

The race for great apps

Build cross-enterprise low-code apps fast—with no sprawl



Featured:

App Engine, IntegrationHub, ITSM Standard/Pro, Customer Service Management Standard/Pro, HRService Delivery Standard/Pro

servicenow

Whatever your business is facing, let's workflow it!

More than \$3 trillion has been invested in digital transformation over the last three years, but too much of that has been funneled into point solutions that have failed to solve for the needs of the modern enterprise – like building apps quickly. In fact, all that capital has only led to a 26% return on investment for organizations. Companies need to drive growth, increase productivity, and strengthen business resilience—and niche software is just a bandage during this new normal.¹



Now is the time to push forward and take the lead on your own digital transformation. At ServiceNow, we make the world of work, work better for people anytime, anywhere, in any environment. That means creating seamless experiences with cross-enterprise digital workflows to connect people, function, and systems.

Let's dive in and explore how digital workflows can create a better low-code app pipeline for all areas of your organization.



Workflow (n):

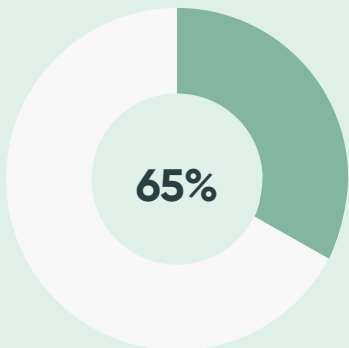
Digital workflows simplify any business and keep it on course. Automate multi-step processes that occur between any combination of people and systems, like requests, approvals, decisions, and actions, to help companies achieve better business outcomes.

Low-code is key to future growth

Growth now requires faster, more agile automation delivered through software. Leaders of service delivery departments, including human resources, customer service, and IT, have realized that success comes to those who can innovate the fastest.

Having your IT service management, HR service delivery, and customer service management on one platform should be the goal, but to achieve game-changing results you must embrace a low-code solution that is also natively compatible. This will allow you to expand your roster of creators, make your end users more productive, and allow your centers of excellence to remain... well, excellent.

This buy-to-build approach empowers everyone within your organization to think about ways to solve business problems with automated workflows. With more people building with less complexity, your company can create low-code apps fast and safely scale cross-enterprise experiences that users love..



According to Gartner, by 2024 more than 65% of new applications developed by enterprises will use low-code technologies.

Source: Magic Quadrant for Enterprise Low-Code Applications Platforms, Gartner, 2020



4x more efficient

Low-code developers are four times more efficient than their full-stack developer counterparts, and new low-code developers take a quarter of the time to onboard.

Source: The Total Economic Impact of App Engine Powered by the Now Platform, Forrester Consulting, 2021



How to use this handbook:

Every organization is different, but we want to offer insights and ideas on how to plan and execute your own successful low-code transformation efforts.

1

Part 1

Top three low-code challenges, and the compelling outcomes you can achieve

2

Part 2

See why your peers are quickly building apps

3

Part 3

ServiceNow workflow solutions that help you build cross-enterprise low-code apps fast



PART 1

The top three challenges that lead to inefficiency and sprawl—and the workflows that can solve them

We've talked to our customers, and no matter the industry, there are typical issues confronting IT, HR, and customer service teams every day that result in inefficiency and poor experiences. But there are intelligent and proactive solutions that can rectify these challenges and yield real payoffs to the business.



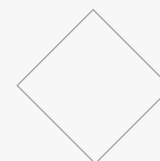
PROBLEM 1

Business leaders can't build apps fast enough

Even when an organization sees the value in automation, building the apps to streamline business processes without a low-code solution takes time. Many leaders lack a large enough pool of skilled software developers to meet demand and hiring more comes at a high cost. You can either prioritize a few quality apps by consolidating your team or split them up and suffer longer development times.

ANSWER

Introduce low-code tools and augment your team with citizen developers. You'll not only accelerate production, but those business leaders will have the tools to create better targeted apps to solve their problems under your guidance.



