knowledge17

WORK at LIGHTSPEED™

Automating Customer Service for a $90 Billion Business

STANLEY TOH
GLOBAL IT DIRECTOR, ENTERPRISE END-USER SERVICES
Broadcom Limited

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servicenow

Speaker Introduction



NAME: Stanley Toh (stanley.toh@broadcom.com)

TITLE: Director, Global IT

FUNCTION: Enterprise End-user Services

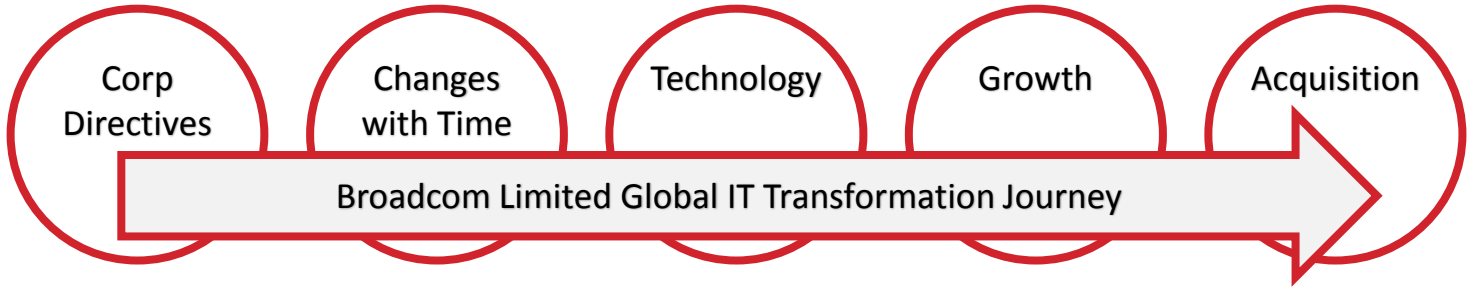
COMPANY: Broadcom Limited

EXPERIENCE: Head of Enterprise End-user Services reporting to the CIO with a career of over 20 years spanning across application development, support services, end-user technologies and IT transformation. Lead a team of core IT members introducing leading edge plus disruptive technologies to transform and enhance end-users experience. Key Strategist and Program Manager for Broadcom Limited major acquisitions Day 1 IT Collaboration Services transformation.

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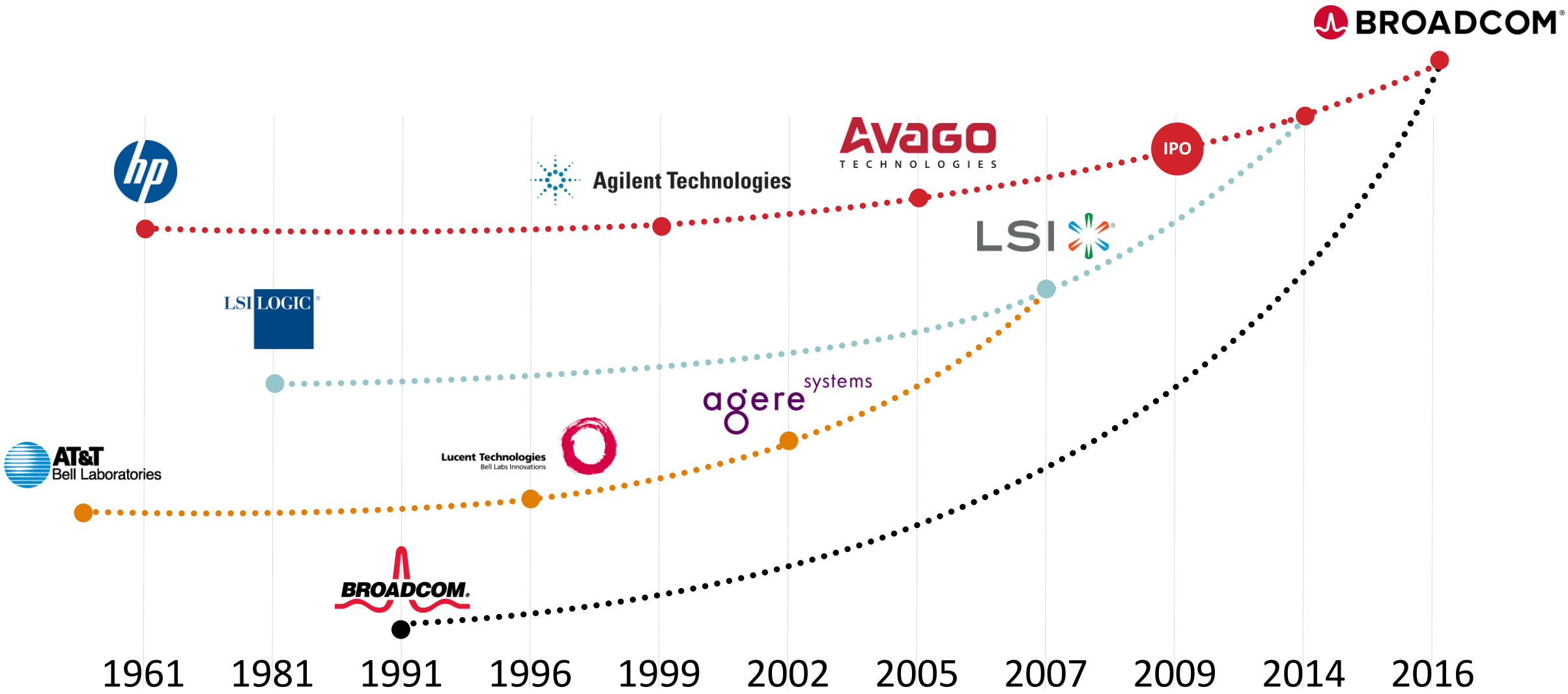
Agenda

- History of Broadcom Limited
- Strategy
- Execution
- ServiceNow @ Broadcom Limited



