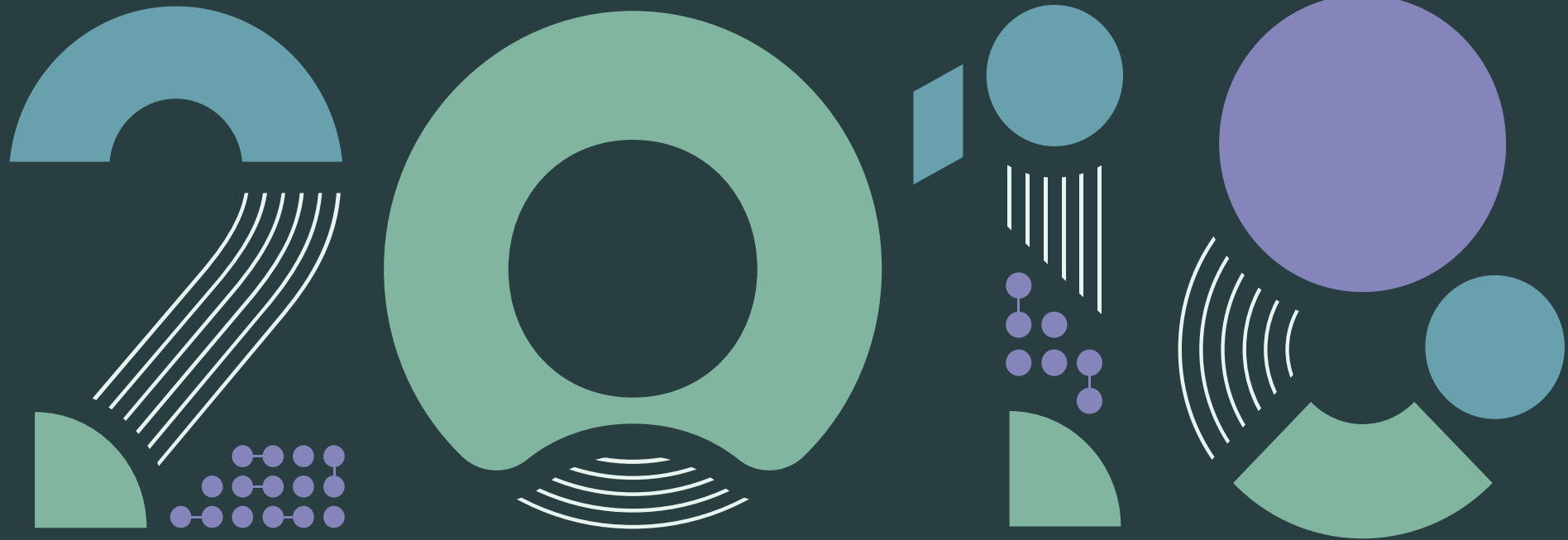
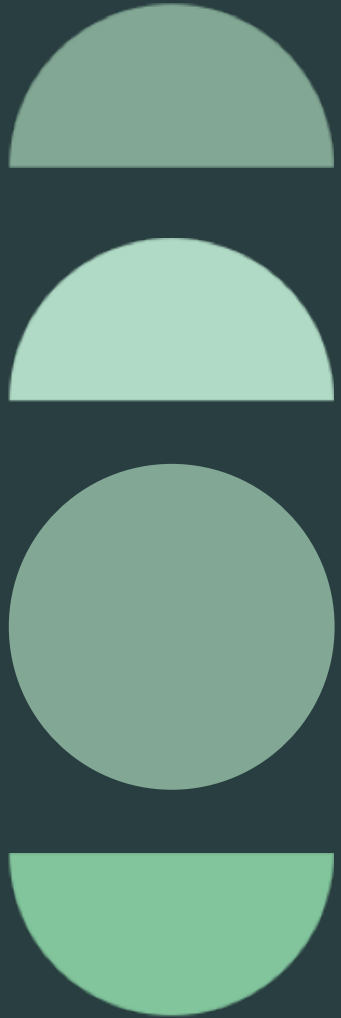


now summit



24 Oktober • Frankfurt

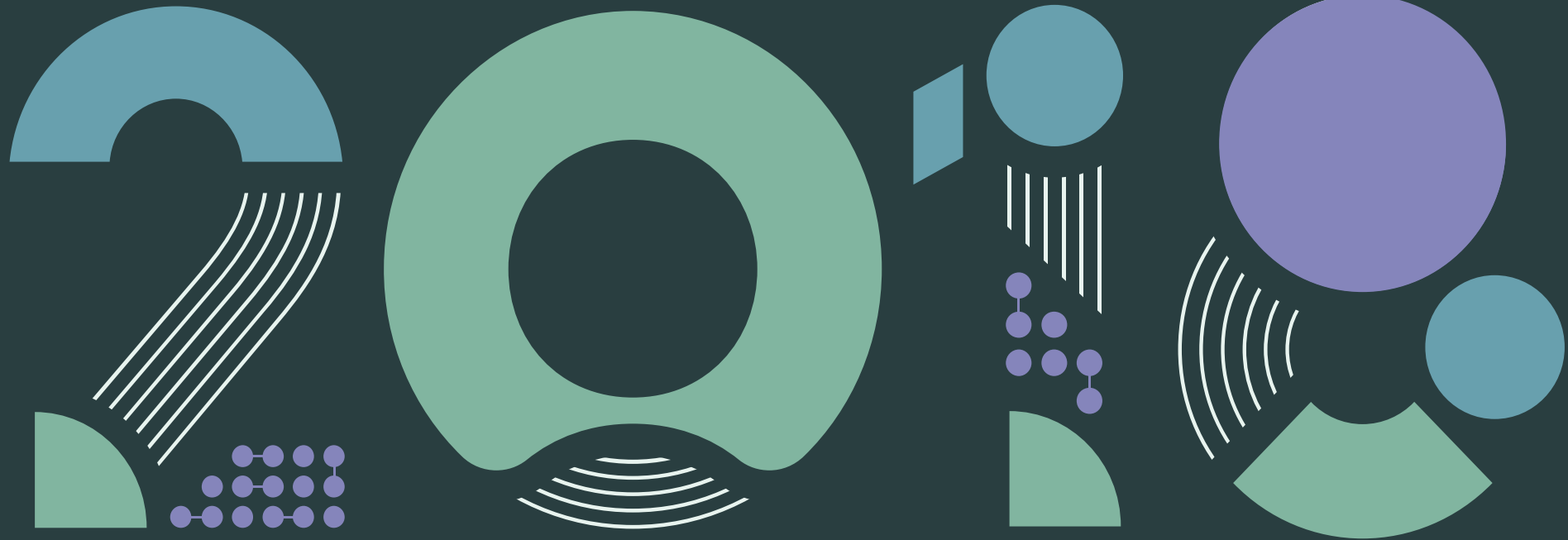
servicenow



Steve Bradford

Vice President Northern Europe

now summit



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servicenow



Dave Wright

Chief Innovation Officer

Investing in Germany



When I started ServiceNow in 2004, my vision was to build a cloud-based platform that would enable regular people to route work effectively through the enterprise.

Fred Luddy, Founder



We make the world of work,
work better for people.



Accelerate our
business
operations.

Transform the
employee
experience.

Create a stronger
customer
connection.

