

AHEAD

MAXIMIZING
THE POWER OF
SERVICENOW IN
THE ENTERPRISE

INTRODUCTION

A decorative graphic on the left side of the page, consisting of several stylized human figures. Each figure is composed of a circular head and a rounded rectangular body, all outlined in a light green color. The figures are arranged in a way that suggests a group of people, with some standing slightly behind others.

What good is a Swiss Army knife if you're only going to use the toothpick?

The business landscape has radically changed over the past few years, and the enterprises that kept pace did so by leveraging agile platforms and tools like ServiceNow. But much like a Swiss Army knife, ServiceNow is a robust platform with a multitude of features and workflow customizations — and the vast majority of businesses don't use it to its fullest potential.

Whether you adopted ServiceNow during the transition to remote work at the start of the pandemic or have had the service for some time, there are almost certainly opportunities to refine and improve.

The key to maximizing ServiceNow's toolset — and its unique low-code solutions — is to shift perceptions about the platform away from being simply an IT asset. In fact, when leveraged correctly, ServiceNow can permeate an enterprise's culture, spurring new ways to automate the daily tasks that almost always take more time than anticipated.

ServiceNow has the potential to be a valuable multi-tool asset for organizations to streamline processes, improve service, and fill requests. However, between misapplications, disorganization, and a lack of vision, the tool's full potential for ROI is often left unrealized.

This guide is designed to identify the common roadblocks and decisions that are made during implementation and early integration, and to present use cases and examples that will help inspire future applications of ServiceNow.



IMPLEMENTATION & STRATEGY CONSIDERATIONS

Nearly every organization that uses ServiceNow has opportunities to further streamline its workflows. In some cases, these opportunities present themselves at the outset of a ServiceNow deployment and integration; in others, there are dormant features waiting to be tapped which could lead to greater efficiencies. In this section, we'll explore why this occurs and what to do about it.

BARRIERS TO BETTER SERVICENOW INTEGRATIONS

LACK OF VISION FROM THE START

Too many organizations suffer from a lack of imagination when integrating ServiceNow. They have one or two processes they need fixed (usually in IT), and when ServiceNow solves these problems, the tool is considered a success. But a significant portion of the platform's features are left dormant, and opportunities for improvement are missed.

A vast majority of the companies that adopted ServiceNow during the pandemic are currently experiencing this lack of roadmap for the product. The tool helped bridge the gap during disruption, but there's no go-forward strategy for continued use. Sometimes, it's a lack of IT staff to further explore ServiceNow's additional capabilities. In other cases, IT is unaware of areas within other departments that could benefit from ServiceNow or simply don't know where to start when re-assessing the implementation.



WHAT TO DO

Take time to revisit the original implementation plan for ServiceNow. Was every department consulted on the integration? Who owned the process? Even an informal retroactive review could uncover areas where ServiceNow can help streamline processes.

UNDERESTIMATING THE DISRUPTION

Like any enterprise-wide deployment, there is a complex process for the initial deployment of ServiceNow. Organizations often underestimate the level of disruption that the integration may cause, elect to take on the implementation themselves, and ultimately fall short of their objectives. Your IT staff should be focused on *what* technical and process problems need to be fixed and *why* ServiceNow should be part of the solution. More often than not, it's best to leave the *how* to a partner that's more familiar with ServiceNow's full feature set.

Additionally, many companies fail to communicate the process changes that will happen to workflows because of ServiceNow. When employees get off on the wrong foot with a tool like ServiceNow, it can impact trust. The best course of action is to enlist guidance that can help you navigate the implementation, mitigate any obstacles that may arise, and effectively communicate the changes throughout the organization.

OVER-ENGINEERING AND DESIGN BY COMMITTEE

Implementing and scaling ServiceNow can be difficult with too many inputs to consider. Engaging with stakeholders is important, but progress is slowed to a crawl when too many people have veto power. When making ongoing decisions about processes that are powered by ServiceNow, it's important to keep the steering committee small. ServiceNow is a powerful and rich product, but a lack of focus can get in the way of progress.

Another common occurrence is the tendency to over-engineer solutions with ServiceNow. One of the great strengths of the tool is that its low-code features make it possible for line-of-business employees to experiment with new workflows. If an integration doesn't require significant IT resources to deploy, the organization can tackle challenges and solve problems more quickly.