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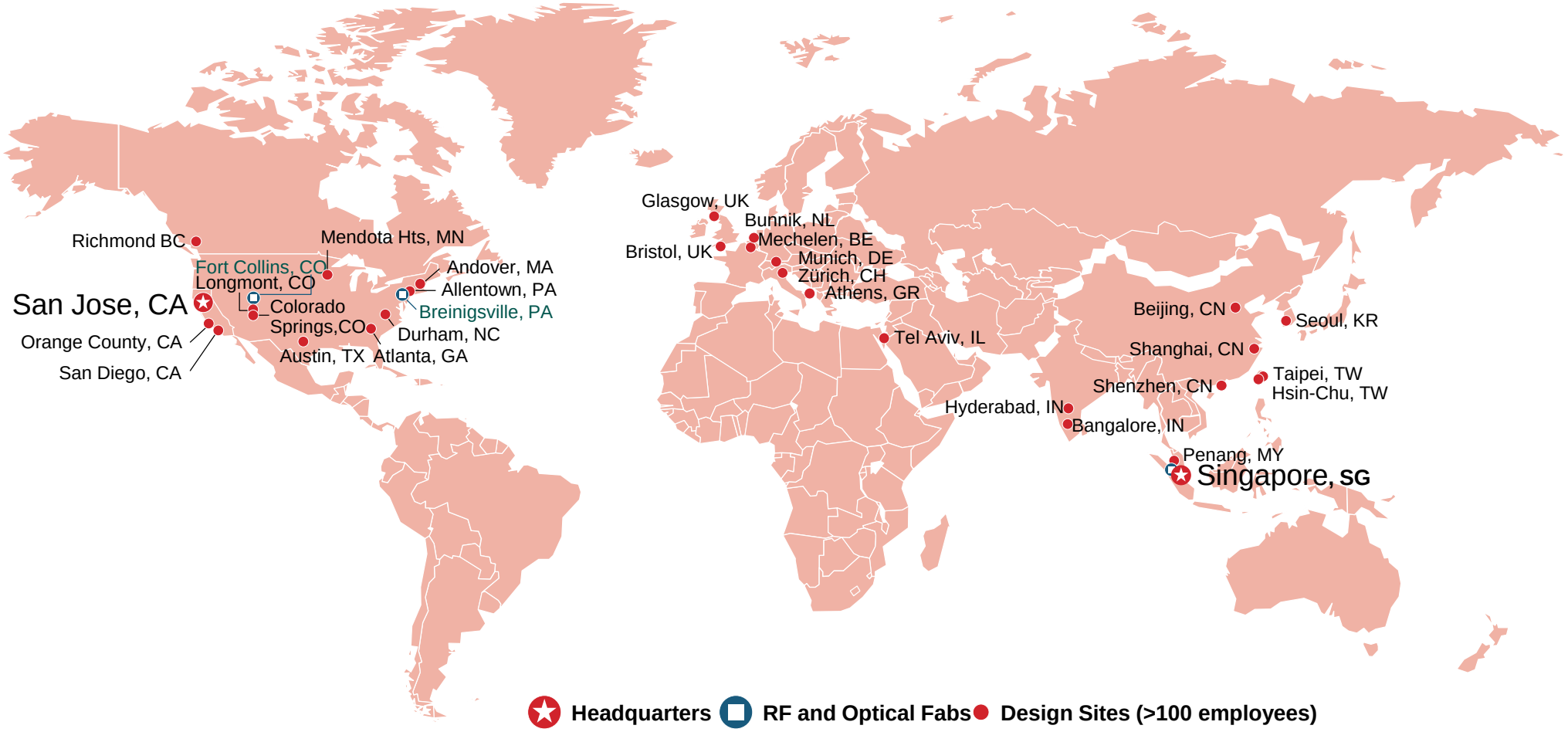
Heritage of Technology



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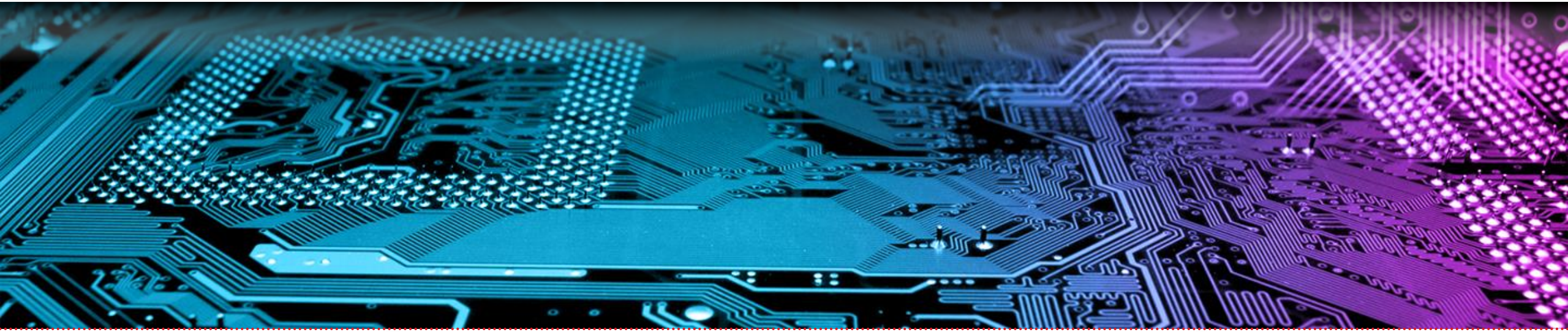
Global Presence

To Serve Our Expanding Customer Base in over 130 Countries



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Broadcom Limited at a Glance



Broadcom Limited
FY2016 Net Revenue of **$13.3B.** Financial Analyst consensus forecast FY2017 Revenue of over **$16.5B**

