KNOWLEDGE17

Attracting the Business by Delivering Transformative Solutions with ServiceNow at USPS



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KATHY WARNAAR

IT Performance Achievement, United States Postal Service



Experience: 30+ years in professional IT experience, including 11 years of visionary executive IT leadership at USPS

Expertise: Data Center, Database Technologies, Project Management, Process Re-engineering

Achievements: Led the development of the CIO Dashboard, Bright Spots Dashboard, Parts Ordering, and Supply Management Applications

Current Projects: Enterprise Dashboard

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AGENDA

- USPS as a Business
- Why an Attraction Strategy?
- Our Attraction Strategy
- Strategy in Action



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USPS AS A BUSINESS

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USPS AS A BUSINESS

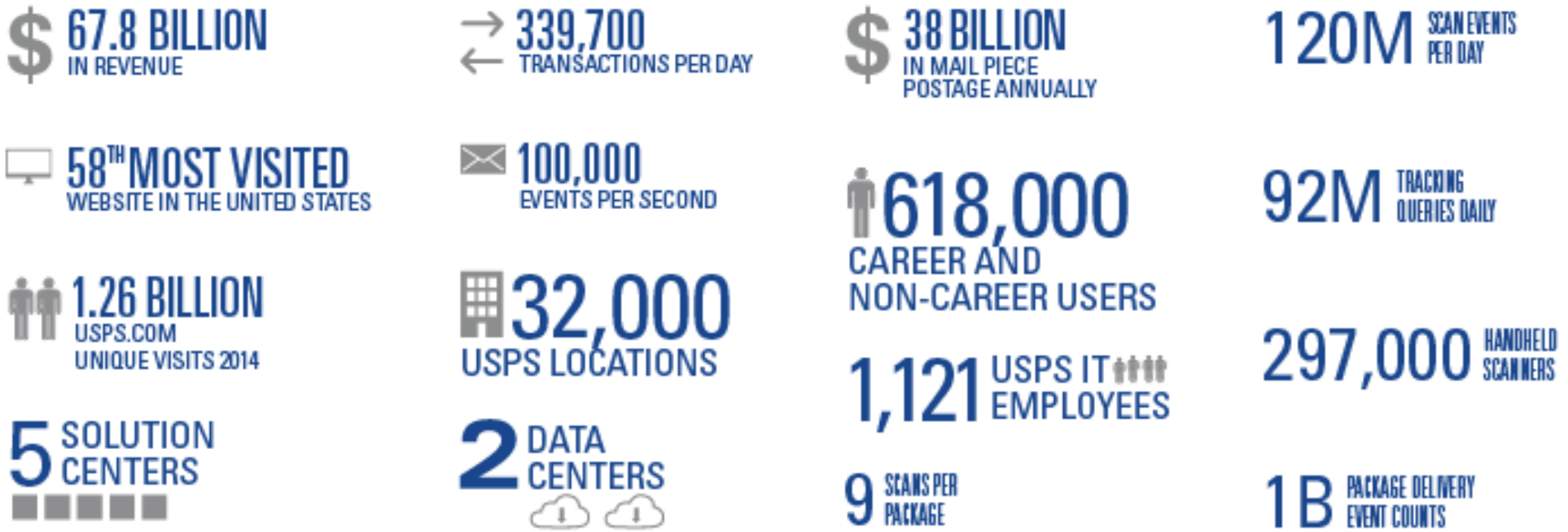
WE ARE PART OF A $1,300,000,000,000 INDUSTRY

USPS IS INVESTING IN NEW CAPABILITIES TO: BETTER SERVE CUSTOMERS, GROW REVENUE, AND COMPETE EFFECTIVELY IN THE MAILING AND SHIPPING BUSINESS.

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USPS AS A BUSINESS

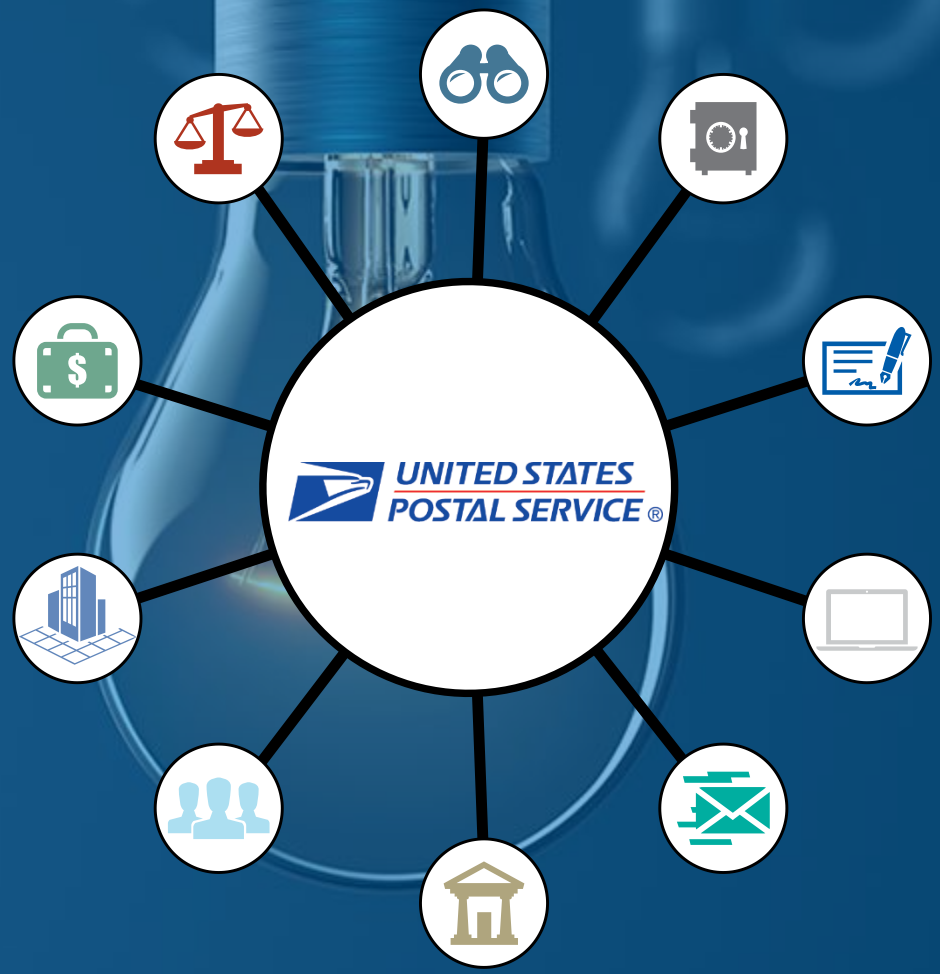
IT SUPPORTS ONE OF THE LARGEST AND MOST EFFICIENT LOGISTICS AND DELIVERY NETWORKS IN THE UNITED STATES



