

# Federal Forum 2022

## Adopt an “Outcomes Based” Modernization Strategy

Adopting ‘outcomes-based’ strategies  
to accelerate modernization

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# Adopt an “Outcomes Based” Modernization Strategy

11:25 a.m. – 12:00 p.m.

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**Hamaad Chippa**  
ServiceNow



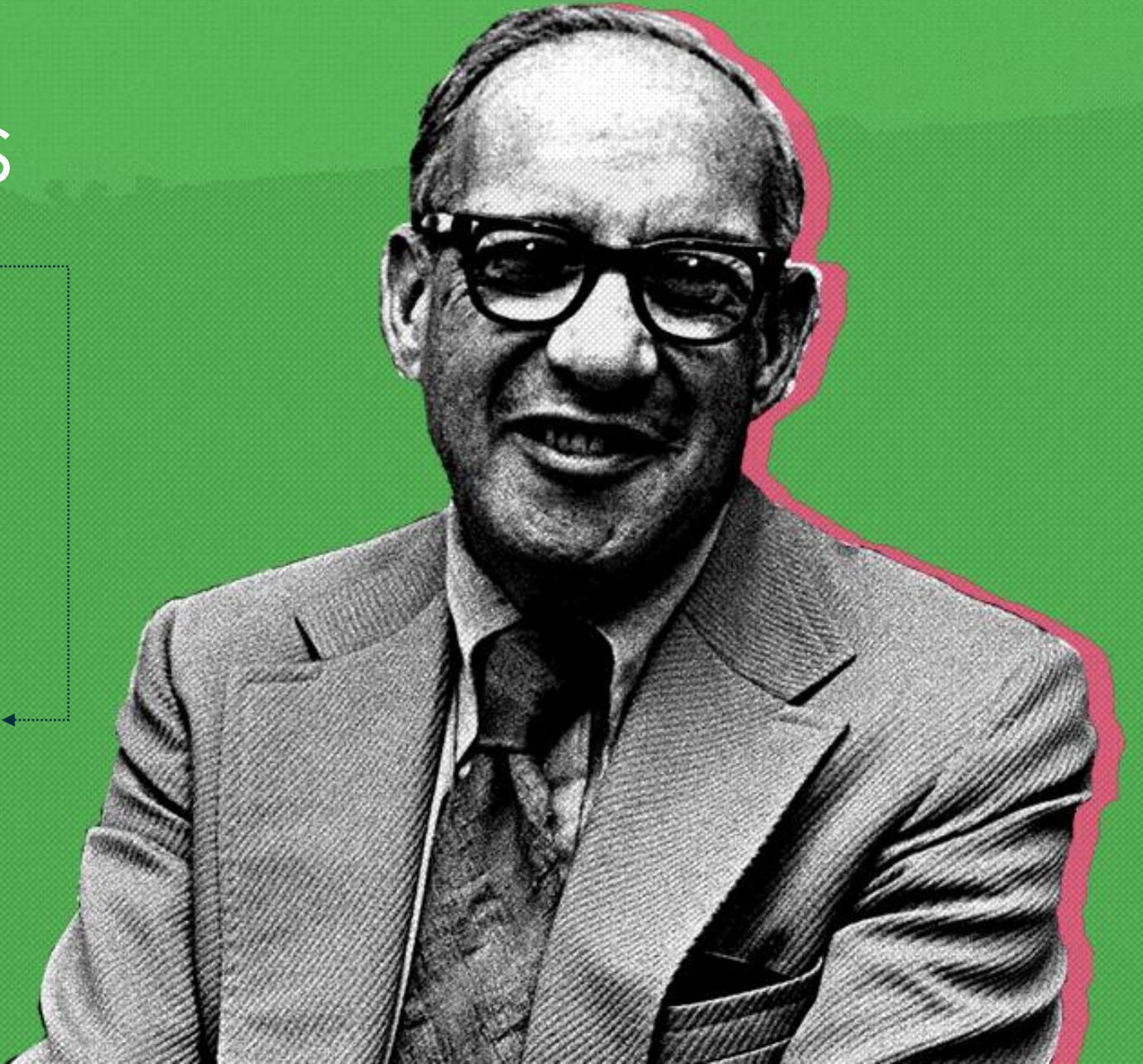
**Sam Lakhia**  
ServiceNow



**Tim Shaughnessy**  
ServiceNow

# Mission Success Through **Value** Management

How Do We  
**Define Value?**



## 3 'Orders of Mission Value' to consider



### Capability

How technology investments enable operational improvements from core **architecture, features,** and **functionality**



### Useability

How technology investments maximize benefit potential through **ease of adoption,** **user experience,** and **configurability**



### Sustainability

How technology investments sustain long-term value based on **scalability,** **continuous innovation,** and overall **interoperability**

37%

On average, organizations have **realized only 37% of the maximum potential benefits** that their transformations could have achieved

McKinsey  
& Company

# Top Federal Government Initiatives in 2022



## Exceptional Citizen Experience

- Meet citizens where they are at across services
- Provide omni-channel support (self-service, mobile, etc.)
- Focus on creating modern, consumer-grade experiences



## Workplace Modernization

- Enable modernization advancements (AI, ML, automation)
- Provide for a safe return to work and ongoing agility
- Continue to deliver flexible and productive work arrangements



## Improved Employee Engagement

- Reduced technological silos and administrative burden
- Create informed opportunities for career development
- Accelerate onboarding and time to productivity

