USING SERVICENOW TO SUPPORT ACCENTURE'S PEOPLE

AUDIO TRANSCRIPT

JASON WARNKE: 75% of Accenture's half million people are accessing ServiceNow on a monthly basis. Truly astounding.

I'm Jason Warnke, part of the Accenture Global IT organization and I'm glad to be here today with Karen Odegaard, is Accenture's Managing Director, Enterprise Services for ServiceNow.

We're here today to talk about how we're furthering our alignment to Accenture's IT overall platform strategy utilizing ServiceNow. I personally have seen the benefits as we capitalize on ServiceNow's functionality, cloud-based architecture and platform as a service strengths. Thanks for joining me today, Karen. Let's get into it.

KAREN ODEGAARD: Hey, Jason. Thanks for having me. I'm excited to chat about what we're doing with ServiceNow.

JASON WARNKE: Perfect. Okay, first off, it'd be great is you could explain to everyone, what ServiceNow is and how Accenture's using it?

KAREN ODEGAARD: Sure. Well, ServiceNow is a platform similar to Salesforce, but specifically, it's a platform that orchestrates and automates a flow of work between resources across an enterprise. And so, by resources, I mean systems, people, partners and the cloud.

On the platform itself is a software as a service base for driving work across different organizational departments. So like IT, HR and Finance, to name a few. And then you can extend that software as a service capability to build apps, all in support of flowing work and delivering services across the enterprise.

So, ServiceNow itself started off as an IT operations tool, but it's greatly evolved to the workflow automation platform that it is today.

Specifically, for Accenture, we started using it for its IT service management features. We wanted to be able to automate service delivery across IT and so, that was our initial focus. Today, it's evolved to a single destination for our people to request support. A site we call Accenture Support. And we're delivering services across the enterprise well beyond IT. So, for example, Jason, if you and I need help with our PCs, we're going to go to support to log a request. If we want to ask HR a question, we're going to go to the same destination. And then our teams are also going to support to submit requests for international travel or for a leave of absence. And then you and I are going to go to that same destination to approve those types of requests. And so, that is ServiceNow in a nutshell.

JASON WARNKE: Super cool. I, too, recall when years ago, I would think about ServiceNow really as that IT service management platform and really the best in the industry. And, oh, how it's evolved in our environment and as you said, become the single destination for all employee support sorts of needs. Super cool.

So can you tell us a little bit about the team that works on ServiceNow? What skills do they bring to the table and where are they located and how do they work together in that distributed manner?

KAREN ODEGAARD: Yeah, and so, given we use ServiceNow as a platform, we've built the team required to effectively manage and sustain and continuously evolve our capability for ServiceNow to support Accenture internally. And so, I'll talk about some of the key functions that we have.

First is Strategy and Product Management because we want to be experts on the product. We want to know the relevant feature sets. We want to know what's coming to keep up with the pace of evolving technology because as we say around here, Jason, digital transformation is a journey and not a destination.

Secondly, Solution Design and Technical Architecture Team. And so, we have standards around experienced design, accessibility, mobile first design and scalability. And those are absolutely critical to what we do given we are an employee facing app that's accessed by over 75% of our people every month. And so, as part of those teams, we have developers, we have technical solution architects, we have data and analytics SMEs, resources that are focused on security and compliance, resources that manage the end-to-end release management process and we also need a team that's going to keep the lights on, so our production operations team. And so, we really have a broad breadth of skills in order to manage our implementation.

Location wise, we're global. We've taken advantage of having ourselves as a partner, leveraging our technology and outsourcing capabilities. And so, we have teams in North, Central and South America and India and the Philippines for our delivery arms. And these teams, they work collectively across time zones and locations, leveraging our collaboration tools, which I know you're a big fan of Teams, Jason, which is what we use. And then we prioritize connecting weekly. We also do workshops for some of our more strategic efforts because we know it's great as collaboration tools are, that facetime becomes really important for some of the really difficult work we're going to do.

And then our geographical spread gives us that 24-hour coverage, 'cause we never sleep around here. And so, that also allows our team to be near our stakeholders who are also anywhere and everywhere.

JASON WARNKE: Fascinating. I want to call out a step that you mentioned there that I just I'm not sure everyone really understands the impact of. A half of million people, which means, as you said, 75% of our people at any given month are tapping into and using ServiceNow for any of those types of support tickets that you mentioned a bit earlier. So amazing that you can do this in a fully distributed manner with teams all around the world. And it truly is a 24 by 7 operation because as you said, tons of different support types are coming to ServiceNow and being managed there, so really, really cool.

So when ServiceNow was first implemented, I think way back in 2016, how has the platform changed since then and how are you using it to really enable Accenture in this Post-Digital Era?

KAREN ODEGAARD: Yeah, well, it's changed quite a bit as a platform has evolved. Our journey has evolved with that. In 2016, the focus was around rationalization and digitization. And I'd say now in 2020, there's still a lot of rationalization to be done as we've realized the value of the platform. But back then, we moved from a focus on service support for IT to providing support across the enterprise, including employer relations case management, financial and master data requests, delivering that automatically and also, providing support for HR and workplace.