OUTCOME

Build apps fast

- **More creators** with democratized fool-proof app development experience
- **Less custom code** with run-ready building blocks and native in-platform features
- **Better alignment and reuse** with frictionless team collaboration





PROBLEM 2

Disjointed processes

Slow build times have forced departments to look for specialized tools to fix their problems. The result? HR has a product to streamline onboarding and customer service has procured their own software to support their high call volume concerns. These legacy systems offer poor efficiency across internal business units and create more functional silos that perpetuate already broken processes.

ANSWER

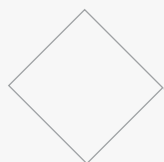
Get both teams to build their own apps to solve their problems, unleashing their functional experts to improve the process with low-code, all on the same platform so that they can align cross enterprise processes and be updated fast as the needs of the departments change.

OUTCOME

Deliver experiences users love

- **Consumer-grade, multi-channel** to meet all moments that matter
- **Customer-centric, productive, and engaging**, with self-service and AI/ML-assisted knowledge, search, and decisions
- **Unified and consistent** to scale across all systems of records

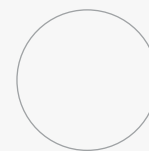


**PROBLEM 3****Inability to deliver apps that scale an enterprise**

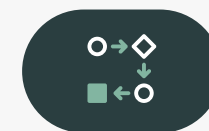
With entrenched legacy systems, even skilled developers will struggle in delivering custom workflow apps that span the organization. If each department has their own technology debt, figuring out the right formula to integrate all the disparate tools is close to impossible.

ANSWER

Have your departments work off of one workflow platform that cuts across all of your systems of record with out-of-the-box integrations and custom integrations. Then create customized low-code apps that can quickly to extend capabilities as needed. When you are able to seamlessly connect workflows across systems and infrastructure, you've cracked the toughest challenge for most organizations.

**OUTCOME****Scale without sprawl**

- **Connected workflows** that scale end-to-end across any systems, apps, and data
- **High quality apps** with proven components and straightforward oversight
- **Assured performance** on the trusted world-class platform



PART 2

It's time to workflow low-code app development

Want proof that it pays off to invest in low-code? Keep reading to learn how companies like yours will:

- Reverse the trend and reduce application backlogs
- Seamlessly automate and improve processes that will bring you real value
- Don't just modernize and transform – also do it with an eye to the future

And now we'll get into each of these payoffs in greater detail.



Reverse the trend and reduce application backlogs

The demand for new and updated applications, as well as individual features and capabilities is exploding. And yet, every company is resource-constrained, as the professional creators who can build and run such software are in short supply. Organizations have little choice but to add to their extensive software to-do lists, slowing down digital transformation.

The low code capabilities of ServiceNow App Engine empowers stakeholders to build apps themselves while minimizing the need to hand-code. It simplifies app creation for both pro and citizen developers, with a large palette of low-code tools, turnkey capabilities for richer apps, and modular building blocks that can also be reusable. By lowering the skill level needed, organization can free up scant pro resources to work on more complex tasks.

With a larger pool of creators, your citizen developers and professionals can build apps faster with App Engine and start chipping away at the company backlog.



CUSTOMER SPOTLIGHT



Academy Mortgage uses ServiceNow to make compliance audits more efficient and effective with custom low-code applications. With App Engine, they can deliver more business value with less effort.

Only 3 Pro Developers

Oversee all app development



Automating business processes is ServiceNow's sweet spot. By creating custom applications, we deliver a lot of value very quickly—and the quality is great. It only takes four weeks on average—two sprints—to develop a typical application, and we can do a simple application in a single sprint. And, ServiceNow makes it easy for developers without a traditional programming background to come up to speed quickly. For instance, we've recently hired a junior developer who used to work on our service desk team. That's worked out really well—and opened up a new career opportunity. It's one more reason why I'm a ServiceNow fan.

Joey Day

Senior Software Engineer, Academy Mortgage

Seamlessly automate processes to create real value

ServiceNow ITSM, Customer Service Management and HR Service Delivery core products give functional and line-of-business managers a vast array of tools to automate their business processes. The products serve as the baseline to improve operational performance, better manage risk and compliance, and provide needed visibility for operations. However, each business is unique, so it's vital to have the ability to extend and encompass all departmental processes. Regardless of the task, digital workflows are the best way to support any business goals.

