knowledge17

WORK at LIGHTSPEED™

# Expanding Value With The ServiceNow Platform

SCOTT HOWLEY
*PLATFORM PRODUCT MANAGEMENT & STRATEGY*
ServiceNow

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servicenow

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This presentation includes certain non-GAAP financial measures as defined by SEC rules. We have provided a reconciliation of those measures to the most directly comparable GAAP measures in the Appendix.

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# Agenda

- Platform Overview
- Platform Customer App Examples
- Summary and Looking Ahead
- Your Questions


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# Platform Overview



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# Our Platform Vision

Build a cloud-based platform to enable regular people to create meaningful applications to route work through an enterprise.

Fred Luddy, founder and CPO, 2004


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# Platform Business at a Glance

**1300+**
Platform Customers

**35,000+**
Custom Applications

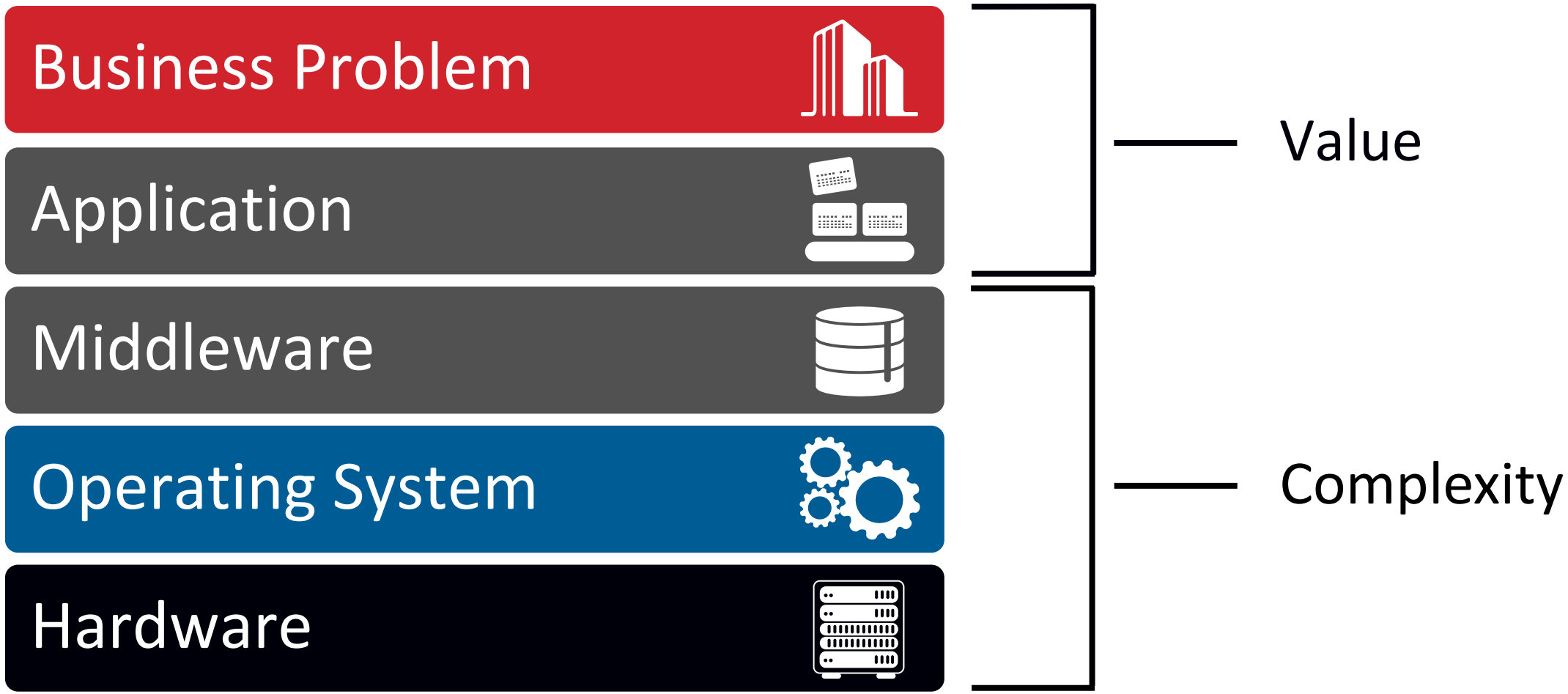
**300+**
Technology Partners

**260+**
Applications in the Store


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# The Business has Problems which Require Technology Solutions

