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Now on Now:
We are digitally transforming the way we work and relying on our own solutions to do it

How ServiceNow uses the Now Platform® to work smarter and faster

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ServiceNow is one of the fastest-growing cloud enterprise software companies in the world, with steady double-digit annual growth. Dedicated to making the world of work, work better for people, the company has 6,900 customers who rely on the Now Platform®—an intelligent, intuitive cloud platform—for their digital transformation.

ServiceNow is on its own digital transformation journey. We use our own workflow products to build a strong future for IT; proactively manage security, risk, and cost; create engaging employee experiences; reduce customer time to relief; and build cross-enterprise workflow apps fast.

> *"Growing revenue with incredible digital customer experiences while increasing speed and productivity internally is our primary goal. We are achieving this by using our own products to drive tangible business returns."*
>
> *Chris Bedi*
> *CIO*

Every day we rely on our own technologies to guide and measure our global digital transformation evolution. We call it the Now on Now program, where we are committed to drinking our own champagne every day.

We have achieved this business value:

- 18% revenue per employee improvement over 4 years
- 14% improvement in G&A spend as a percentage of revenue over 3 years
- 65% self-solved employee issues[1]
- $139M in cost avoidance due to enterprise-wide automation initiatives[2]

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[1] During the first three quarters of 2020
[2] During the first three quarters of 2020

The power of using our own products

While Now on Now is core to our digital transformation journey, the program doesn't stop there. Our internal experts--those that implement and support these products internally every day—share the value and performance of the Now Platform with customers. We share the art of the possible through real-world stories of our challenges, implementation journeys, and lessons learned. As Customer Zero, we provide ongoing product feedback to our product development teams, both for our platform releases and solutions.

As first adopters of our products, ServiceNow's teams are constantly looking for ways to increase execution speed while keeping a razor-sharp focus on employee and customer satisfaction. We rely on the Now Platform to connect people, functions, and systems across ServiceNow—including HR, Finance, IT, Workplace Services, and Customer Support--among others. Native AI, machine learning, mobile, and analytics help us develop and analyze workflows that deliver intuitive employee and customer experiences while enabling us to scale. The Now on Now program focuses on four main technology areas:

Customer Workflows: Delivering integrated customer experiences to reduce time to relief

"AI is continually improving. We're excited to keep innovating with the singular goal of making customer service support faster, smarter, and more proactive."

Dean Robison
SVP, Global Technical Support

Forbes

One of the largest and most mature ServiceNow clouds is the one that supports our technical support engineers (TSEs). This cloud, a collection of different instances, is also one of our busiest, supporting 36 million Community members, 89,000 user portal searches, and 25,000+ cases/month. Creating a seamless customer experience is the goal day in and day out. We use the Now Platform for proactive support and routinely detect and resolve issues before customers are aware of them. This averts services outages, minimizes downtime, and increases customer satisfaction to customers.

ServiceNow Customer Service Management (CSM) enables us to scale our service operations using connected digital workflows that automate work across functions, whether IT, data center operations, or customer support. Self-service is driven by technology such as our Virtual Agent chatbots which use AI algorithms to contextualize customer issues and offer solutions. On the issue remediation side, we are using AI combined with the Knowledge-Centered Service methodology to automate the support agent's processes by automatically supplying relevant content, eliminating agents' search time and adding guided workflows to speed up issue resolution.

Outcomes achieved in 2020

- 11% increase in case volume and a 44% decrease in median time to relief (with Knowledge article attached)
- 87% of cases are created by customers via a portal or mobile app
- 96% completion rate in Virtual Agent chatbot conversations
- $20.3 million in cost savings due to automated requests through service catalog

IT Workflows: Build the future of our IT operations and proactively managing risk, security, and cost

At ServiceNow, we're using our Now Platform to digitally transform virtually every area of IT, with the three-fold goal of creating visibility and insight, increasing velocity, and delivering great employee experiences.

Visibility starts with accurate data, and for us that means a centrally managed and controlled Configuration Management Database (CMDB) that gives us a single source of truth for data. This improves visibility and insight, speeds decision making, and enhances reporting.

We manage our IT environment using ServiceNow IT Operations Management (ITOM). Discovery, Service Mapping, and Event Management give us a comprehensive view of all IT resources and services in our enterprise, both on premise and in the cloud. This allows us to monitor health in real time and not only respond faster when issues arise, but to anticipate and proactively prevent them from happening. We use AI and machine learning to drive self-healing, where the system can identify hot spots and problem areas, diagnose the cause, and take action, all without human intervention. Hardware Asset Management (HAM) and Software Asset Management (SAM) help us track assets throughout the entire lifecycle to optimize spend.

As we grow our environment, we use IT Business Management (ITBM) to plan, budget, and deliver projects on spec and on time. DevOps helps speed software development and deployment by reducing the time spent on administrative tasks.

