servicenow

CUSTOMER INSIGHTS

Hyperautomation and Low Code Testimonials

Learn how enterprises like yours innovate at scale through hyperautomation and low code app development

Say **YES** to success: Let's win together

It's hard to believe we haven't been together in a global Knowledge event since 2019. Where did those four years of our lives go? So much has changed since then. In 2019, ServiceNow was actually half the size we are today, and we had half the number of products on our magnificent Now Platform®. Your companies, and each of us as individuals, have been through a lot.

Between 2020 and 2022, ServiceNow accelerated 10 years of innovation in less than two. In that same time, technology innovation also accelerated by at least 10 years. The next 18 months will be the most active time ever for technology innovation in the history of the world. Change will never move this slowly again, which is why being together is our ultimate asset.

It's time to rise up

Ninety percent of the businesses out there are linking skilled transformation with their ability to realize their company's strategy and their company's performance.

We need more ServiceNow professionals to build the future. And we are making it very clear through our global program RiseUp with ServiceNow, which is our commitment to upskill one million people by the end of next year. One million!

IT is the business strategy

Nearly 40% of the CEOs in the world today think that their companies will no longer be viable in 10 years if they don't radically change course now. And digitizing their future is the number one thing on their minds.

But something that keeps holding us all back is we've somehow allowed this narrative that it's IT versus the business. And that's wrong. It's time to leave that fallacy behind because today the IT strategy is the business strategy. That's it.

Two years ago, we came up with the idea: "The world works with ServiceNow™." Just like the organizations featured in this customer testimonial ebook, we want your company to work with ServiceNow because your success is our success. This is about a commitment, a solemn oath that together we're going to make the world better for everyone because we can. This is a mission.

Our ServiceNow colleagues all over the world live for our customers and innovating for our customers. So I want to take this moment to celebrate what we've done and, more importantly, what we will do together in the future.

Bill McDermott,
ServiceNow CEO

Excerpts from Bill McDermott's keynote presentation at the ServiceNow Knowledge 2023 event

We're committed to helping our customers deliver the best possible service to their customers and colleagues.

servicenow.

Harnessing the AI opportunity

Knowledge 2023 was monumental in demystifying AI for our customers while also showcasing the technology's real-world applications for enterprises. Across the event, attendees learned how the rise of the "exponential enterprise" is supported by innovative AI solutions that help create truly connected organizations, deliver better customer service, and free up staff to work on critical tasks.

AI built for the Now Platform

One criticism of AI that's often mentioned is that it's not suitable for all businesses and industries. This is no longer a problem thanks to the new ServiceNow Generative® AI Controller. Organizations connected to the ServiceNow ecosystem will be able to easily connect ServiceNow instances to OpenAI and Microsoft Azure OpenAI Service.

With this development, any existing ServiceNow experiences can use generative AI capabilities to answer questions, summarize existing content, and produce new content from a single integration point. Simply put, if you're on the Now Platform, AI integration is ready for your business.

AI-powered search that fits your business

We're committed to helping our customers deliver the best possible service to their customers and colleagues. With Now Assist for Search, we can do that better than ever.

Now Assist for Search is a new tool that uses generative AI to recognize intent. It provides natural language responses based on the customer's own knowledge base when users pose questions in Portal Search, Next Experience, or Virtual Agent. Because Now Assist for Search pulls information from within a customer's environment, results are more accurate for internal agents or external customers, greatly reducing the likelihood of error or hallucinations (when AI produces unexpected results).

Onward together

Organizations need to equip themselves with the digital tools of the time to weather the storms of uncertainty and come out winning, undeterred by disruption. We recognize that C-suite leaders across the world seek to architect a generative AI roadmap that drives business performance. With this in mind, ServiceNow along with our partners, are developing custom large language models trained on data specifically for the ServiceNow platform.

We're excited to put this infrastructure in place for our customers so that they can bring their businesses to the next level. It's never been a more exciting time to be a member of the ServiceNow community.

Innovate and govern at scale with low-code app development

Enterprises today face a common challenge: A lack of developers to meet the increasing demand for new apps. With growing macroeconomic pressures, companies are looking for ways to be more efficient—to do more with less. And in scenarios where anyone can create their own apps, there is a risk of unmanaged app sprawl if the proper IT oversight and controls aren't in place.