But, the path to solving the business problem can be a difficult one…

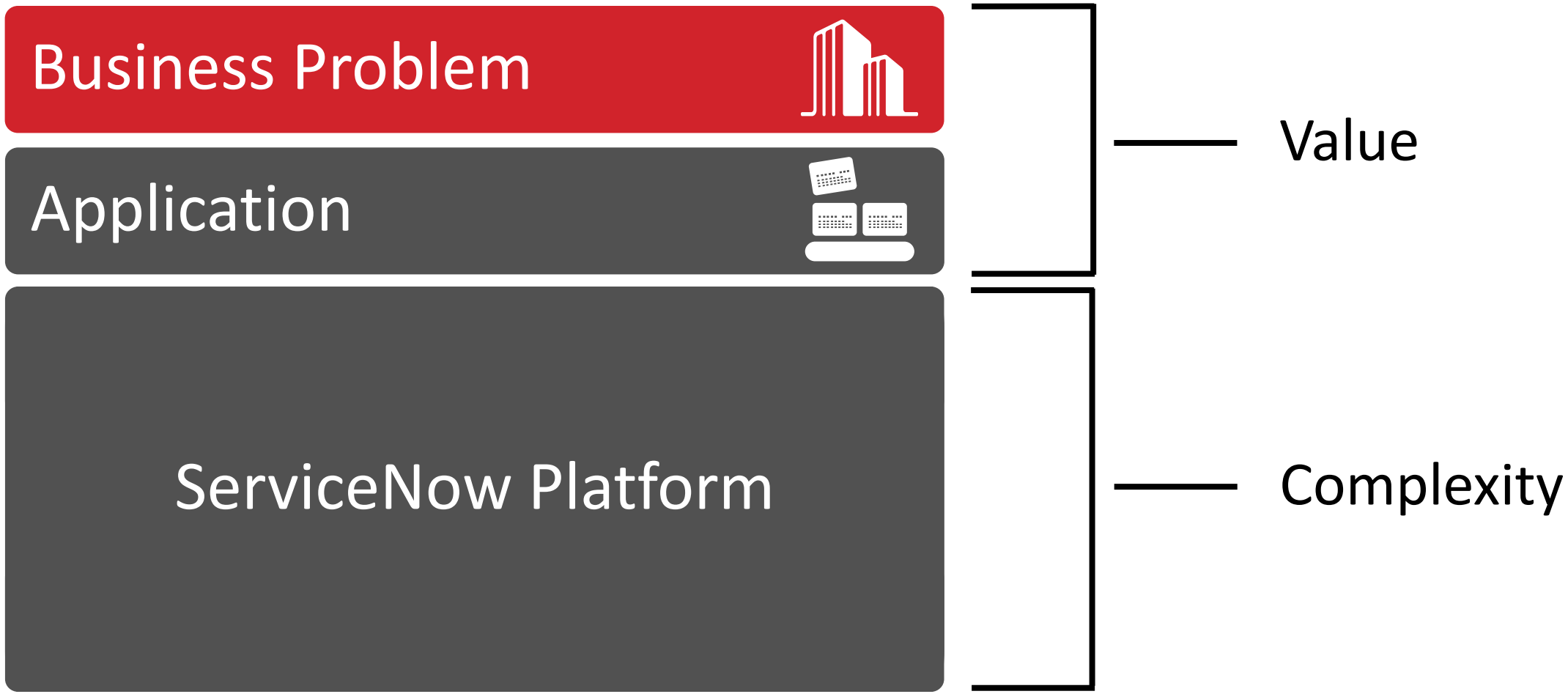




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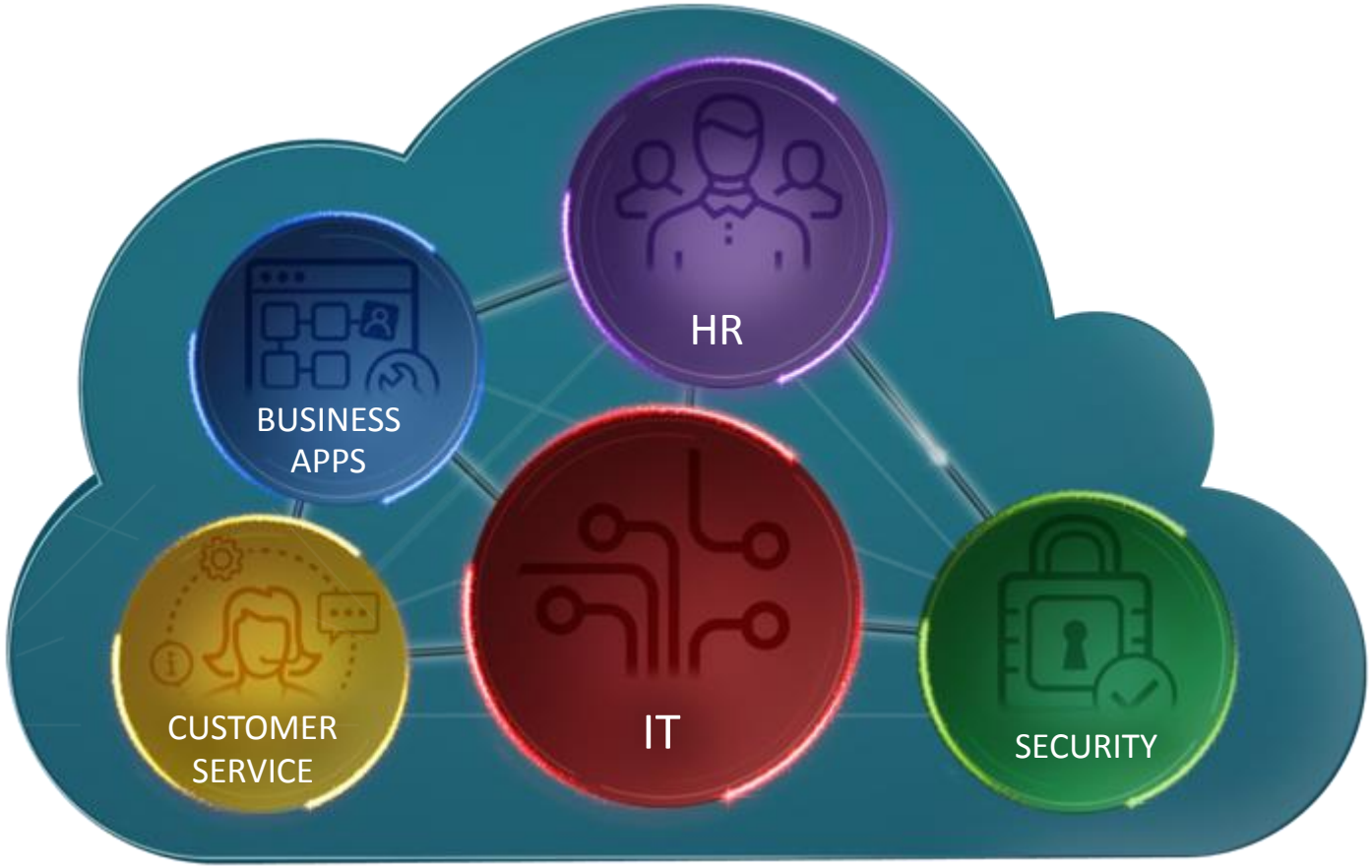
# The ServiceNow Platform Allows you to Focus on Business Value

Elimination of infrastructure complexity enables you to focus on the best solution for the business



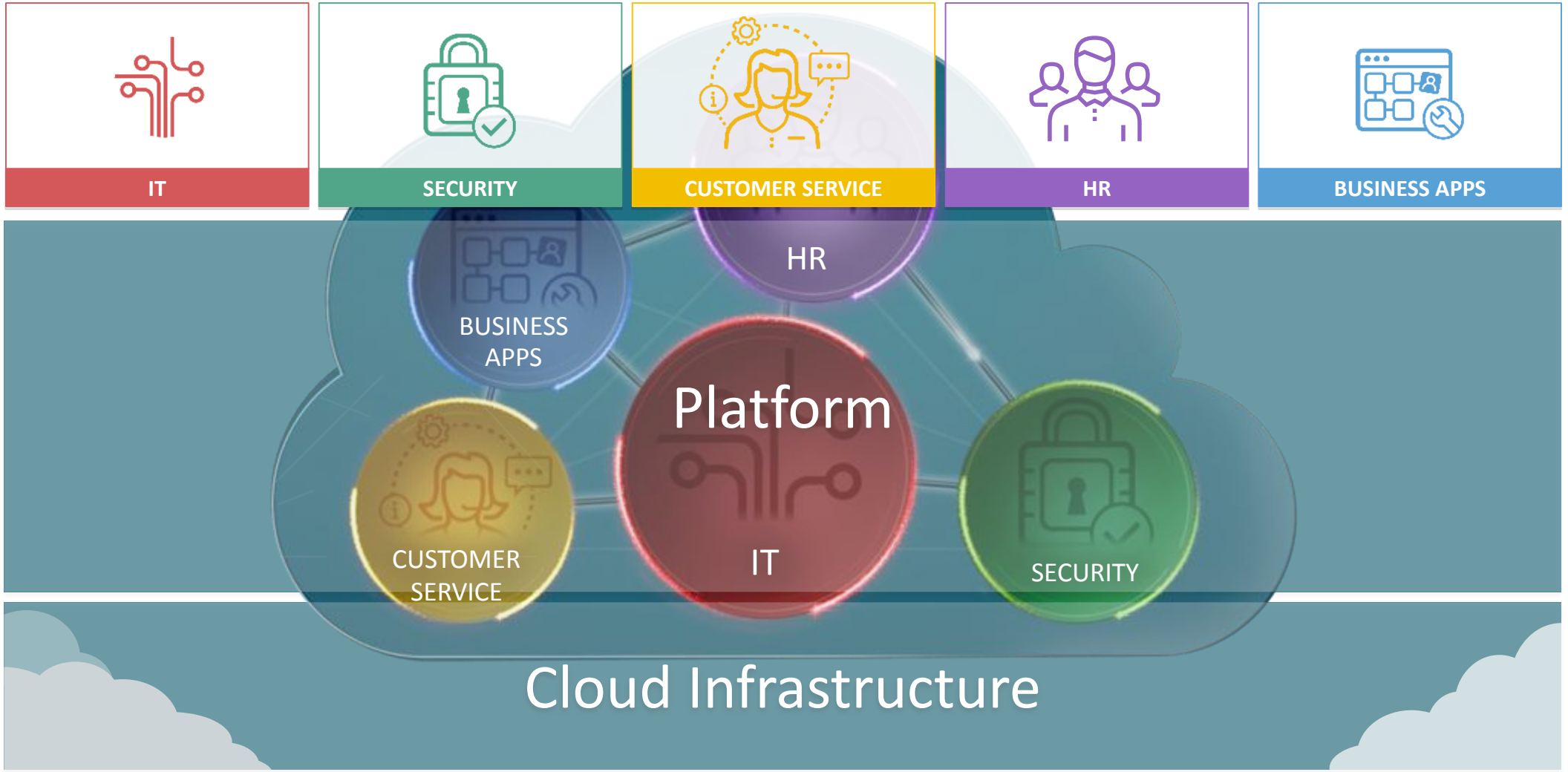


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# The Lightspeed Enterprise™