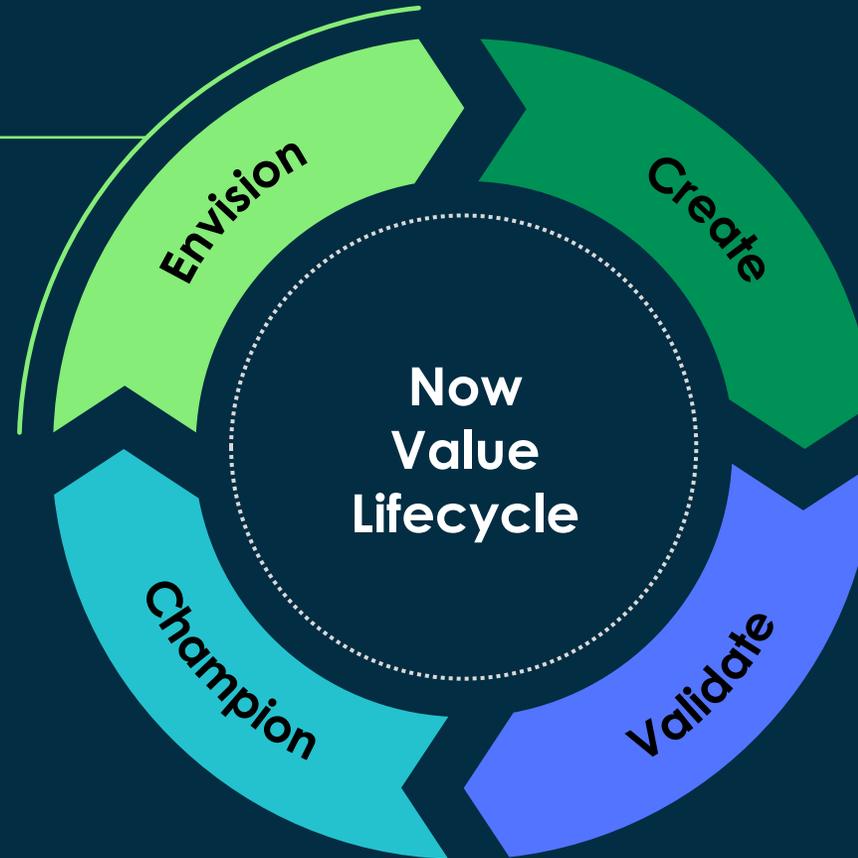


## Enhanced Security Resilience

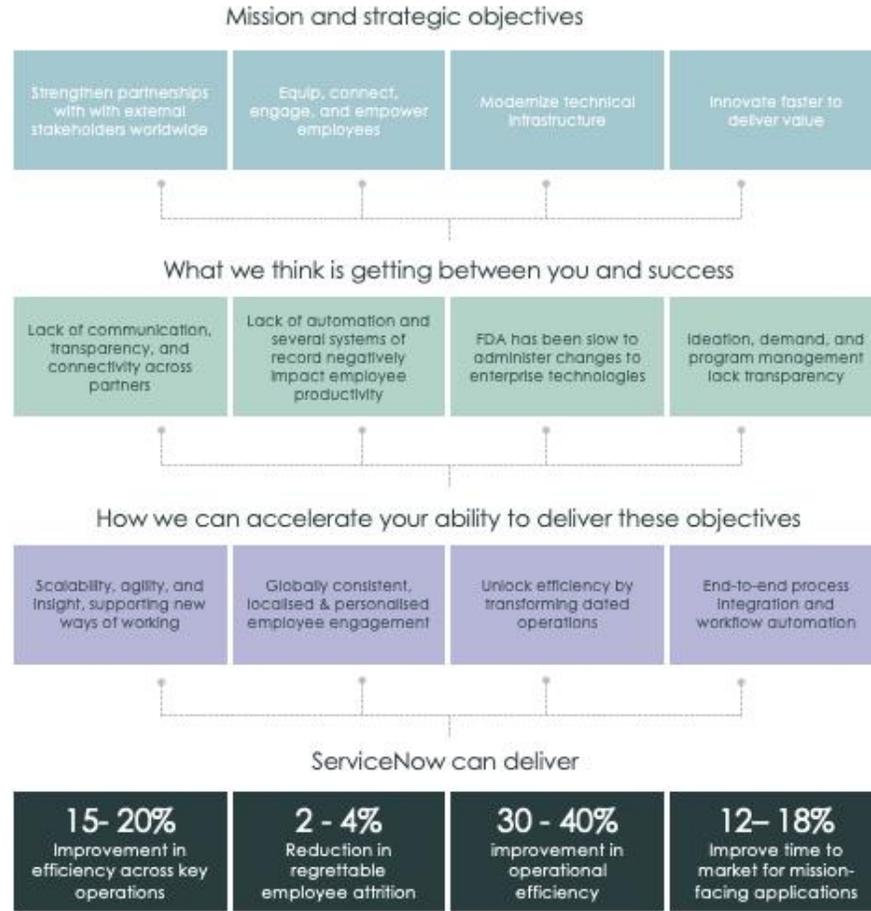
- Identify security risk, isolating issues quickly
- Rethink current security posture (automation, Zero Trust, transparent asset management)
- Consolidate security procedures

## Developing the business case and roadmap for success

- **Create internal justification** for modernization efforts
- **Determine value drivers** that are most impactful to mission objectives
- **Quantify the value potential**, prioritizing quick wins and level of strategic impact
- **Educate executive committees** on the value proposition to support budget prioritization



