler alert: that platform only exists at ServiceNow

- **Optimize your workforce and processes to boost efficiency and increase customer satisfaction:** Identify and operationalize ways to improve workforce effectiveness and improve processes.
- **Lower cloud costs and risk with agile, multicloud governance:** Give development teams self-service access to resources across multiple clouds; this improves visibility of applications and assets across cloud environments—as well as on-premises and in mobile devices.
- **Ensure your vendors and internal teams are meeting their objectives:** Let service owners define the scope, quality, and speed of the services they deliver and ensure they're meeting or exceeding these service levels.
- **Drive continuous technology service improvement and maximize ROI:** Give service owners one place to manage the lifecycle of their IT service portfolio; it should enable them to pinpoint where costs are high and make informed, strategic investment decisions.

REAL-WORLD EXAMPLE

Deloitte.

Deloitte achieves new levels of productivity and client service excellence through global standardization

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

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“

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

Stephen Mansfield, Americas CIO, Deloitte

20–50%

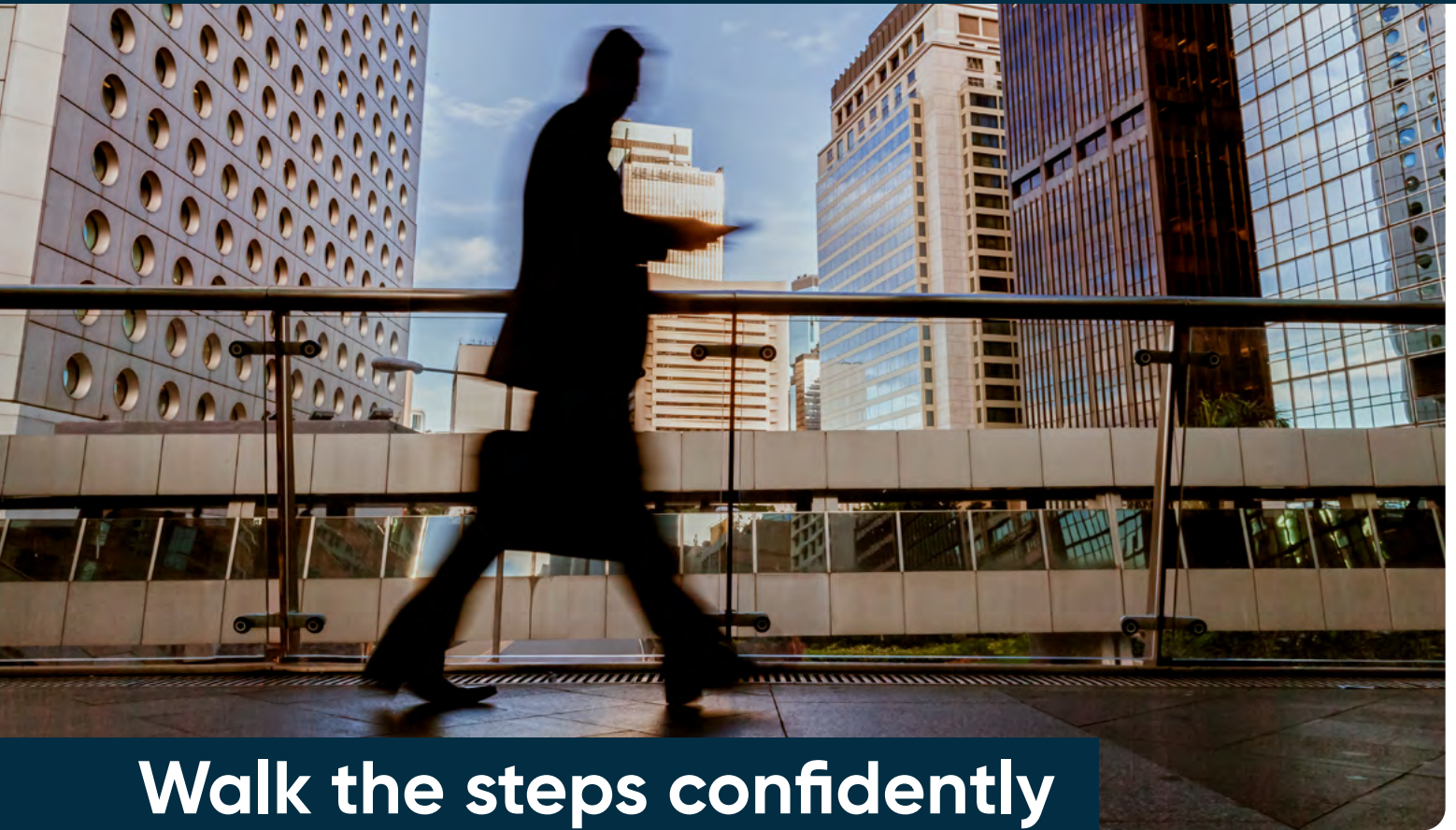
productivity increase in various business units

20%

reduction in days of sales outstanding

5x

ROI in workflow efficiencies



Walk the steps confidently with your bright ideas

The path to digital-first business growth for technology leaders like you is clouded with challenges in governance, scalability, and budgets, to name a few. But it's never been clearer that technology excellence can light your way. By bringing together services and operations on a unified cloud platform—and adopting a phased approach to modernization, automation, and optimization—you can break down silos, accelerate service delivery, improve service quality, and increase team efficiency. With these capabilities, you can lead your organization confidently and boldly into a digital future in which the enterprise can thrive.



Learn more

about how Technology Service Operations can equip your organization to drive digital-first business growth:

IT Service Management →

IT Operations Management →

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.