

servicenow

servicenow federal forum

Service Focused Government:
Mission Simplified

February 26, 2020
Renaissance Hotel
Washington, D.C.

MeriTalk



Morning Welcome



Brian Marvin
Vice President of Federal Sales
ServiceNow

Moving from Digital Transformation to Digital Evolution

Jonathan Alboum

Principal Digital Strategist
of the Federal Government
ServiceNow



servicenow™

Moving from Digital Transformation to *Digital Evolution*

Jonathan Alboum
Principal Digital Strategist
Federal Government





Digitize how your services are delivered to employees, customers, and citizens

The Perfect Storm for Digital Transformation

Workforce & Millennial
Expectations

Waves
of
Change

Data &
Digital Disruption

Cloud Smart &
Data Center Optimization

CIOs Must Disrupt or Be Disrupted

37%

of CIOs believe they have a well-defined investment process and business case template

26%

of organizations have an enterprise-wide digital strategy in place

55%

of today's CIOs are trusted operators and not change agents

Digital Transformation is a Team Sport



HR



Finance



Customer Service

Facilities



IT



Legal



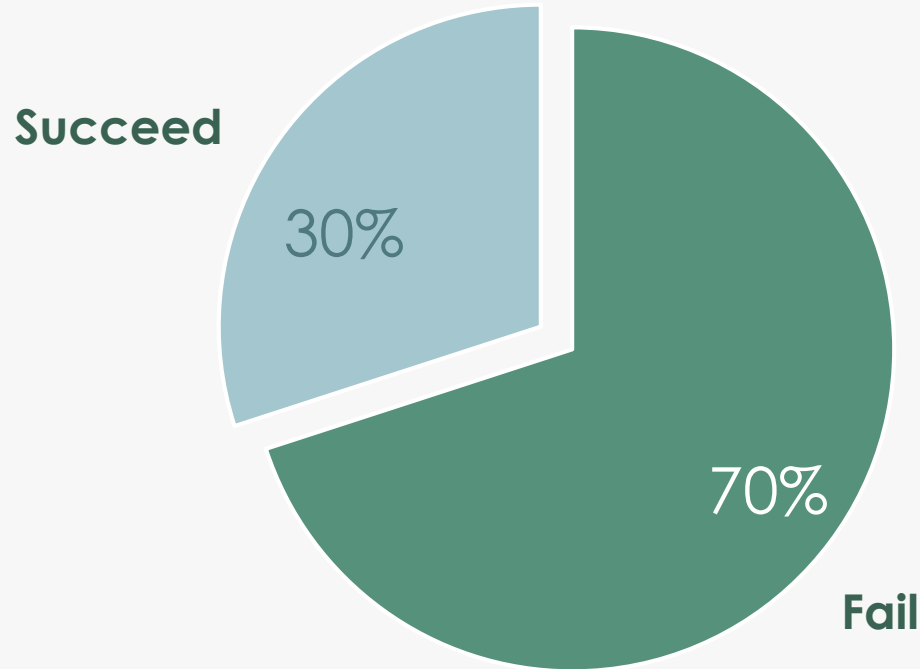
The CIO must be at the Center of Success



