servicenow.

IT Business Management

Deliver greater value from IT initiatives and enable change across the enterprise by planning, prioritizing and tracking work aligned to business objectives

Matt Tyler
Solution Consultant

STRATEGIC
Portfolio
Investment &
Planning

Investment planning
Programs put together across smaller teams of business & IT executives, with a goal of creating initiatives that meet business objectives and vision.

Various degrees of focus

Work delivery
Work that is designed to focus on delivering value to internal or external customers and which is spread across work methods, teams and tools.
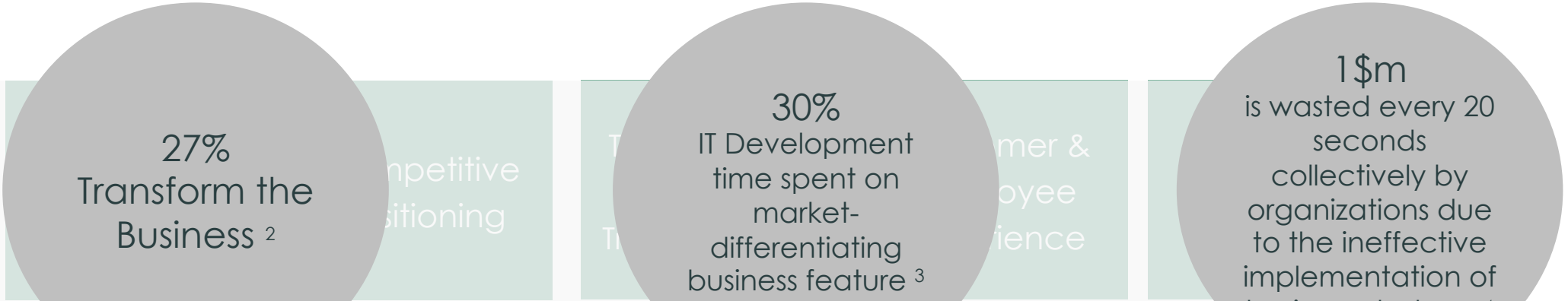
ONGOING
DEMAND
Operational &
Tactical

Lots of work
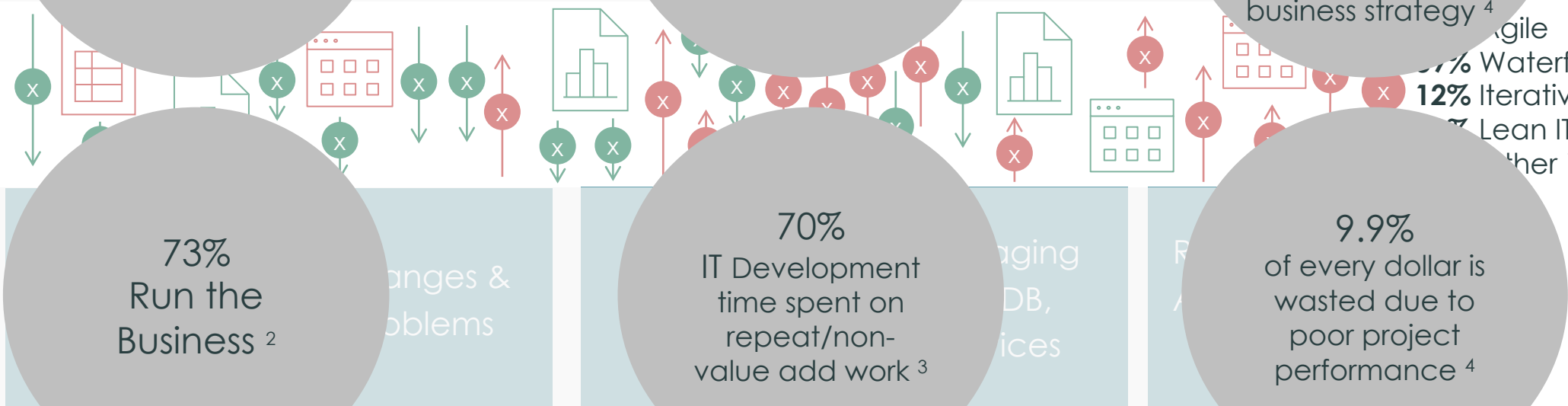methods and deliverables

TRADITIONAL

AGILE

STRATEGIC
Portfolio Investment & Planning

ONGOING DEMAND
Operational & Tactical

TRADITIONAL

AGILE

27% Transform the Business [2]

30% IT Development time spent on market-differentiating business feature [3]

1$m is wasted every 20 seconds collectively by organizations due to the ineffective implementation of business strategy [4]

73% Run the Business [2]

70% IT Development time spent on repeat/non-value add work [3]

9.9% of every dollar is wasted due to poor project performance [4]

