Align Technology Investments to Business Value with IT Business Management

Enterprise leaders today grapple with a gross misalignment between business objectives and technology projects.

Believe it or not, only about 25% of the digital transformation investments by organizations result in a meaningful ROI[1]. The most common reason for this is that they struggle to connect work executed by teams across the enterprise to their top level business strategy. In fact, just 44% of projects delivered are considered successful and aligned to strategic objectives[2]. So, it's no surprise that the Project Management institute reports that 11.4% of project budgets are wasted[3]. This disconnect is costly: a diminishing value delivered from project and product teams as well as a poor return on business and technology investments.

Three reasons for the disconnect

1. Executives cannot get clear visibility into strategic investments, resulting in a misalignment between what is executed and what the teams are working on.

2. Complex annual business models -- with rigid definitions, planning, and allocation structures --impede organizations from dealing with uncertainty and quickly adapting to change.

3. Lack of a single solution for managing projects and products across different methods -- from waterfall, to Agile, to SAFe -- leads to delays in product delivery.

The ServiceNow IT Business Management (ITBM) solution

To manage successful enterprise-wide initiatives, such as cloud migrations, DevOps or agile transformation, you must:

- Plan, prioritize, and track initiatives aligned to business objectives in one solution to drive greater portfolio value and an optimal return on investments across the enterprise.

- Provide visibility into how funds are tied to strategic initiatives to ensure executives align their investments to desired strategic outcomes.

- Create, compare, and balance multiple investment scenarios to continuously optimize plans Empower teams to efficiently execute projects in the management method they choose to ensure the greatest ROI for products, services, or applications they deliver.

ServiceNow ITBM enables you to deliver business value faster by:
- Managing outcomes to create value
- Adapting plans to manage uncertainty
- Scaling work to deliver results faster

Examples of customer results:

Alcon
SEE BRILLIANTLY

JABIL

ASSURANT

40%
Faster completion of annual plans[5]

25%
Increase in operational efficiency[6]

>30%
Faster time-to-market delivery[7]

Manage outcomes to create value

The ITBM solution provides a centralized location for all demand for simplified visibility throughout the demand process. You can align your investments to business strategies and quickly take innovations to outcomes.

Adapt plans to manage uncertainty

Adapt your plans and re-focus teams to reach the best business outcomes when change happens. With the ITBM solution, you can incorporate business flexibility into continuous planning that surfaces and reallocates budget, human capital, and technology-driven innovation on a quarterly or event-driven basis.

Scale work to deliver results faster

The ITBM solution allows you to use any method of work -- waterfall, agile and hybrid -- to boost productivity and work on opportunities that deliver the most value. It enables team-driven partnerships between the business and IT while connecting to the DevOps toolchain to increase scale and pace of delivery.

Outcomes you can expect:[4]

- **400%** ROI in three years
- **20%** productivity increase
- **23%** faster time to market

Manage outcomes to create value

The ITBM solution provides a centralized location for all demand for simplified visibility throughout the demand process. You can align your investments to business strategies and quickly take innovations to outcomes . These applications help you to do that.

Demand Management

Centralize all your strategic requests from the business and consolidate the investment decision process for new products and services. Simplify ideation— generating, developing, and communicating new ideas—to support corporate initiatives that improve, drive, and grow the business.

Portfolio Management

Create portfolios that are collections of related programs, projects, and demands. Then perform financial planning and monitor the status and progress of these portfolios.

Innovation Management

Capture, vote on, vet, and track innovative ideas from employees — all from a single location.

Resource Management

Leverage management and forecasting capabilities together in a single tool. Allocate your staff more effectively by viewing both strategic and operational work to determine which resources are truly available at any given time.

Roadmap Planning

Plan, align, and communicate work plans and initiatives to see the impact of proposed investment decisions using an Alignment Planner Workspace that includes Roadmap Planning. Visualize and communicate cross-functional plans.

Strategic Portfolio Management

Evaluate the strategic value of an your projects and demands with Strategic Spend Tracking for PPMIdentify the purpose and benefits of executing demands and projects and how they contribute to achieving the company's strategic goals.

Performance Analytics

Analyze and report on IT spend, project portfolios, and application costs with this an easy-to-use, integrated and interactive application. Access to real-time trends and drill down to performance results that can empower leaders to make better decisions about business value.

Predictive Intelligence

Leverage machine learning algorithms to search and display similar ideas, demand, projects, and applications. Rely on Predictive Intelligence to learn from patterns in your historical data that will enable you to better estimate and plan for demands and project needs.

