3 steps to digital-first business growth

Modernize, automate, and optimize technology services and operations to enable change and innovation

servicenow.

Introduction

As organizations adopt a digital-first strategy, demand for digital services is exploding, driven by new market opportunities, the quest for efficiency and agility, and emerging trends such as hybrid work.

And you're in the hot seat to deliver.

But if you're like many technology leaders, your budget isn't keeping pace with demand—and it's consumed by support for a myriad of legacy tools. And while you want to deliver great experiences and reliable digital services, the volume and complexity of IT issues are becoming too much for humans by themselves to manage—even if you had unlimited resources. Your processes just don't scale.

The governance challenge

The nature of IT is also changing. Rather than IT being the sole provider of systems and services, product teams are now forming in individual lines of business. That's key for digital growth, but it also poses new challenges. How do you enable technology excellence and best practices, fostering agility, and deliver great experiences, while still maintaining effective governance?

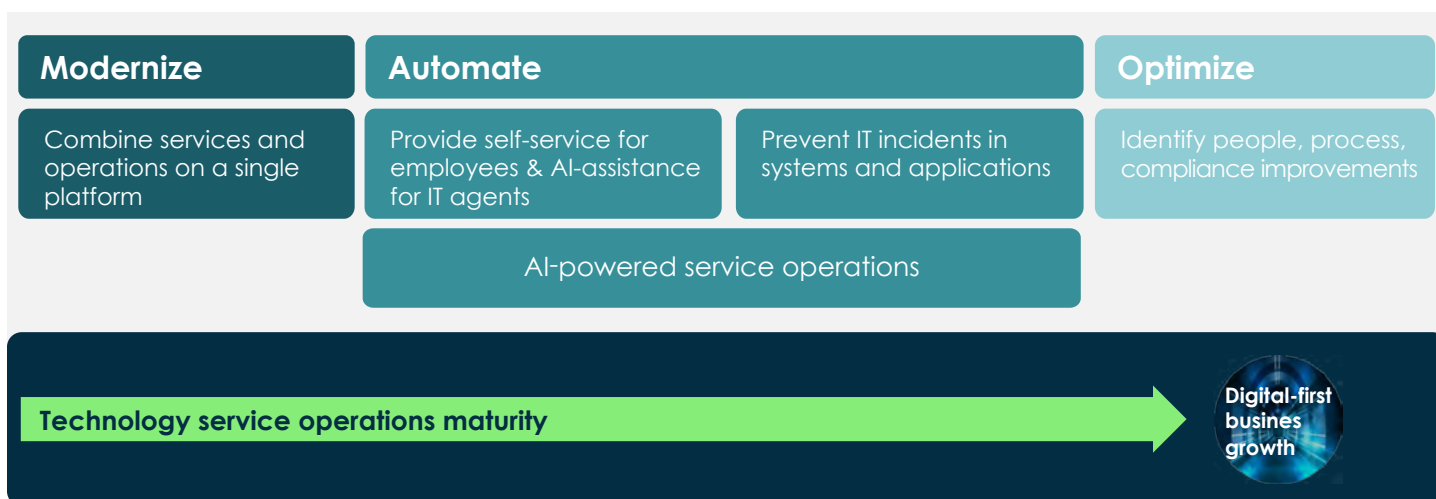### Unifying services and operations

At ServiceNow, we've worked with our customers to develop a roadmap for digital-first business growth. By bringing together technology services and operations on a single cloud platform, you can scale for growth and deliver extraordinary experiences that drive better business outcomes.

In this guide, we provide the three key steps to digital-first business growth and show how ServiceNow technology service operations supports you on this journey. You'll also understand how adopting service operations frees anyone in the enterprise to spark innovative change that drives the growth.

> By bringing together IT services and operations on a single cloud platform, you can scale for growth and deliver extraordinary experiences that drive better business outcomes.

