

# IT Business Management

Deliver greater value from IT initiatives and enable change across the enterprise by planning, prioritizing and tracking work aligned to business objectives

**Speaker Name**

Speaker Title

**STRATEGIC**

Portfolio  
Investment &  
Planning



## Investment planning

Programs put together across smaller teams of business & IT executives, with a goal of creating initiatives that meet business objectives and vision.

Various degrees  
of focus



## Work delivery

Work that is designed to focus on delivering value to internal or external customers and which is spread across work methods, teams and tools.

**ONGOING  
DEMAND**

Operational &  
Tactical

TRADITIONAL

Lots of work  
methods and deliverables

AGILE

# Now Platform transforms IT by helping align the entire service & operations value chain to business outcomes



Support the  
business vision

Support enterprise wide portfolio management to align IT and business initiatives



Align software  
& infrastructure  
to business  
operations

Manage health of business services by integrating demand sources with ITBM + ITSM



Information to  
make value  
based  
decisions

Optimize applications impact to business capabilities with APM + ITOM / SAM

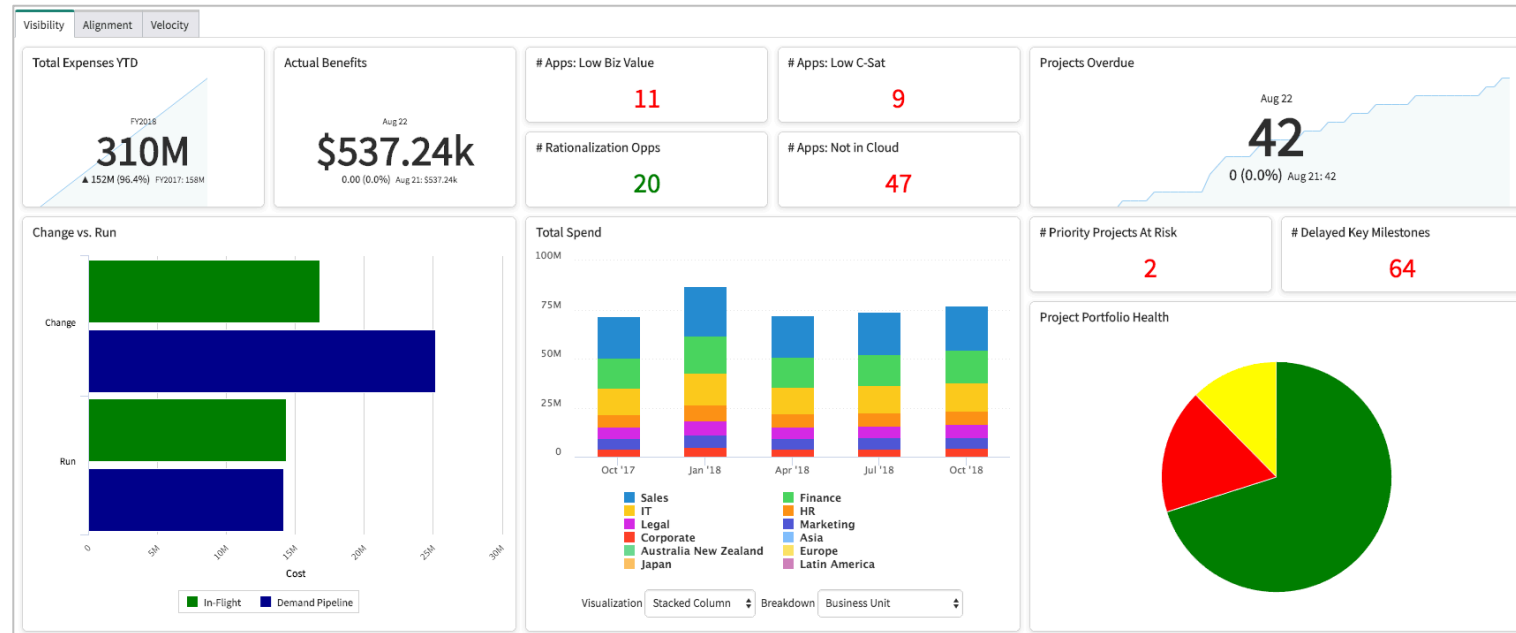


Scale delivery  
& adjust plans

Expand service delivery with Agile & DevOps work supporting IT initiatives

# Align IT initiatives to Create Value for the Business

Manage a strategy best suited to achieve outcomes with visibility into portfolio investments and business strategy to ensure value is realized.



