

TRANSCRIPT

Accenture ServiceNow Business Group

Erik Fleischer:

Hi and welcome dear CIE community. We are Athanasios Petalas and Erik Fleischer. Appreciate you investing few minutes of your valuable time to gain insights into the ServiceNow cloud platform and our business group. So let's start with who we are and some interesting facts about our business group. And I mean, in Accenture, we love data and numbers. So here it is.

We are a global group with 14,000 skilled colleagues, and in ASG, in Austria, Switzerland, Germany, we are roughly 130. And you see our success confirmed with a lot of clients. And these are only of the last year. And last but not least, Accenture is a top customer of ServiceNow and the service provider as well, mainly for outsourcing engagements.

Facts are done. So what are our offerings and expertise. You see there mainly three blocks. First one is everything around managing a modern and safe customer landscape and including cloud orchestrations and security operations. Second is user experience. So establish a modern and unique entry channel, user landscape, for efficient end user and process user work. Breaking silos here. Third one is customer perspective with B2B and B2C, including industry specific solutions.

ServiceNow will further grow, especially in these multiple industry areas and overall we are delivering this in an agile way, in projects working in a DevOps approach in operations, and providing as well ServiceNow trainings by our certified trainers. And now you are more curious about the platform itself, right? Ok it's your stage. Thank you. Now let's have a look at ServiceNow.

Athanasios Petalas:

We see on the slide four personas. We have on the left side the requester. And if he wants to have something, he sends an email. But maybe the fulfiller

just replies asking him for some further information and also for line manager approval. And I see there are a lot of emails going back and forth. If I shorten it, you can imagine, this is a quite frustrating way of working together for all those personas. Not very efficient.

Let's have a look at how ServiceNow can help. Let's bring in a specific workflow into ServiceNow, and the requester can use the workflow by using a browser. It populates all the required information. And ServiceNow identifies that we need also to have a line manager approval. While the fulfiller is working on the request, the requester sees how the status is approaching from start to complete, a much better way of collaboration.

And if you want to improve that, you can also offer of a 24/7 service by using the virtual agent of Service Now. But we are not talking only about four personas. We have HR, we have customer service management, IT department and so on. They are all using their own solution, their own stuff, and they are somehow connected between. Let's imagine we have an employee who has an issue. He identified that he has a payroll discrepancy and he uses again the browser and is logging a case for payroll discrepancy.

And ServiceNow is identifying that he has auto assigned this case to HR. But if HR is not able to help, they can again assign the case to the next department which will be, in our example, ERP, Finance. And if they see that this is a technical issue, they will assign also again this case, in our example, to the IT department. So we are tearing down the walls between those departments not working anymore in silos. This will be possible by using enterprise platform from ServiceNow, which offers a lot of powerful platform capabilities and built upon that platform you see here, there are several solutions.

For example, for IT, and also as just explained, for HR, but also for customer service management. And you can build your own solutions using the creator from ServiceNow. So this was a short introduction into ServiceNow. Eric, what are the cool hot topics which we can use with ServiceNow together? Thank you.

Erik Fleischer:

Now, with the latest info, you know, that ServiceNow is no longer just a ticketing tool. What are the current hot topics that are coming up more and more, and will excite us in the medium term?

First one is GBS, Global Business Services. Customers moving away from regional silo and cost effective focus organizations to integrated value chain processing organizations. So this end-to-end process view and organizational structure can be supported and established on an own platform. So what do we get here? Integration of the functional specific tools, integrated processes across departments, automated workflows and the user oriented experience with a single request and single support approach. I think that's a great baseline supporting our customers on their GBS journey.

Second one: What is almost everyone in CIE currently talking about? Sustainability. So at the moment it still feels somehow unknown and exciting and wide ranging to me personally. Be that as it may. ServiceNow also picks it up and takes it a bit further. So ESG, environment, that's more or less the sustainability area. Social is the view on all people and people's work. Governance to establish a secure and transparent environment for the people. And all the topics can be defined in ServiceNow as goals and strategies and broken down and managed in terms of progress, projects, associated risks and measurable KPIs. And as we know from ServiceNow, specific functional solutions can be integrated into the platform. And typical for them as well, that's the first serve. And the exciting product roadmap is already in place. Yep. So that's it. Thank you for listening and being interested in our platform and business group and looking forward to get in touch with you. Thanks. Bye.