A Majority of Digital Projects Fail

7 out of 10 transformations fail because organizations discount 3 key elements

Digital Transformation Outcomes



Source: Forbes, *Why Digital Transformations Fail* Mar 13, 2018

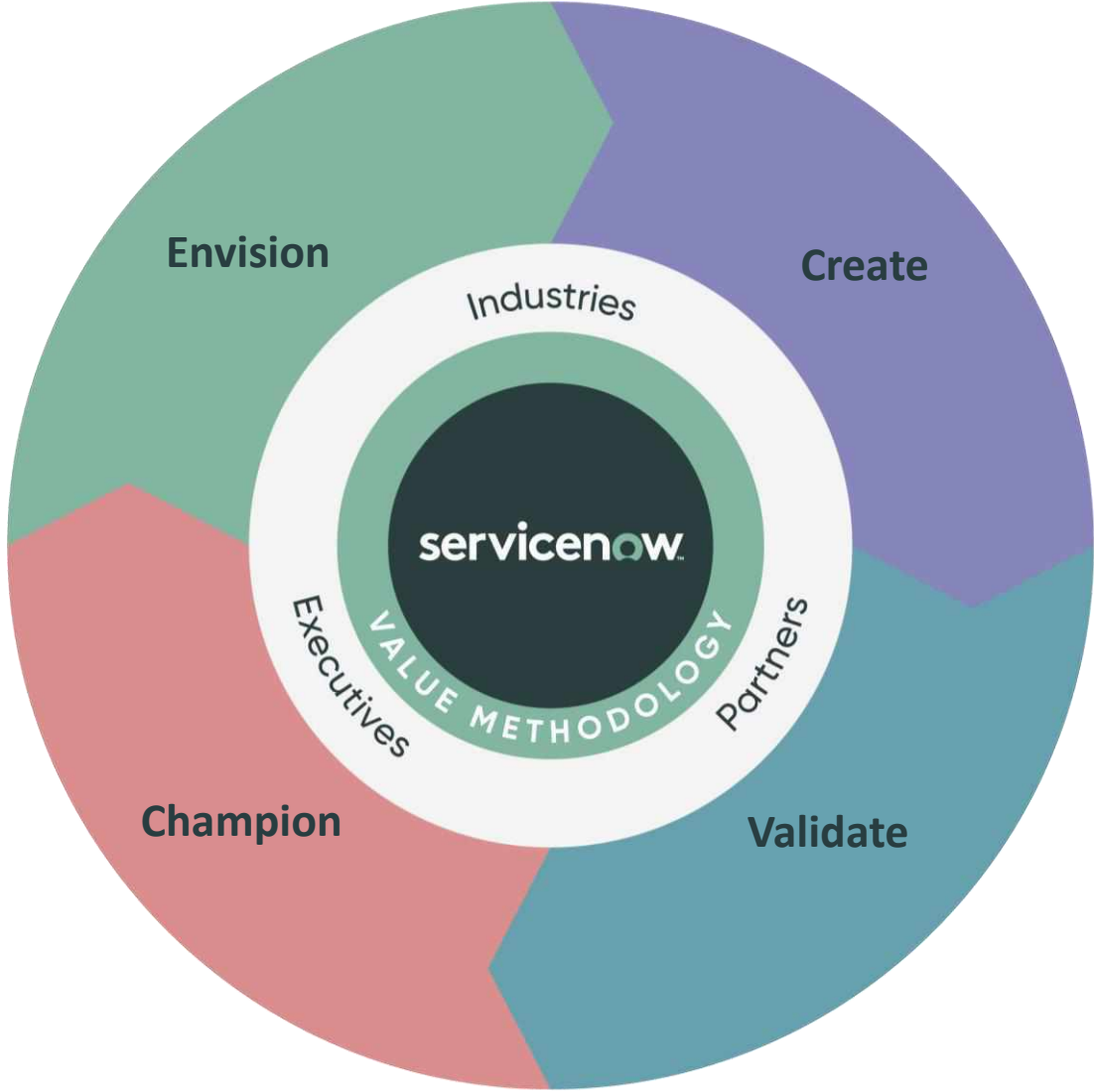
1

Lack of transparency and confidence:

Organizations invest heavily on transformation efforts. However, they lack the protocols to track and monitor success or failures. This leads to overall transformation fatigue.

How Do You Demonstrate Value?

- **1. Envision Value**
Agree on Digital Roadmap to drive **Mission Success**
- **4. Champion Success**
Tell a compelling **transformation story** of employee and citizen engagement

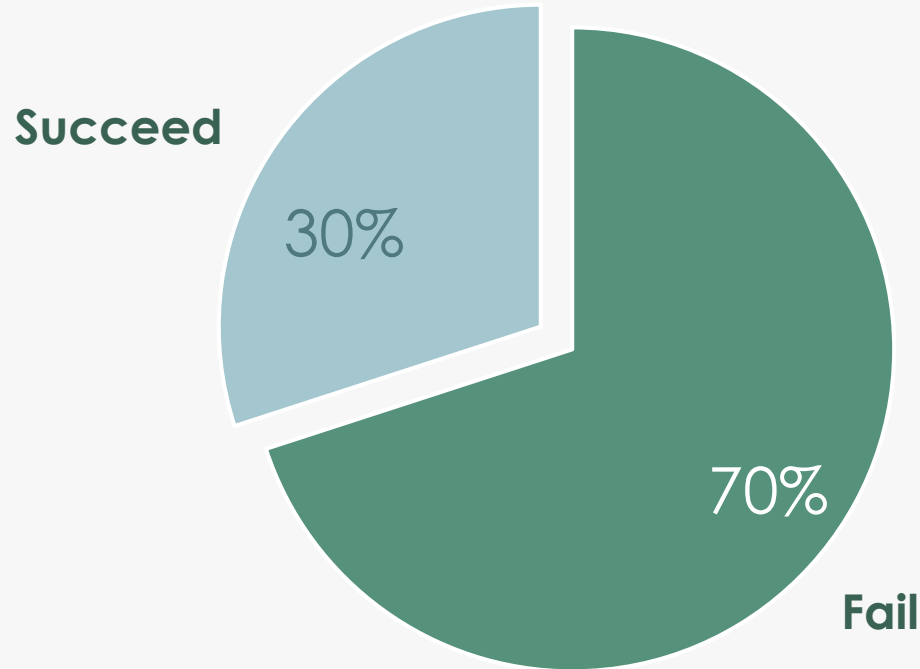


- **2. Create Value**
Achieve successful adoption of new and **improved processes & technologies**
- **3. Validate Value**
Demonstrate achievements of **improved Mission Outcomes**

A Majority of Digital Projects Fail

7 out of 10 transformations fail because organizations discount 3 key elements

Digital Transformation Outcomes



Source: Forbes, *Why Digital Transformations Fail* Mar 13, 2018

1

Lack of transparency and confidence:

Organizations invest heavily on transformation efforts. However, they lack the protocols to track and monitor success or failures. This leads to overall transformation fatigue.

2

Resource Capacity Constraints: Everyday work is already overwhelming, it takes a tremendous amount of time to manage operational responsibilities, "keeping the lights on". There simply is not enough time to spend on special projects.

3

Fragmented Initiatives: Most transformation initiatives are isolated programs across the organization that prohibits knowledge share and a unified effort towards consistent goals.