World's leading **DIVERSIFIED COMMUNICATIONS SEMICONDUCTOR** company

WORLD-CLASS ENGINEERS and a culture of **SUPERIOR EXECUTION**

One of the industry's broadest IP portfolios with **~30,000** issued/pending patents

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BROADCOM®

Strategy

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Broadcom Limited – Total Cost of Ownership Model

CORE

- R&D
- Engineering
- Sales
- Marketing



CRITICAL NON-CORE

- Information Technology
- Finance
- Human Resources
- Global Operations
- Facilities
- Legal



MAINTAIN EFFECTIVENESS OF NON-CORE FUNCTIONS AT LOWEST TOTAL COST

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Global IT Strategy

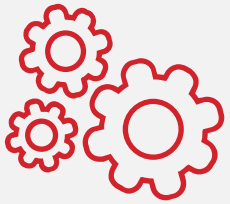
DRIVEN BY CEO DIRECTIVES

- Do more with less
- YoY decrease in IT Spend
- Faster, Better, Smarter
- Agile
- Scalability



IT OPERATIONS STRATEGY

- Good enough is great for non-core
- Eliminate non-value adds & inefficiencies
- OPEX focused spending culture - *Buy vs. Build*
- Simple & easily measureable goals
- Alignment to corporate & division goals



M&A STRATEGY

- Adopt & Go
- Integrate & Optimize
- Time is critical
- Simplify, eliminate & integrate
- Focused on Financial benefits – Revenue, GM, & OM
- Scale is not an issue



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Broadcom Limited IT Founding Principles & Architecture

ORGANIZATION	PHILOSOPHY	INNOVATE
Flat, enabling faster decision making	Faster, Better, Smarter	Be disruptive, but accountable

Tenets (3 S's)	Strategies (3 C's)
Simplify	**Cloud First**
Common Process Common Technology Footprint Ease of User Adoption	Saas/Iaas Multi-tenant Pay-for-Use (price per user/device)
Scale	**Computerized**
Reliability Availability Upward/Downward Scalability	Effective Automation Enabling Communications & Collaborations Embracing Multiple Devices (BYOD/CYOD)
Secure	**Current All**
Proactive Action Continuous Monitoring Transparency, Non-Intrusive	Upgrades Supported Hardware & Software Technology Innovation

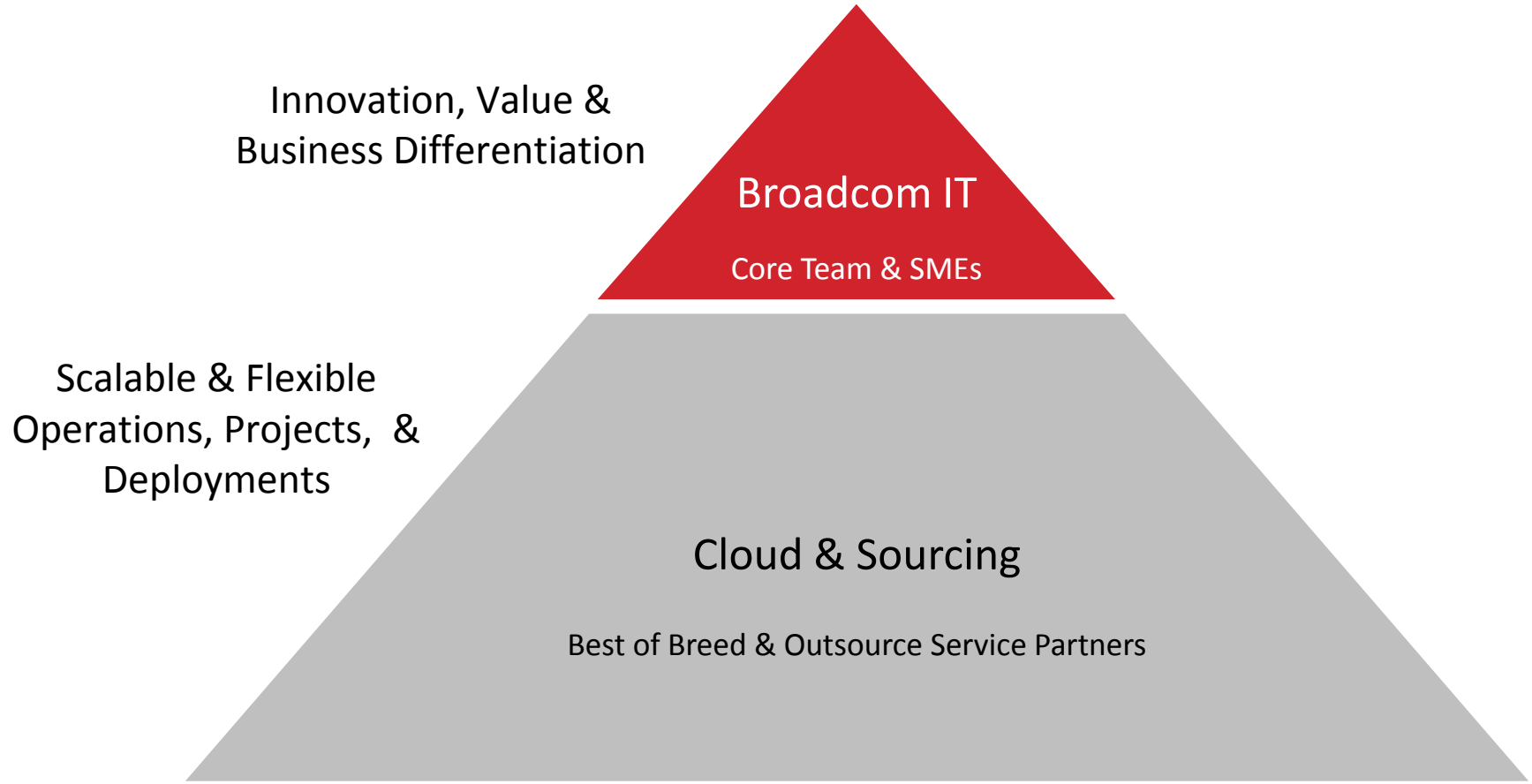
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Execution

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Execution of Transformation Strategy



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Cloud First Strategy



G Suite

workday.

