



Washington DC Manufacturing

Last updated: 12/16/2025

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Manufacturing Commercial Operations

The #Manufacturing Commercial Operations (MCO) product provides a platform to optimize your sales, support, and service operations to enhance operational efficiency, lower costs, and improve productivity.

Get started

<p>Explore</p>  <p>Learn how Manufacturing Commercial Operations can help you with its key features and benefits.</p>	<p>Configure</p>  <p>Plan and customize Manufacturing Commercial Operations to meet your specific needs.</p>	<p>Integrate</p>  <p>Extend Manufacturing Commercial Operations capabilities by integrating with other applications.</p>
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Troubleshoot and get help

- [Ask questions and explore other resources for in the ServiceNow Community](#) 
- [Search the Known Error Portal for known error articles](#) 
- [Contact Customer Service and Support](#) 

Exploring Manufacturing Commercial Operations

Learn how the #Manufacturing Commercial Operations solution can help your organization speed up revenue and create differentiated customer and channel experiences while reducing operations costs.

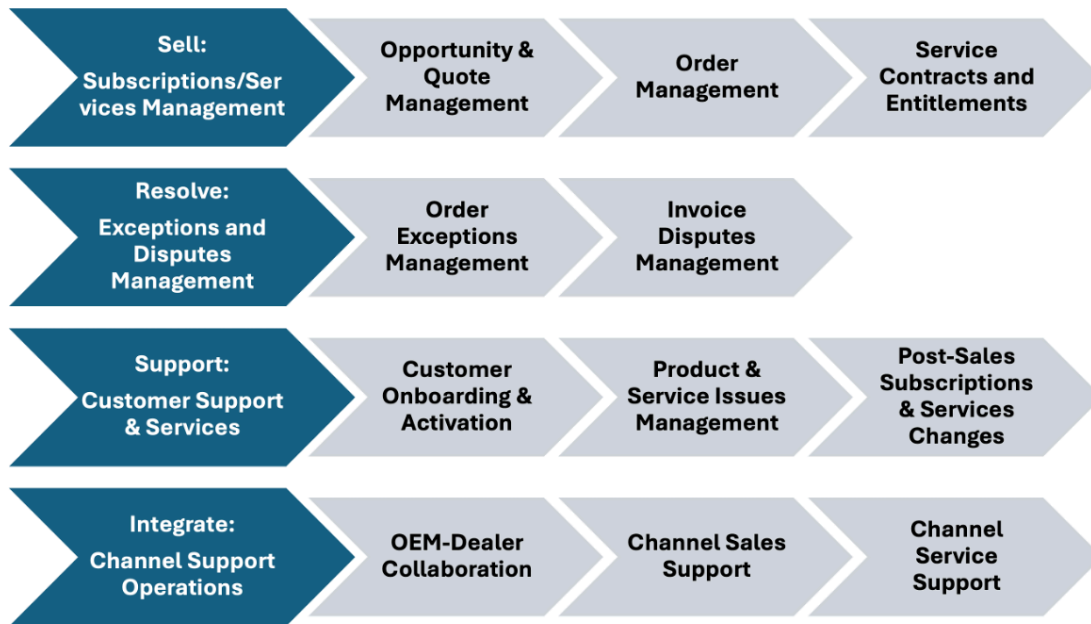
Overview

The Manufacturing Commercial Operations (MCO) product offers a single platform to manage your sales, support, and service operations. For example, you will be able to manage the end-to-end lifecycle of your products, subscriptions, and services including creating opportunities, generating quotes, contracts, and orders, resolving exceptions and disputes, supporting customer complaints and product or service quality issues, and enabling seamless channel operations.

Benefits

With Manufacturing Commercial Operations applications combined with ServiceNow workflows, your organization can speed up revenue, improve profitability and deliver exceptional customer and channel experiences.

To support end-to-end operations, Manufacturing Commercial Operations provides the following features, capabilities and applications.



Accelerate growth with new subscriptions and services

Swiftly launch and manage new subscriptions and service offerings. Sales and order management applications including product & pricing catalog management, opportunity to order management, post-sales activities and customer lifecycle workflows on a single platform increases an organization’s responsiveness to meet rapidly changing customer expectations, market conditions, and emerging opportunities, translating into increased revenue potential.

Improve agility and savings with automated exceptions workflows

Manufacturing Commercial Operations helps automate orders and invoice exceptions management processes by fusing customers, OEMs, channels, and other value chain partners with one system of engagement and action. Intelligent recommendations, workflows and orchestration help resolve issues and disputes quickly, yielding improvements in agent productivity, order delivery performance and cash collection cycles, thus boosting revenue and cash flow.