Point Solutions Across the Enterprise

Discrete products and vendors for various aspects of engagement.



Lack end-to-end
visibility

Complexity increases
risk and **cost**

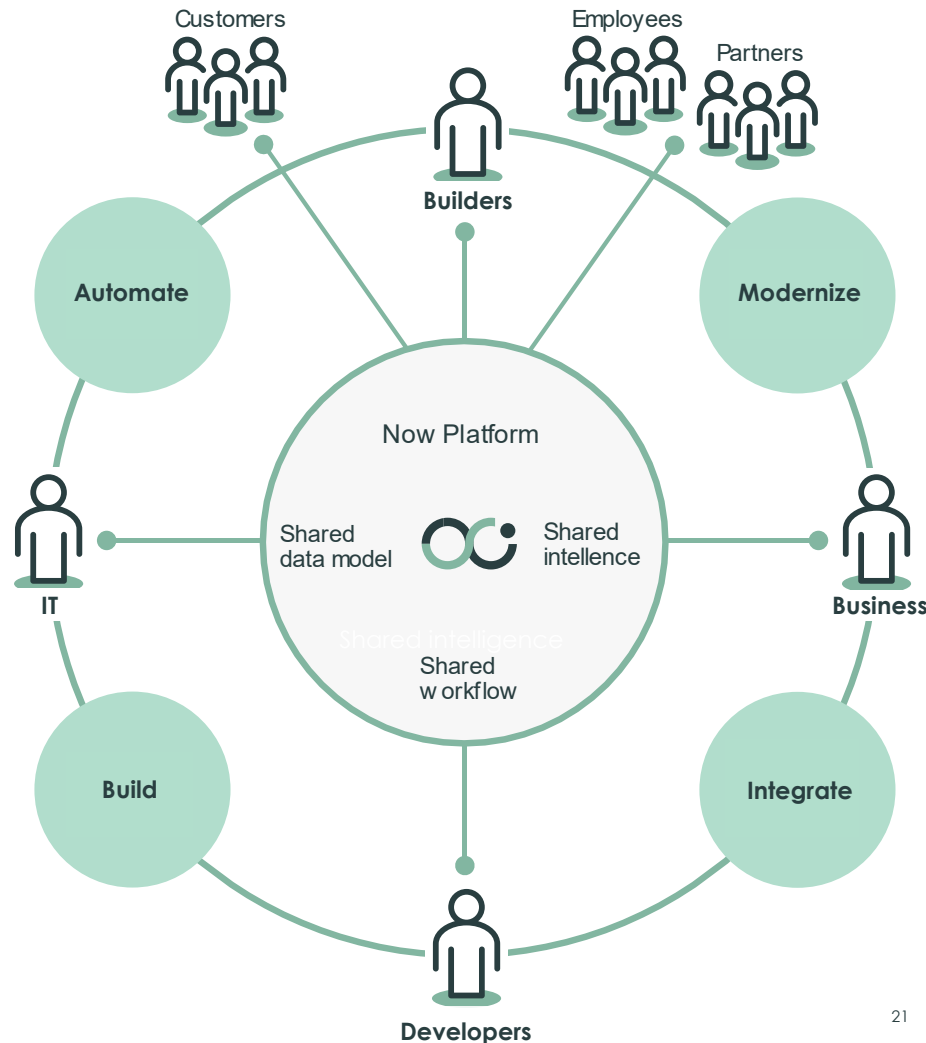
Antiquated and poor
user experience

Too many **outdated**
and **manual** business
processes

Built for a specific
non-integrated
purpose and **work in**
isolation

Platform as a ~~Service~~ Strategy

Move from tactical to strategic



Reimagine business processes as **end-to-end digital workflows**

Empower everyone to build workflow experiences

Automation with **data integration**

Consistent, connected **experiences** and **collaboration**

Increased **flexibility**, seamless **interoperability** and consolidated **visibility**

Most Work is Siloed and Unstructured

Departmental app and data are only connected by unstructured collaboration



The Now Platform is the Platform of Platforms

Deliver digital workflows across any organization, silos & systems



Workflow and
Integration

User
Experience

Now Platform[®]

Intelligence

No code to
Pro code

now[™]