Digital Transformation

Work

Incidents



Requests



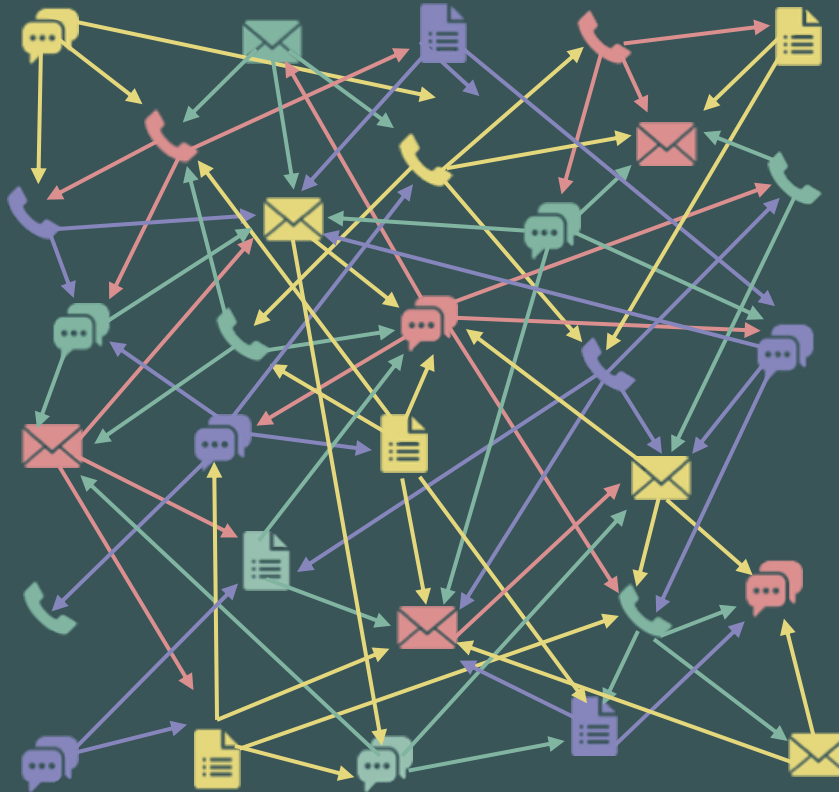
Cases



Tasks



Email, Spreadsheets, Forms,
Messages, Emails, Calls



Departments

IT



HR

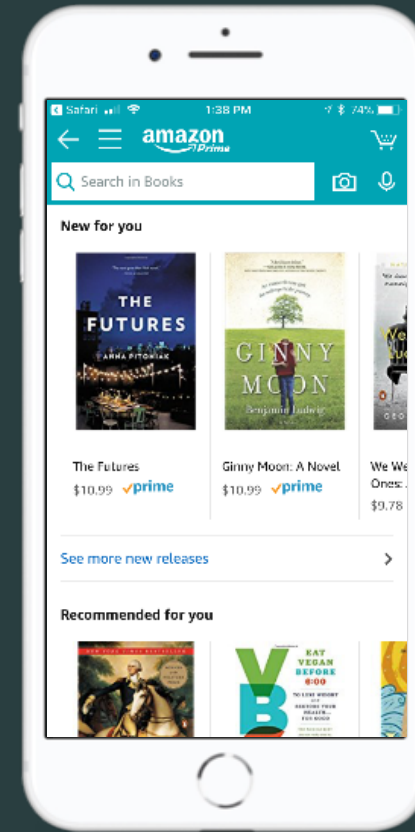
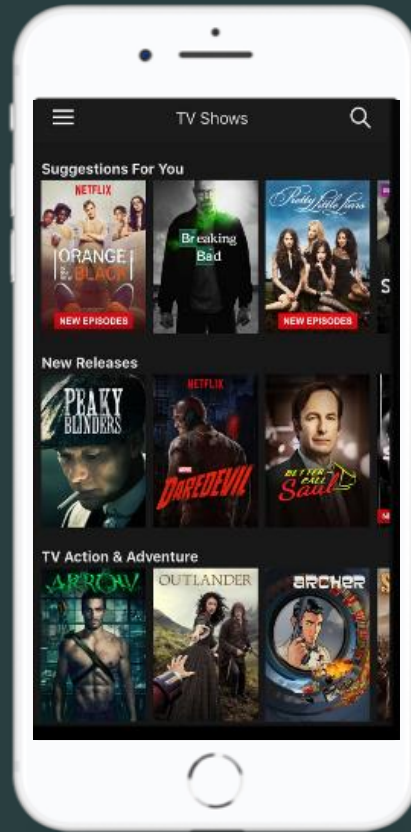
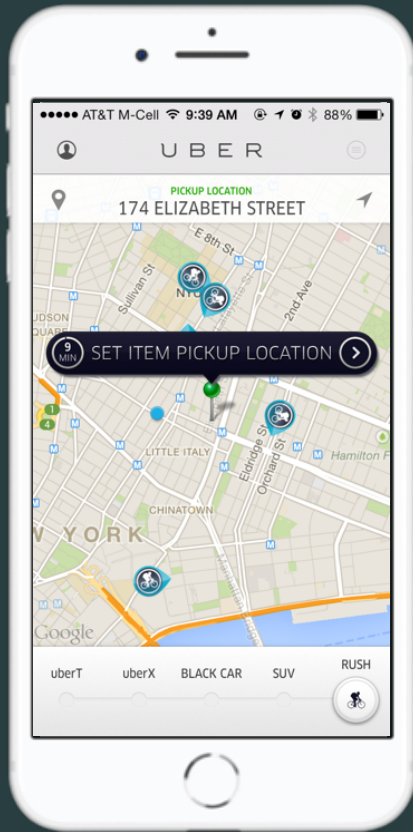