Agile
Waterfall
12% Iterative
Lean IT
other [1]
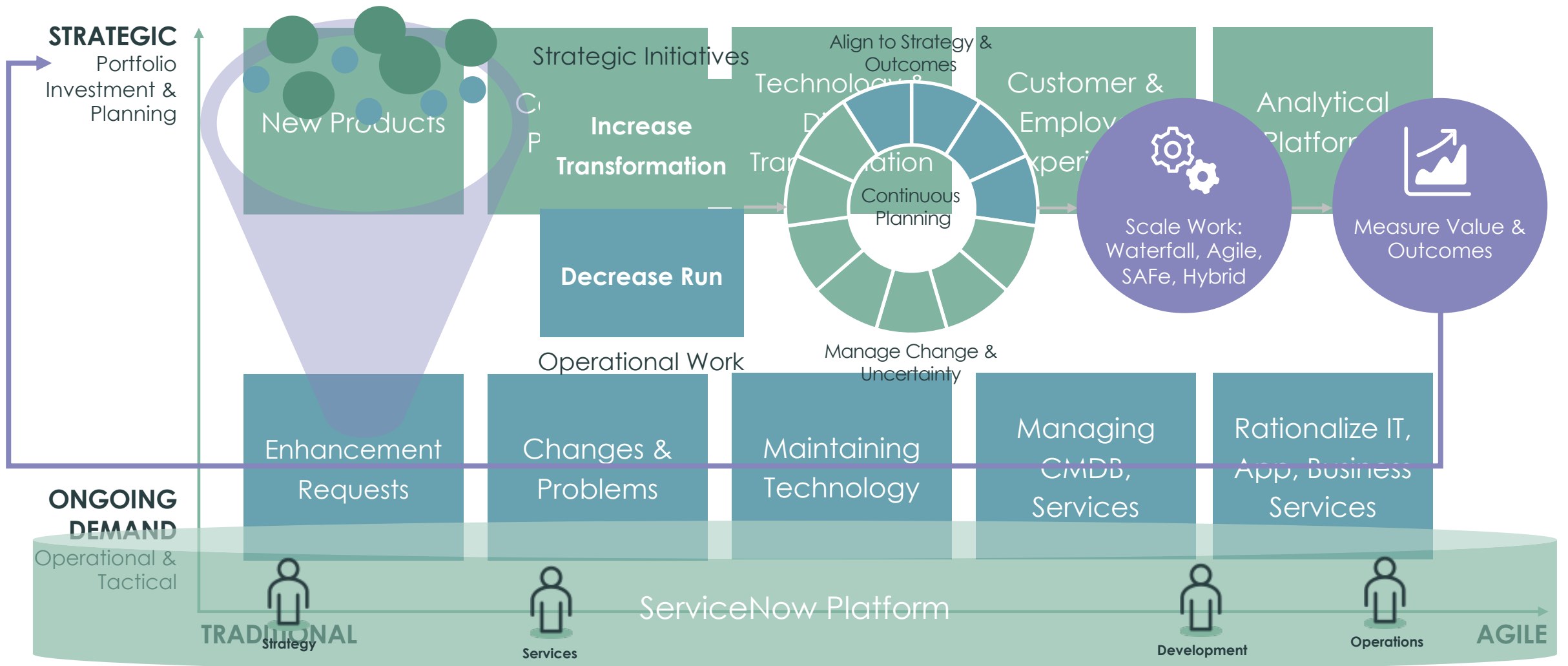
1. Move Away From Waterfall to Agile and Product-Centric Delivery Methods - September 2018
2. Gartner ITBudget 2017: Enterprise Comparison Tool
3. McKinsey Flip the ratio: Taking IT from bottleneck to battle ready – August 2018
4. PMI Pulse of the Profession 2018

STRATEGIC
Portfolio Investment & Planning

New Products

Strategic Initiatives

Increase Transformation

Decrease Run

Operational Work

Align to Strategy & Outcomes

Technology & Digital Transformation

Continuous Planning

Manage Change & Uncertainty

Customer & Employee Experience

Analytical Platform

Scale Work: Waterfall, Agile, SAFe, Hybrid

Measure Value & Outcomes

ONGOING DEMAND
Operational & Tactical

Enhancement Requests

Changes & Problems

Maintaining Technology

Managing CMDB, Services

Rationalize IT, App, Business Services

ServiceNow Platform

TRADITIONAL
Strategy

Services

Development

Operations

AGILE

now

Now Platform transforms IT by helping align the entire service & operations value chain to business outcomes

Support the business vision

Align software & infrastructure to business operations

Information to make value based decisions

Scale delivery & adjust plans

Support enterprise wide portfolio management to align IT and business initiatives

Manage health of business services by integrating demand sources with ITBM + ITSM

Optimize applications impact to business capabilities with APM + ITOM / SAM

Expand service delivery with Agile & DevOps work supporting IT initiatives

Align IT initiatives to Create Value for the Business

Manage a strategy best suited to achieve outcomes with visibility into portfolio investments and business strategy to ensure value is realized.
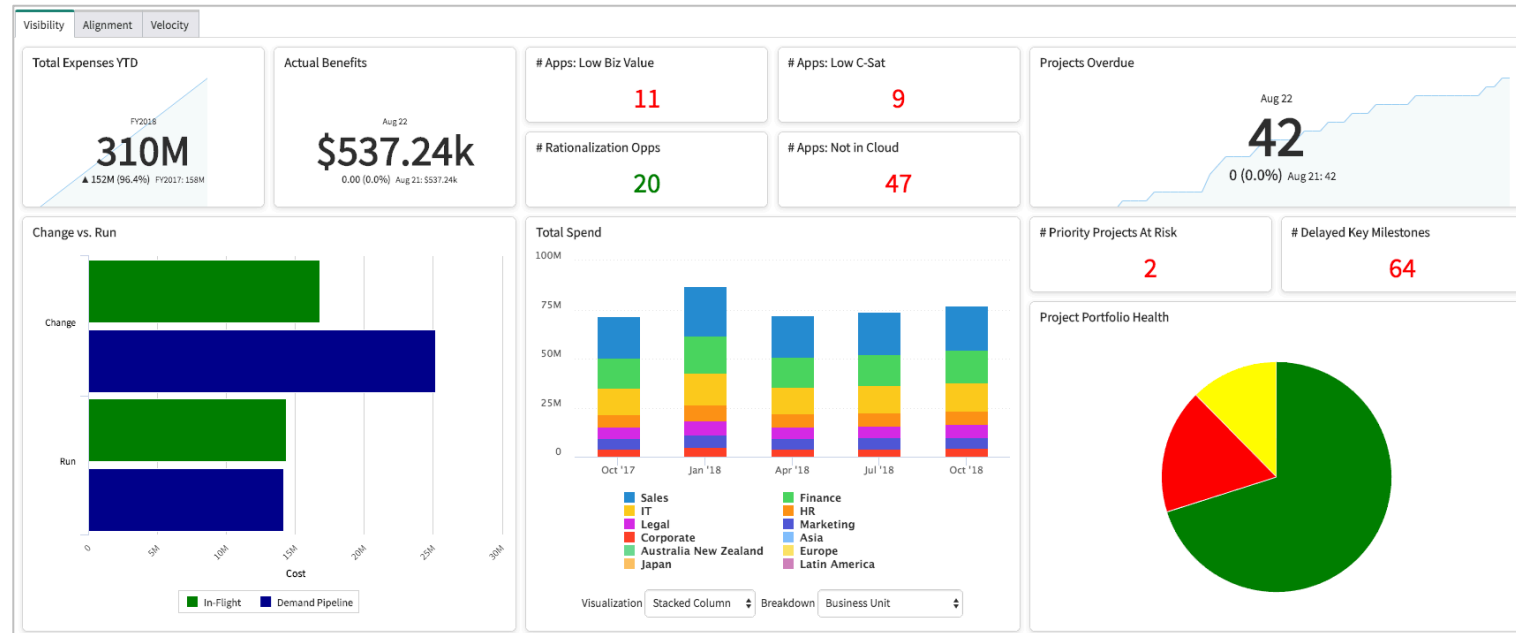
ITBM Portfolio Workbench

