



# 4 tips every innovative company needs to succeed in digital transformation

How to keep pressing forward—even in tough times

## Don't let dynamic times derail your digital transformation

Digital transformation is more than just a trend—it's become a mindset for business and IT leaders. That's because innovative companies know that the key to growth lies in the ability to adapt to change...anytime, anywhere. They understand that blurring the line between experimentation and expectation puts them at the forefront of their market, driven by employee pioneers who mine new opportunities from every app, process, and experience.

But when IT budgets aren't increasing as fast as inflation,<sup>1</sup> even innovators feel the pressure to pull back and proceed with caution. Is there a way to keep investing in the digital experiences that take your operations to the next level, even when your resources keep getting tighter in uncertain times?

With a single, cloud-native platform that unites your IT and optimizes your processes, you get the time and cost savings to keep funding the way forward. This ebook shares four tips for deploying a platform strategy that connects your people, processes, and systems for maximum efficiency and innovation—even when the outlook is challenging.

## IS YOUR DIGITAL TRANSFORMATION DELIVERING AS EXPECTED?

# 40%

of revenue generated by the Global 2000 organizations by 2026 will come from digital products, services, and experiences, IDC predicts<sup>a</sup>

AND

# 85%

of CEOs that say digital capabilities are increasingly recognized as a strategic differentiator for organizations and are crucial to accelerating revenue growth, IDC also found<sup>b</sup>

YET

# ~50%

of CEOs feel their digital technology investments toward business outcomes are underperforming, Gartner reports<sup>c</sup>

<sup>a</sup> IDC, [Expert Guidance on the Digital-First Strategies Driving the C-Suite Agenda](#), 2023

<sup>b</sup> IDC, [Beyond Digital Transformation: What Comes Next?](#) 2023

<sup>c</sup> Gartner, 2024 Gartner CIO and Technology Executive Survey as cited in "Unlock Strategy Execution Success Through Your IT and Enterprise Operating Models," presented by Joanne Kopcho at the Gartner IT Symposium/Xpo™ 2023 in Orlando, Florida, October 16–19, 2023

## TIP 1

### Tear down silos with unified technology service operations

Digital transformation goals for most companies' IT services and operations teams look something like this:

- Keeping employees engaged and productive
- Streamlining processes to drive efficiency and innovation
- Digitizing and automating work to create cost savings
- Making sure customer-facing digital services are up and running 24/7

Unfortunately, these goals remain wishful thinking for far too many organizations due to siloed IT systems that cause disparate data, processes, and people—in a word, chaos. The constant firefighting to deliver technology services pushes your staffing and operational costs even higher.

But when you ditch the old, siloed way of working and bring together IT services and IT operations on a single platform for service operations, everyone can see the same information in the same place. With shared workflows, your team fixes outages faster and can focus on delivering the responsive, always-on service experiences customers and employees crave.

### REAL-WORLD RESULTS

ServiceNow customers managing IT services and operations in concert achieve tangible outcomes.

**75%**

reduction in resolution times

**30%**

fewer agent ticket assignments thanks to intuitive, employee self-service

**16%**

of incidents deflected due to automated resolution of common issues

**12%**

of agent time saved by predictive intelligence incident routing

Source: ServiceNow, [5 remedies for the top IT pains](#), 2022



“

By 2025, 70% of digital investments will fail to deliver the expected business outcomes in the absence of a strategic portfolio management approach.”

—Gartner, 2023

Source: Gartner, [Gartner Magic Quadrant for Strategic Portfolio Management](#), April 2023

## TIP 2

### Close the gap between strategy and delivery with strategic portfolio management

Today’s enterprises are complex and interconnected, making it a struggle to develop and maintain alignment among all the elements of strategy, planning, and delivery. Many organizations can’t help but wonder, “Are we doing the right things to deliver the best outcomes?”