Taleo

enlighta
Global Services Governance

SumTotal

Cisco webex

box

kyriba

okta

DocuSign

EPI-USE

Microsoft Office 365

servicenow

csm servicenow

OpenDNS

Cisco Spark

LIFERAY
Enterprise. Open Source. For Life.

Lucidchart

Carlson Wagonlit Travel

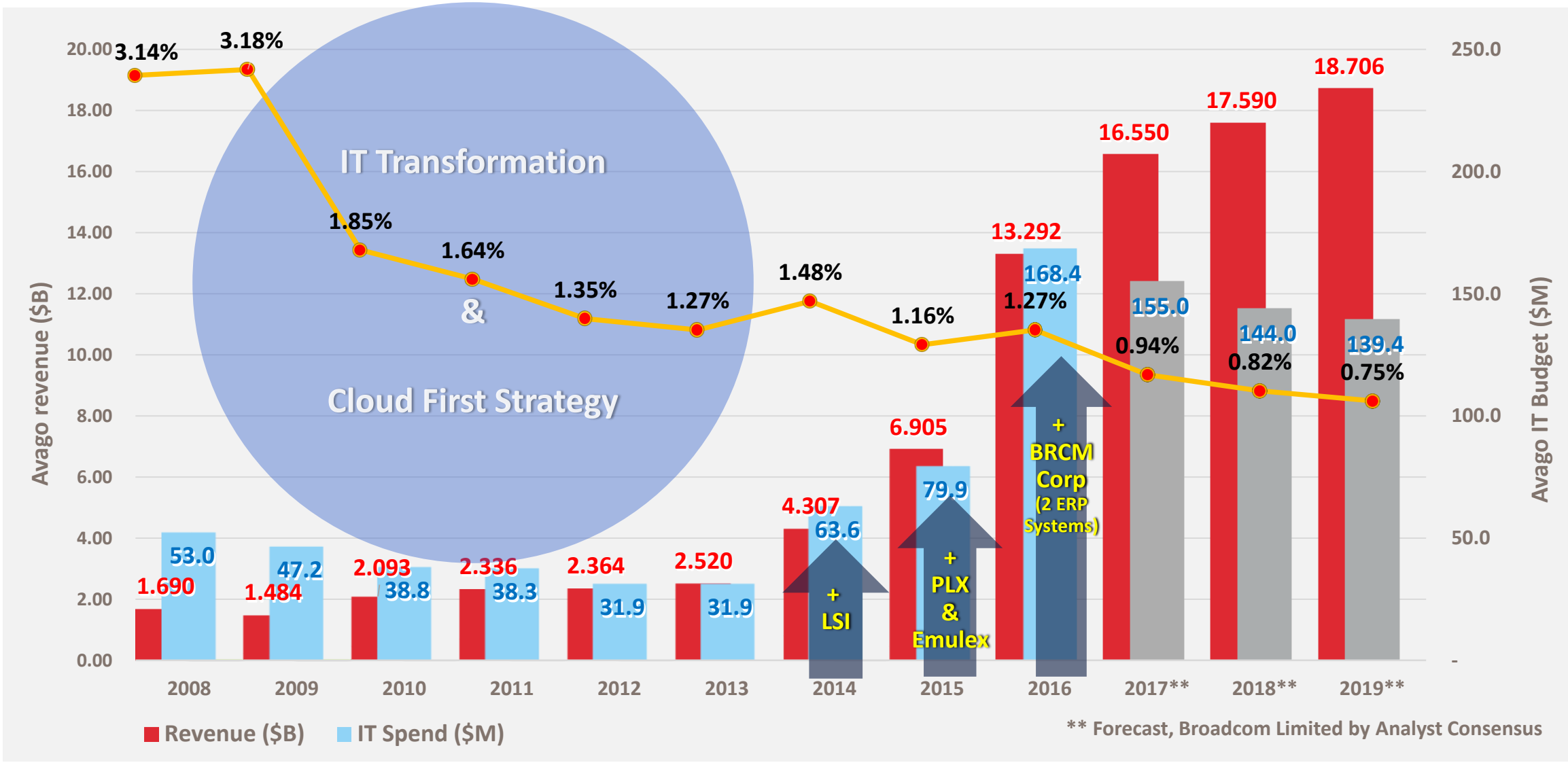
Google Cloud Platform

Meet

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

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Global IT Spend ($M) vs. Broadcom Limited Revenue ($B)



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ServiceNow @ Broadcom Limited

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Why ServiceNow?

- It's a Platform – opportunity to consolidate multiple legacy applications into ONE platform
- Easy to integrate – quickly & efficiently onboard legacy footprint during acquisition
- Reduce overheads – eliminate on premise architecture & traditional DC support effort
- Reduces support resources & eliminate redundancies
- Alignment with IT Architecture Strategy – the 3S's & 3C's
  1. Simplify footprint
  2. Scale out & expand
  3. Secure
  4. Cloud First
  5. Computerized – with automations & support on multi-platform devices
  6. Current – with annual "Alphabets" upgrades

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Broadcom Limited ServiceNow Journey

JUNE 2014
Start ServiceNow Relationship

SEPTEMBER 2014
Core Modules Phase 1
- Incident
- Problem
- Service Catalog
- Communications
- Basic CMDB CI

OCTOBER 2014
Core Modules Phase 2
- Change
- Project Requests

NOVEMBER 2014
Core Modules Phase 3
- Project Approval Funnel (PAF)
- Contract Mgmt

