

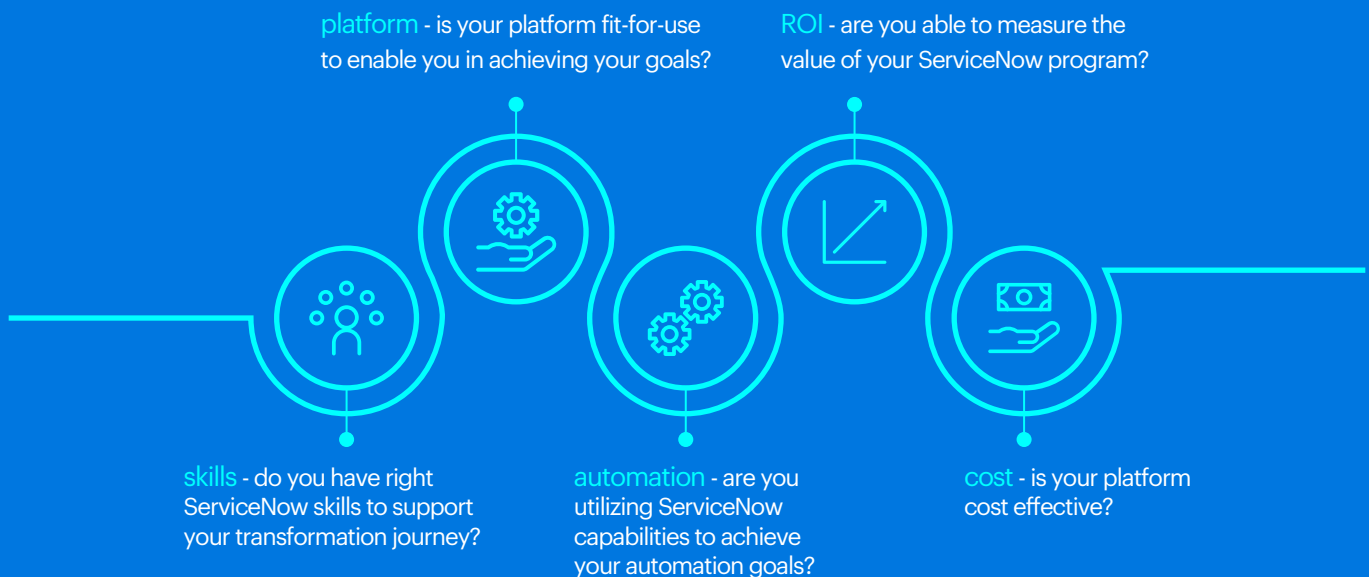
maximizing ServiceNow impact with randstad digital



ServiceNow is a powerful platform used by businesses across the globe — including [85 percent of Fortune 500 companies](#). Whether it's the comprehensive nature of the platform or the automation, experience, scalability, or innovation, companies turn to ServiceNow to address a broad range of service management needs.

Over time, however, companies should continually assess their landscape to make sure their investment in the ServiceNow platform is still generating value. Complications arise from mergers and acquisitions, legacy code and configurations, unused SKUs, redundant investments in other platforms and technologies, talent shortages, and complex integrations. These can create inefficiencies that impede IT and business performance and increase costs. As a result, companies discover they might not be realizing the full value of their ServiceNow platform. Periodically taking stock of your ServiceNow environment with your specific business objectives and requirements in mind can help ensure you're still getting the most from ServiceNow.

Randstad Digital is uniquely positioned to help organizations like yours do just that. Through our [SPARC — ServiceNow platform value management](#) framework, we assess your ServiceNow landscape based on your objectives and provide you with a road map for increasing the value of your ServiceNow implementation. We can also work with you to implement recommendations. SPARC's core focus is to help you understand the platform value of ServiceNow by enabling multiple ServiceNow stakeholders and use cases. Our assessment-led approach ensures that the utility and fitness of your platform remains intact.



ServiceNow, [ServiceNow Joins Fortune 500 List](#), June 2023.

This booklet takes a look at six organizations that turned to Randstad Digital and the SPARC framework to optimize a key function of ServiceNow within their environment.

#1 ServiceNow instance consolidation planning improves platform performance.

client challenges and needs

multiple legacy ServiceNow instances were causing problems for a multi-brand fast food chain, especially around data and process management. This created governance issues. And the lack of documentation meant higher support costs and outage

the randstad digital approach

randstad digital did a comprehensive assessment of their legacy ServiceNow instances. This included a review of functional aspects and a technical review of the legacy integrations and dependencies. We also performed stakeholder surveys and interviews to understand reasons behind the customizations.

outcomes

we provided the company with an actionable report to optimize data flow and integrations for better platform performance. This included recommendations for simplifying their service portal for both corporate and store users.

~15%

projected tech-debt
reduction post consolidation

#2 Insurance company streamlines service catalog optimization / joiner process.

client challenges and needs

several issues were creating inefficiencies with an insurance company's service catalog:

- complex catalog UI: The complex catalog interface had variables resulting in delayed and inaccurate data submission.
- manual processing: Data entry, task assignment, and completion were all done manually, leading to increased turnaround times and customer dissatisfaction.
- limited automation: Lack of data mapping and standardized automation practices hampered optimization.
- no AD integration: User creation and validation had to be done manually.
- complex workflows: Adaptability and change management were hindered.

the randstad digital approach

in addition to assessment and planning, Randstad Digital worked with the insurance company to implement changes:

- redesigned UI: They implemented a catalog builder to create structured sections and data collection.
- data automation: A backend table to automate data collection was built, reducing the need for manual input
- task automation: Subflows were implemented to automate the generation of certain catalog jobs.
- AD integration: Seamless integration with AD meant automatic user creation and validation.
- flow designer automation: A flow designer for comprehensive workflow automation was configured.

outcomes

randstad's efforts generated a range of benefits for this client, including:

- reduced manual effort: Faster turnaround times and user-friendly interface led to increased satisfaction rates.
- simplified configuration: Flow designer simplified usability.
- faster processing: Automated tasks and subflow reduced processing times.
- improved accuracy: Automated data handling minimized manual errors and improved data accuracy.

reduced processing time on average from
3 weeks to 1 week.