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IT SUPPORTS THE BUSINESS

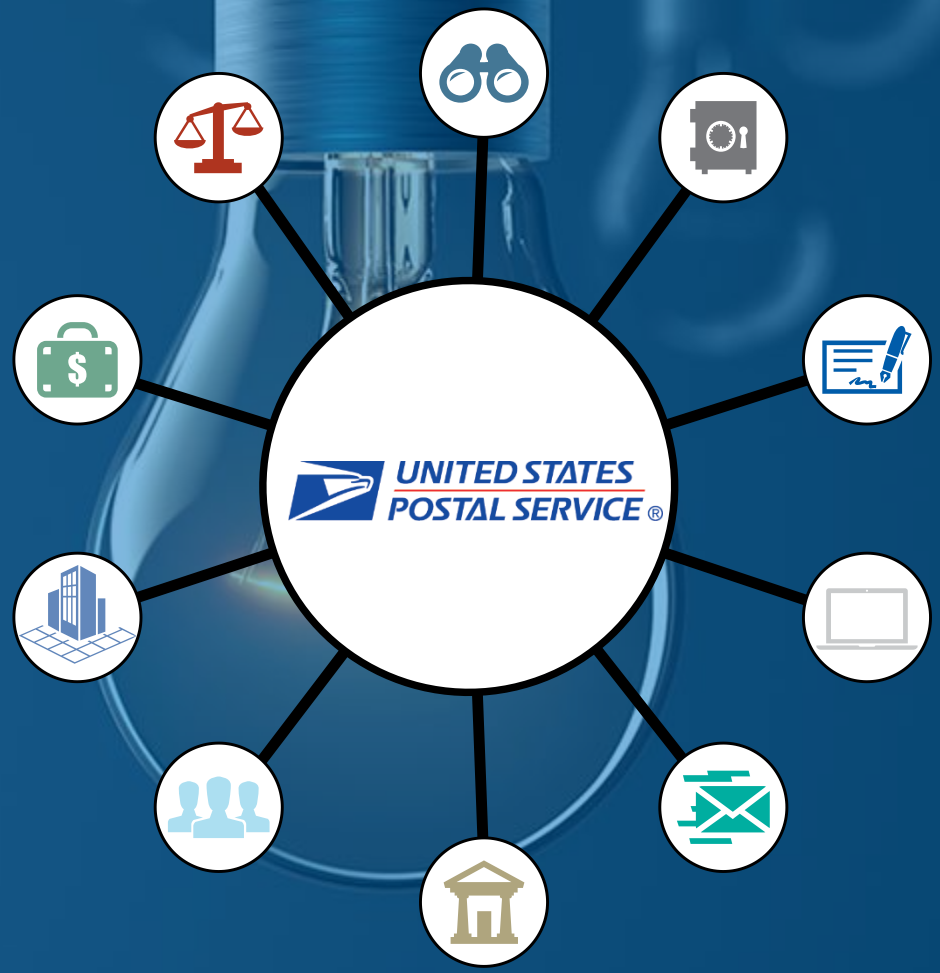
- Marketing
- Human Resources
- Inspection Services
- Facilities
- Logistics
- Security
- Customer Relationship Management
- Procurement
- Chief Information Officer
- Engineering



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WHERE SERVICENOW FITS INTO THE ORGANIZATION

- **Marketing**
- **Human Resources**
- Inspection Services
- **Facilities**
- Logistics
- **Security**
- Customer Relationship Management
- **Procurement**
- **Chief Information Officer**
- **Engineering**



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WHERE SERVICENOW FITS INTO THE ORGANIZATION

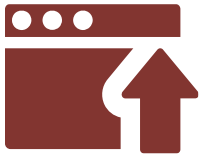
Business Outcomes in less than three years



Consolidated Over 7 Business Areas



Deployed Over 30 Applications / Web Service Integrations, as well as over 70 Service Catalog items



Four upgrades: Eureka, Fuji, Geneva, Istanbul

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WHY AN ATTRACTION STRATEGY?

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WHY AREN'T WE ATTRACTIVE?



- "Give me your requirements!"
- "Wait for it…"
- "What's that?"
- "Trust me, I know what you want"

