knowledge17

WORK at LIGHTSPEED™

Best Practices for Driving IT Transformation

MODERATOR
David Flesh
Sr. Director, Product Marketing – ITSM
ServiceNow

PANELISTS
Melissa Yamanoha, *VP, Service Management Office,* Comerica Bank
Gustav Toppenberg, *Sr. Director – Global Head of EA & ITSM,* Aon
Ramesh Bobbiti, *Associate Director – IT,* Verizon

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Panelist Introductions



NAME: Melissa Yamanoha

TITLE: VP,
Service Management Office

COMPANY: Comerica Bank



NAME: Ramesh Bobbiti

TITLE: Associate Director – IT

COMPANY: Verizon



NAME: Gustav Toppenberg

TITLE: Sr. Director – Global Head of EA & ITSM

COMPANY: Aon



NAME: David Flesh

TITLE: Sr. Director, Product Marketing – ITSM

COMPANY: ServiceNow

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Session Overview



Objectives

- Understand how IT leaders are delivering outcomes by transforming their organizations to drive business alignment, improve end user productivity, and build champions with key stakeholders



What You Will Learn

- How to build roadmaps for change, and approaches for increasing the rate of innovation.
- How to manage projects in today's rapidly changing environments and with shifting stakeholder expectations
- How to transition from traditional support channels to new methods that meet modern users' expectations
- Interact with the panelists in the Q&A portion of the session

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Aon Technology

FACT BASED I DATA DRIVEN

VISION

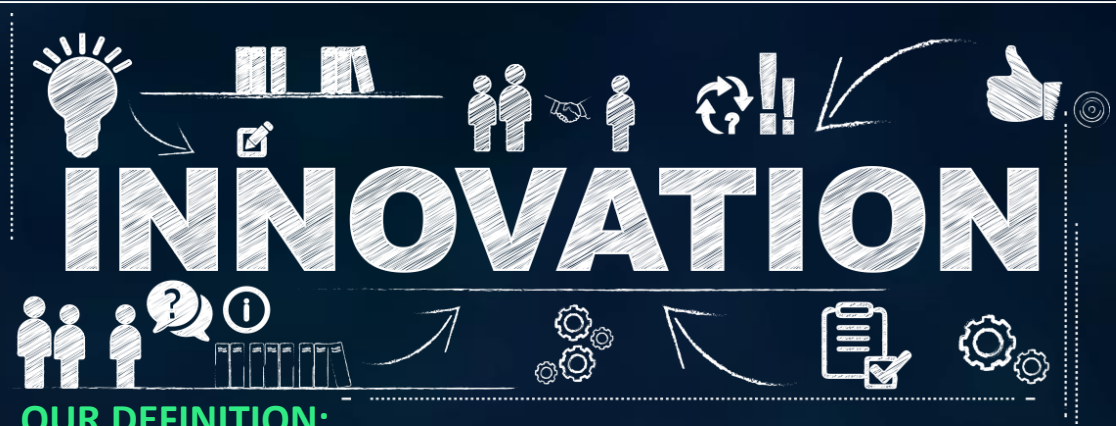
We will be recognized as the best technology organization in the industry—one our business partners respect and our competitors fear.

PURPOSE

Bring together the physical and digital worlds to foster relationships and enable our colleagues to empower results for our clients

Architecturally Driven
SERVICES LED

"We are driving a 'commercial view/mindset' of Aon Technology: to think and act like a service provider"
– John Bruno, EVP Enterprise Innovation Officer and COO, Aon



OUR DEFINITION:
Innovation is the creation of new forms of value in anticipation of future demand

From	To
Solution designed with customer input	Joint development of capability roadmaps; strategic alignment
IT assesses and conveys delivery costs	Discuss the total cost of ownership with client/ customer
IT organization is function centric	IT organizations aligned by end-to-end capabilities
Reward customs/ unique architecture approach	Reward leverage and reuse existing solutions

SERVICES-LED APPROACH	BENEFIT
Improved information through service costing & service catalog; Service roles develop business centric skills	Provides decision making advantage; Enable trusted advisor relationship with business
Reuse and reduced complexity made possible by service catalog, common business services	Improves agility, time to capability, user experience
IT Service ownership/management and business relationship management roles in IT	Establishes additional career opportunities for IT employees

AREAS OF FOCUS

Availability

Productivity

PLATFORM FOR GROWTH

ORGANIZATIONAL MANDATE

1 Simplify

2 Automate

3 Orchestrate

@gtoppenberg #Know17

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Driving Transformation in a Changing Environment



Practice your Elevator Speech - Know your Solution, Why it's Important, and Keep Telling the Story

Anticipate Change and Run with it!



