knowledge17

WORK at LIGHTSPEED™

Building Business Value with Custom Applications on ServiceNow

TIM ALMAN
MANAGER, IT SERVICE MANAGEMENT
Aaron's, Inc.

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servicenow

Agenda

- Introduction
- Where Our Journey Began
- Finding Direction
- Growth Path
- Current State & Demo
- Q&A

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Speaker Introduction



NAME: Tim Alman

TITLE: Manager, IT Service Management

FUNCTION: Development

COMPANY: Aaron's, Inc.

EXPERIENCE: 3 years in management, 15+ years in development

EXPERTISE: Process Analysis, Agile – scrum & kanban

ACHIEVEMENTS: Reduced call volume to IT call center by about 25% by automating top 2 most requested store operation requests. Brought in 700+ customer leads in a 3-day promotion with a 95%+ conversion rate into new customers with TVs.

CURRENT PROJECTS: Implementing GRC to move the IT security team off another solution; Insurance claim system for our membership program to reduce claim processing time for customers

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My Company



NAME: Aaron's, Inc.

INDUSTRY: Retail, Lease-to-Own

MARKET FOCUS: My company leases home furniture, electronics, appliances and more with a focus on customer ownership.

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS: Furniture & Electronics, Lines of credit

COMPANY-WIDE INITIATIVES: Expand Ecommerce offerings, Increase payment options, Target store operation metrics, Reduce labor costs

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Session Overview



Objectives

- Confidence to build on the platform to align with your organization



What You Will Learn

- Understand how we evolved to be a key business partner
- Learn about custom applications for our business
- Gather key lessons related to growing ROI with a ServiceNow implementation
- Discuss how the lessons may apply to you for your initiatives/projects

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Where Our Journey Began

SITUATION

ServiceNow Implementation in 2013 – aligned in IT Support department

- Incident Management
- Problem Management
- Change Management
- Knowledge Management
- Service Catalog

DRIVERS AND GOALS

Push to learn best practices for platform development

Full utilization of technology and tools at hand

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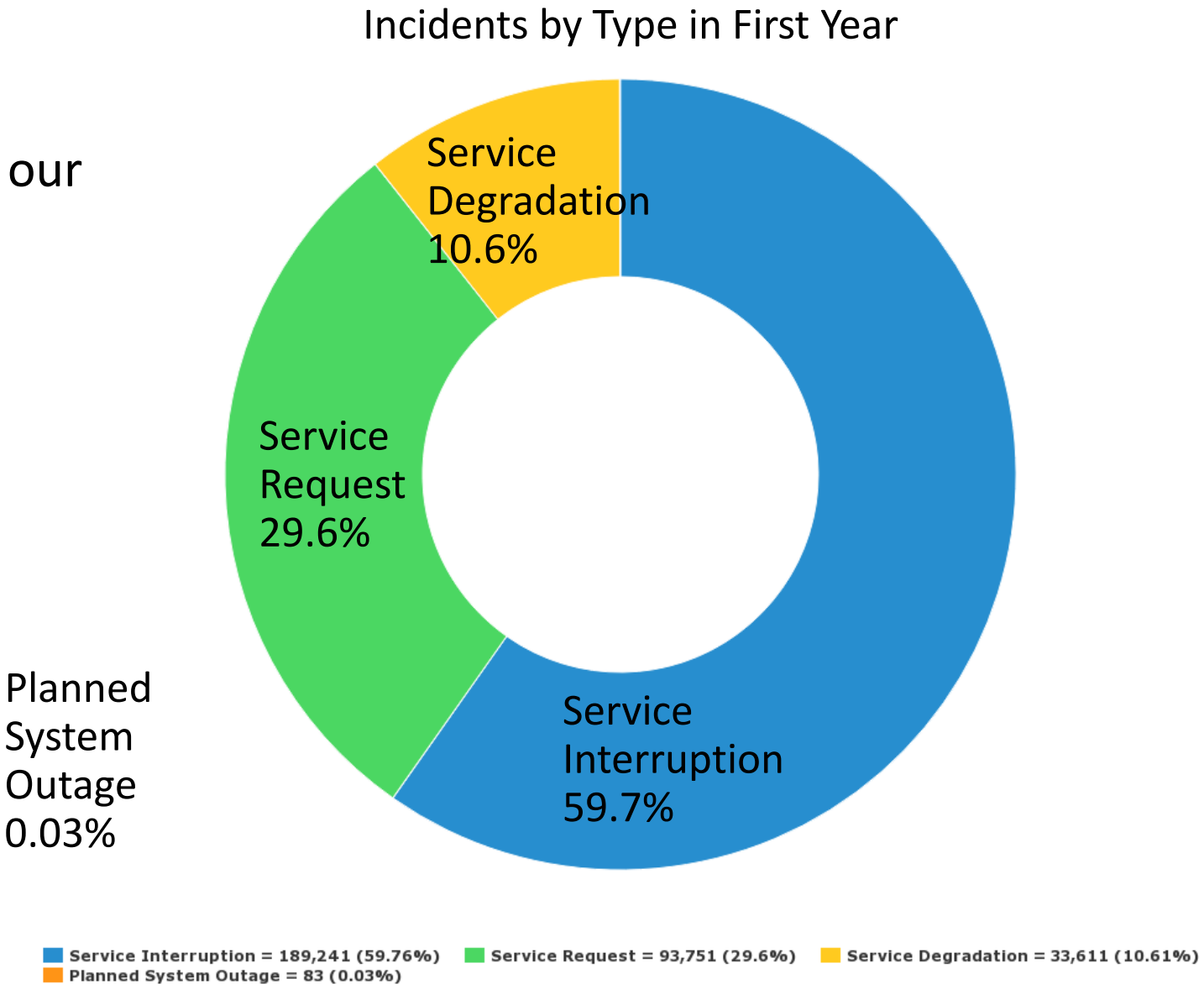
Early Challenges

