

FIVE STEPS TO UNLOCKING THE POWER OF SERVICENOW

ServiceNow is a powerful platform for digital transformation. Here we share five tips to unleash its full potential.

DIGITAL TRANSFORMATION IS BIG.

IDC research predicts \$2.3 trillion will be spent on it in 2023.

Yet up to 84% of digital transformation projects fail, according to Forbes.

Pointing to one cause, McKinsey says: “companies often experiment at a pace that fails to match the rate of change around them, slowing their ability to learn fast enough to keep up.”

The companies that are poised to not just survive but thrive are the ones that have begun their transformational journey and are doubling down on their investment in change.

Wherever you are on your ServiceNow journey, the platform has the power to unleash powerful transformation capabilities and accelerate your speed of business.

That is, if you are in a position to take advantage of its potential and be one of the digital transformation success stories.

At UP3 we live and breathe ServiceNow and digital transformation, so here we share five tips on **unlocking the power of ServiceNow.**

THE RECENT CRISIS IS “A MANDATE TO BE BOLD”

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*“Bold moves to adopt digital technologies early and at scale, combined with a heavy allocation of resources against digital initiatives ... correlates highly with value creation”. **McKinsey***

ENGINEERS SPEND
**33% OF THEIR
TIME** DEALING
WITH TECHNICAL
DEBT



Source: The Developer Coefficient,
Software engineering efficiency
and its \$3 trillion impact on global
CD, Stripe

1. GET THE FOUNDATIONS OF SERVICENOW RIGHT. IT'LL UNDERPIN EVERY PROJECT SUCCESS IN THE FUTURE.

When we say foundations, it doesn't necessarily mean that you have to do it at the beginning.

Absolutely, having the right foundations in place from the start is the best option. But there's lots that can be done post-implementation that will speed up your ability to innovate.

Whether it's the underlying configuration, or deploying accelerators to carry out key processes, there are small but significant wins that can have a positive impact on your delivery capability.

If you've already implemented ServiceNow it's not too late to fix underlying issues that may be slowing you down. Incremental fixes can be made, and with each improvement the long term health of your ServiceNow platform will be improved.

There's also no shame in hitting a reset button. Think of an office space and how it evolves and grows over time. Sometimes you need to regroup and realign to the current business needs.

It is possible to reimplement the platform, effectively starting again. This may sound drastic, but if it makes long term development easier, and you can deliver on business objectives faster as a result, it'll be worth it in the long run.

By going back to the roots of your system and getting the foundations right, you will reap the rewards every day you develop on the platform in the future.

"One hurdle to the platform's health is code that didn't really need to be written. It's very easy to try and code your way out of an issue. But that good intentioned piece of work has unintended consequences down the road – like at upgrade time. A better understanding of the platform's features could avoid technical debt. Ensure your team or partner isn't overcomplicating things when there's a better option. It'll pay off in the long run."



Rebecca Copley

Head of Customer Engagement

“COMPANIES NEED TO BE PARTNERING UP CONSTANTLY TO TAKE ADVANTAGE OF KNOWLEDGE AND GROWTH IDEAS [YET] **LESS THAN 30 PERCENT OF ORGANISATIONS'** TECHNOLOGY VENDORS ARE CURRENTLY ACTIVE PARTNERS IN THEIR DIGITAL TRANSFORMATION INITIATIVES”

Source: 2018 Digital Transformation Index, Futurum Research

2. HAVING SUPPORT ISN'T ENOUGH. FIND A PARTNER THAT WILL CHALLENGE YOU ON WHAT'S RIGHT – AND WRONG.



With ServiceNow you don't really need support. At least, not in the traditional break/fix arrangement which many of us are used to. The platform is mature and stable and technical issues will likely be infrequent.

Due to the power and flexibility of the platform, it's *how* ServiceNow is deployed and developed that can potentially create issues that will impact performance either now or in the future.

This is why reactive support is a false sense of security.

As the saying goes, prevention is better than cure. Doctors try to advise you on corrective behaviour in the hope that you don't later appear in hospital needing emergency care. And it should be the same with ServiceNow and any support relationship.

