



ServiceNow Worldpay

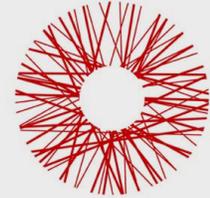
The company

Worldpay is a leading payments company with global reach. It provides an extensive range of technology-led payment products and services to over 400,000 customers, enabling their businesses to grow and prosper. It manages the increasing complexity of the payments landscape for those customers, allowing them to accept the widest range of payment types around the world. Using its network and technology, it is able to process payments from geographies covering 99 percent of global GDP, across 146 countries and 126 currencies. It helps their customers to accept more than 300 different payment types.

The challenge

As Worldpay grew, it wanted to have access to interactive analytics tools that would provide valuable data to the right people at many different levels of the organization. It was using SAP BusinessObjects and BMC Remedy to accommodate its reporting needs, but found that, due to poor implementation and an unfortunate user experience, the process was slow and tedious for analysts to manage. Each month, analysts would spend the first two weeks preparing reports for stakeholders and accommodating query requests. Worldpay wanted to enhance data accessibility for both its stakeholders, and internal employees, which they hoped would encourage self-led exploration of the data.

Cost : Benefit Ratio | **1 : 1.19**



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The bottom line

Worldpay deployed ServiceNow Performance Analytics to replace multiple data tools and promote the use of analytics throughout its organization for improved decision making.

Nucleus found the project enabled the company to boost analyst productivity, while simultaneously increasing data accessibility and engagement for hundreds of additional employees.

ROI: 111%

Payback: 1.8 years

Average annual benefit: \$125,840

The strategy

Worldpay considered an upgrade to their existing BMC solution, but instead landed on ServiceNow for several reasons including:

- Flexibility. The company believed ServiceNow would be easier to alter and change on demand, allowing Worldpay to adjust its use of the solution as needed. In addition, ServiceNow was continually improving with a steady cadence of updates and releases. With the flexible nature of the system, Worldpay would be able to take advantage of the updates more easily, allowing them to remain on top of the most recent innovations.
- Implementation. The team believed that ServiceNow could be rapidly implemented, achieving the roll out of five different modules within three months. As a result, Worldpay would be able to experience a faster time to value.

Types of benefits



Worldpay teamed with ServiceNow professional services, Quickstart, and together they began the implementation in June 2014. During the move from the BMC Remedy and SAP BusinessObjects to ServiceNow, Worldpay wanted to ensure that the data would be set up correctly in the new system. To accomplish this, Worldpay was heavily involved in the data transfer throughout the entire implementation. They designed the most efficient method of data upload and storage, which would be critical in allowing them to experience the best long-term use of the application.

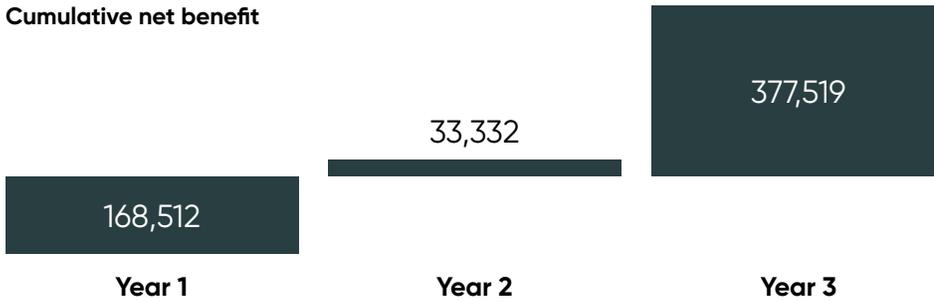
ServiceNow went live in September 2014 with approximately 400 users and has since ramped up to 650 users.

Key benefit areas

Implementing ServiceNow Performance Analytics has enabled Worldpay to increase the efficiency of its analysts while furthering the availability of data and information to a larger number of employees. By effectively scaling out analytics to its employees in this manner, decision making throughout the organization has improved. Key benefits of the project include:

- Increased analyst productivity. Previously, Worldpay had experienced hires devoting approximately 50 percent of their time to building and distributing reports to stakeholders. The employees were involved in not only the initial creation of the reports, but then had to entertain any requests for more detailed information. With data in the hands of the stakeholders themselves, they can explore the data, and answer any additional questions independently.