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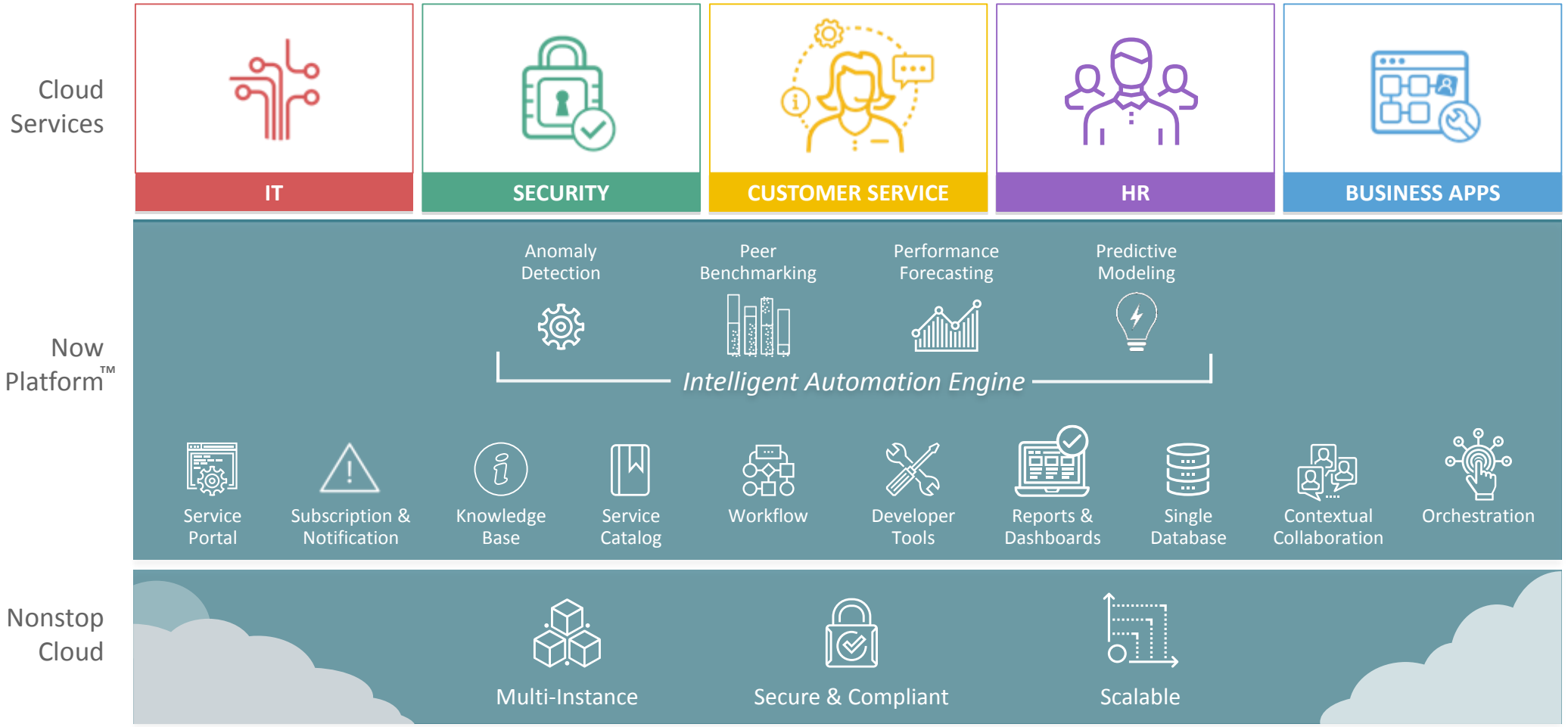

# Create Your Lightspeed Enterprise™ with ServiceNow

The Lightspeed Enterprise™



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# ServiceNow System of Action™




# Create Your Lightspeed Enterprise™ With ServiceNow


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# Common Business Challenges the Platform helps Solve

Robust cloud platform solves more than just infrastructure complexity…

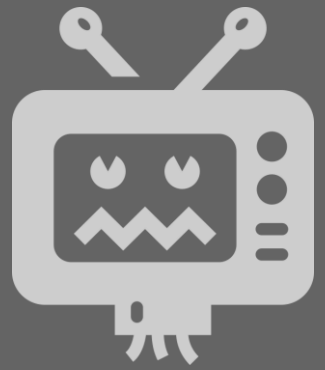
Manual Processes



Processes Spanning Multiple Systems



Legacy user Experiences



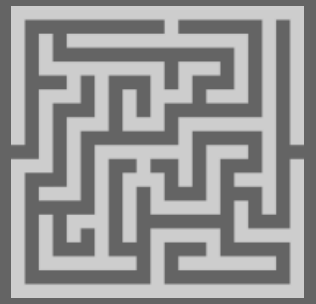
App Development is Too Slow



No Reusability



Complex Infrastructure

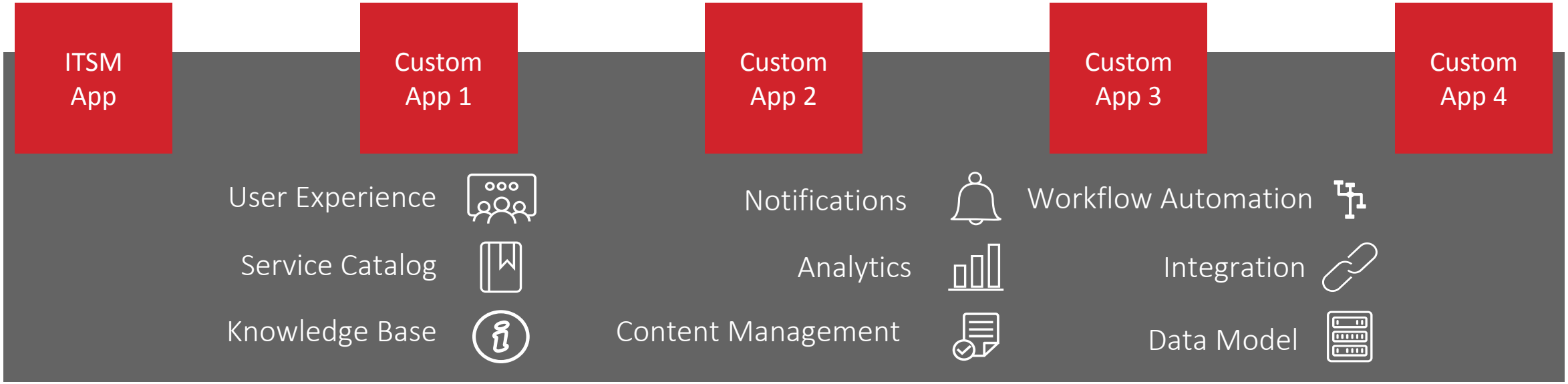




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# Applications are Fully Connected Through the Platform

Leverage UI's, forms, workflows, notifications, content, common data, analytics, etc. between applications