apps data



apps data



apps data



apps data



apps data



apps data



apps data

IT

Engineering

Sales

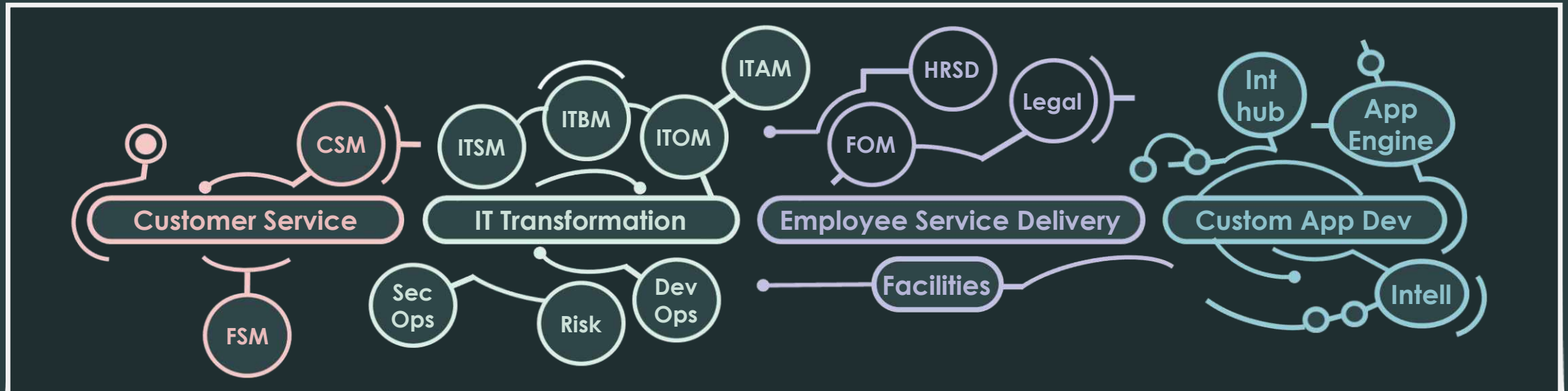
Marketing

Operations


HR

Finance

We simplify and digitize work



Now Platform

 **Workflows**

 **Knowledge Base**

 **Machine Learning and AI**

 **CMDB**

 **Service Catalog**

 **UX, Mobile and Dev Tools**

Intelligence

Experience

Integration

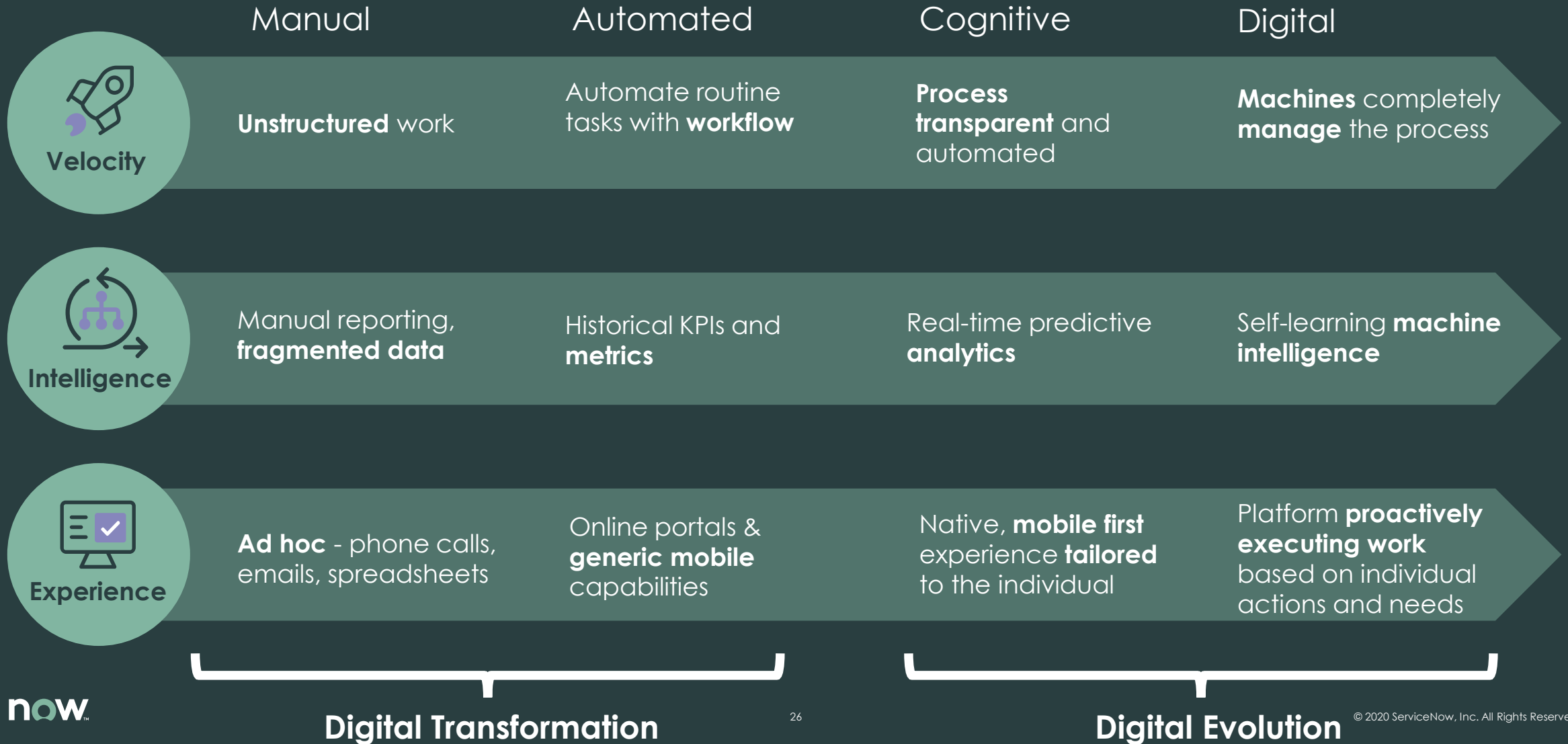
Digitally Mature Orgs Simplify Their Platforms

