Your comprehensive guide to ServiceNow implementation

What does it take? A holistic maturity assessment by a technology and consulting partner that understands your needs and delivers on the promise of ROI backed by robust proof of value.

Strategic consulting approach

Navigating the complexities of Greenfield implementation demands a strategic consulting partner with proven experience in orchestrating large-scale technology transformation and a collaborative mindset focused on tangible business outcomes. Greenfield implementation is ideal for enterprises seeking to start with a clean slate that will establish new platforms and infrastructure from the ground up, tailored to their need. The approach offers excellent opportunities for innovation and agility, allowing businesses to leverage the latest technologies and best practices without the constraints of legacy systems. A successful Greenfield implementation requires a partner who can comprehensively understand technological capabilities and business requirements and meticulously plan and deliver on enterprise objectives.

The road to successful Greenfield implementation requires outlining the key milestones, deliverables, and success metrics while considering risk, scalability, and future-proofing strategies. A proficient IT partner must foster open communication, stakeholder engagement, and knowledge transfer throughout this journey to drive a seamless transition. Adopt a holistic consulting approach that focuses on robust alignment with business objectives and drives collaboration at every stage of the journey. At Brillio, we typically approach a Greenfield project by engineering new implementations and recovering and optimizing existing implementations to maximize the value of your ITSM platform. We then engineer ITSM process workflows for maximum process adherence, effectiveness, and visibility centered around automated solutions, reducing reliance on manual updates and ensure a comprehensive view for clients.

Greenfield implementation best practices

Here are a few Greenfield best practices across technology, finance, and operations.

- Define goals and objectives before the ITSM implementation.
- Map the existing processes and workflows to identify the bottlenecks, inefficiencies, and improvement areas.
- Automate routine tasks such as incident routing, approval workflows, and reporting.
- Implement ITSM in phases, addressing critical processes first and gradually expanding to other areas while continuously evaluating progress.
- Identify and implement third-party integration to be proactive toward updating and monitoring data.
- Foster effective communication and collaboration between IT teams and other departments.
- Follow an organizational change model with proper planning for training and education to increase adoption along with a smooth rollout.

Financial:

- Perform proof-of-concepts to estimate the efforts required for the implementation.
- Outline detailed feasibility checks during the proposal phase.
- Account for other pre-requisite preparations in sprint zero and one.

Operational:

- Conduct comprehensive testing with stakeholders, including functional, unit, integration, performance, and user acceptance testing (UAT).
- Involve stakeholders during the planning, design, and implementation phases and gather feedback to address concerns.
- Create detailed process documentation, training materials, and knowledge repositories for ongoing reference and training.

Brillio's three-phased process to Greenfield implementation

Phase 1: Consultation (We assess your current infrastructure and move the needle ahead to implement best-in-class capabilities).

Operations maturity assessment

- As part of our initial assessment, we assess the maturity of your operations using our 'Digital Index' framework.
- The digital index is a grade-point score (1–lowest, 5–highest) that measures the maturity of a business function within the organization from an IT, service operations, or experience management perspective.
- After the initial assessment, we perform a **3P gap analysis** from:
    - A **'people'** perspective: To check for gaps in competencies or skills.
    - A **'process'** perspective: To check whether unified or structured processes are followed for L0, L1, L2, L3, and L4 levels.
    - A **'platform or tools'** perspective: For instance, is the current platform scalable, mature enough, and fully utilized based on its full range of capabilities? After we complete the gap analysis, we elevate your digital index score to a four or higher over one year.
- Next, we create a series of transformation themes. These themes usually revolve around platform modernization, where we transform your service, asset, or operations management platforms by leveraging a platform like ServiceNow. These themes will help you improve your digital index further and, by extension, your operations.