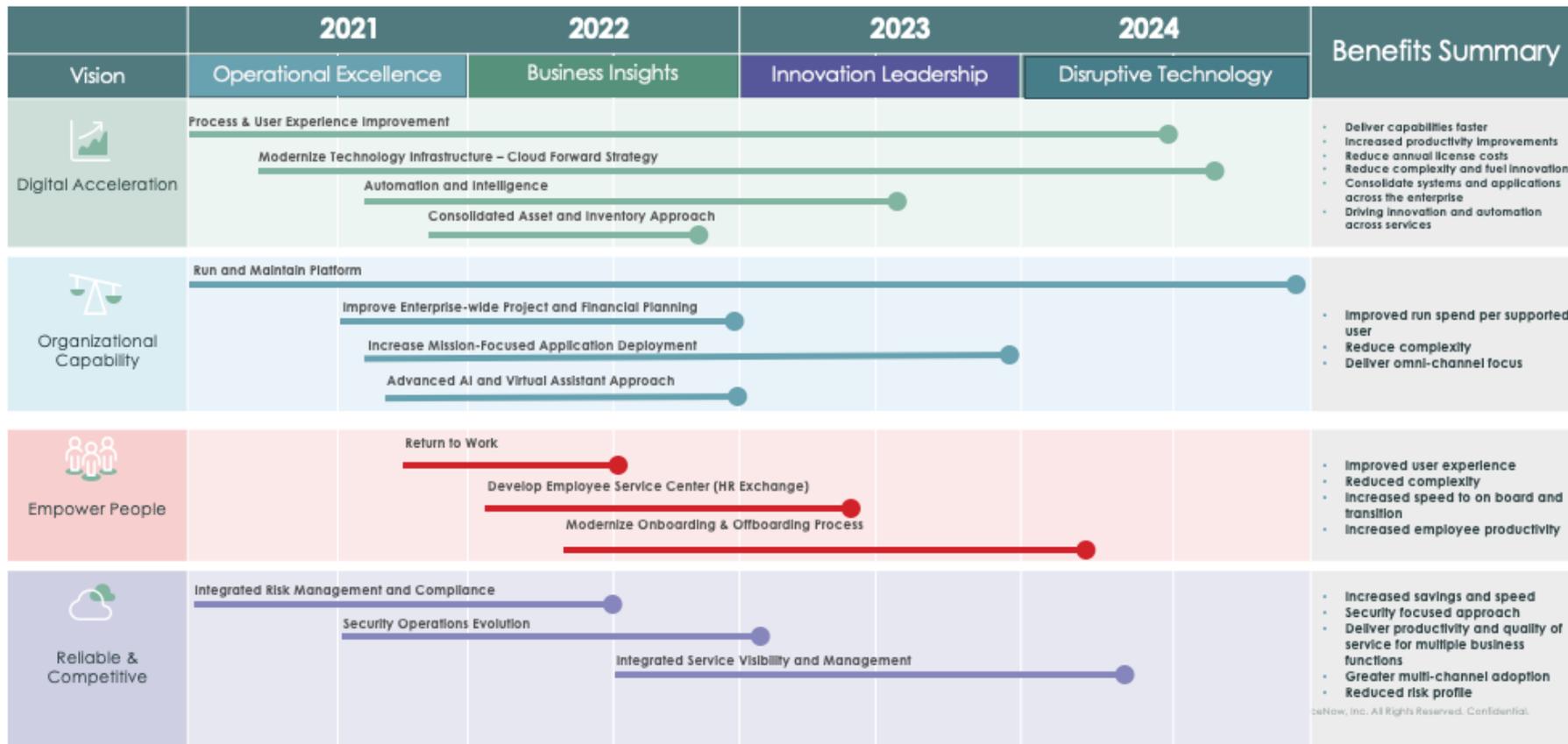
# Government Agency identified top value drivers to define Implementation roadmap