The solution to these challenges is to leverage a platform that lets you quickly create low-code apps and safely scale cross-enterprise experiences that users love.

Everyone can be a developer

In an IT environment that accommodates low code app development, innovation is accelerated across the organization by democratizing the process and empowering anyone to build apps fast. This also enables pro developers to focus on more complex development tasks by empowering them to automate repetitive coding work.
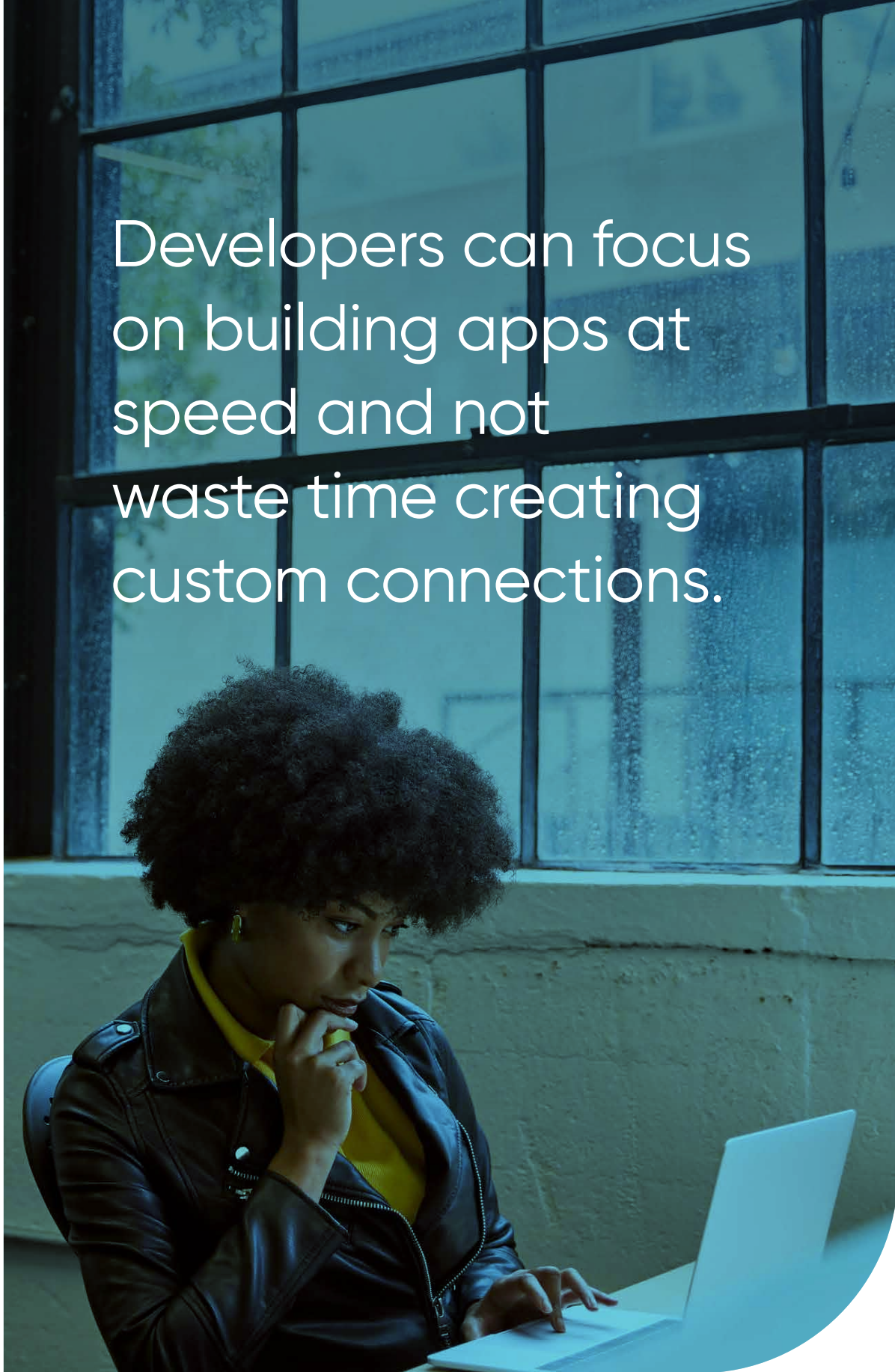
Guardrails that protect best practices