- Once finalized, we take these transformation themes back to our foundry. Our Center of Excellence (CoE) performs the following steps to help you decide on an ITSM provider:
    - We perform a comparative analysis of top platforms and tools. This is a weighted average score about your existing tools versus other industry-leading tools like ServiceNow, Cherwell, Ivanti, and others to help you realize your transformation themes through a stacked comparative ranking of these platforms.
    - During this time, for IT migration or modernization of native, inherent capabilities and improved insights and analytics, ITSM platforms like ServiceNow emerge as a top contender for large enterprises. Others like Freshworks, ManageEngine, SummitAI, and SolarWinds emerge as top contenders for small and medium enterprises.
    - As the final step in this phase, we perform a rapid proof-of-value to help you narrow down on a platform. At this stage, you will see precisely how much tangible value is provided by a platform like ServiceNow.

Phase 2: Implementation (We gather requirements to give you the estimation, pricing, ROI, and value calculation).

ROI estimation: Have you invested in ServiceNow implementations? We can provide the necessary business and financial value for these ITSM implementations. Here's how.

IT service management

- **33%** faster incident resolution
- **30%** improved fulfillment in agent efficiency
- **25%** faster major outage resolutions

With Virtual Agent, we've transformed IT service delivery. Users now get an instant response. It's easy to use and increases service desk productivity.

Modernize and automate your IT delivery

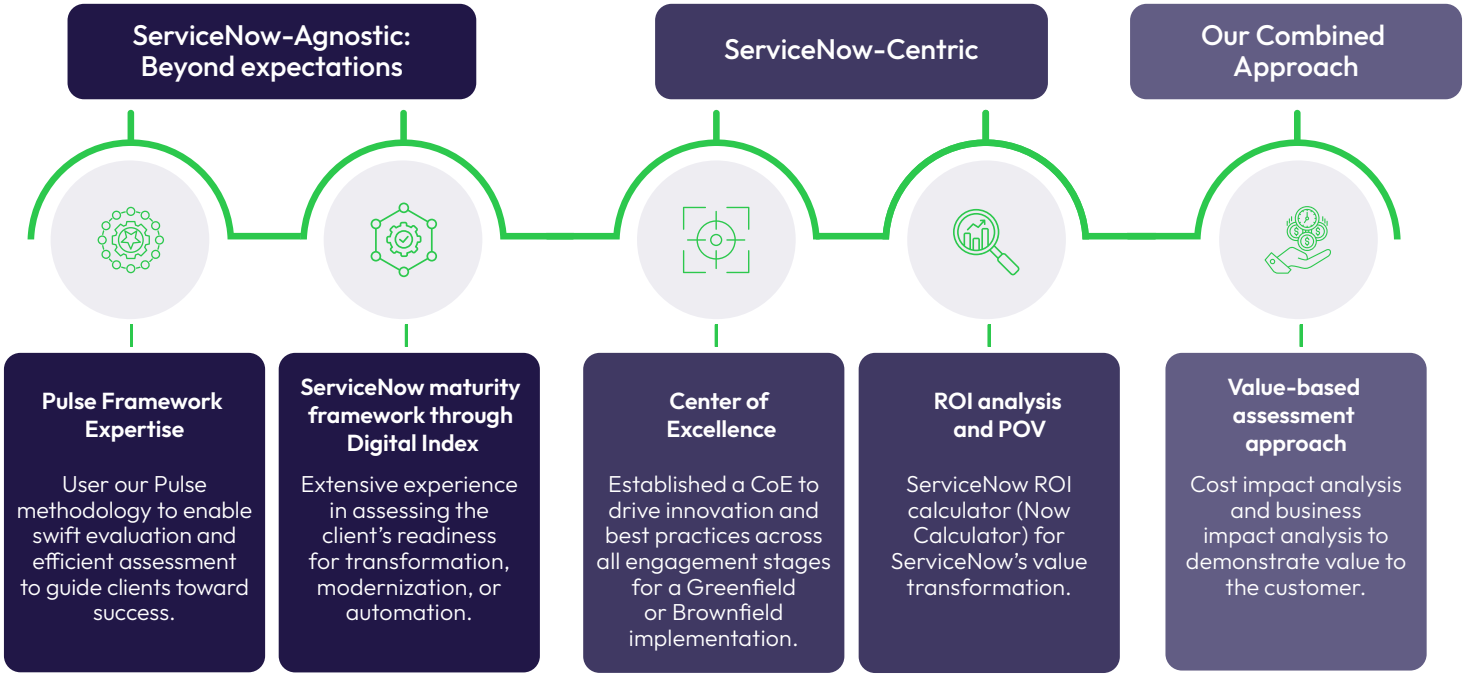
Do away with legacy systems and modernize your IT delivery with market-leading cloud solutions. Consolidate to a single system of engagement, make smarter decisions, and track service delivery in real-time. Respond faster to incidents and reduce tickets with