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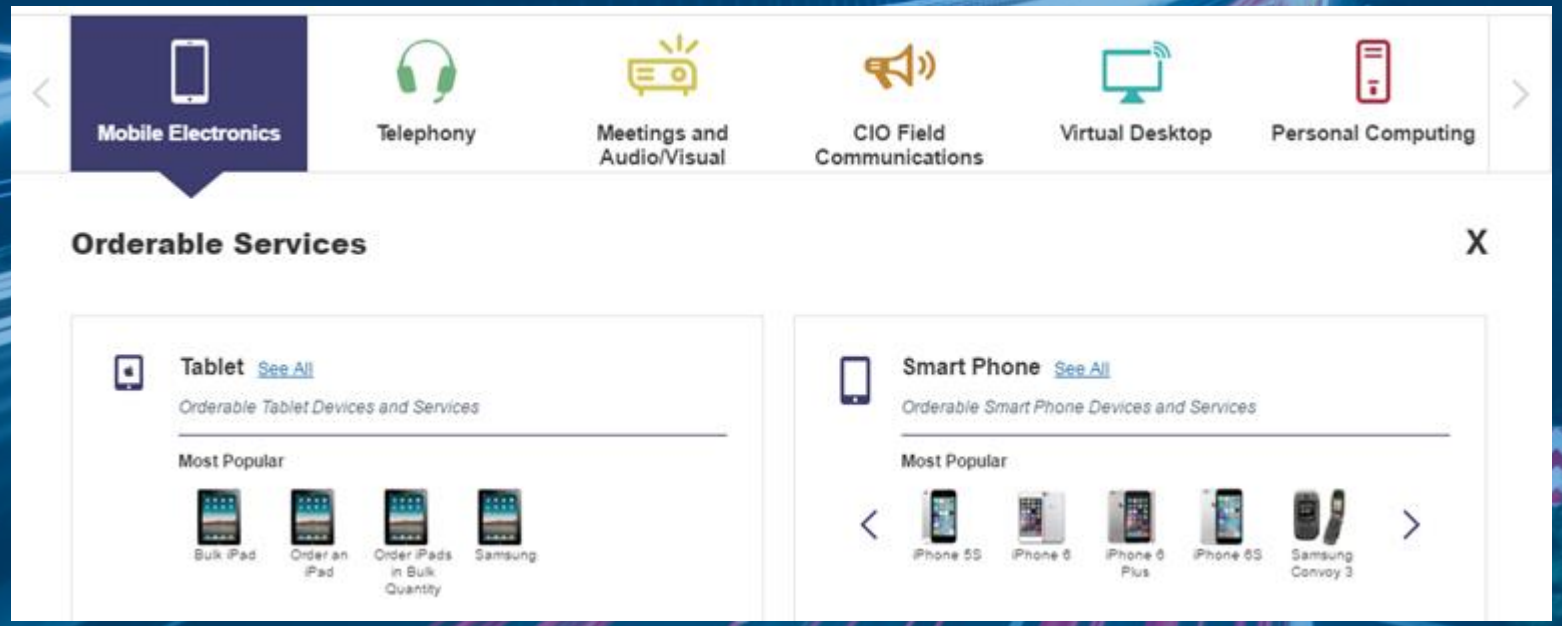
READY INVENTORY

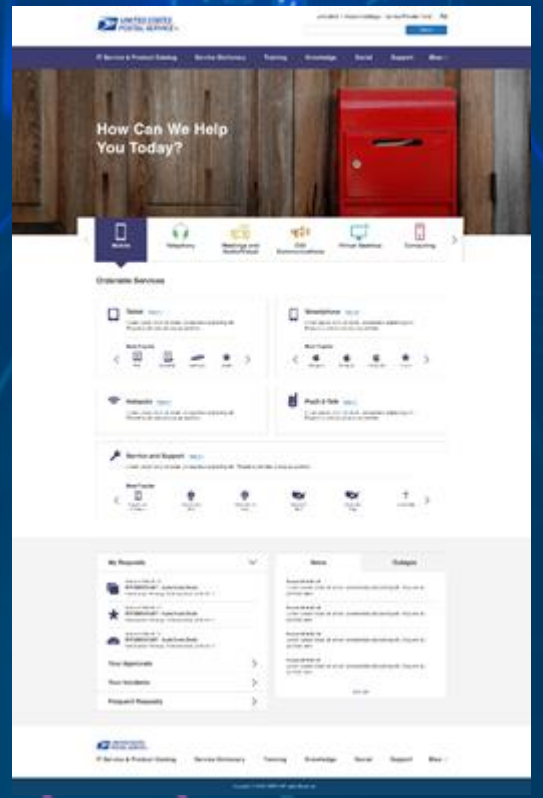


- Rapid Prototyping in as little as 1 day
- Best Practices
- Customizable
- Anticipating Business Needs

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TODAY'S LOOK AND FEEL





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ALL INCLUSIVE



Best Practices Built In



Intuitive User Experience



Mobility



New Features with Every Upgrade



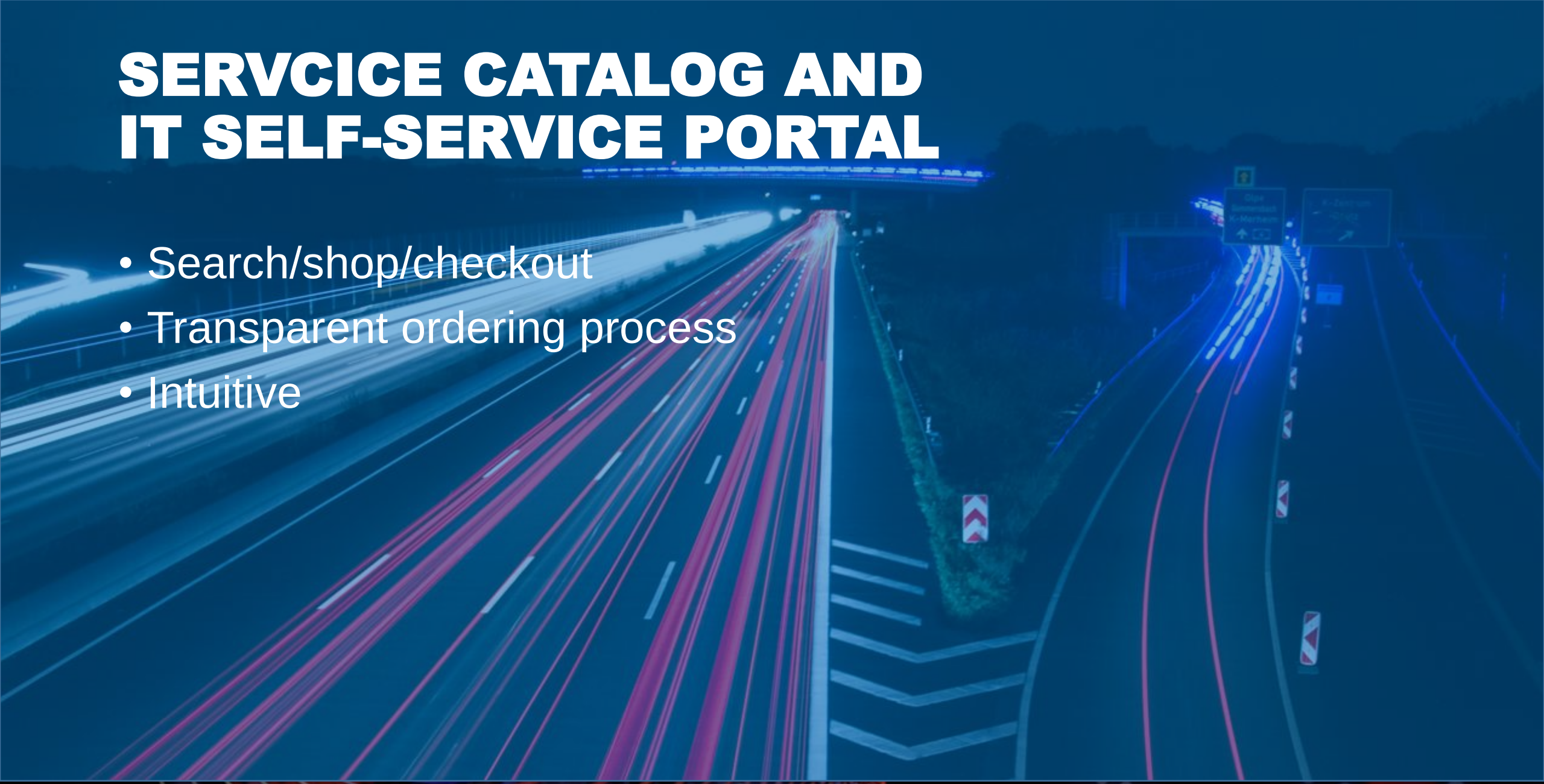
Constant Updates: Ticket following, chat, CAB, Service Portal

