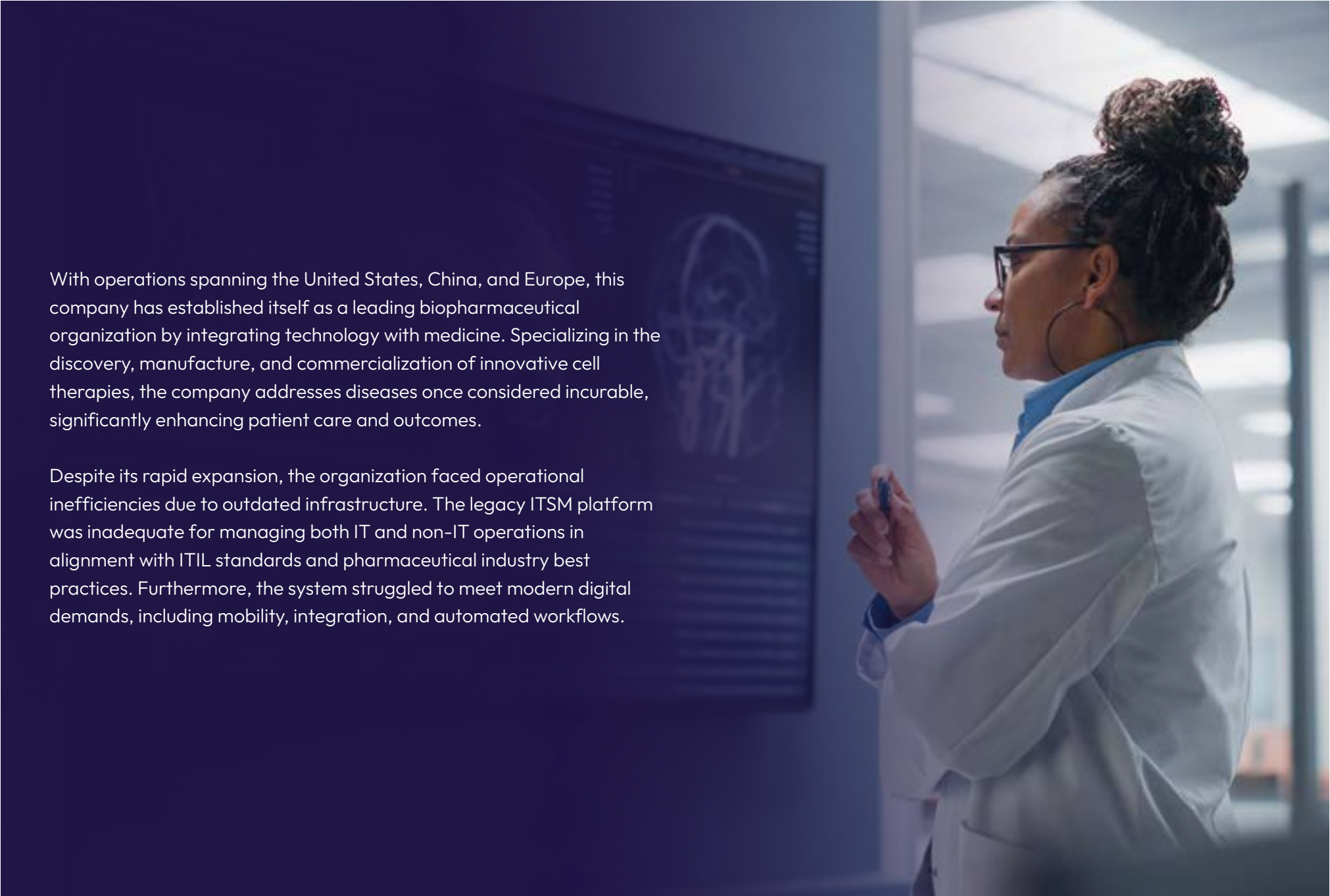




70% improvement in customer satisfaction for a Biopharma leader with ServiceNow

Modernizing legacy platform and
streamlining workflows for enhanced
operational efficiency



A woman with dark hair in a bun, wearing glasses and a white lab coat over a blue shirt, is pointing with a blue pen at a large digital screen. The screen displays a medical image, possibly a brain scan, with some text and data. The background is a modern laboratory or office environment with large windows and glass partitions.

