

# Digital Services Management with ServiceNow

Accelerate the efficiency and innovation of your cloud-based workplace services with automated workflows, tailored experiences and intelligent operations

## ESSENTIALS

As a ServiceNow services partner, Dell Technologies elevates your implementation beyond basic service design to achieve the full automation, experience, and operational benefits for your organization.

### »» Elevate beyond traditional servicing

Accelerate implementation and automation of end-to-end workflows to drive consistent, repeatable and reliable operations.

### »» Deliver beyond customer expectations

Offer employees enterprise services through a consumer-driven, personalized digital experience with services tailored to their role and requirements.

### »» Advance beyond operational solos

Achieve data-driven operations by unifying enterprise technologies with the Now platform and using telemetry, AI and machine learning to proactively manage, predict, and self-heal.

## Business Challenges

In many organizations, services management teams still rely heavily on manually processing high-volume requests, focusing on cost reduction and ticket resolution. As a result, employees perceive that enterprise services lack innovation and act primarily as a repair shop.

Digital application development and delivery require highly responsive cloud provisioning. Traditional services management processes lack the speed, consistency and scale required for modern business agility.

Daily interactions with digital on-demand consumer service offerings shape business professionals' expectations for their workplace services, such as IT, HR and Facilities. However, employees often find interacting with their workplace service departments to be a frustrating experience—from service selection and ordering to delivery.

Rapidly changing business priorities lead organizations to add to their digital infrastructure instead of optimizing it, resulting in a disconnected ecosystem of infrastructure, applications and databases. Siloed infrastructure design prevents proactive management and continuous improvement across departments.

Digital services management supports all services centers, not just IT, extending objectives beyond cost reduction. Therefore, innovation requires overcoming traditional service management biases, not only to optimize organizational efficiencies, but also to maximize employee experience.

## Service Description

Leverage Dell Technologies Services to unlock the full value of ServiceNow investments. You'll benefit from the successes from our own global implementation. Rapidly modernize organizational processes by adopting digital workflows that deliver modern, tailored employee and customer experiences, simplify work across your entire business, creating faster, easier, more enjoyable experiences. We can help you enhance your cloud-based services management platform to present a single and intuitive interface, resulting in exceptional user experiences and seamless integration with your infrastructure.

The Dell Technologies approach to modern services management addresses three core capabilities:

## ELEVATE



### Workflow & Automation Services

Venture beyond basic service design. Replace highly manual processes with automated workflows to deliver consistent, reliable, repeatable and auditable outcomes. Leverage AI-powered capabilities like Now Assist to further enhance automation and provide intelligent assistance. We'll develop business rules to establish requirements for the service catalog and the logic for your service management needs.

**Use cases include:** Service Management & Delivery, Business & Portfolio Management, DevOps and Governance, Integration Hub supporting as-a-Service Offerings, Infrastructure as Code (IaC) Integration, AI-Enhanced Services Management and Process Optimization

## DELIVER



### Digital Services Marketplace Services

Deliver beyond customer expectations. Apply insights from digital consumer service applications, such as eCommerce or rideshare to design an intuitive, on-demand and responsive workplace services experience. We'll launch a customized and branded services portal that leverages your catalogs and role-based requirements.

**Use cases include:** Employee Service Centers (IT, HR, Facilities, Finance, etc.), Digital Employee Experience, Microsoft Teams Chat and Hub, Citizen Development, and Dell Premier Global Portal Client Device Procurement Integration

## ADVANCE



### Intelligent Operations & Management Services

Advance beyond operational silos. Further your journey to become a data-driven organization by unifying your digital ecosystem with the ServiceNow Now platform and leveraging insights and AI capabilities to automate management and drive continuous improvement. We'll integrate your digital ecosystem, including your Dell Technologies infrastructure, with ServiceNow.

**Use cases include:** Operating Model, SecOps & GRC, Operations Management, Cyber Event, Management, Asset Management, and Dell TechDirect Integration

## Summary of Benefits

The Dell Technologies' approach elevates your ServiceNow implementation beyond basic design and configuration. We leverage our trusted reference architectures, design patterns and code, along with extensive experience implementing ServiceNow capabilities both internally at Dell and for other organizations.

Unifying your digital ecosystem with ServiceNow allows you to realize the full benefits of automation and provide consistent, reliable and repeatable outcomes for your end users. Employees benefit from a responsive, streamlined experience that delivers services on-demand, in an intuitive, self-serve format, and AI-driven features like ServiceNow Now Assist enhanced capabilities across every service management function.

## Elevate operations to outcomes with Dell Solutions for Digital Services Management with ServiceNow



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