Digital maturity
is highly
correlated with
platform
consolidation

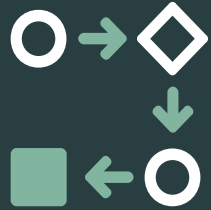
90% seek a
unified platform

Only 19%
have
consolidated
platforms

Assess Your Digital Maturity



It's Time for Digital Evolution in Government



Automate
mundane,
repetitive processes



Create modern
user
experiences



Improve
citizen
experience

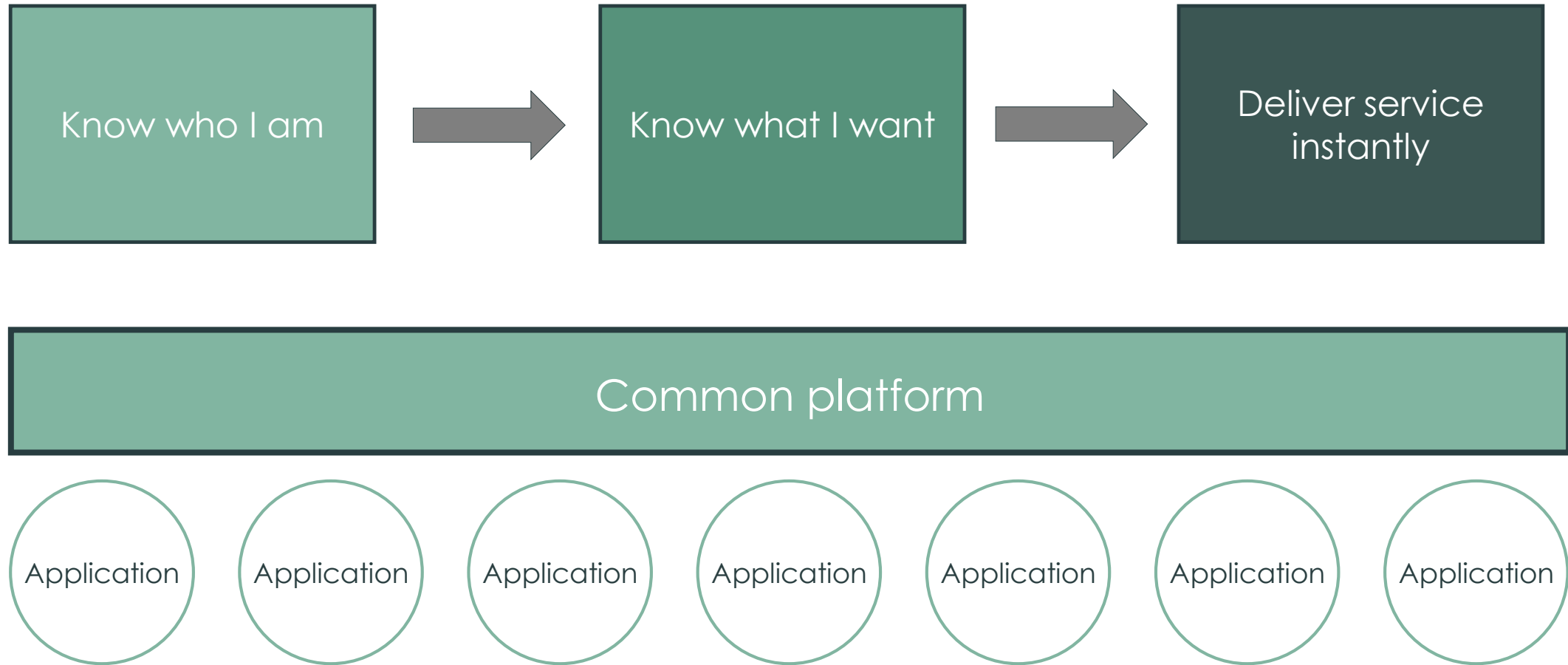
Digital Transformation

Inside Out Design

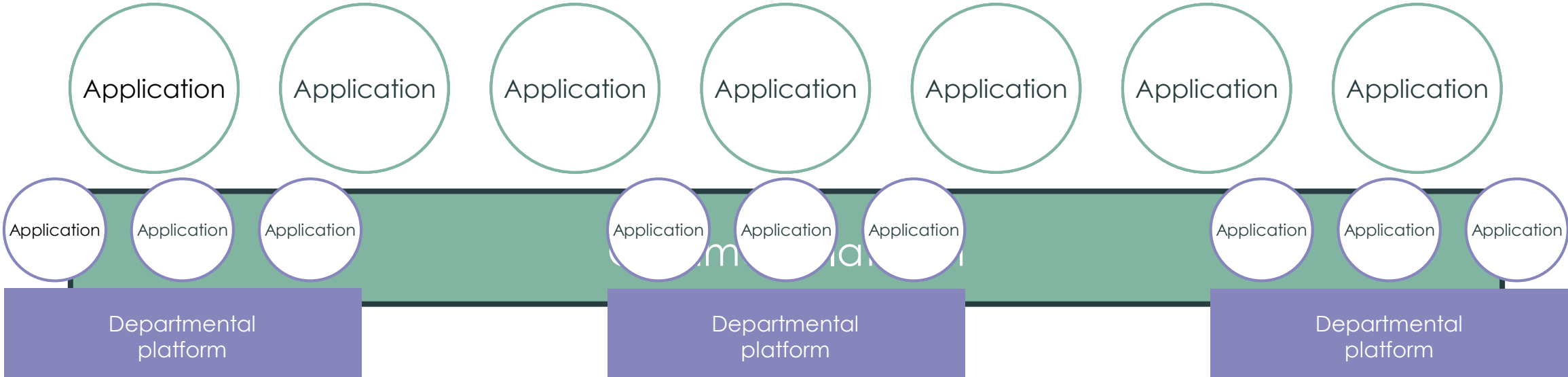
Digital Evolution

Outside In Design

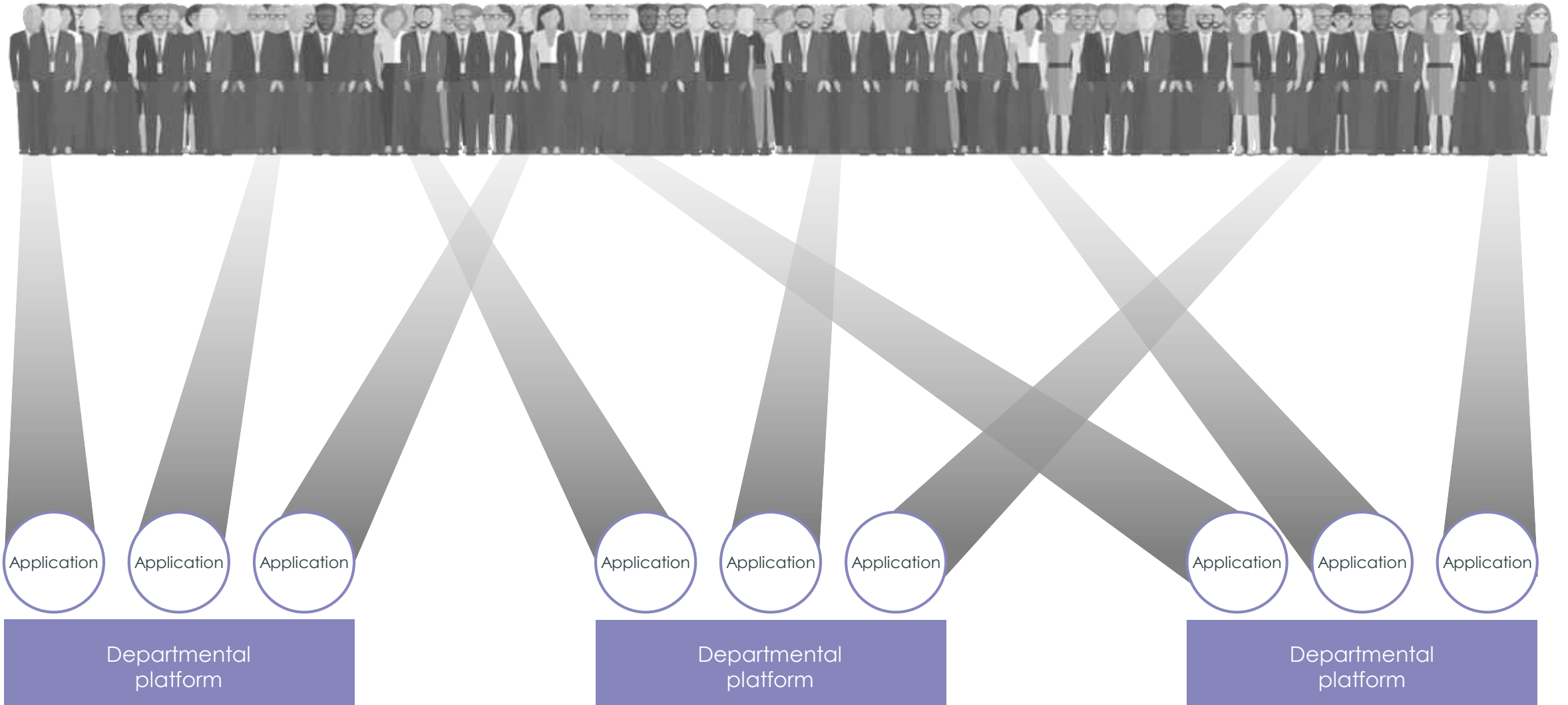
The service we want as customers...



Where we are headed today...