ITBM Portfolio Workbench

## Align investments, resources to goals & objectives

Goals create alignment to strategy

Demand pipeline shaped by goals and platform data

Work prioritized to goals, more resources focused on strategic initiatives



# Enterprise Portfolio Management at Deloitte gains visibility into strategic project asks using ServiceNow Demand Management

## Challenge

Gain visibility into projects, ideas, and demands from a single platform in order to align with business strategy and priorities

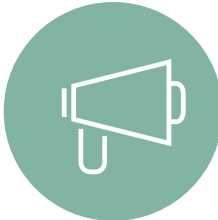
## Products

ServiceNow® IT Business Management  
ServiceNow® Demand Management

## Results



Greater transparency across the enterprise



Centralizes demand management



Visibility to prioritize and make strategic decisions



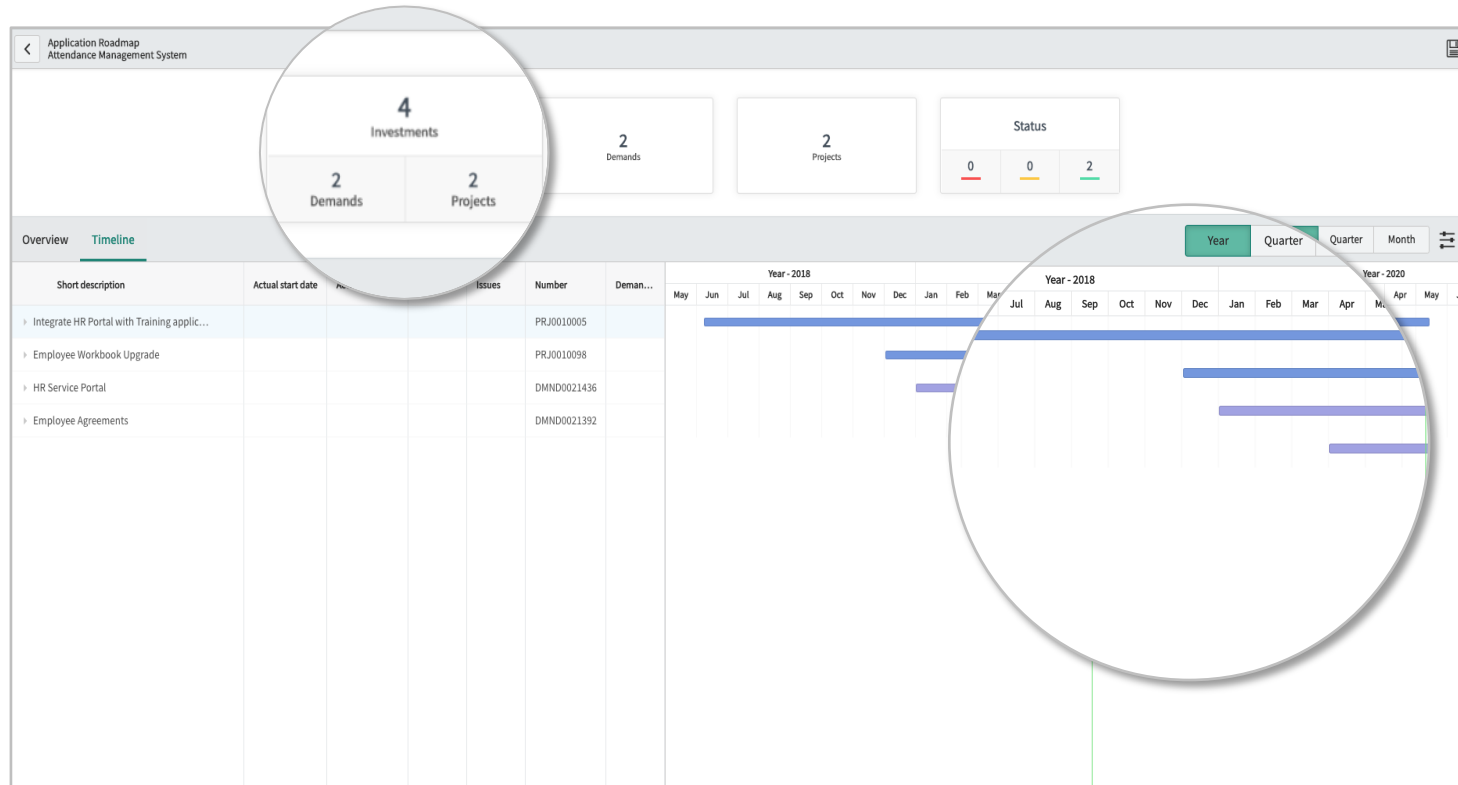
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We have rolled out ServiceNow Demand Management in two countries where those at the Enterprise Portfolio Management level now have overall visibility into the project asks—something that wasn't previously available.