Services

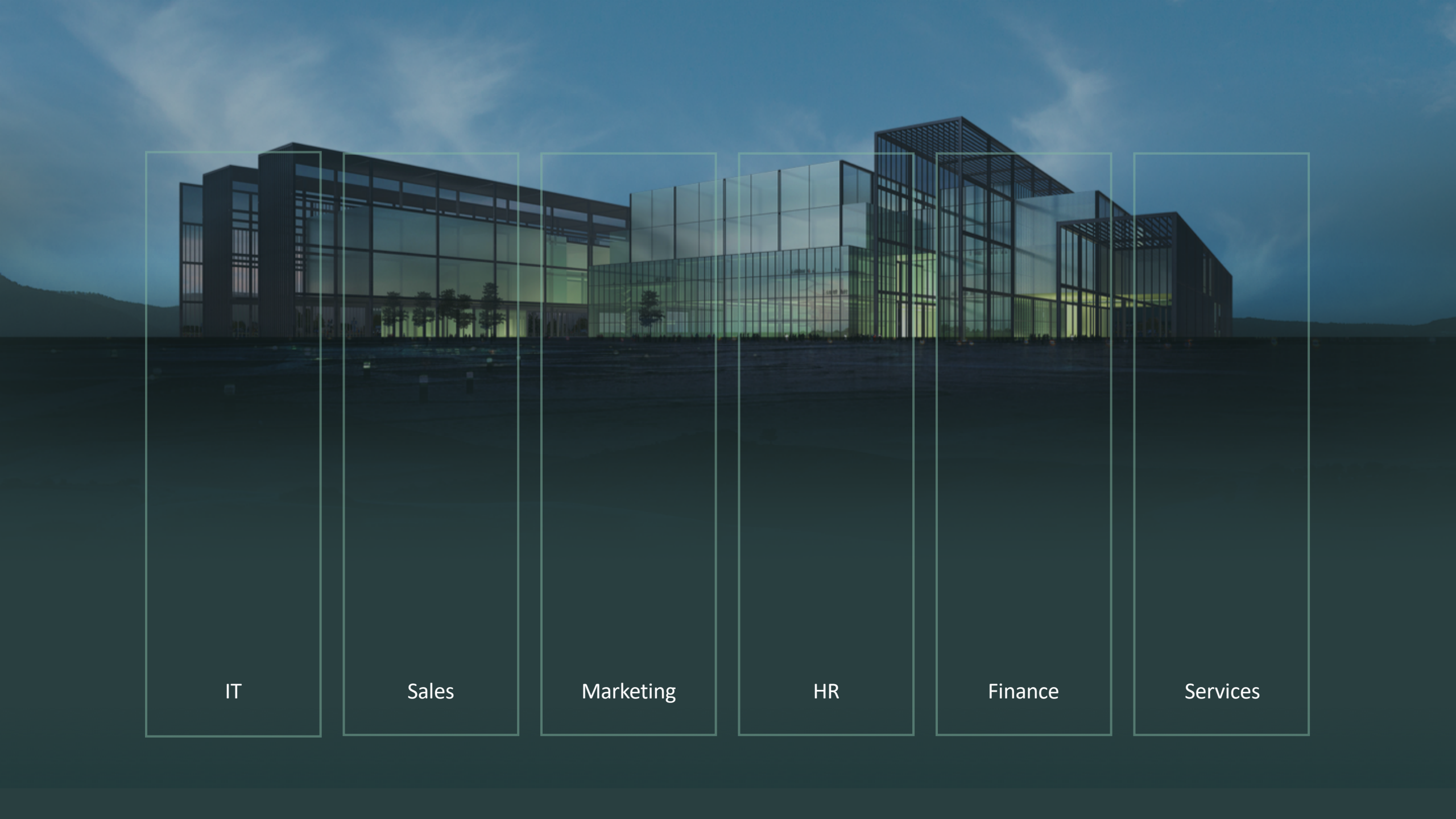


Security





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IT

Sales

Marketing

HR

Finance

Services



Now Platform.®

IT


Sales

Marketing

HR

Finance

Services



Join the era of great experiences
at work



now™



FIT

IT Solutions.
Simplified.



FIT

IT Solutions.
Simplified.



Olaf Herbig

Global CIO, Freudenberg IT



FIT

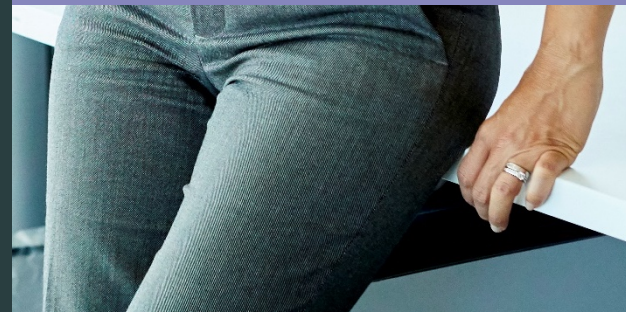
IT Solutions.
Simplified.



Service agent



Employee



Customer



Developer



Challenges

Too hard to find the
information
I need

Forced to
hop between
applications

Poor UX impairs
quality and
resolution time



Service Agent



A better experience

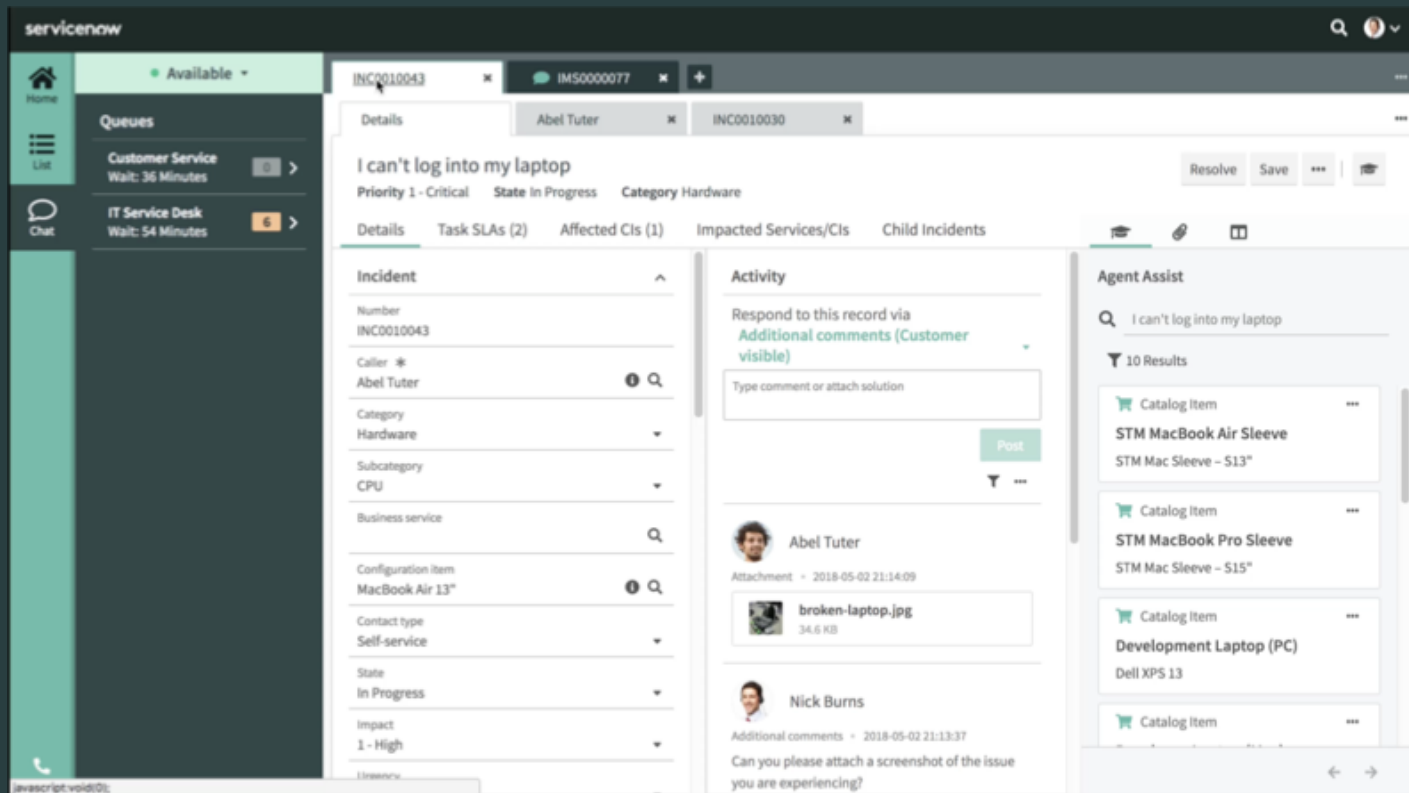
Helpful info
available at
a glance

Easy and intuitive
context
switching

Intelligent UX
for faster time
to resolution

Agent Workspace

Your command center for prioritizing and taking action



Outcomes

Easily find and act on tasks and cases

Enrich tasks and cases with customer details, timelines, and service levels

Solve issues faster with contextual knowledge

Limited Access (Full)