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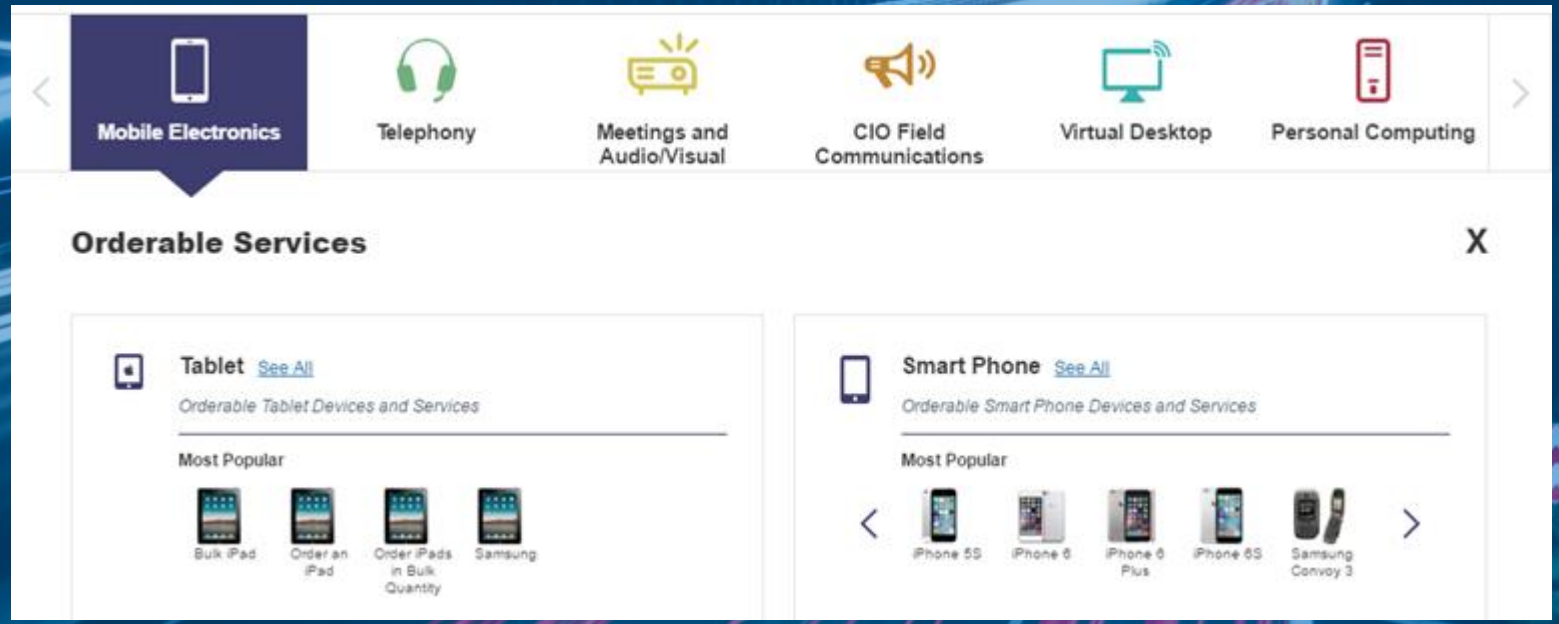
SERVCICE CATALOG AND IT SELF-SERVICE PORTAL