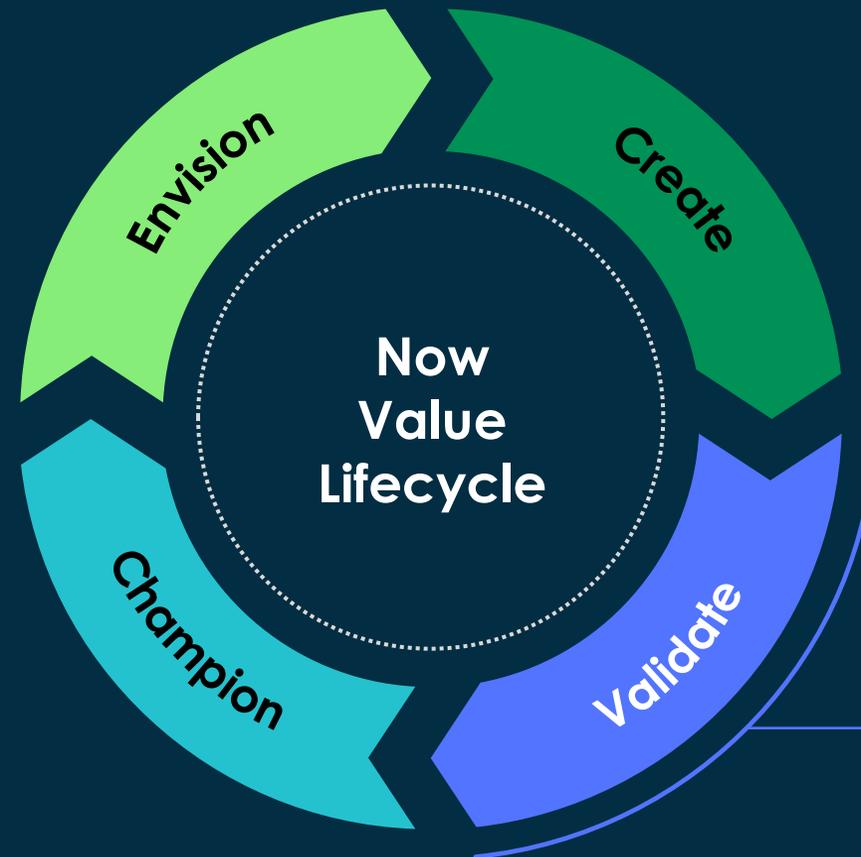
Understand mission outcomes and define value drivers

# Government Agency identified top value drivers to define Implementation roadmap

## Digital