WHAT TO DO

Gather the team responsible for deploying ServiceNow and conduct a review of what went right and what went wrong during deployment. These conversations will likely highlight the reasons why ServiceNow might not be functioning optimally and whether your people need to be better trained on process.



WHAT TO DO

Make a list of organizational priorities and identify which could be helped with ServiceNow. If they aren't overly complicated, see if a capable employee in that department can build a solution on their own. You may be surprised to find that many challenges can be tackled without significant IT assistance.

SILONG TO IT

ServiceNow too often becomes the sole property of IT. To get the most out of it, expand your stakeholders beyond IT. The ServiceNow Integration Hub helps break this silo and creates end-to-end processes that extend beyond IT service — encompassing work approvals, automation, and compliance governance considerations all in one platform. Since the product doesn't *only* benefit IT, it shouldn't *only* be managed by IT.

Instead, IT should join ServiceNow projects after departmental leaders have had a chance to determine the goals and the need for integration. Bringing IT in after most goals have already been determined makes more sense for most organizations.

Now that we've covered the common roadblocks that prevent organizations from realizing the full value of ServiceNow, we can define the opportunities enterprises unearth as a result of ServiceNow's unique strengths.

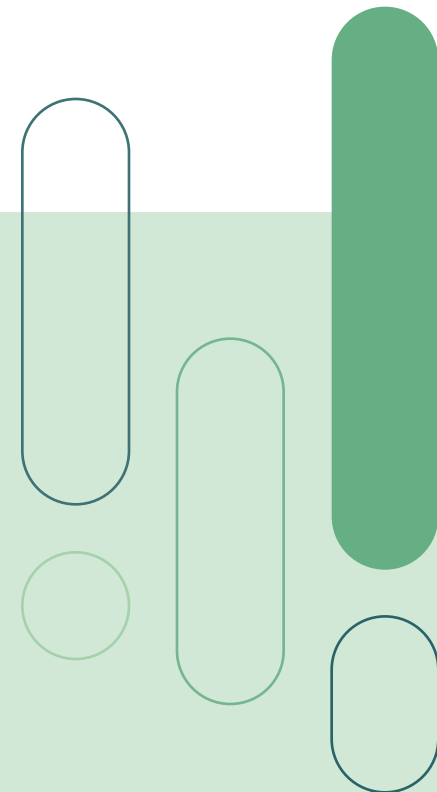


WHAT TO DO

Start onboarding departmental leaders into the ServiceNow strategy immediately to get them thinking about how ServiceNow can help automate tasks in their department. Instruct them to start small and place the ServiceNow strategy for their department under their purview.

USE CASES & ADVANCED APPLICATIONS

Once you expand the reach of ServiceNow beyond just a function of IT, a world of possibilities emerge. What could this look like for you?