Align investments, resources to goals & objectives

Goals create alignment to strategy

Demand pipeline shaped by goals and platform data

Work prioritized to goals, more resources focused on strategic initiatives

now

Deloitte.

Enterprise Portfolio Management at Deloitte gains visibility into strategic project asks using ServiceNow Demand Management

Challenge

Gain visibility into projects, ideas, and demands from a single platform in order to align with business strategy and priorities
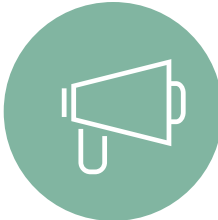
Products

ServiceNow® IT Business Management
ServiceNow® Demand Management

Results
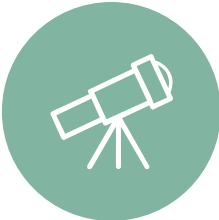
Greater transparency across the enterprise

Centralizes demand management

Visibility to prioritize and make strategic decisions

"

We have rolled out ServiceNow Demand Management in two countries where those at the Enterprise Portfolio Management level now have overall visibility into the project asks—something that wasn't previously available.

Anita Chu
Vice President of IT Strategy, Deloitte Consulting LLP

Manage Uncertainty through Adaptive Planning

When market changes happens, adapt your plans and refocus teams to reach any IT or business outcome.
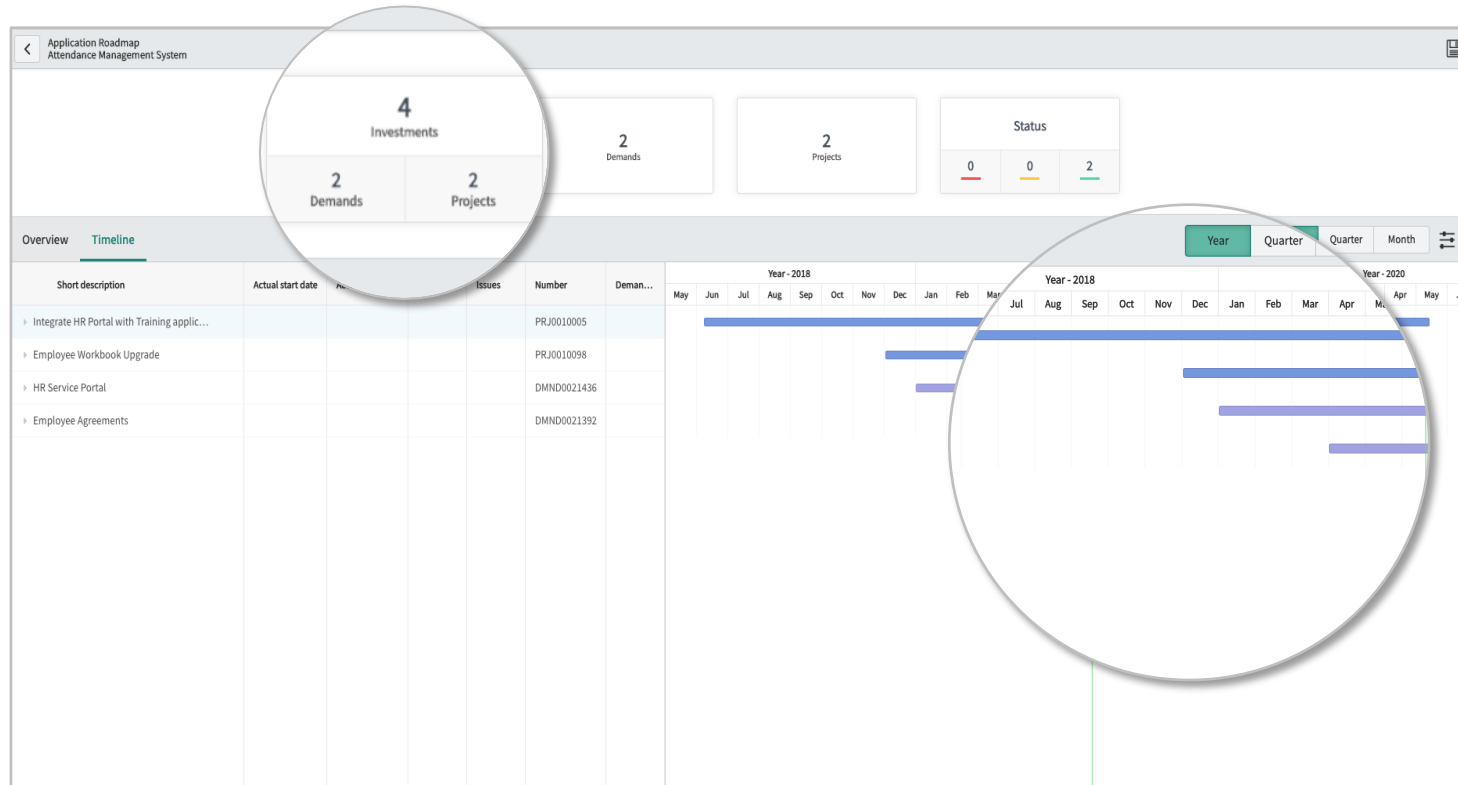
Real-time Investment Tracking

Plan & track app, tech & business investments

Visualize timeline of demands or projects for a given application

Quickly see the impact of proposed and planned changes

Continuously align investments to business outcomes

1,000 Apps
migrated to the cloud to become "fully digital" at Veolia

now

8

Veolia supports its global digital transformation with ServiceNow Application Portfolio Management

Challenge

Gain visibility into ~1,000 global applications and services to determine business value and better align with strategic initiatives

Products

ServiceNow® IT Business Management
ServiceNow® Application Portfolio Management

Results

Reduces on-premises apps, duplicate apps, and software contracts

3x
Transformation initiatives supported

Delivers real-time availability of application data

> " Migrating the ServiceNow Application Portfolio Management capability into our existing ServiceNow environment means Veolia can finally integrate IT strategy with existing ITSM and ITOM operational activities. This gives unprecedented visibility into the end-end enterprise portfolio and its 'fit' to business value for digital transformation.