- IT Helpdesk at historically high call volumes (approximately 6500 calls per week)
- Multiple escalations on requests for IT services
- Inconsistency in handling the same kind of request

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Finding Direction

- Use the Service Catalog to build our IT services.



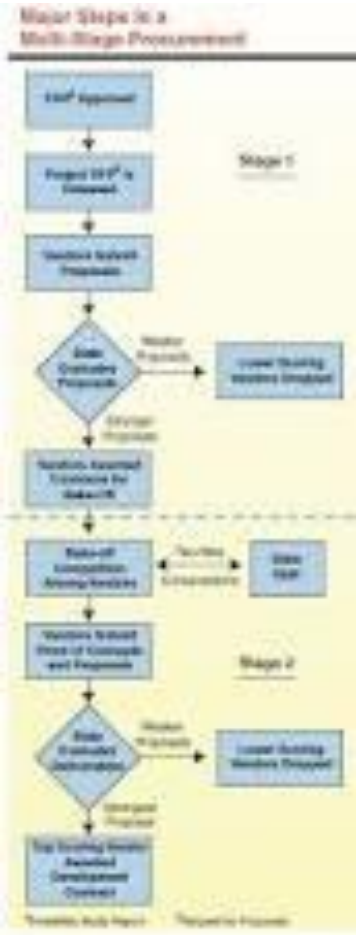
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Direction – Start with the Biggest Headaches!

- Access provisioning for reporting systems, accounting systems and websites
- IT procurement