**Anita Chu**  
Vice President of IT Strategy, Deloitte Consulting LLP

# Manage Uncertainty through Adaptive Planning

When market changes happens, adapt your plans and refocus teams to reach any IT or business outcome.



Real-time Investment Tracking

## Plan & track app, tech & business investments

Visualize timeline of demands or projects for a given application

Quickly see the impact of proposed and planned changes

Continuously align investments to business outcomes

# 1,000 Apps

migrated to the cloud to become "fully digital" at Veolia



# Veolia supports its global digital transformation with ServiceNow Application Portfolio Management

## Challenge

Gain visibility into ~1,000 global applications and services to determine business value and better align with strategic initiatives

## Products

ServiceNow® IT Business Management  
ServiceNow® Application Portfolio Management

## Results



Reduces on-premises apps, duplicate apps, and software contracts



Transformation initiatives supported



Delivers real-time availability of application data



“

Migrating the ServiceNow Application Portfolio Management capability into our existing ServiceNow environment means Veolia can finally integrate IT strategy with existing ITSM and ITOM operational activities. This gives unprecedented visibility into the end-end enterprise portfolio and its 'fit' to business value for digital transformation.

**Martin Black**

Head of ITSM Centre of Excellence, Veolia



# Scale Any Method of Work to Deliver Faster

Use a single hub to collaboratively plan, prioritize and track work on a synchronized cadence.

The image shows a desktop dashboard for project management with a mobile app overlay. The desktop view includes a navigation bar with 'Analytics', 'Backlog', 'Sprint Planning', and 'Sprint Tracking'. Below this is a 'Backlog' section with a dropdown menu set to 'All Stories Backlog' and a 'Create Story' button. A 'Triage Board' is highlighted with a red border and a '22' badge, containing a list of items: 'All Draft Defects' (4), 'All Open Problems' (0), 'Enhancements' (5), 'Operational Demands' (13), 'Edit Triage Definitions', and 'New Triage Definition'. To the right of the triage board is a search bar and a list of portals: 'Executive Portal' (13), 'Customer Portal' (8), 'Line Manager Portal' (8), 'Employee Portal' (13), and 'Sales Rep Portal' (8). The mobile app overlay shows two screens: 'Project Status' with a dashboard of project cards and 'Status Reports: Project Details' for a project titled '1 - Critical Collaboration & Team Feedback' managed by Don Goodlife. The project status is 'Red' and includes details like 'Planned end date: 2019-07-03 17:00:00', 'Budget cost: \$330,429.00', and 'Total planned cost: \$251,820.00'.