Martin Black
Head of ITSM Centre of Excellence, Veolia

9

Scale Any Method of Work to Deliver Faster

Use a single hub to collaboratively plan, prioritize and track work on a synchronized cadence.

Mobile Projects and Unified backlog

<u>Centralize projects, apps, and costs</u>

Manage all work (projects, scrum, backlog, changes) in one place

Ability to collaborate, plan and prioritize projects as priorities shift.

Insight into traditional work, scrum or agile teams to measure & achieve goals faster

10

Itaú Unibanco improves business efficiency using ServiceNow Demand Management for 'IU Click'
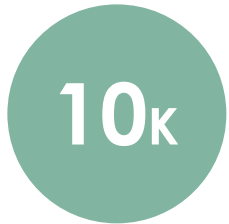
Challenge

Manage IT demands by bringing 70+ systems together to boost efficiency, improve customer satisfaction rates, and support business strategies

Products

ServiceNow® IT Business Management
ServiceNow® IT Demand Management

Results

10K
Hours saved in 2018, with a goal of 39K in 2019

12+
Parallel tools eliminated

70%
More efficient when using IU Click

> **"**
>
> For a financial institution the size of Itaú, the use of ServiceNow for the orchestration of initiatives was a very important milestone in our process of digital transformation, where we broke some important historical barriers.

Credit Card Operations Executive
Itaú Unibanco

Support Agile Transformations with ITBM

Work on opportunities that deliver the most value with Agile and SAFe methods of work to grow productivity and deliver the best results.
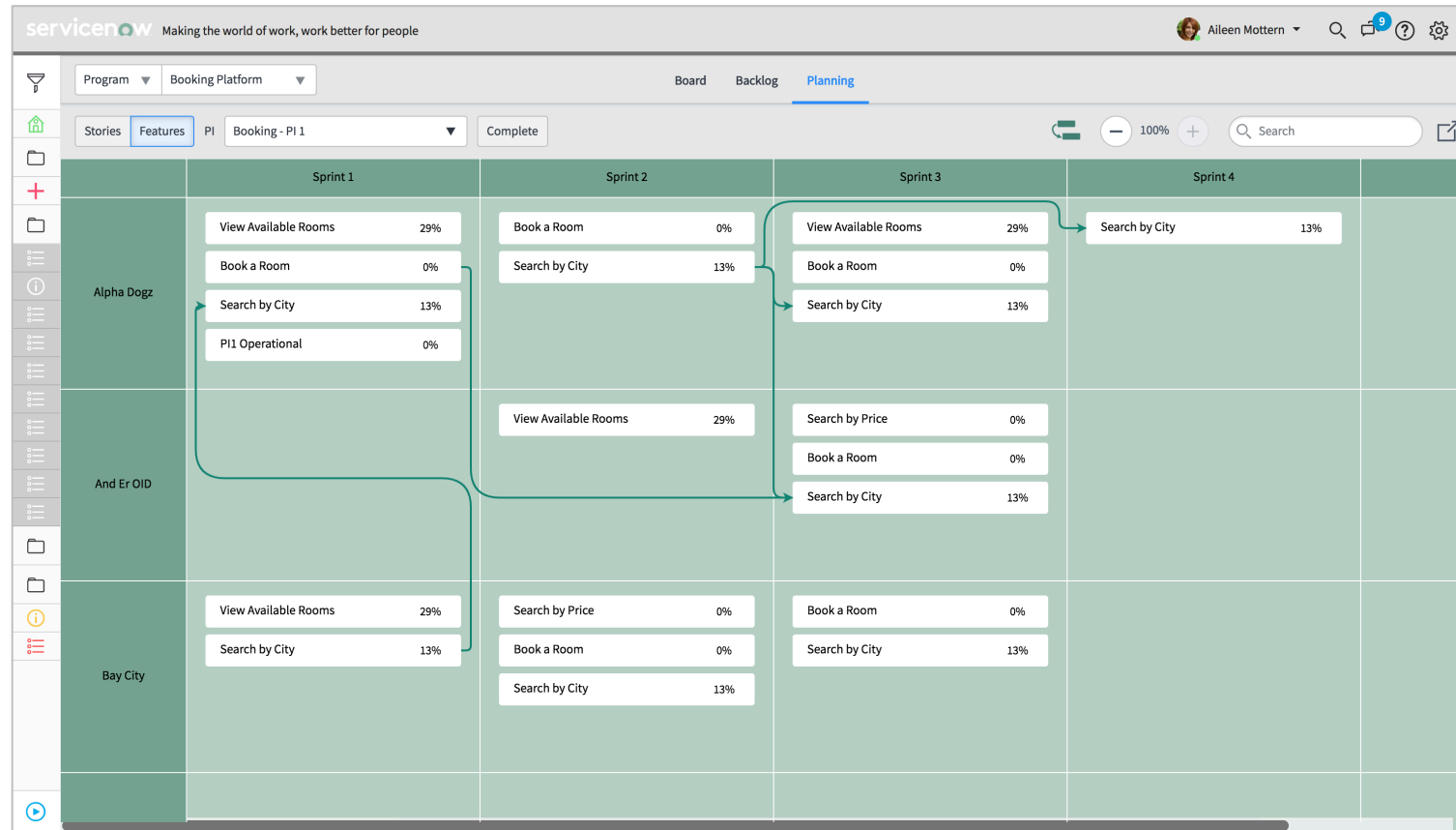
Scaled Agile Framework Program Board for Agile Projects

