

**BUSINESS
VALUE OF
SERVICENOW
SERVICE
OPERATIONS**

Take advantage of leading-edge capabilities to modernize, automate, and optimize technology service operations

How to lead your organization confidently and boldly into a digital future

Technology leaders are experiencing an exciting but difficult time. They are under increasing pressure to deliver continuous digital transformation and growth.

The path to providing stellar, always-on IT service can be clouded with challenges—governance, scalability, and budgets, to name a few. But the advances made in service operations (ServiceOps) show that technology excellence can light your way.

- **Eliminate silos between IT service and IT operations for greater efficiency.** To facilitate business growth, sharing consistent and accurate information across teams streamlines processes and creates a solid common data foundation.
- **Use automation to provide better service, prevent outages, and boost IT staff productivity.** Once you've created the foundation of unified IT service and IT operations, now's the time to build on it with AI-driven automation including generative AI.
- **Strive for ongoing improvement in processes and governance.** As you start your AI-powered automation journey, optimize your processes while staying within your policy guardrails.

Technology spend is increasing

\$4.6 trillion

total projected worldwide IT spending for 2023, an increase from 2022 of

5.1%

With...

11.3%

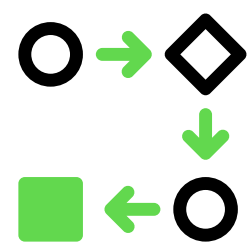
rise in software spending alone

Source: Gartner, [Gartner forecasts worldwide IT spending to grow 5.1% in 2023](#), October 19, 2022

A unified cloud platform frees your teams to focus on what comes next

By bringing together IT service and IT operations on a unified cloud platform—and adopting a phased approach to modernization, automation, and optimization—you can break down silos, speed up service delivery, enhance service quality, and increase team efficiency.

With each phase, you can guide your organization to a level of digital innovation where anyone in the enterprise can spark business-building change.



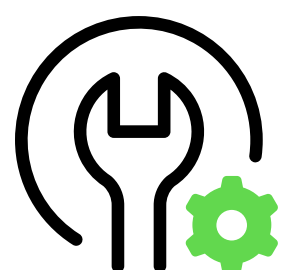
Remove silos and streamline processes. Achieve faster service delivery, better service quality, and unrestricted resources so your team can pursue more interesting work.



Modernize to a common data foundation. Eliminate manual, repetitive tasks to focus on innovation—not firefighting.



Automate everyday processes, powered by AI. Adopt intuitive automation to empower employees with self-service, reduce routine requests with virtual agents, expedite responses to IT support requests with context produced by generative AI, and identify service issues before users are impacted.



Optimize for next-level efficiencies. Build on modernization and automation to create friction-free processes and realize value from your digital transformation.

A closer look at how automation transforms ServiceOps

Gain efficiency by expanding integration between IT service and IT operations

To speed up service delivery, boost service quality, and free up resources for innovation, IT service and IT operations must be integrated so processes and information flow seamlessly. Start by identifying silos, streamlining procedures, and creating a common data foundation.

Integrate IT service and IT operations:

- Bring IT service and operations together on a secure, open single-cloud platform
- Automate service incidents, routine IT requests, application changes, and other core processes
- Give your service and operations teams visibility into 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
- Adopt an IT platform that connects your pipeline and production data in one system to restore services faster with unified visibility for DevOps and site reliability engineering teams

Deliver better employee and customer experiences and improve the productivity of your team through business process automation

With the foundation of integrated IT service and operations in place, get to the next level with AI-powered automation. Equip your employees with easy self-service options, harness virtual agents to handle routine requests, and proactively tackle service issues before they affect users.

