3 STEPS TO MANAGE TECHNOLOGY SPEND AND RISK

Align teams to focus on consolidation, automation, and optimization

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Contents

What's keeping your teams from reducing cost and risk?

Your technology infrastructure and enterprise architecture are made up of a complex, inter-related estate of IT assets and business applications. Despite initiatives to reduce costs and minimize risk in this infrastructure, success is elusive for three primary reasons:

- Siloed and incomplete data about applications, software, and hardware, which creates risk
- Misalignment of asset management, enterprise, architecture, and strategy, resulting in waste
- Manual processes that prevent consistent and timely action at scale

The keys to success are visibility of data, collaboration between teams, end-to-end asset lifecycle management—and automation to enable it all. Unless your organization can implement these best practices, it will struggle to boost efficiency, achieve business goals, and adapt to constant change.

The state of cost and risk management

- **30%** more software and cloud spend is expected for organizations that don't by 2026.[1]
- **80%** of CTOs not using technology focused on business outcomes can't respond to disruption.[2]
- **48%** of organizations say that maintaining legacy apps is one of the top 3 challenges when implementing innovative technology.[3]
- **51%** of companies lose track of laptops and devices, leading to security concerns.[4]

[1] Gartner, The Future of the Software Asset Manager Is About Governance, Not Counting Licenses, 2023

[2] Gartner, Grow Revenue and Reduce Recession Risk by Clearing Technology Debt, 2022

[3] Gartner, Emerging Technologies: Top Development and Implementation Challenges Facing Product Leaders—2021 Survey Findings, 2021

[4] Forrester, Tame the Asset Management Beast, 2023

Build and mature on one platform

With a patchwork of applications and disconnected workflows, you can't bring teams together to optimize technology spend and mitigate risk unless you build and mature on a single, centralized platform. It allows you to plan and manage assets and technical resources, align teams and technology throughout the asset lifecycle, and reduce cost and risk at scale to maximize both existing and future investments.

A single-platform solution enables teams to increase communication, collaboration, and accountability, while automation eliminates manual work and connects interdependencies—helping you get to the right answers faster.

When you bring teams together on the Now Platform®, your organization can simplify work, save time, and scale results for significant gains.*

75% increased app utilization by product type

100% compliance and on-time retirement of end-of-life assets

$30M savings from optimizing software and minimizing security vulnerabilities

*Actual results from ServiceNow customers

In this guide, you'll discover a practical, three-step approach to optimizing technology spend and mitigating risk:

1. Consolidate

Use a single platform for planning technology and managing related assets to reduce redundancies and compliance failures.

2. Automate

Align teams and automate collaboration throughout the technology lifecycle.

3. Optimize

Maximize the value your technology investments by optimizing spend and mitigating risk.

STEP 1: CONSOLIDATE

Use a single platform to plan technology and manage related assets

Begin by making better decisions when you modernize technology management onto one platform. With all your data consolidated into a single source of truth, it's much easier to take an in-depth inventory of your IT assets, including software, hardware, business applications, and cloud resources. You'll gain insight into what you have, where it's located, how much it's used, and how it fits with your business strategy. You can then reduce overlap, plan your technology investments based on your gaps and needs, and manage your asset lifecycle end-to-end—all from the same place.

Essential steps:

- **Centralize your inventory view and standardize asset data.** Merge and clean your asset inventory data from a single source to conduct a comprehensive inventory. Minimize redundancies in hardware, software, and cloud resources as well as business applications.
- **Establish a technology reference model and reduce technical debt.** Define and enforce standards for quick identification of technical debt. Identify and rectify nonstandard applications, software, and hardware to reduce compliance risk.
- **Streamline capability planning and lifecycle management.** Align your technology portfolio with business needs and strategy. Make smarter investments and manage the entire asset lifecycle from a unified platform.

CONSOLIDATION IN ACTION

Davies

Davies accelerates IT transformation

Davies needed a flexible, scalable, and consolidated approach to IT. The company deployed ServiceNow Software Asset Management (SAM) and Hardware Asset Management (HAM) in its procurement department. Real-time data and dashboards provide maximum oversight of the IT estate. Davies is also implementing Strategic Portfolio Management (SPM) for a single enterprisewide view of demand and projects.