App Engine, with its rapid low-code app delivery capabilities, enables senior business managers to transform and automate processes while leveraging existing systems. Organizations can continually improve operational performance, increase efficiency, and reduce costs, while adapting to rapid changes in their business.

ServiceNow gives these managers the flexibility to identify, automate, and improve quickly to deliver first-class experiences end users love.



CUSTOMER SPOTLIGHT

POMERLEAU

Pomerleau used App Engine to create its Digital Logistics Requisition app, which lets site supervisors requisition materials, tools, and services from their mobile devices. Supervisors can even request custom items – in one case, 40 tennis balls cut in half – right from the same interface. The app automates the backend logistics workflows, whether that's arranging for a crane or delivering 30 drills. This shields supervisors from the underlying complexity. Instead, they simply get a clear, reliable delivery date that they can view and track.

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Our logistics team prides itself on A1 service, but it struggled to keep up with our growth. By automating our logistics processes with ServiceNow, we can keep our construction sites humming.

Daniel Gagné
IT Development Coordinator, Pomerleau

Don't just modernize—transform with an eye to the future

Niche solutions had long dominated the digital transformation playbook. Now, after years of use these legacy applications are limiting growth, leading to siloed organizations that really need to reinvent themselves.

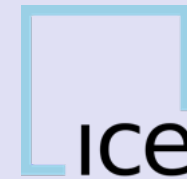
ServiceNow has become the strategic platform of choice for organizations looking to modernize and transform. We support cross-functional operational excellence for IT strategy and operations leaders seeking a collaborative way to redefine and automate existing processes at-scale. IT operations are getting more complex every day, but the ability to standardize low-code across the enterprise with App Engine helps companies avoid the long-term debt accumulated from legacy app platforms.

Leveraging our deep expertise in workflow management, App Engine fuels IT operational excellence with simplification, standardization, and scalable support for cross-functional process transformation. It's the modern innovation platform of choice to consolidate and migrate legacy apps with built-in operational support.

Simply put, ServiceNow with App Engine is built to scale both today and ten years from now.



CUSTOMER SPOTLIGHT



Intercontinental Exchange consolidated and replaced legacy systems with ServiceNow's custom and out-of-the-box apps, lowering business risk, increasing business visibility, and reducing IT costs.