Modernization Roadmap for Agency



Value informs implementation roadmap



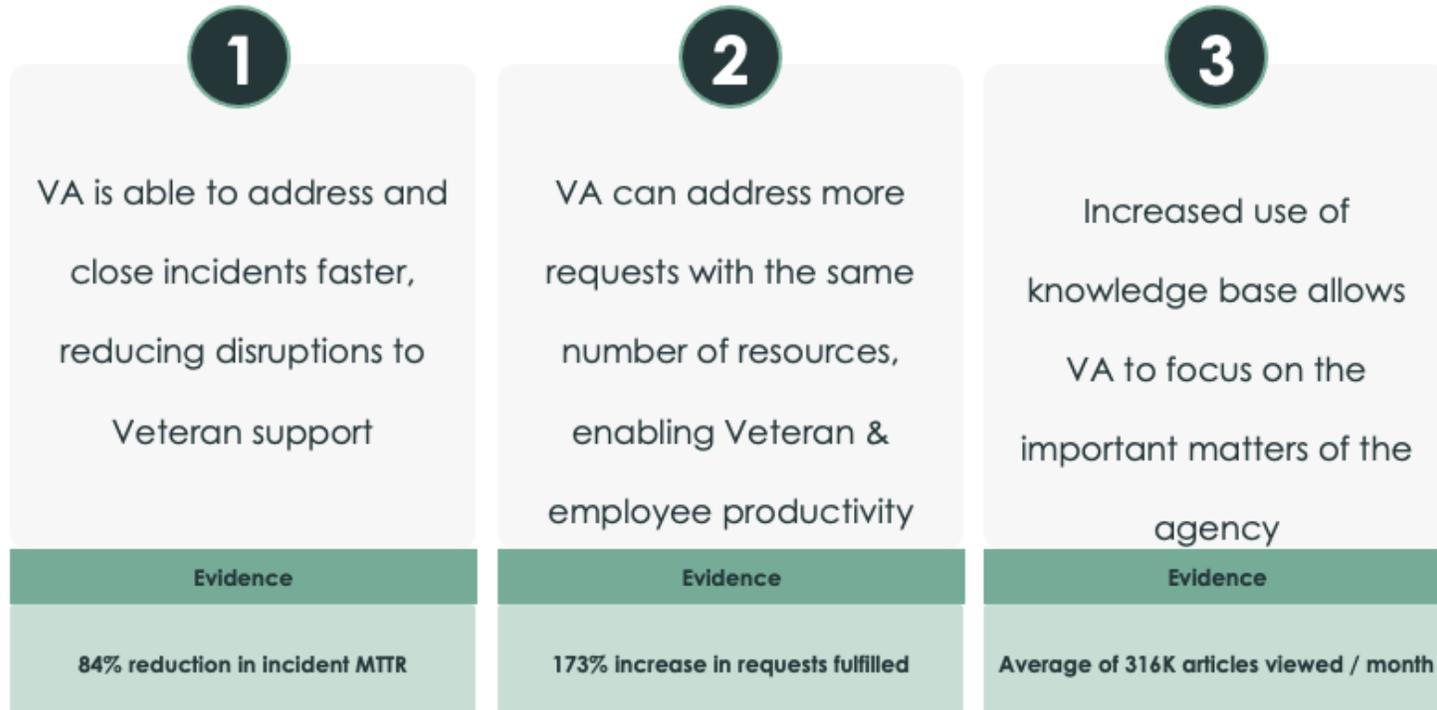
### Ensuring maximum value realized and ongoing mission alignment