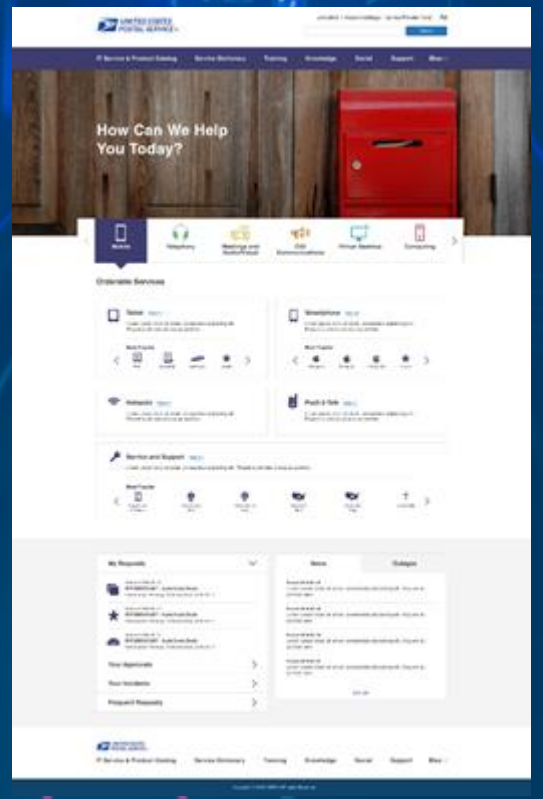


- Search/shop/checkout
- Transparent ordering process
- Intuitive

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SERVCICE CATALOG AND IT SELF-SERVICE PORTAL





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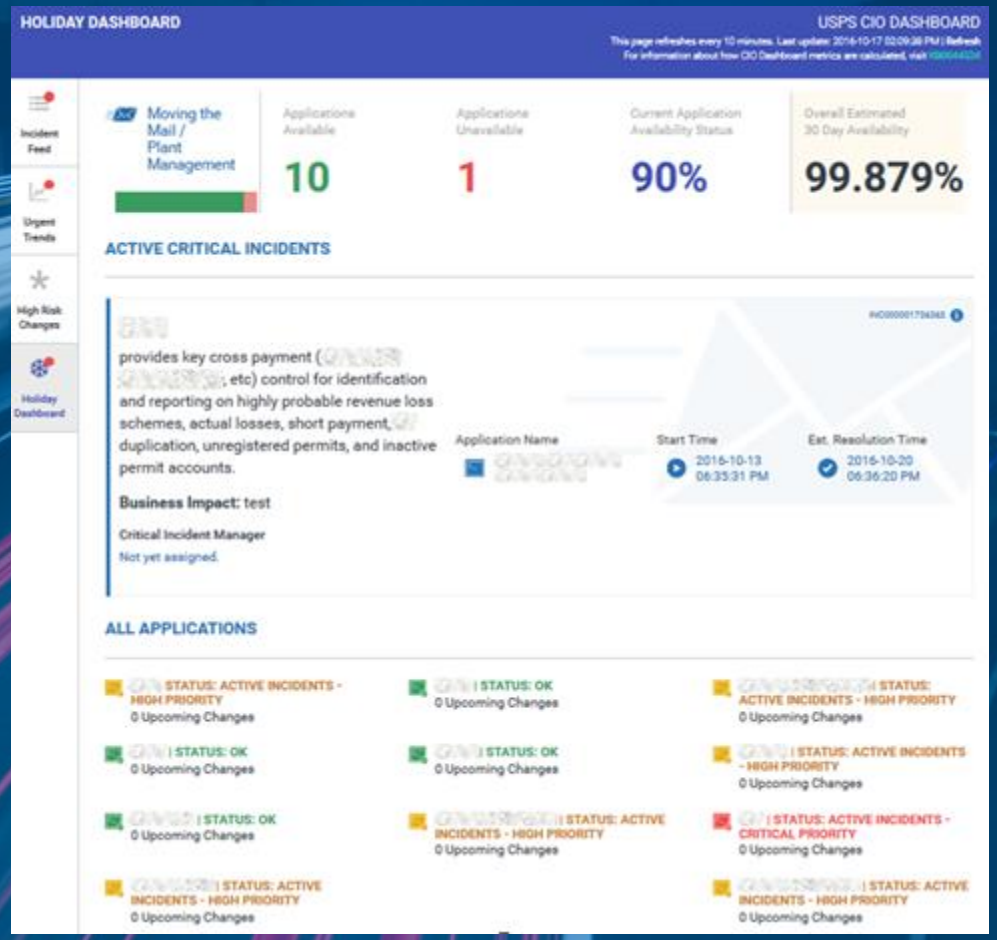
DASHBOARDS



- What's on fire?
  - Who
  - What
  - When
  - Where
  - Why
- Reduce Risk
- Improve Business Results
- Increase Trust