Technology service operations: 3 steps to digital-first business growth

Modernize — Combine services and operations on a single platform

Automate — Provide self-service for employees & AI-assistance for IT agents | Prevent IT incidents in systems and applications

AI-powered service operations

Optimize — Identify people, process, compliance improvements

Technology service operations maturity → Digital-first busines growth

Step 1: Modernize IT to improve service delivery and reduce costs

Too many IT organizations still struggle with siloed teams, point products, and disconnected manual processes. With ServiceNow, you lay the foundation for business growth by eliminating silos, streamlining processes, and creating a solid data foundation. This accelerates service delivery, improves service quality, and frees resources to drive change and innovation.

Here's how ServiceNow helps you do this.

Break down silos with a unified cloud platform

ServiceNow brings IT services and operations together on a single cloud platform so processes and information flow seamlessly. That means you can retire legacy systems to cut costs and technical debt. You'll be able to leverage a common language with a consistent, shared data model. And you can confidently scale for digital growth with an open, secure cloud environment designed for the largest, most demanding IT organizations.

Accelerate core processes with automation based on best practices

Automate incidents, changes, common requests, and other core processes with market-leading ServiceNow® ITSM to lower manual effort, eliminate rework, and deliver more responsive services. Give your process owners real-time service visibility so they proactively avoid bottlenecks and delays. And increase collaboration across service and operations teams to accelerate service delivery and issue resolution— for example, by efficiently coordinating major incident responses.

Then use ServiceNow® workspaces to increase efficiency and responsiveness even further, giving agents a single pane of glass to manage employee interactions. Employees get everything they need at their fingertips, including integrated communication channels, contextual customer information, searchable knowledgebase articles, and visual playbooks that guide them through troubleshooting flows and business processes. And with ServiceNow® Mobile Agent, they can also work on the go, resolving issues, responding to requests, and updating status from their mobile device.

Build a solid data foundation to improve service quality and make better decisions

Give your services and operations teams visibility of your IT infrastructure and digital services so they can prioritize and fix critical issues, avoid mistakes, and reduce rework. ServiceNow® Discovery and Service Mapping discovers your applications and infrastructure across on-premises and cloud environments, then automatically maps this to your digital services—creating an accurate, up-to-date record in the ServiceNow® CMDB. It offers both agentless and agent-based discovery, and you can also integrate data from third-party tools such as Microsoft SCCM or Dynatrace using out-of-the-box connectors.
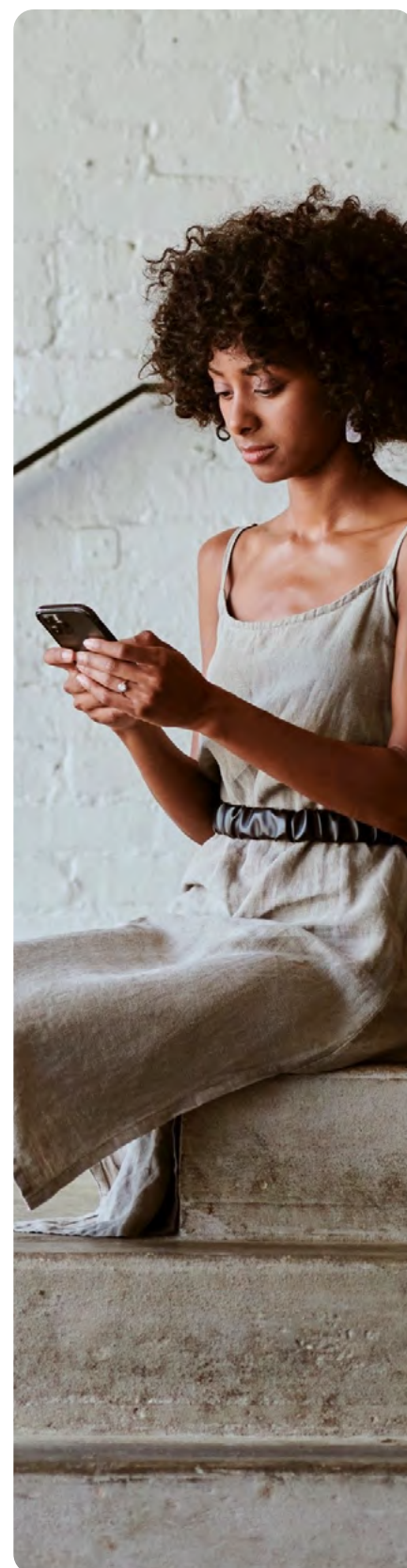
With ServiceNow® Knowledge Management, your teams also share proven solutions and promote best practices using a searchable knowledgebase. Instead of working in isolation, your people benefit from the combined experience of your entire organization. And with easy knowledge article authoring and knowledge lifecycle management, you can crowdsource knowledge from your entire organization while still maintaining oversight and control.