NOVEMBER 2014
Asset Mgmt
- Altiris Integration for Client HW

JUNE 2015
Solarwind Integration
- CMDB CI
- Incident Tracking

SEPTEMBER 2015
Custom Apps
- Legacy apps (MRI) replacement

JUNE 2015
CMDB ServiceWatch
- Infra Relation Map

NOVEMBER 2015
Twillo Integration
- Paging and SMS for High P1

FEBRUARY 2016
On-boarding Phase 1
- Trigger from WorkDay
- Orchestration: Auto Acct creations

AUGUST 2016
HR Module Phase 1
- HR Modules for HR Global Ops team

JUNE 2016
Consolidation cBRCM ITSM
- Legacy Remedy tool replacement

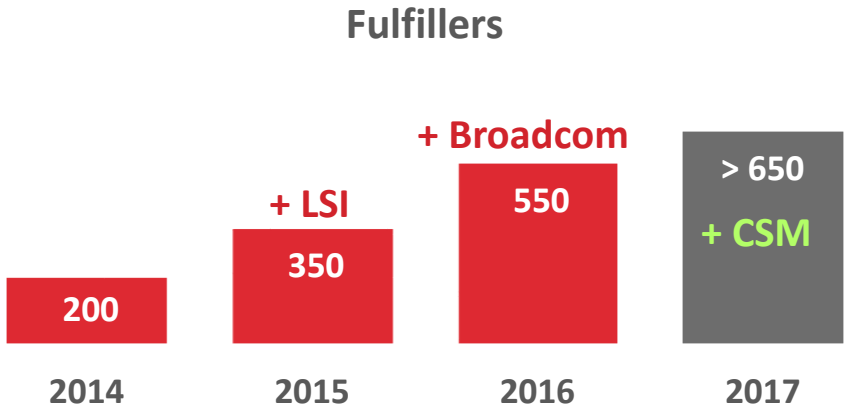
APRIL 2017
CSM
- Replace cBRCM CSP Tool

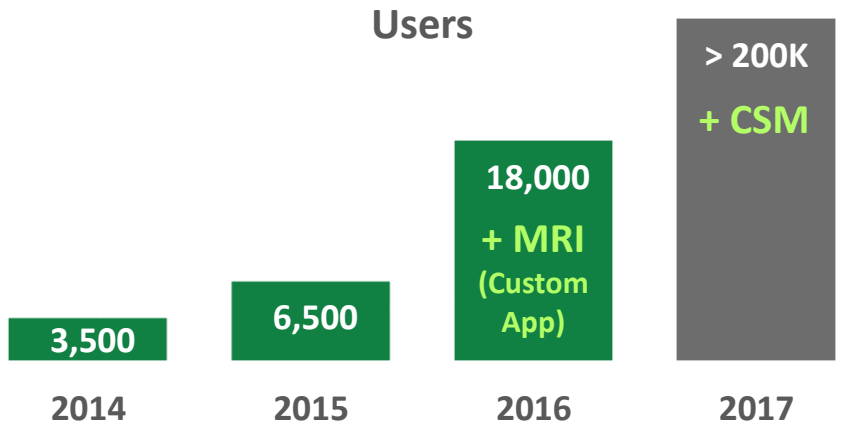
Core Extend Evolve

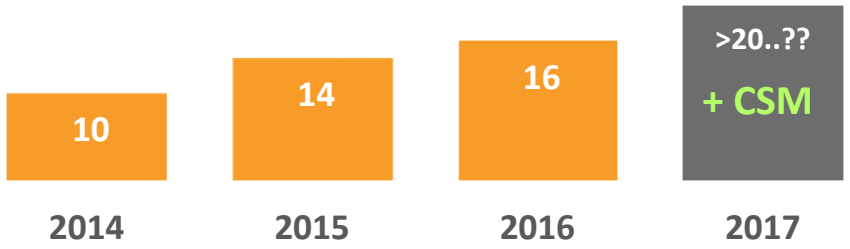
2014 2015 2016 & 2017

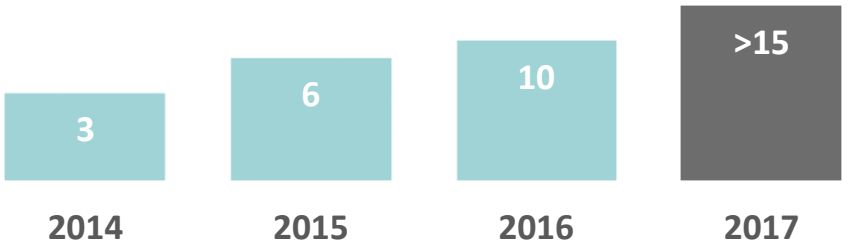
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Broadcom Limited ServiceNow Footprint









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ServiceNow Efficiency for M&A Transition (ITSM Core Modules)