Mobile Projects and Unified backlog

## Centralize projects, apps, and costs

Manage all work (projects, scrum, backlog, changes) in one place

Ability to collaborate, plan and prioritize projects as priorities shift.

Insight into traditional work, scrum or agile teams to measure & achieve goals faster





# Itaú Unibanco improves business efficiency using ServiceNow Demand Management for 'IU Click'

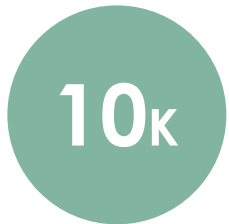
## Challenge

Manage IT demands by bringing 70+ systems together to boost efficiency, improve customer satisfaction rates, and support business strategies

## Products

ServiceNow® IT Business Management  
ServiceNow® IT Demand Management

## Results



Hours saved in 2018, with a goal of 39K in 2019



Parallel tools eliminated



More efficient when using IU Click



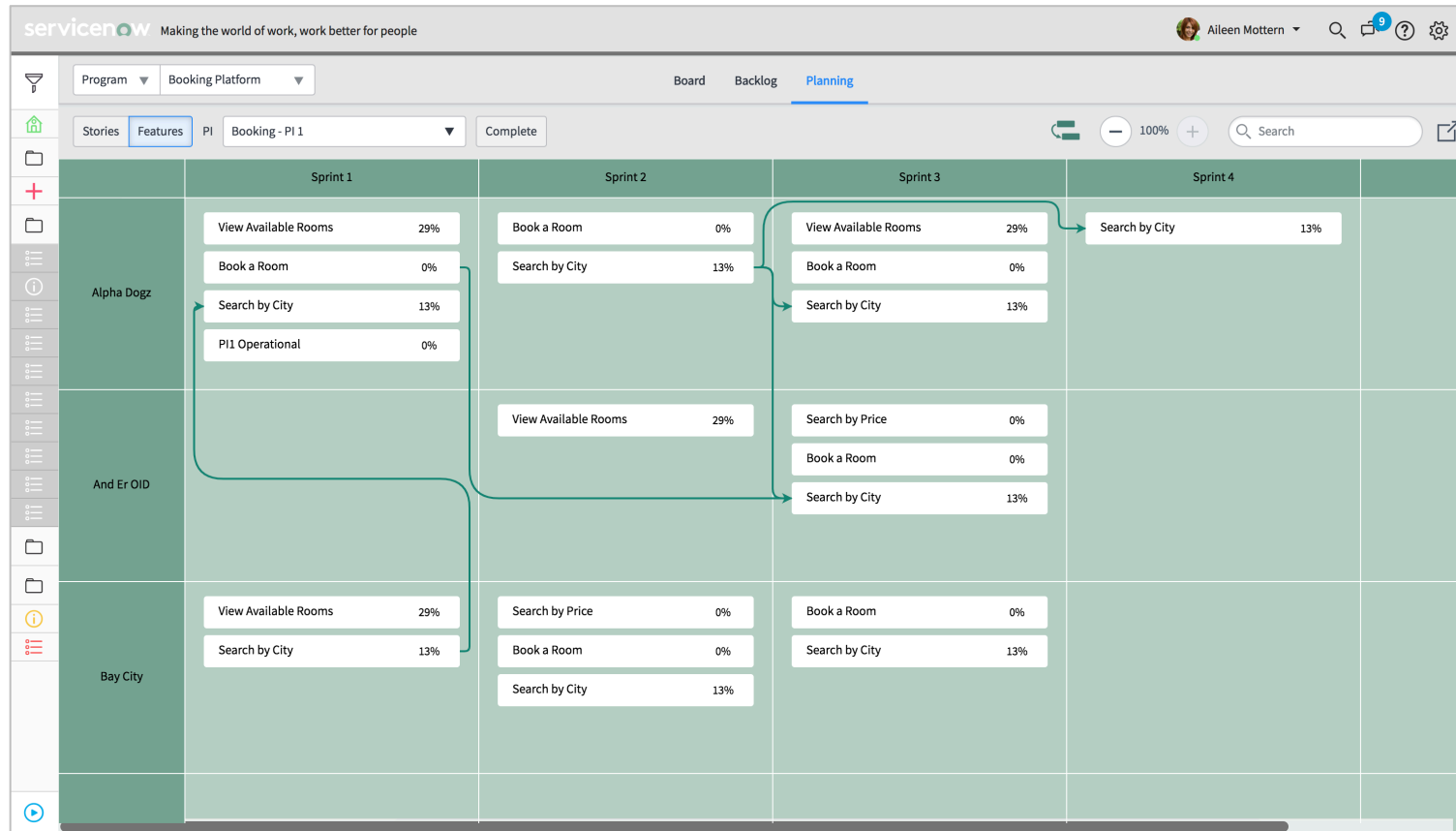
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For a financial institution the size of Itaú, the use of ServiceNow for the orchestration of initiatives was a very important milestone in our process of digital transformation, where we broke some important historical barriers.

