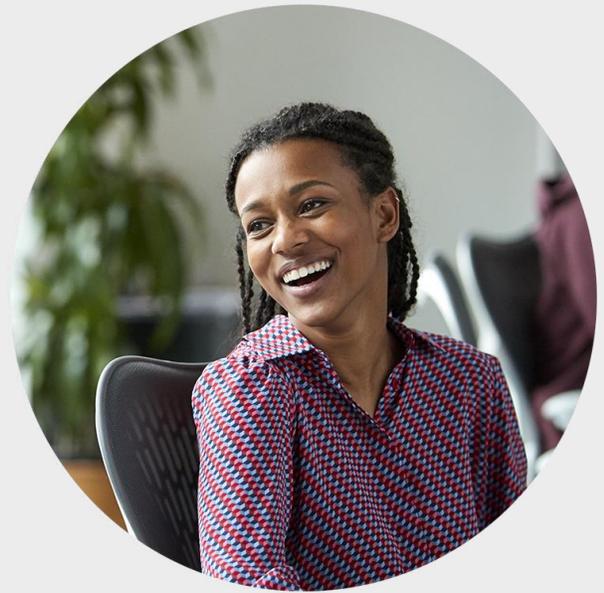# Driving profitable digital transformation for service providers

For years, service providers have powered digital transformation for their customers.

But to succeed in today's world, they need to combine their industry and process expertise with the right automation and workflow tools to help them innovate and bring new solutions to customers faster. **They require an agile, customizable platform that is easy to build upon.**

Business is booming in the global outsourcing market. With continued advancements in digital technology, skilled service providers are in high demand.

However, they also face challenges. Margins can be tight, and the level of effort to create new offerings and onboard each new client interferes with scalability and time to revenue. Their customers also have expectations – they need their service providers to be a true partner in powering innovation, and they expect a quick, effective response to any issue. Every experience must be seamless.

To meet these needs, providers and their customers need to invest in new, modern technologies. But with new tools and processes comes new security risks and the added challenge of complying with a complex web of data management and regulatory standards. And, when it comes to data integrity, there can be no compromises. Service providers must meet these requirements without sacrificing productivity and user experience.

Enter ServiceNow. The *Platform of Platforms*.

ServiceNow collaborates with service providers to bring innovative new thinking into their businesses. Ultimately, this helps them:

• Increase profit margins and speed to revenue

• Deliver amazing customer experiences

• Meet compliance and regulatory standards

Increasing profit margins and speed to revenue

As companies across the world make big investments in digital transformation, they're turning to service providers for help. This is a big opportunity, but seizing it isn't always straightforward.

Scaling up the old way isn't feasible – or profitable. And it isn't fast enough either.

To succeed in this environment, providers must invest in automation, AI and standardization. This will help them seize these opportunities in a way that is profitable and sustainable.

With the Now Platform®, service providers can create new solutions, and onboarding customers has never been faster or more efficient. AI, self-service, digital workflows, and ServiceNow's existing footprint in enterprises help providers streamline processes, automate routine tasks and reduce overall implementation time, leading to improved profit margins and speed to revenue.

Delivering seamless customer experiences

Customers demand a lot of their managed service providers. They need their providers to bring innovative new ideas to life. The goal is to build a true partnership to achieve big goals.

Customers have high standards, as they should. Every customer experience needs to be amazing. With ServiceNow's intelligent and intuitive platform, service providers don't just meet these standards – they blow them out of the water.

They can create positive customer experiences and quickly resolve issues using AI Ops, for example. Tools, like advanced automation, chatbots and self-service, make it easy to enable customers to find the answers they are looking for anytime, anywhere and on any device.

On this solid foundation, providers and customers can work side-by-side to drive innovation with advanced analytics and rapid prototyping.

Meeting compliance and regulatory standards

As regulations continue to mount, there's a constant barrage of new guidelines to adhere to and new initiatives being pushed forward to help mitigate risk. It can be daunting for businesses to keep up. Further compounding the problem is the challenge of growing cyber security threats.

With the Now Platform, service providers can deliver data security and meet compliance standards without sacrificing productivity. Through purpose-built service provider architecture, providers can manage multiple customers securely and confidently in a single instance – no need to swivel chair or constantly switch between multiple systems.

ServiceNow's global datacenter footprint and deployment options for regulated markets help providers and their customers meet data and sovereignty requirements with little effort.
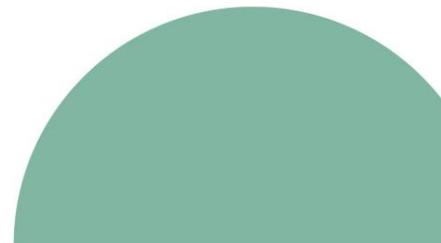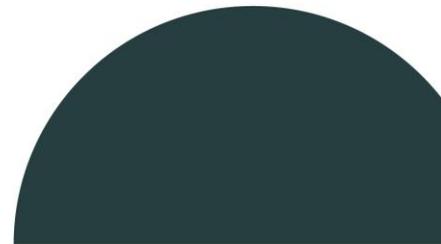
ServiceNow for Service Providers

ServiceNow empowers service providers to lead with digital transformation and deliver even more value to their business and customers.

Providers can adapt the solution to their specific needs, whether that's using the platform internally, embedding it in managed service offerings, or selling ServiceNow to enterprise customers and managing it for them.

Service providers leading the digital transformation charge trust ServiceNow.

Learn more

servicenow

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