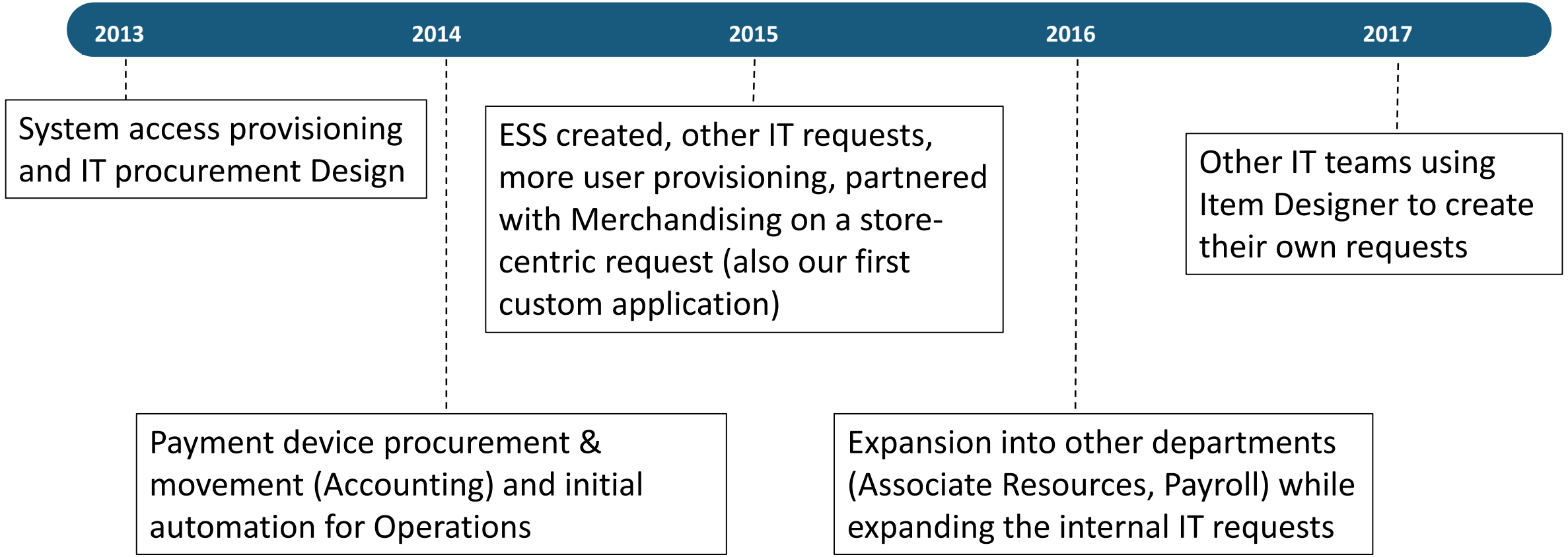






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Growth Timeline – Small Success to Greater Demand