Quickly restore service outages caused by unauthorized changes

Up to 80% of service outages and degradations are due to changes. And unauthorized changes account for a disproportionate number of these incidents since they bypass normal review processes. Unfortunately, determining whether an outage was caused by an unauthorized change can take hours when you don't have a unified management platform. Why? Because your operations tools detect actual changes and your service tools record planned changes—and these two toolsets don't talk to each other.

By bringing services and operations together on the same platform, ServiceNow solves this problem. It correlates actual and planned changes, automatically notifying your operations team and creating an emergency change request when it detects an unauthorized change. After review, your team can accept this request, or reject it and undo the change. This significantly reduces the time it takes to investigate service outages and restore service.
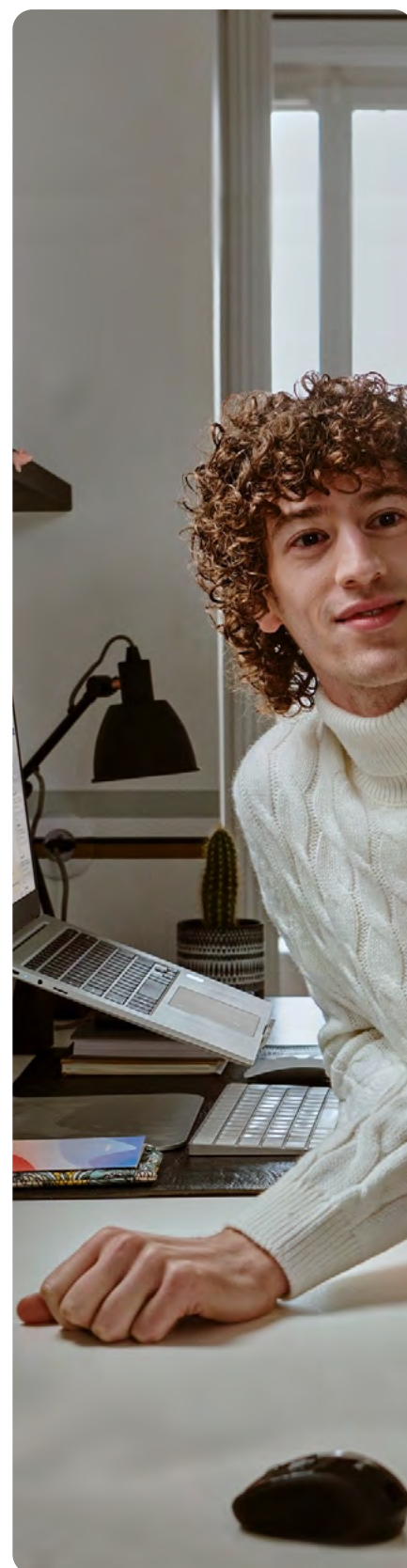
Step 2: Deliver extraordinary experiences, resiliency, and productivity gains with AI-based automation

Once you've created the foundation, now's the time to build on it with AI-based automation. Empower employees with intuitive self-service, while automating common requests to free up inundated agents, and proactively preventing service issues.