Day 1

On-boarded
>14,000
Employees

2-in-1
Helpdesk

30 Days

1
Service Requests Portal

60 Days

1
IT Support Model

180 Days

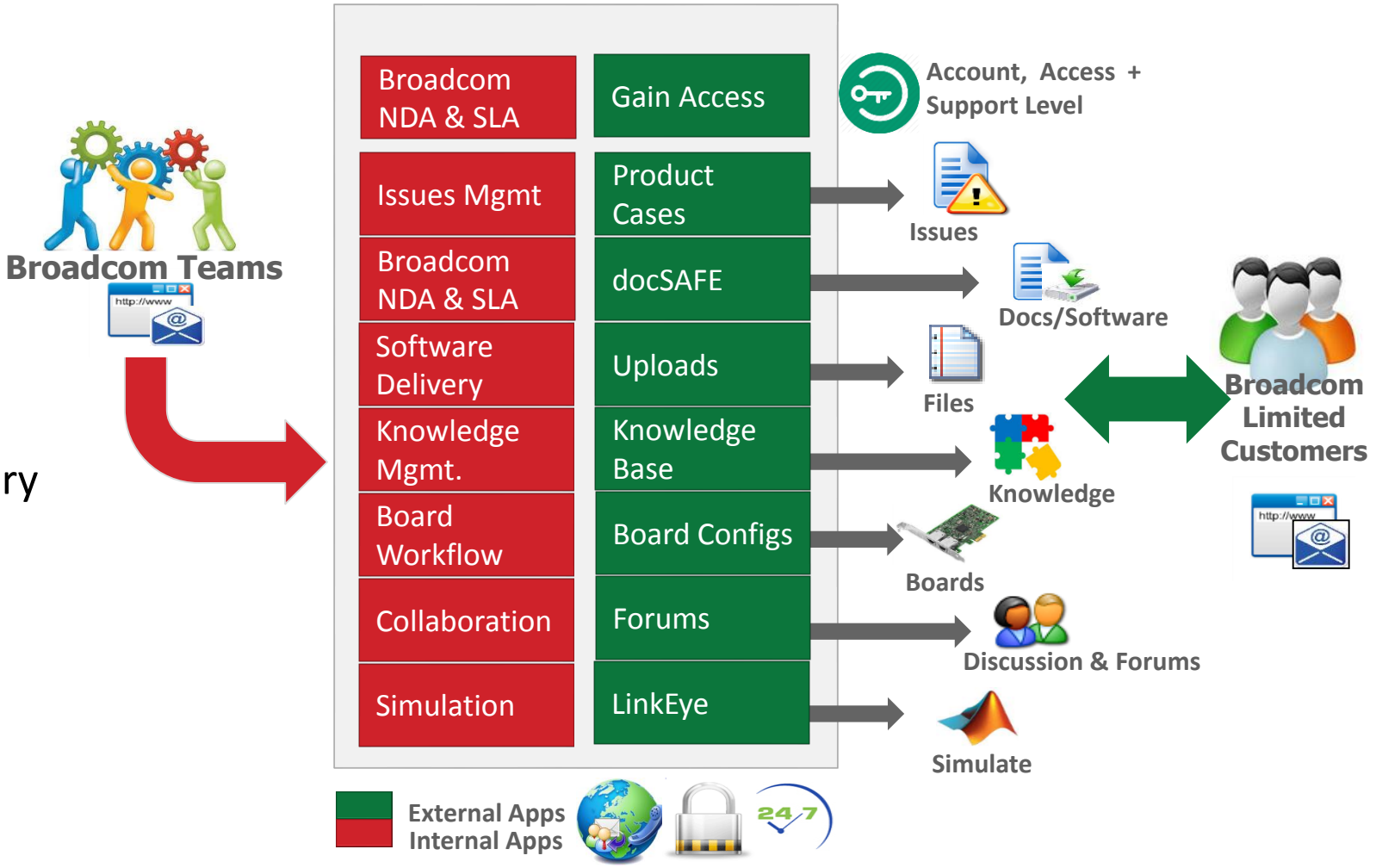
1
Support System **

*** Obsolescence of classic Broadcom Remedy System*

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Broadcom Legacy Customer Support Portal

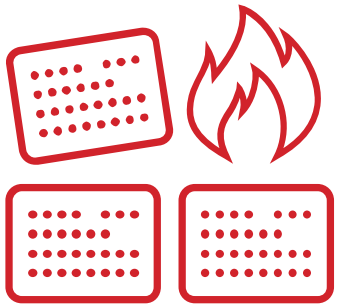
- External Facing
- Unified platform for engineering customer engagements
- Serves multiple Business Units & Functional needs
- Controlled access across all applications
- Comprehensive security & regulatory compliance
- Scalable platform to support Broadcom growth
- Available 24x7



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Why Move to ServiceNow CSM?

- Key Drivers
  - Move away from on premise solution
  - Multi apps consolidation
  - Registration pain
  - Administrative nightmare
  - Resources intensive & dependent

