knowledge17

WORK at LIGHTSPEED™

Because It's 'Dope'amine Dude!

BIMALA TULLOCK
GLOBAL CHAMPION ENABLEMENT
ServiceNow

SWAPNA BOGLE
CLOUD SERVICE LEAD/PLATFORM OWNER
Risk Management Solutions

AARON NIELSEN
SR. MANAGER, SERVICENOW PLATFORM
Blackhawk Network

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servicenow

Speaker Introduction



NAME: NAME: Bimala Tullock

TITLE: Sr. Manager, Global Champion Enablement

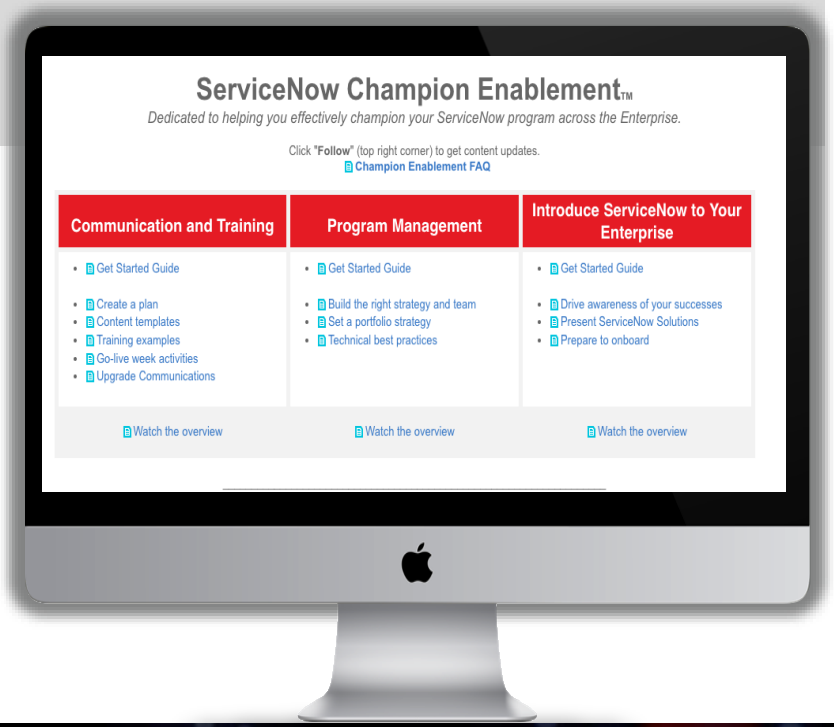
COMPANY: ServiceNow

EXPERIENCE: 20 years technology, 6 years ServiceNow

EXPERTISE: Transforming Customers to Champions!

ACHIEVEMENTS: ServiceNow® Champion Enablement™

CURRENT PROJECTS: Resources to help customers run ServiceNow at Lightspeed



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Because It’s 'Dope’amine Dude!



“Excellent learning condition = **Novel Activity—>**

triggers dopamine—>

creates a higher motivational state—>

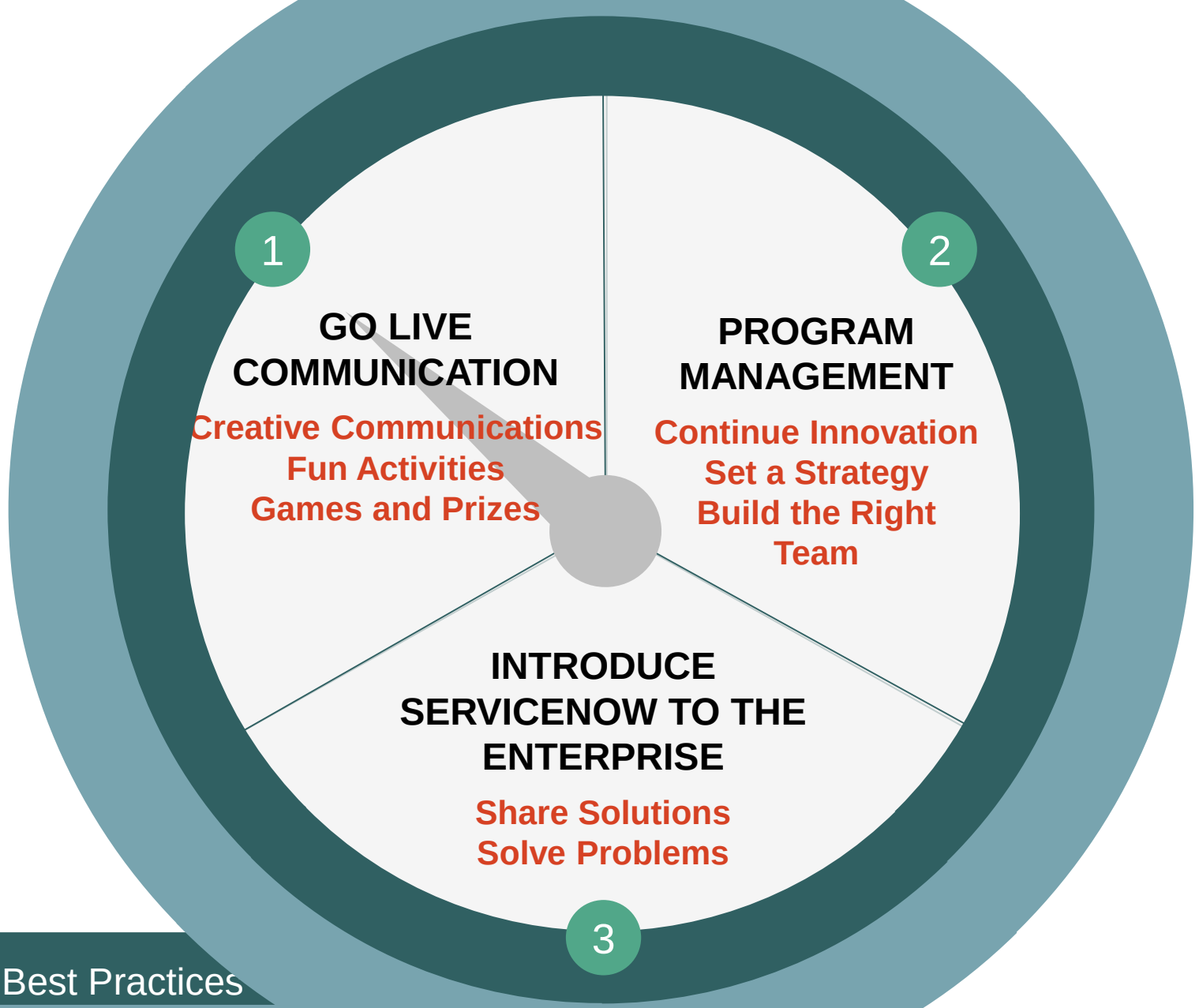
which fuels engagement and primes neurons—>