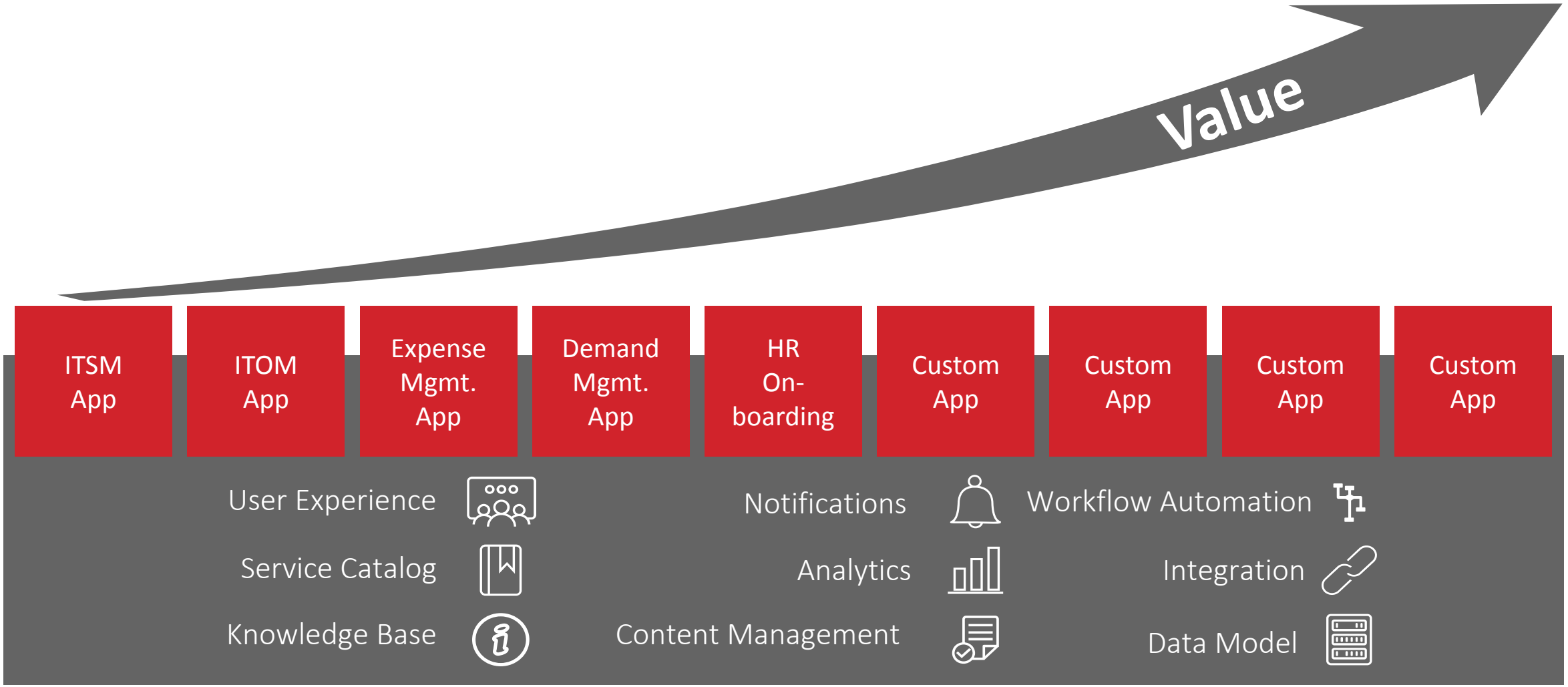





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# Accelerate Innovation with Reusable Components

Rapidly build solutions across people, process, information & things

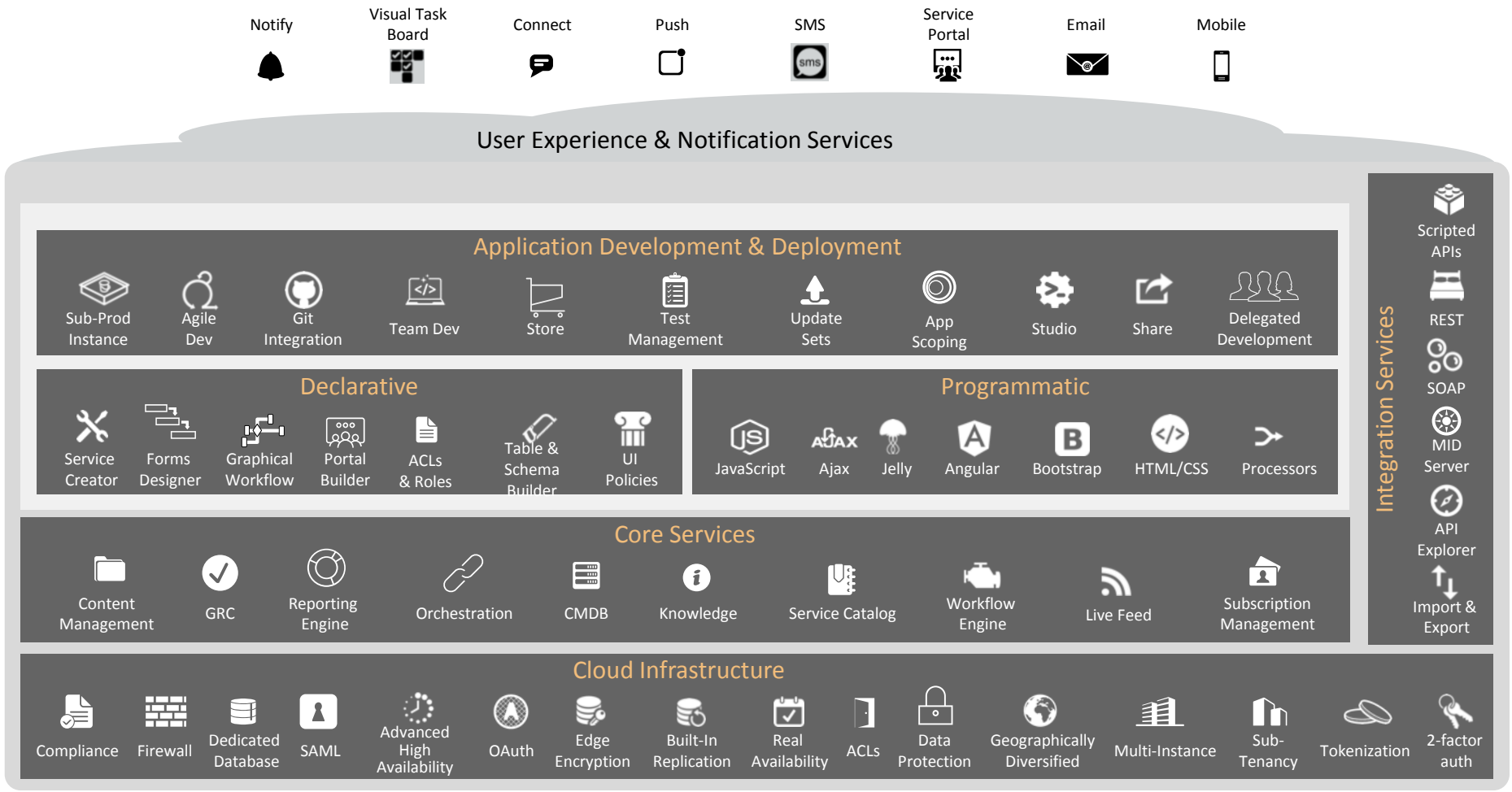





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# The ServiceNow Platform

Everything you need to quickly and easily build robust apps that solve your business problems






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# Anyone can Build Apps Fast