50% reduction in development effort

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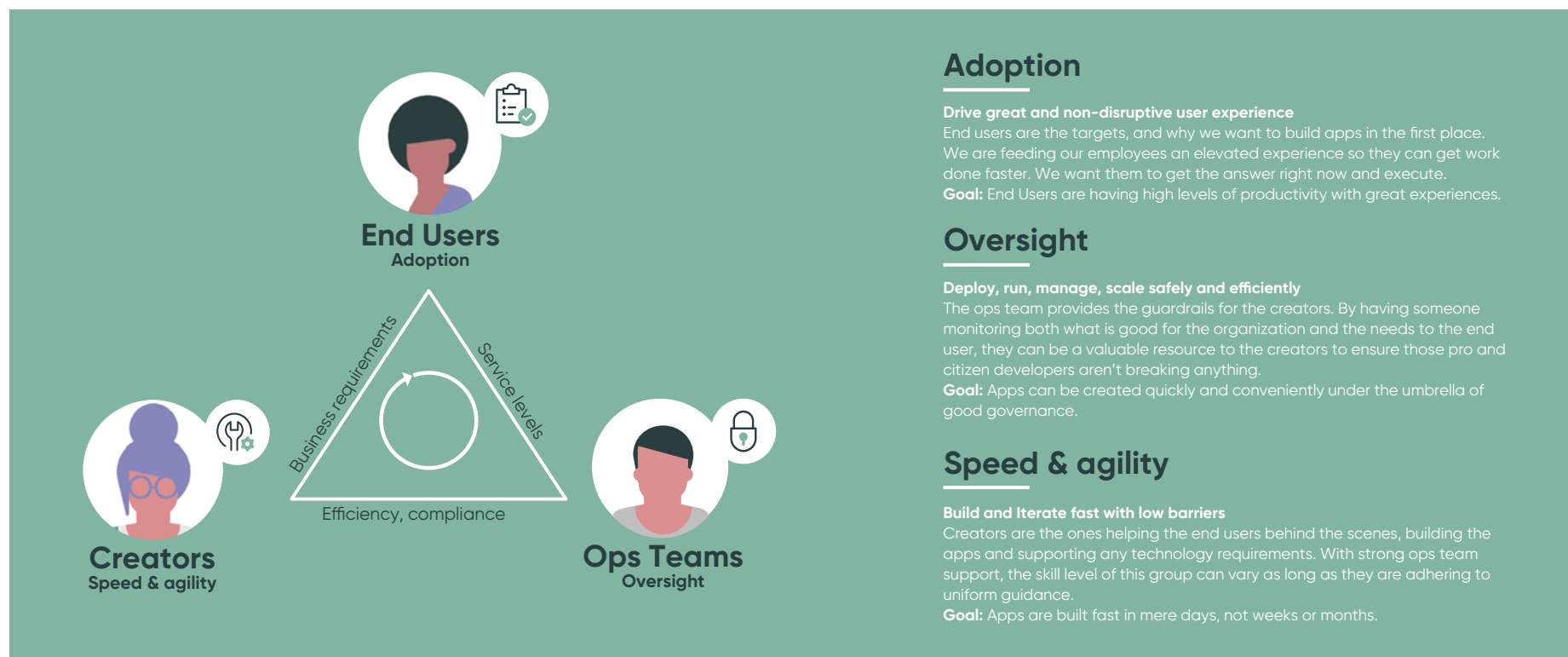
That makes it easy to consolidate and retire applications built on legacy tools—for example, Lotus Notes—so we can modernize and save costs. In fact, since we started out, we've built more than 20 custom ServiceNow apps and our team is still fewer than 10 people—including QA.

James McGrogan
Director of ServiceNow app development,
Intercontinental

Low-code is a team sport

Application development is unique in how it affects an organization. Unlike core products such as ITSM, CSM, or HRSD which are able to transform a large number of general processes off-the-shelf, a low-code solution is not about streamlining the work of a single department. Each app created is designed solve a very specific problem, and this can happen in every division of a company.

For low-code app development, it's more about the commonality of the people affected, and the roles they play in the larger development ecosystem. Proper implementation of low-code can have profound effects on your organization. It's a cycle that feeds itself, and the more it is embraced the more powerful it can be for an enterprise.



PART 3

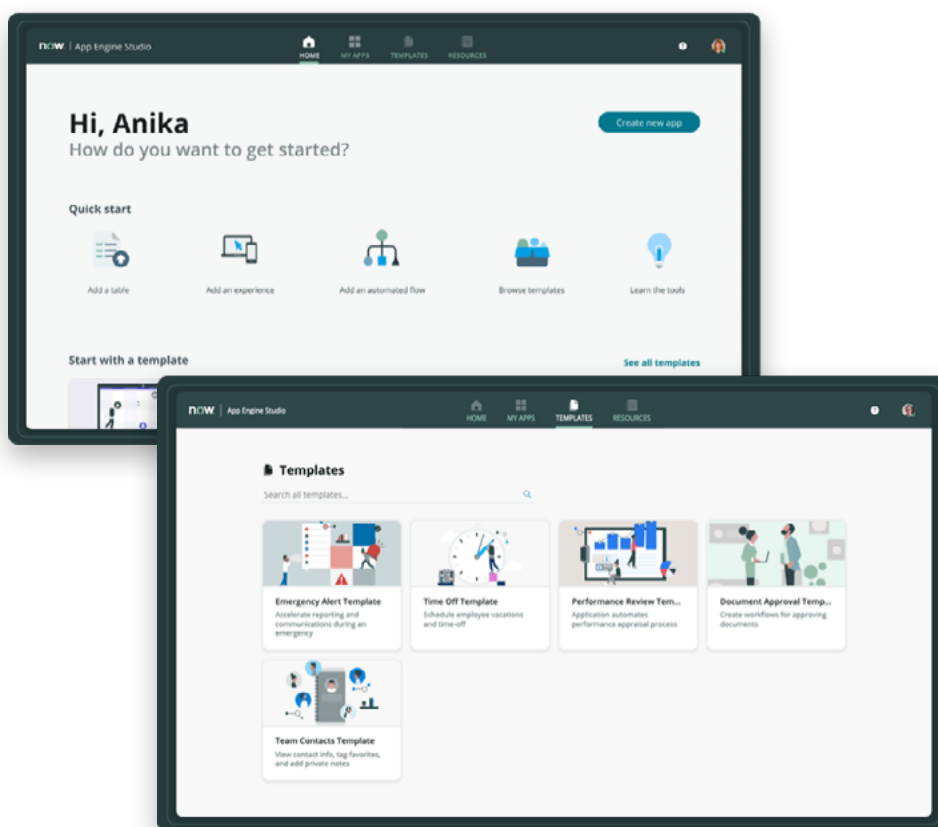
Build cross-enterprise low-code apps fast, all on the ServiceNow platform