built-in AI. Scale your IT staff using virtual agents that respond to employee queries automatically. Prioritize and solve critical issues quickly with native platform intelligence. Accelerate technology changes in minutes instead of days or weeks using automated change while service desk agents include AI-assisted recommendations in a single location. Achieve new levels of collaboration and satisfaction with mobile experiences and boost customer satisfaction with a modern and responsive face-to-face service experience.

Phase 3: Post-implementation support and value creation

During this phase, we continue to be the custodian for the platform during the 'build' and 'operate' stages after deployment following which we transfer the ownership of operations to you. We have state-of-the-art IPs and accelerators for all three phases of a ServiceNow Greenfield implementation which we will highlight in the next section.

A success recipe for ServiceNow implementation



Getting started with ServiceNow: Why partner with us?

Our value proposition

- **Strong expertise in managing complexity:** We bring proven experience to handle the complexities of organizations, ensuring smooth transitions and efficient operations.

- **Extensive industry and program experience:** With extensive knowledge of similar industries and a rich history of managing similar work programs, we build effective and tailored ITSM solutions.

- **Rapid, future-ready transformation:** We offer a swift transformation onto a robust platform designed to meet your current needs and future IT and service demands.

- **Comprehensive stakeholder and process acumen:** Our extensive knowledge of stakeholders and intricate processes enables us to deliver precise and impactful solutions.

What tangible business outcomes can you expect?

- An improved, unified, and scalable ServiceNow platform.
- Reduced operational and support costs.
- Improved collaboration with seamless integration.
- Enhanced service delivery with clearly defined SLAs.

Our certified ESM systems integrators with consulting and implementation expertise lead in identifying business and IT requirements aligned to your vision and CXO charter to drive both Greenfield and Brownfield implementations. We serve medium to large enterprises across North America, Europe, and India. Our ServiceNow expertise spans industries with a special emphasis on Banking and Financial Services, Telecommunication, Healthcare, Life Sciences, and Retail. Our simple philosophy is to leverage the best investments you have already made and plan a phase-wise transformation with minimal overlap while introducing a new platform and migration switchover, factoring organizational changes and risk management.

Our ServiceNow background, services, and qualifications

We are a certified **ServiceNow Global Managed Services Partner**-a designation given by ServiceNow to partners who meet the following criteria:

- **150+ ServiceNow enterprise digital transformations:** Includes automating and digitizing IT, enabling employee and customer processes and workflows, and supporting cross-functional operations and workflows, all leveraging the ServiceNow capabilities.

- **250+ ServiceNow certifications and accreditations:** Includes training and maintaining personnel certifications on the ServiceNow platform. Our ServiceNow architects and consultants design solutions for enterprises across industries, develop accelerators and new ways of working, leveraging the ServiceNow platform, and drive thought leadership and innovation in collaboration with our ServiceNow partners.

Furthermore, we have been partners with ServiceNow since 2015 and have expanded and matured our capabilities. We have an established ServiceNow CoE that focuses on the ServiceNow platform and corresponding innovations, accelerators, and points of view. Our CoE is integral to all our ServiceNow development and implementation activities as it has an established delivery methodology and development approach.

Our ServiceNow journey and implementation

JOURNEY

2015 - 2016

ServiceNow CoE setup Hyper-intelligent automation solutions on Now and showcased at **Knowledge 2015**

2017 - 2018

Developed one click deployment Infra-as-a-code ServiceNow solutions for global biopharmaceutical clients.

2019 - 2020

ServiceNow selects Brillio for migrating their mission critical multi-geo SAP workloads to Azure.