Unleash Innovation – the right tools to turn anyone into a developer

## RAPID DEVELOPMENT TOOLS

Tools that get you to an app faster

## CITIZEN TO PRO DEVELOPER

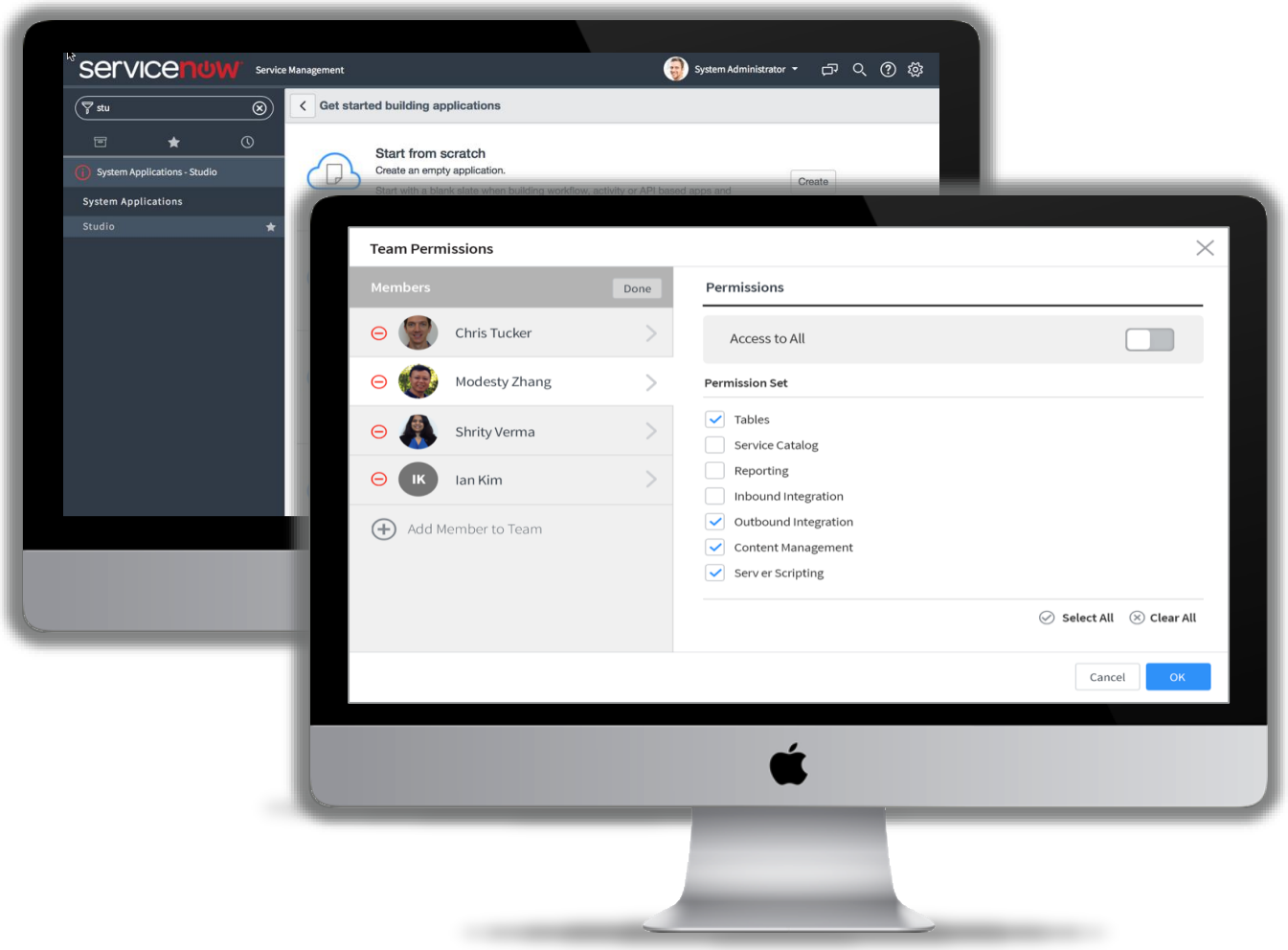
Enable anyone to develop

## DELEGATED DEVELOPMENT

Maintain IT Governance

## APPLICATION ADMINISTRATION

Put application control in the right hands






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# Easily Automate Work and Integrate Everything

Focus on strategic value and maximizing resources

## WORKFLOW

Visualize and automate the way work is done

## INTEGRATIONS

Move from departmental silos to enterprise processes

## NOTIFICATIONS

Built in watch, event and change notifications

## CONNECT

Real-time communication through instant messaging that is captured and archived for future reference






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# Maximize Value with Actionable Insights

Focus on measurement and optimization

## REPORTING & ANALYTICS

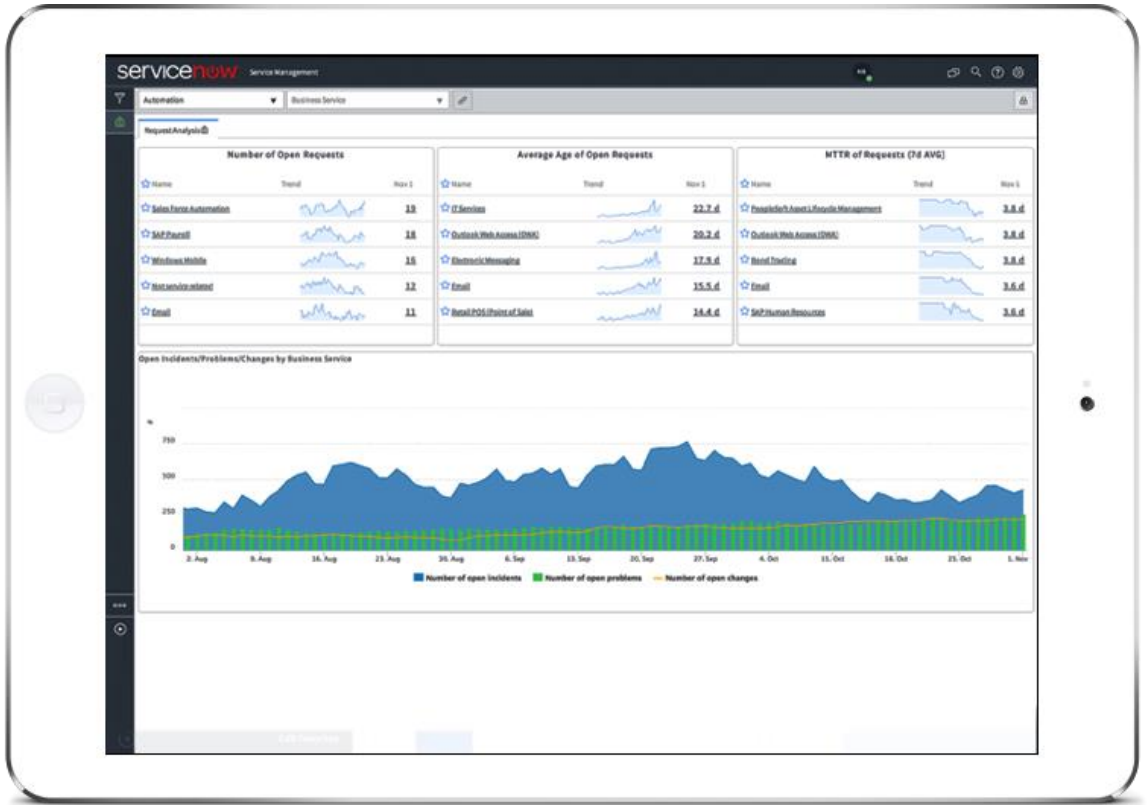
Gain insights into what's actually happening

## DASHBOARDS

Personalized dashboards for everyone

## CONTINUOUS OPTIMIZATION

Optimize with Actionable Insights






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# Consistent and Compelling Experiences On Any Device, Anywhere

Native Mobile Apps

## NO MOBILE APP DEV REQUIRED

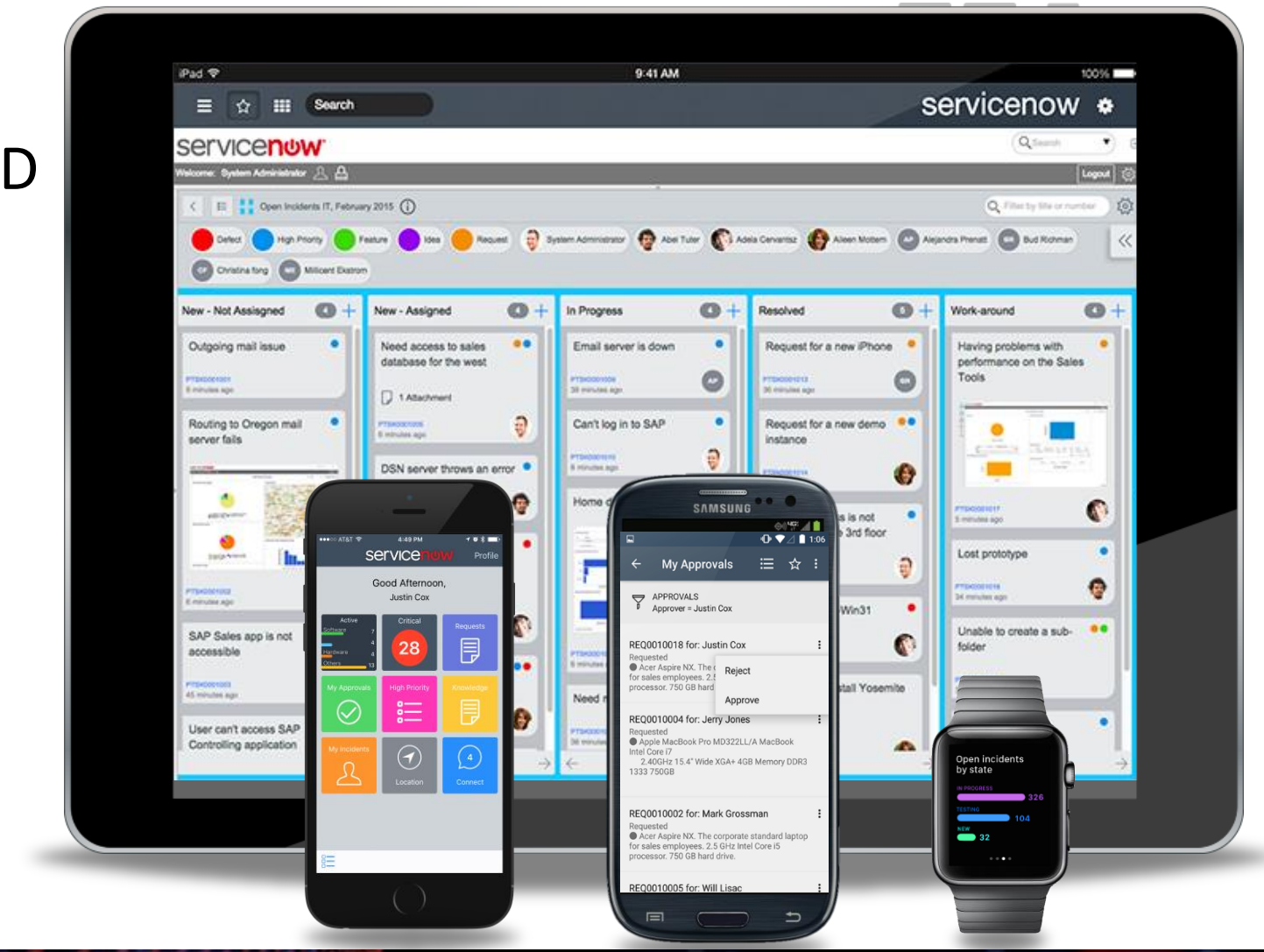
Adaptive and responsive UI's OOTB with ServiceNow Mobile application

