Washington DC Technology

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Table of Contents

Technology Industry

The ServiceNow® Technology industry solution includes the Technology Provider Service Management and Order Management for Telecommunications, Media, and Technology applications. These applications bring together customer care, operations, order management, and partner ecosystems so that technology providers can scale their business to capitalize on the fast-growing "everything-as-a-service" opportunity.
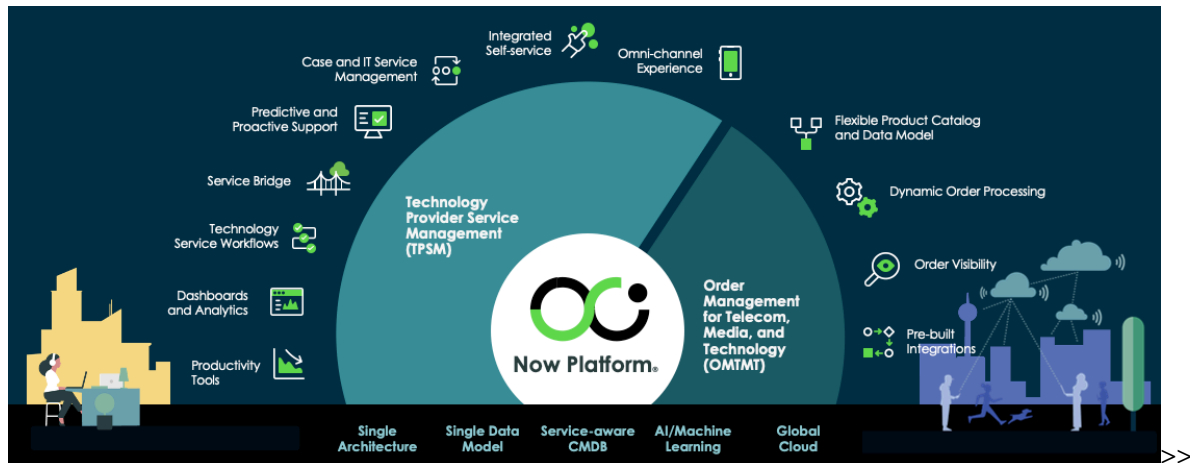
View the to learn how ServiceNow solutions can help technology providers.

Elevate the customer experience and scale for growth

Technology providers must digitize their businesses to keep up with constant changes, because their products and services keep evolving with every innovation. The demand for cloud-based and managed services is also growing, and customers have higher expectations. To stay on top, technology providers must rethink their internal processes and customer experiences.

By using the Now Platform, technology providers can deliver more value to their customers by digitizing workflows across teams and the value chain.

Uses

|	
	Provide great customer and employee experiences Bring customer care and operations together by digitizing workflows across teams to improve visibility and provide seamless experiences.
	Connect the value chain Connect buying, support, and service experiences in minutes for customers and partners that use the Now Platform.
Provide proactive support	**Provide a complete proactive service experience** Optimize the experience with automated workflows across key processes

Uses (continued)