A unified platform makes it possible for admins or IT developers to monitor the app pipeline and the quality of apps to prevent sprawl. Stakeholders can be given the tools they need to submit app ideas, invite others to build together, and hand off to IT for tests and deployments—all in a streamlined and monitored environment.

Integrations straight out-of-the-box

Using a shared data model on a unified platform, developers can easily extend the functionality of out-of-the-box workflows to achieve end-to-end automation and integrate with robotic process automation (RPA), AI, and document intelligence. Developers can create great experiences and modernize legacy workflows instead of wasting time building custom connections.

Read on to discover how ServiceNow customers leveraged low-code application development and strategic automation to drive agility at scale.

Developers can focus on building apps at speed and not waste time creating custom connections.

Use Case 1

Innovate Anywhere with Low-Code App Development

With more people empowered to quickly develop with less complexity, ServiceNow® App Engine lets employees create low-code apps fast, and safely scale cross-enterprise experiences.

As these capabilities are underpinned by a cloud-native unified platform, new apps can be built and deployed in the field and development is no longer restricted to headquarters, or satellite offices. One organization that has applied this functionality to dynamic real-world situations is NASCAR. Using ServiceNow® App Engine, NASCAR employees are armed with low-code tools to create and launch new applications out in the field, in rapid time, and often with minimal to no input from IT teams.

From racing to financial services, the citizen development movement has the potential to create positive impact in almost every industry imaginable. Netherlands NN Group, looked to ServiceNow to boost productivity and lower cycle time across the enterprise. NN Group began looking at citizen development as a way to empower other areas of the organization to quickly and efficiently make front- and back-end changes.

Read on to discover how more of our customers have applied the power of low-code app development.

![NASCAR logo]

> "For us, this is the future of IT. We're spending much less time focused on maintaining the status quo, instead pouring our energy into business automation and creating opportunities for our organization."

Christopher Tozier
Managing Director, Enterprise Applications, NASCAR

NASCAR puts its hybrid workforce in the driver's seat

NASCAR needs no introduction. Arguably the most recognizable motor sports organization in North America and perhaps the world, it attracts hundreds of millions of supporters and viewers across TV, digital, and at racetracks every year.

The organization employs almost 2,000 people—from mechanics to engineers, marketers to welders, and accountants to pit crew athletes. It's a highly mobile workforce, and competition- and media-focused employees are constantly traveling to different towns and cities across the U.S., with NASCAR's 36 races spanning 10 months each Cup Series race alone. Because some employees aren't always in a physical office, the company is aware of the challenges of keeping such a hybrid workforce engaged and productive.

NASCAR decided to redefine its platform strategy to bring higher levels of efficiency to the organization and empower its workforce with more agility, flexibility, and productivity. It wanted to provide a single, unified employee experience to connect all operational and informational processes. However, the company didn't just want an employee portal with the latest news and insights. It also wanted a central hub that employees could use to share and launch new applications to positively impact the entire organization.

Put simply, NASCAR wanted to shift away from a centralized IT model and put the tools and capabilities to succeed directly into the hands of its employees, with the lightest touch from IT possible. This diversified delivery model means IT can operate seamlessly and invisibly behind the scenes. IT provides people with the rules and governance to innovate and succeed but in a safe and secure environment.

"For us, this is the future of IT," says Christopher Tozier, managing director, enterprise applications at NASCAR. "We're spending much less time focused on maintaining the status quo, instead pouring our energy into business automation and creating opportunities for our organization."

Using ServiceNow® App Engine, NASCAR employees are armed with low-code tools to create and launch new applications out in the field, in rapid time, and often with minimal to no input from IT teams. And because the company has connected operational and informational aspects of the employee experience, these innovations are shared seamlessly through NASCAR's new HR portal—built on ServiceNow Employee Center—meaning everyone benefits.