RAPID PROTOTYPING AND MVPs

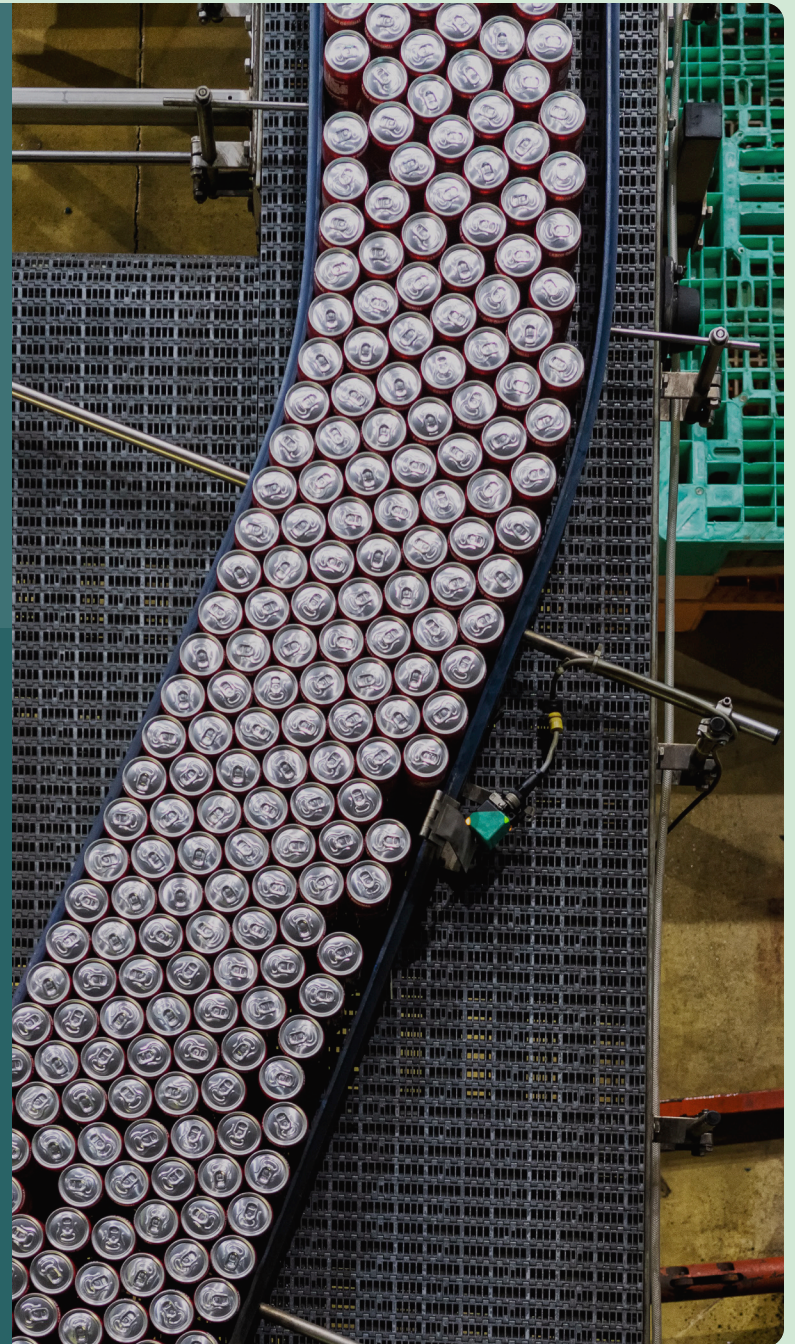
Imagine a coworker coming up with a brilliant idea to automate an email-based approval process — one that could save you hours of tracking people down. ServiceNow's low-code features make it surprisingly simple, even for those with no programming experience, to build such a solution.

The ability to rapidly prototype and create minimum viable products (MVPs) of new workflows eliminates the need for IT until it's time to scale.



PROOF POINTS

One of the most recognized drink brands in the world faced multiple challenges in delivering better software faster. Disconnects between infrastructure and apps teams, as well as between ServiceNow and Jenkins, led this brand to refocus on its DevOps journey. We stitched together a new development environment of CloudBees, Terraform, Chef, and ServiceNow to streamline software delivery, and just as importantly, create a more streamlined and accountable IT culture capable of innovating faster. Ultimately, this resulted in dramatic reductions in time to deliver new software, and a new culture in IT emphasizing accountability and collaboration.





RESILIENCE AND AGILITY DURING CHANGE

The success or failure of many organizations over the past few years has hinged on their ability to pivot. The agility and scalability of ServiceNow is like an insurance policy against disruption. It has everything you need in case of emergency, even if you don't need it right away.

By simplifying digital workflows and enabling the efficiency of IT operations, ServiceNow is also uniquely suited for the kind of remote work that many experienced during the last few years of significant disruption.



PROOF POINTS

A large insurance company set two goals for 2020: Increase their business agility through IT modernization to help them compete with new technology-forward players in their industry, and reduce their unplanned downtime which was directly impacting their reputation with partners and clients. The client worked with us to adopt our Intelligent Operations recommendations, and we implemented ServiceNow ITSM to help MGIC manage their changes and reduce unplanned downtime through tighter change controls. We also helped them implement a set of modern monitoring toolsets to give their team greater visibility into their infrastructure health. Now there are fewer customer-impacting outages and more time can be spent on modernizing their application and infrastructure portfolio.