With operations spanning the United States, China, and Europe, this company has established itself as a leading biopharmaceutical organization by integrating technology with medicine. Specializing in the discovery, manufacture, and commercialization of innovative cell therapies, the company addresses diseases once considered incurable, significantly enhancing patient care and outcomes.

Despite its rapid expansion, the organization faced operational inefficiencies due to outdated infrastructure. The legacy ITSM platform was inadequate for managing both IT and non-IT operations in alignment with ITIL standards and pharmaceutical industry best practices. Furthermore, the system struggled to meet modern digital demands, including mobility, integration, and automated workflows.

Inefficient Onboarding and Low Platform Adoption

One major challenge was the manual and cumbersome process of onboarding new users, which relied heavily on email communication and resulted in inefficiencies. Many requests were submitted as Word documents that needed to be filled out and signed, further contributing to delays and manual handling, which hindered timely fulfillment and posed security and compliance issues.

Additionally, platform adoption across the organization was low, with many employees not fully utilizing its capabilities. Basic functionalities, such as problem management and an updated Configuration Management Database (CMDB) for servers and assets, were not fully enabled. The lack of integration with Microsoft products like Teams and the absence of chatbot enablement further limited the platform's effectiveness and user engagement.

Recognizing the need for digital transformation to support its accelerated growth, the company partnered with Brillio to scale up its IT infrastructure and operations.

Migrating to ServiceNow and Overhauling Outdated Infrastructure

To address these challenges, Brillio and the client selected the ServiceNow ITSM module as a viable replacement for the existing ITSM framework. However, implementing and optimizing this new platform presented significant challenges. A seamless IT service operation required consistent integration of the ServiceNow platform with the company's existing tools and applications.

ServiceNow was recommended as the platform of choice to maximize platform optimization and fully utilize the capabilities for which licenses had already been purchased or investments made. The platform also offered significant advantages in enhancing user experience, increasing compliance, and strengthening security. By consolidating various

ITSM processes—such as incident, change, request, problem, and knowledge management—onto a single platform, ServiceNow provided a streamlined and efficient solution for tracking and managing all aspects of IT service management.

The project was initiated by Brillio by collaborating closely with the company's IT business partner leadership and other key stakeholders, including security, data governance, and the IT team, to assess, analyze, and understand the existing processes. The customization and implementation of the ServiceNow platform were carried out while designing, configuring, and deploying operational solutions across various ITSM elements.

The existing workflows needed to be customized to align with the company's specific management, security, and operational requirements.

A Blueprint for ServiceNow ITSM Implementation

A set of best practices was adopted to ensure the successful implementation and optimization of the ServiceNow ITSM module. The company first defined clear objectives and scope, establishing specific goals and managing the project scope to prevent any gaps. Early stakeholder engagement was prioritized, with key stakeholders involved from the outset and feedback mechanisms established to guide the process. Emphasizing the importance of leveraging out-of-the-box features, the team focused on configuring the system rather than customizing it extensively. A robust change management process was put in place, standardizing change procedures and utilizing a structured Change Advisory Board (CAB) for approvals.

The company optimized incident and problem management processes to further enhance efficiency and leveraged automation wherever possible, particularly for workflows and self-service tasks. Comprehensive training was provided to users, fostering a culture of continuous learning and ensuring effective platform adoption. Regular reviews were conducted to incorporate feedback and drive ongoing improvements. Lastly, the company adhered to regulatory requirements and implemented stringent security measures to ensure compliance and protect sensitive data.

Brillio facilitated the migration of all manual form processes to workflow-driven solutions, utilizing a low-code/no-code platform to streamline operations.

Reducing Support Response Time by 80%

Brillio's comprehensive support and ServiceNow optimizations have significantly improved the company's service desk efficiency by implementing a single, unified service management platform. These enhancements led to remarkable outcomes, including an over 80% reduction in response times and a substantial increase in customer satisfaction, which rose from 40% to 70%. Additionally, the employee experience saw considerable improvement, with expanded engagement and efficiency directly contributing to an enhanced customer experience.

Furthermore, the automation of various IT elements, such as governance, security, and compliance management, resulted in a notable reduction in operational costs, making the overall system more cost-effective and efficient.



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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