neurogenesis can take place + increase in synaptic plasticity (increase in new neural connections, or learning)”

*Scientific American

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How does this relate to ServiceNow?



ServiceNow Governance Framework and Best Practices

Inclusive of all ServiceNow Solutions

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Because It's 'Dope'amine Dude!

Why Dopamine Matters To You

- Innovative ways to drive adoption and position your ServiceNow program as a business partner across your enterprise

ServiceNow Customer Examples of Dopamine To The Rescue

- **Risk Management Solutions**: False starts lead to a deep freeze. Swapna broke through the ice.
- **Blackhawk Network:** ServiceNow was grounded. Aaron took it on a trip around the world!
- **Get access to resources:** Time saving templates and guides that will help you do the same
- **Ask the Experts**

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Speaker Introduction



NAME: Swapna Bogle

TITLE: Cloud Service Lead/ Platform Owner

FUNCTION: Cloud Operations

COMPANY: Risk Management Solutions

EXPERIENCE: 12 years in IT Service Management

EXPERTISE: Service Management, Process Design, Project Management, ITIL, Six Sigma, and Lean

ACHIEVEMENTS: Multiple service improvement awards. Recently, revived a tangled project to launch ServiceNow with grander success

CURRENT PROJECTS: ServiceNow rollout to IT Helpdesk, Facilities, and multiple integrations

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My Company

NAME: Risk Management Solutions

INDUSTRY: Software - Catastrophe Risk Modeling

MARKET FOCUS: From earthquakes, hurricanes, and floods to terrorism and infectious diseases, RMS helps financial institutions and public agencies understand, quantify, and manage risk

Company's Primary Products/solutions:

- Software
- Models and Data
- Services



The Four Pillars of our Mission

PEOPLE PLANET PERFORMANCE PHILANTHROPY

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ServiceNow Project Was Tangled Mess!

- Partial implementation shelved for months
- Execution gridlocked
- Stakeholders lost patience and trust
- Poor communication and readiness
- Unclear path forward





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Perceptions Had Us ‘Snow Walled’



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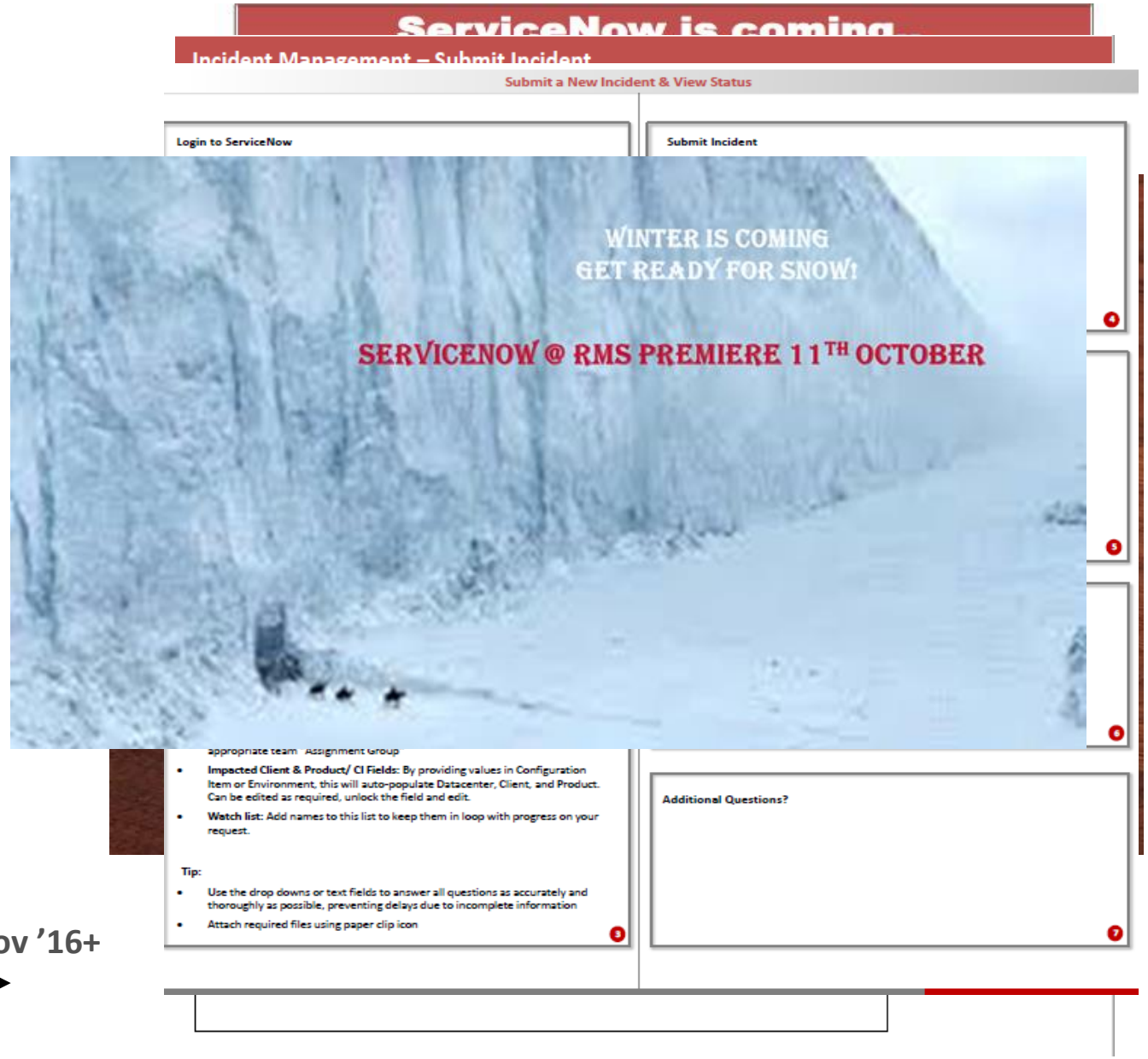
The Only Way Was To Carve Through