## ANYWHERE ON ANY DEVICE

Browse and make service catalog requests, make/respond/approve requests, access KB, monitor activity streams, and receive push notifications anywhere

## FULL CONTROL OF MOBILE UI

Full control of UI with industry standards AngularJS, Bootstrap, and CSS if desired



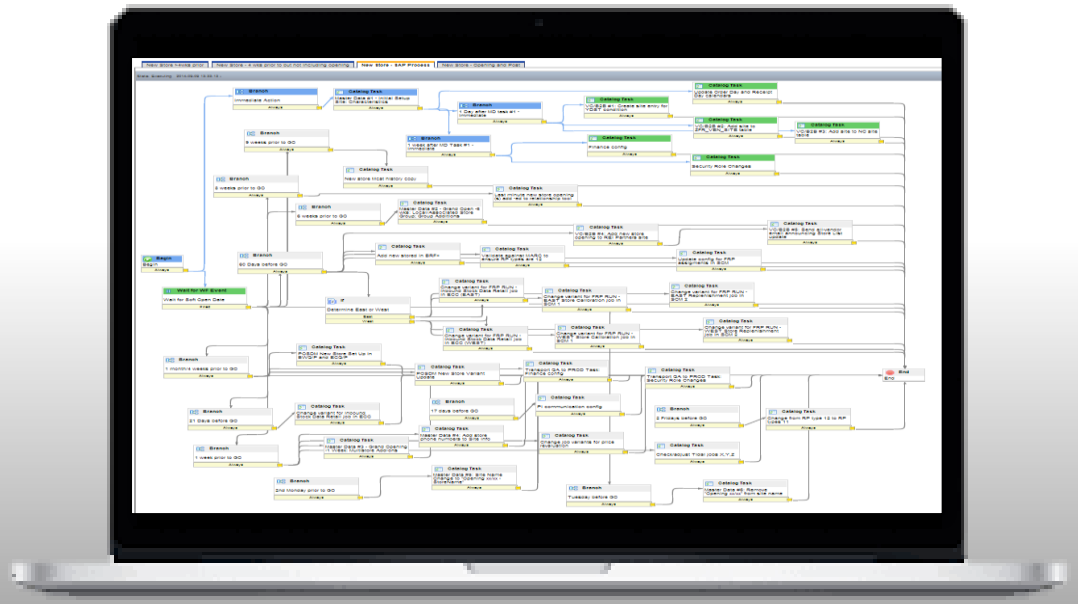



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# Platform Customer Examples



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# REI: New Store App

## Challenges

- Time consuming manual process to create, schedule, and fulfill all the tasks required to launch a new store

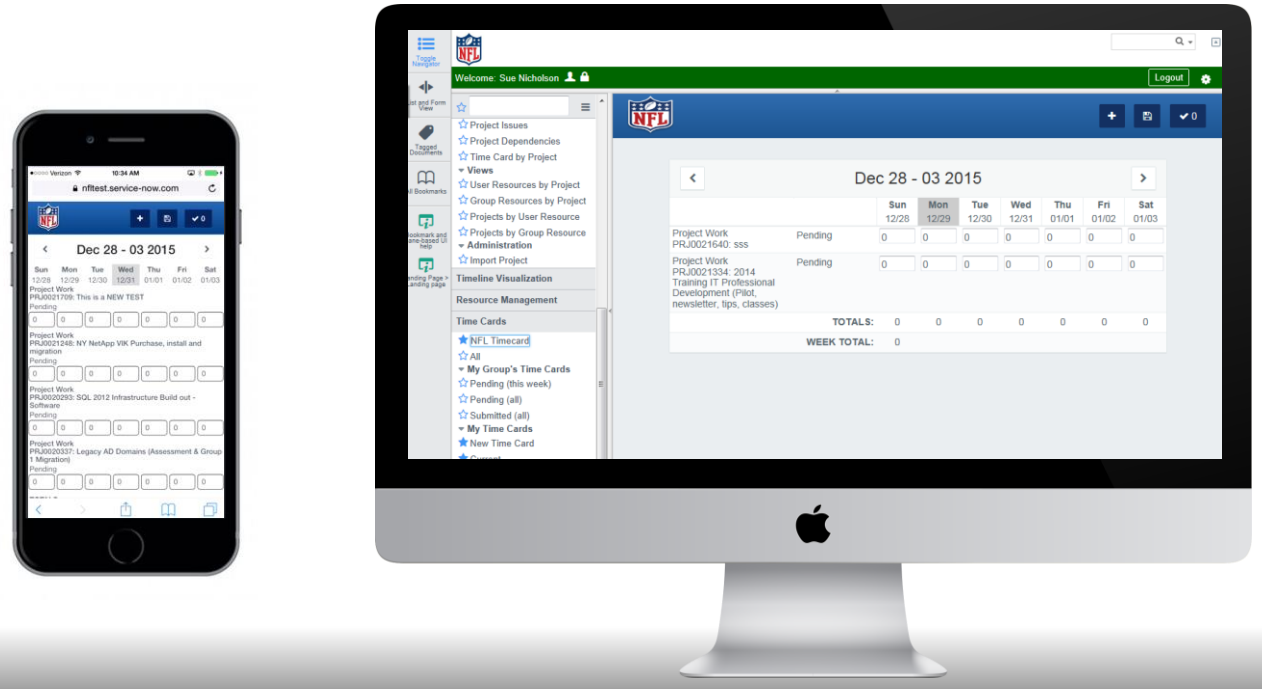
## Solution

- New Store team app to manage all tasks required to build out a new store
- Integrates all processes across all stakeholders
- Tracks lead times and due dates
- Color coding for easy visual indicators on past due or at risk tasks

## Results

- Automated creation of all tasks to significantly reduce time to market
- Increased productivity of workers
- Centralized record keeping to support KPI targets


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# NFL: Mobile Timecard App

## Challenges

- Past user adoption less than 70% on average
- Unsatisfactory user experience and too much effort to log time across dozens of projects
- Mobile workforce not always having access to a computer

## Solution

- NFL designed a responsive, mobile-enabled landing page as a hub for centralized communications and work in the field
- Users able to submit new ideas, record time against any effort, check the status of requests, and find the latest training and information while on the go

## Results

- Timecard adoption rising to 80% and climbing
- Increased ROI for the expansion of the ServiceNow Platform use
- Built cases for new resources or redeployment of existing resources