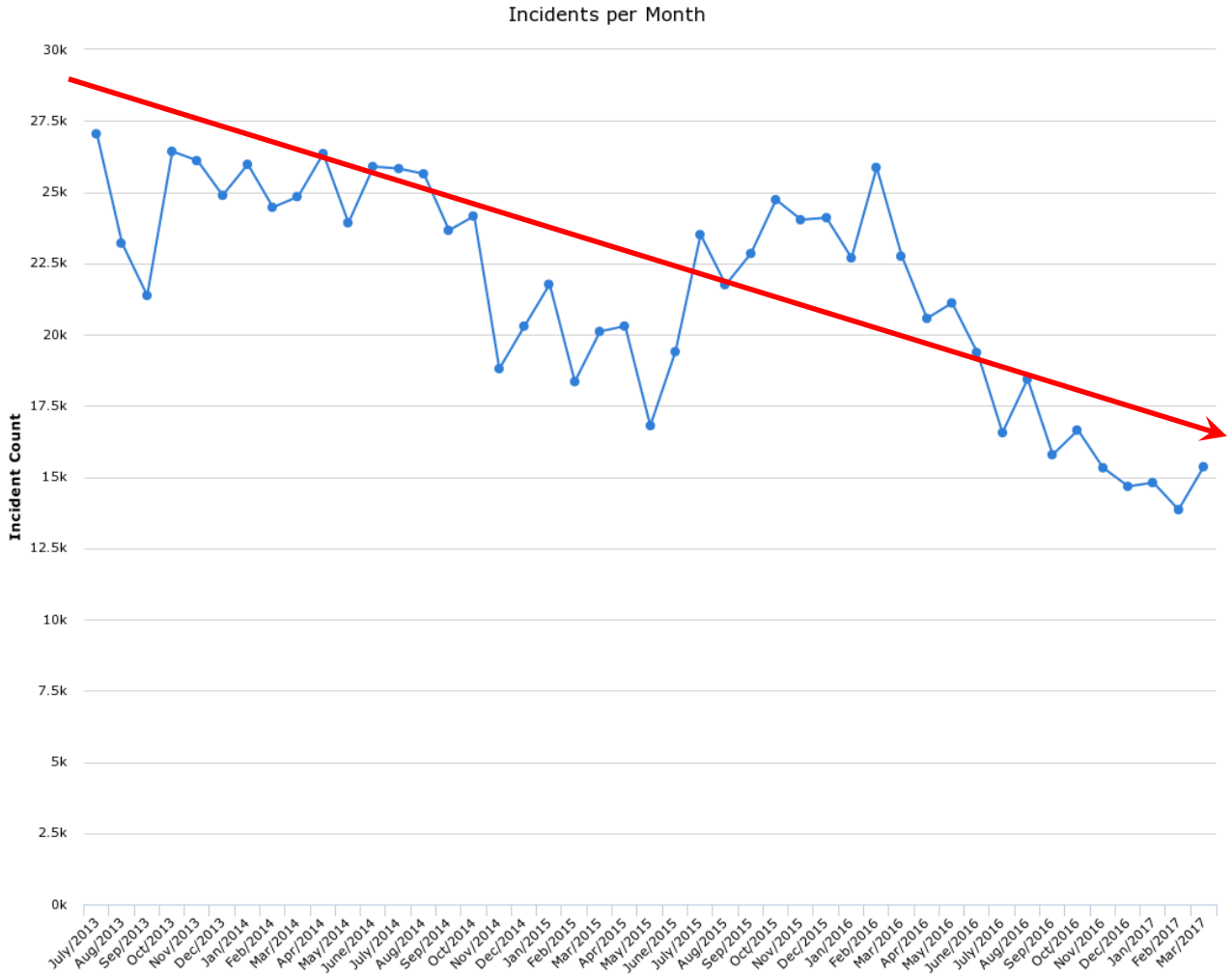
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Growth Path – Finding Technology that Fits