This year, in 2020, we're exploring more opportunities to automate and transform how people work. So we're doing things like deploying virtual agents, machine learning for support, as well as making and getting what you need easier with mobile access. And so, we're really proud that we're going to be able to deploy that this year.

You know, like most of our other enterprise services here at Accenture and within our CIO organization, we're aiming to truly support the digital worker, in our case, both human and non-human.

JASON WARNKE: You know what's cool about platforms like ServiceNow is that the shear pace that our platform partners, in this case ServiceNow, are deploying new features and capabilities for our end users, which ultimately help us with that employee experience, as you

mentioned, all kinds of super cool things with digital agents and the mobile experience and just probably another 50 things that we'll get announced this year. So I just love it, the rapid pace of change on these platforms all benefitting our end users is just super cool.

So then let's talk about those end users, what are folks saying about ServiceNow? How is it really improving the way that they work and live here at Accenture?

KAREN ODEGAARD: Yeah, so I'd say, there's still more work to be done and experience improvements to realize, but you certainly have to take it into perspective from where we were in 2016, which includes many destinations and no visibility into any of the requests that you submit to any part of the organization. And so, what we've heard is that the consolidation and the aggregation of destinations is really helpful to people. You know, we have a large global mobile workforce, so people go to their client sites and then they come back to Accenture and it's hard to figure out where to go because it might have changed and there's so many destinations.

So we've heard from our end users that knowing the one landing place, Accenture support, is where they start has been really helpful. With unique solutions, like our Leave of Absence Service, we've heard our users say it's an awesome experience for them because they can now consume intelligence for exactly what they need to know or are entitled to without having to read a lengthy policy or waiting for a human to respond to their inquiries. And so, that's been really transformational for us.

For services that are automated, our users love the productivity they experience with getting things done faster. So, for example, for automated billing solution on ServiceNow, we've reduced the time that it takes to create an invoice from days to minutes. And that's productivity we're giving back to our people, Jason.

JASON WARNKE: You know, you certainly have focused on the employee experience which is great, but the other aspect you mentioned there is really saving IT time which ultimately, if you can take those sorts of tasks out of IT and

that means that IT can be working on yet other solutions that are driving employee productivity and engagement and experience. So that's actually a really interesting point.

KAREN ODEGAARD: Yeah, not just IT, but Finance and HR, we're adding productivity everywhere.

JASON WARNKE: That's right. You're taking manual tasks out of the human's hands that used to have to manually work the workflow, if you will, to do these sorts of things and now ServiceNow is managing that. So absolutely gives IT and gives us more opportunity to focus on those things that truly drive employee engagement experience, so I love that.

Karen, as you mentioned, 75% of Accenture's half million people are accessing ServiceNow on a monthly basis, truly astounding. So that group of people, which is a large, large number of them every month, what are they saying about ServiceNow? How is really improving the way that they work and live here at Accenture?

So today's primarily via laptop, however, the site is mobile responsive, so you can access with your mobile device and we continue to evolve that. In 2020, as I mentioned, we are deploying a mobile app as another option for employees that will have virtual agent and natural language processing capabilities embedded. We realize that everybody works differently and so, we want to support multiple channels to get support, but those are generally the two or three ways.

JASON WARNKE: I'm personally super excited about getting to the ServiceNow mobile app. I will be a big user of that. I'm a big user of support these days and so, I'm just a very mobile centric sort of employee which I know a large number of our folks are. So I'm going to give you the last question of the day, just an amazing story here on our ServiceNow journey. But what's next for ServiceNow at Accenture and what takeaways would you share with other organizations who are considering implementing ServiceNow, with any best practices or considerations you'd share?

KAREN ODEGAARD: Yeah, so I think the opportunities are endless. There's still a number of application rationalization opportunities to

move apps to a platform, to move simple work service requests and other service-based solutions to ServiceNow and really taking advantage of the SaaS capability that's there. In addition, verticals are a big shift in focus for ServiceNow as a platform and Accenture has leveraged it in that capacity, but I think we're going to want to take advantage of some of the native capabilities that are being built for like Finance, Legal and Facilities.

And last, we've only just scratched the surface on cross enterprise services and building more end-to-end processes like we've done for Leave of Absence. So we're going to take advantage of the data we now have on the platform across departments in corporate functions, to bring more dependent services together and really elevating the experience for our end users.

My advice to organizations is really three things. One, you know, given that ServiceNow got its start in IT Operations, take a look inside your own company and assess how to leverage the power of the platform and maximize the value you're getting out of your ServiceNow investment by exploring those use cases beyond IT. Once you've gone down this path, I'd say run this as a platform and don't underestimate what it takes to do that. And continue to evolve your journey at the pace of how quickly the technology is growing.

Three is find a collaborative partner like ServiceNow and Accenture that's going to help you meet your objective. Because as we know, it's harder to do anything alone than with a partner. And I'd say it's a journey, it's going to evolve over time and the outcome at its core is going to be continuing to drive digital transformation across the enterprise.

JASON WARNKE: Well, that was awesome advice. Karen, I know you and the team are extremely busy as you've demonstrated here today. So I really appreciate you taking time out of your busy schedule to share your thoughts with us today. And I look forward to hearing more about our ServiceNow journey at Accenture.

KAREN ODEGAARD: Great, thanks, Jason.

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