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"ServiceNow is a key operational platform for us. To be able to deliver a single platform; it really supports our strategy around consolidation."

Darrell Burnell
Group Head of Technology, Davies

1	platform to underpin operations
50%	faster upgrade times
+	Greater oversight of IT estate

STEP 2: AUTOMATE

Align teams and automate collaboration throughout the technology lifecycle

With this step, you can streamline the technology lifecycle management process with enterprise architecture and asset management teams aligning on the same strategic goals. When all data is consolidated on a unified platform, everyone has a comprehensive view of the IT estate to collect and analyze data. This complete transparency and shared insight—along with the power to create automated, cross-department workflows at scale—enables teams to collaborate seamlessly on:

- **Onboarding assets and requests efficiently** to mitigate risks associated with end-of-life hardware and software.
- **Establishing application and asset security, policy, and controls** to minimize security breaches from hardware and software vulnerabilities.
- **Monitoring IT asset total cost of ownership and use** to regularly reclaim or refresh hardware, software, and business applications as well as meet technology standards and governance policies.

This kind of effortless collaboration not only boosts efficiency, but it also enables teams to confidently make joint, data-driven decisions to rationalize their technology portfolio and minimize debt. Together, they determine whether to invest in, sustain, retire, or migrate technology.

AUTOMATION IN ACTION

Covéa Insurance empowers staff with automated services

European insurer Covéa needed to replace its outgrown support desk solution, streamline asset management, and meet compliance requirements—in a highly regulated industry. The ServiceNow platform helped the company create a user-friendly internal self-service portal and simplify audits with fast access to data and better visibility of the IT estate.

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"We'd outgrown our previous solution, and it was no longer fit for purpose for a company of our size. We also wanted to take the opportunity to streamline and automate time-consuming processes, such as procurement."

Deborah Mulderrig
Digital Asset Manager, Covea Insurance

£450K+ estimated ROI for asset management in year

2K employees empowered to self-serve

£810K estimated cost avoidance in compliance in year

STEP 3: OPTIMIZE

Maximize technology investments by optimizing spend and mitigating risk

The final step of maturity for managing spend and risk is optimization, where the focus is on expanding achievements to grow the business. With the enhanced data visibility provided by a single-platform solution, teams can align their technology modernization decisions with the overarching strategy. They can plan decisions on a roadmap, track their progress against goals, and effectively execute to maximize investments.

Essential steps:

- **Optimize software, hardware, and cloud resource spend.** Enable close collaboration between teams and improved access to comprehensive data to enhance decisions about technology modernization for the cloud, leading to cost savings.

- **Reduce risk of asset loss, police noncompliant technology, and maintain audit-ready governance.** Lower risks from hardware loss and security vulnerabilities, and proactively assess risk by checking for noncompliant business applications, software, and hardware.

- **Prioritize roadmaps aligned to goals, then execute to deliver value faster.** Unify your initiative backlog and prioritize it based on goals—enabling roadmap-based decision planning, progress monitoring, and rapid delivery of value.

OPTIMIZATION IN ACTION

Argonne NATIONAL LABORATORY

Argonne National Laboratory centralizes operational service to improve science needs

Argonne is a science and engineering research center with rigorous security responsibilities and efficiency standards. It needed to tear down silos and manage IT assets on a more granular level. ServiceNow provided a platform that started with IT but now interconnects services across departments and enables scientists to do their jobs more efficiently.

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"ServiceNow has continued to mature and is providing us the solutions that we need so that as our organization changes, or our demands within our organization change, they're providing us those answers."

Michael Kukla
Incident Process and Service Level Manager,
Argonne National Laboratory

Greater data intelligence

More cross-department collaboration

Faster adaptation to changing needs

Extend automation everywhere

Workflows from ServiceNow can move mountains of automation, elevating the employee and customer experience while driving efficiency across the enterprise. But chances are, you also have unique manual workflows and islands of complex technology that won't be covered by our packaged solutions.