NN Group kick-starts its citizen development journey in style

NN Group is an international financial services company that operates in 11 countries across Europe and in Japan. It is also the largest insurance company in the Netherlands. NN Group has 15,000 employees and provides retirement services, pensions, insurance, banking, and investments to about 18 million customers.

As the company grew, NN Group realized that development teams were becoming bogged down in manual processes—often spending two or more days a week solely focused on creating and adjusting new workflows. To boost productivity and lower cycle time across the enterprise, NN Group began looking at citizen development as a way to empower other areas of the organization to quickly and efficiently make front- and back-end changes.

To start, NN Group identified four categories of people within the business that would benefit from low code and citizen development. Everyone had different levels of expertise

in both coding and the ServiceNow low-code platform. However, NN Group didn't only want to free up its developers' time and empower other business units but also enhance the customer experience. It was receiving feedback from customers that certain forms couldn't be edited properly, which often prompted weeks or months to address due to long development queues.

NN Group created its first single citizen development use case: updating digital catalog forms. It established rigorous training and tests through the ServiceNow low-code platform, which meant only employees with a deep understanding of the company's citizen development framework would acquire access.

Within four months, NN Group saw almost 100 people across 50 different teams become citizen developers. Word was spreading across the company, with requests about citizen development rising by almost 25%. NN Group wanted to help

more of its teams benefit from citizen development. To do this, it established strict guidelines around governance, ensuring a safe and secure end-to-end lifecycle for citizen development.

This allowed the company to continue creating new low-code use cases, supplementing these with regular hackathons and training courses, scaling new applications and processes to the rest of the company, and catering to the other personas. "By connecting all our citizen developer personas together, people of different experience levels can pick and choose from each other's templates to benefit different aspects of the organization," says Paul van Renselaar, engineering manager at NN Group.

Once enacted, every aspect of the organization is now benefiting from citizen development, even those with no direct link to a ServiceNow product—from security to facilities management to procurement.

> "The best part of all this is that colleagues no longer need to come to my team to request a catalog update, they can just do it themselves."
>
> **Paul van Renselaar**
> Engineering Manager, NN Group

Petrobras scales enterprise services with custom app development

Petróleo Brasileiro (Petrobras) is one of the leading energy companies in Brazil. It specializes not only in oil and natural gas extraction, but also fuel production and distribution across the region. The company has a strong focus on digital transformation and innovation, and it is constantly pursuing more effective ways to scale enterprise services and improve both customer and employee experiences.

Petrobras had four core applications focused on service delivery, encompassing around 10,000 services across numerous teams, departments, and product areas. Each of these legacy applications operated with a different user experience and contained siloed catalogs. Teams and departments had become disconnected, and Petrobras customers often found it difficult to identify and locate the services they needed.

The company wanted bring these applications together and empower its people to create their own services and workflows. So, it began looking at a self-service IT solution for license and service management.

Enter ServiceNow. Using a number of solutions enabled by ServiceNow® App Engine—including Service Creator, Catalog Builder, and Process Automation Designer—Petrobras developed its own service catalog. The Petrobras Service Catalog (CSP) solution means customers and employees can build their own catalog items while protected by the necessary guardrails for governance.

Petrobras built, developed, and launched the first version of CSP in just three months. Within one day of launch, the application received 12,000 requests—highlighting its staggering utility and popularity.

Petrobras now operates a self-service portal that provides customers with access to every piece of information they need, quickly and easily. Since scaling the platform, more then 1,000 citizen developers across the company now use CSP to create their own services, including forms and service flows.

Overall, 54 areas of the business are benefiting from Petrobras' new citizen development approach. And these citizen developers aren't IT geniuses—they're everyday, common users. "One person benefiting from citizen development is our head of healthcare services," said Carlos Eduardo Malta Nascimento, process transformation manager, Petrobras. "She's a dentist with no development expertise but is able to create new services."

What's more, because all these various solutions connect seamlessly together, Petrobras can offer employees access to advanced features such as workflow and workplace management, user experience design, and integration and digitization of services.