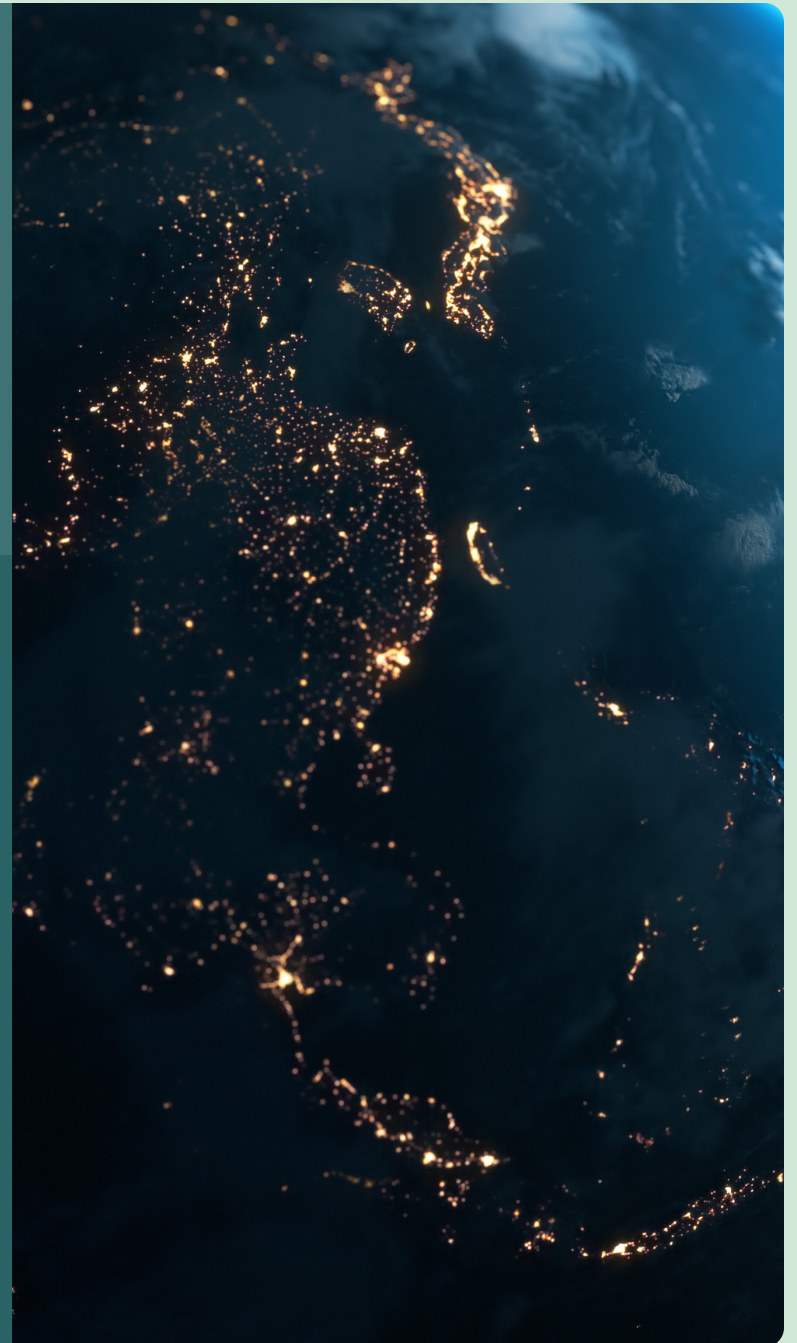
KNOWLEDGE AND DEVELOPMENT

A final advantage of ServiceNow is the ecosystem of support around the product. ServiceNow offers classes, seminars, and conferences to learn more about new features and applications. Additionally, it's a solution with a dedicated set of developers constantly working to improve the product.



PROOF POINTS

The ServiceNow User Group (SNUG) Program provides an interactive forum both on-line and in person for developers, technical IT staff, and business professionals of all types to network, share best practices, and learn about the newest products and solutions from ServiceNow. The SNUGs span the globe with over a hundred unique groups and over 45,000 members across all industries including but not limited to higher education, healthcare, retail, financial services, and many more. These independent communities thrive on networking and knowledge, and the sharing of the newest and most relevant best practices.



CONCLUSION

How much of the ServiceNow Swiss Army knife is your organization using? Is the full toolset on display, or are most of the features still tucked back inside? If you aren't using ServiceNow's entire suite, you're leaving money on the table and inefficient processes in place.

There's always room for improvement, and AHEAD has the expertise and passion to help make that happen. Reach out to us for a demo or more information.