Introduce the benefits of automation:

- Provide a multidepartmental portal so employees can stay engaged, productive, and informed
- Use AI-powered analysis and machine learning to anticipate service and operations trends and improve staff productivity
- Employ predictive AIOps to detect abnormal behaviors in your IT environment before they cause slow service or service outages
- Use generative AI to gather relevant case content for IT support and accelerate high-quality responses to employees

Optimize your processes and governance to increase efficiency and maximize ROI

Now that you've ventured into AI-driven automation, you're in a perfect place to streamline processes and establish strong governance. Choose an IT platform that supports you with exceptional management of your vendors, digital portfolio, and cloud resources and also provides workforce and process management.

Focus on these areas to strengthen processes and governance:

- Identify and operationalize ways to boost workforce effectiveness and improve methods
- Support development teams with self-service access to resources across multiple clouds to improve visibility of applications and assets
- Let service owners define the scope, quality, and speed of the services they deliver, so you can ensure they're meeting or exceeding these service levels
- Provide service owners with one place to manage the lifecycle of their IT service portfolio, so they can see where costs are high and make informed, strategic investment decisions

[Discover ServiceNow ServiceOps](#)

CUSTOMER OUTCOMES

How an enterprise like yours thrives with automated service operations

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. The organization chose ServiceNow to be a key partner.

RESULTS

20%–50%

productivity increase in various business units

up to 20%

reduction in days of sales outstanding

4x–5x

ROI in workflow efficiencies

“

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

READ STORY →

Business value certified by Forrester Consulting

Forrester Consulting can validate the business value of ServiceNow ServiceOps 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 as well as customer surveys and interviews, as a commissioned validation on behalf of ServiceNow.

ServiceOps benefits

IT service management (ITSM) productivity benefits	% impact
Reduction in service maintenance	68%
Improvement in productivity for request fulfillment (by service desks)	30%
Improvement in productivity for incident resolution	31%
Reduction of manual effort to handle change-window blackouts	80%
Decrease in incident volume	31%
Improvement in productivity for software asset management (SAM) full-time equivalents (FTEs)	31%
IT operations management (ITOM) productivity benefits	% impact
Decrease in critical outages	20%
Improvement in productivity for critical outage resolution	25%
Decrease in false alerts	75%
Reduction of manual effort to create incidents	80%
Reduction of effort to map a service	67%

Source: Forrester, “The Total Economic Impact™ of ServiceNow—Validated Financial Model Data: Validated default inputs and benefit metrics for ServiceNow solutions,” February 2022

Forrester Consulting provides independent and objective research-based consulting to help leaders succeed in their organizations. For more information, visit forrester.com/consulting.

Calculations of savings you could achieve

Here are estimates of how much organizations of various sizes could save using ServiceNow ServiceOps solutions.

Financial benefits

ServiceOps savings (IT Service Management and IT Operations Management combined)

Annual revenue (in millions)	Annual volume of incidents	Annual volume of unplanned outages	Annual volume of requests	Annual volume of changes	Annual volume of alerts	Expected annual savings
\$500	1,000	1	1,000	1,000	1,000,000	\$477,801
\$1,000	50,000	25	50,000	50,000	10,000,000	\$13,778,282
\$2,000	100,000	50	100,000	100,000	25,000,000	\$32,866,364
\$3,000	150,000	75	150,000	150,000	40,000,000	\$57,278,672
\$5,000	200,000	100	200,000	200,000	50,000,000	\$97,498,654

Note: All calculated figures, excluding Safe Workplace and Business Continuity Management, are based on metrics collected from ServiceNow customers as part of Forrester Total Economic Impact studies and additive customer interviews as a commissioned validation on behalf of ServiceNow.