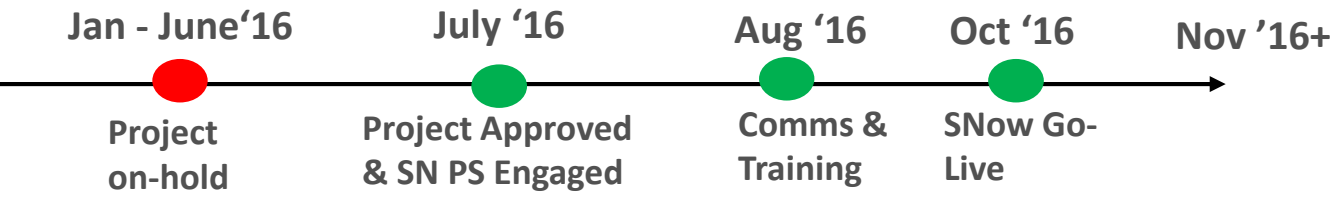


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Dopamine Made It Possible

- "Game of Thrones" personalized theme to re-energize Stakeholders
- Partnered with Champion Enablement
  - Go-live Plan| Communication | Training | Marketing | Program Management
- Training and communication in 2 weeks
  - Leveraged Champions templates to build custom material in 2 weeks
- Clear path forward, Stakeholders excited and SNow ready





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Next Stop – ServiceNow as an Enterprise Solution

Utilizing solution templates on the Champion Center to drive buy-in!

Departments Lining Up!

- Helpdesk
- Facilities
- Security Operations
- Cloud Provisioning



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Outcomes

100%

☺

Adoption



Turned Around Perceptions

4

Services

Wanting To Be Next

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Next We are Going On A Trip!



Your Itinerary to Istanbul (ServiceNow)

ServiceNow will be upgraded from Fuji to Istanbul version on DD MM YYYY



What is happening?

ServiceNow will be upgraded to the latest version, Istanbul on DD MM YYYY
The latest version will be available for use starting DD MM YYYY

Key Feature Changes:

- A
- B
- C
- D
- ..

Click here to view list of new places(features) you can visit in Istanbul!

Keep your ServiceNow passport ready to be stamped with new features and experience improved service delivery!



How do I prepare?

Your itinerary to Istanbul is planned in 3 simple steps:

Step1: Get to know ServiceNow Istanbul <Click here>

Step2: On-board and login to <ServiceNow URL> on DD MM YYYY

Step3: Join us for "ServiceNow Istanbul and what's next" meeting in March
Stay tuned for the invite

Additional Questions?

Contact <contact email/phone> for all questions.

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Speaker Introduction



NAME: Aaron Nielsen

TITLE: Sr. Manager / Platform Owner

FUNCTION: IT Technology

COMPANY: Blackhawk Network

EXPERIENCE: 18 years in IT, 6 years @ Blackhawk, 3 years as ServiceNow Platform Owner

EXPERTISE: ServiceNow Evangelist

ACHIEVEMENTS: Overhaul of Berlin to Eureka (rebuilt 7 years of data in 11 months), Successful upgrades to Fuji & Helsinki , enhancements resulting in $133K net savings in 2 years

CURRENT PROJECTS: SAP Employee Central Integration, Orchestration, Knowledge Management, Software Asset Management

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My Company

NAME: Blackhawk Network

INDUSTRY: Financial Services

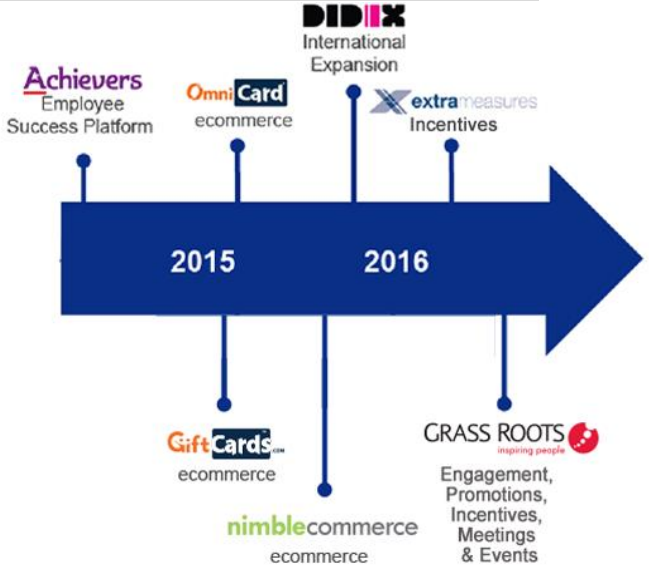
MARKET FOCUS: Our programs, platforms, and technology combine innovative branded value content and business services to reach and engage consumers through our unique global networks — in-store, B2B, employee, publisher, online, wallet, loyalty, rebate and exchange