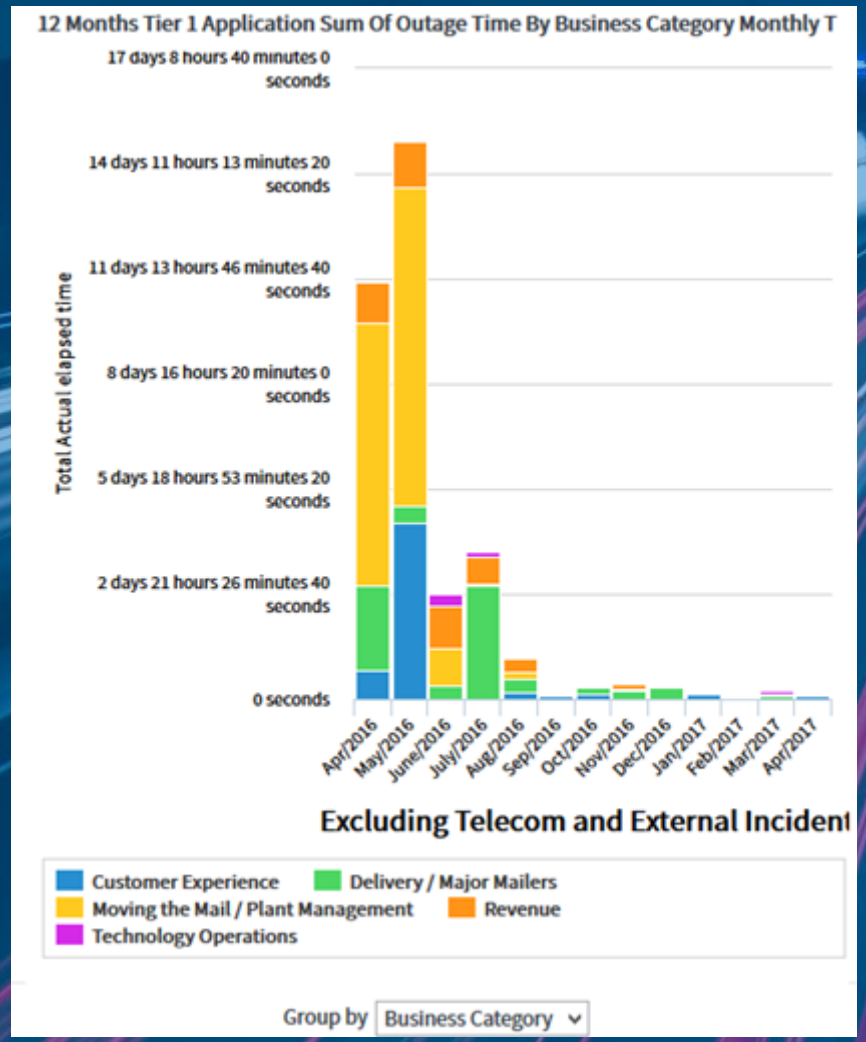
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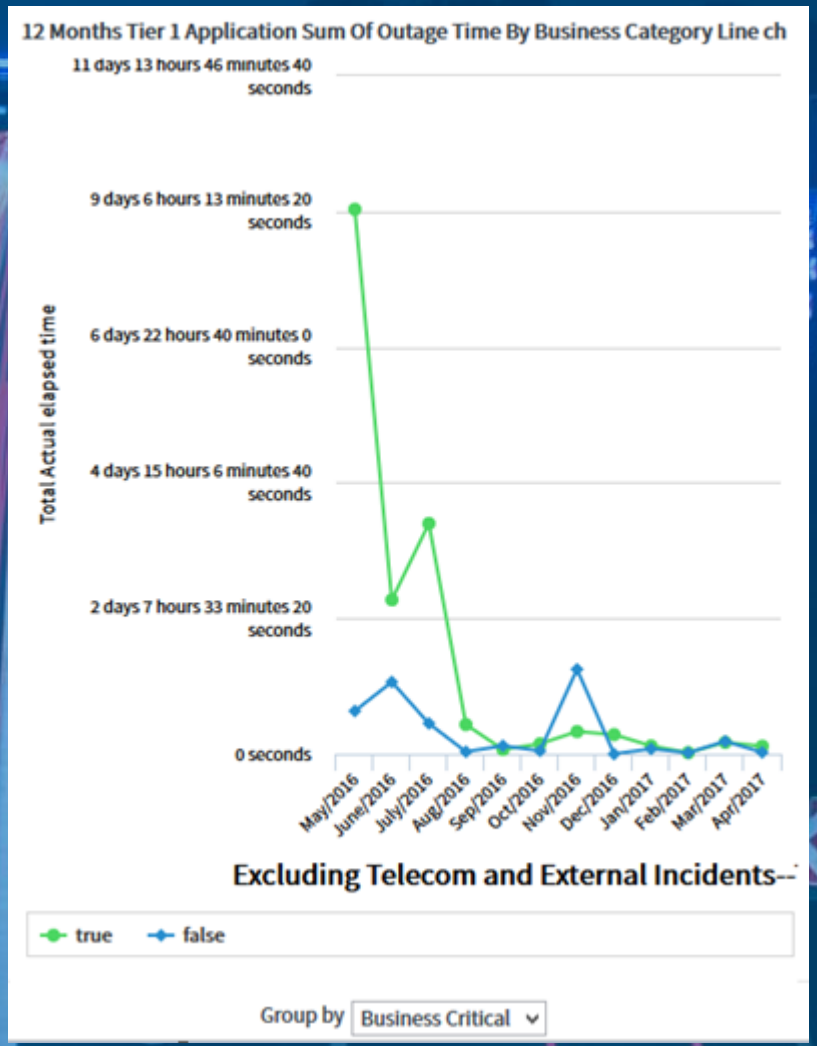
DASHBOARDS



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IMPACT





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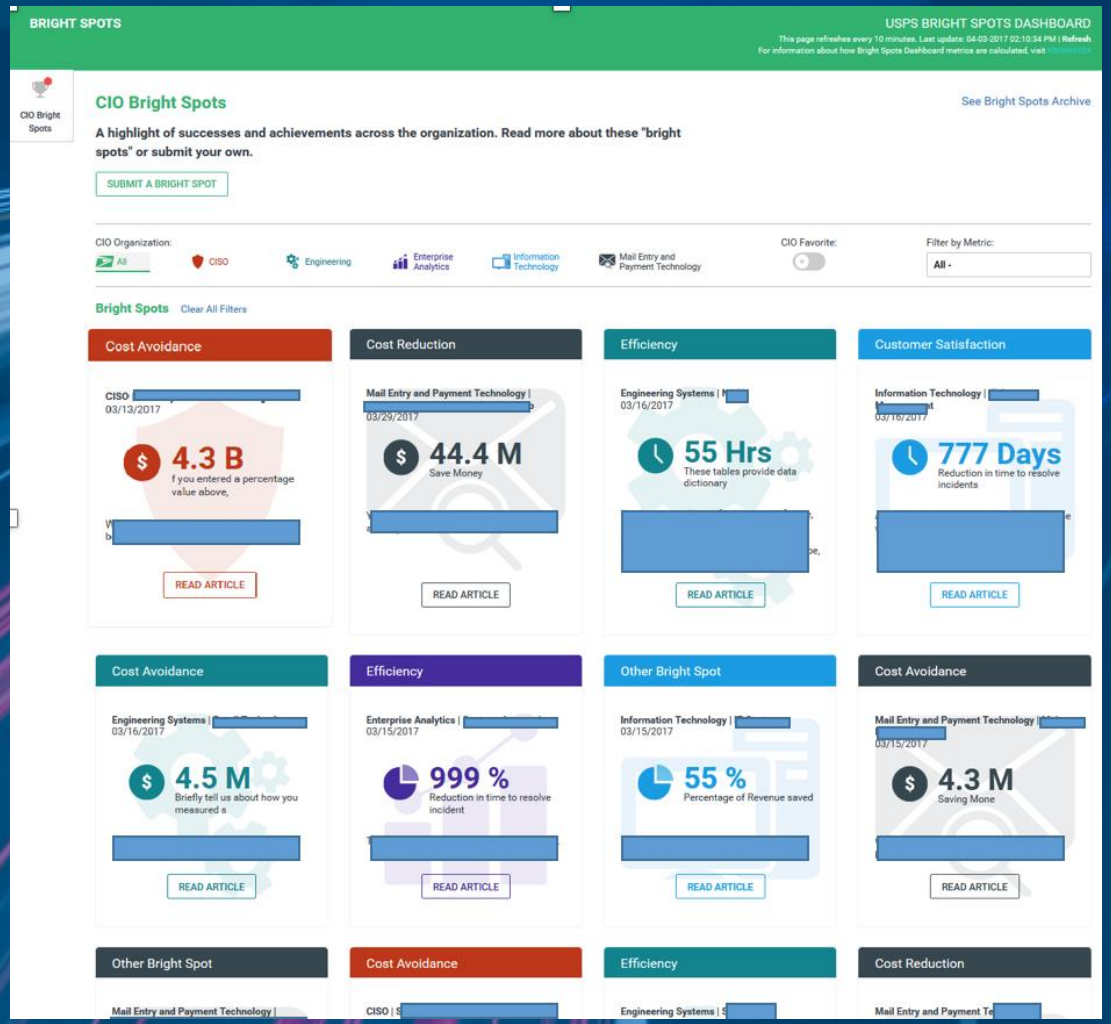
BRIGHT SPOTS