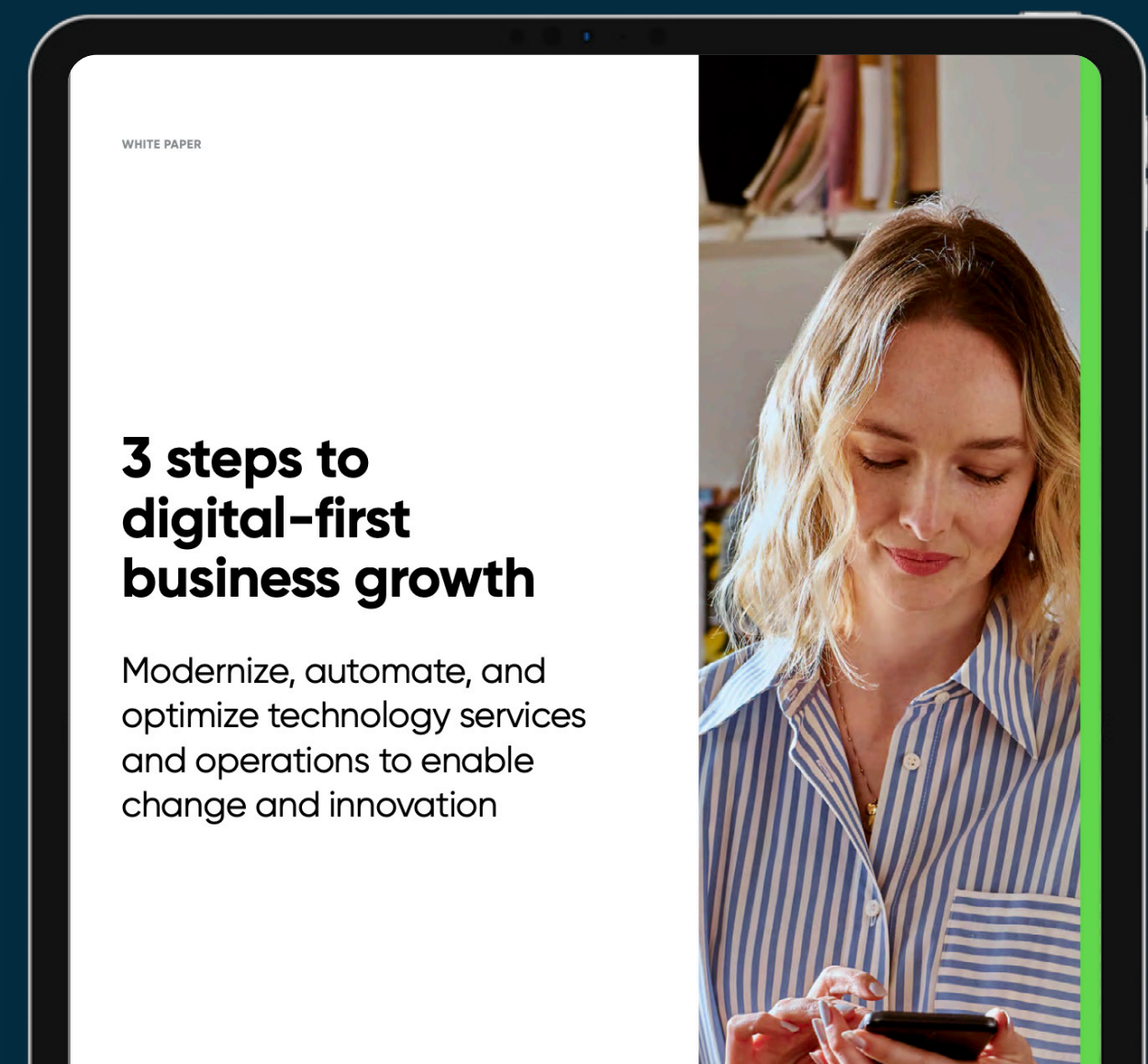
Use our free Value Calculator tool to see your organization's potential [ServiceOps savings](#) based on your unique circumstances. Then download a tailored business value brief for additional background and details.

For a deeper exploration of ServiceNow solutions, we recommend the following content:

3 steps to digital-first business growth

Budgets are simply not keeping up. This white paper reveals how uniting IT service and IT operations on a single cloud platform allows you to scale for growth and deliver extraordinary experiences.