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS:

- Gift Cards
- Digital Entertainment
- Incentive / Reward Cards
- Rebate Cards

COMPANY-WIDE INITIATIVES

- Security
- Compliance
- M&A's



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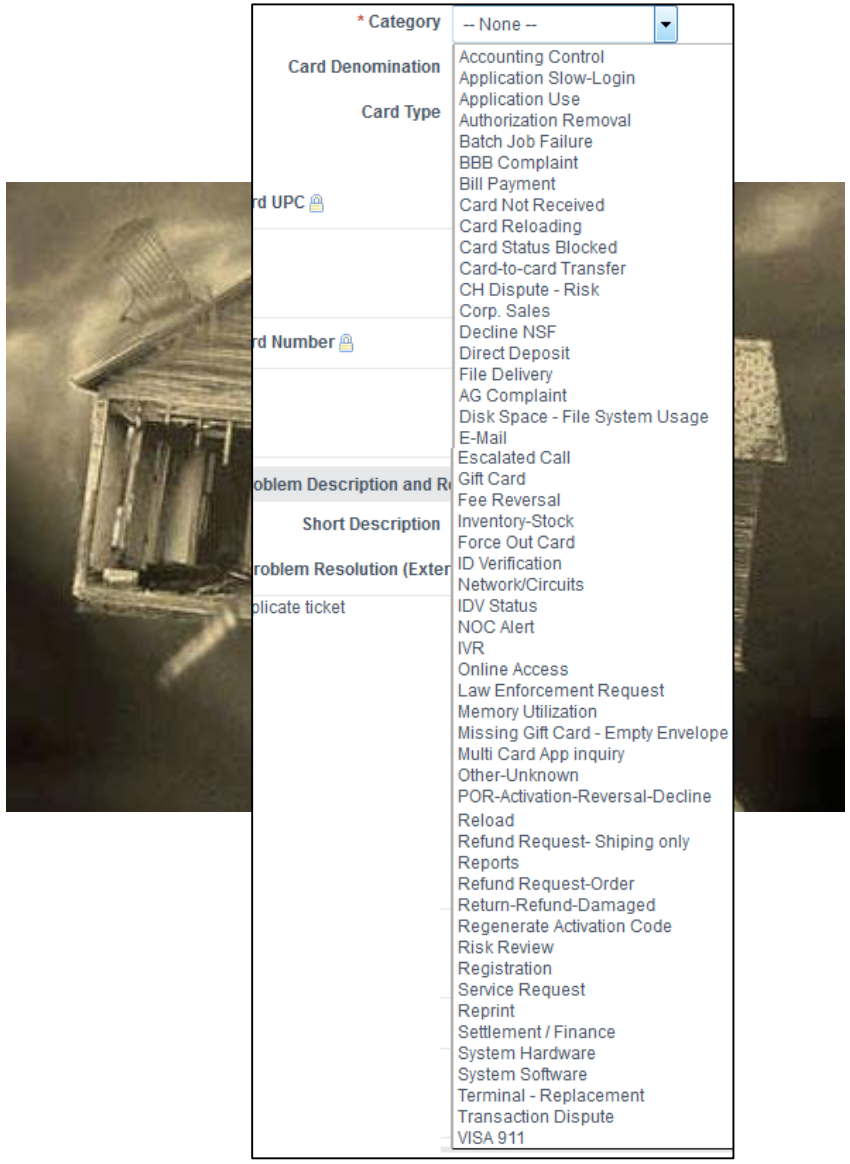
Our Story – “The Wizard of Oz”

EUREKA, FUJI & HELSINKI – OH MY

- Our version upgrade success story

THE HOUSE I INHERITED

- An unclear vision
- Over customized and undervalued
- Projects that failed to arrive on time
- Upgrade process filled with challenges



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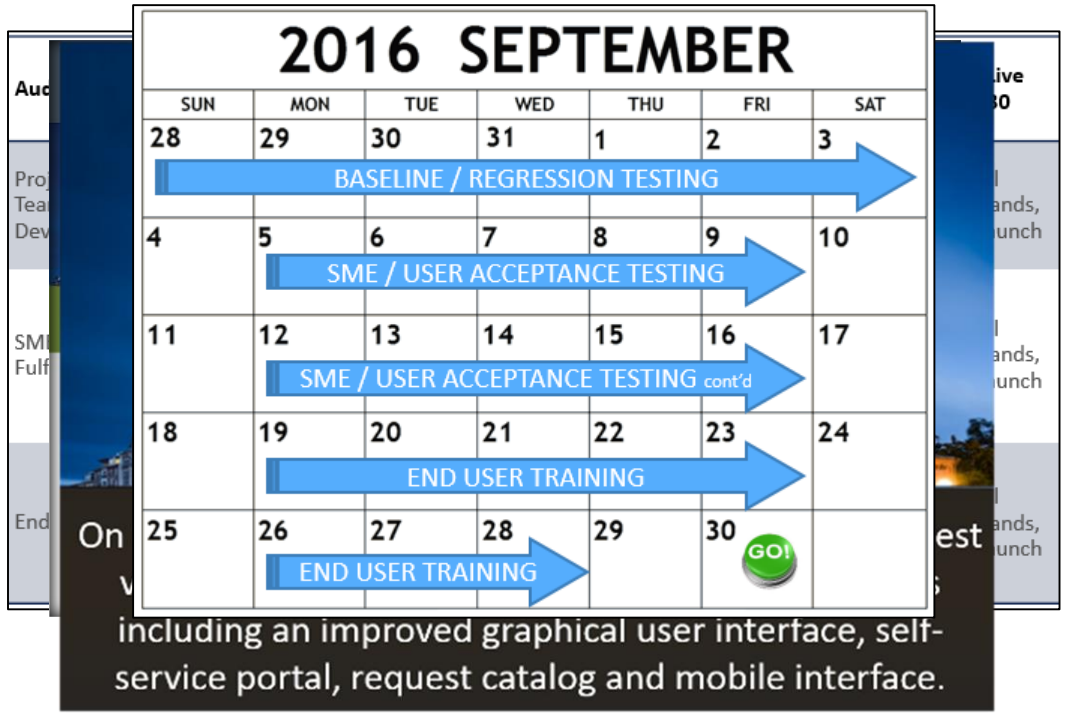
Our Journey – “The Yellow Brick Road”