Deliver at pace and scale

Manage Scaled Agile Framework deliver methods

Prioritize work and identify bottlenecks across teams of teams

See dependencies and risks to scale work and work more efficiently

22% Improvement

in faster delivery time at ServiceNow

servicenow

Now on Now: ServiceNow uses Agile and Scaled Agile Framework® (SAFe®) to support its own Agile development transformation

Challenge

The traditional waterfall development approach wasn't scaling to meet our needs when managing our complete product and enhancement portfolio
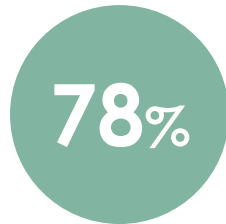
Solution

ServiceNow® uses its Agile app for smaller, narrow scope projects and SAFe for larger projects requiring product management input

Results

22%

Faster time-to-market

78%

Fewer defects in product and service delivery

25%

Increase in employee satisfaction

"

We can operate in a dual mode of hybrid project planning as well as manage an Agile team's velocity. It has helped our transition from waterfall to Agile.

Rani Pangam
Director, IT PMO, ServiceNow

IT Business Management

Deliver greater value from IT initiatives and enable change across the enterprise by planning, prioritizing and tracking work aligned to business objectives.

Align IT initiatives to Create Value

Manage Uncertainty through Adaptive Planning

Scale Any Method of Work to Deliver Faster

One Platform

Create a strategy best suited to achieve outcomes with visibility into portfolio investments and business strategy to ensure value is realized.

When change happens, adapt your plans and refocus teams to reach any IT or business outcome.
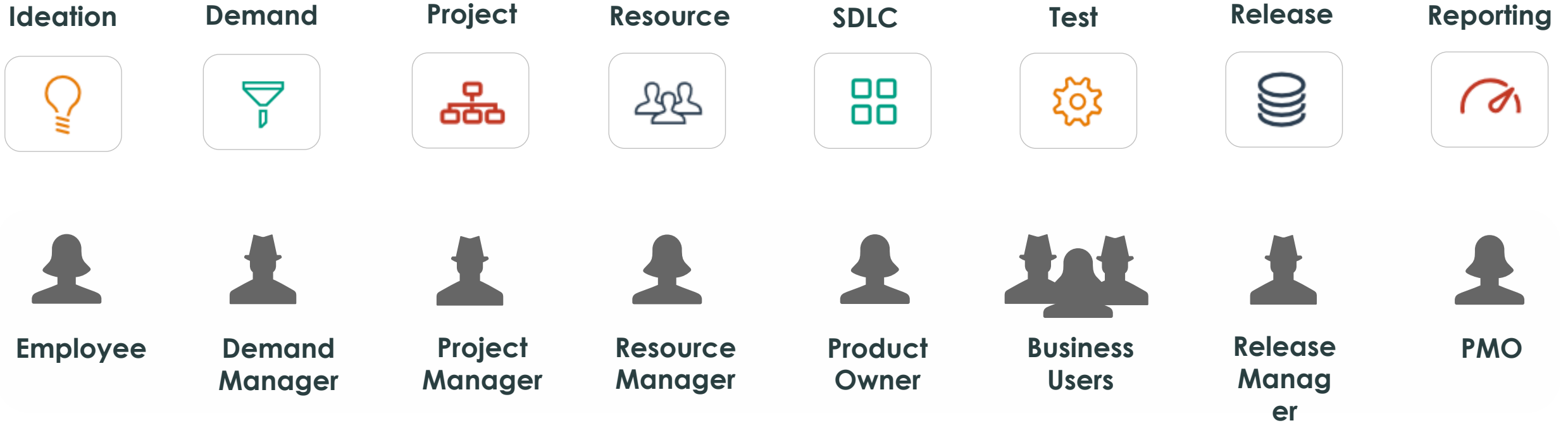
Work on opportunities that deliver the most value. Use any method of work to grow productivity and deliver the best results.

Integrated with Service & Operations Management, HR and CSM to manage both operational & strategic work together.

Project Portfolio Suite

Ideation	Demand	Project	Resource	SDLC	Test	Release	Reporting
Employee	Demand Manager	Project Manager	Resource Manager	Product Owner	Business Users	Release Manager	PMO