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# Academy Mortgage: Disclosure Request App

## Challenges

- No automated disclosure process
- No easy way of knowing if disclosures were going out at the right time
- Difficult to generate reports for auditors
- Struggled to identify and fix bottlenecks in the disclosure process

## Solution

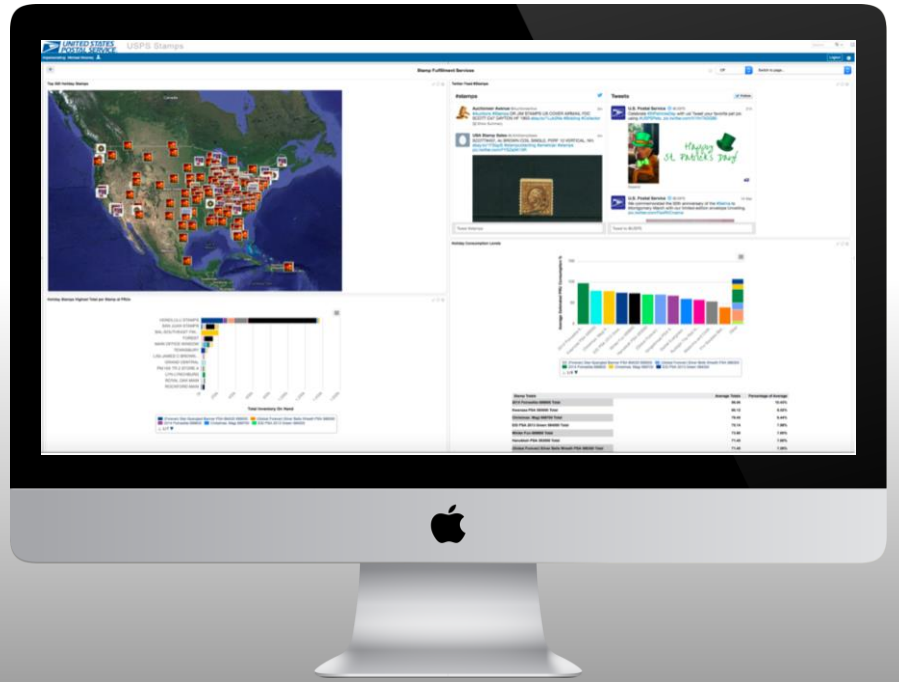
- App to drive the end-to-end process
- Loan origination notifications
- Auto-queue process
- Data warehouse integration
- Full time-stamped history of disclosures
- Key metrics broken down by loan type

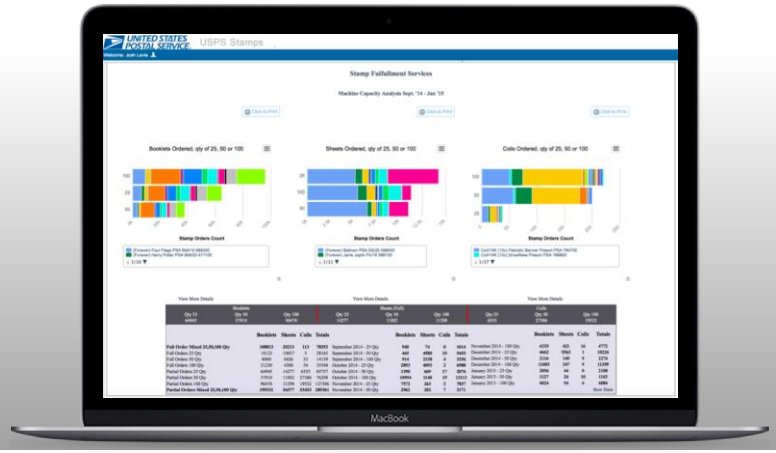
## Results

- Reduced effort to document ECOA compliance
- Improved productivity of mortgage experts
- Full audit trail of issues with a recorded resolution details



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# United States Postal Service: National Stamp Fulfillment App

## Challenges

- Lack of insight into inventory levels, out of stock inventory, and disposals of un-purchased stamps

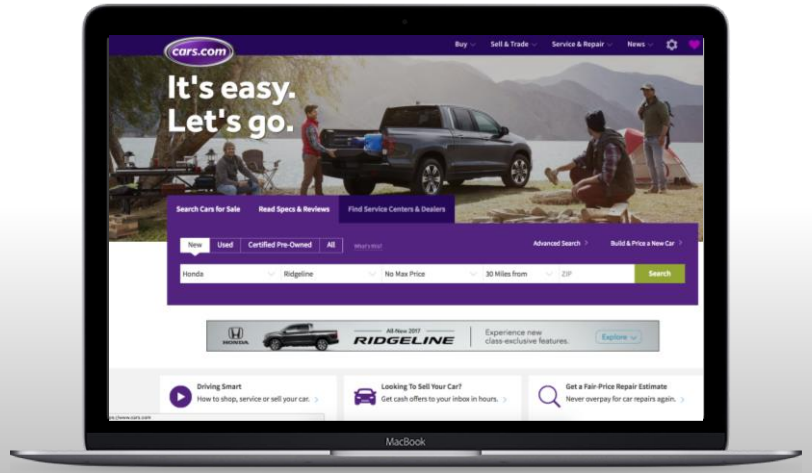
## Solution

- A national stamp fulfillment app is used by US Postal Service to manage stamp inventory nationally and locally, by strategically moving inventory to meet demand.

## Results

- With the custom ServiceNow app in place, USPS has saved over $1.6 million


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# Cars.com Onboards Employees Better with ServiceNow

## Challenges

- The entire process is manual and all requisition approvals were done by email
- The personnel system (OpenHire) and the requisition form had no integration
- Inability to measure end to end hiring process

## Solution

- Integrate OpenHire using a custom Employee Onboarding app
- App sets off a process to provide for the IT needs of a new employee once a requisition is marked as hired
- Once marked as hired, IT begins process of provisioning computers, adding the new hire to Active Directory and enabling email with all distribution lists and share drive access

## Results

- HR, has saved 300 hours per year due to service automation
- Time savings for IT is in excess of 1,000 hours per year
- 90% of all new employees receive all hardware and access their first day at Cars.com


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# Dejardins Transforms Legacy Business Apps with ServiceNow Platform

## Challenge

- Maintenance costs of 3,000+ legacy apps on Lotus Notes
- Poor end user app experience
- Slow, tedious development cycles

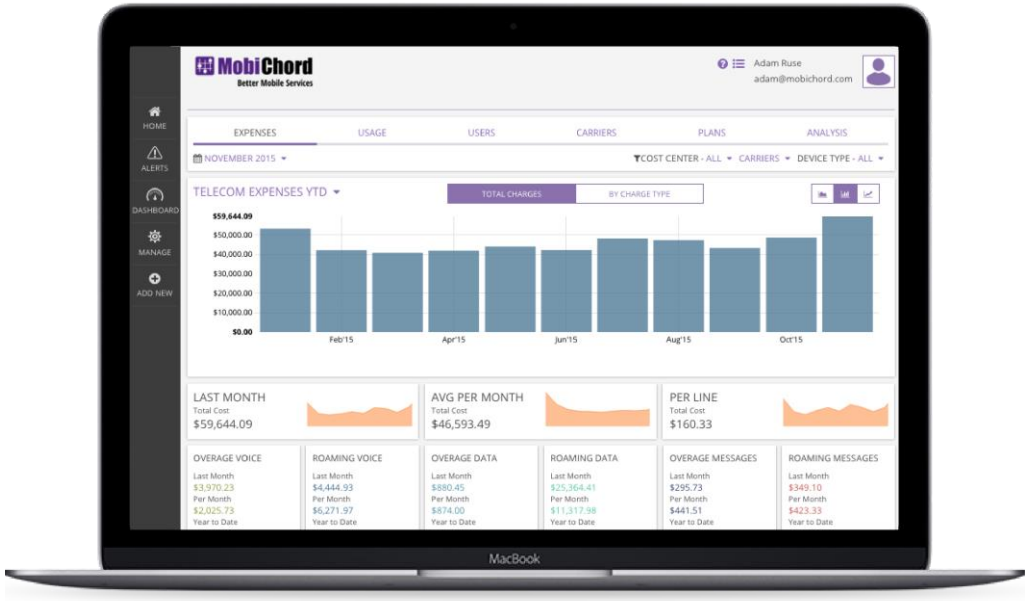
## Solution

- Migrate Lotus Notes apps to ServiceNow
- Use Agile development practices
- Apps created on ServiceNow:
  - Loan Management, Change of Account, Grievances