2021 - 2022

Global MSP with **Cognitive services** on **brillioOne.ai™ industry solutions ServiceNow Azure Knowledge 2022** delegate.

2023 - 2024

EMEA Partner Winner Consulting and Implementation Reseller CSAT of **4.67/5. Elite partnership** (ongoing)

ServiceNow credentials

150+ ServiceNow engagements across workflows

50+ Average number of implementations experience of solution architects

100+ Now-certified CoE Team

- **Territories of** AMS (United States, Canada), APJ (India), EMEA (UK, Germany)
- **Industries covering** financial services, retail, healthcare and life sciences, manufacturing, telecom media technology, and government.
- **Global talent pool of** Now solution architects | consultants | business process analysts | project managers | administrators | tech leads | implementation specialists (developers) | quality assurance (testers)
- **NOW platform expertise** AIOps | AI conversational bots | Multi-cloud lifecycle management | Predictive analytics | BPA | Robotic process automation | Smart asset management | Mobility | SecOps | IRM | ITSM | ITOM | ITAM | SPM | Custom applications | CSM | HRSD | Integration hub | Workplace automation | Creator workflows | Performance analytics | Persona-based dashboards | Now store

servicenow PREMIER Partner Consulting & Implementation

2023 EMEA PARTNER Award Winner servicenow

servicenow PREMIER Partner Service Provider

servicenow PREMIER Partner Reseller

Journey

Brillio's NOW development and implementation model are aligned to ServiceNow Implementation Methodology (SIM), a globally accredited framework that ensures consistent deployment success for any organization. The SIM-enhanced methodology consists of five stages that are applied adaptively based on the chosen ServiceNow products and their respective in-scope requirements. These stages are as follows:

- **Initiate:** Understand lineage requirements, begin the preparation, provide adequate staff for the delivery team, and conduct formal engagement kickoff workshops to understand process and platform needs.
- **Plan:** Finalize engagement timelines and refine configuration requirements (epics, user stories, and tasks).
- **Execute:** Create Run Agile Scrum cycles to realize business objectives and value through rapid configuration and transparent reporting.
- **Deliver:** Drive UAT, training, customer support readiness, go-live, and post-go-live support.

Implementation

Our implementation framework is aligned with a proven and recommended approach of ServiceNow implementation methodology (SIM) which emphasizes industry best practices and processes to ensure a seamless implementation of ServiceNow.

1 month

Initiate

- Work in conjunction with customer teams to understand key business requirements of project.
- Work with clients for platform license procurement.
- Design and develop a detail scope of work for the project ex-ITSM, integrations, import from remedy, etc.
- Derive SLA metrics based on requirements and develop project workflows.

Plan

- Our ServiceNow team will design and develop workflow details.
- Refine configuration requirements (stories).
- Workflow will include approval process and transition stages of request from Intake, successful distribution and closure.
- Workflow will also include configuring notifications, part of standard request life cycle management norms.

4-7 months

Execute

- Prepare low level design documents for each module
- Enable plugins, create workflows, and define processes.
- Prepare master data, assignment groups, members, roles definition etc.
- Build test plans, test cases, traceability matrix.
- Run agile scrum cycles to realize business objectives and value through rapid configuration and transparent reporting.

Deliver

- New ServiceNow platform with ITSM and other capabilities.
- Customized workflows for requests.
- Build integration with Microsoft Entra / IAM, Azure DevOps, Power App.
- Update test plans, test cases, traceability matrix.
- Customization of modules based on the client's business requirements.

1 month

Close

- UAT conducted.
- Test-fix-retest process iterates.
- Prepare training documents.
- Upon successful UAT, based on the package type (new/upgrade), updates are sent to the team.

Go-live and hyper care

Organization change management and training

Client success stories on ServiceNow implementation

Success story 1: A large UK roadside breakdown services provider

84 critical applications mapped

Weekly automated updates to maps

Regulatory requirements met

Challenge: This client was under regulatory scrutiny and needed to demonstrate its strategic planning toward defining impact tolerances at a business process level to the Financial Conduct Authority (FCA). This need became more pronounced following a cyber breach, which, despite its scale, revealed several significant gaps in the organization's understanding of the intricate dependencies between its applications and the underlying infrastructure.