now

Ideation

Ideation	Demand	Project	Resource	SDLC	Test	Release	Reporting

Persona

Employee

Product(s)
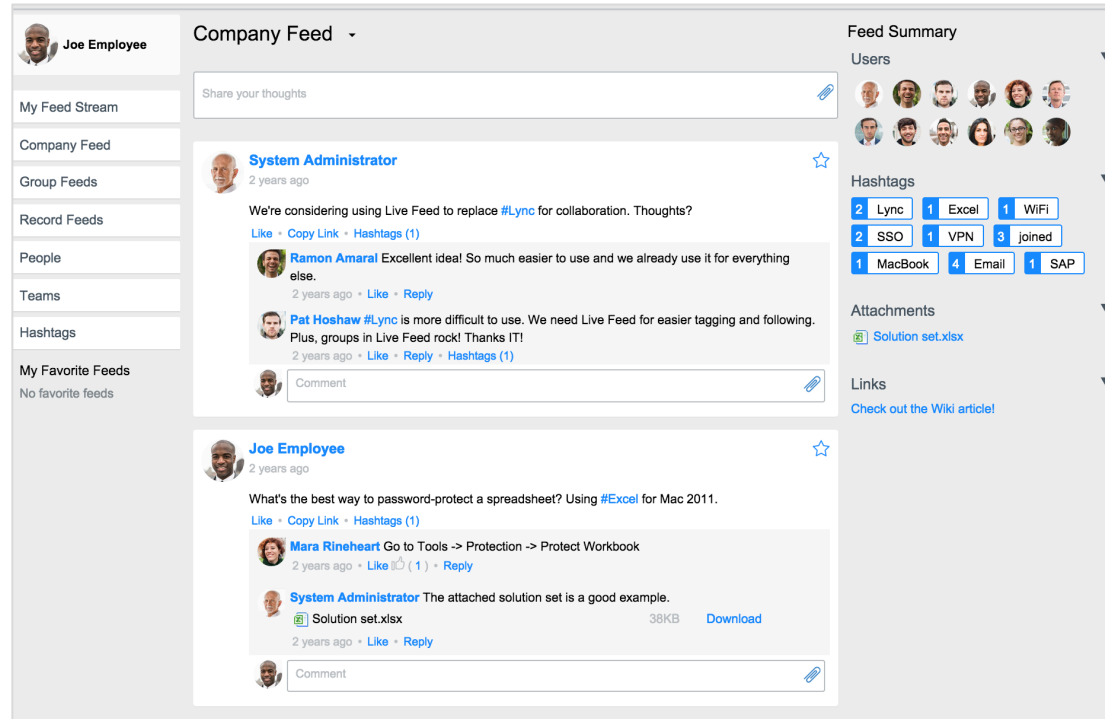
Live Feed

My Ideas

Action

Employee submits an Idea so that a business case can be built and reviewed by Mgmt

Screenshot

Benefits

- Front Door to IT
- Multiple points of entry
- Formal capture and process for Ideation

Demand Management

Ideation   **Demand**   **Project**   **Resource**   **SDLC**   **Test**   **Release**   **Reporting**

Persona

Demand Manager

Product(s)
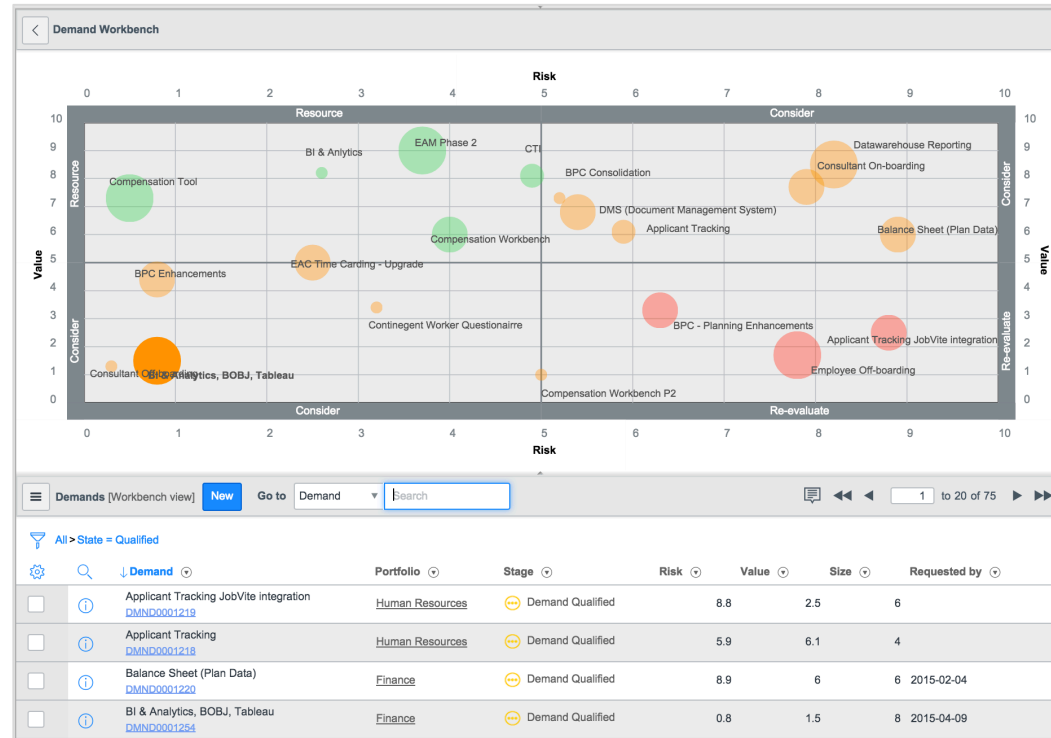
Demand Workbench

Action

Demand Manager prepares business case, qualifies, and works with Exec team to approve demand

Screenshot

Benefits

- Align work to goals & strategy

Project Management

Ideation   **Demand**   **Project**   **Resource**   **SDLC**   **Test**   **Release**   **Reporting**

Persona

Project Manager

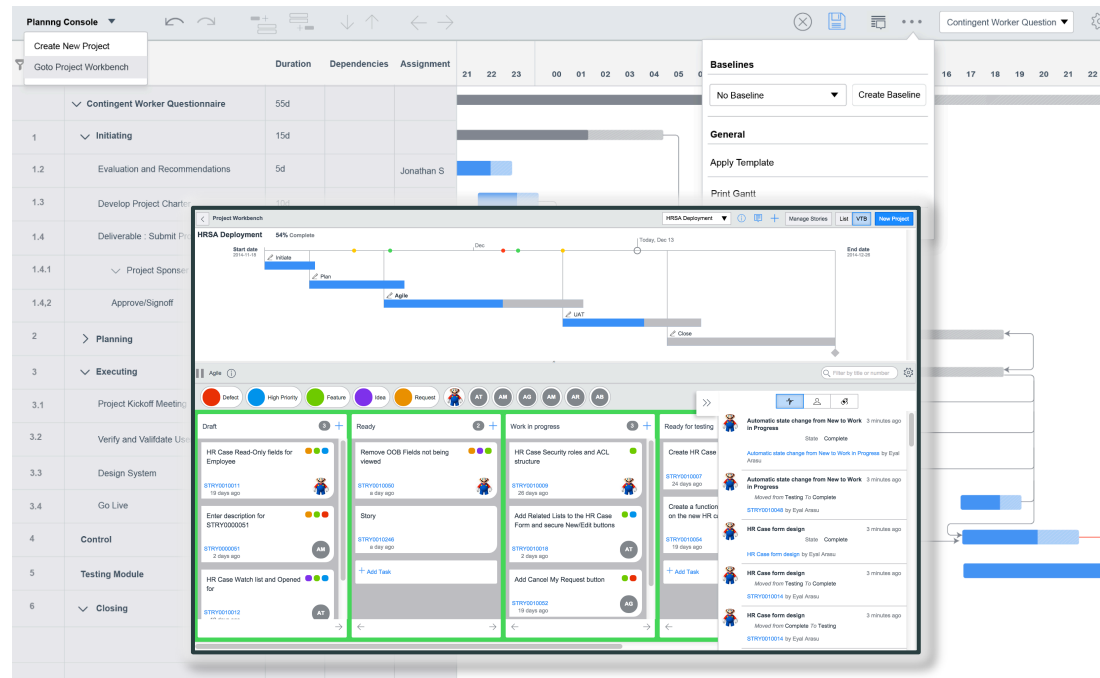## Product(s)

