

A woman with dark hair tied back, wearing a grey button-down shirt over a grey t-shirt, is focused on her work. She is holding a laptop and has her hands on the keyboard. The background is a server room with rows of black server racks. Another person in a white hoodie is visible in the background, working on a rack. The lighting is dim, with a teal glow from the server racks.

Fuel growth and lower costs with automation designed for technology providers

Technology provider products overview

Table of contents

- 03 Introduction
- 04 Making work flow across the ecosystem
- 05 Build + simplify
- 06 Onboard
- 07 Connect
- 08 Deliver
- 09 Manage
- 10 About ServiceNow

Introduction

Unprecedented disruption is sweeping the technology industry

Enterprise digital transformation is the most important factor driving value for organizations today. Across every industry, organizations rely on you—their technology provider—for the right solutions and expertise to help them reach their digitalization goals.

However, technology providers aren't prepared to capitalize on this massive market opportunity. Economic pressures and shifting investor expectations have forced you to prioritize cost reduction. Now, sustainable, efficient growth is paramount—a challenging objective when your service teams must rely on complex ecosystems underpinned by thousands of processes across teams, partners, and systems to support customers.

In this environment, how do you prioritize improving experiences for your customers and employees—while also reducing your cost to serve?



Making work flow across the ecosystem

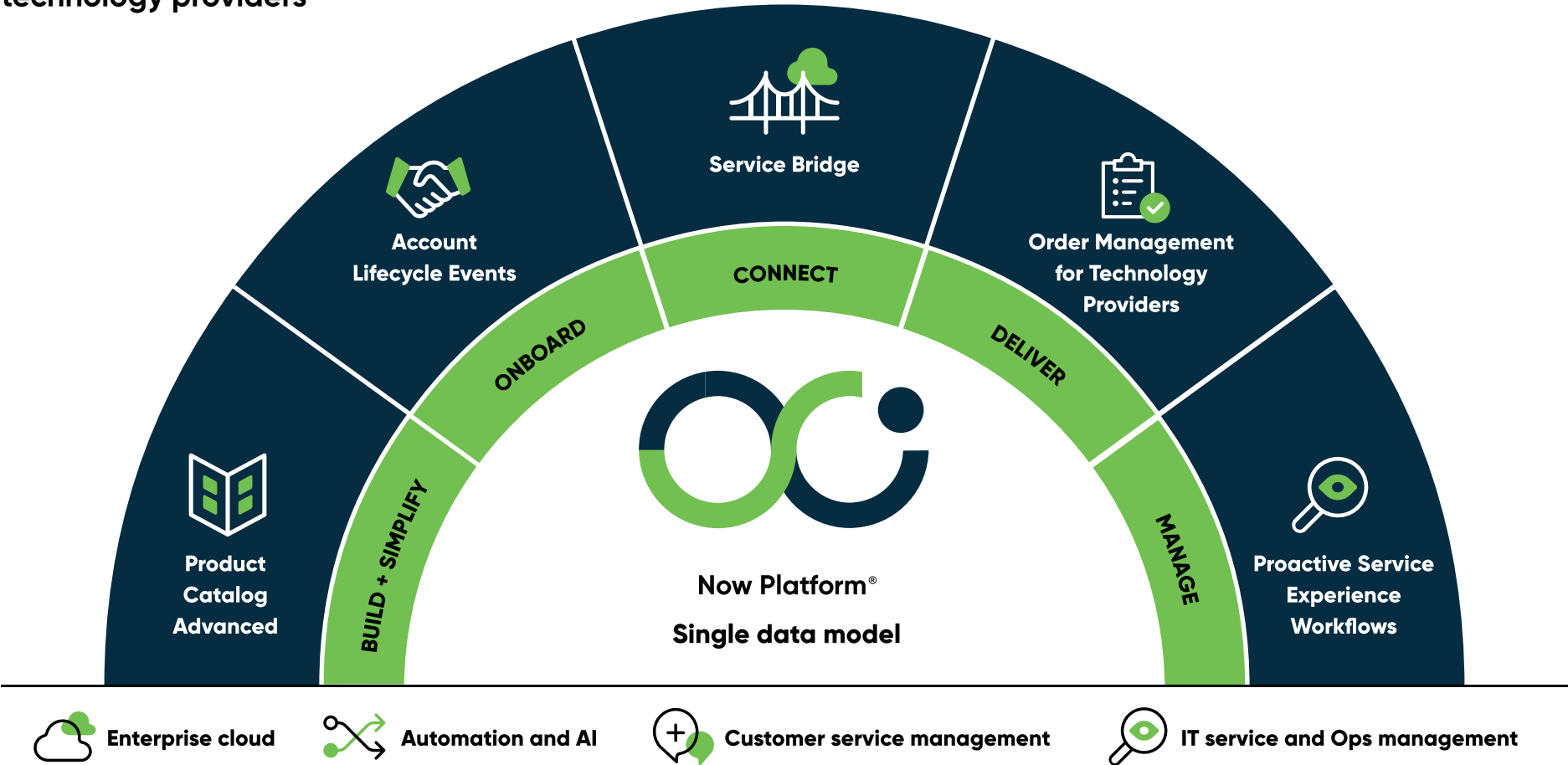
Technology providers must push digitalization forward—internally and externally.

