

Enable new business models that create and deliver more value

Understand customer needs and provide offerings that exceed expectations

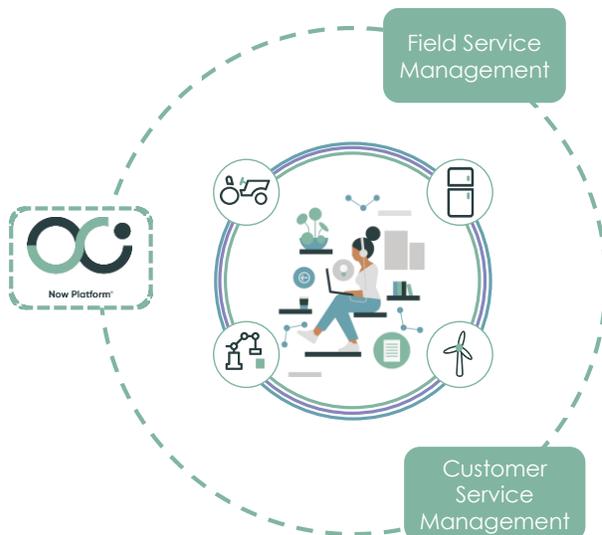
Organizations are re-shaping the future of their business to increase value in the new digital era. Every aspect of their customer experience is being examined from how companies acquire and retain customers to the products and services they provide. As a result, business leaders are considering, 1) changing their distribution model, 2) creating new service opportunities that align with evolving customers' needs, and 3) expanding from offering only products to adding services and digitized services to their portfolio.

Companies in every industry are considering new business models, or channels, where they can create, deliver, and capture value and differentiate from the competition. To innovate while delivering a great experience, all parts of a company must work together. Impediments to growth such as legacy systems and siloed data need to be addressed.

ServiceNow helps companies innovate

Technology plays a critical role in facilitating new business models that are profitable for companies while providing greater value to customers.

- With a single platform, ServiceNow provides the scalability companies need and enables data to flow seamlessly across the business, removing silos.
- Companies also gain insights from customers with the ability to analyze operational and behavioral data to better understand customer needs and provide more differentiated services.
- Digital workflows empower employees to collaborate across the business as they onboard, service, and retain customers with these new business models.



Deliver more value with ServiceNow

- Enable service for a direct-to-consumer business model, owning the brand experience throughout the customer journey
- Enable new/ advanced services models, creating revenue streams from services as well as products, or in place of products.
- Accelerate delivery and support of digitized business models where technology is the product, onboarding, servicing, retaining, and growing customers at scale.

By enabling new business models and offerings, companies can increase profitability and more closely own the brand experience of consumers to increase CSAT and loyalty. With a single platform, the entire organization is empowered to service customers, decreasing the effort required to meet needs for both customers and employees.

Enable service for a direct-to-consumer business model, owning the brand experience throughout the customer journey and having a channel to gain valuable insights from these interactions. ServiceNow provides the technology to manage a direct relationship with customers, from initial installs to onboarding and post-sales support. In-platform analytics helps identify areas for self-service and automation, reducing resolution times, and highlighting opportunities to improve products and services.

Enable new/advanced services models, gaining revenue from services as well as products. As companies prioritize the customer service experience, it's critical to focus on the right service products for the each

customer. Personalized offerings take into account unique customer goals and expectations, and set companies on a journey to advanced service models. The Now Platform helps companies provide these personalized product- and business-related services, ranging from preventive and predictive maintenance to outcome-based services to product-as-a-service.

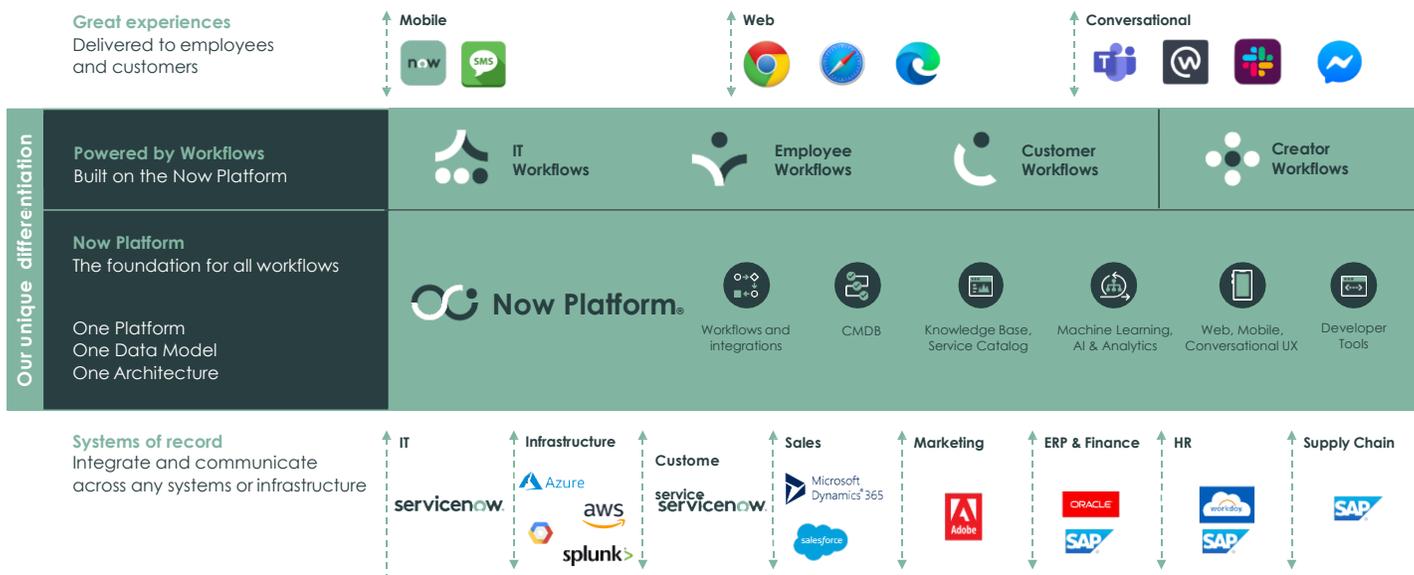
Accelerate delivery and support of digitized business models. Companies are able to leverage digital technologies to create new product offerings or replace non-digital and manual processes. With digitized service models where technology is the service, ServiceNow helps onboard, service, retain and grow customers at scale.

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The vision of the customer experience and that journey of what we need to continue to do to disrupt and improve the customer experience was one of the most single important factors for choosing ServiceNow.

– Steven Bandrowczak, Xerox President & COO



The Now Platform is the “Platform of Platforms” for Digital Workflows



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