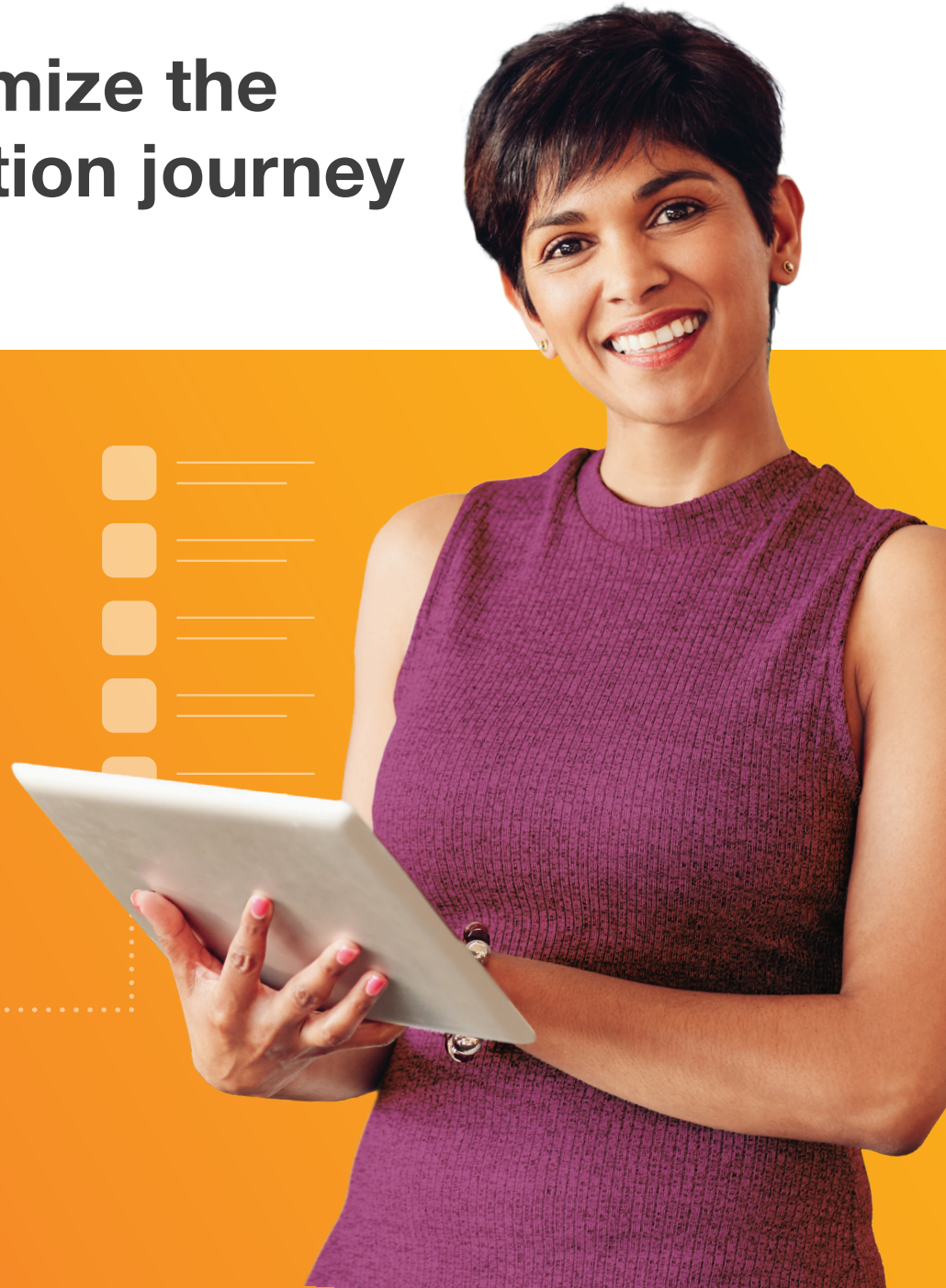


# 5 ways to accelerate your ServiceNow<sup>®</sup> implementation

How to optimize the  
implementation journey



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# The path to a successful ServiceNow implementation

The ServiceNow platform is a powerful, versatile platform, and its out-of-the-box (OOTB) features are just as powerful and versatile. For many organizations, an OOTB implementation can provide a solid foundation to build upon. When choosing a starting point and considering OOTB capabilities, it's important to be aware of the differences between a perfect program and long-term maintenance of the supporting technology.

Organizations typically have two strategies when it comes to technology. The first strategy is to stay as close as possible to OOTB functionality to reduce technical debt. The second strategy is to modify the technology so it perfectly fits each program. These seemingly opposing strategies can create a gulf between the technology and business teams.