Now Platform London

Employee

Challenges

It's too hard to find
the information
I need

Getting tasks done is
time consuming and
complex

I'm frustrated
with the level
of service



Employee



A better experience



An easy and quick answer or resolution



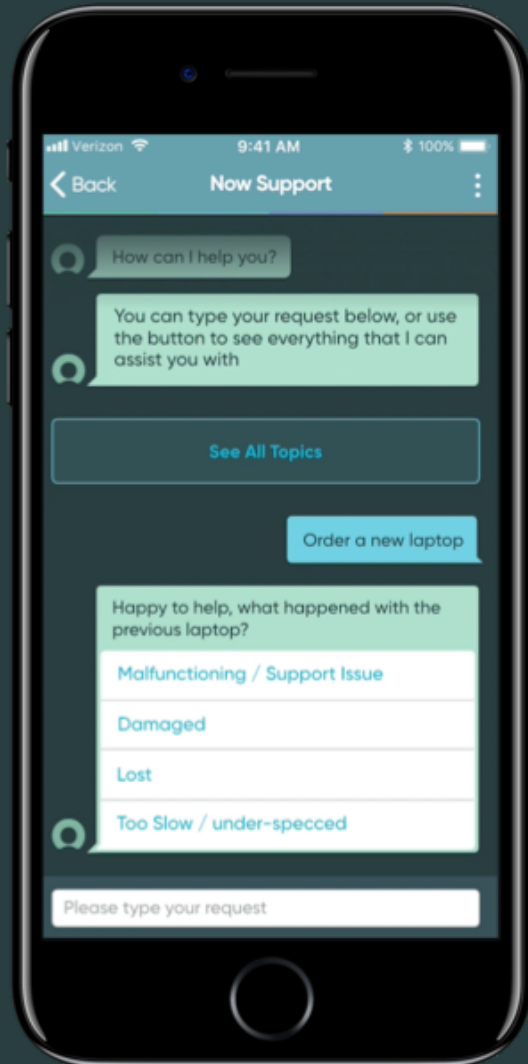
Personalized guidance through simplified workflow



White-glove service when I need it

Virtual Agent

Take chat from conversation to resolution



Outcomes

Resolve in context with chatbots

Kick off workflows across the enterprise

Use pre-built conversations for ITSM, Customer Service, and HR

Available today

Now Platform London

Customer

Challenges

Can't get answers quickly

Support doesn't know me or my issue

The agent has no resolution to my problem



Customer



A better experience

Immediate
action
via chat

Support knows
me and my
case

The organization
collaborates to
solve my issue

Major Issue Management

Proactively manage major issues more effectively

The screenshot displays a web interface for managing a major issue. At the top, there is a navigation bar with buttons for 'Follow', 'Close Case', 'Update', 'Create Child Cases', 'Propose Solution', 'Request Info', and 'Record Time'. Below this, the case details are shown in a grid format:

- Number: CS0001017
- Channel: Web
- Product: KX Series - KX5000
- Opened: 2018-03-07 16:38:24
- Priority: 2 - High
- Assignment group: Network Support
- Assigned to: John Jason
- Short description: Router performance issues

A 'Knowledge results' button is located below the short description. The main content area has tabs for 'Notes', 'Resolution Information', and 'Major Case Information'. Under 'Major Case Information', there are fields for 'Major case state' (Accepted), 'Business impact', and 'Probable cause'. A 'Recipients List' field shows 'KX5000 customers'. A 'Preview this record' dialog box is open, showing details for 'KX5000 customers' with 'Type: Accounts' and 'State: Complete'. At the bottom left, there are 'Related Links' for 'Create Special Handling Notes', 'Escalate Case', and 'Report Knowledge Gap'.

Outcomes

Focus attention on issues affecting multiple customers

Identify impacted customers and proactively create child cases

Automatically sync communication to accelerate multi-case resolution

Available today

Now Platform London

Challenges

Building workflows
requires time and
code

Custom chatbot
requirements keep
growing my backlog

Integrating with third-
party systems takes
too long



Developer



A better experience

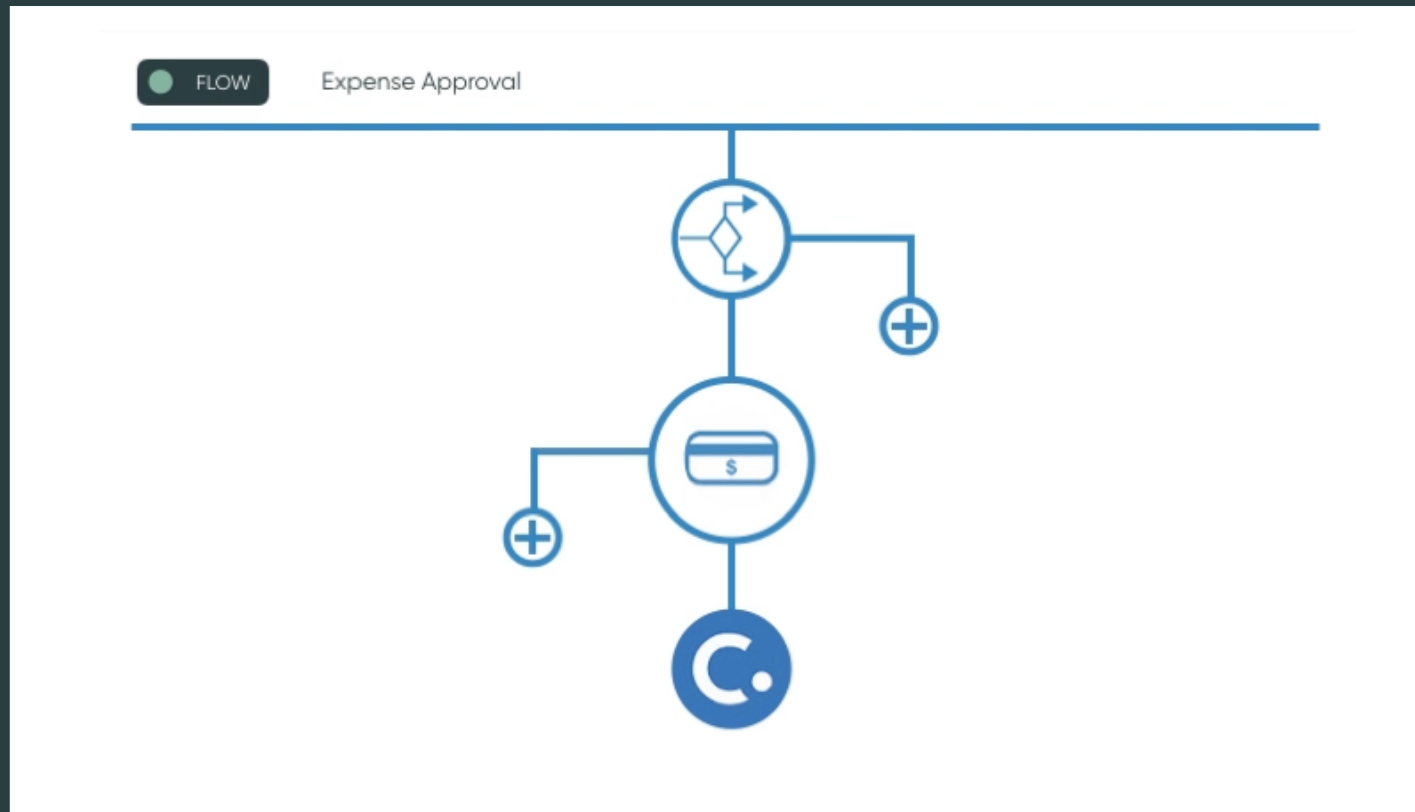
Easily build flows with natural language and re-usable components

