How innovative companies transform continuously and why it matters

A guide to enabling anyone to spark change

servicenow

What does a leading-edge organization look like?

It's an organization that enables continuous change from anywhere, blurring the line between experimentation and expectation. It's an enterprise that is in the vanguard when it comes to technological development, laying the path for others in the industry to follow. It is full of leaders with a pioneering mentality and the drive to seek out new opportunities behind every app, process, and experience. It's full of people who court failure as a trade-off for greater success.

It's nearly impossible to be a change-capable enterprise with these unflappable characteristics unless you have a **strong technology partner** to stand side by side with you through the ups and downs. Just like you, we're curious and hungry to know what's next.

Together, we will innovate and evolve—even through uncertain times— to take on the new world of work.

Innovating through uncertainty

Enterprises like yours are facing significant challenges—macroeconomic headwinds are building. From the lingering impact of COVID-19, and the tight global labor market, to social and political volatility, signals are strong that slowing growth may be on the horizon.

Secular tailwinds

Macro crosswinds

Business model transformation

Technology acceleration

Talent and employee experience

Low-code-driven innovation

ESG imperative

Now Platform®

Inflation and economic growth

Supply chain dislocations

Global labor shortage

Cybersecurity risks

Health and humanitarian crises

85%+
of enterprises adopting cloud and AI by 2025

70%
of workers demand meaningful, purposeful work

We're all facing a complicated business environment

Your organization may be feeling pressure to deliver across:

- **Employee talent:** Attracting, hiring, and retaining top professionals in the era of hybrid work

- **Products and services:** Managing rising costs due to growing demand from customers and employees, as well as soaring inflation, and ongoing supply chain disruptions

- **Business operations:** Grappling with increasing compliance, regulations, and complexity

Even leading-edge companies are burdened with these realities when times are tough:

- **Employees** aren't feeling engaged and empowered.

- **Data** is fragmented across systems and the organization.

- **Time and resources** are directed toward keeping the lights on vs. pivoting to new, innovation-fueled opportunities.

How should a leading-edge company respond?

The only way forward is continuous transformation that makes your organization change-capable every day. This requires investments in digital innovations that connect your people, processes, and systems. It starts with a platform strategy that reduces operating costs, increases productivity, reduces risk, and most importantly, helps anyone in the organization spark this needed change.

# An enduring platform for a fast-changing world

The path forward for all leading-edge organizations is digital transformation, and ServiceNow® is the engine for the new world of work. With our platform you can:

- Optimize processes to empower people to do their best work and make the world work better

- Connect data and organizational silos securely to create seamless experiences for employees and customers

- Foster innovation from anywhere in the organization through a single, unifying platform that scales to bring new capabilities to market faster

A leading-edge advantage: You can breakdown those IT silos

To keep your enterprise productive for battling the competition, you can't afford inefficiency, reactive fire drills, and high operational costs in delivering technology services. As a leading-edge organization, you've got to empower IT service and operations teams to bust out of their silos to quickly address IT issues and even prevent outages.

Leading-edge organizations bring this about by modernizing, automating, and optimizing the workflows between these teams. And that means connecting data they can both access on a single platform so they can share visibility of the infrastructure and collaborate to deliver great outcomes every day. A unified technology service operations approach does more than enable constant IT service availability and delight employees. It also frees your teams—and anyone in the organization—to devote more of their time and talents to innovations that drive business-building change. And a satisfying work environment like this leads to higher employee engagement and retention.
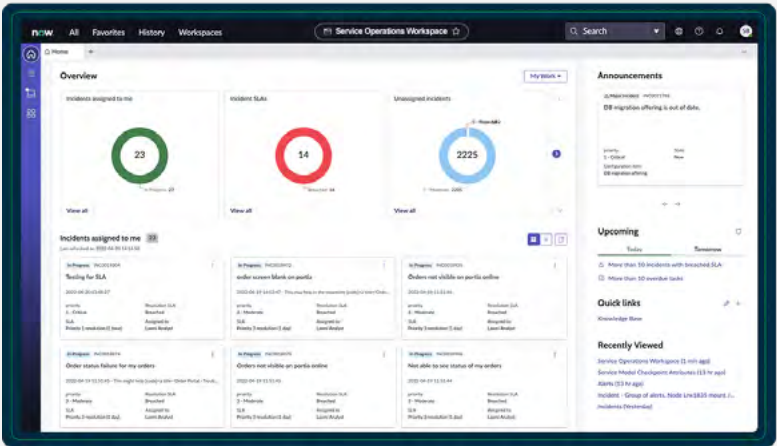
SERVICE OPERATIONS WORKSPACE