- Reinforcing culture of increasing efficiency
- Reinforcing gallup employee recognition
- Reinforcing lean six sigma

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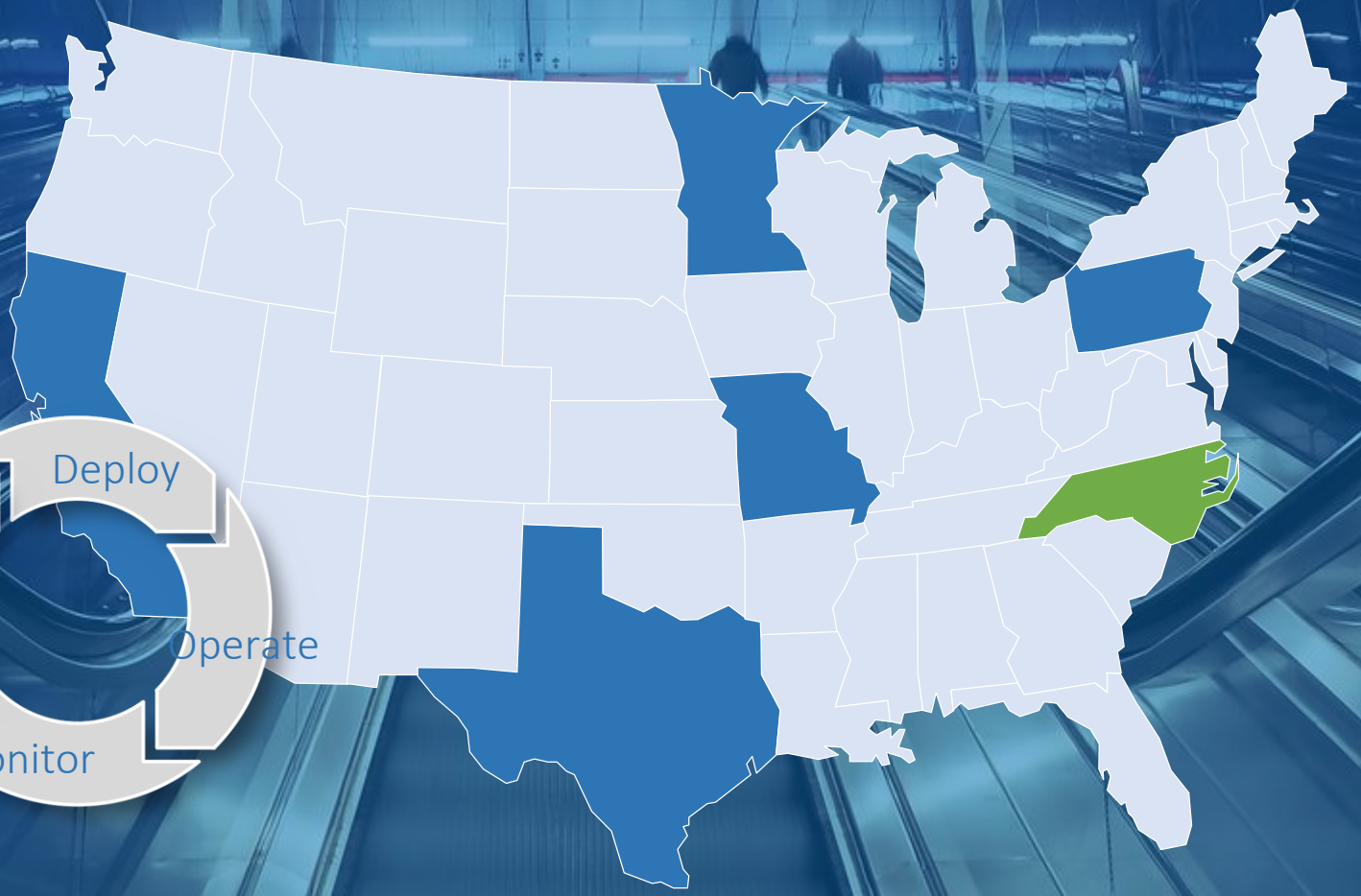
BRIGHT SPOTS