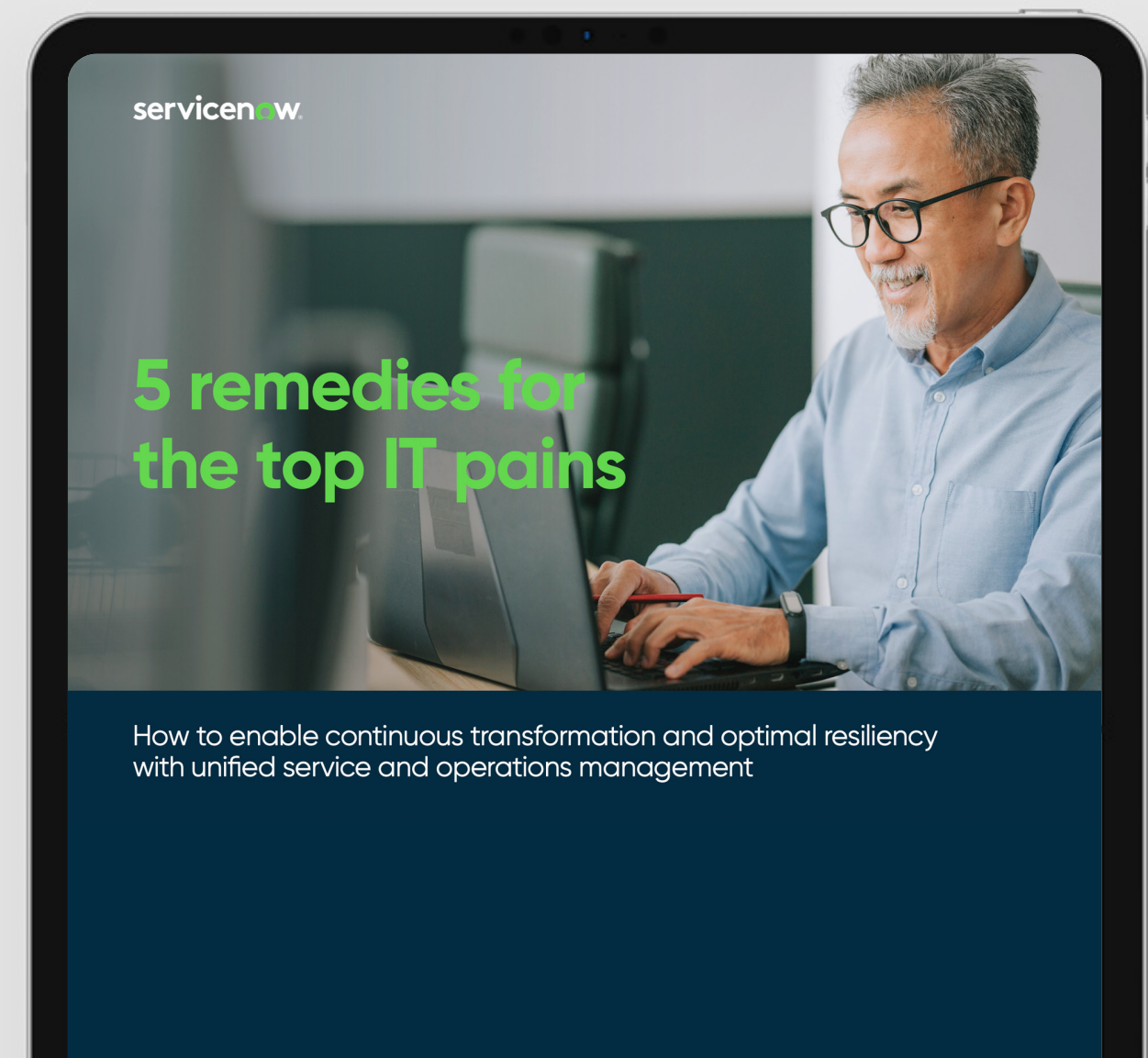
[Read White Paper](#)



5 remedies for the top IT pains

High costs, inability to scale, and poor service experiences plague IT. Read this ebook and learn how to support continuous transformation and resilience with unified service and operations management.

[Read Ebook](#)



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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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