OBJECTIVES

- Build TRUST in the Platform

WHAT STEPS DID WE TAKE

- Accessible and Accountable
- Interviewed Stakeholders & SME’s
- Appointed Department Champions
- Clear & Consistent Communication Plan
- Various Types of Marketing & Promotion Media



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Our Results – “The Emerald City”

BRAIN

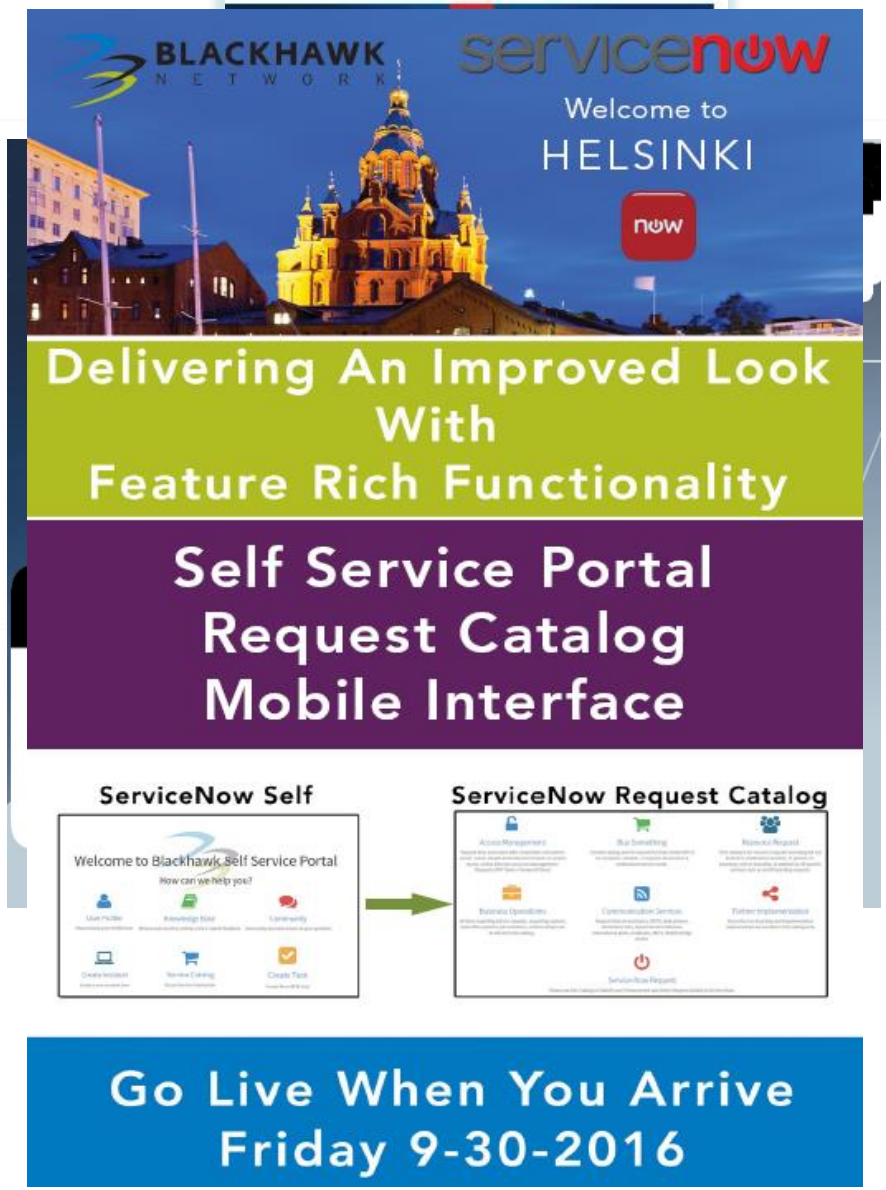
- USE your resources (ACE, PPM, SDLC, TASKS)

HEART

- Pump “DOPE”-amine (excitement) back into the Platform

COURAGE

- Try something NEW, “branded” or “themed” marketing (Banners, E-Mail, Flyers, PowerPoint, Videos)



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Customer Feedback



"Congratulations! Really appreciate all the communication your team does to keep us informed."

W. Wolfe, Sr. Director

"Beyond the great planning, coordination, and testing that went into the release – I want to commend the team for making staying current a priority!"

A. MacLeod, VP

"Great job team! Excellent communications and looks like your planning, diligence and hard work created another smooth release."