Deliver a 24/7 AI-powered employee experience

Start by creating great self-service experiences with ServiceNow® Employee Center and Service Portal. It's a single source for everything employees need, including a service catalog, knowledge articles, employee forums, and more. Build curated experiences around specific topics to simplify self-service and give employees powerful AI search that delivers highly relevant, personalized content. And with ServiceNow® Now Mobile, you can give employees access on virtually any device, so they get service anytime and anywhere—improving employee satisfaction and increasing deflection rates.

Then take AI-powered self-service to the next level with ServiceNow® Virtual Agent. Intelligent chatbots respond instantly to common employee requests and questions. Chatbots can automatically resolve issues or hand off complex interactions to live agents along with a complete chat history, so agents don't waste time asking the same questions. And employees can make requests in their tool of choice (Amazon Connect, Slack, Facebook Workplace or Microsoft Teams). Dynamic translation allows your live agents to serve employees in multiple languages.

Anticipate trends and improve staff productivity

Use AI-powered analysis to identify additional Virtual Agent automation candidates and corresponding out-of-the-box Virtual Agent conversations. And use digital workflows to completely automate back-end fulfillment of common employee requests such as password resets and directory updates, providing instant, zero-touch service delivery.

You can also use built-in machine learning to help your teams work faster and smarter. Start by getting the right work to the right teams faster with AI-fueled incident routing, reducing manual triage effort and delays. Then use AI to push relevant content—such as knowledgebase articles and similar incidents—to a single workspace, providing automated insights that help agents resolve issues faster and more accurately.

Customers worldwide are realizing huge benefits from automating and optimizing technology service operations.

Services **Operations**

Huge productivity gains
4 to 5x improved ROI in workflow Efficiencies
(Deloitte)

Delighted employees
50% reduction in workload with Virtual Agent
(Novant Health)

Improvement in time to restore services
6x improvement in time to restore services
(Danske Bank)

Resilient technology services
90% reduction in outages
(Beachbody)

Using one data model provides visibility across all technology, improves infrastructure, decreases tasks, the flow of work, and reduces costs.

Predict and prevent digital service incidents to improve service quality

ServiceNow® Predictive AIOps uses machine learning to identify abnormal behaviors in your IT environment, so your operations team can proactively address them before they cause service outages. It also consolidates, filters, and correlates events from your existing monitoring tools, so when there's an actual or predicted service incident, your operations team gets a clear actionable alert instead of a flood of disconnected events that take precious hours to analyze.

And when there's an application or infrastructure issue, Predictive AIOps shows your operations team which service is affected, so they prioritize issues and focus on what matters to your business. Using an intuitive Operator Workspace, they see the status of all your digital services immediately and can quickly drill down into the underlying infrastructure to pinpoint the issue. Predictive AIOps also uses AI and analytics to automatically identify the likely root cause of service issues—accelerating diagnosis—and providing automated remediation to reduce service restoration times.

Restore services quickly in cloud-native environments

In cloud-native environments, most service failures are due to software changes. To restore services quickly, DevOps or SRE teams typically revert to the previous release and then investigate the underlying issue. However, to identify which changes to roll back, they need to correlate failures in the production environment with recent software changes pushed out of the CI/CD pipeline. This is a major challenge since production and pipeline data are in two separate systems. And investigating issues is an even bigger challenge since this involves mapping changes and failures to the service topology—for instance, to determine whether an upstream microservice change is causing downstream microservice failures. Doing this manually takes a significant amount of time. Meanwhile, related changes in the CI/CD pipeline are stalled until the issue is diagnosed and fixed.

ServiceNow automatically connects your pipeline and production data. It tracks software changes as they move through your CI/CD pipeline and into production, collects and analyses monitoring and observability data from your production environment, and automatically discovers your cloud infrastructure and services—including microservice topologies. This creates complete, unified visibility for your DevOps and SRE teams, accelerating service restoration and issue investigation.

Step 3: Optimize service delivery by driving technology best practices

Once you've started on your AI-based automation journey, it's time to optimize your processes and ensure robust governance. ServiceNow has unique vendor, digital portfolio, cloud governance, along with workforce, and process management capabilities that help you do this.