**Credit Card Operations Executive**  
Itaú Unibanco

# Support Agile Transformations with ITBM

Work on opportunities that deliver the most value with Agile and SAFe methods of work to grow productivity and deliver the best results.



Scaled Agile Framework Program Board for Agile Projects

## Deliver at pace and scale

Manage Scaled Agile Framework deliver methods

Prioritize work and identify bottlenecks across teams of teams

See dependencies and risks to scale work and work more efficiently

# 22% Improvement

in faster delivery time at ServiceNow



## Now on Now: ServiceNow uses Agile and Scaled Agile Framework® (SAFe®) to support its own Agile development transformation

### Challenge

The traditional waterfall development approach wasn't scaling to meet our needs when managing our complete product and enhancement portfolio

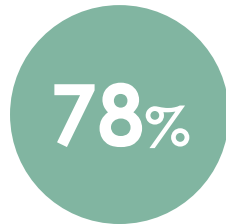
### Solution

ServiceNow® uses its Agile app for smaller, narrow scope projects and SAFe for larger projects requiring product management input

### Results



Faster time-to-market



Fewer defects in product and service delivery



Increase in employee satisfaction



“

We can operate in a dual mode of hybrid project planning as well as manage an Agile team's velocity. It has helped our transition from waterfall to Agile.



**Rani Pangam**  
Director, IT PMO, ServiceNow

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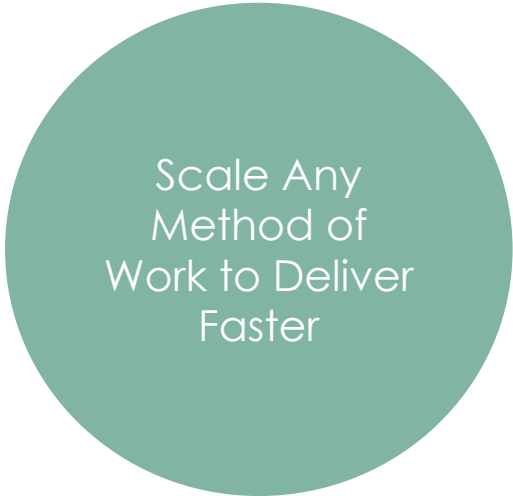
Align IT  
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Create a strategy best suited to achieve outcomes with visibility into portfolio investments and business strategy to ensure value is realized.



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Adaptive  
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When change happens, adapt your plans and refocus teams to reach any IT or business outcome.



Scale Any  
Method of  
Work to Deliver  
Faster

Work on opportunities that deliver the most value. Use any method of work to grow productivity and deliver the best results.



**One Platform**

Integrated with Service & Operations Management, HR and CSM to manage both operational & strategic work together.

servicenow™

**Thank You**