C. Vonderach, CIO

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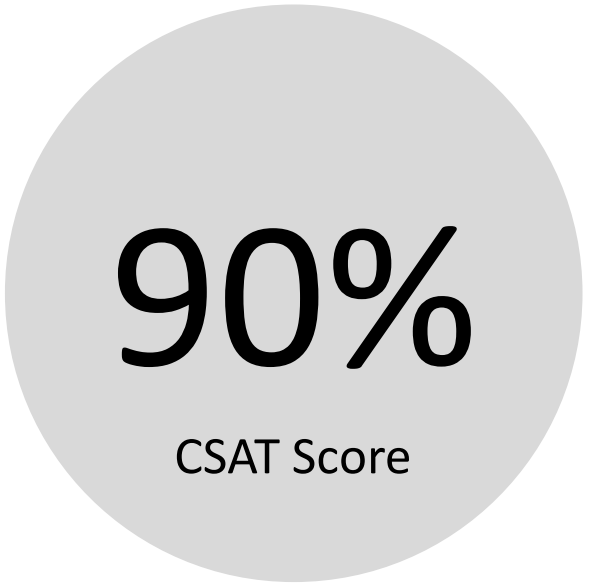
Outcomes



Knowledge Management
Software Asset Management
Security Operations



2015 → 2017



Knowledge Management

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Top Takeaways

1

Be creative!

Take your communications to the next level!

2

Drive excitement!

Whether initial go-live, upgrade or phase X – creating excitement is key to driving adoption!

3

Use the resources available to you!

Champion Enablement

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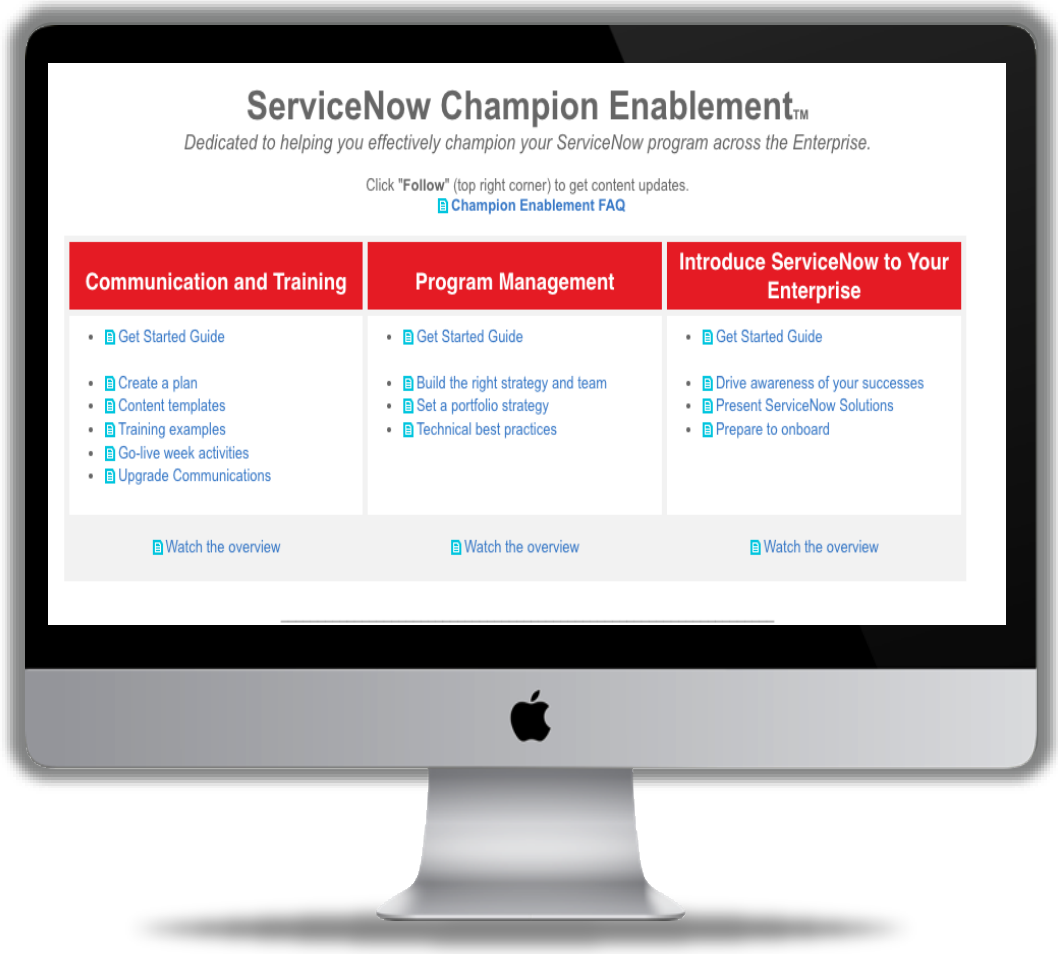
Champion Enablement™ Center

Get the solutions you need to:

- Accelerate Go-live communication
- Establish a strategic program
- Share success with your Enterprise

Access Today!

www.servicenow.com/champion



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Communication Templates







Communication Decks	Messaging, Logos, and Icons	Theme Communication Packages
Introducing the ServiceNow value PPT • ServiceNow description and business value **Solution Briefs: PowerPoints, Videos & Infographics for Meetings** • ITSM, ITBM, ITOM, Customer Service, HR, SecOps... and more	**ServiceNow Logo For Internal Customer Communications** • Logos for INTERNAL communications ONLY **Icon Library For Internal ServiceNow Communications** • Icons for your own internal content **Messaging Examples** • 35 pages of solution and product-specific messaging snippets. Modify as needed.	Themed packages include: posters, banners, emails, training, infographics and more **'LightSpeed' Theme** **Standard Cloud Theme** **Power Up Theme** **Caveman Theme** **Snow Day Theme** **All Aboard Train Theme**

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Program Management Framework