Optimize your workforce and processes to boost efficiency, improve skills, and increase customer satisfaction

Work faster and smarter by optimizing the processes running on the Now Platform. ServiceNow® Process Optimization mines your operational data to discover, visualize, and evaluate your processes using AI-powered rootcause analysis to help you identify and remediate process issues. You can also compare processes to ensure consistency and best practices, and measure fine-grained process performance to spot bottlenecks and set improvement objectives.

With ServiceNow® Workforce Optimization, you can build high-performing teams to complement these optimized processes. IT managers get a single workspace to forecast service demand, determine staffing levels, and optimize work assignments across multiple service channels—including routing work to agents based on skills, availability, and other factors. Using the same workspace, they can also grow team skills by monitoring and assessing customer interactions, identifying skills gaps using AI-powered skills recommendations, providing real-time coaching, and managing training programs.

Reduce cloud costs and risk with agile, multi-cloud governance

Avoid cloud sprawl and deliver cloud infrastructure services faster with ServiceNow® Cloud Management. Give development teams self-service access to cloud resources across multiple clouds, including real-time provisioning using the ServiceNow® Service Catalog or built-in APIs for integration into DevOps pipelines. Establish non-intrusive policy guardrails such as quotas, allowed cloud resource types, workload placement, and naming conventions to ensure effective cloud governance, while ensuring agility by only requiring approvals if there's a policy violation.

Ensure your internal teams and vendors are meeting their performance objectives

Let your service owners clearly define the scope, quality, and speed of the services they deliver and ensure these service levels are met. With ServiceNow® Service Level Management, they can establish quantified SLAs, creating transparency and accountability—while boosting employee satisfaction and trust. They can also proactively identify troubling trends before they cause SLA breaches and pinpoint the root cause with builtin reporting and analytics. And with ServiceNow® Vendor Management Workspace, you can extend this transparency and accountability to your external service providers. Get a single consolidated view of your vendors, including comparative costs, performance, risk, and satisfaction metrics. Easily validate performance against SLAs and other contractual obligations with standardized metrics based on real-time Now Platform data, so you make meaningful decisions using objective information rather than relying on vendor self-reporting.

Drive continuous service improvement and maximize ROI

Give service owners one place to manage the full lifecycle of their IT service portfolio. Where they can also pinpoint services with unexpectedly high costs and low performance or value-add, allowing your organization to make informed strategic investment decisions. With ServiceNow® Service Owner Workspace, they can monitor metrics across the service lifecycle, analyze trends, receive outage alerts, proactively identify and remediate service issues, and keep track of CSAT scores. And with ServiceNow® Performance Analytics, you put the power of data into the hands of your service owners and subject matter experts. It powers the metrics in the Service Owner Workspace and many other ServiceNow applications and can also be used to create intuitive dashboards and drill down reports, forecast future trends, quantify service improvement objectives, and measure progress towards these objectives. Performance Analytics comes with more than 600 predefined KPIs and dashboards and lets users easily define their own. It's designed for everyone from frontline agents to executives—you don't need to be a data analyst—and because it runs natively on the Now Platform, it delivers real-time visibility unlike standalone analytics solutions.

Let's recap

As organizations adopt a digital-first strategy, IT organizations are facing an explosive demand for new digital services. Plus, budgets aren't keeping pace with demand, existing siloed tools and processes don't scale, complexity is increasing exponentially, and decentralized IT models are posing major governance challenges.

With ServiceNow technology service operations, you can deliver digitalfirst business growth. By bringing together services and operations on a unified cloud platform, and adopting a phased approach to modernization, automation, and optimization, you break down silos, accelerate service delivery, improve service quality, and increase efficiency—creating the change-capable organization you need to confidently drive innovation for facing the digital future.

Learn more at: servicenow.com/serviceops

For additional insight:

Video: How to bust silos in IT services and operations to help the business thrive

Ebook: Silo busting in IT services and operations is good for the business – and team satisfaction

With ServiceNow technology service operations, you can deliver digital-first business growth to take your change-capable organization confidently into the digital future.

servicenow.