- Started with Catalog Items and Requests to realize the potential of the system and prove the workflow and automation benefits
- Order Guides are useful for bundling Catalog Items together and simplify ordering
- Record Producers are good for minimizing the checkout process, but they do not show under Requests – complicates reporting
- A UI page allows us to customize the entry point for a request combining bootstrap and AngularJS
- Custom applications are a great way to separate a business process from the other ITIL processes

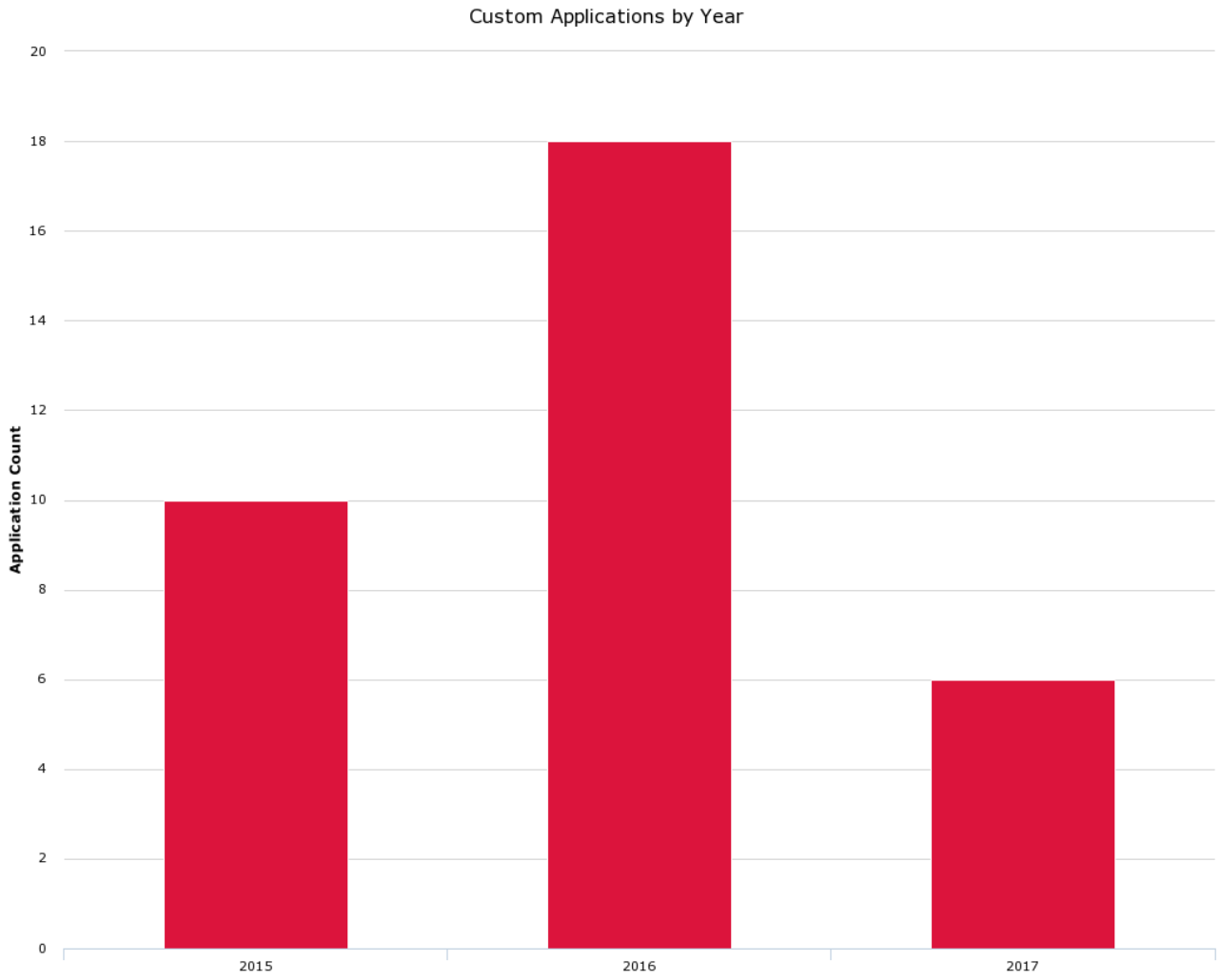
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Reduction in Incidents