Technology providers play a dual role in driving digital transformation efforts. You’re tasked with championing digitalization for your customers, all while pursuing improvements within your own organizations. ServiceNow offers workflows and capabilities specifically designed for your value chain—helping you to seamlessly connect digital ecosystems.

With Technology Provider Service Management (TPSM) and Order Management for Technology Providers (OMTP), you can simplify and standardize the approach to planning and building new services and offerings, mitigate risk and vulnerability across your ecosystem, simplify and streamline order management, remediate workflows and notify customers when issues arise, onboard customers faster and better, and finally, make sure your customers are serviced and supported in the right way.

By automating workflows to link critical functions, bridge disparate systems, and streamline operations, you deliver more productive employee and customer experiences, all while scaling growth across your ecosystem.

Workflow designed for technology providers

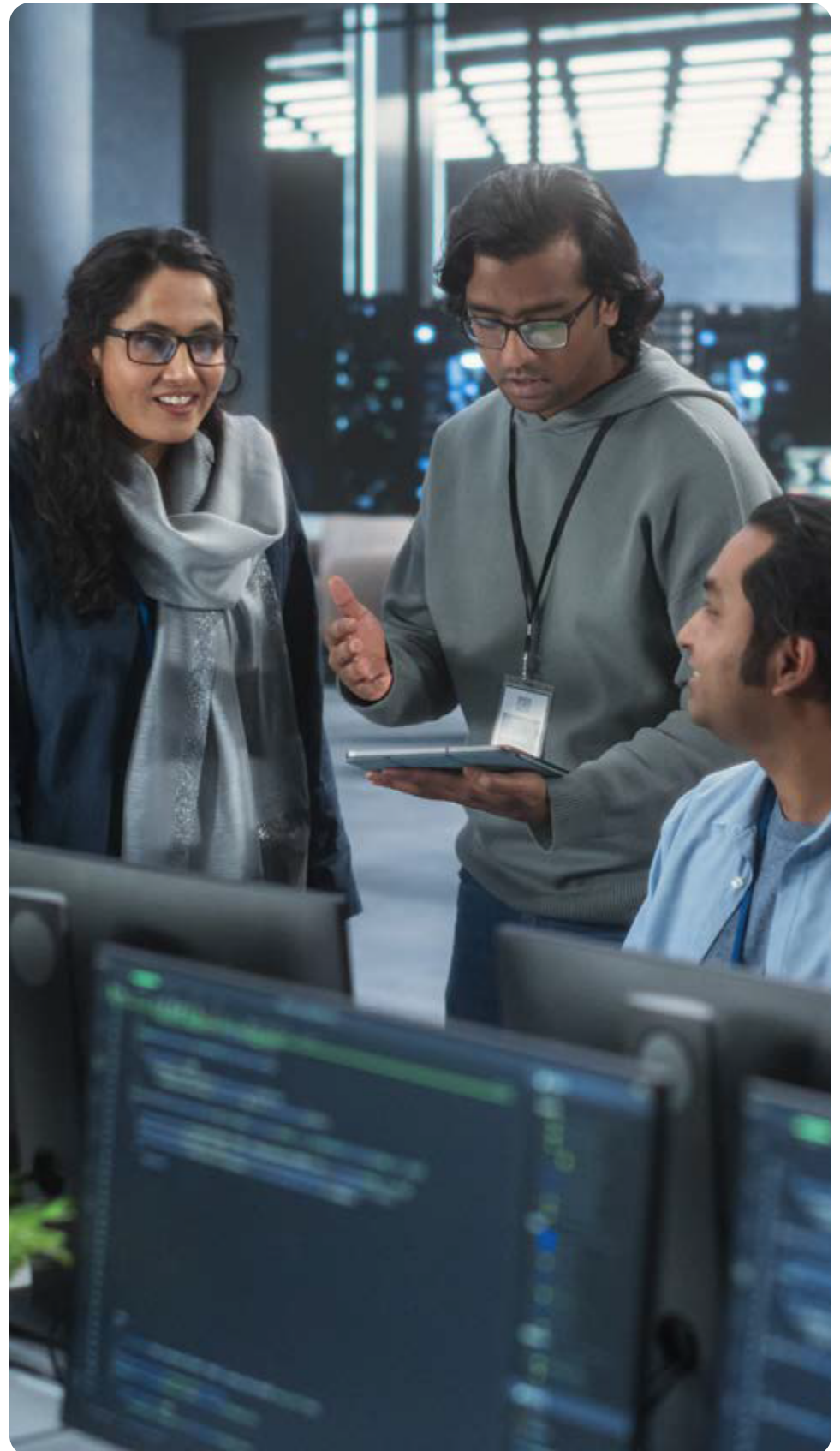


Build + simplify

Planning and building technology products and services is complex—you need to know what's being offered, how it's ordered, who supports it, and progress towards KPIs at all times. Without a clear line of sight into every aspect of your products and services, you don't have the foundation to effectively manage their delivery—or efficiently standardize and scale your offerings. To achieve this level of insight, you need a flexible, robust product catalog and data model.

With ServiceNow TPSM's **Product Catalog Advanced**, you can manage and evolve your product offerings in a single, configurable workspace while gaining the context you need into each step of the product lifecycle.

- ✓ Quickly define, reuse, and evolve products and services to respond to market dynamics
- ✓ Accelerate product and service launch and delivery processes
- ✓ Monitor and measure your performance to make informed decisions



Onboard

Providing a smooth and frictionless onboarding process for new enterprise customers is crucial to ensure a positive start and prevent any slowdowns. Smooth onboarding experiences aren't just a nice-to-have for the customer. Estimates show that poor onboarding experiences cost businesses over \$136 billion in avoidable churn per year¹—making them a financial imperative.