Design chatbots fast with drag and drop development

Integrate everything with out-of-the-box connectors

Flow Designer

Cross-enterprise workflow for the rest of us



Outcomes

Manage complex processes with no code

Easily build flows or re-use from your library

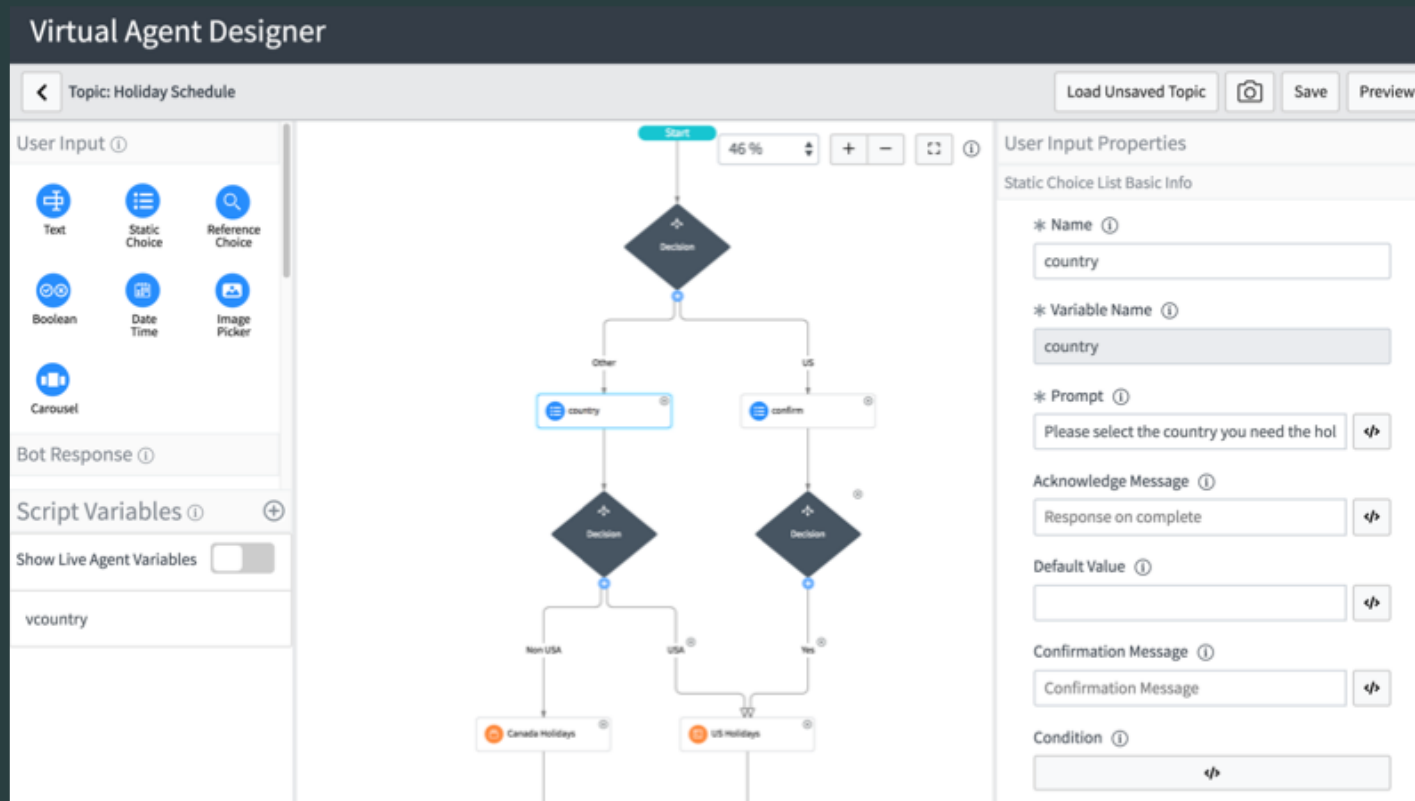
Drive actions across processes and teams

Available today

Now Platform London

Virtual Agent Designer

Now anyone can easily design conversation flow



Outcomes

Easily build engaging conversations fast

Increase customer service scale

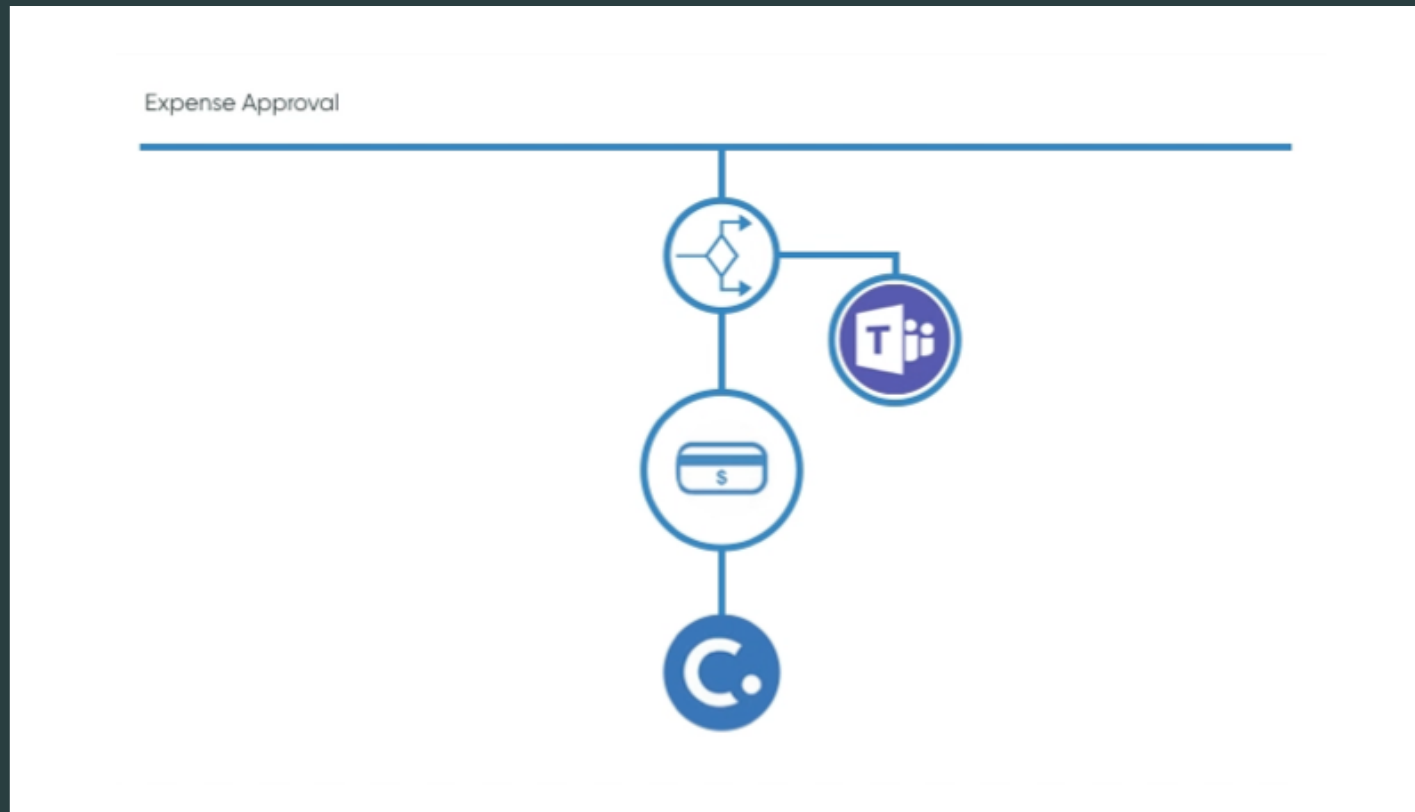
Automate interactions around repetitive tasks

