

ServiceNow Sales and Order Management

ServiceNow Sales and Order Management (SOM), available with the ServiceNow Washington D.C. release, extends ServiceNow's existing Customer Service Management (CSM) workflows to support automation of the lead-to-cash process.

- Opportunity management supports development of quotes from customer requests.
- Configurable catalogs and guided selling enable rapid composition and launch of complex products and services.
- Configure price quote (CPQ) and order fulfillment automation integrates processes spanning front, middle, and back-office teams and systems.
- Post-sale order management capabilities support post-sales commercial change orders and exceptions, expansions, and renewals.



AT A GLANCE

SOM is designed to help companies with complex product and service offerings optimize the lead-to-cash cycle and increase revenue by integrating the lead-to-quote, order-to-fulfill, invoice-to-cash, and support-to-renew processes on one platform.



DEEP DIVE

SOM leverages ServiceNow Customer Workflows, Native Portal, Service Catalog, and core platform capabilities while adding value to Strategic Portfolio Management and Industry Workflows. The initial release is focused on telecommunications, technology, and manufacturing where inflexible and over-customized CPQ tools often fall short.



LONG VIEW

Today SOM is positioned as a complement to existing sales force automation (SFA) solutions. The platform-based approach and composable approach means customers can start where they have the greatest friction in their current lead-to-cash process and potentially expand ServiceNow over time to automate more on the platform.



MONEY: SOM is available priced both on a per-user and a transaction volume basis depending on the needs of the customer.



MARKET: ServiceNow's extension beyond service into automating key sales functions, and its industry capabilities, will put it more squarely in competition with other customer relationship management (CRM) vendors.



PEOPLE: With SOM, ServiceNow focuses on automating processes that span multiple departments and applications and manual processes within departments which are often managed by costly, human-intensive workarounds today.



TECH: ServiceNow's differentiators are its industry capabilities as well as its platform capabilities to deliver a coherent, connected, composable approach to lead-to-cash automation.