App Engine

Reimagine every process as a digital workflow. With ServiceNow App Engine, you can build low-code apps quickly, with more creators and less complexity, safely scaling cross-enterprise experiences that users love.

- Empower more creators to bring their own workflow apps to production quickly for mission-critical tasks. Design with best-practice guidance and templates—all within a holistic low-code dev experience.
- Accelerate process automation and show value quickly with native integration and low code. Scale your workflows from simple to complex, with consistency across the enterprise.
- Collaborate with no friction, enabling builders of all skills to code harmoniously in a shared environment. Free business creators to build apps while maintaining app quality and platform stability.
- Captivate users by delighting them in the moments that matter with a modern unified experience that's easy to understand. Build mobile-first experiences using our intuitive, low-code designer.
- Seamlessly embed AI and analytics in every app to amplify your work. Predict issues, make smarter business decisions, and help people get work done easier and faster.

Get more info [here](#).

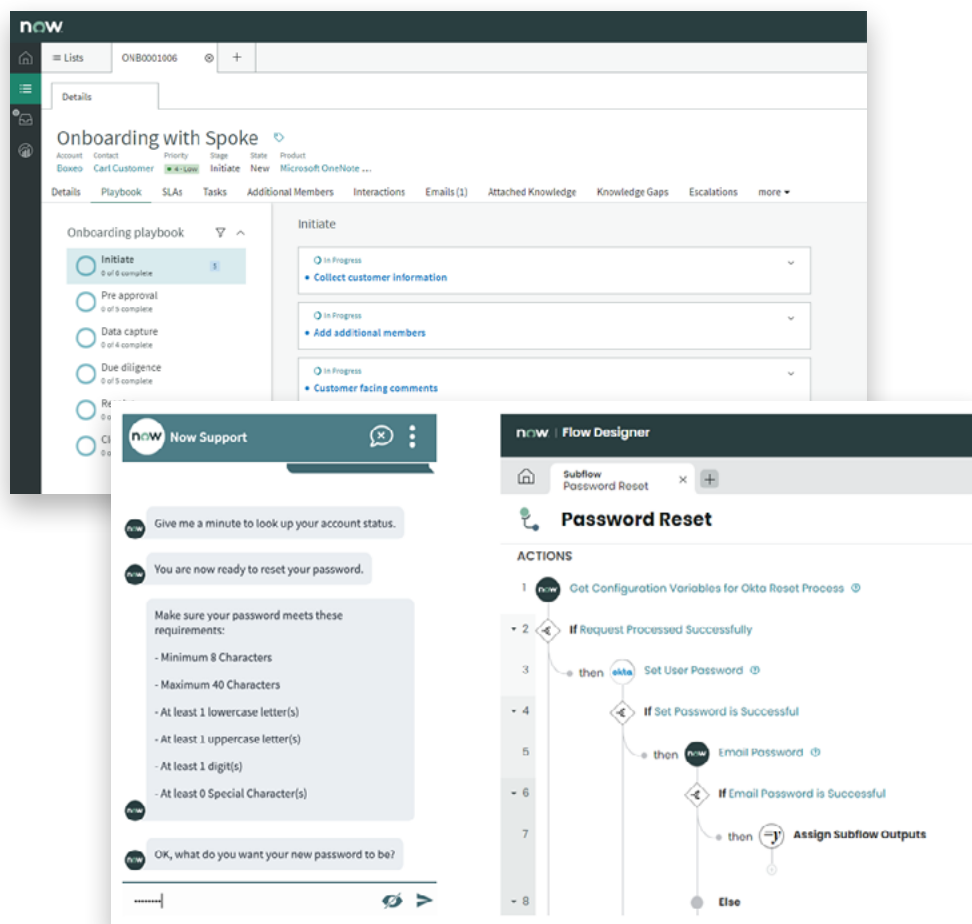


IntegrationHub

Low code integration native to ServiceNow workflows – all on the Now Platform.

- Reduce ServiceNow integration development, maintenance, and upgrade costs with out of the box spokes for 150+ of the most critical business systems.
- Integration and automate ServiceNow with any data or system in Flow Designer, without the need for specialized integration resources.
- Create powerful, re-usable custom integrations to any legacy, on-prem, or cloud system with Action Designer and integration steps that jump-start development.