This misalignment works against you—especially in challenging times when you need to maximize every resource. It creates waste, erodes trust, and slows the flow of value throughout your organization by:

- Delaying delivery
- Squandering spend
- Failing to achieve value with projects
- Missing opportunities to innovate
- Increasing vulnerability to disruption

Deploying strategic portfolio management (SPM) gives you the tools to break down the barriers between technology and business. You can prioritize and fund what matters most, build a roadmap to guide investments, communicate plans, and see work in the context of strategic initiatives—even across diverse teams, methodologies, and approaches such as traditional/waterfall, Agile, and hybrid.

When you continuously align work to business outcomes across your organization, you can drive and track greater business value—and do it faster.

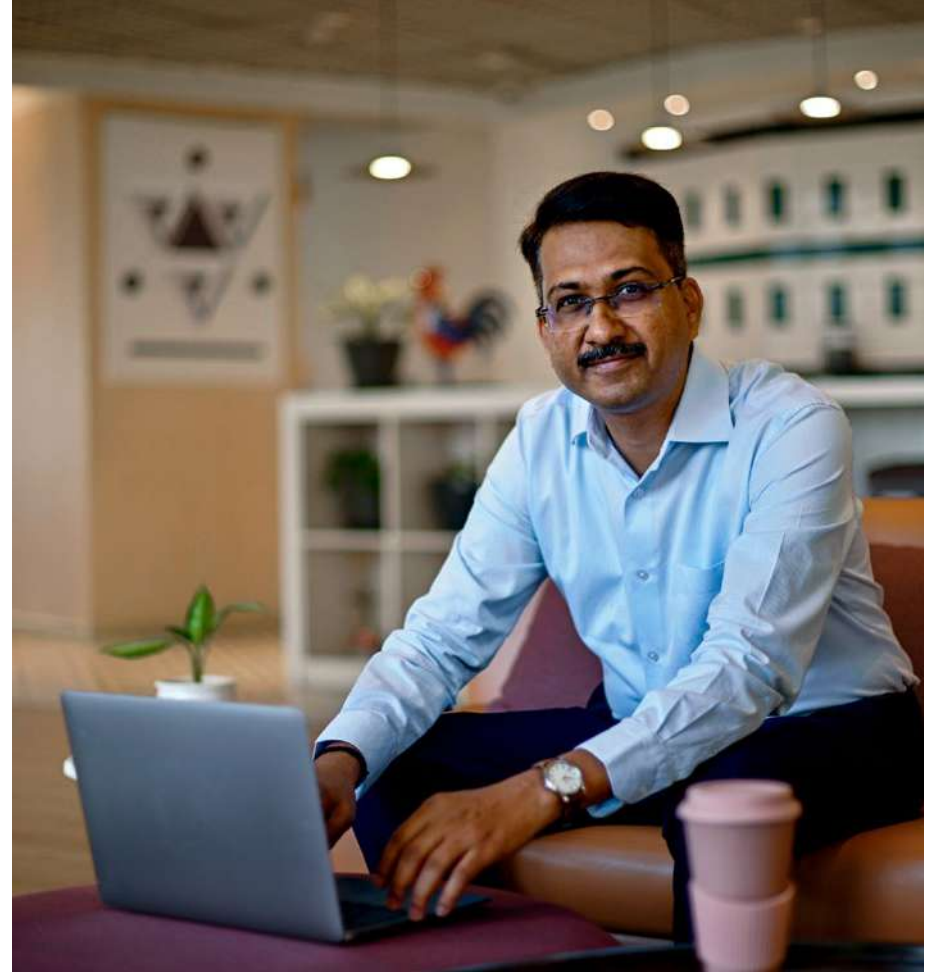
## TIP 3

### Cut costs and complexity with connected IT asset management

When times are good, you may get lax about looking after your IT asset estate. When times get tough, suddenly there's pressure to rein in expenses, including underutilized hardware, software, and cloud resources. But that's hard to do when you don't know what you have.