Available today

Now Platform London

IntegrationHub

Now you can easily drive work across your enterprise apps



Outcomes

Easily integrate to third-party/systems

Build a library of reusable integrations

Packaged integration for Git, Jenkins, Slack, MS Teams, HipChat, and more

Available today

Now Platform London

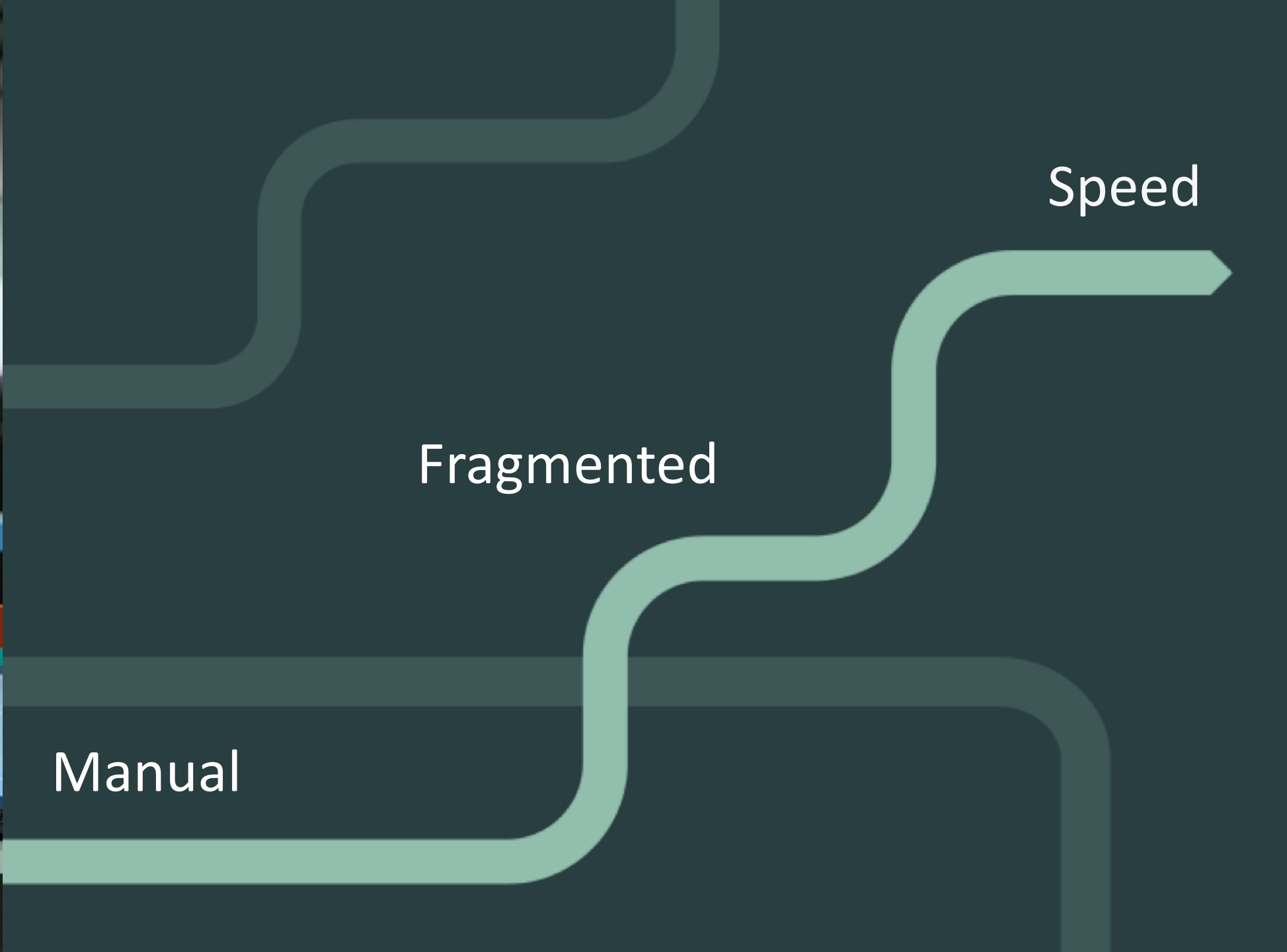
Developer



Speed

Fragmented

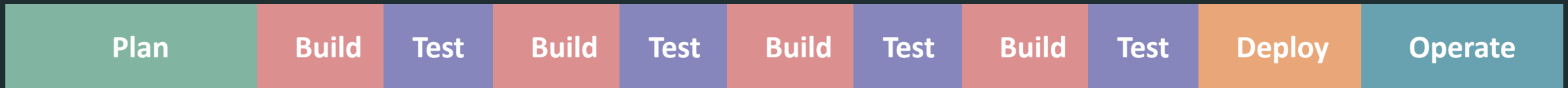
Manual



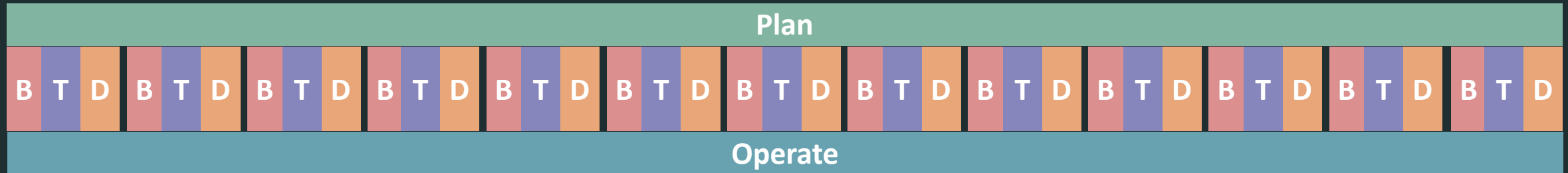
Waterfall (1980s – 1990s)



Scrum (2000s)