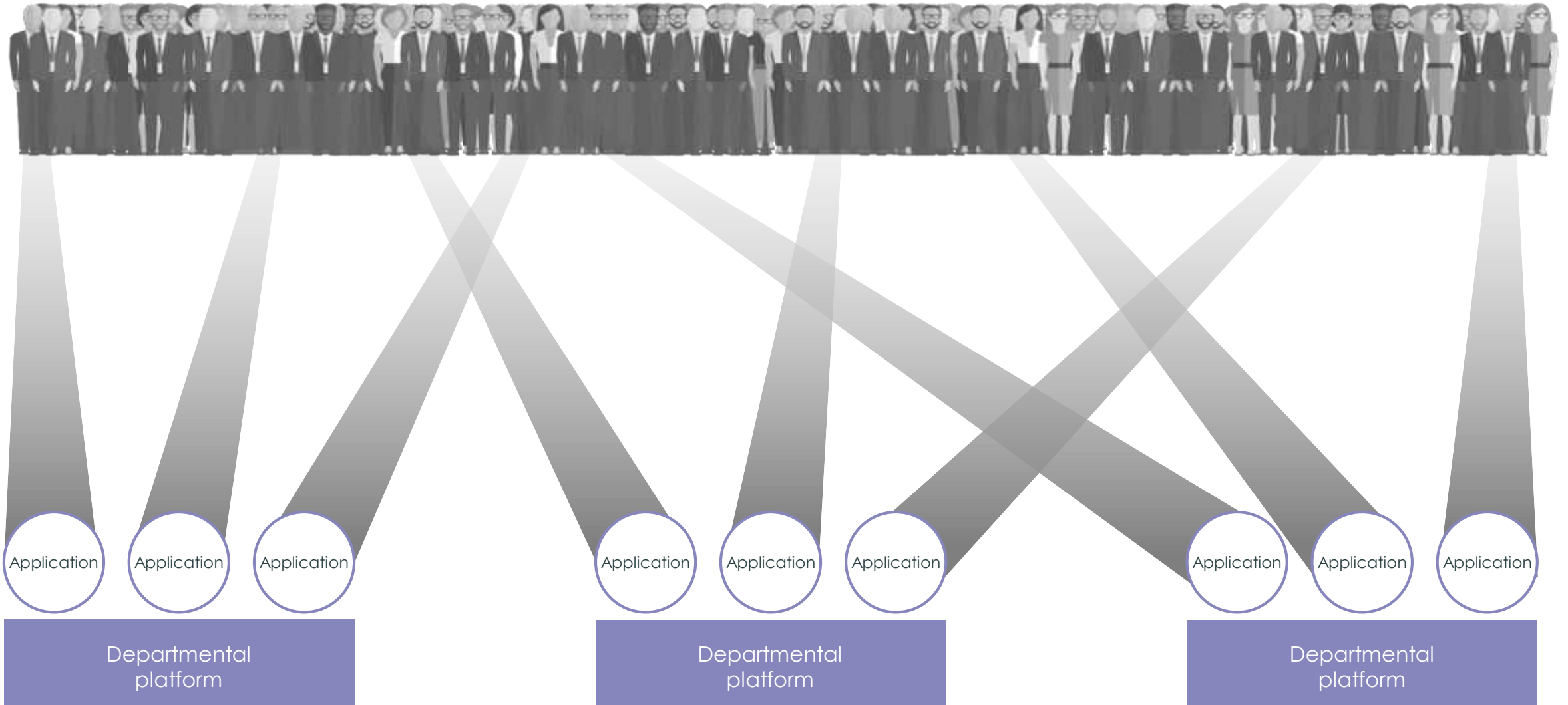
Where we are headed today...Siloed Citizen Engagement



Dreams Big



Where we are headed today...Siloed Citizen Engagement



We Need a National Digital Strategy



Unifying System of Action



Departmental platform



Departmental platform



Departmental platform



Tenants of a National Digital Strategy

Treat the **citizen as a customer** of the whole federal government

Customer focused IT with integrated citizen **experiences that cut across agencies**

Use **automation and customer self-service** to streamline interactions with agencies

Cross-agency **data sharing to break down silos**, drive efficiencies, and mission success

Organize services in meaningful ways for citizens

We Need a National Digital Strategy



As You Dream Big...



Understand Your Work and Data

Embrace governance for both your data and systems.



Re-think and Re-define Processes

Pick workflows that matter & break down silos to create efficiencies to simplify citizen interactions.



Measure outcomes and show value

Stakeholders include Citizens, Your Team, Departments, Agencies, & Congress.



Thank you

Jonathan Alboum

jonathan.alboum@servicenow.com

ODNI Keynote



Sherry Van Sloun

Assistant Director of National Intelligence
for Human Capital
Office of the Director
of National Intelligence

We are the Intelligence Community (IC)



HHS Keynote



José Arrieta

Chief Information Officer
Department of Health and Human Services



Perryn Ashmore

Principal Deputy Chief Information Officer
and Acting Customer Experience Executive
Department of Health and Human Services

Transforming the Employee Experience at Every Step of the Service Delivery Value Chain



Greg Horvath
[moderator]
Managing Director,
CIO Advisory
KPMG



Edom Aweke
Director of the Internal Controls
and Compliance Division
Office of the Deputy
Assistant Secretary
U.S. Navy



Blair Duncan
Deputy Assistant Secretary for
Human Resources and
Chief Human Capital Officer
Department of Health and Human
Services



Brian Merrick
Director of the Cloud Program
Management Office
Department of State



Brian Sipes
Managing Director,
ServiceNow
Federal Leader
KPMG

What if...

Your workforce had a **single, consumer grade digital experience** when requesting and receiving corporate services?

The worker could leverage cross functional services **without having to serve as a service integrator?**

Service organizations are built **on employee focused data and information flows** rather than transactions?

We took a **persona-based approach** to interacting with employees, **understanding their roles and anticipating their needs?**

Transaction centers **shrink in size** by over **50%** due to automation?

Half of business services workforce is **virtual and on demand?** The other half are 'bots'?

Every service offered is as **easy to consume** as the best mobile app we use at home?

There are **no functional** or front, middle, and **back office silos?**

Business services organizations are the **Enterprise Transformation Office** for both growth and efficiency?



