The future of IT is now
Tips and Insights for IT digital transformation
The current crisis is a great time to experiment, overcome corporate inertia, and get rid of sacred cows.

—Chris Bedi, ServiceNow CIO
Cloud-based enterprise solutions are a necessary ingredient for digital transformation. By bringing IT into the cloud, organizations can reap the benefits of connected data, shared experiences, and, most importantly, adaptability. With legacy systems, even small changes often require significant and time-consuming changes. Contrast this to cloud-based solutions, where firms can add, remove, customize, and update anything—at any time, and quickly. You’re also able to access the cloud anywhere, regardless of where you are in the world.

1. **Make change possible through the cloud**

Cloud-based enterprise solutions are a necessary ingredient for digital transformation. By bringing IT into the cloud, organizations can reap the benefits of connected data, shared experiences, and, most importantly, adaptability. With legacy systems, even small changes often require significant and time-consuming changes. Contrast this to cloud-based solutions, where firms can add, remove, customize, and update anything—at any time, and quickly. You’re also able to access the cloud anywhere, regardless of where you are in the world.

2. **Deploy AI across departments**

Artificial intelligence is perhaps the latest and most transformational piece in the digital revolution. The reason: It paves the way for innovation by automating routine tasks and giving back time to a live agent so they can focus on more meaningful and impactful work. Once the province of sci-fi movies, AI has moved mainstream and is being deployed across top companies to optimize everything from customer service to financial reporting.

The benefits go beyond the direct return on investment; putting human talent to work on higher-value tasks encourages more innovation and improves the employee experience.

---

80% Data scientists say that 80% of the work involved is acquiring and preparing data.  

51% By 2024, most cloud service platforms will provide at least some services that execute at the point of need.  

50% 14% of organizations employ AI and nearly 50% intend to do so in 2020.  

3 Break down silos  

Behind the biggest gains in digital transformation is the ability to see, manage, and collaborate across departments and teams. Almost without exception, potentially insightful and useful company data gets stranded, or siloed, in the originating department or system. The architecture of sophisticated enterprise platforms breaks down data silos and allows IT to proactively identify problems, inconsistencies, and conflicts among different departments, and then move quickly to resolve the issue.

Enhance customer experience with predictive technology  

A big step forward for consumer (employee) experience is the marriage of SaaS and customer service. More than 80% of customer interactions will be done without a human on the customer support side in 2020, according to a 2019 study for Invoca Research.  

Like many other areas of business, technology has made operations more efficient and scalable, reducing customer service processing times and allowing people to focus on the crucial inflection points for human interaction. For customer service, SaaS apps can reduce time-killing workloads of common issues to instant automated replies, keep labor costs down, and allow your customer support team to focus on adding value by addressing the problems of outliers whose endorsement would reflect well on the company.

These are the four key components of a modern cloud-based single platform:  

• Omni-channel customer and partner engagement; drive action with self-service  
• Connect the back office to the front office; resolve complex issues end-to-end  
• Connected devices and IoT; provide proactive service  
• Use Enterprise Service Management principles

* Gartner, “A Digital Workplace Is Crucial to Digital Transformation,” 2019
Within four years, nearly three-quarters of large enterprises are expected to be using at least four low-code development tools for IT application development and citizen development initiatives, according to a recent Gartner study.6

More developers will work outside of central IT organizations as companies continue to make deploying software a crucial part of their business model. In 2019, 24% of developers working on internal software tech said they report to a business unit outside of CIO or IT departments.7

Within four years, nearly three-quarters of large enterprises are expected to be using at least four low-code development tools for IT application development and citizen development initiatives. What low-code and no-code in-house app development does for an enterprise can be a game changer. New unified platforms allow those who are closest to processes but with no programming skills to easily create new solutions in-house without needing to use programming code. The benefits are many: Apps get to market faster and at a fraction of the cost of traditional app builds.8

By 2022, application integrations delivered with robotic process automation (RPA) will grow by 40% year over year.8

Rather than focusing on the sheer number of projects, their value to the enterprise is a smarter measure: velocity-to-value is a better way to track real progress.

Under this metric, projects are ranked by the sum of values of their complexity and the number of months of effort it took to develop to earn its velocity value. That number is weighed against the velocity of the past year’s portfolio to give it a velocity-to-value ranking. This new measure helps divine which apps have the best return on investment (ROI) and becomes a guide for more valuable development in the pipeline—not merely hitting quantity goals.
One of the chief benefits reaped by companies that have made a digital transformation is the accompanying boost in productivity. Productivity gains come from AI, transparency, ease of app building, and other areas. A Forrester Total Economic Impact™ Study identified five major ways technology supports productivity gains.

- 20% increase in IT productivity
- 15% of customer service can be repurposed for greater ROI work
- 50% faster enterprise app-to-market time
- 10% faster issue resolution
- 45% faster security incident response

Still, organizations should look at productivity from many different angles, including the indirect benefits. Digital transformation often goes hand in hand with better employee satisfaction and experience, collaboration, and work/life balance—key factors in productivity.

The launch of sophisticated enterprise platforms focuses on automating complex workflows that once required long manual processes, time-sucking approvals, and menial labor. The new black is being able to build custom automated workflows that greatly improve productivity—and the overall employee experience. Customer service and human resources are two departments that stand to benefit the most from automated workflows.

84% of respondents rated employee experience as important.10

28% identified employee experience as one of the three most urgent issues facing their organizations.10

20% of companies that are digitally trustworthy are expected to generate 20% more online profit than those that aren’t.11

15% of IT staff repurposed for higher-value work.12

Automate workflow for better employee experience

Create profitable synergies by ditching legacy systems

84% of respondents rated employee experience as important.10

28% identified employee experience as one of the three most urgent issues facing their organizations.10

20% of companies that are digitally trustworthy are expected to generate 20% more online profit than those that aren’t.11

15% of IT staff repurposed for higher-value work.12

Benefits begin when companies let go. The use of different business practices, inefficient workflows, customer and employee service disparities, and legacy software had long been a challenge at mid-size and large companies. Reconciling these differences spanned inefficient meetings and required the legal and IT departments at a minimum.

Embracing the benefits of a unified cloud-based platform, however, brings processes together, automates many, creates unparalleled oversight, and provides a launchpad for easy app development in a new world, free of legacy systems, where these synergies transform companies into more profitable versions of themselves.
Now more than ever, the success or failure of most organizations hinges on making digital transformation a reality. This shift has turned the relationship between business and IT on its head: IT doesn’t merely support commercial and enterprise growth—it drives it. In fact, the most significant IT trends are those that drive digital transformation or are accelerating because of it.

The common denominator—across all industries—is the cloud and the central role it plays in connecting data, experiences, and teams while allowing for maximum flexibility to be ready for whatever comes next.

Protect your organization and prosper, even during times of disruption, by building a smarter workflow process.

Learn more about how IT is leading business transformation and how ServiceNow can help you ramp up and deliver exceptional experiences in the “next normal.”

Download our ebook to see ITSM in action and learn how quickly you can go from fragmented to cloud connected.

Learn how to re-imagine IT service delivery and operations in unimagined times from the pros in our new ebook.

Read about how 5 enterprise companies consolidated ITSM to reduce costs and transform their service delivery.

Learn about chatbots, predictive intelligence, performance analytics, and more innovative features in ITSM Professional.