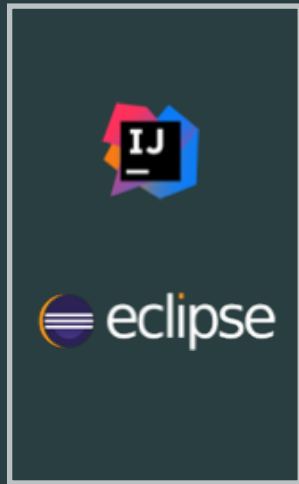


DevOps (2010 – Today)

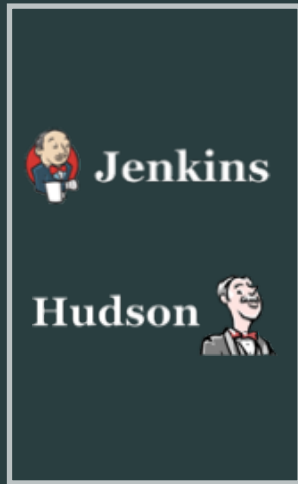




Plan



Develop



Build



Test



Deploy



Operate

Plan



Customer
has a need

Product manager
builds a story

servicenow

Plans a
sprint

Develop

Test

Deploy



● eclipse

Commit

GitHub

Triggers

Jenkins

Results

Jenkins

Pass

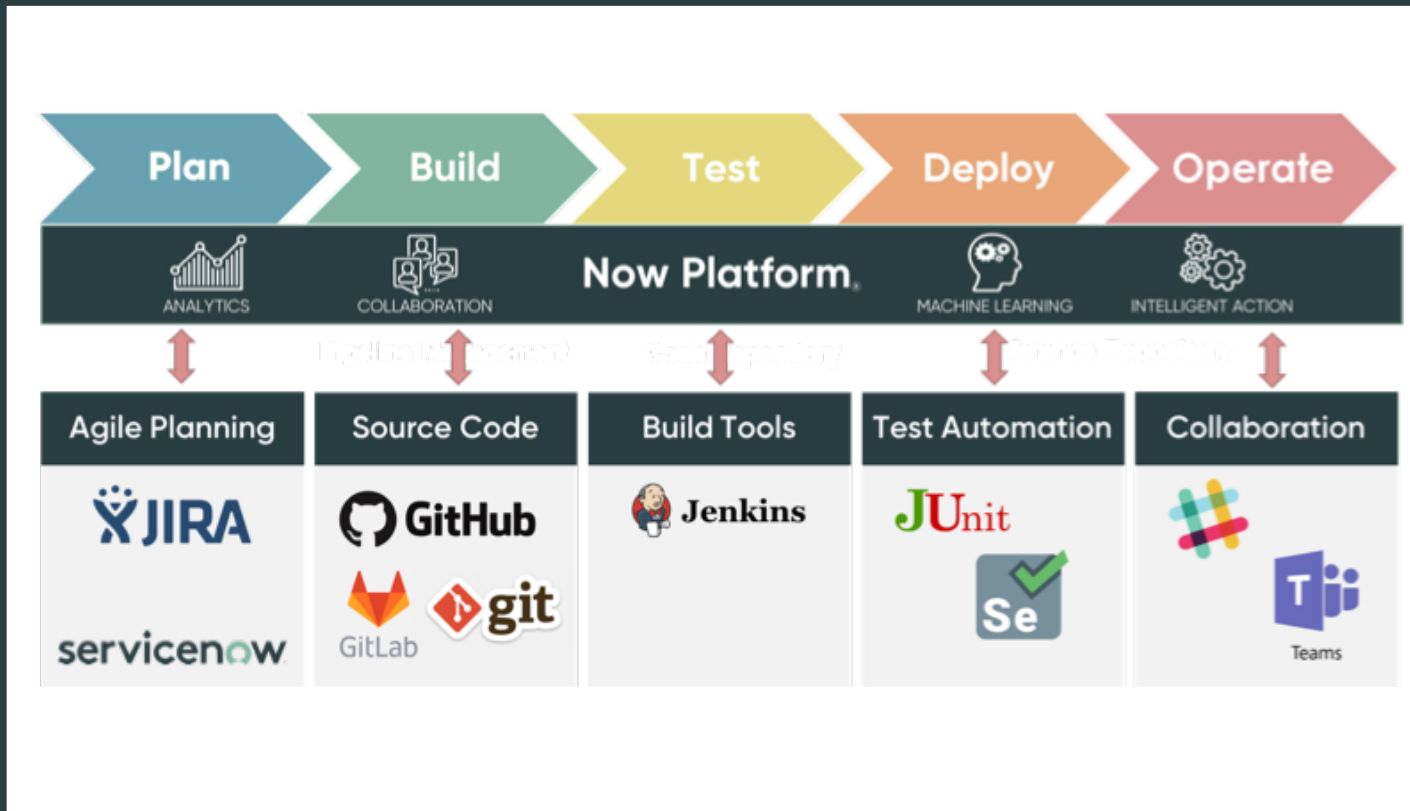
 puppet

Deploy



Enterprise DevOps

Harness the power of DevOps for the enterprise



Outcomes

Speed in delivering innovation to the business

End to end visibility into metrics from demand to delivery

Maintaining high levels of quality, security, and governance

Available soon

Now Platform Madrid



Moments of action

Notification

E-mail



Mobile Studio

Fully native, mobile first experiences



Outcomes

Offline read and write

Codeless application
creation