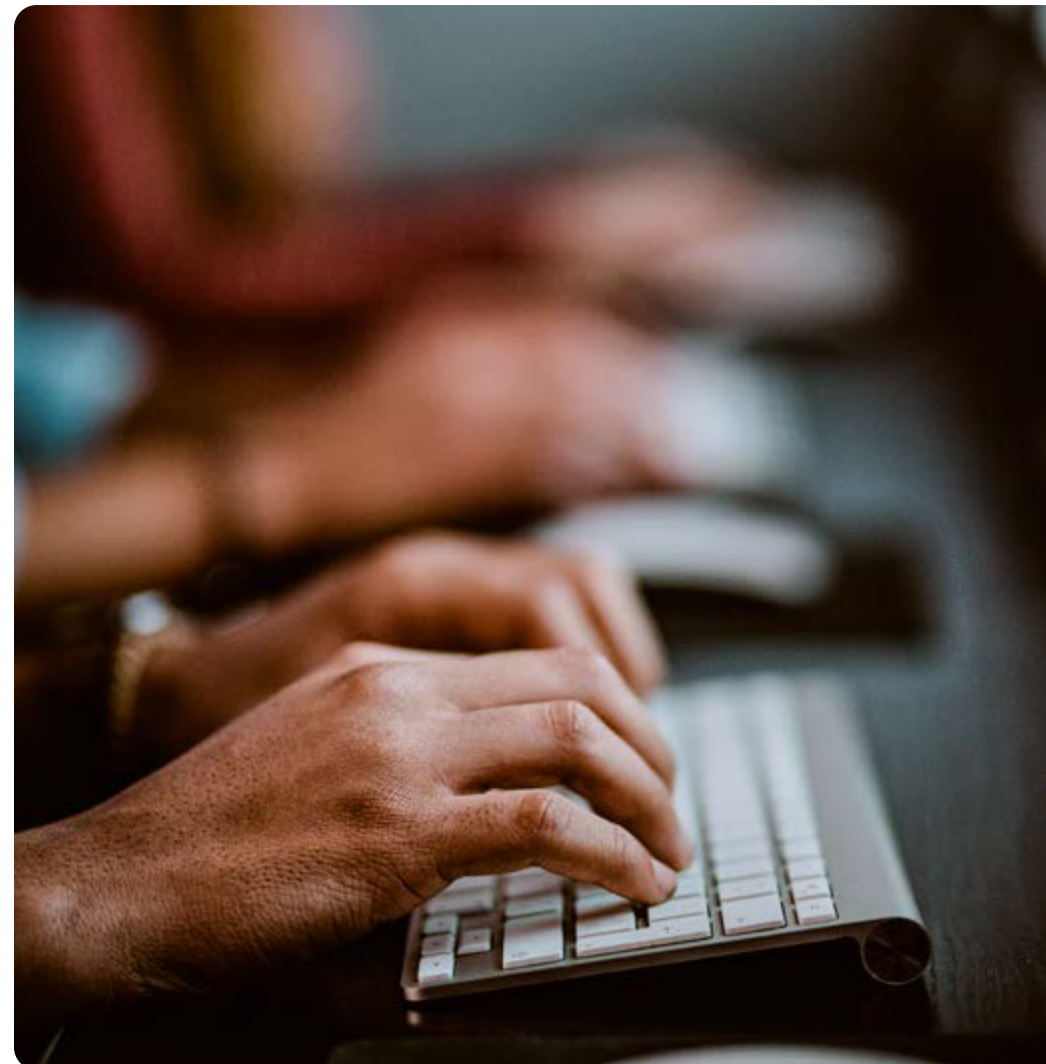
ServiceNow TSPM's **Account Lifecycle Events** application enables an efficient onboarding experience—delivering a great first impression, gathering all needed data, and enabling customers to start using products and services quickly. By collecting essential information upfront—including contacts, locations, products, and assets—you can resolve any issues that may arise and promote efficient, proactive service.

- ✔ Monitor and manage the overall onboarding process from a single record that allows you and your customer to collaborate and communicate throughout the entire process
- ✔ Define must-do onboarding tasks for new customers to collect vital data and provide access to products and services
- ✔ Gain repeatable, out-of-the-box onboarding playbooks that provide a visual sequence of steps and contextual guidance to promote scalability and efficiency
- ✔ Achieve fast onboarding that delivers value right away for customers

“

Customer onboarding is a high-value stage in the as-a-service business and operating model—and it's essential to ensure a smooth and uncomplicated process for both enterprise customers and internal teams.

Jason Coleman, Principal Architect, Cisco



¹ "Onboarding Matters: How Successful Companies Transform New Customers into Loyal Champions," Donna Weber, 2021.

Connect

In an interconnected world, siloed systems and manual processes can cost you dearly. They slow down the speed of doing business, hindering collaboration and taking a toll on your employees, customers, partners, and entire ecosystem.

To thrive in this new world, you need to make it easy and quick for everyone in your business ecosystem—including your partners and vendors—to connect and interact. With a connected ecosystem, you can deliver value faster, automate and orchestrate processes, promote self-service, and facilitate real-time information sharing.

ServiceNow TPSM's **Service Bridge** seamlessly connects you with your enterprise customers and partners that use ServiceNow. With Service Bridge, you can power the flow of work across your ecosystem, simplifying experiences and delivering value to your customers and partners efficiently.