## Results

- *25% faster app development, quicker developer onboarding – only 5 days
- Vastly improved user interfaces with enhanced stability
- 3,000+ apps centralized and consolidated into several hundred


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SIEMENS

Deployment

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# MobiChord: Mobility Management App (available on Store)

## Challenges

- Wasted time and resources due to lack of visibility across multiple wireless carriers and systems
- High labor effort for mobility management (reporting, catalog, fulfillment)

## Solution

- Automated reporting of 150,800 mobile devices across 12 wireless carriers
- Powerful analytics and change requests for analysts, cost center managers and end users (180,000+ consumer)
- Inventory and EMM actions from AirWatch into ServiceNow

## Results

- Full mobile transparency and visibility
- Freed up 16+ FTEs
- Retired 4 previous systems


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# Sample Customer References by Vertical

## Retail

ASHLEY FURNITURE INDUSTRIES, INC. · TARGET · STAPLES · carhartt · LINDEX · STOCKMANN · REI www.rei.com · SEPHORA

## Manufacturing

Coca-Cola · LENNOX INTERNATIONAL · TEMPUR+SEALY · Kimberly-Clark · SIEMENS

## Pharma & Healthcare

AstraZeneca · abbvie · FAIRVIEW · catamaran · ProHealth Care · BROWARD HEALTH

## Federal, State & Local Govt.

Department of the Navy, Bureau of Medicine and Surgery · OAK RIDGE National Laboratory · AUSTRALIA POST · Fermilab · UNITED STATES POSTAL SERVICE · NIH NATIONAL CANCER INSTITUTE

## Financial Services

NYSE EURONEXT · H&R BLOCK · Santander CONSUMER USA · PACIFIC LIFE · DISCOVER · Swiss Re · Desjardins · GE Capital · Unitus COMMUNITY CREDIT UNION

## Technology

VERISIGN · evanios · BLACKHAWK NETWORK · Zillow · ebay · SYMFONI · World Wide Technology, Inc.

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# Proven Benefits & Results




- Development efforts were accelerated by 290%, allowing benefit delivery nearly 6 months sooner
  - Simple projects delivered 4x faster
  - Complex projects delivered 1.8x faster
- Development efforts were shifted from outsourced efforts to internal resources, due to the new-found ease of development
  - "In our composite organization analysis, the organization saved a total of $2.2 million over three years by internalizing development efforts"
- Low-code development enabled the use of more junior level developers while reallocating more senior developers to value-add complex projects requiring native code
  - "A savings of $716k was realized over three years with this reallocation of resources"
- Existing on-premises solutions were retired, providing savings in solution related costs of usage and upkeep
  - "All in, these retired legacy solutions saved the composite $648k per year, or $1.6 million in risk-adjusted present value figures"

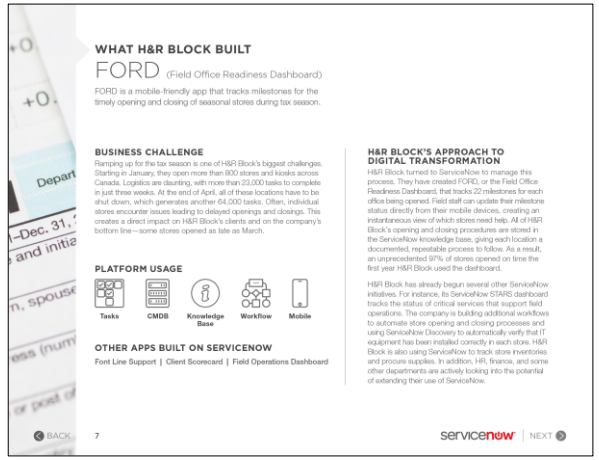

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# More Detailed Benefits and Results in Platform Customer E-book



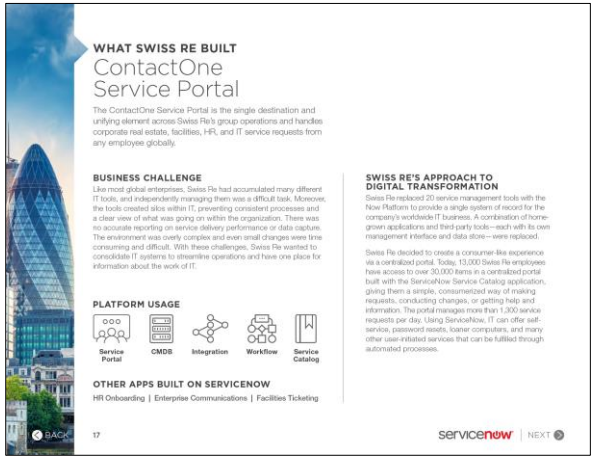


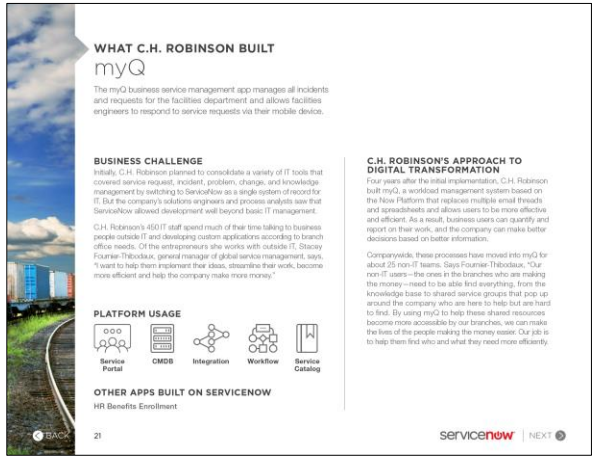



















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# Summary and Looking Ahead



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# Key Platform Features

- SINGLE PLATFORM for all portal, mobile and web applications
- NO DATA SILOS architecture
- SIMPLIFIED INTEGRATION with auto-generated and scripted APIs that are reusable
- INTELLIGENT PROCESS AUTOMATION, which connects people, process and information
- SHARED SERVICES-READY platform featuring delegated development and app administration supporting
- SUPPORTS PRO/LOW/NO CODE development
- NEVER START FROM SCRATCH with a rich set of application building blocks and reuse
- Modern and engaging user experiences driving usage and productivity
- INDUSTRY LEADING RELIABILITY, AVAILABILITY, security and high performance enterprise cloud platform


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# Well-suited Platform Target Use Cases

| Use Case | Description |
|---|---|
| Process Automation | Apps that use simple workflows to connect diverse manual and system-based processes to execute previously manual processes |
| Enterprise Integration | Apps that integrate resources from both within and outside of the enterprise |
| Orchestration | Apps that use integrations across dissimilar data sources or systems, to complete a single or multi-stage workflow |
| Engagement Portal | Apps that provide a consistent consumerized experience to users that abstracts complexity into a single engagement portal for all services |
| Case Management | Apps that support a complex process that requires a combination of human tasks and electronic processes with support for workflow, collaboration, content, decisioning, and processing of case outcomes |
| Service Management | Apps that allows requesters and fulfillers to collaborate in an exchange of information and actions within a single system of record |
| IoT | Apps that connect data, processes (technical and manual), and conditional outcomes and actions across a variety of dissimilar devices and systems to create end-to-end automation |
| Data Tracking | Apps that monitor use and consumption |


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# Looking Ahead Jakarta and Beyond…

- Machine Learning (including predictive analytics)
- Time series database
- Intelligent Event Management (Process Automation Hub)
- Expansive portal framework and features
- Commerce-centric features
- Enhanced automated testing


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# Thank You

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# Q & A

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## Take the Survey

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# Thank You

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