Adapt plans to manage uncertainty

When change happens, you must be flexible enough to adapt your plans and re-focus teams to reach the best business outcomes. With our ITBM solution, you can incorporate business flexibility into continuous planning that surfaces and reallocates budget, human capital, and technology-driven innovation on a quarterly or event-driven basis. Count on these applications ensure you can adapt your planning to manage uncertainty.

Scenario Planning

Analyze project and demand backlog with Portfolio Workbench that includes Scenario Planning. Simulate multiple scenarios based on cost, resources, and strategic alignment and compare multiple project portfolio scenarios. Confirm the scenario that best aligns with organizational objectives while tracking the progress of approved projects and demands, thenre-plan portfolios as necessary.

> " ServiceNow brings state-of-the-art functionality to project management. The platform approach will make it easier to leverage data to drive outcomes for our customers.

Christian Dietrich
VP Global Project Services, T-Systems

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Investment Portal

Get a comprehensive view of project and demand financials, deadlines, and other important metrics in an intuitive user interface that streamlines project and demand management.

Investment Funding

Plan and manage investments by allocating funds to investment entities such as business units and products, teams. Prioritize your investments based on the business needs and strategic objectives of your organization.

Scale work to deliver results faster

The ITBM solution allows you to use any method of work -- waterfall, agile and hybrid -- to boost productivity and work on opportunities that deliver the most value. It enables team-driven partnerships between the business and IT while connecting to the DevOps toolchain to increase scale and pace of delivery. Leverage tthese applications to plan and scale work.

Scrum Programs

Use an agile approach to plan and track the work of multiple teams that work together, either toward a common, short-term outcome such as demands, projects, and epics, or on an ongoing basis.

Agile Development

Leverage an agile software development environment and the scrum framework for product-based or project-based efforts. Take advantage of the flexibility to implement a pure agile approach over the entire lifecycle of a product, or a hybrid approach using agile methods within a traditional project structure.

Scaled Agile Framework (SAFe)

Apply lean and agile project management principles to develop and deliver software products with fewer defects in the shortest viable lead time. Use applications that support two different configurations of SAFe: Essential SAFe and Portfolio SAFe.

Release Management

Plan, design, build, configure, and testhardware and software releases to create a defined set of release components. Effectively plan and coordinate releases composed of individual work items such as, projects, epics, stories, and problems to rapidly deliver work.

Time Card Management

Enable time card users assigned to tasks to report and track their time for various task types such as projects, incidents, problems, and change requests.

ITBM Mobile Solution

Empower your digital transformation teams to manage work faster from anywhere regardless of the delivery method: traditional, agile, or hybrid.

Test Management

Deliver software products more efficiently and with fewer defects by managing and streamlining testing processes for both testers and managers. Create multiple versions of a test and integrate with Agile Development 2.0.

Virtual Agent

Provide user assistance on a bot platform through conversations within a messaging interface. Use the bot to quicky obtain information, make decisions, and perform common work tasks for improved productivity.

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Digital Transformation is about enhancing the employee, the business and the customer experience by providing value to different stakeholders. With ServiceNow as the backbone, we achieved success.

Guido Lemeire
Chief Information Officer
SNCB (National Railway Company of Belgium

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Ready to align your technology investments to business value?

Delivering value from work aligned to strategic objectives is a vital step for enterprises to succeed in the digital workflow revolution. A consolidated, modern IT solution using a single cloud platform revolutionizes IT business management to:

- Provide a single platform for all demands, simplifying the demand process

- Optimize plans continually by creating, comparing, and balancing multiple investment scenarios

- Connect to the DevOps toolchain to increase scale and pace of delivery

- Take innovations to outcomes quickly via a single view of all work and teams, no matter how the work is delivered (waterfall, Agile, SAFe, hybrid)

- Visualize and communicate product deliverables with roadmaps

- Drive enterprise-wide business change transformation, leveraging PPM across the business

These integrated ITBM applications that enable digital transformation

are why leading companies and organizations are responding to this moment and are turning to ServiceNow.

For more information please visit
ww.servicenow.com/itbm

Sources:

1. An IDC Perspective: Driving the Right Conversation with the CxO in 2021 and Beyond, IDC, 2020

2. IDC FutureScape: Worldwide Digital Transformation 2021 Predictions

3. Project Management Institute: Pulse of the Profession Report

4. Forrester, The Total Economic Impact™ of ServiceNow IT Business Management.

5. Alcon's customer story, 2021

6. Jabil's customer story, 2020

7. Assurant's customer story, 2021

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