- **Provide transparency** into positive value realized (strategic & quantifiable)
- **Highlight gaps in expected results** from initial baseline for fast resolution
- **Continue positive momentum** for broader agency support across new mission initiatives
- **Leverage strategic analyses** to educate new senior leadership on success

# Value realized at The Department of Veterans Affairs

## Areas of Realized Value<sup>1</sup>

### Reduction in time to resolve incidents & requests drive value realized from shifting to ServiceNow ITSM<sup>1</sup>



- Improved service delivery efficiency
- Reduced costs by unifying on a single platform
- Enabled significant self-service capabilities
- Agency-wide adoption of Knowledge Management
- Increased employee satisfaction



1. To calculate benefits, metrics for 12 months of ITSM KPI data (Sept 2018 – Aug 2019) are used 12 months (Sept 2019 – Aug 2020)

last

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# Value realized at The Department of Veterans Affairs

## Areas of Realized Value<sup>1</sup>

**With improved IT stability & productivity, VA's SMO has been instrumental in enhancing Veteran support, especially during the pandemic**



U.S. Department of Veterans Affairs

**Reduce disruptions to Veteran support**

“These measures increase the speed with which VA customers and clinicians can have their IT issues resolved, allowing them to maximize their time spent serving Veterans”  
– Service Management Office Director

**32%**  
Reduction in tickets through self-service

**100%**  
Increase in additional requests supported during WFH orders

**Key takeaways**

- Enabled self service capabilities to employees
- Streamlined request management process reduces stress on service desk & reduces IT costs

**Improve employee productivity and experience**

Pre-pandemic, we were doing 2,400 telehealth appts per day through VHA – today we are doing 40,000! (1,500% increase) – “this was all supported by the investments we’ve made in IT” – Former VA CIO

**84%**  
Reduction in incident MTR



**4 hrs.**

Incidents can now be resolved in 4 hours vs. 28 hours

**Key takeaways**

- Efficient service and application reliability ensures Veterans get the support they need
- Covid-19 impacts were managed effectively without ramping up staff

**Fast time to value**

In a few short months, VA has been able to **Identify ~ \$10M worth of software cost savings** by targeting one SW application with a single vendor. As VA continues to improve usage and demand visibility, the **potential cost savings opportunity** across their top vendors **is expected to be \$32 – 56M**