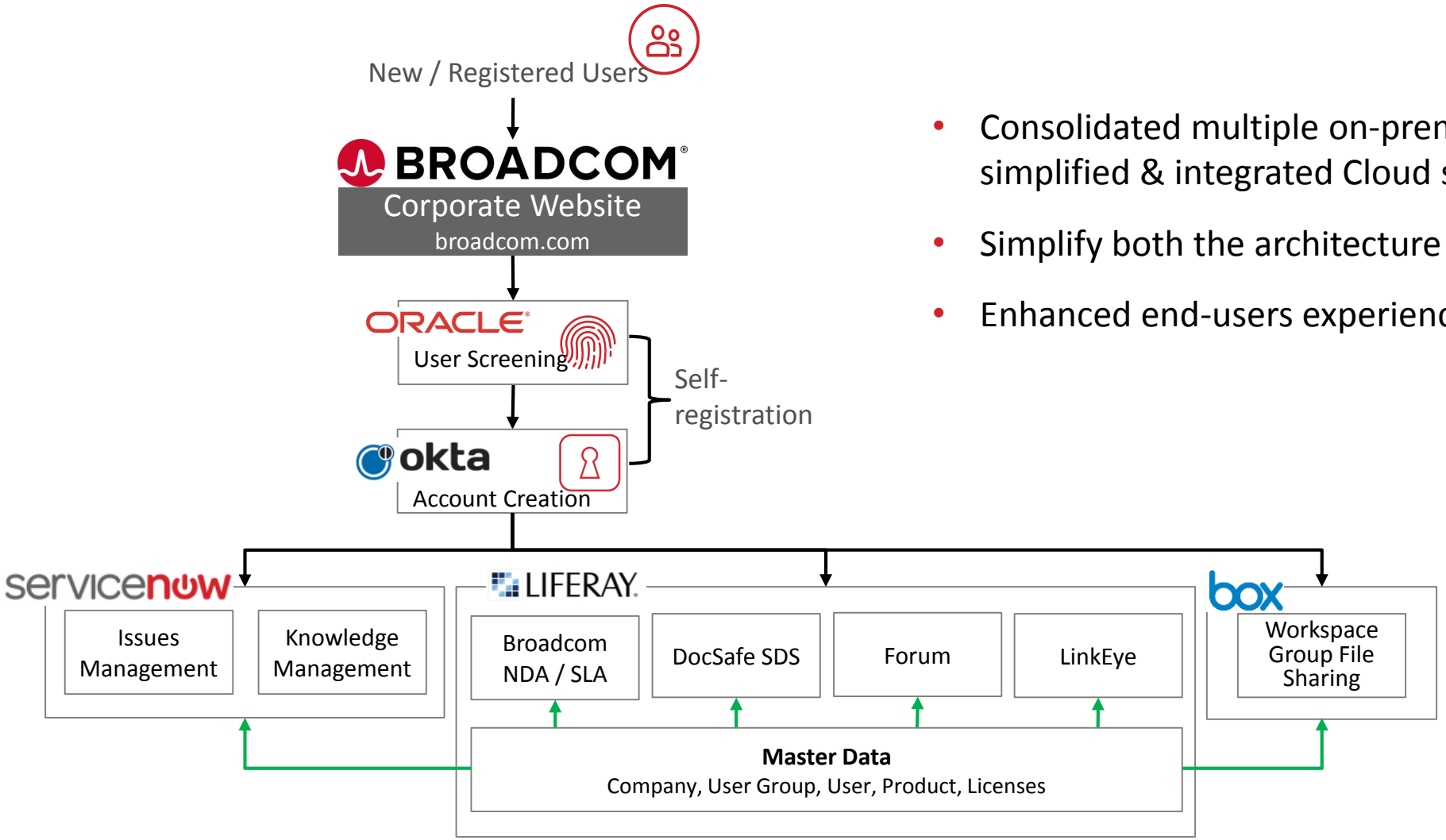




- Objectives
  - Simplify the architecture
  - Simplify the support structure
  - Cloud first
  - Enhance Users Experience …current “feel”

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Transformation of the Legacy CSP to ServiceNow CSM



- Consolidated multiple on-premise platform into a simplified & integrated Cloud service platform
- Simplify both the architecture & workflow
- Enhanced end-users experience

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What We Migrated

8 BUSINESS UNITS

2 LEGACY APPS

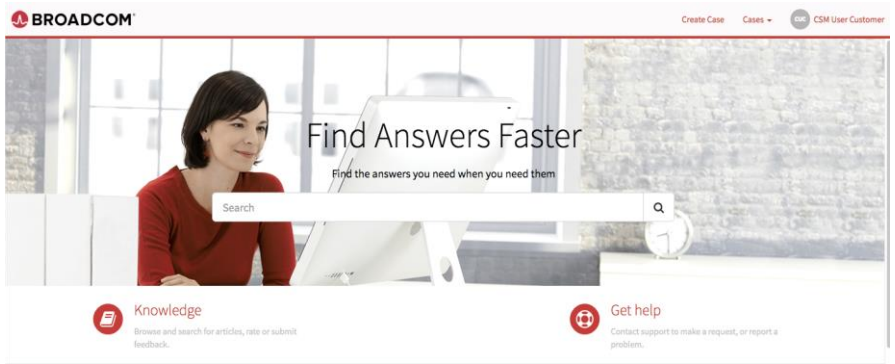
- Customer Service
- Knowledge Mgmt

ARCHITECTURE

- On-premise to in the Cloud
- Cloud SSO

10 INTEGRATIONS

- OKTA (Single Sign-On)
- WorkDay
- LifeRay
- Box.com
- +6 Jira Services



REGISTERED USERS

- 130 Countries
- > 16K Companies
- > 192K External
- ~ 10K Internal

HISTORICAL CASES

- ~ 770K Cases
- ~ 6M Work Notes
- ~ 1.4M Attachments

PROJECTS

- ~ 4K Products

PRODUCTS INFO

- >7K Products

BANDA/BASLA

- ~ 35K NDA
- ~ 16K SLA

SIMULATIONS

- ~ 20K Simulations
- ~ 25K Sim Files

SNOW PS EFFORT

- 9 Months
- ~ 1800 Hrs for CSM & Data Migration
- ~ 660 Hrs for Jira Integration

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Lesson Learned

Are there challenges?

YES, it's a complex change!

Data gathering

- Scope from all the multiple BUs
- Agree on must have vs nice to have
- Develop complete stories
- Size of Data



Sponsorship

- Get stakeholders acceptance & sponsorship



Timeline

- Develop realistic project timeline:
  - Development
  - Testing & UATs
  - Remediation
  - Data Migration
  - Validation
  - MTP



Test & Re-test

- Committed resources for testing
- Multiple UATs and Sign-offs
- Data Validation
- Fallout & Remediation