- Get to value even faster with out-of-the-box automation solutions for password reset, client software distribution, and remote process sync/eBonding.
- Add IntegrationHub spoke actions directly in Virtual Agent Designer to easily automate common incidents and requests
- Simplify cross-enterprise multi-system automation by embedding spokes in Process Automation Designer activities and Playbook experience.

Get more info [here](#).

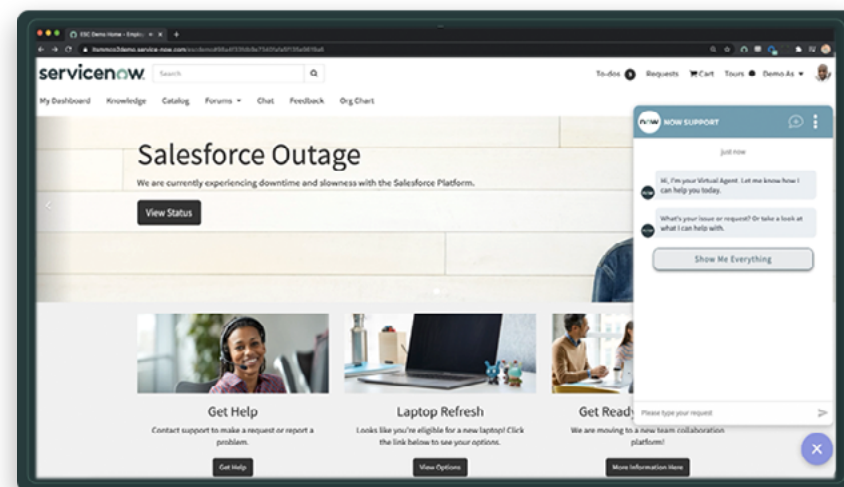


IT Service Management

Deliver resilient IT services on a single ITSM cloud platform, boost IT productivity with faster platform-native AI resolutions, and serve employees anywhere with always-on IT services.

- Deliver ITSM on a single platform by using built-in best practices to rapidly consolidate disparate tools to a single system of action in the cloud. Harness your shared data with the most trusted IT service workflows.
- Improve IT productivity and boost agent efficiency with AI-assisted recommendations and automatically assign incidents to the correct resolution team.
- Create resilient service experiences by shaping service experiences to fit the world your employees work in. Automate support for common requests with virtual agents that understand simple, human language.
- Achieve new insights and proactively deliver high-quality service at scale. Gain full visibility into any process or service with built-in dashboards and analytics providing real-time, actionable information.
- Remove friction with mobile. Enable employees to find answers and get stuff done across IT, HR, facilities, finance, legal, and other departments—all from a modern mobile app powered by the Now Platform®.

