Now Create Leading Practices: Your Second Brain for IT Workflows

What’s in this Success Insight?

ServiceNow has invested deeply in supporting implementations with leading practices, delivered to customers through Now Create and ServiceNow’s Customer Success Center.

This Success Insight describes the leading practices available to drive a rapid and successful implementation of IT Workflows with ServiceNow.

A successful journey starts with a clear and insightful map

No one sets off on an important journey without a map, especially if that journey is time-critical. Unless you’ve travelled the journey before, it is so important to have a view of where you are going, and even better to have an understanding of where you can go wrong. Without this view it’s easy to take a few wrong turns and find yourself even further from your destination than when you began!

What’s even more useful than a map is a crowd-sourced sat-nav system (like Waze) that guides you along the journey with comments and advice from those that have gone before you warning of grid-lock or closed roads and more. To have this level of help as you embark on a software implementation journey can be the difference between arriving on time and on budget or complete failure.

Now Create Leading Practices is a vast set of free resources we have provided for our customers to help them with ServiceNow IT Workflow implementation and deployment projects so that they know exactly where they are going on any implementation journey. It is the collective experience not only of all of our ServiceNow Engagement Managers who have steered customers through their implementation projects, but also of the customers themselves. This tremendous resource enables our customers to stand on the shoulders of those who have gone
before so that they can save themselves time and avoid risk as they embark on important ServiceNow projects, without making the mistakes others have made.

**Success Packs – the “second brain” on your journey**

At the core of the resources that come with Now Create are what we call Success Packs. These include prescriptive methodology guides to help define processes, assign roles and responsibilities, plot timelines and design configurations to ensure your projects achieve successful outcomes. Now Create leading practices are made up of assets such as documents, slide decks and videos to help you plan, run and execute various stages of your project. It’s an immense help to those running ServiceNow projects - customers side or professional services partner-side - and can represent a “second brain” as they assist you navigate what can be a complex journey. Who doesn’t need a second brain?

Available within your existing subscription, the resources are customizable, so for instance partners can re-brand and adapt them so they can integrate them into their own materials as they add value to the customer experience. For smaller partners with limited resources, these materials can save hundreds of hours designing and managing projects meaning a much shorter project runway. For customers and partners alike, these tools bring confidence in embarking on these projects knowing that the collective knowledge of thousands of similar projects will help guarantee a successful outcome.

**Your map for your specific journey**

Our leading practices cover a wide variety of projects and are divided into full scale implementation (6-9 month projects) and “Rapid MVP” projects, which are typically a shorter more specific deployment (6-9 weeks). You select the success pack that matches the targeted outcomes of your journey. A great example of such a Rapid MVP project is when a major media-brand customer needed to deploy our Virtual Agent AI tool to assist them as they pivoted to a remote-working model as the global pandemic hit in March 2020.

This customer was hit by a perfect storm. Not only did they need to transition their IT support to a remote-working model, but as all their staff also moved to remote working they experienced a massive spike in demand for IT support. This prompted a need to hugely scale their support staff to service the workforce now grappling with a home work environment. All of these new recruits had to be on-boarded remotely. Meanwhile, as the world moved to a work-from-home model, all their customers needed more support as TV and Internet usage at home sky-rocketed.

A quick solution was to implement Virtual Agent - an AI chatbot app that can help employees and customers triage help-requests by answering or solving simple problems and signposting self-help. Now Create leading practices for Virtual Agent were essential in helping this organization deploy this essential capabilities under incredible time-pressure. This customer was able to build
knowledge very quickly and avoid wasted time and resources on a journey towards a very successful outcome amid a crisis.

4. Get started on your IT workflows journey

With IT workflows, you can deliver services that amaze your users and increase productivity. To transform the impact, speed, and delivery of IT—you need to implement this solution correctly. Now Create can help you achieve this outcome faster. Using learnings from countless successful ITSM projects, Now Create provides easy access to our implementation, methodology, leading practices, and project accelerators. Here is a sample of some of the success packs Now Create offers to put your implementation journey on the right path.

If you are a customer or partner and want to begin exploring and benefiting from these resources, you can use your SSO and log in directly to the Now Create Portal now to explore the materials available. If you don’t have an SSO, there is plenty of content describing Now Create Leading Practices at the Customer Success Center.