![BR PETROBRAS logo]

> " Our aim was to scale 10,000 services into a single service and solution in a short period. And, at the same time, the quality of that service should also improve."

Carlos Eduardo Malta Nascimento
Process Transformation Manager, Petróleo Brasileiro

Use Case 2

Generate Seamless Experiences, Resiliency, and Productivity with Automation

We've seen inspiring examples of organizations putting citizen development to work and building intuitive and dynamic apps. Now let's look at how companies have leveraged automation to connect their creations to benefit stakeholders across their organization.

ServiceNow solutions empower platform owners to make work flow seamlessly by quickly and easily connecting to any system and automating routine processes in a single platform. This is exactly what Orange Business did when it sought to revolutionize its legacy document-centric processes. Using the automation capabilities of ServiceNow® Document Intelligence to assist touchless invoice processing, Orange Business was able to effectively automate the end-to-end value chain to integrate faster, monitor performance, and contribute to increased time savings.

When strategic automation is done well, companies enjoy a decrease in integration time and manual work, along with an increase in process efficiency across the enterprise. Let's see how more ServiceNow customers are applying automation to achieve business outcomes.

servicenow.
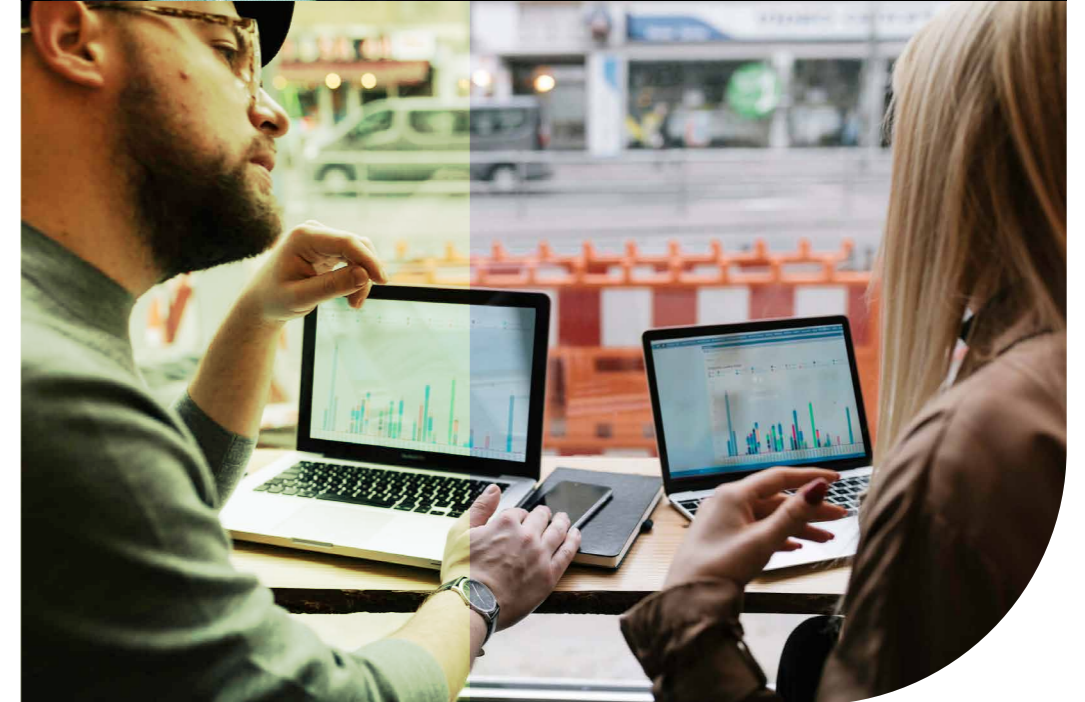
Hancock Whitney expedites banking processes via RPA and API integration

Hancock Whitney Bank provides a range of financial services across the southeastern U.S., including traditional and online banking, commercial and small business banking, private banking, trust and asset management, healthcare banking, and mortgage services. Boasting $37 billion in assets, the bank operates nearly 200 branches and employs around 3,700 staff members.