An innovation example: Automate collaboration to deliver 24/7 IT services

This powerful workspace delivers a unified experience for both IT service agents and IT operators, seamlessly displaying a flow of incidents, problems, changes, alerts, and logs to predict and resolve service degradations. It provides all of the functionality and automation for both teams to manage tasks specific to their roles, but it also shares data and recommendations via a common interface—versus the hassle and time of making phone calls or composing emails when tools are separate for both teams. Plus, both teams get personalized and configurable views that help them to focus on the most important tasks.

Key innovations:

- Effectively manages incidents with contextual information and targeted actions, then streamlines investigations and accelerates incident resolution

- Shows an overview of outages, service announcements, and assignments to efficiently prioritize the work.

- Allows collaboration between IT service and operations teams on an incident as well as engages experts on demand to address high-priority issues

Watch video >

Learn more >

A leading-edge advantage: You can explore all options to maximize IT value

This moment in time sets the stage for some self-reflection. At an enterprise level, that means making sure you use every tool at your disposal and find ways to quickly realize value.

Vendors for the technology platforms you use will release hundreds of updates every year. Leading-edge organizations need to quickly discover what capabilities they are entitled to, how they could impact business outcome, and how to deploy them so they work seamlessly with other systems. There could be countless apps that an organization can access with their licenses but have yet to implement fully. As belts tighten, discovering these underused capabilities can provide substantial value. They can also be deployed quickly as a part of a larger strategy for continuous change.
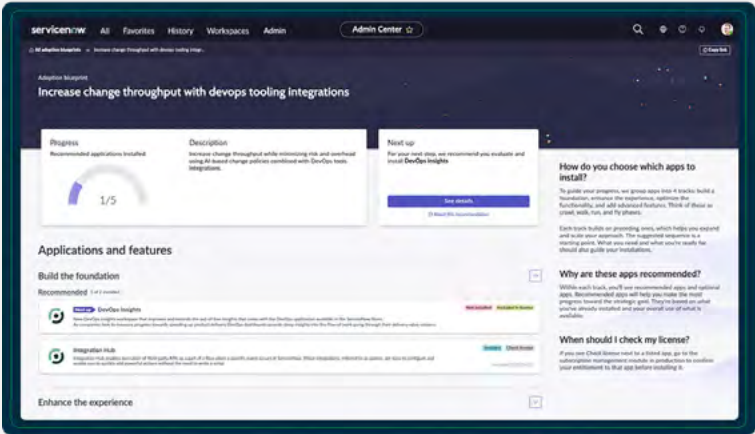
ADMIN CENTER

An innovation example: Make the most of your technology investment

This single destination for platform owners and IT administrators provides full access to IT Service Management (ITSM) capabilities such as machine learning, Virtual Agents, analytics and more so they can deliver not just IT services, but amazing experiences. It offers prescriptive guidance for driving specific business outcomes to get the most out of ITSM and the ServiceNow platform.

Key innovations:

• Allows for easy discovery, installation and configuration of ServiceNow solutions.

• Presents application recommendations based on instance maturity

• Provides application entitlement visibility

Watch video >

Learn more >

More innovation examples

Strategic Portfolio Management

Strategic Portfolio Management (SPM) empowers technology leaders to translate strategy into outcomes that drive business value. It enables organizations to prioritize and fund what matters most, build a roadmap to strategize investments, communicate plans, and track progress. It also empowers teams to plan and deliver work using any methodology: traditional (waterfall), Agile, or hybrid. With SPM, enterprises have completed the annual planning cycle 40% faster and accelerated time-to-market by 30%.

