

**TOP
5
CONSIDERATIONS**
for CIOs

What are the main business use cases to deploy when choosing ServiceNow's full capabilities?

IT Service Management (ITSM)

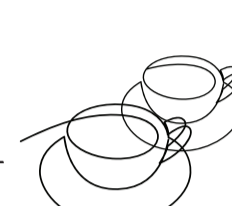
In 2025, ITIL and good process maturity is no longer a mystery

Trust me, you're not special, get in and get it working!

ServiceNow's ITSM capabilities are praised for the ability to unify and optimise IT processes, leading to better operational efficiency, reduced costs, with improved customer and employee satisfaction.

Bottom line: In this rapid age of *go, go, go*, why then is the average *time to value* 8-12 weeks? Why do organisations *tweak, tailor* their ITIL processes and think they are special? 25 years will dictate get your foundational data in, teams set up and start using the product.

It's the business value that matters, not IT for IT sake.



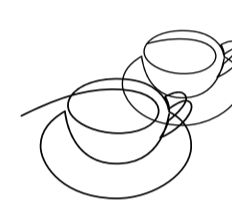
IT Operations Management (ITOM)

If you cannot articulate the value at the 'big table'

You'll get lost at the 'small' table justifying yourself

ServiceNow's ITOM capabilities enable organisations to automate infrastructure provisioning, monitor performance, detect and resolve issues proactively, and optimise resource utilisation, enhancing operational efficiency and reliability.

Bottom line: When spending is scrutinised, speaking to the *big dogs* means citing critical facts such as, effective ITOM practices can reduce downtime by up to 70%, leading to significant improvements in operational efficiency and productivity, while leading to a 20-30% reduction in IT operational costs. If you've got money to burn, no worries. Otherwise get your ITOM skates on and get rolling!



IT Asset Management (ITAM)

You wouldn't keep 5 cars lying around just in case

So, 5 or 500 extra devices shouldn't be the case either

ServiceNow's ITAM capabilities provide real-time visibility into asset inventory, usage, and compliance, enabling organisations to track assets, enforce policies, and reduce costs associated with over-provisioning or under-utilisation.

Bottom line: Think these *spare* assets don't really cost you? Think again. The laptop in the cupboard, when plugged in, exposes you to security vulnerabilities, or data violations etc. The cost on the balance sheet of assets that are not in use, but still counted.

The aim? **Be surgical: cut or keep.**

After 30+ years of experience...

“ Setting up processes used to be a challenge with so many unknowns. Now, they come ready-to-use. The key to differentiation is in swiftly harnessing this built foundation for maximum value.

So, in the words of Young MC, bust a move!

”



Employee Service Management (ESM)

Empower your teams: streamline service, reduce wasted time

Simplify your support: find what you need fast, enhance productivity

ServiceNow's ESM solutions enable employees to submit service requests, report issues, and access knowledge articles through a unified portal, improving service delivery and satisfaction.

Bottom line: Ask yourself: does employee experience matter? Talent wars, aging workforce and you have old, clunky tools. All the cool kids want *ease, not elbow grease*. A survey by Gartner shows that 43% of employees are likely to leave their current jobs if their employers do not provide adequate access to the digital tools, they need to perform their jobs effectively.



Customer Service Management (CSM)

One system, but not one customer

But one system can serve them all

ServiceNow's CSM capabilities enable organisations to manage customer inquiries, track service requests, and resolve issues efficiently, while also providing insights into customer interactions and sentiment to drive continuous improvement and loyalty.

Bottom line: So what? The point is to establish a single system of record that spans your enterprise. Everything, from your *front-end* customer experience to your internal employee *engagement*, through to your core business & IT processes, data, workflows, and reports all hinge off commonality of data and processes.

Sometimes less is just best!



Like to delve into, dissect or draw on my experience over a coffee — let's set up a time...