Starting with an IT service management (ITSM) focus, Hancock Whitney embarked on its ServiceNow adventure in 2009. Fast forward to 2017, the bank established a dynamic ServiceNow business team and, in late 2021, merged the business team with the IT platform team. "We are not part of our enterprise program office," says Werner Erickson, senior vice president and director of operational solutions at Hancock Whitney. "We like to call ourselves a little software company within Hancock Whitney."

The team adopted ServiceNow® Financial Services Operations (FSO), and then Integration Hub and Robotic Process Automation (RPA) Hub to support the company's approach. In the past 18 months, Hancock Whitney purchased ServiceNow® Customer Service Management (CSM) and now is implementing Integrated Risk Management (IRM), too. The company also has the legacy HR module and is implementing the new one later this year.

Why did Hancock Whitney choose ServiceNow? "Number one, it's low code—or no code in some cases. The other platforms we have in the organization are what I like to call 'lower code,' but not as low code as ServiceNow," says Werner. "We have in excess of 60-plus business-developed, scoped apps through the App Engine, and we can develop applications that would typically take weeks into days, or if it's developed in months [into] weeks, or in some cases [if it takes] quarters, we can turn those into a month or two."

Werner shares that his team's mission is to aid the middle and back offices, which "don't often get a lot of love." He gives a recent example using RPA. "We actually built a bot that took the card information from our loan origination system, read it out of the system, took the documentation that the customer signed, took the data out of both of those things, and pushed it to our card processor," he says. "So, the card was automatically booked. That was 30 screens of data that some poor soul had to sit there for every card and key. Now, they don't have to."

> "We've had experiences where we've actually developed, in a critical situation, an app from the back of a napkin through testing and into production in less than three days."

Werner Erickson
Senior Vice President, Director of Operational Solutions,
Hancock Whitney Bank

Milwaukee Tool transforms legacy technology strategies with low code

Milwaukee Tool is an industry leader that develops innovative solutions to deliver increased productivity and unmatched durability for professional construction users. It's also a company that's constantly striving to meet, and exceed, ambitious growth targets. In fact, Milwaukee Tool has consistently grown 20% year on year, driving $9 billion in revenue during 2022. The company's growth is significant, but this adds several challenges around technology and infrastructure. Milwaukee Tool needed to evolve away from its legacy systems, which couldn't scale to meet the needs of such a fast-growing, modern enterprise.

After investing in ServiceNow® App Engine, Milwaukee Tool has turned its progressive problem-solving techniques toward its legacy technology strategies, benefiting numerous areas of the business. For example, Milwaukee Tool's distribution and manufacturing facilities needed a more effective way to monitor and control on-site visits. Employees often went to facilities without the facility manager's knowledge. During the tail end of the COVID-19 pandemic, this wasn't only an efficiency issue but a safety concern too.

Customers are also frequently treated to tours of Milwaukee Tool sites to showcase the company's capabilities from a manufacturing and distribution perspective. Above all else, the company wanted to ensure these trips were uninterrupted and cohesive to provide a top-class customer experience. "Our colleagues in facilities needed a way to safely and efficiently manage on-site footfall," says Andrew Ficks, manager of automation and workflow at Milwaukee Tool. "They wanted to know who was requesting a visit, who was accompanying them, the dates of the visit, and the business purpose of the trip."

Armed with those requirements, Milwaukee Tool's development team reacted quickly and created an application in just 2.5 days, complete with automatic notifications. Since then, Milwaukee Tool has applied three application updates within six months to enhance performance and incorporate other requests—some of which are tangibly putting money back into the business.

Because of App Engine's low-code capabilities, this 2.5-day launch, and subsequent updates, required only the lightest touch from the company's small team of developers. And this is just one example. Milwaukee Tool has launched several new applications to benefit other areas of the business, including finance, manufacturing, facilities, and engineering.

> "
> People at Milwaukee Tool recognize good. In two years, we've added 100 licenses to App Engine, and consumption on the platform is very high."
>
> **Andrew Ficks**
> Manager of Automation and Workflow, Milwaukee Tool

Innovate with low code.
Modernize legacy processes and extend workflow automation across the enterprise.

Learn more

servicenow.

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**.