Intelligent automation from ServiceNow is made up of key low-code tools and connectors to help you blaze the trails of automation between the mountains and ascend the highest peaks. You will have the end-to-end automation you need to quickly create custom apps and unify disparate systems. And that means faster innovation and reduced costs for your organization. You'll be empowered to:

- Optimize manual or legacy processes to deliver extraordinary IT experiences.
- Uncover new automation opportunities and gain full visibility into operational health.
- Connect any system, data, or document to ServiceNow workflows.
- Expand your pool of AI-enabled developer talent to rapidly build low-code apps.
- Increase the productivity of your most skilled developers with the power of GenAI.
- Apply enterprise standards to govern app quality and data security.

Turn to ServiceNow to respond faster to your ever-changing business needs. Use a single automation platform that connects people, processes, and systems with custom digital workflows.

→ Learn More

5x more automation is enabled by market leaders vs. their counterparts.

Bain & Company, A New Dawn for Automation

Expected outcomes from extending automation in the enterprise

20%	increase in revenue and pipeline
15	legacy apps consolidated onto one platform
40%	drop in manual transaction processing
4X	faster delivery of apps

Source: ServiceNow customer results from case studies.

Get even more value from service operations with the help of a ServiceNow partner.

Bring your teams together to optimize technology spend and mitigate risk

ServiceNow enables you to spend on what matters to your business strategy and be proactive in addressing risks to your governance and security. With a single-platform solution, you can bring focus to your technology teams, data, and decisions through intelligent, end-to-end management of the asset lifecycle.

- **Future-ready intelligent platform**
- **Single data model for action**

Consolidate

Use a single platform

Automate

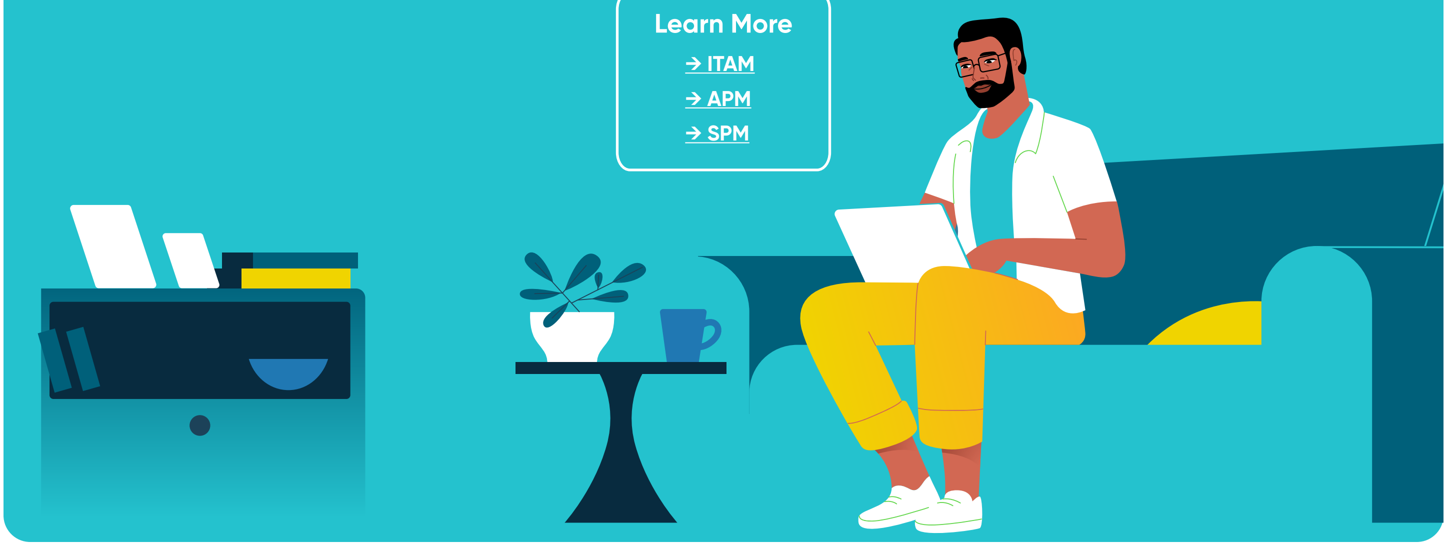
Drive efficiency from decision to action

