

# ServiceNow

## Product Brochure

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## Streamline Your IT Spend with ServiceNow Technology Business Management (TBM)

**\*\*Gain Unprecedented Visibility and Control Over Your IT Investments\*\*** In today's dynamic landscape, optimizing IT spend is crucial for driving innovation and maintaining a competitive edge. ServiceNow Technology Business Management (TBM) empowers organizations to align IT strategy with business objectives, providing unparalleled visibility into IT costs, services, and value. **\*\*Comprehensive Cost Transparency and Performance Insights\*\*** ServiceNow TBM provides a unified platform to manage your entire IT portfolio, enabling you to:

- \* **\*\*Visualize IT Spend:\*\*** Aggregate and analyze IT costs across all categories, including infrastructure, applications, and labor, using pre-built dashboards and reports. Model "what-if" scenarios to understand the impact of potential changes.
- \* **\*\*Standardize Cost Models:\*\*** Implement industry-standard cost models (e.g., TBM Taxonomy) to consistently allocate costs and benchmark performance against peers. Define granular cost drivers for accurate allocation.
- \* **\*\*Measure IT Value:\*\*** Track key performance indicators (KPIs) related to service performance, resource utilization, and project delivery. Connect IT investments to business outcomes.
- \* **\*\*Optimize Resource Allocation:\*\*** Identify areas of inefficiency and optimize resource allocation across projects and services. Improve demand management and prioritize investments that deliver the greatest value.
- \* **\*\*Automate Budgeting and Forecasting:\*\*** Streamline the budgeting process with automated workflows and accurate forecasting capabilities. Integrate with existing financial systems for seamless data exchange.

**\*\*Who Benefits from ServiceNow TBM?\*\*** ServiceNow TBM is ideal for CIOs, CFOs, IT Finance Managers, and IT Service Owners seeking to:

- \* Justify IT investments and demonstrate value to the business.
- \* Reduce IT costs and improve operational efficiency.
- \* Align IT strategy with business objectives.
- \* Make data-driven decisions about IT spending.
- \* Improve transparency and accountability across IT.

**\*\*The ServiceNow Advantage: Integration and Automation\*\*** Unlike standalone TBM solutions, ServiceNow TBM is built on the Now Platform®, providing seamless integration with other ServiceNow modules like IT Service Management (ITSM), IT Operations Management (ITOM), and Project Portfolio Management (PPM). This unified approach eliminates data silos, streamlines workflows, and enables automated processes. Leverage the power of predictive intelligence to proactively identify cost-saving opportunities

and optimize IT performance. With ServiceNow TBM, transform your IT organization into a strategic business partner.