Compounding this issue was the uptick in the frequency of essential incidents and the mean time to recover from these substantial disruptions. Moreover, the organization grappled with the need for a unified source of truth for inventory or configuration management, complicating the association of applications with their respective business processes. This exacerbated the deficiency when critical infrastructure outages occurred, as the client couldn't accurately identify the impacted services.

Solution: We developed a comprehensive plan to map the client's top 15 business processes to manage and enhance, supported by 84 identified business applications. Utilizing ServiceNow IT operations management (ITOM) discovery for horizontal mapping and top-down discovery has allowed for establishing a long-term, automated solution. Stakeholder workshops were conducted across all levels to define the dependencies between business processes and applications and to gather necessary technical data. This approach created 74 service maps in an agile, iterative manner, maximizing productivity and providing an executive-level business process dashboard. Furthermore, the operationalization of ServiceMap and CMDB has facilitated implementing new configuration processes and communication plans to embed the newly created maps across business and IT groups.

Outcome: The client gained a detailed, data-driven plan to meet FCA regulations. Its operational resilience team now had a rich data source to support all activities. In the event of a future cyber breach, the client will be prepared to isolate the affected system, significantly reducing the time and cost required for recovery. Thanks to completing service maps, the client reduced the mean repair time. The change process has been enhanced by making the service map the core of the Change Advisory Board (CAB). Furthermore, the client established a clear requester for IT assets and moved away from self-selecting the impact view of these assets. This was complemented by having an updated asset currency, such as the operating system version, an updated service catalog, and a plan for better utilization of resources.

Success story 2: A German multinational insurance company

£2 million savings over three years

3 to 1 incident reduction

More than 10,000 tickets reduced per month

Challenge: This client's business and IT functions had a flawed perception of ServiceNow, finding it difficult and inflexible to use, which led to poor business adoption. Their existing ServiceNow instance was heavily customized, complicating upgrades and making maintenance expensive. Furthermore, the client was dealing with multiple cases of ServiceNow built to a restrictive vendor blueprint and utilizing an end-of-life version. The legacy Configuration Management Database (CMDB) they used proved unproductive. In response to these challenges, our CloudStrateX team implemented a new out-of-the-box ServiceNow instance aligned with the business case to streamline their processes and reduce costs.

Solution: Our team successfully implemented a new global ServiceNow instance within four months, seamlessly integrating it into the client's internal processes and operational functions. This major upgrade involved consolidating three previous instances and creating 12 integrations between legacy systems and the new ServiceNow platform, significantly enhancing operational efficiency. Moreover, the legacy CMDB was migrated to a single automated CMDB in the latest ServiceNow instance, laying the foundation for a more extensive and automated service, asset, and configuration management process. To fully leverage the new platform's capabilities, we deployed novel methods to support the latest ServiceNow modules, including incident, problem, change, knowledge, and request. The key partners also transitioned from the old, proprietary platform to the new, client-focused platform, marking a significant milestone in the company's digital transformation journey.

Outcome: Our strategy led to **£2 million** in savings over three years for the client while also increasing customer satisfaction through upgrades, future-proofing initiatives, and supplier transparency. We've significantly reduced service desk tickets and achieved tool consolidation, enforcing process standardization and control. There has been a heightened awareness around ServiceNow, kicking off with a service portal that marks the first step in self-service. We introduced a significant incident module for enhanced stability and established control, driving the platform without vendor lock-in issues. Thanks to automated end-user communication, our service desk no longer needs to chase more than 10,000 monthly tickets.

Furthermore, automated end-user surveys and ticket closure processes boosted customer satisfaction. The roadmap for our application portfolio is clearly defined, unlocking seven processes and over 1.5 million configuration items. We've created a single point of truth for data, underlining our substantial investment in digital transformation. This comprehensive approach streamlined operations and solidified our foundation for future advancements.

About Brillio

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.

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