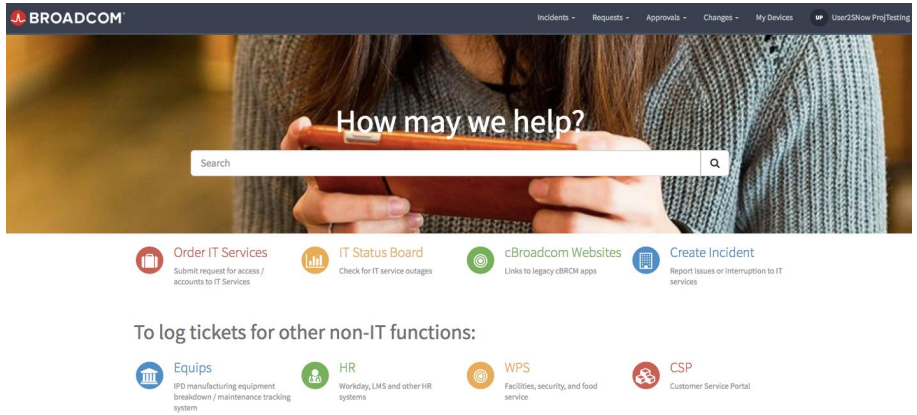
Users Adoption

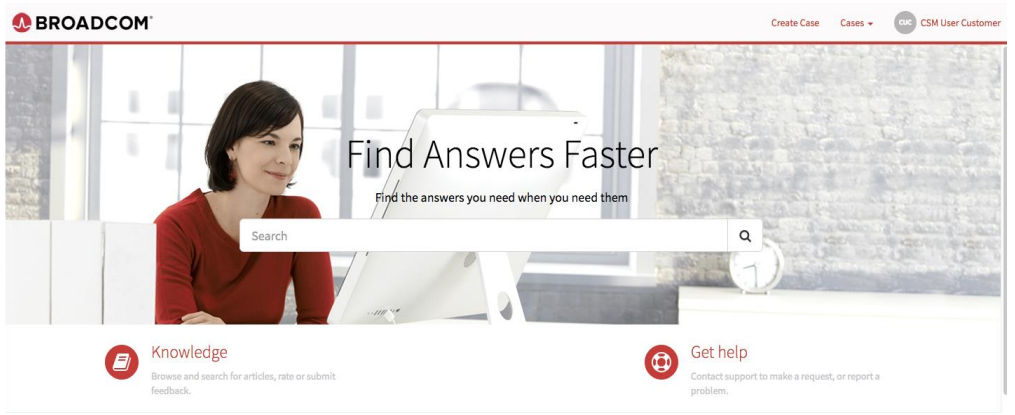
- Communications
- Training & Documentation
- On-line videos
- User guide
- FAQs



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Benefits with ServiceNow



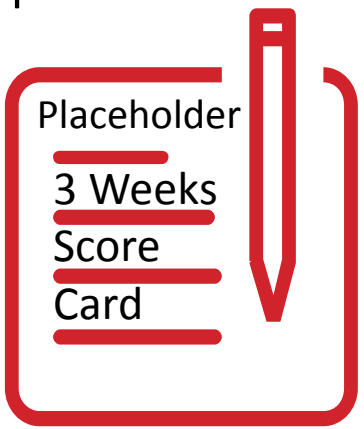


ITSM Modules

- Manage multiple vendors effectively
- Single-source of truth (SLA Metrices)
- Dashboards & visibility of operational effectiveness at all levels
- Ease of end-users adoption
- Easy to on-board vendors
- Multi & Mobile platform
- Continuous innovation

CSM

- Went live April 17th



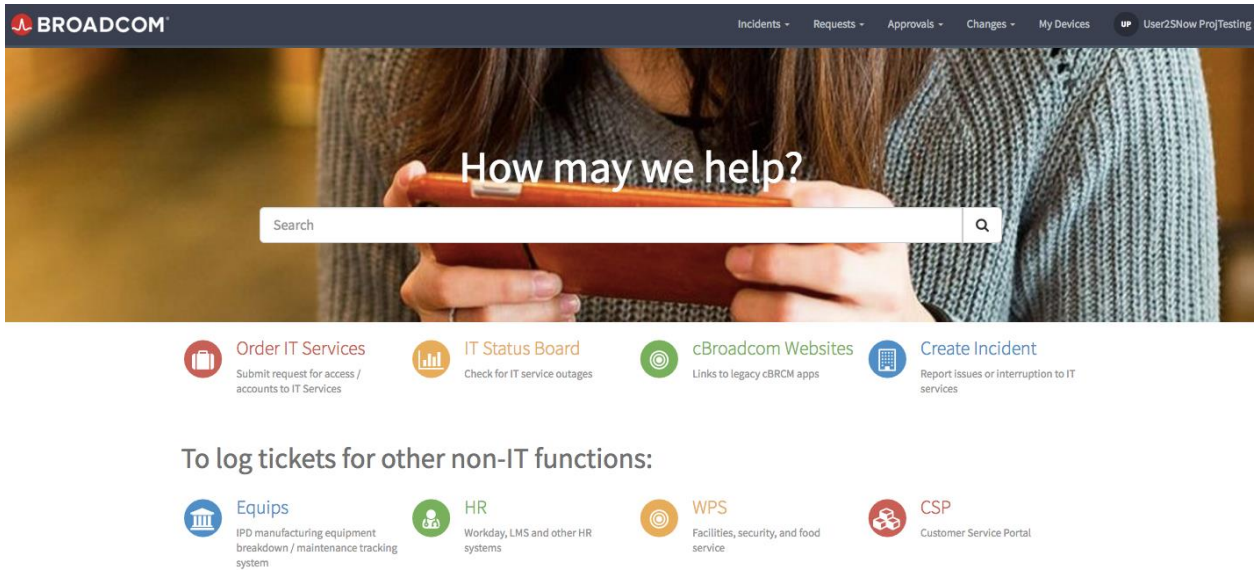
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Broadcom Limited ServiceNow Roadmap

Q3 2017
HR Portal Phase 2
- Payroll Benefits

Q3 2017
On-boarding Phase 2
- Auto Provision Collaboration Services

Q3 2017
Self-help Portal
- Knowledge Search for Self-help



Q4 2017
Agentless L1 Portal
- Remove L1 Helpdesk Support

Q4 2017
CSM Phase 2
- Additional functionalities

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Top Takeaways

WHY SERVICENOW IS PART OF BROADCOM LIMITED IT CORE STRATEGY?

1

BETTER, FASTER & SMARTER PLATFORM TO THRIVE ON

Short development timeline to simplify & replace legacy applications

2

EASE OF TRANSFORMATION & MGMT OF CHANGE

Well received by end-users

3

EVOLVE SERVICENOW TO GET MORE VALUE OUT OF IT!

It's not just an ITSM Tool anymore!

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Thank You

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Q & A

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Thank You

Stanley Toh

Global IT Director, Enterprise End-user Services

Broadcom Limited

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