

The background of the top half of the page is a photograph of two men in business suits shaking hands. The man on the left is slightly taller and has dark hair, while the man on the right is shorter and has a mustache. They are both smiling and looking at each other. The man on the right is holding a briefcase. The background shows a modern office environment with large windows and desks. The entire image is overlaid with a semi-transparent teal color.

# Executive Briefing Center-APJ

## ServiceNow makes work better across the enterprise

Our applications automate, predict, digitize, and optimize business processes and tasks, across IT, customer service, security operations, and HR service delivery, creating a better experience for your employees and customers while transforming your enterprise.

ServiceNow proudly opened the Executive Briefing Centre in Sydney, Australia to continue our engagement with our customers across the globe. Situated within the ServiceNow Sydney offices, our facility will offer a unique opportunity to learn how ServiceNow can help you manage and automate services across the enterprise.

### **A Unique Opportunity**

Visit the ServiceNow Executive Briefing Center (EBC) to learn how ServiceNow can help you manage and automate services across the enterprise. In the EBC, you can validate strategy, meet with executives and subject matter experts, and gain insight into the value that ServiceNow will bring to your organization.

### **Customize Your Experience**

Your visit to the EBC is tailored to your business objectives. We will gather a team of ServiceNow executives and experts who can best help you discover the transformational power of automating business services. This personalized, consolidated approach leads to highly productive conversations among like-minded professionals who can help address your company's unique concerns.

## Benefits

- Talk one-on-one with experts. The EBC is located at ServiceNow headquarters, offering the largest concentration of ServiceNow expertise. From data center security experts to application developers, you will have the opportunity for personal, in-depth conversations with those who can help you gain clarity on your initiatives and align solutions to your business needs.
- Understand the true return on investment. Speak with specialists who have worked with other customers to address comparable challenges in environments much like your own. Let them help you evaluate the benefits of automation, including streamlined business operations and infrastructure cost reductions.
- Achieve more in less time. With an executive briefing, you can get answers in just one or two days rather than a series of calls or meetings over weeks or months.
- Gain valuable perspective. Each briefing includes an agenda tailored to your specific business issues and goals. Once you arrive, your visit typically begins with an opportunity to share your objectives with the team, and may include executive or technical level strategy and solution discussions or demonstrations.

Each visit provides insight into the many advantages of the ServiceNow solution from the people who know it best – those who help develop, refine, and deliver it every day.

## Your EBC Briefing

Plan your next visit to Sydney where we look forward to hosting your EBC;

- Contact your ServiceNow Sales Representative and work with them to outline your unique requirements and briefing objectives. This information will serve as the foundation for crafting your custom agenda.
- Your Sales Representative will work with you and the EBC staff to fine-tune the visit.
- The EBC staff will manage the agenda planning, on-site logistics, and discussion leader/subject matter expert booking. All you have to do is make your travel and hotel arrangements, bring your team, and get ready for highly productive discussions.
- Your EBC experience is optimized to suit your needs and can accelerate your journey to business service transformation.



ServiceNow recently opened the Executive Briefing Center in Sydney as part of our Asia, Pacific and Japan facilities. The EBC allows our regional customers an opportunity to experience the EBC locally.

Our EBC is located in the  
ServiceNow Sydney Office Level  
48/680 George St,  
Sydney NSW Australia 2000  
Phone: 02) 9321 2200

For information on hotels you can visit this link Hyperlink – <https://www.sydney.com/destinations/sydney/sydney-city/accommodation-hotel-and-motel>

Please contact your ServiceNow Sales representative to plan your next briefing.