Cumulative net benefit

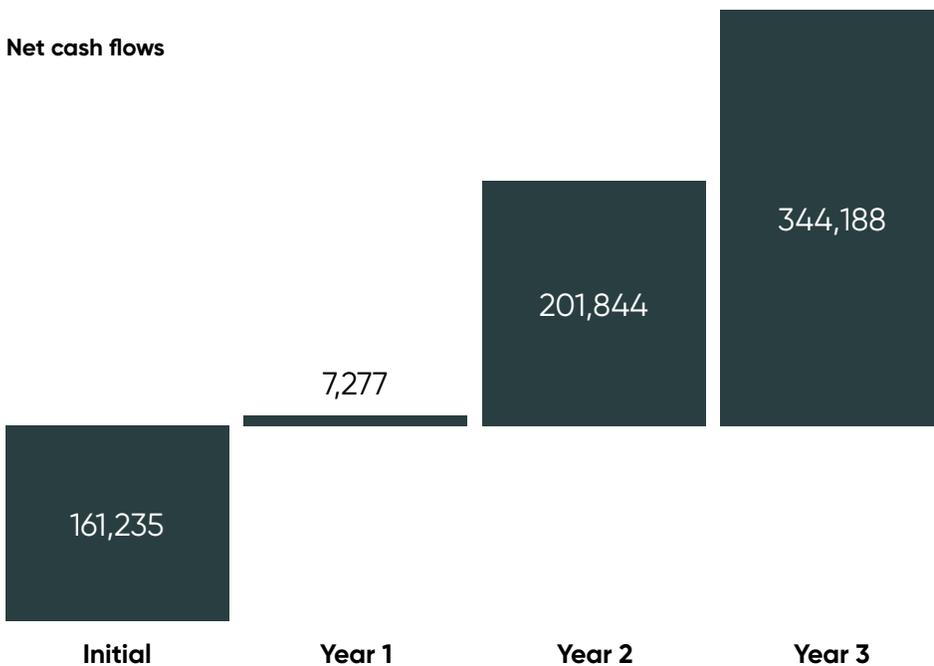


- Increased data accessibility. Before implementing ServiceNow Performance Analytics, Worldpay had 30 licenses for SAP BusinessObjects, which limited the number of employees who can access data and analytics. Now, the company has provided approximately 650 of its employees with real-time data.
- Improved decision making. As management began to use the data provided by ServiceNow, their daily, tactical, decisions became more informed. Moving forward, the culture of using data for improving daily activities will pervade throughout Worldpay and the entire organization will experience faster growth and greater efficiencies.
- Reduced customer churn. Worldpay found that ServiceNow Performance Analytics has allowed for an improved customer experience. As a result, the company has been able to significantly reduce their customer churn.

Key cost areas

Costs of the project include software licenses and annual maintenance fees, implementation fees, personnel to deploy and support the application, and employee time spent in training.

Net cash flows



Best practices

Worldpay recognized that in order to experience the full benefits of ServiceNow Performance Analytics they would have to get as many employees as possible to adopt the solution. They encouraged this by incorporating ServiceNow throughout all of the reports that are produced. As a result, employees are now looking at the reports as interactive instead of static. With the correct analytics tools in the context of the reports, Worldpay has found that there is an appetite to use the insights to discover a real-time or daily trend to improve employee decision making.

Calculating the ROI

Nucleus quantified the initial and ongoing costs of software license and maintenance fees, implementation services, personnel time to implement and support the application, and employee training time to calculate Worldpay's total investment in ServiceNow.

Direct benefits quantified included the avoidance of additional SAP BusinessObjects licenses and the avoidance of a higher salary for a BMC contractor. Indirect benefits quantified included increased analyst productivity, which was calculated based on the average annual fully loaded cost of an employee using a productivity correction factor to account for the inefficient transfer of time between time saved and additional time worked. Not quantified are the benefits that Worldpay will experience as they continue to support their growth and adoption of ServiceNow Performance Analytics throughout their organization.

Financial analysis

Worldpay's ServiceNow deployment

Annual ROI: 111%

Payback period: 1.8 years

| Benefits | Pre-start | Year 1 | Year 2 | Year 3 |
|-------------------------|-----------|--------|---------|---------|
| Direct | 0 | 20,250 | 268,250 | 268,250 |
| Indirect | 0 | 75,938 | 75,938 | 75,938 |
| Total per period | 0 | 96,188 | 344,188 | 344,188 |

| Costs - capitalized assets | Pre-start | Year 1 | Year 2 | Year 3 |
|----------------------------------|-----------|--------|--------|--------|
| Software | 0 | 0 | 0 | 0 |
| Hardware | 0 | 0 | 0 | 0 |
| Project consulting and personnel | 0 | 0 | 0 | 0 |
| Total per period | 0 | 0 | 0 | 0 |

| Costs - depreciation schedule | Pre-start | Year 1 | Year 2 | Year 3 |
|----------------------------------|-----------|--------|--------|--------|
| Software | 0 | 0 | 0 | 0 |
| Hardware | 0 | 0 | 0 | 0 |
| Project consulting and personnel | 0 | 0 | 0 | 0 |
| Total per period | 0 | 0 | 0 | 0 |

| Costs - expensed | Pre-start | Year 1 | Year 2 | Year 3 |
|-------------------------|-----------|---------|---------|--------|
| Software | 158,464 | 103,464 | 142,344 | 0 |
| Hardware | 0 | 0 | 0 | 0 |
| Consulting | 0 | 0 | 0 | 0 |
| Personnel | 1,292 | 0 | 0 | 0 |
| Training | 1,480 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 |
| Total per period | 161,235 | 103,464 | 142,344 | 0 |

| Financial analysis | Results | Year 1 | Year 2 | Year 3 |
|--|-----------|---------|---------|------------------|
| All government taxes | 45% | | | |
| Cost of capital | 7.0% | | | |
| Net cash flow before taxes | (161,235) | (7,277) | 201,844 | 344,188 |
| Net cash flow after taxes | (88,679) | (4,002) | 111,014 | 189,303 |
| Annual ROI - direct and indirect benefits | | | | 111% |
| Annual ROI - direct benefits only | | | | 64% |
| Net Present Value (NPV) | | | | 159,072 |
| Payback period | | | | 1.8 years |
| Average Annual Cost of Ownership | | | | 135,681 |
| 3-Year IRR | | | | 59% |