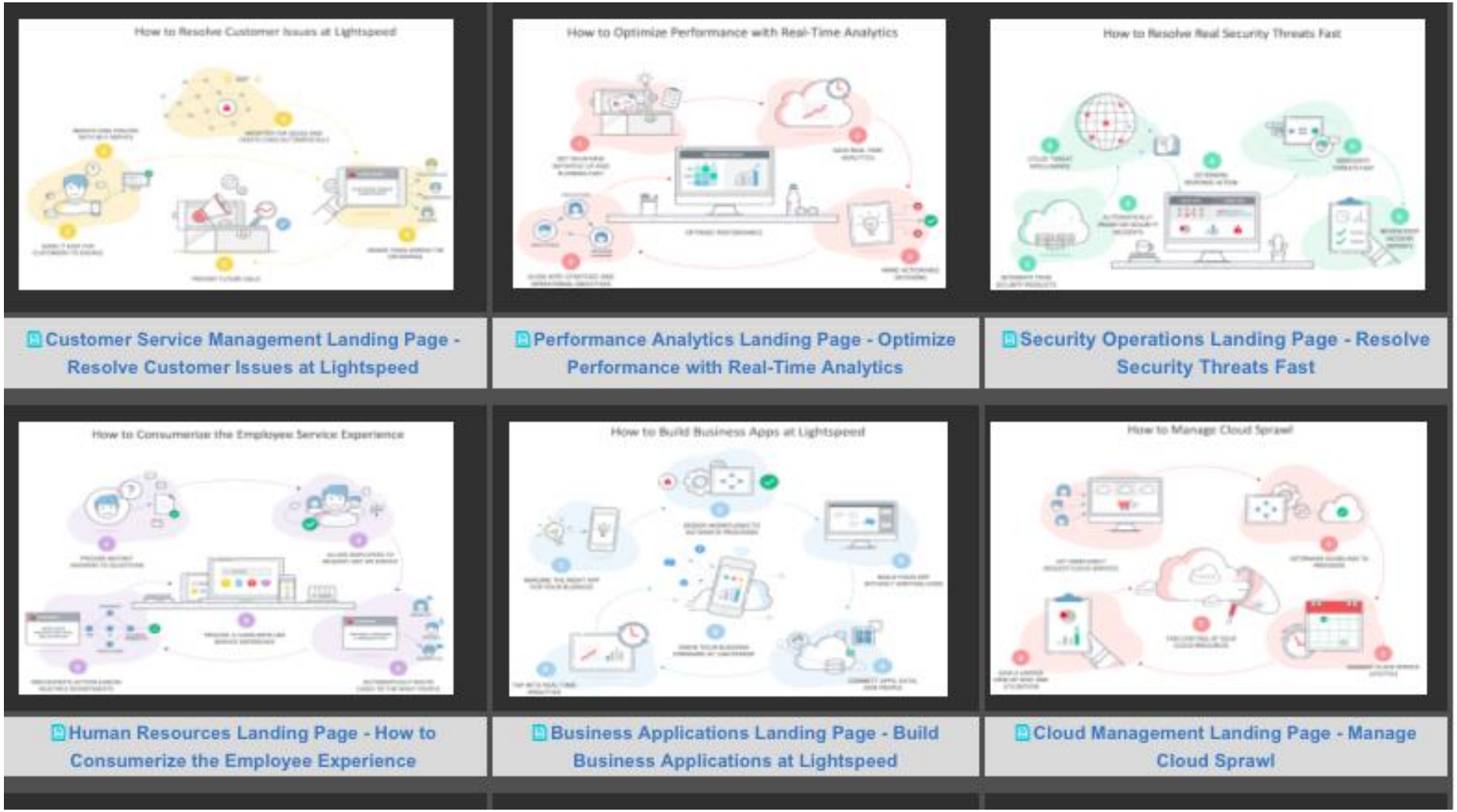




Platform Team & Steering Committee	Project & Portfolio Governance	Governance White Papers
Program Governance Execution Team Template • Document your current platform team • Align with execution teams • Demand-driven framework **Program Governance and Steering Committee Template** • Includes recommendations **Platform Team Support Model** • Recommended roles and job descriptions	**Project Governance Deck Template** • Risks, issues, decisions, actions and changes **Demand and Strategy Worksheet** • Align business initiatives with demand **Roadmap Templates** • Yearly step-by-step high-level quarterly goals.	**CMDB Strategy & Planning and Design White Papers :** • Recommended approach for CMDB strategy. **Program Charter and Management Plan** • Manage ServiceNow as a program

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Introduce Solutions: PPT, Videos, Infographics



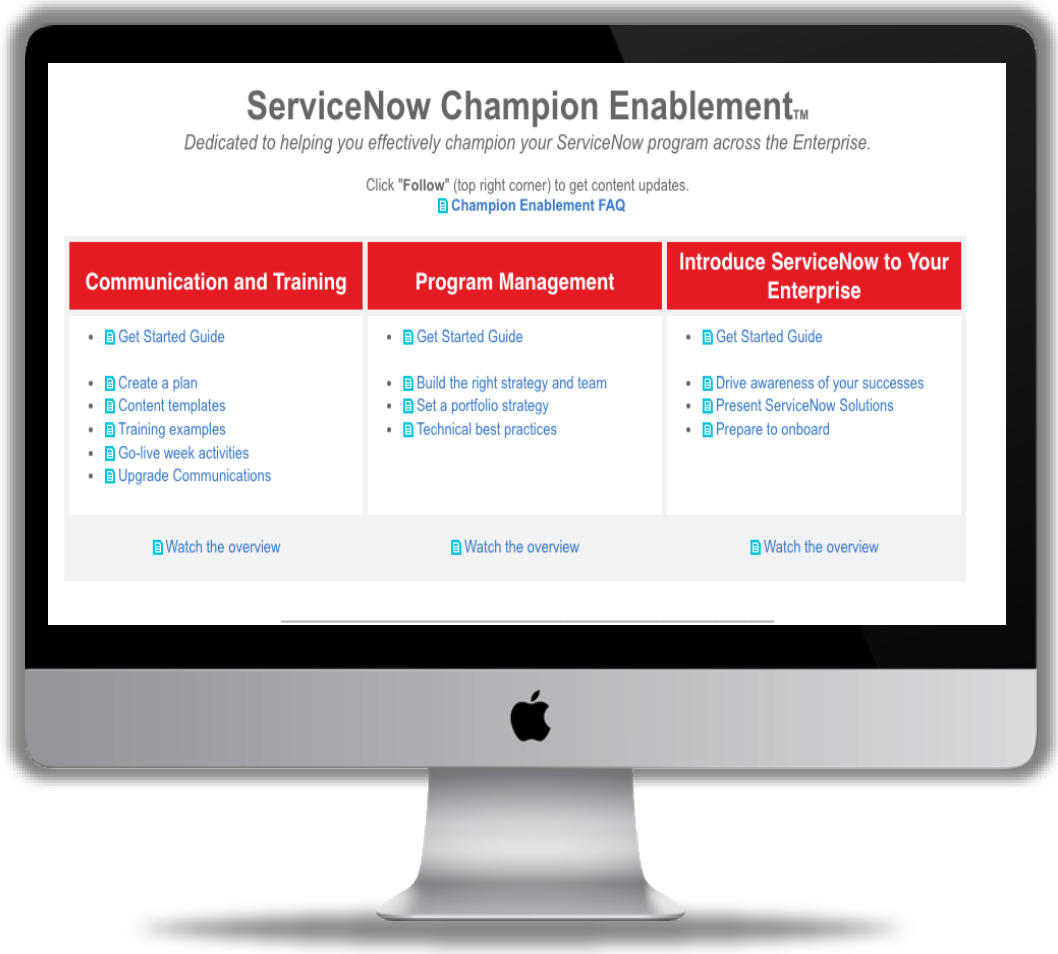
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Q&A