Organizational silos create blind spots when tracking hardware, including obsolete systems. Enterprise software licenses expire, and unlicensed applications proliferate. IT managers become bogged down in spreadsheets and legacy asset management tools that are inefficient and out of date. Taking control of hardware and software systems, reconciling trouble tickets, ensuring compliance, and planning for future needs becomes a nightmare.

Successful management of any IT asset (software, hardware, cloud, apps), whether stored on premises or in a hybrid cloud, requires total visibility. A single-platform IT asset management solution connects multiple departments and automates the end-to-end IT asset lifecycle. You gain control of your IT budget as well as insight for redirecting resources toward high-priority investments. With comprehensive IT asset management, you can plan, operate, service, secure, and retire IT—managing everything from the same place.



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The IT asset management market size is expected to grow from \$1.85 billion in 2023 to \$2.52 billion by 2028, a compound annual growth rate of 6.32%.

—Research and Markets, 2023

Source: Research and Markets, [IT Asset Management Market Size and Share Analysis – Growth Trends and Forecasts \(2023–2028\)](#), August 2023

## BIGGEST DAY-TO-DAY CHALLENGES IN MANAGING IT OPERATIONS

# 47%

Unexpected service issues/outages

# 46%

Infrastructure changes impacting configuration items of services

# 28%

Event noise/too many alerts/false positives

Source: Survey of ITOM professionals commissioned by ServiceNow

# “

By 2028, the adoption of AI will culminate in more than 50% of cloud compute resources devoted to AI workload, up from less than 10% in 2023.”

—Gartner, 2023

Source: Gartner, “The Future of Cloud in 2028: From Technology to Business Necessity,” presented by Dennis Smith at the Gartner IT Symposium/Xpo™ 2023 in Orlando, Florida, October 16–19, 2023

## TIP 4

### Accelerate cloud adoption with AIOps

Even if times are uncertain for your business, your customers and employees still expect your enterprise IT sphere to be as responsive, available, and easy to use as their mobile phones. But with today's mix of virtual servers, containers, cloud-native applications, and multicloud storage, your IT teams are kept in a reactive mode due to the sheer number of alerts and unforeseen issues. Slow, decentralized IT systems make things just that much more chaotic—outages become bigger, more expensive, and harder to resolve.

There's a way to eliminate the chaos and deliver uninterrupted digital services at speed. Predictive AIOps applies machine learning techniques to IT operations functions and cloud observability results, then correlates current and historical data. By developing a definition of what is normal for each application, it can then anticipate unknown issues and find slow-forming anomalies—fixing them before users are impacted.

Running AIOps on a single cloud platform provides visibility across your hybrid IT estate. You'll save time and money through intelligent automation, better collaboration, and faster remediation.