**Additional value delivered through ServiceNow**

**\$13M**

Reduced cost of password reset requests

**\$5.1M**

Increased business productivity by efficiently completing add'l request demands as a result of WFH orders

**\$291K**

Improved efficiency of program demand and ideations processes

**Industry**  
Govt / HC

**Company Size**  
378,000

**HQ**  
Wash, D.C.

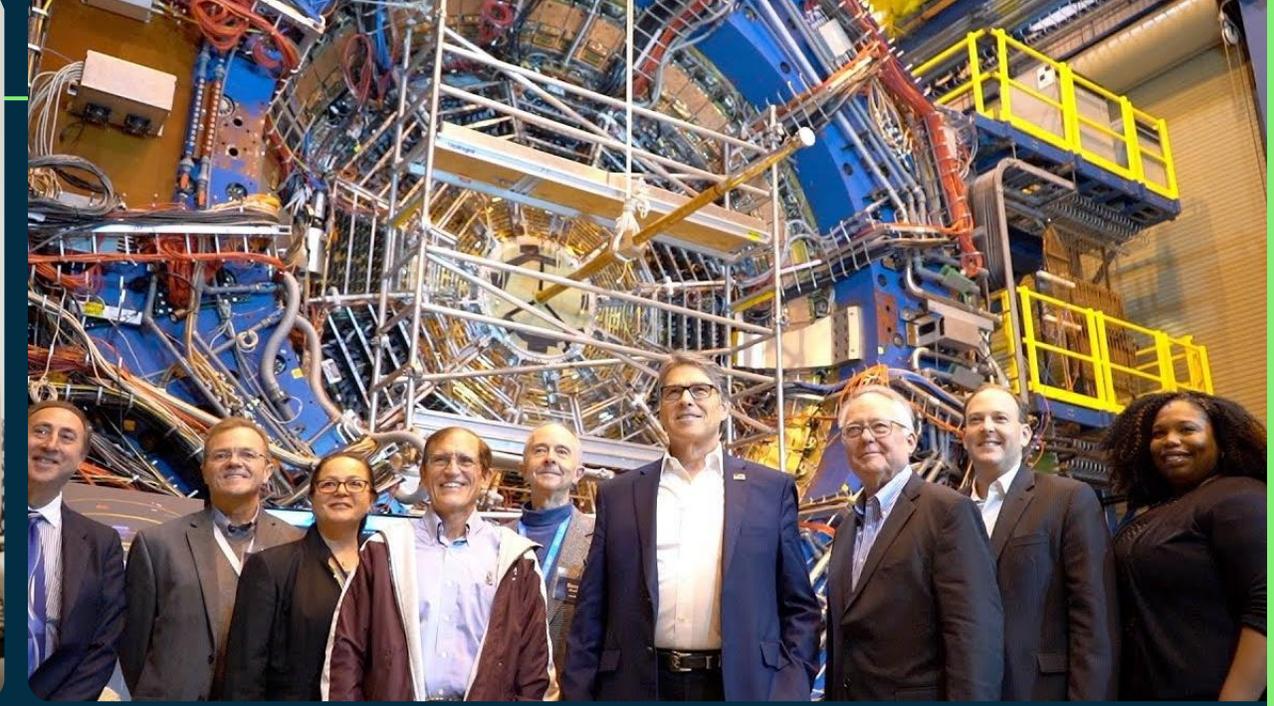
**NOW Project ROI**  
319% over 1-Year Assessment Period

**ServiceNow Products**  
ITSM, SAM, ITBM

**Industry Application**  
Improved Patient Care

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23%

Faster Caregiver Onboarding  
and “Time to Patient Care”



90%

Reduction in IoT Integration  
and App Development Effort



80%

Improvement in Customer  
Self-Service Resolution



10%

Increase in Customer Net  
Promoter Score (NPS)



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