Ask yourself if your partner is challenging you enough. Are they waiting for you to raise tickets, or are they proactively coming to you with suggestions on what needs to be done?

Time spent on reactive support is time that could be spent developing. By moving beyond this, you can instead focus on work that will tangibly move you forward and help you deliver on business goals.

The best support service is one where it effectively makes itself obsolete: where the focus is on fixing underlying issues then moving on to best practice and ongoing development. The prevention to avoid the cure.

"We come across situations where there's not been the right capability in the team, or the right partner isn't in place, and technical debt has built up. We then get asked if we can fix things. Can we do this? Absolutely. But this won't solve the underlying issue and it'll just occur again. Organisations need the right operational setup in place to begin moving beyond firefighting to adding strategic value. If they aren't able to achieve this, then a managed service arrangement may be the answer."

Matthew Shears

Co-Founder and Commercial Director





**37 PERCENT OF
ORGANISATIONS**
SAID DIGITAL
TRANSFORMATION
IS CREATING THE
REQUIREMENT
FOR NEW JOBS

3. **SERVICENOW IS CONSTANTLY EVOLVING. INVEST IN THE RIGHT SKILLS TO MAKE THE MOST OF IT.**

In business it's often easy to focus on upfront deployment, but not fully realise the long-term operational requirements. Not just in recruiting the right staff but retaining them and keeping them constantly skilled up.

Your team needs to be in a position not only to deliver on your strategic vision but also have time to live and breathe ServiceNow. Where they can get to know the ServiceNow roadmap, understand the benefits on offer and plot your own development roadmap accordingly.

In our experience, a barrier to proper ServiceNow adoption within organisations is a lack of dedicated resource. Employees can't get the best out of the platform if they're constantly context switching to other projects.

It's important to get the right level of resource in place that can not only keep up with the demands of the platform, but also allows your team time to really understand and take advantage of future features.

If you had the vision to implement ServiceNow, and made the case to have it implemented, it's vital you take advantage of that victory. Make sure your team has the ability and scale to properly harness its potential.

Your organisation will get to take advantage of the massive transformational ability that ServiceNow has to offer and your team will be more productive and happier as a result.

"You can give the best knife set to a person, but it won't make them a cook overnight. Getting the right people in place with the right skills is a challenge but is probably the most important factor to success with ServiceNow. It's also not just about IT skills: an understanding of process design and the ability to guide and challenge business stakeholders is vital to ensure that work on the platform is both meaningful and provides the expected results."



Ruth Weatherall

Co-Founder and Operations Director



DIGITALLY MATURE
COMPANIES ARE **23%**
MORE PROFITABLE
THAN THEIR LESS
MATURE PEERS

4. **SERVICENOW HAS TWO MAJOR RELEASES A YEAR. ARE YOU ABLE TO TAKE ADVANTAGE?**

“Sometimes upgrades can be hard. If technical debt has mounted then upgrades can pose a challenge – and an upgrade may have unintended consequences. But don’t worry. If this sounds familiar you are far from alone, and for us it’s all very fixable. We help customers get their upgrade done, and move the platform to a place where future upgrades are pain-free. This is evidenced in the speed in which we upgrade all our managed service clients.”



Callum Ridley

Technical Architect

ServiceNow is a platform driven by innovation, with two major releases every year. This may seem daunting, but each iteration can bring huge benefits to your organisation. If you’re ready for them.

While organisations may not implement every update, ServiceNow has a requirement to never be more than one version behind the latest release. What this means, in practicality, is at least one upgrade process a year.

The logic behind this is sound. ServiceNow can focus on innovation rather than supporting legacy customers, and organisations will never get so far behind the upgrade process becomes too daunting to tackle.

Too often organisations focus on just getting through the upgrade process. But it’s important that you are in a position to deploy these updates with ease and begin to actually take advantage of the new features on offer.

One way is to get foundations right (page 5). The more customisation you introduce the more unintended consequences may occur. Ensure your team is utilising as much out of the box functionality as it can and use tried and tested accelerators for key pieces of functionality.

And, coming back to the point on right skills (page 9), ensure your team has the chance to understand the ServiceNow roadmap. A future update may be around the corner that avoids custom development. Your team also needs to be in a place to understand the overall strategic value of future improvements.

