

## Power exceptional everything-as-a-service experiences at scale Technology Provider Service Management

As tech providers grow their businesses and drive innovation, they must ensure exceptional customer experiences in every interaction while keeping processes scalable and efficient. Customers want fast, responsive service. While self-serve portals and customer support can quickly receive requests, resolving them usually involves multiple teams working in siloes, leading to manual and error-prone hand-offs with lack of transparency and poor visibility.

Due to the high integration costs, partners are poorly integrated into the tech provider's end-to-end ecosystem. This slows down resolution, is inefficient, and leads to poor customer, employee, and partner experiences. Further, onboarding enterprise customers into a provider's environment is often intricate and involves multiple stakeholders. Typically, this process is unstructured, ad-hoc, and poorly managed, resulting in slow, error-prone, and costly onboarding. Tracking and communicating the process timeline and status to the provider's team and customers in this environment is challenging.

### The ServiceNow solution

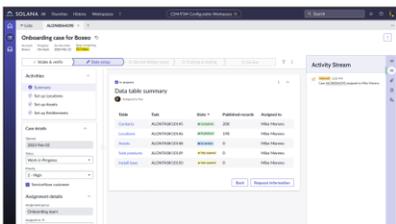
With a single data model that unifies digital operations and simplifies offering management, Technology Provider Service Management (TPSM) brings together tech providers' teams and ecosystems to delight customers and scale cost-effectively.

TPSM's Proactive Service Experience Workflows empowers tech support to serve customers proactively by turning real-time insights into real-time actions, providing immediate visibility into the affected customer accounts.

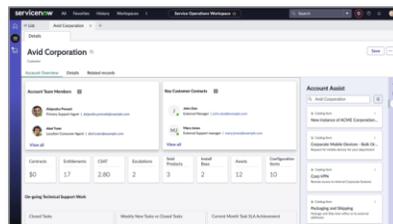
TPSM's Account Lifecycle Events Onboarding provides a structured, repeatable, and transparent onboarding experience for customers by offering a centralized record for onboarding teams, with dedicated tasks to assign work and automate and capture data. It provides an onboarding playbook as a starting point to build a repeatable onboarding process, delivering a simplified experience.

Using TPSM's Service Bridge application, tech providers can seamlessly connect enterprise customer and partner ServiceNow instances to harness the full power of their ecosystem. They can reimagine enterprise customer experiences, unlock new revenue opportunities, drive down integration costs, and scale cost-effectively with connected service and support experiences across their ecosystem.

Service Bridge provides customers with a seamless experience, whether on the cloud or using on-prem solutions. Additionally, it allows technology providers to upgrade independently of their customers, streamlining the registration process and enabling them to easily scale to thousands of Service Bridge connections, enhancing supportability and scalability.



Account Onboarding



Operations account 360°

### BENEFITS

#### Optimize offer management

Simplify offer management with an end-to-end approach that enhances performance, accelerates product and service launch and delivery processes, and enables digital transformation.

#### Provide fast and proactive service

Delight customers by empowering them with comprehensive, AI-driven self-service and by delivering a complete proactive service experience.

#### Connect your ecosystem

Rapidly onboard enterprise customers and partners, reimagine experiences, unlock new revenue opportunities, and collaborate effortlessly across the ecosystem with Service Bridge.

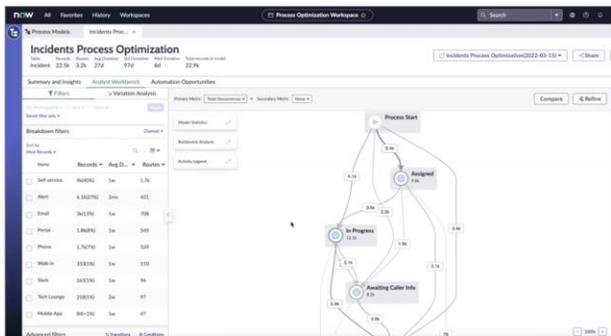
#### Improve the efficiency of digital operations

Leverage a single platform to optimize digital operations end to end and drive continuous improvements to scale cost-effectively.

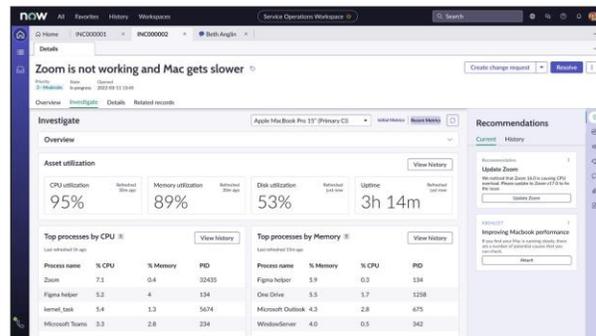


Service Bridge makes it easy to collaborate, while giving users the convenience of working in their own ServiceNow environment. Our customers are lining up to go live with Service Bridge.

Colin Mead, VP – Global Technical Services, Pure Storage



Process Mining



Investigate Framework

## Key capabilities of Technology Provider Service Management

### Service Bridge

Integrate seamlessly with enterprise service catalogs to launch new products and services in minutes for customers that use ServiceNow

### Proactive Service Experience Workflows

Identify and communicate with customers, auto-generate cases for faster issue resolution

### Operations account 360°

Gain business context and account data to make the right decisions fast

### Account Lifecycle Events Onboarding

Provide a structured, repeatable, and transparent onboarding experience for customers and stakeholders

### Generative AI

Accelerate customer service productivity with generative AI experiences

### Advanced Product Catalog

Manage, visualize, and track product offerings and their components in a single configurable workspace

### Digital Portfolio Management

Track product and service performance metrics and usage to make improvements and plan roadmaps

### Visual Workflow & Automation

Automate assignments, tasks, and service processes across teams with a simple drag-and-drop interface

### Persona-based Workspaces

Optimize employee experiences with workspaces designed for customer support, technical support, and portfolio management

### Service Operations Workspace

Predict, prevent, and resolve incidents proactively from a single workspace with clear visibility into context and impact

### Service-aware CMDB

Simplify service management using a single common data model and structure

### Common Service Data Model (CSDM)

Enable service reporting and provide prescriptive guidelines for service modeling within the service-aware CMDB

### Investigate Framework

Investigate the incident and review the details, including the attached log data, all in one place

### Incident & Case Management

Efficiently manage incidents and cases with intelligent routing and built-in collaboration that provides service and business context

### Service Management

Identify, diagnose, and permanently resolve customer issues for change, request, and problem management

### Remote Process Sync

Simplify customer setup, improve supportability, and enhance the scalability of the Service Bridge application

### Remote Task

Reduce swivel-chairing and increase automation with seamless multi-party and multi-instance workflows across the ServiceNow ecosystem

### Remote catalog

Let enterprise customers make requests directly from their own ServiceNow instance and quickly refresh subscribers' service catalogs

### Performance Analytics

Unlock insights to anticipate trends, prioritize resources, and drive service improvements

### Process Mining

Quickly address order fulfillment inefficiencies and bottlenecks with process mining models

### Predictive Intelligence

Route issues, recommend solutions, identify knowledge gaps, and provide guided decisions with contextual recommendations

### Workforce Optimization

Develop high-performing teams by optimizing schedules and work assignments, and providing the skills they need to succeed

**servicenow.**