Project Workbench

Planning Console

Action

Project Manager uses the Planning Console and templates to build the schedule and uses the Workbench to manage execution

Screenshot

Benefits

- Work Faster and Smarter
- Collaborate with the team for status updates

Resource Management

| Ideation | Demand | Project | Resource | SDLC | Test | Release | Reporting |

Persona

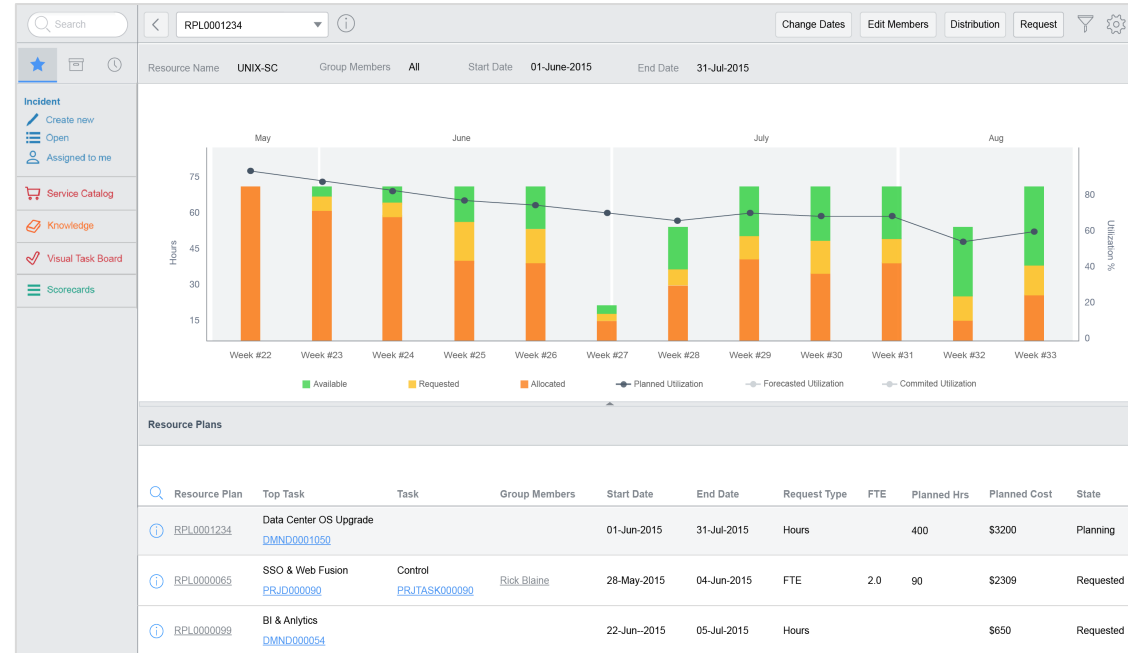**Resource Manager**

Product(s)

Resource Plan

Resource Workbench

Action

Resource Manager views Resource Plan inside Resource Workbench & allocates users to the Projects and operational work

Screenshot

Benefits

- Real-time visibility into resource availability

SDLC

Ideation	Demand	Project	Resource	SDLC	Test	Release	Reporting

Persona

Service Owner

Product(s)

Agile Teams

Sprint Planning

Action

Service Owner collects user stories to form Project Backlog, forms Scrum Team, and Plans Sprints

Screenshot

Benefits

- Full Agile or Hybrid (Waterfall/Agile) approach

Test Management

Ideation | Demand | Project | Resource | SDLC | **Test** | Release | Reporting

Persona

Business Users

Product(s)