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UNIFIED IT

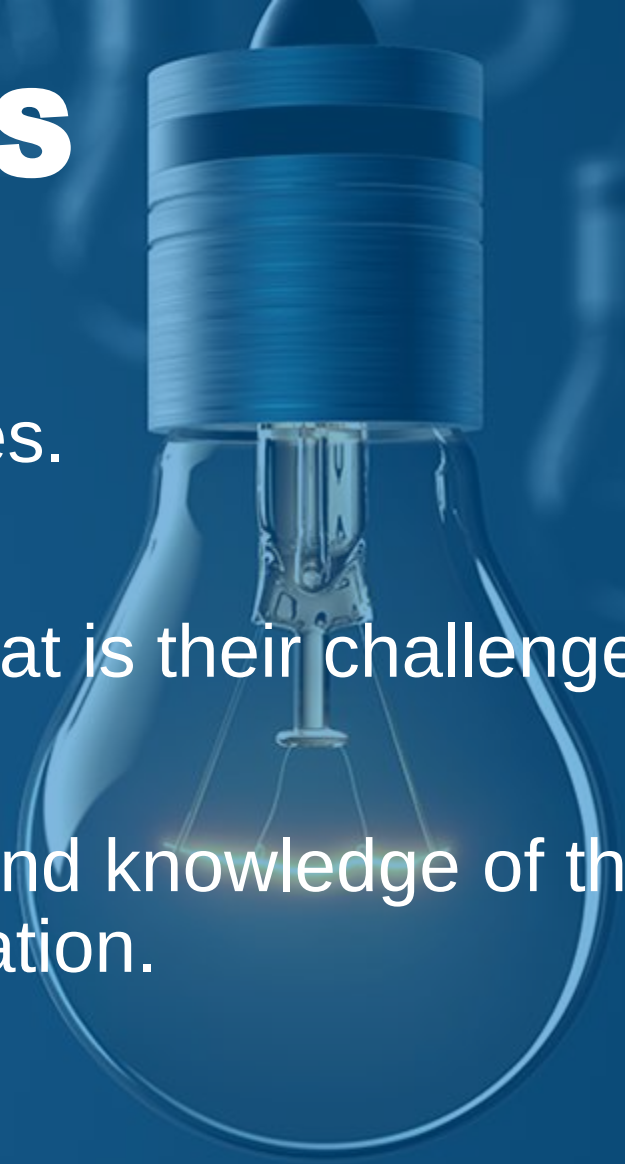




Solution Centers
Operations
Virtual Resources

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RECOMMENDATIONS



- **Look**: Identify business opportunities.
- **Listen**: Meet with stakeholders. What is their challenge?
- **Lead**: Use your business acumen and knowledge of the ServiceNow platform to drive innovation.

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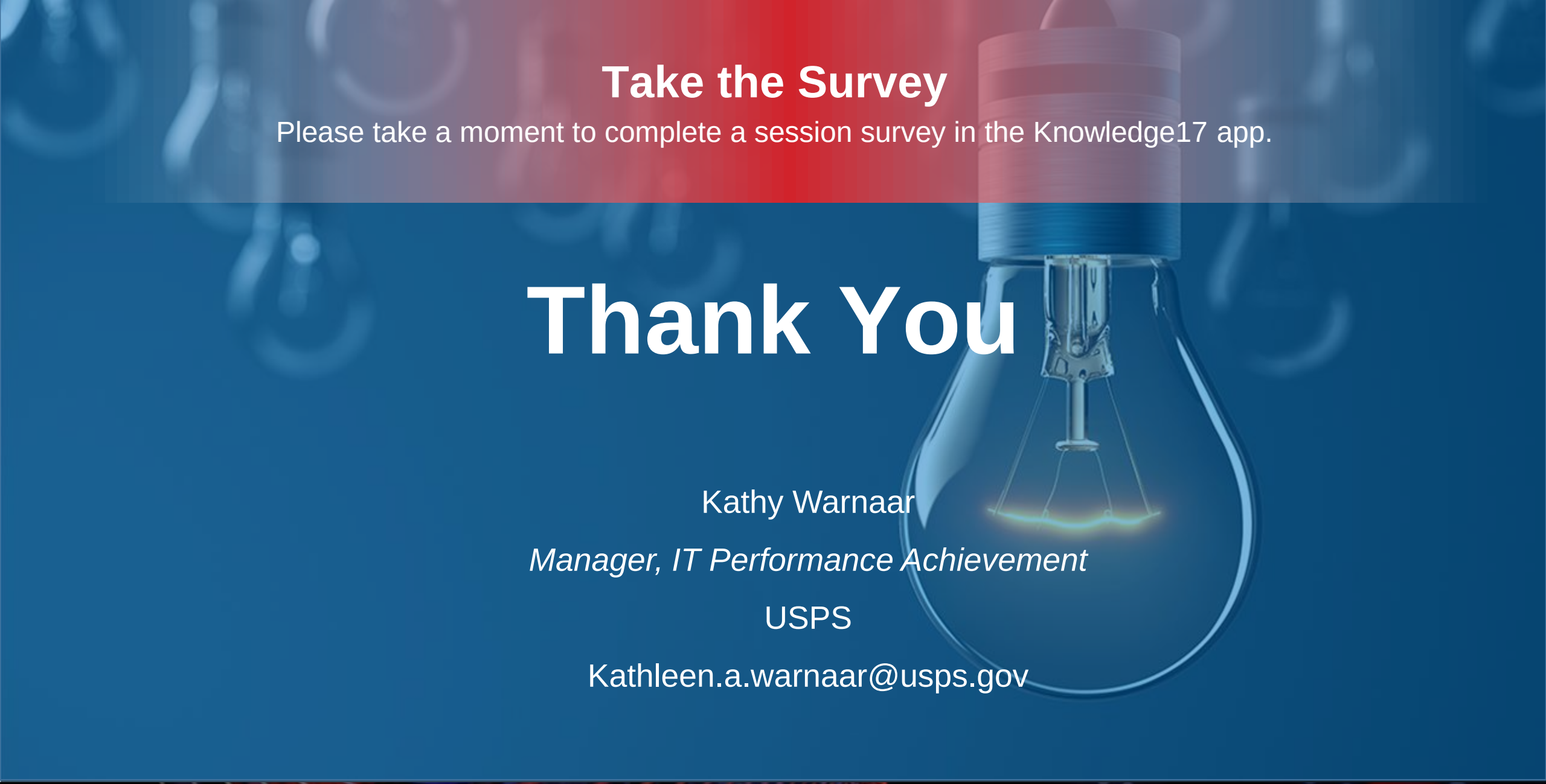


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Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.



Thank You

Kathy Warnaar

Manager, IT Performance Achievement

USPS

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