Latest leading-edge advancements in SPM

- A significant capability within the SPM solution is the Alignment Planner Workspace (APW), where the Enterprise Project Management Office (EPMO) and business leaders can define goals and targets. In the latest release of SPM, the APW includes:

  - The Goal Framework feature that allows portfolio managers and business leaders to enter objectives and key results (OKRs) then cascade them across the organization.

  - The Portfolio Backlog feature that enables planners to consolidate, review, and prioritize initiatives before strategically committing them to the roadmap.

  - A feature that allows project managers to see dependency relationships between planning items, then flag—and quickly resolve—conflicts that hinder related tasks

- Other recent SPM innovations include the ability to:

  - Generate custom status reports quickly in graphical PowerPoint slides for ease of communication and alignment

  - Access real-time, consolidated financial metrics—such as planned and actual cost and estimate to complete for any period—to reforecast faster and more confidently.

Learn more in **this infographic.**

IT Asset Management

IT Asset Management (ITAM) offers a complete portfolio to manage any IT asset (software, hardware, cloud, apps)—on premises or in hybrid clouds—from a single pane of glass. IT assets are managed from the same place you plan, operate, service, secure, and retire IT. By connecting multiple departments on a single platform and automating the end-to-end IT asset lifecycle, you can easily rein in your IT budget and easily meet compliance obligations. For example, with IT Asset Management, a governmental transportation agency saved $7.8M by reclaiming software it no longer used. And a global finance company escaped a $200M software compliance liability through full lifecycle visibility of assets.

**Latest leading-edge advancements in ITAM**

- **Enterprise Asset Management** automates the full lifecycle of physical business assets with prescriptive workflows for controlling costs, maximizing ROI.

- **Executive dashboard** provides a view of the health and lifecycle of all technology assets for managing KPIs as well as reducing costs and risk.

- **License and cloud cost simulator** helps to estimate costs and build business cases for moving licenses from on-premises to clouds, including bring-your-own-license (BYOL) scenarios and virtual machines.

- **Contract and renewal management** delivers a guided, automated experience—with recommendations and relevant data—for easily renewing software and hardware contracts across multiple stages of the purchasing process.

- **Software asset management success tracking** helps to identify potential and actual savings that appear on the executive dashboard for highlighting team and individual accomplishments

- **A hardware asset management workspace for procurement and sourcing** gathers requests from multiple storerooms or through purchase orders and enables orders with a few clicks of a button.

- **A cloud cost management function** facilitates cloud resource spend reporting, budgeting, and optimization for Google, AWS and Azure.

Learn more in **in this ebook.**

![servicenow logo]

Ready for a deeper exploration of ServiceNow?

These new innovations will keep you on the leading edge. At ServiceNow, we are constantly evolving to meet the needs of our customers, with a platform that can adapt quickly as market conditions change.

Read on to see how we can help your organization.
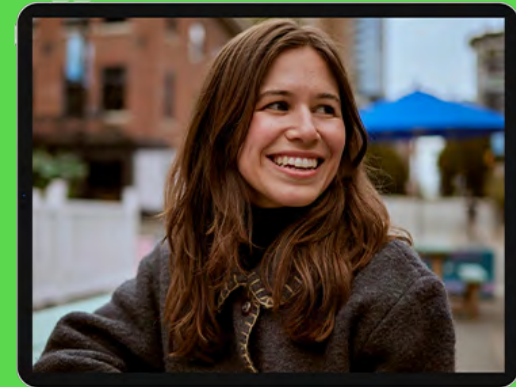
Unify technology services and operations

Deliver scalable, seamless, cost-effective, and resilient services—no matter what comes your way.

See How

Reduce software, hardware and cloud costs

Manage the complete technology asset lifecycle on one platform to optimize cost-savings and mitigate risks. Automate workflow action from a native CMDB, the central system of record for IT.

Learn More

Align strategy to work

Plan, prioritize, and execute IT and business investments with new levels of consistency. Track value across different methodologies. Empower teams to drive business outcomes.

Get Details

About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help to digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow®. For more information, visit: www.servicenow.com.