



PRE-CALL BRIEFING DOCUMENT

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URGENT: Meeting in 12 minutes

Meeting: servicenow meeting - 1

Date: 6/8/2025, 1:30:00 pm

CLIENT CONTEXT

Understanding ServiceNow's (SNOW) current IT landscape. Evaluating their needs around Digital Transformation, Cloud Migration & DevOps.

ENGAGEMENT HISTORY

Initial meeting, this is the first interaction.

EXTERNAL INTELLIGENCE

ServiceNow heavily promoting its AI Platform for automation, app development, and business transformation.

TALKING POINTS

- ▶ 1. Discuss leveraging Cprime's expertise to optimize SNOW's AI platform adoption.
- ▶ 2. Explore Cprime's capabilities in modernizing SNOW infrastructure with cloud migration.
- ▶ 3. Illustrate how Cprime's DevOps implementation can accelerate SNOW-based app development cycles.
- ▶ 4. Highlight Cprime's Digital Transformation consulting to maximize SNOW's business impact.

KEY QUESTIONS

- ▶ 1. What are SNOW's biggest challenges in maximizing ROI from the platform?
- ▶ 2. What key initiatives are planned around SNOW in the next 12-18 months?
- ▶ 3. How mature are SNOW's DevOps practices and what are their goals for automation?
- ▶ 4. What cloud environments are integrated or planned for integration with SNOW?

RISKS & OPPORTUNITIES

⚠ **Risks:** SNOW may already have preferred consulting partners. • Budget constraints may limit scope of initial engagement.

🚀 **Opportunities:** Position Cprime as an expert to help accelerate cloud and transformation journey • Potential to upsell other cloud or digital transformation services beyond initial SNOW focus.

CPRIME EDGE

Services: Cloud Migration & Architecture | DevOps & CI/CD Implementation | Digital Transformation Consulting

Differentiators: End-to-end cloud migration expertise • AWS Advanced Consulting Partner • Located in IITM Research Park, Chennai

Pre-Meeting Checklist: Review action items • Prepare technical diagrams • Confirm attendees • Ready follow-up template

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