- ✔ Connect service and support experiences in less than an hour
- ✔ Unlock growth with a remote catalog
- ✔ Build integrated workflows out-of-the-box, limiting the need for custom coding



Pure Storage transformed its customer support to achieve high performance 24/7, communicate proactively with clients, and excel at customer satisfaction.

RESULTS

85%

Reduction in average wait time for initiation of service

75%

Faster case resolution time



Millions of emails eliminated

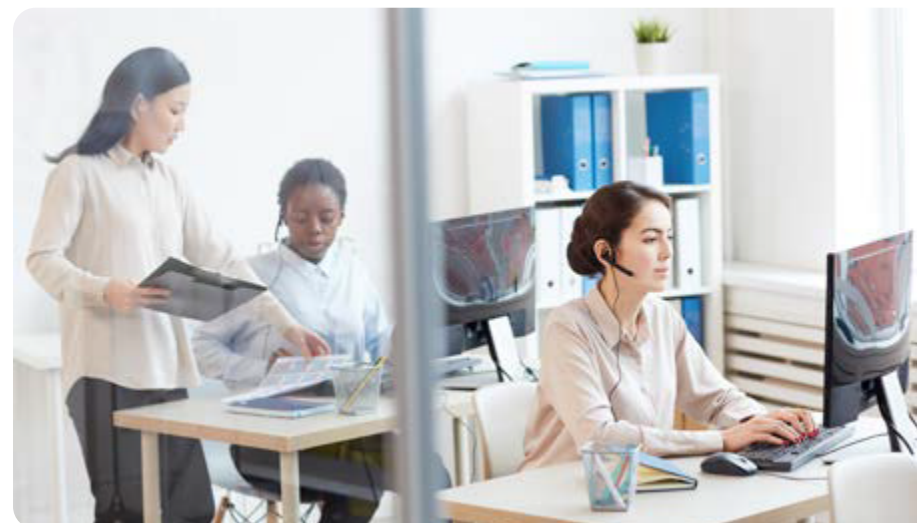


Deliver

Your speed of delivering products and services is critical to the success of your customers. Yet, when you rely on legacy delivery systems and processes, you're not providing the frictionless, fast ordering and service experiences your customers expect. This can erode customer loyalty, immediately putting the relationship at risk.

With ServiceNow **Order Management for Technology Providers (OMTP)**, you can simplify and streamline order management, leading to increased revenue, customer satisfaction, and efficiency. It helps you manage the complexities of delivering a service or product order by breaking down intricate processes into actionable workflows. OMTP is integrated with ServiceNow Strategic Portfolio Management, making it easier to visualize and control orders as they progress. As orders make their way through fulfillment, OMTP's integration with ServiceNow Field Service Management helps extend seamless service delivery into the field.

- ✓ Launch products and services faster with a unified catalog-driven solution
- ✓ Shorten time-to-revenue with automated workflows
- ✓ Delight customers with order accuracy and visibility



“

One of our critical initiatives with ServiceNow is completely reimagining our quote-to-cash process—by moving our quoting and ordering process closer to our customers very rapidly to improve that experience and optimizing our ecosystem.