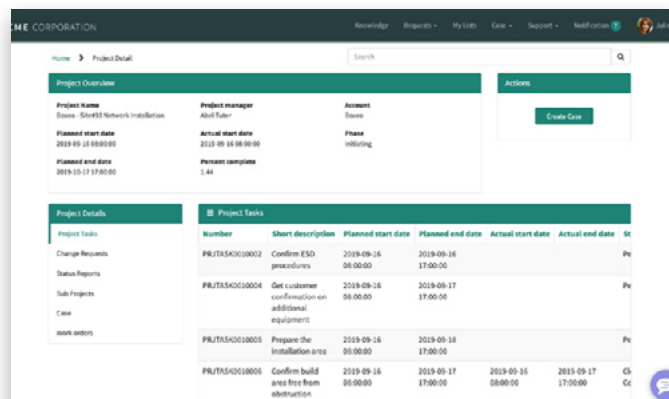
Get more info [here](#).



Customer Service Management

Go beyond traditional customer service solutions by connecting customer service with other teams to resolve issues quickly and proactively.

- Connect teams to boost efficiency with automated processes from the front office to the back. Intelligently route tasks to the best employee and group similar cases to streamline resolution.
- Proactively address customer issues by monitoring services to identify problems and notify impacted customers. Fix issues faster by analyzing workflow trends to increase automation and efficiency.
- Expand self-service by automating common customer requests, providing answers with an AI-powered chatbot, and empowering agents with an intelligent workspace.

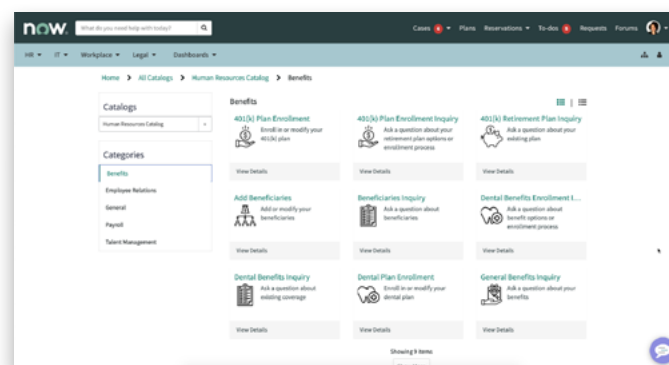


Get more info [here](#).

HR Service Delivery

Improve productivity by streamlining the employee service experience with intelligent workflows.

- Simplify access to services and increase employee satisfaction by making it easy for employees to stay connected and get the services they need with omni-channel experiences and mobile apps.
- Improve productivity by using fewer resources to serve more employees from anywhere, minimizing repetitive tasks with automated workflows, machine learning, and case management.
- Streamline employee transitions and manage lifecycle events like onboarding and departures across multiple departments. Increase efficiency and gain full visibility of end-to-end processes with powerful employee workflows.
- Optimize service delivery by improving operational efficiency and delivery of services with clear insights surrounding employee requests.



Get more info [here](#).

Ready for low-code app development?



Low-code is a vital piece in the digital workflow revolution. With the tools to extend ServiceNow ITSM, HR Service Delivery, and Customer Service Management out-of-the-box, our customers are reimagining the way they work, building new apps fast, creating great experiences, and unlocking productivity for their end users. By using the Now Platform as the single foundation of your low-code program, you can:

- Deliver new apps in hours and days vs. months
- Build more mission-critical apps
- Have apps with greater business alignment
- A scalable, updatable, sprawl free technology environment

These natively integrated digital tools that enable transformation are why your peers at leading companies and organizations are responding to this moment and are turning to ServiceNow.

For a deeper exploration of ServiceNow low-code solutions powered by App Engine, we recommend reading the following documents:

[The ServiceNow App Engine Book of Knowledge](#)

Hear from our customers as they describe their application development journey with ServiceNow

[Build cross-enterprise low-code apps fast with no sprawl](#)

This solution brief introduces you to the low-code platform that empowers every creator

[Creator Workflows powered by Now Platform](#)

In this eBook, we'll explore both the challenges and the benefits of managing digital transformation initiatives with low-code app dev platforms

[Building new value and function in your IT workflows](#)

Find new ways to extend and scale IT workflow automation with App Engine

About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. For more information, visit www.servicenow.com.

Sources:

- 1 An IDC Perspective: Driving the Right Conversation with the CxO in 2021 and Beyond, IDC, 2020