#3 transforming the service catalog for a global fast food chain.

client challenges and needs

a global fast food restaurant chain approached Randstad Digital to assess the functionality of its service catalog. It had several problems. The user portal and service catalog experience were dated and difficult to navigate, especially with duplicate, old, and non-relevant catalog items. Content and nomenclature were not suited for the company's wide variety of users. The platform governing body/process lacked structure. And there were too many gaps in skill sets, processes and procedures.

the randstad digital approach

randstad digital designed and implemented a plan to optimize the IT service catalog. We started by evaluating and rationalizing the current service catalog (including taxonomy, labels, and content level), creating an accurate inventory of all the services in the catalog. We then redesigned the existing catalog to better serve its four key audiences. We designed and deployed a new portal experience with an improved UI/UX, developed a roadmap for implementation, and created a governance framework for maintaining established service catalog standards.

outcomes

in addition to a consolidated, best practices service catalog, users experienced an updated and improved service portal experience. We eliminated unnecessary and duplicate items and provided a clearly defined operational model for enhanced governance.

catalog-based automation brings roughly
20–25% productivity improvements.

unified approval process enables
~10–15% cost avoidance.

#4 | itsm consulting and process improvement speeds issue resolution – and more.

client challenges and needs

a regional bank holding company was having issues with its existing IT service management (ITSM) platform, which couldn't deliver the broad range of capabilities needed to support IT and the business. Support resolution was slow. There were issues with instance and chain management, primarily because data was not accurately defined in the system. Ultimately, the company wanted to spread the cost of its technology investment across the enterprise, not just IT.

the randstad digital approach

using our SPARC methodology, we did a thorough review and assessment of the company's existing environment with a particular focus on ITSM consulting and process improvement. That assessment led to an actionable roadmap and a deeper understanding of how to improve the ServiceNow landscape to realize greater value.

Along the way, we:

- conducted a comprehensive ITSM tool study and comparison
- performed a review of all critical client IT and business processes
- assessed business objectives for the future of IT to align with overall business goals

outcomes

we completed a 5-week study and produced a 117-page comprehensive technical paper detailing the findings and recommendations. This included turnkey content to include in a comprehensive RFP. We also provided clarity around what tools could bring the most value and alignment with the company's business goals.

~8–10%

predicted efficiency gain through improved categorization

#5 | ppm implementation is a success with randstad digital's planning help.

client challenges and needs

a regional transportation and logistics company needed to implement and configure the ServiceNow Project Portfolio Management (PPM) Module. Its developers were having trouble translating requirements to successfully incorporate ServiceNow PPM into usable configurations in the platform. They needed a trusted advisor with deep expertise running a project / program management office (PMO) with ServiceNow as their portfolio, demand, and resource management system of record.

the randstad digital approach

randstad digital deployed skilled resources to help this company implement ServiceNow Strategic Portfolio Management (SPM), assist in SPM adoption across the enterprise, and realize the benefits. We leveraged our talent services to provide a certified, experienced PMO leader with ServiceNow implementation expertise. We developed a PMO foundations road map and assisted in tailored training. We also supervised the build process from both a business- and outcome-based perspective.

outcomes

by working closely with this client, we:

- defined a clear approach to quick wins and proven outcomes on the ServiceNow PPM platform
- provided a key advisory role to ensure the road map remained relevant and would continue to drive improvement
- increased visibility into the company's resource utilization and project planning for greater transparency

~20–25%

cost avoidance due to pre-planning and the prevention of delays

#6 servicenow assessment and roadmap is designed to increase control.

client challenges and needs

A wealth management company requested Randstad Digital perform a full assessment of its ServiceNow landscape, which lacked standardization, automation, and more. We discovered several challenges:

- complex non-standard implementation: No documented architecture, strategy, goals, or other guiding principles, like KPIs, success factors, or metrics, existed.
- data integrity challenges in CMDB: CIs didn't conform to ITIL/ServiceNow definitions, resulting in duplicate, overlapping CIs and the inability to do meaningful cross-functional reporting and/or analysis.
- manual, time-consuming request fulfilment: No service catalog was in place or planned in ServiceNow.

the randstad digital approach

we conducted a comprehensive strategy assessment of current state processes and ServiceNow usage. This included a thorough review of all incident and request ticket data over a 13-month period. We analyzed the health of the CMDB, assessed business objectives for the future of IT to align with overall business goals, and recommended a best-practice architecture to achieve its future vision.

outcomes

based on our assessment, we were able to:

- provide a clear vision of the best-practice platform architecture.
- establish a formal platform governance model.
- set the foundation for future platform expansion.
- create a comprehensive control framework.

10-15%

projected improvement in the CI data quality, potential to gain 20% faster MTTR



about us:

as a trusted Premier ServiceNow partner, we provide expert advisory services, HRSD solutions, and customized upskilling services to help you realize the full potential of your ServiceNow platform. Given our ServiceNow expertise and the proven SPARC framework, partner with Randstad Digital to increase the value of your existing or proposed ServiceNow implementation — aligning its benefits with your particular use case and required business objectives.

to learn more, visit

<https://www.randstaddigital.com/servicenow-solutions/>

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