Madan Misra, VP of IT, Equinix

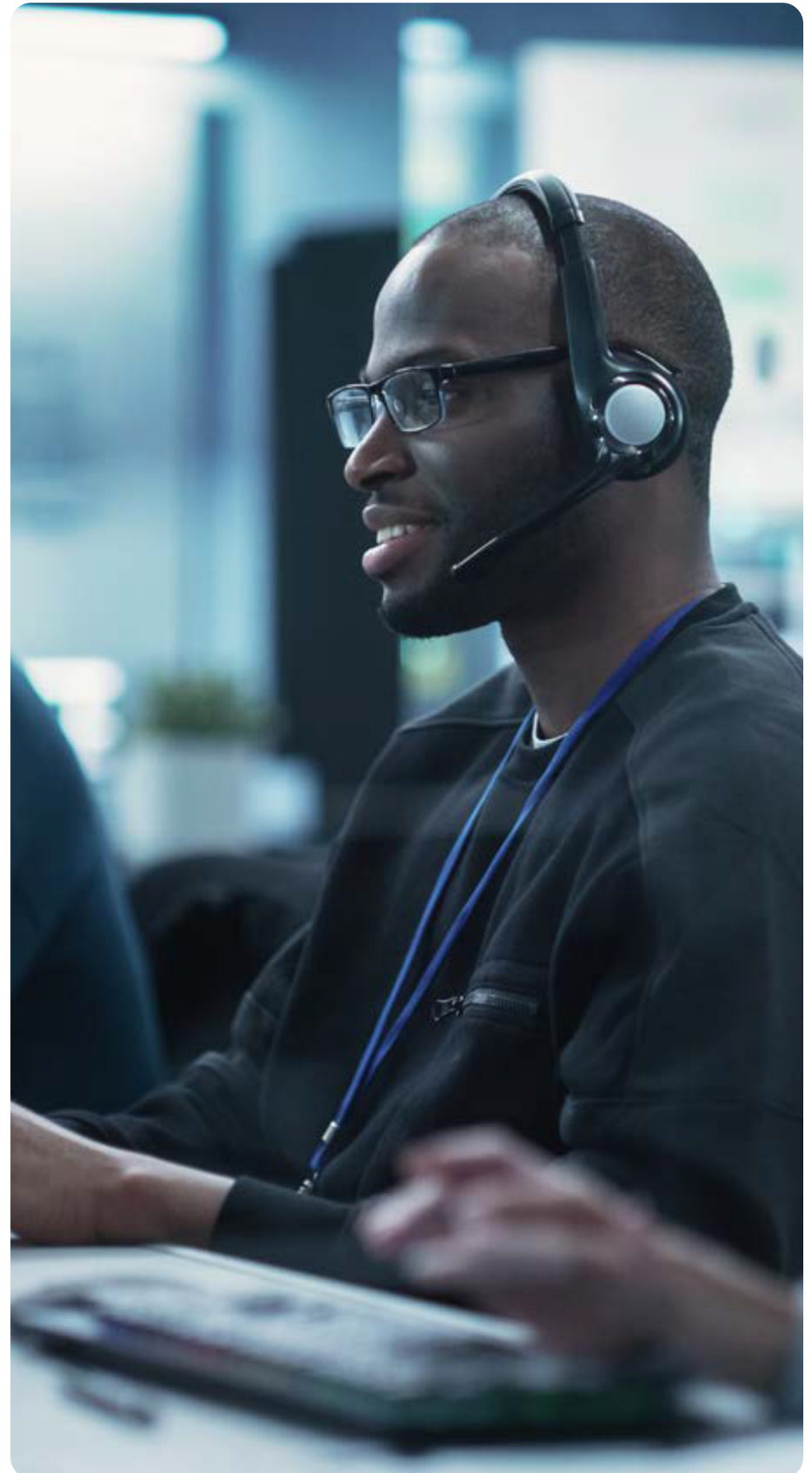


Manage

Once services are ordered, your customers expect them to be available 24/7. That means your customer support teams must have real-time visibility into service incidents and their customer impact—as well as the ability to proactively communicate status updates throughout. To achieve this, you must shift away from siloed teams and a reactive break-fix model of support to a proactive workflow-based approach that notifies customers in advance of anticipated impacts.

ServiceNow TSPM's **Proactive Service Experience Workflows** leverage a customer-aware data model that allows technical support teams to understand not only 'what,' but also 'who' is impacted, allowing them to make more informed support decisions. Customers who are affected by an incident or change are identified in real-time and proactively notified of the impact and ongoing status.

- ✓ Empower technical support teams to serve customers proactively
- ✓ Give technical support teams a 360-degree view of customer accounts
- ✓ Provide tech support visibility into customer and service impact in the Service Operations workspace



About ServiceNow

To thrive in the digital era, technology providers need solutions that unite systems and data, decrease manual work, and streamline partner interfaces. With automation designed for technology providers, you can accelerate speed to market for new solutions and reduce costs while delivering seamless experiences to consumer and enterprise customers alike.

Bring customer care and operations teams together to provide great experiences for employees and customers.

Learn More

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit: www.servicenow.com.