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Increase in Custom Applications



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Why Custom Applications?

Development Challenges

- Business process requests were subjected to global configurations
- Anything specific for the business process could interfere with global processes
- Development team growing and more people touching the platform

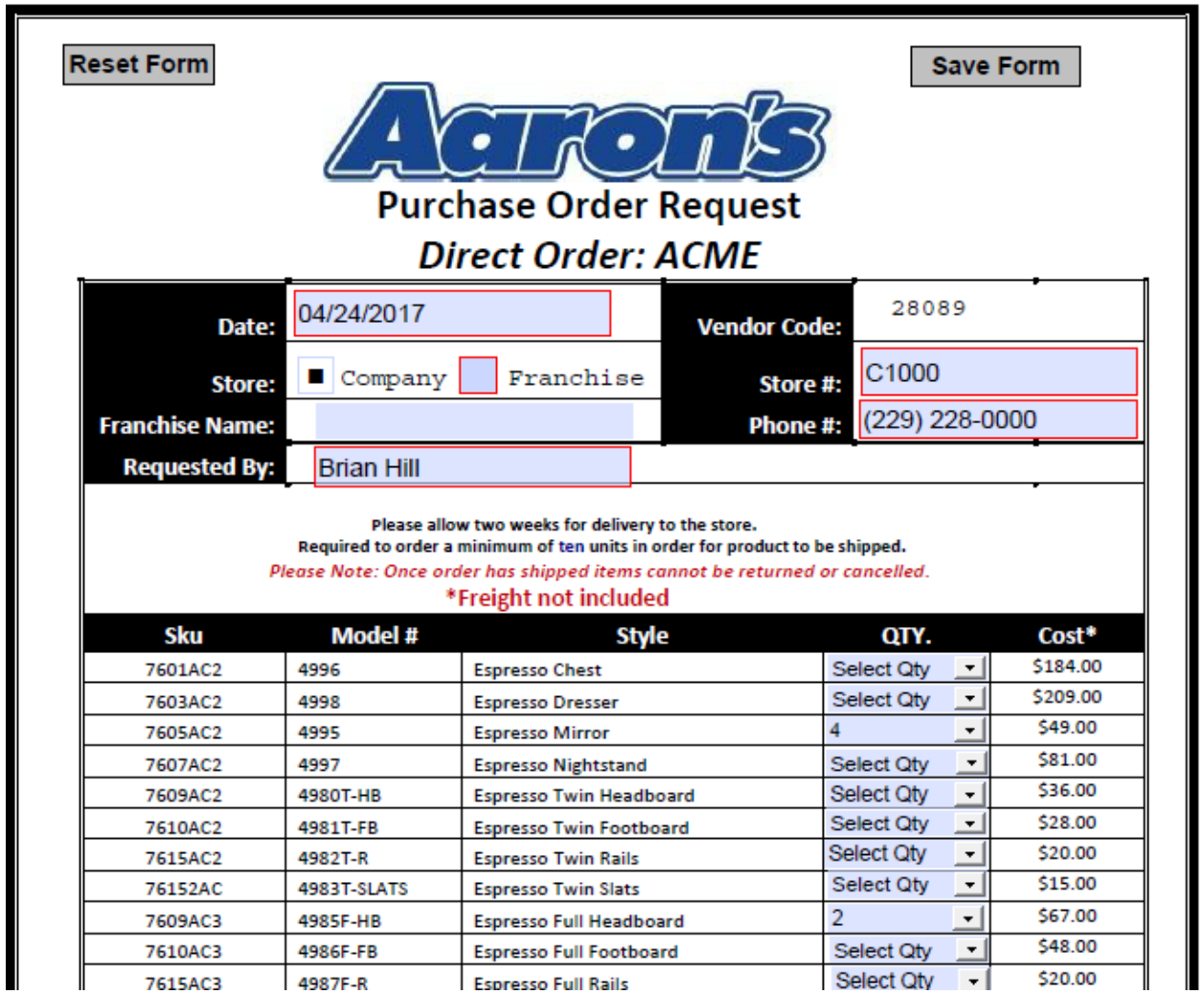
Previously mitigated by extensive QA testing, but we had to regression test parts that were shared in the platform or deal with the complaints afterward

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Custom Application Example – Direct Ship

Original Process

- A pdf form is created by merchandising for stores to download
- The store fills in and either scans and emails or faxes into purchasing
- Purchasing then manually keys in the purchase order into Lawson
- The orders are archived in email



Reset Form

Save Form

Aaron's

Purchase Order Request

Direct Order: ACME

Date:	04/24/2017	Vendor Code:	28089
Store:	■ Company ☐ Franchise	Store #:	C1000
Franchise Name:		Phone #:	(229) 228-0000
Requested By:	Brian Hill		

Please allow two weeks for delivery to the store.
Required to order a minimum of ten units in order for product to be shipped.
Please Note: Once order has shipped items cannot be returned or cancelled.
*Freight not included