Just like we use Customer Support Management (CSM) to deliver excellent customers support, we want to provide great experiences to our employees and our support staff. That's where IT Service Management (ITSM) comes in. Both automate manual tasks and integrate support tools and communications into a single pane of glass to improve the support team's responsiveness and productivity. Employees can access support through multiple channels, including an Employee Portal, voice, and chat, plus walk-up support at many sites. Mobility lets employees contact support from anywhere via their tablet or mobile phone. Our Virtual Agent and extensive Knowledge Base let users self-solve many basic issues quickly and easily—a support option that users increasingly prefer.

> *"Thanks to intelligent operations, we can now provide proactive support with limited or no human interaction. Data-driven workflows can be used to automatically detect, analyze, and remediate issues before or just after they occur."*
>
> *Tomer Mekhty*
> *VP, Technical Operations*
>
> ServiceNow blog

Finally, we use our Security Operations and Governance, Risk, and Compliance products to secure our environment and ensure regulatory compliance. Our entire security program, including many third-party tools, integrates to a single platform, giving analysts a 360-degree view of our security landscape. When threats are detected, automation speeds our response. Vendor Risk Management (VRA) helps us assess the security posture of third parties, so that others cannot access the ServiceNow network through them.

Outcomes achieved

- 58% Reduction in critical outages
- 25% Issues proactively prevented with AIOps
- 50% Employee requests fulfilled through self-service automation
- 94% Employee satisfaction
- 53% Time faster to release apps/workflows using DevOps
- 20% Reduction in security threat response time

Employee Workflows: Create connected and engaging employee experiences

ServiceNow uses its own technology to make our employees' work lives as simple and intuitive as our personal lives. Great employee experiences improve productivity and job satisfaction, resulting in happier people and greater retention.

Our quest for a great employee experience rests on a couple concepts: Improve and streamline self-service, reduce the friction and complexity of finding information and getting service, and expand mobile capabilities to handle common actions and requests. We use platform technology such as Enterprise Service Management, Enterprise Onboarding and Transitions, Virtual Agent, and Now Mobile to achieve this.

We depend on technology to drive self-service across IT, HR, Facilities, Finance, and Legal using native mobile apps and intelligent workflows. The foundation of this is a single portal based on personas (employee, manager, new hire) that personalizes the experience. Self-service is complemented by live help, including tech lounges, a walk-up experience for IT support, and Live Chat via our Virtal Agent.

> *"What good is analytics if no action is taken? That's where digital workflows come in. Workflows complete the second half of analytics."*
>
> *Vijay Kotu*
> *VP, Analytics*
>
> Forbes

By using the Now Platform, employees can get what they need when they need it. By embedding intelligence into every interaction, we can deliver experiences that break down silos, unlock productivity, and improve self-service with native mobile apps and virtual agents. We give employees the power to get answers and help—anytime, anywhere.

As a result, productivity improves. We capture and automate processes incorporating institutional knowledge gained from employees. Functional service teams can maintain control and autonomy over their service delivery systems. We are also scalable so we can keep up with our steady growth.

Outcomes achieved during 2020

- 82% Employee engagement (2020 annual employee survey)
- 22% Increase to recruiter productivity
- 23% Order-to-cash staff productivity increase
- 1-day reduction in revenue & AR close

Creator Workflows: Build cross-enterprise workflow apps fast

With ServiceNow App Engine as our foundation and Integration Hub as pillars, we are building new workflow apps that seamlessly connect various technology stacks to address our unique business needs. Capabilities like Flow Designer, Predictive Intelligence, and Performance Analytics empower ServiceNow employees to tailor workflows, automate processes, and harness the power of machine learning and analytics.

Our Citizen Developer program empowers line-of-business experts to fill capability gaps. With training, tools, and support from across the enterprise, everyday employees with little coding experience can create apps that address their needs in a visual development environment. IT guardrails ensure security while Integration Hub's ready-made spokes connect the apps without manual coding.

For instance, one ServiceNow employee with no prior coding knowledge built a Virtual Agent-based app in just 32 hours, saving his team an estimated 1,900 hours that can now be redirected from manual tasks.[3]

In response to the demands of the pandemic in 2020, a small employee team used the Guided App Creator to develop the Safe Workplace suite of apps. By integrating what was needed into digital workflows, we were able more easily shift to a remote workforce. Since then, our Product team has added new products and capabilities, making the suite a true collaboration across silos.

App Engine and its sister products enable developers of every skill set to collaborate and build apps—from scratch or from an easy template. And by using the power of Citizen Development, now everyone at ServiceNow can become a developer.

The power of Customer Zero

Now on Now offers a unique perspective of how to harness the power of workflows to generate improvements in productivity and both employee and customer experience. Our strong commitment is driven by our company purpose—make the world of work, work better for ServiceNow and its customers, partners, and employees.

About ServiceNow

ServiceNow is making the world of work, work better for people. Our cloud based platform and solutions deliver digital workflows that create great experiences and unlock productivity for employees and the enterprise. For more information, visit: www.servicenow.com.

Now on Now is about how we use our own ServiceNow solutions to work faster, smarter, and better. With Now on Now, we're achieving true end-to-end digital transformation. To learn more, go to the Now on Now website.

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[3] Time saved is based on the time normally spend migrating data.