

# 7 Ways to Transform the Business in 2017

**Deliver tailored experiences, apply design thinking to meet customer and employee needs, and turn digital disruption into business opportunity to deliver business value.**

Emerging technologies and cutting-edge methodologies have enabled today's IT executives to transform the business in new ways and gain a competitive edge. Leading companies are embracing 'design thinking' to develop logical workflows for employees, business partners, and external customers. Meanwhile, a growing number of companies are streamlining business processes to simplify the employee experience and boost productivity.

In the fall of 2016, more than 200 IT executives gathered at ServiceNow ExecConnect events across five countries—France, Germany, Netherlands, U.K. and Australia—to share their stories on transformation through service.

From these presentations and discussions, we hand-picked seven ways that IT executives are transforming their businesses.

**1**

## Deliver a tailored experience for each audience

Thanks to the individualized experiences we've come to expect as consumers, it's become essential for companies to design customized customer experiences. Companies such as Amazon, The Ritz-Carlton, and Zappos have set the bar, creating heightened expectations for exceptional consumer experiences among customers and employees.

Unfortunately, the consumer experience hasn't transferred to the employee experience. According to the ServiceNow 2016 State of Work Report which canvassed 2,400 managers across four continents, popular consumer services ranked significantly higher than workplace services. While consumer services outpaced workplace services in key areas such as ease of use, notifications, and speed of delivery, the deployment of automation is helping companies to close the gap. When a workplace service is automated, 40% more managers said it's easy to request and nearly 60% of respondents said the service is delivered quickly.

**2**

## Become a trusted business advisor

One thing that differentiates the CIO from any other executive in the organization is that the CIO has a 360-degree view of the enterprise. This includes insight into each of the interdependencies between discrete functions

and business units. As a result, the CIO can pinpoint opportunities where data and analytics can be used to identify and respond to customer and market shifts, drive innovation, foster growth, and lower costs. This is one of the reasons why a rising percentage of CIOs (23% in 2015 vs. 19% in 2014) view themselves as trusted allies of the CEO, according to January 2016 research by Gartner.

The CIO must act on their exceptional perspective and share these insights with business leaders and members of the C-suite to engender trust. CIOs who exploit these competencies and consistently deliver business value to the enterprise position themselves for greater success.

**3**

## Create value through design thinking

Now that digitalization is the new normal in business, IT must embrace design thinking to provide customers, employees, and business partners with logical, streamlined experiences based on how they intend to use a product, service, or app.

Companies that embrace design thinking will proactively meet the evolving needs of customers, employees, and other key constituents. The proof is evident in the business performance of design-led companies. An October 2016 study conducted by Forrester Consulting found that 41% of design-focused companies achieved greater market share while 46% listed competitive advantage and wins as another benefit.

**4**

**Simplicity is bliss**

When it comes to process modeling and application design, less is more. Blending enterprise service management with design thinking can reduce administrative tasks and streamline work processes. In turn, devising employee-centric work processes and applications can increase employee efficiency, boost productivity, and accelerate desired business outcomes.

Companies that have successfully blended enterprise service management with design thinking have generated powerful business returns. An IDC study of ServiceNow customers reveals a whopping average ROI of 449% over a five-year period coupled with an average payback period of just 7.4 months.

**5**

**Turn digital disruption into opportunity**

The CIO's comprehensive view of the enterprise—coupled with their knowledge of the industry and involvement in corporate strategic planning—can help identify disruption opportunities ahead of the competition.

Still, CIOs need to have the right tools in place to execute on digital disruption opportunities. Many don't. According to IDC FutureScape: Worldwide CIO Agenda Predictions 2016, 60% of digital transformation initiatives will not be able to scale due to a lack of strategic architecture.

**6**

**Liberate the power of the enterprise with business strategists**

Every company has untapped potential, and having a business-focused IT team is key to acting on opportunities as they arise.

Building a world-class IT team today is all about hiring talent with strong business acumen. Highly adaptive business process experts who are good listeners and communicators can heighten collaboration with business peers. They can also deliver domain experience relative to the business function being supported while deepening relationships between IT and business colleagues.

CIOs certainly see the value—51% of enterprise CIOs use liaisons between business and development teams, according to The CIO Tech Poll: Tech Priorities 2016 conducted by IDG Enterprise.

**7**

**Exploit speed as a competitive advantage**

Time is the new currency. The faster your employees can get work done, the faster your company can innovate. And the easier it is for customers to seamlessly interact with your company, the more agile and competitive your organization will be.

Because IT touches every aspect of the company, CIOs and IT teams that take advantage of transformational processes and technologies can grow the company, innovate, and outpace the competition. Companies that don't will be left behind—as evidenced by overly long development times being cited as the greatest barrier to generating returns on innovation and product development (42% of respondents) in a BCG Global Innovation Survey 2015.

Looking for additional ways to transform your organization's business? Ask your ServiceNow sales representative how to join us at [CIO Decisions17](#) or [Knowledge17 ExecConnect](#) in Orlando, Florida, May 8-10, where we'll continue to explore these topics and share additional ways to drive business transformation.