

## ServiceNow Impact

ServiceNow Impact combines technology and human expertise to help customers understand, monitor, measure, and accelerate the value they get from ServiceNow.

- Value realization dashboards enable managers to track progress toward specific business objectives, such as increased productivity of a particular group of employees, as measured by activity on the platform. Proactive value realization recommendations mapped against ServiceNow product capabilities help leaders milestone and track progress.
- Real-time performance metrics and alerts, instance availability, and health snapshots show IT leaders how closely their ServiceNow footprint is aligned with technical best practices and recommend areas for improvement.
- Accelerators deliver information and recommendations to increase the value delivered by the platform as fixed-scope service offerings.
- Three levels of impact packages (guided, advanced, and total) range from access to digital dashboards and basic support and training to a designated expert team and advisory services.



### FROM THE SUMMIT

ServiceNow Impact helps customers understand, measure, and realize value from their ServiceNow investment by providing real-time metrics that link platform key performance indicators (KPIs) to business outcomes, on-demand experts and training, and personalized training and coaching.



### DEEP DIVE

With Impact, ServiceNow has applied technology to scale and operationalize the best practices of customer success operations. Its personalized recommendation engine meets individual customers where they are in their ServiceNow journey. An interactive snapshot helps ServiceNow leaders correlate platform performance and usage and the business results delivered.



### LONG VIEW

As ServiceNow continues its evolution from an IT service management (ITSM) platform to an intelligent platform for end-to-end digital business, ServiceNow IT champions need to align IT/business objectives and show business results. Impact provides the structure and guidance for improving IT/business alignment.



**MONEY:** As companies look to rationalize cloud spending, vendors will be challenged to prove the value of every dollar spent. Impact is positioned to proactively deliver data to prove the returns from ServiceNow and accelerate time to value.



**MARKET:** Many vendors have business value teams and value calculators, but ultimately leave post-sale value measurement to their customers. ServiceNow's approach is unique in tying usage metrics to actual bottom and top-line impact.



**PEOPLE:** Upskilling and optimizing resources is a key focus of Impact. The Utah release includes enhancements such as a Training Strategy Assessment to help leaders identify areas where upskilling ServiceNow users would deliver more value faster.



**TECH:** Impact also serves as a helpful predictor of recurring revenue for ServiceNow, as both ServiceNow and customers can see the data on whether or not ServiceNow has delivered measurable business results.