Powered ESM enables the new agenda for business service leaders



Front Leading

Drive business transformation and strategic end to end solutions through holistic enterprise governance and transformation management capabilities and services



Boundary-less Delivery

Build an agile and scalable delivery model focused both on operational excellence and expertise capabilities



Customer First

Enable seamless internal and external customer experience across front, middle, and back office



“Plug & Play” Platform

Instill as-a-service capabilities built around disruptive technologies leveraged to their full potential inside and outside of business services



Information Insights Engine

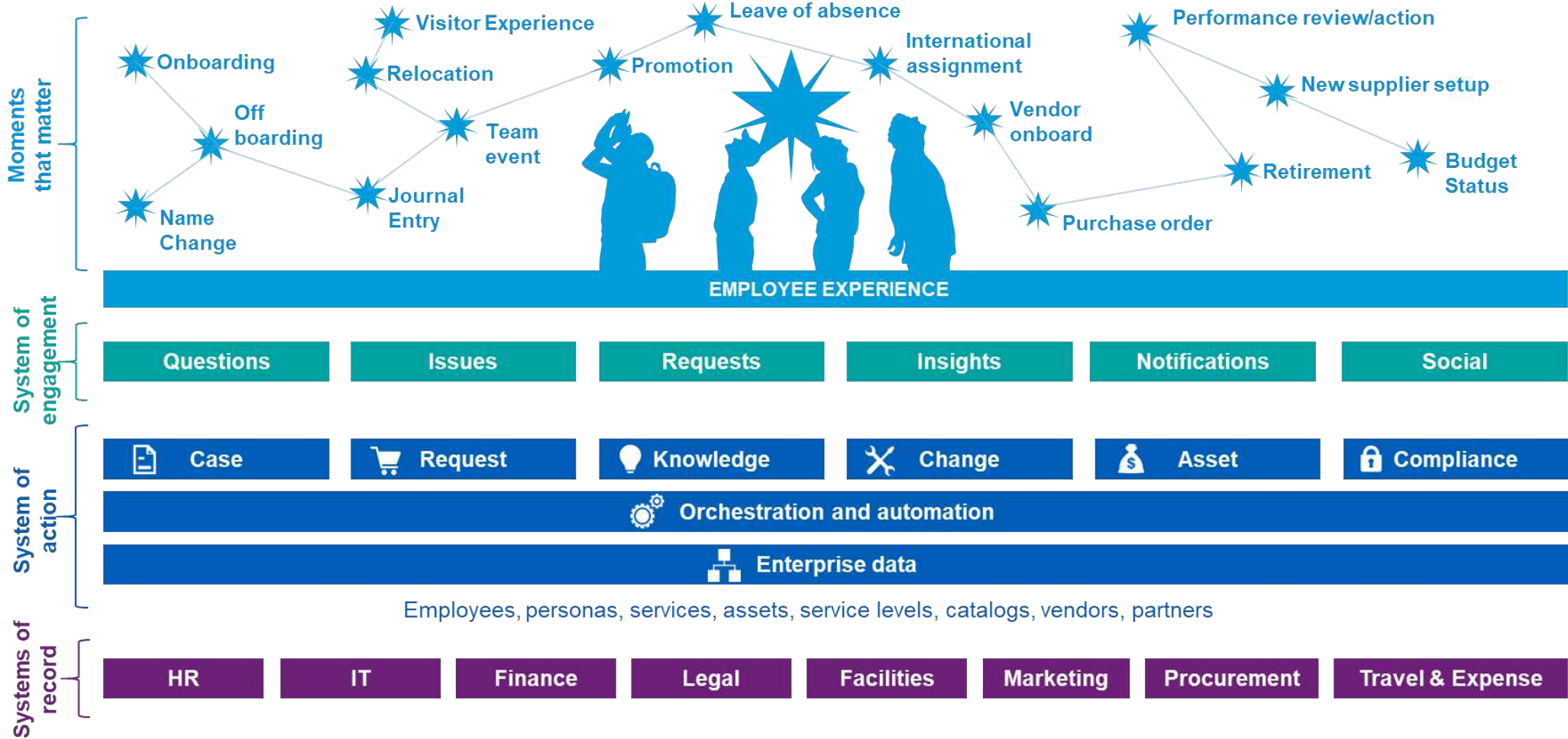
Turn information into an asset through an Insights driven ecosystem leveraging the strengths of business services



Agile, On Demand Workforce

Re-shape the business services workforce to enable man to run with machines

With the North Star in mind, Powered ESM connects ordinary and extraordinary moments that matter



How Does Human-Centered Design Make AI Effective?



Francis Rose
[moderator]
Host
Government
Matters



Brian Fogg
CTO,
Federal Civilian
GDIT



Beth Killoran
Deputy CIO
GSA



Stuart McGuigan
CIO
Department
of State



Bob Osborn
CTO,
Global
Government
ServiceNow



Martin Stanley
Senior Advisor
for Artificial
Intelligence
CISA

Managing Digital Labor with ServiceNow: How to Manage Robotics Process Automation Enterprise Capabilities



Elizabeth Damato

Manager, Government &
Public Sector Practice
Deloitte



Pam Dempsey

Lead, Robotics Process Automation
Center of Excellence
Central Intelligence Agency

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