When organizations reach this point, they often look to the implementer for help. However, a gap exists in the market of implementers that have both the business and technical expertise necessary to guide organizations to the finish line in a valuable and efficient way. As a result, many ServiceNow implementations leave either the technology or business team feeling unsuccessful.

The best way to secure success is to take a methodical approach that unifies your organization, helps you gain quick return on investment on your implementation, and sets you up for steady growth and maturity of your program.

 **In this guide, you'll learn five ways to get on a smart path to ServiceNow implementation.**



# 5 ways to optimize implementation and accelerate your program



1

## Implementation strategy

Opt for a prepackaged implementation that includes consulting and planning

To take full advantage of ServiceNow OOTB capabilities, consider an implementation that's been preconfigured to meet your specific needs. Customizing your implementation allows you to choose which ServiceNow modules you want and to communicate with your implementer to determine if and to what degree any modules need modified.

Going with a prepackaged implementation can enable steady growth and maturation of your program over time. This approach can also save time, reduce costs, and prevent technical debt from accruing.

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**Crowe Express Deployment can cut costs by more than 50% and get you going as much as three times faster.\***

# 2

## Deployment planning

Consider how the ServiceNow platform can help you unify your organization and avoid silos

Many organizations rush into their implementations and overlook the opportunity to integrate and share data across teams and programs. Why the rush? Many leaders fear that taking the time to align all the strategic program leaders will delay progress of their implementation.

Most of the time, program leaders simply need a high-level snapshot of how all the pieces fit together. They don't need the smaller operational details or to provide continual input throughout the process. Instead, at the beginning of an implementation, you can provide your leaders visibility into all the programs running on the ServiceNow platform, identify immediate and future opportunities to leverage the power of the platform, and sharpen your programs.





# 3

## Training

### Use a train-the-trainer model

With a train-the-trainer model, designated workers throughout the organization receive training that prepares them to train others. An implementer provides the initial training for these change agents, who then train their assigned teams before, during, and after go-live.

By making an upfront time investment in education, the train-the-trainer model results in a team of internal trainers that becomes the source of knowledge for your ServiceNow implementation. When issues arise, end users know exactly who to go to.

Having an internal team of trainers is an excellent way to accelerate adoption. The easily scalable framework means that groups across the organization can be trained simultaneously using the same materials, and users within the company can already be familiar with their trainers.

In order for the train-the-trainer model to succeed, the initial training must be comprehensive and deep. That's why it's important to seek out an implementer that offers a thorough, hands-on approach.

# 4

## Customization

Take advantage of preconfigured deployments and rework processes where necessary

Because many businesses assume that a ServiceNow implementation must be customized, they dismiss its OOTB functionality and overlook the power of configurations. Since the ServiceNow platform is designed around business best practices, it's a good idea to take stock of which workflows and processes the platform already supports.

If a modification is necessary, the ServiceNow implementation can be configured to achieve the desired goal. While a customization requires changes to the code, a configuration can be made within the baseline platform – no coding necessary.

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**You don't have to spend time to make these configurations yourself. Take advantage of our preconfigured modules with Crowe Express Deployment.**

Instead of customizing your ServiceNow implementation in every instance, you only need to customize operationally critical workflows or processes. Noncritical workflows and processes can then be easily revised to adapt to the ServiceNow platform.





# 5

## Implementer selection

Go deep with one implementer to confirm the right fit

It might seem counterintuitive, but spending more time with one implementer can help organizations determine whether that implementer is right for them.

While this approach requires a potentially larger time investment during the selection phase, it helps determine whether an implementer can deliver on promises and support the organization from start to finish and beyond.

An implementer should have both business and technology knowledge to be able to work with your business process owners and ServiceNow admin team. The ServiceNow platform is strategic, so cohesiveness in your delivery is essential. You need a long-term implementer who can align with your long-term strategy.



# Get to the finish line faster

ServiceNow implementation can be much quicker – and much less expensive – than you might think.

If you're interested in exploring prepackaged implementations, ask us how Crowe Express Deployment can help you get set up in as soon as four weeks.\*

## ✓ We've already done the hard work for you.

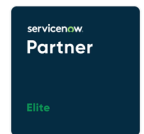
Our Crowe Express Deployment offerings allow you to choose the exact ServiceNow modules you want. You'll end up with programs tailored to your needs that cost far less to implement.



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\*Qualified completion estimate based on prior work and subject to terms of final engagement terms. This is not a guarantee.

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