Pick Enabling Partners that can Deliver



Keep your Primary Core Team Small and Focused

In-Depth Knowledge and Facts Breed Credibility





Build a Network of Champions at Every Level, Leveraging Strong Personal Relationships



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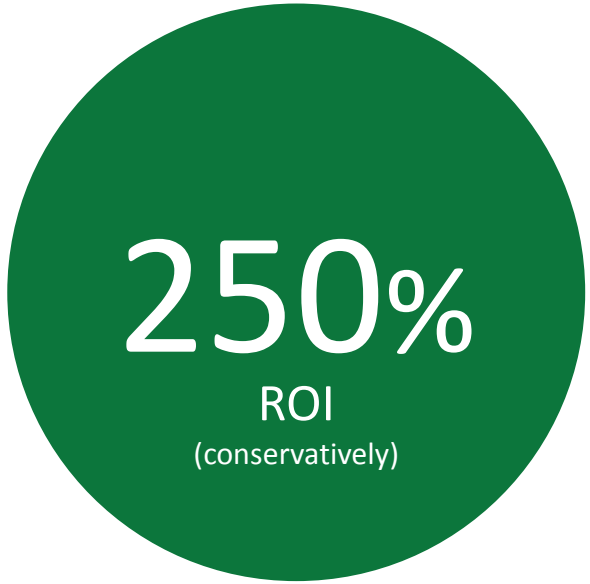
Lessons Learned



Don't be Short-Sighted



Think Big Picture



"More Costly", but highly transformational, is the better choice

Know the business value of your solution and, despite inevitable and distracting change, focus the story, look for small wins, keep momentum, and be ready for your opportunity to succeed!

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#Better Matters	Fortune 500 Rank#13	160,900 Employees

Transforming Service Delivery to align with the Digital Workplace Mission

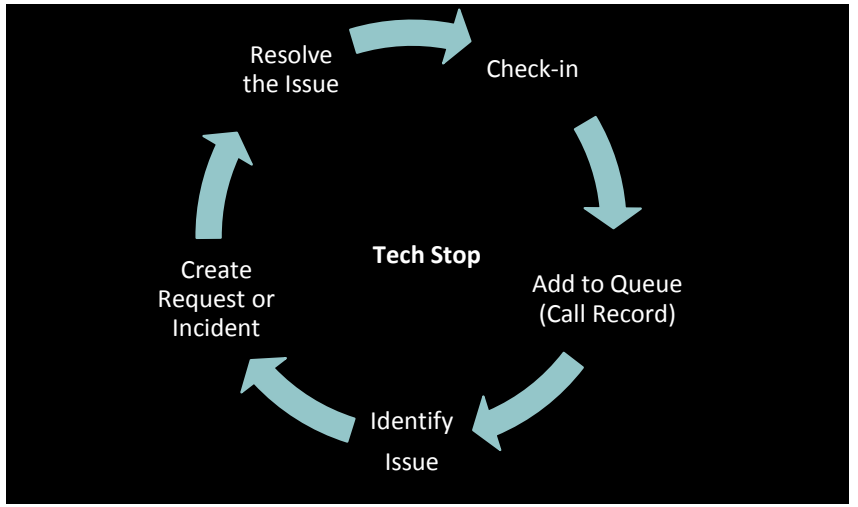
"Meet the customer where they are"

- Simplify and Digitize the Business Process
- Personalized Support & Training
- Employee Experience
- Enable Tech Stop on ServiceNow, in just 4 weeks.
- ServiceNow Core Modules (Call, Incident & Request)
- Comprehensive Trial, Great Feedback
- 44% General Inquiry
- 42% Incident
- 05% Request
- 09% Other

"Consumer experience @Workplace",
Check-in as you walk into the Tech Stop



"Service Desk Transformation"



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Thank You

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Q & A

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Thank You

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