Play to Win: Performance Analytics Empowers Your Business
Get the Insight You Need to Make the Right Play—Every Time

Imagine sitting in the stands, enjoying the pro football championship game. It’s been a real roller coaster of a game, and now it’s crunch time—the score is tied 20-20 with only five seconds left on the clock. There’s only time for one more play.

The quarterback takes the snap and senses the upcoming blitz. He rolls out of the pocket under pressure. Scrambling to the right, he spots a wide receiver who’s broken free from cover. The quarterback lofts a perfect spiral 25 yards down the field, and the receiver reaches back over his shoulder to make a spectacular running catch. It’s all over as the receiver accelerates down the field and romps triumphantly into the end zone. Touchdown! And the crowd goes wild!

Performance Analytics for the Win

Visibility is everything. It’s the difference between winning and losing the big game. Before the ball was even snapped, someone had to call the right play. That took a clear vision of the goal—making a long play to break the tie—as well as a deep understanding of the other team’s strengths and weaknesses based on its past performance. And it didn’t stop there. For example, which receivers were fresh and which were fatigued? Which one-on-one matchups had worked best during the game? Was the wind gusting, or was it calm? The number of variables to consider was enormous.

And it’s not just about seeing the past and the present—it’s about predicting the future based on the current and historical context. To make that winning pass, the quarterback needed to recognize the blitz before it happened and react instantly. Then, he had to anticipate the receiver’s future position, because if you throw a ball directly at a moving target, you’ll miss it by yards.

Performance Analytics for Business

In business, it’s similar. To succeed, you first need clear objectives and a plan to meet them. Then, to manage your business, you have to measure your current performance against those goals to understand whether you’re on track to meet them in the future. That takes real-time visibility as well as the ability to predict the future based on your current situation and past history. Trends and patterns are your friends. They allow you to make better decisions, plan more effectively, and avoid problems. By running performance analytics, you can correlate your raw data to gain new insights. You’ll understand where you are and where you’re going, not just where you’ve been.

Performance analytics does more than just show you what’s already happened. It shows you how your business is performing against measurable objectives. It also takes your existing data and helps you to answer crucial questions, such as:

• Why is this happening?
• What will happen if this continues?
• How can I make things better?
Gain Clarity and Take Definitive Action

Jim Barksdale, a well-known executive, once said, "If we have data, let’s look at the data. If all we have are opinions, let’s go with mine." Do you find yourself in the same situation? Are you constantly faced with diverse opinions without the data to back them up? How do you make the right decision when facts are hard to come by?

Using performance analytics, you and your team can make definitive, fact-based decisions everyone understands. When you can clearly see your current situation and what the future holds, you can also:

- Prioritize your resources more effectively so you can focus on areas with the highest demand or biggest benefit
- Optimize the way you work by pinpointing and eliminating inefficiencies and bottlenecks
- Identify emerging issues—and fix them before they become major problems
- Know when change is coming and turn on a dime to take advantage of the new opportunities
- Validate the decisions you’ve already made by seeing how they actually affect performance
- Drive continuous improvement in your processes and in the services you offer

Here’s the bottom line. Performance analytics let you be proactive rather than reactive, and that lets you make more timely and informed decisions. It lets you keep up with the speed of business so you’re always ready to throw that winning pass.

Performance Analytics for Everyone

If you’re worried that performance analytics is something only a genius with a PhD in mathematics and years of experience does, you can bench those fears. Performance analytics is for everyone, and modern performance analytics technology, like ServiceNow Performance Analytics, is easy to understand and use. In fact, you’re probably already using some form performance analytics today, and if you aren’t, you soon will be. For example, one recent study by Nucleus Research concludes, “Analytics will evolve so that business users are leveraging analytics at least once per day without realizing it.”

Here is another illustration of the immense benefits of analytics in everyday work. When Worldpay, a global provider of secure payment services, replaced their traditional business intelligence platform with embedded performance analytics, they were able to deliver decision making insight to over 650 employees. A study estimates their annual ROI of 111%. That’s an enormous impact that will show ongoing benefits.

And you don’t have to ask complex questions to reap the benefits of performance analytics. Here’s a simple example. Assume you run a large team and have a valued employee going on personal leave. You don’t have to be a genius to know you need to fill the gap. But making that decision is definitely analytical—and predictive.

Now, scale that up to all the people on your team, taking into account anyone going on leave for any reason. In principle, the problem is still simple, but if you try to forecast the extra coverage you need over the next six months, it’s a huge amount of work. Wouldn’t it be easier if you had a system that just gave you the answer? With ServiceNow Performance Analytics, you do—and it automatically updates that forecast when things change.
Embedded Analytics for Self-Service

A traditional analytics system might have business intelligence software running on top of a data warehouse. Because it’s separate, you have to keep switching between your operational system—like your purchasing system, perhaps—and your performance analytics system. Not only is this inefficient, but the sheer inconvenience of it discourages people from using the analytics system at all.

Worse still, the information in a standalone analytics platform is always out of date—often by days or even weeks. That’s because data has to be imported into the warehouse and that’s not something you can do in real time. You’re still stuck looking in the past, rather than having a clear view of the present and future. And when your data is moved to another system, how do you know the transfer went smoothly? How can you trust the data? What about security concerns? Using this old information to evaluate your organization’s performance is like trying to describe an entire game after only watching the replays.

Modern performance analytics technology embeds the analytics into the software you and your employees use every day. This provides everyone with instant, self-service access so they can start using performance analytics in their daily work. Think about the nursing supervisors at Atlantic Health—most probably don’t have advanced degrees in mathematics, but they still found huge benefits when they incorporated analytics into their daily routine.

With embedded analytics as part of the software you use every day, you and your employees will have self-service access to the most up-to-date information and insights—so you can see the whole game, play by play, as it’s happening.

Let’s Recap

This isn’t the big game. It’s your business—and that’s more important. Performance analytics gives you the real-time visibility you need to succeed, delivering 360-degree insights into your organization’s past, present, and future. With performance analytics, you can:

- Prioritize work and resources more effectively
- Increase service quality and responsiveness
- Reduce costs and increase operational efficiency
- Identify and fix issues before they become problems

Go on. See the whole game. And feel the thrill of winning.

About ServiceNow Performance Analytics

ServiceNow Performance Analytics provides secure, simple access to key performance indicators (KPIs) and metrics that companies can use to proactively optimize business services, improve processes, and align with organizational goals. By using trusted, inplatform data, our solution gives companies the real-time, actionable insights they need to make business decisions that result in improved processes, better service quality, and increased efficiency.

Learn More

Discover how ServiceNow Performance Analytics can benefit your business by visiting our resource page at www.servicenow.com/products/performance-analytics.html

Modern performance analytics technology embeds the analytics into the software you and your employees use every day. This provides everyone with instant, self-service access so they can start using performance analytics in their daily work.