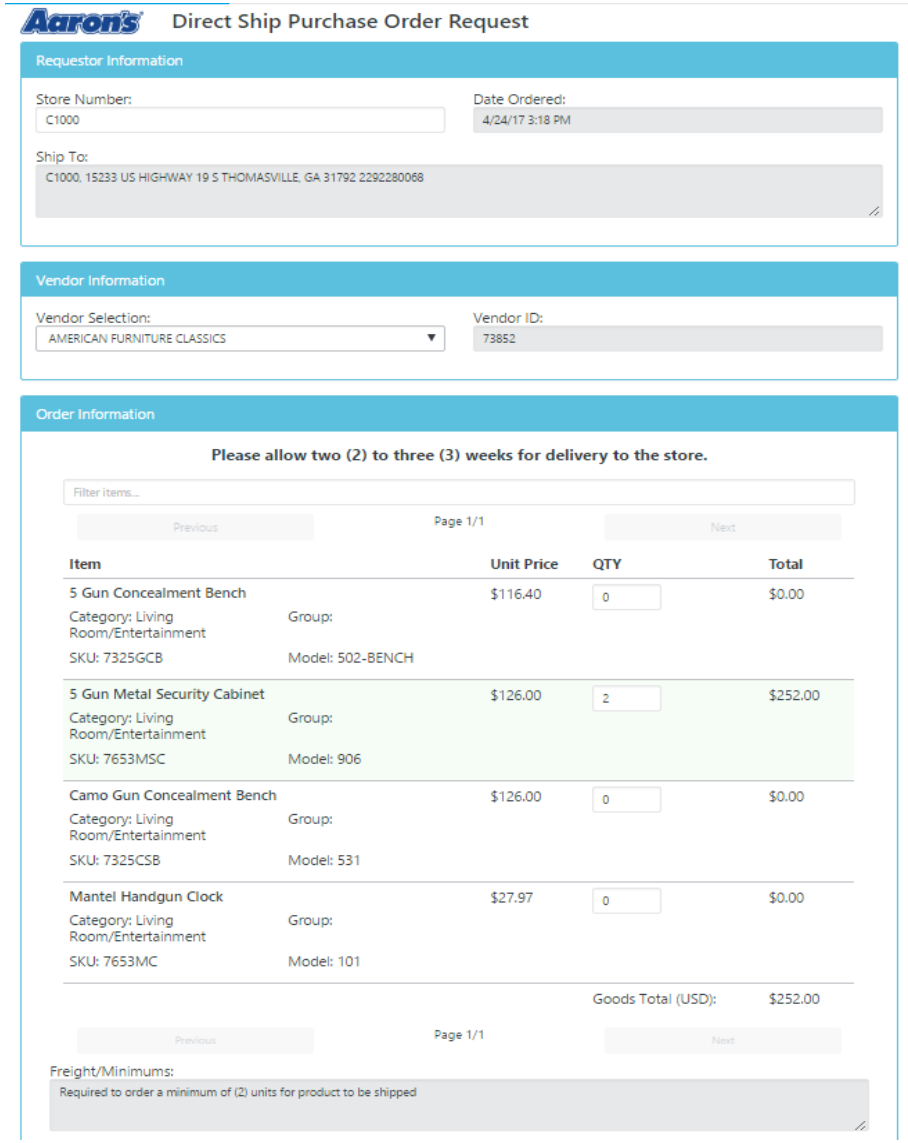
Sku	Model #	Style	QTY.	Cost*
7601AC2	4996	Espresso Chest	Select Qty	$184.00
7603AC2	4998	Espresso Dresser	Select Qty	$209.00
7605AC2	4995	Espresso Mirror	4	$49.00
7607AC2	4997	Espresso Nightstand	Select Qty	$81.00
7609AC2	4980T-HB	Espresso Twin Headboard	Select Qty	$36.00
7610AC2	4981T-FB	Espresso Twin Footboard	Select Qty	$28.00
7615AC2	4982T-R	Espresso Twin Rails	Select Qty	$20.00
76152AC	4983T-SLATS	Espresso Twin Slats	Select Qty	$15.00
7609AC3	4985F-HB	Espresso Full Headboard	2	$67.00
7610AC3	4986F-FB	Espresso Full Footboard	Select Qty	$48.00
7615AC3	4987F-R	Espresso Full Rails	Select Qty	$20.00

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Custom Application Example – Direct Ship

Solution

- UI page front-end with Angular and Bootstrap for high responsiveness
- Web service integrations pull data daily or during form submission
- Web service integrations push data to other systems-of-record
- System properties ensure easy configuration without code changes