Optimize

Scale results to save money and reduce risk

Learn More

→ ITAM
→ APM
→ SPM

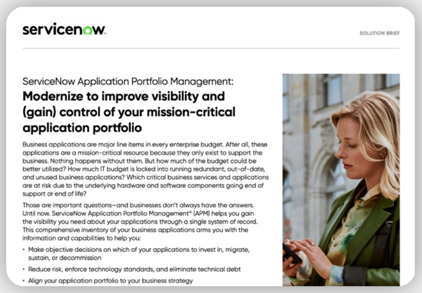


For a deeper exploration of ServiceNow solutions, we recommend the following resources:

Gain control of your mission-critical application portfolio

Learn about a more strategic approach to your application investments to ensure your business application portfolio fully meets the future needs of your business.

Read Solution Brief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SOLUTION BRIEF

ServiceNow Application Portfolio Management:

Modernize to improve visibility and (gain) control of your mission-critical application portfolio

Business applications are major line items in every enterprise budget. After all, these applications are a mission-critical resource because they only exist to support the business. Nothing happens without them. But how much of the budget could be better utilized? How much IT budget is locked into running redundant, out-of-date, and unused business applications? Which critical business services and applications are at risk due to the underlying hardware and software components going end of support or end of life?

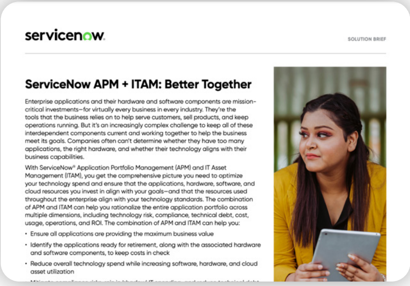
Those are important questions—and businesses don't always have the answers. Until now. ServiceNow Application Portfolio Management® (APM) helps you gain the visibility you need about your applications through a single system of record. This comprehensive inventory of your business applications arms you with the information and capabilities to help you:

- Make objective decisions on which of your applications to invest in, migrate, sustain, or decommission
- Reduce risk, enforce technology standards, and eliminate technical debt
- Align your application portfolio to your business strategy

ServiceNow APM + ITAM: Better Together

Do you have too many applications? The right hardware? Does your tech align with your business capabilities? This solution brief shows how to get a comprehensive picture to optimize your technology spend.

Read Solution Brief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SOLUTION BRIEF

ServiceNow APM + ITAM: Better Together

Enterprise applications and their hardware and software components are mission-critical investments—for virtually every business in every industry. They're the tools that the business relies on to help serve customers, sell products, and keep operations running. But it's an increasingly complex challenge to keep all of these interdependent components current and working together to help the business meet its goals. Companies often can't determine whether they have too many applications, the right hardware, and whether their technology aligns with their business capabilities.

With ServiceNow® Application Portfolio Management (APM) and IT Asset Management (ITAM), you get the comprehensive picture you need to optimize your technology spend and ensure that the applications, hardware, software, and cloud resources you invest in align with your goals—and that the resources used throughout the enterprise align with your technology standards. The combination of APM and ITAM can help you rationalize the entire application portfolio across multiple dimensions, including technology risk, compliance, technical debt, cost, usage, operations, and ROI. The combination of APM and ITAM can help you:

- Ensure all applications are providing the maximum business value
- Identify the applications ready for retirement, along with the associated hardware and software components, to keep costs in check
- Reduce overall technology spend while increasing software, hardware, and cloud asset utilization

IT asset discovery: from visibility to workflow

To sustain and build your business, you need a clear picture of the technology assets that drive it. This white paper shares asset discovery strategies for software, hardware, and cloud-based resources.

Read White Paper

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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.