Integrating data sources
outside ServiceNow

Available soon

Now Platform Madrid

Listen, Learn, Act





Success center



Community & user groups

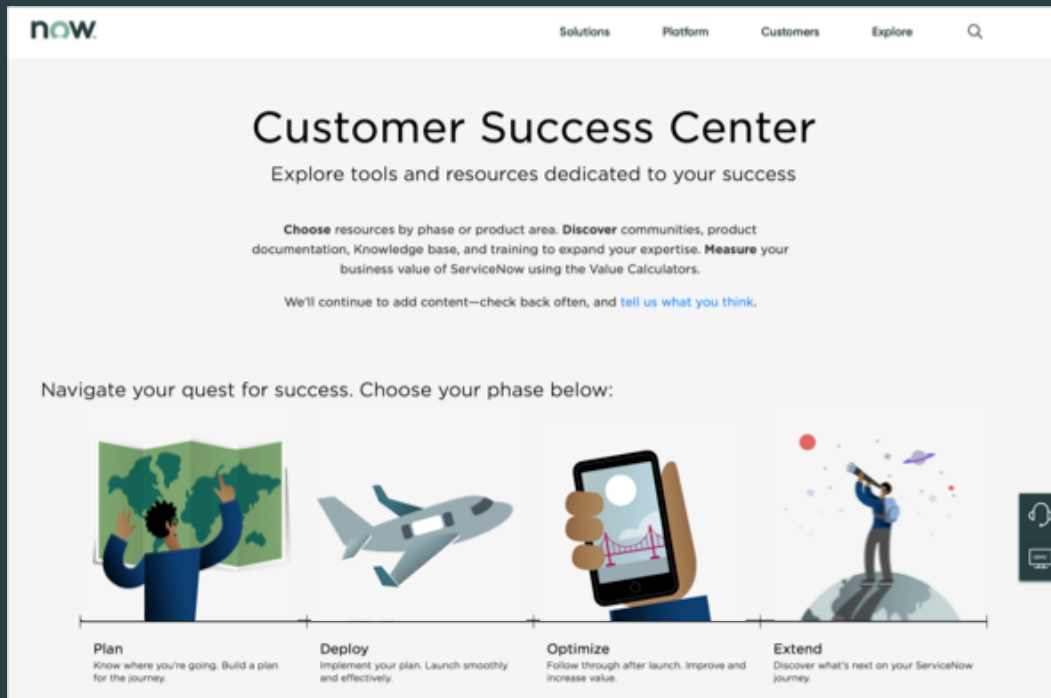


Easier to upgrade

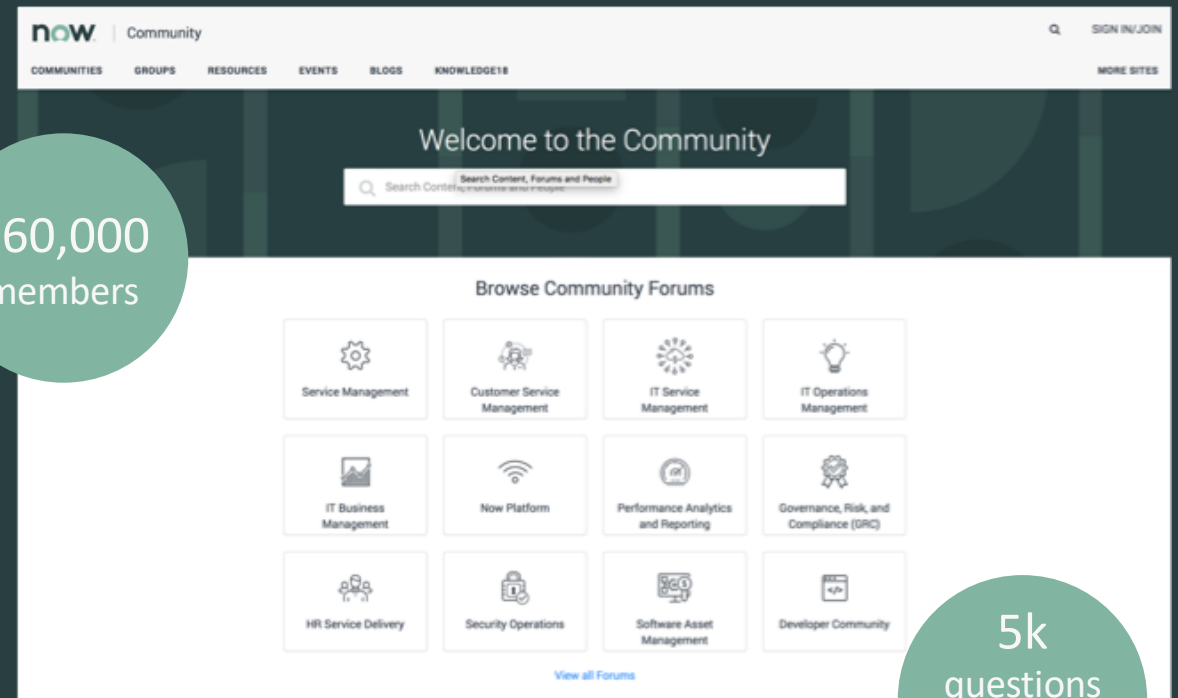


Business value

Customer success



Success advisors



160,000 members

5k questions asked per month

Success center

Community

Kingston
Q1



London
Q3



Madrid
Q1



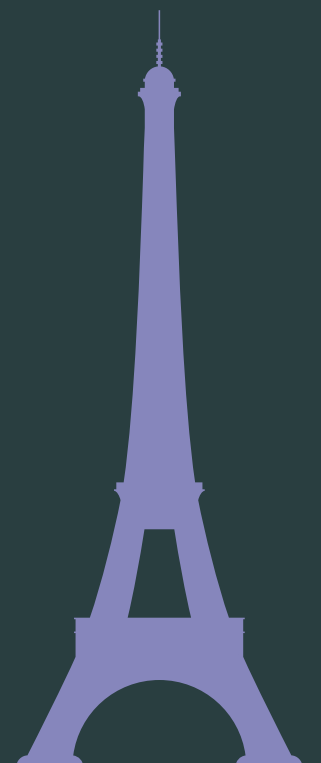
New York
Q3



Orlando
Q1



Paris
Q3



2018

2019

2020

Customer
experience

10Point

Increase in
support NPS

Employee
experience

50%

Employee requests
self-service

Security risk
reduction

45%

Faster security
response time

Time to
market

1/3

Time to build
apps

Cost
savings

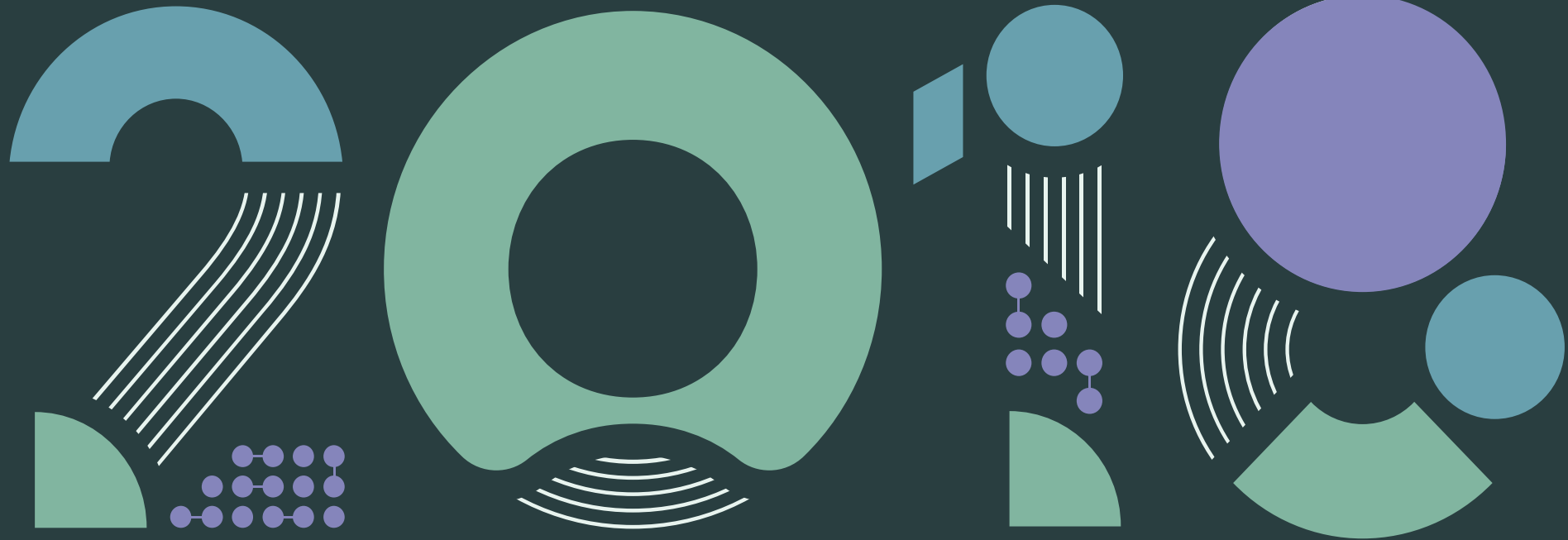
~\$25M

Cost savings



Works for you

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