**NEARLY 77% OF
COMPANIES** SAY
THEIR RELATIONSHIP
WITH TECHNOLOGY IS
AVERAGE OR ABOVE
AVERAGE



5. | YOU DON'T KNOW WHAT YOU DON'T KNOW. SO SURROUND YOURSELF BY PEOPLE WHO DO.

With a platform like ServiceNow there is so much opportunity. But you can't be expected to know every possible route to success and how do you even measure success when you don't have the ability to easily benchmark?

Surrounding yourself with people that live and breathe ServiceNow will help. With ServiceNow there's not always a right way to do something, but there is often a better way.

Make time in your diary for the year ahead and pencil in key events that may be of use. Encourage your team to attend events too and to share what they learnt when they return to the office.

If you have a user group, be sure to attend it. Look to events such as Now at Work and network as much as you can. We know it's hard to take time out of your day to attend events but it's valuable to get to know other ServiceNow users, particularly those in your industry.

Don't be afraid to lean on the expertise of partner organisations too. They'll be learning best practice across a number of sectors – so tap into that knowledge.

You may be excelling in some ways, but it's the areas that you don't even know you need improvement that will provide real chance for transformational change. One of those 'Eureka moments' could be just a conversation away.

"Bulk asset uploads have been a problem for some customers. It requires manual bulk upload, collation of spreadsheets and a lot of back and forth to compile it. UP3 replaced it with an automated process using standard asset data load templates. The result is the process went from days of work to a couple of minutes, and no human intervention is required. That's significant time that our customers can now invest in higher priority tasks."

Georg Holzer

Senior Service Manager



Workflow automation software is the top technology area companies are exploring to improve their agility.

According to ServiceNow agile companies achieve...

18%

Better customer
experience

10%

better
talent attraction
and retention

20%

better
customer loyalty

11%

better
market share

16%

better
time-to-market

... than market average

ServiceNow represents a huge opportunity, let us help you take advantage of that and get the most from your investment.

SERVICENOW MANAGED SERVICE

We want you to be among the 16% of organisations that Forbes says succeed at digital transformation.

For some organisations building an effective ServiceNow centre of excellence is difficult or just not right for them. Our managed support and development service is the solution.

We bring decades of ServiceNow experience directly to client organisations, acting as an extended part of the team where we are driven by your success.

We don't just bring technical know how - we bring deep process expertise, an ability to really understand your business objectives and the know how to unlock the power of ServiceNow.

If you really want to get the best out of the product your absolute end goal is to ensure you've got that UP3 managed service on board with you from the beginning.

Christine Heynes

Head of Customer Relations, Southeastern

southeastern



HOW DOES IT WORK?

UP3's ServiceNow managed service delivers management of your ServiceNow platform, applications and roadmap so that you can focus time on your customers and the services they really need.

Our service is not a traditional 'call-off' model where customers log support or development requests and the supplier reactively calls off time against a contract. The ServiceNow platform is stable, you need a service that will help you establish an agile delivery methodology – so you can manage demand in line with your roadmap, promote best practice and make use of all the functionality you are subscribed to as well as the latest innovation on offer from ServiceNow. And, when issues arise they are resolved quickly and with minimal impact.

This is what we do – we provide a service that enables you to unlock the power of ServiceNow and deliver continual improvement effectively, with a positive impact on your customers.



BENEFITS OF UP3'S MANAGED SERVICE

1. You manage your business while we manage ServiceNow.
2. Focus on the services your customers really need rather than operational issues.
3. Re-deploy your resources to more value added tasks.
4. Become a recognised business partner not an operational overhead.
5. Exceed your customers' expectations and deliver competitive advantage.



TALK TO US

We truly believe in the benefits of our Managed Service and we'd love the opportunity to tell you more.

And, don't just take our word for it. Companies across all sectors are realising the benefits of the UP3 ServiceNow Managed Service. We'd be delighted to set you up with one of our happy customers to hear more about our approach, our service and the tangible benefits they're seeing across the business.

Get in touch:

Email: hello@up3.co.uk

Call: 020 3432 1432

Or click on the link below
to request a call back

GET IN TOUCH