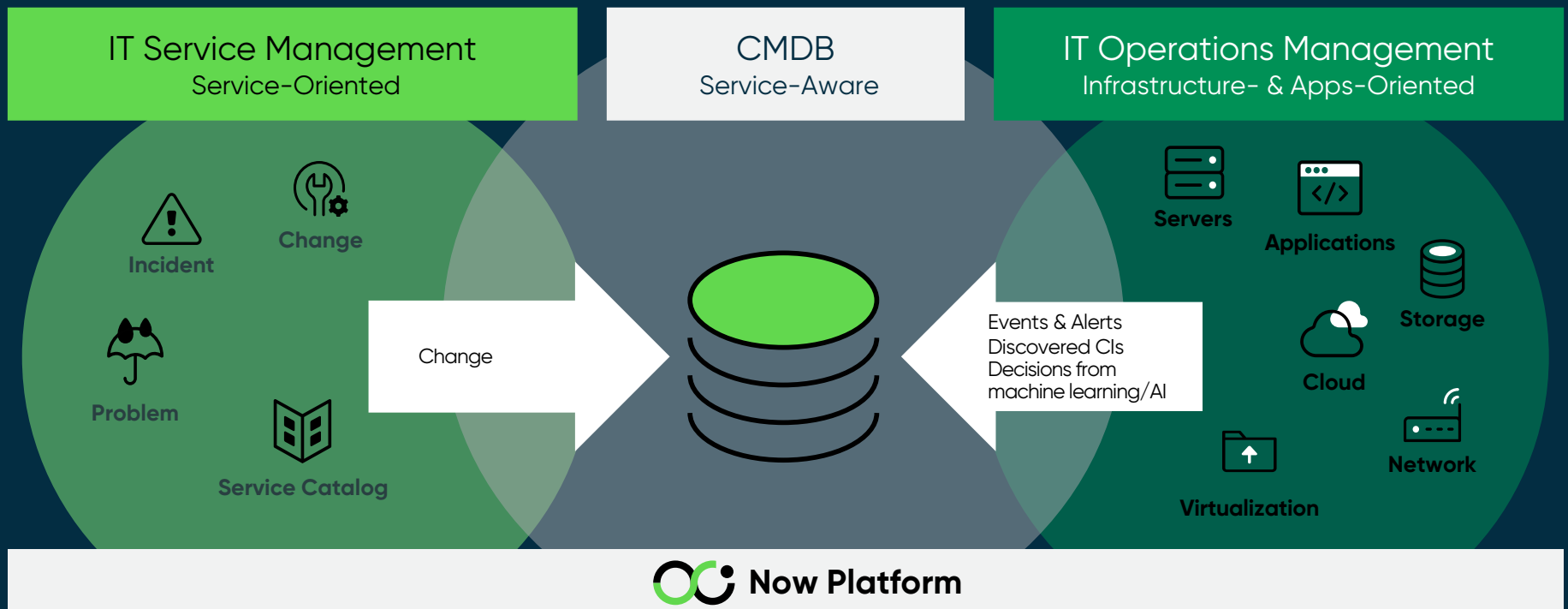
## ServiceNow—the partner that helps you pivot

Continuous change and economic uncertainty seem to be part of our everyday lives. But you can get through the ups and downs with a strong technology partner by your side. ServiceNow helps you keep digital services running 24/7, deliver exceptional experiences, reduce expenses by retiring underutilized tech assets, and ensure your business can pivot quickly by having organizationwide planning in place.

We're constantly evolving with a platform that can adapt quickly as market conditions change. Together, we'll innovate and adapt—even through unsettled times—to achieve digital transformation and be ready for tomorrow.

### The power of the Now Platform

Born in the cloud and built from the ground up with a single data model and a one, scalable architecture, the Now Platform digitizes processes throughout your organization. By automating and connecting workflows across functions and critical business systems it enables you to maximize the value of your IT investments, eliminate operational silos, and increase business agility.



# For a deeper exploration of ServiceNow solutions, we recommend the following content:

## Strategic portfolio management: The thing you've been missing

Misalignment of strategy, planning, and delivery creates disconnects and inefficiency. This ebook offers ways to gain alignment to reduce costs, mitigate compliance risks, and enable proactive planning.

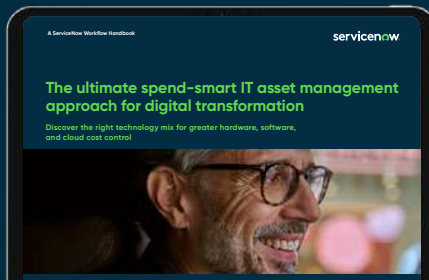
Read Ebook



## The ultimate spend-smart IT asset management approach for digital transformation

Every year, companies waste a considerable amount of money on duplicate software, hardware, and cloud technology. This handbook helps you discover the right management platform for greater cost control.

Read Handbook



### Notes

<sup>1</sup> Gartner, [Gartner Survey of Over 2,000 CIOs Reveals the Need to Accelerate Time to Value From Digital Investments](#), October 18, 2023

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### About ServiceNow

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](http://www.servicenow.com).

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