Provide differentiated customer and channel experiences

Through Manufacturing Commercial Operations, manufacturers can offer seamless collaboration and enriched, personalized experiences to their customers and channel partners, fostering stronger partnerships and bolstering customer loyalty and retention. Omni-channel engagement, intelligent self-service capabilities, and proactive issues management and communications help not only increase loyalty but also improve overall brand value.

Key Features

In Manufacturing Commercial Operations, there are three major areas – Sales, Support, and Service. These areas collectively contribute to the effective sales of the company’s products and services. Manufacturing Commercial Operations aims to streamline, automate, and optimize these functions.

Subscription and services lifecycle management

Connect end-to-end processes, verify customer contracts and entitlements at the point of service/sale, track and make post-sales changes, and proactively manage

activations and potential loss of revenue. Manufacturers no longer have to rely on manual processes and legacy knowledge to manage activities across the various stages of pre-sales, sales, and post-sales processes (i.e., opportunity to renewal lifecycles). Additionally, these processes were optimized for product and parts sales and are not flexible enough to accommodate requirements of new subscriptions and services offerings.

Order-to-cash exceptions and disputes management

Integrate with ERP and other point systems, capture requests from omni-channels, intelligently route the request to the right teams, and orchestrate the collaboration, resolution and approval processes. You will be able to monitor SLAs, progress, and provide proactive communications to all stakeholders increasing auditability and visibility to all stakeholders. Provide an easier way for manufacturers to manage change requests to the orders, deliveries, and invoices, avoiding major issues and disputes that are often manually handled and go through many hand-offs, and preventing customer frustration and loss of revenue and/or cash.

Product quality Issues and post-sales services support

Integrate with other systems, make data available to the agent at the point of service, and communicate back and forth with customers, internal teams, and stakeholders seamlessly with configurable case types, playbooks, issues management workflows, and agent workspaces. Identify all impacted install base and communicate solutions and issue resolutions. Provide the best service to customers by resolving complaints and product quality issues on time, and avoid disconnect from internal teams such engineering, production, procurement, etc. With Manufacturing Commercial Operations, keep complete, consistent information on customers, install base, orders, warranty, contracts, entitlements, and products.

Channel support operations

Provide self-service capabilities, support requests on products, subscriptions, and services, and provide proactive, consistent, and real-time communication. Define the organization, hierarchies, and relationships with the end customers with Service Model Foundation capabilities. Proactively send service requests to nearest the dealers and service providers for maintenance and repairs to streamline service processes such as warranty claims and recalls. Avoid frustration from channel partners, including dealers, service providers, and retailers, because of inconsistent, delayed and inadequate responses to their inquiries, requests, and issues.

Configuring Manufacturing Commercial Operations

Set up Manufacturing Commercial Operations to enable government agents and service managers to provide government services to constituents, businesses, and other agencies.

Configuring Manufacturing Commercial Operations involves several main tasks:

- Installing and setting up the Manufacturing Commercial Operations application.
- Installing and setting up the Operational Technology Manager, Vulnerability Response, Incident Management, and Change Management applications.
- Configuring the Industrial Process Manager.

Installing and Setting up Manufacturing Commercial Operations

- Work with an implementation specialist to streamline your manufacturing setup process. To learn more, see the [Customer Success Center](#).
- Join the ServiceNow [Manufacturing Community](#) to share knowledge, collaborate, and network with peers around the globe who are addressing the same industry challenges and opportunities.

Manufacturing Commercial Operations Applications

Install the following applications or plug-ins to enable MC use cases and workflows.

- [Customer Service Management](#)
- [Service Model Foundation](#)
- [Install Base Management](#)
- [Opportunity Management](#)
- [Quote Management](#)
- [Order Management](#)

Integrating Manufacturing Commercial Operations

Extend the capabilities of Manufacturing Commercial Operations and connect with other departments to assist with case resolution by integrating with other applications. [add more](#)

Manufacturing Commercial Operations provides integrations with the following applications:

[Field Service Management](#)

Integrating the Manufacturing Commercial Operations application with the Field Service Management application enables you to create and view all field service work orders and appointments related to your case, depending on the business needs. [add more](#)

[Strategic Portfolio Management](#)

Provide project oversight of complex, long-running orders and order tasks in Order Management, and manage them in Strategic Portfolio Management.