Test Plans
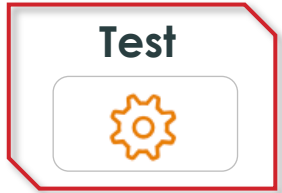
Assessments

Action

Business End Users execute Test Cases inside Assessment Survey

Screenshot

Test Management Dashboard
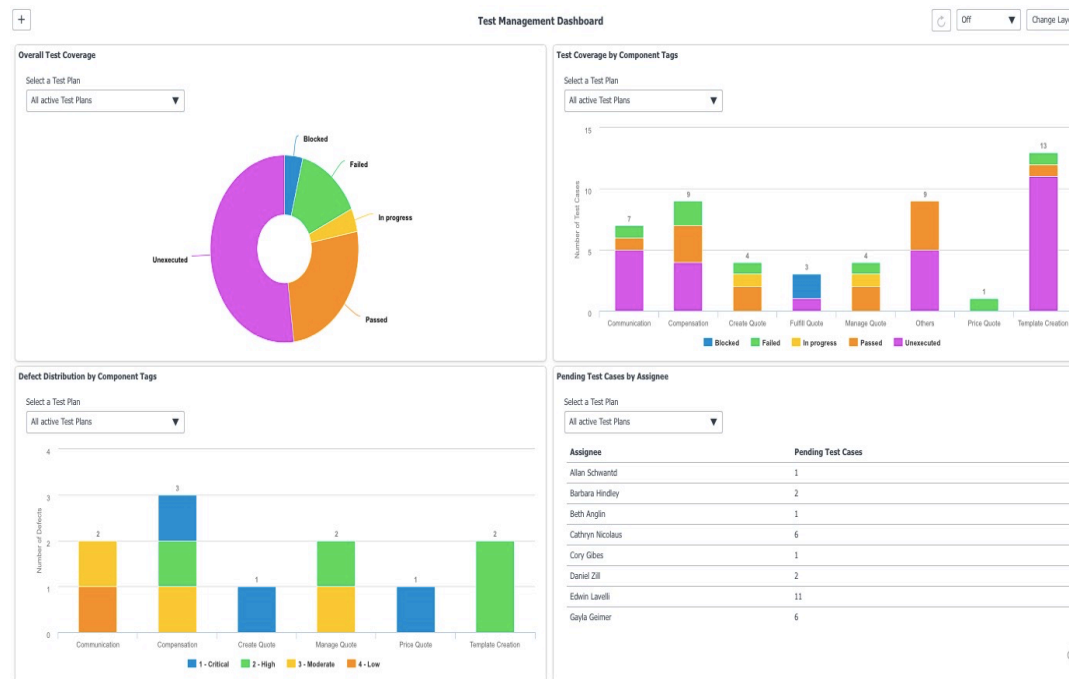
Benefits

- Team-centric approach to test management

Test Management
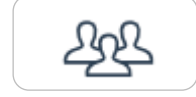
Ideation	Demand	Project	Resource	SDLC	Test	Release	Reporting

Persona

Release Manager

Product(s)

Project Workbench

Business Service Map

Action

Release Manager plans and executes deployment of new service with clear insight into operations

Screenshot
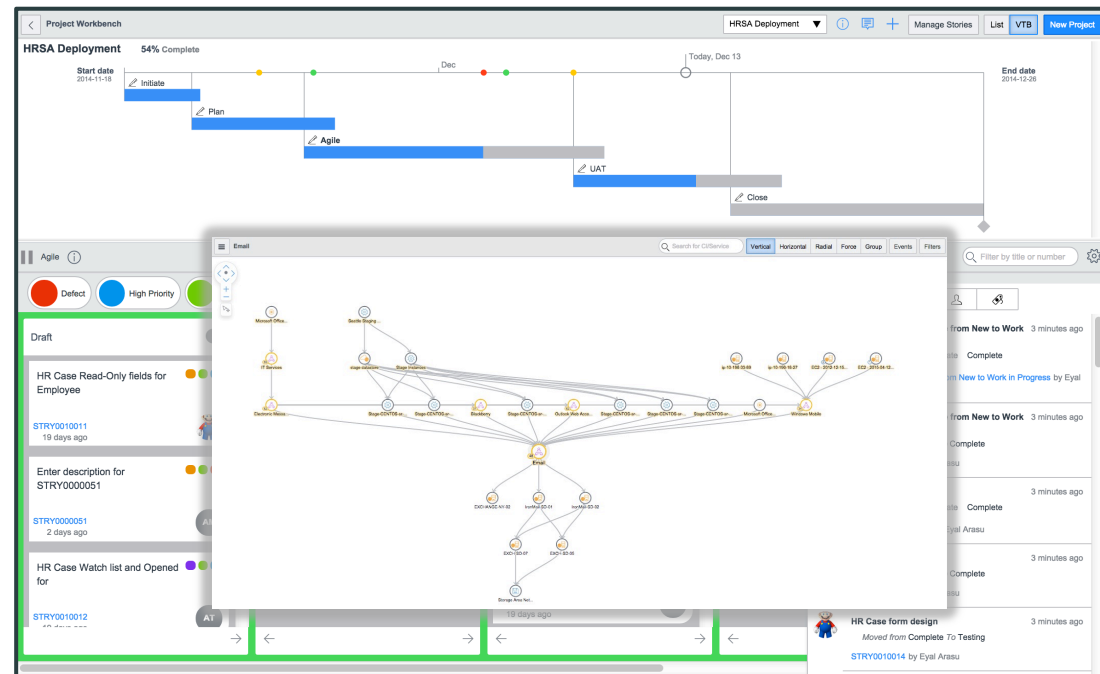
Benefits

- Integrated deployment and hand over to operations

Reporting

Persona

PMO Director

Product(s)

Dashboards

CIO Roadmap Reporting and Analytics

Action

PMO Director monitors project investments within Dashboards and CIO Roadmap

Screenshot

PMO Dashboard

Ideation Funnel

Idea = 211 (52.10%)   Demand = 112 (27.65%)   Project = 82 (20.25%)

Portfolio Allocation for Current Quarter

Sales = $349,500.00
Finance = $781,800.00
In Resources = $362,220...
IT = $719,400.00

Finance = $781,800.00 (35.33%)   IT = $719,400.00 (32.51%)
Human Resources = $362,220.00 (16.37%)   Sales = $349,500.00 (15.79%)

Portfolio Cost

Number of projects: 51   0 (0.0%) Nov 1: 51
% of overdue projects: 86.27%   0.00 (0.0%) Nov 1: 86.27%
Average % complete of projects: 13.11%   0.00 (0.0%) Nov 1: 13.11%
Sum of budget costs of projects: 12.05M   0.00 (0.0%) Nov 1: 12.05M
Sum of actual cost of projects: 1.90M   0.00 (0.0%) Nov 1: 1.90M
Sum of resources allocated costs: $1.25M   0.00 (0.0%) Nov 1: $1.25M

Budget   Actual

Continngent Worked Questionairre   ITSM project- Phase 3c Change Managemen
Network Upgrade   PSA - ERP Integration   Purchase Requisition process- Phase 2

Benefits

- Real-time reporting that you can trust
- In platform analytics available to monitor and predict performance

Example: Slack Spoke

Action	Description
Post a Message	Send a message to a Slack channel using an Incoming Webhook. Specify the Webhook URL and Message to send.
Post Change Details	Send details about a ServiceNow change record to a Slack channel using a Webhook Connector. Specify the Webhook URL and Change record to send.
Post Incident Details	Send details about a ServiceNow incident record to a Slack channel using a Webhook Connector. Specify the Webhook URL and Incident record to send.
Post Problem Details	Send details about a ServiceNow problem record to a Slack channel using a Webhook Connector. Specify the Webhook URL and Problem record to send.

https://docs.servicenow.com/bundle/orlando-servicenow-platform/page/administer/integrationhub/concept/slack-spoke.html

servicenow.

Thank You