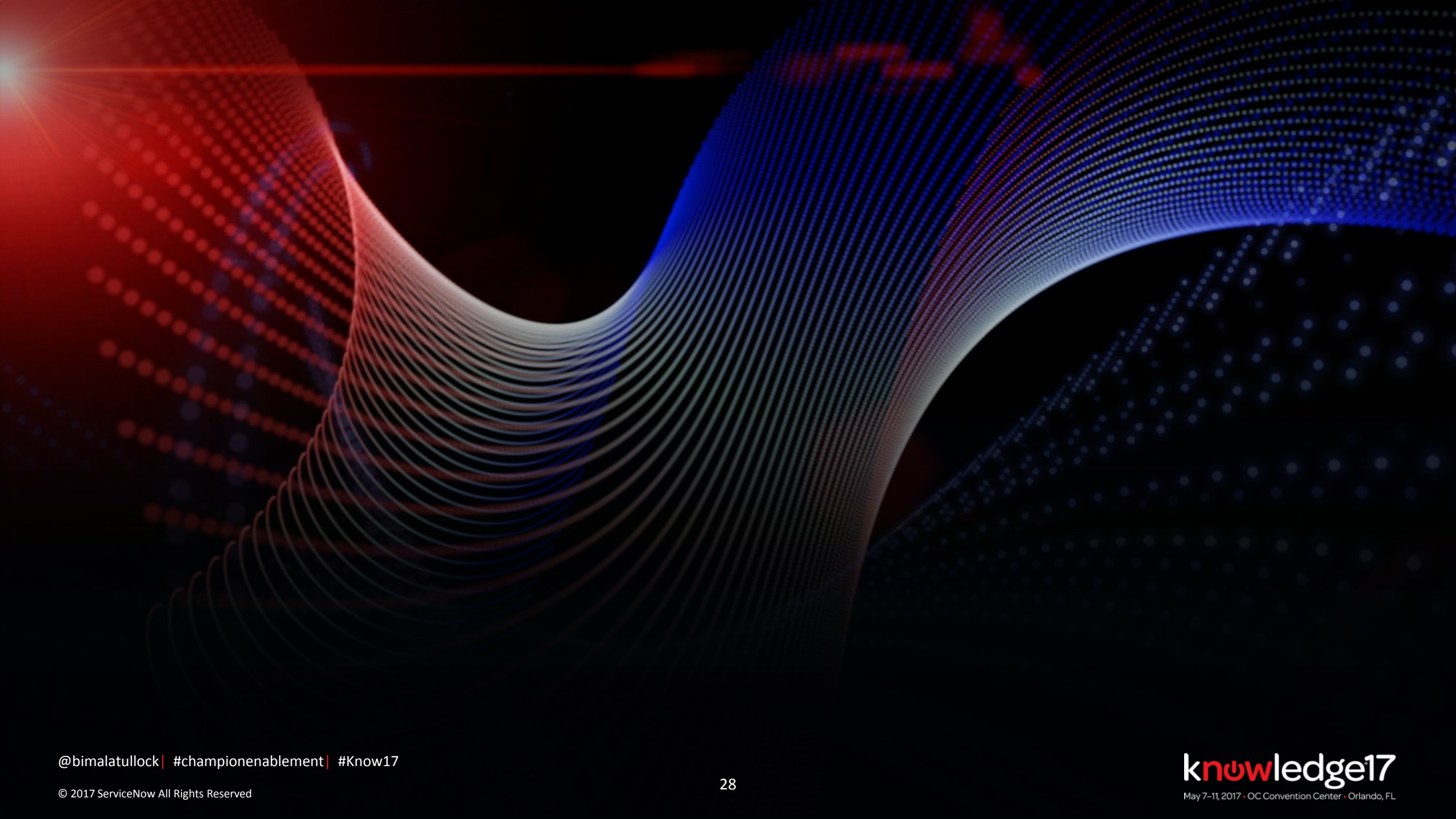
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Take the Survey

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

Thank You

Bimala Tullock

Global Champion Enablement

ServiceNow

Swapna Bogle

Cloud Service Lead/Platform Owner

Risk Management Solutions

Aaron Nielsen

Sr. Manager, ServiceNow Platform

Blackhawk Network

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