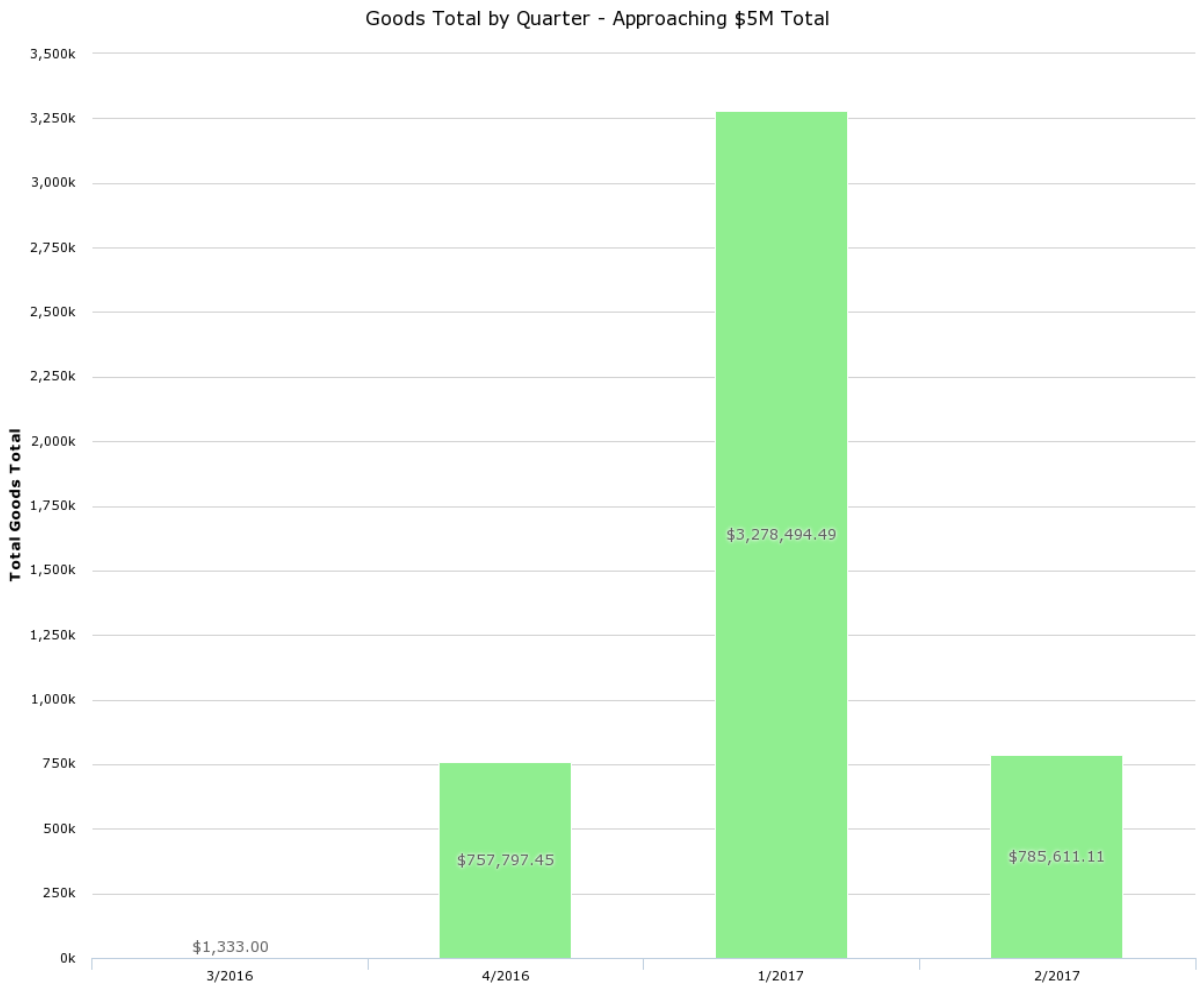
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Solution
– Direct Ship Demo –
Watch this!

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Custom Application Example – Direct Ship

- What did we get for all this work?
- Increased order accuracy
- Reduced time to verify order – automated data transfer
- Reduced time to generate a PO for an order - average PO creation time is 5.7 seconds
- Easy way to report on how the process is performing – almost $5M of goods since late September



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Sample Recent Custom Applications

Name	Business Unit
Document Signature Management	Legal
Slack Alerts	IT
Network Account Provisioning	IT
Associate Onboarding	HR
Club Claims	Operations
Direct Ship Purchase Order Request	Merchandise
Talent Acquisition Bonus	HR
PADLoc Payment Void	Operations
Franchise Job Posting	HR
Azure AD Authentication	IT
Store Acquisition	Operations
DBA Services	IT

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What's Next?

- Profit generating – improve customer experience
- Cost reduction – reduce operational process times
- Compliance alignment – configure GRC module while partnering with IT Security

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Custom Application Top Takeaways

1

Prevent conflicts between business processes and ITIL processes

2

Easy upgrade path from the Studio instead of update sets

3

Security layer from other applications manipulating data

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Q & A

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Thank You

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