Accelerate time-to-market and revenue

Grow revenue faster with a flexible product catalog and dynamic order processing.
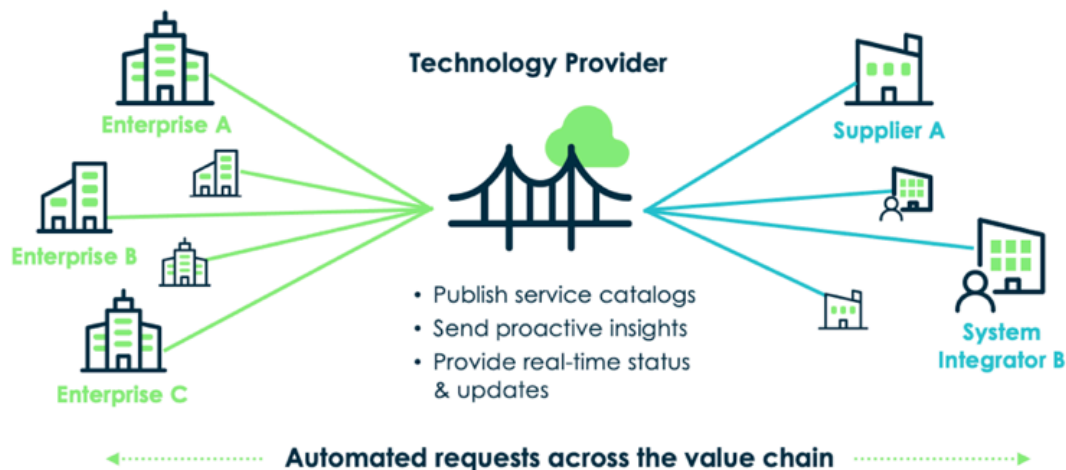
Provide great customer and employee experiences
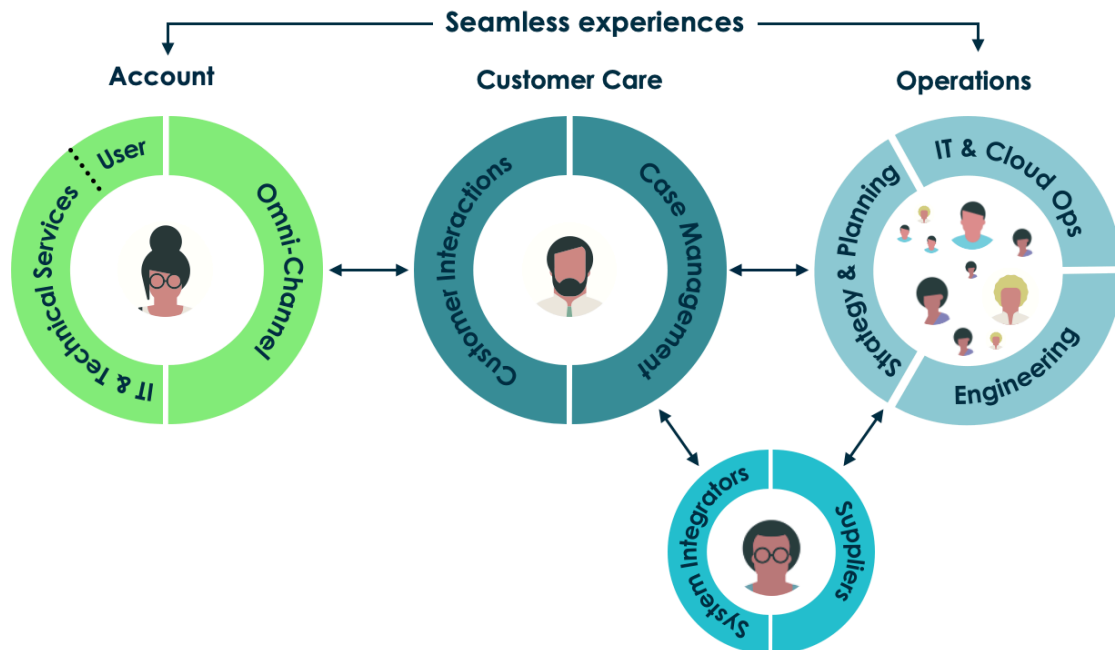
Technology Provider Service Management brings customer care, operations, and the partner ecosystem together to provide great customer and employee experiences. Running on the AI-powered Now Platform, technology providers can:

- Expand self-service and drive down the cost-to-serve with feature-rich capabilities and seamless integration to operations teams and the partner ecosystem.

- Provide proactive care by monitoring alerts that are received by event systems, communicating service advisories to customers, and resolving issues faster with automated issue resolution.

- Boost agent and team productivity with efficient tools, digitized workflows across teams, analytics, and reporting.

Connect the value chain with Service Bridge

Technology Provider

- Publish service catalogs
- Send proactive insights
- Provide real-time status & updates

Enterprise A
Enterprise B
Enterprise C

Supplier A
System Integrator B

◄········ Automated requests across the value chain ········►

Service Bridge, which is included with Technology Provider Service Management, reimagines how technology providers connect to enterprise customers and partners that already use the Now Platform. By creating a simple configuration, the technology provider can provide buying, support, and service experiences for their customers in minutes.

Service Bridge integrates service catalogs and workflow capabilities. Service catalogs are quickly published and refreshed, and service requests are automated across the value chain with full visibility. Technology providers can:

- Grow revenues with faster ordering and onboarding.

- Improve customer satisfaction and resolution times with enhanced service experiences.

- Drive down the cost-to-serve with structured service requests and automated resolution workflows.

Provide proactive support

Proactive Service Experience Workflows which is included with the Technology Provider Service Management empowers technical support to serve customers proactively by turning real-time insights into real-time actions. Technical support can assess impact of incidents in real time and auto-generate proactive cases for faster resolution. They can also view relevant account data to make the right decisions.

- Quickly understand the business context, including key contacts, contracts, and products sold Assess account health from CSAT score, escalations, and SLA achievements View and analyze operational trends.

- With Proactive Service Experience Workflows, technical support can proactively serve customers by turning real-time insights into real-time actions. They can also quickly view relevant account data to make the right decisions fast.

- Identify impacted customers, communicate directly with them, auto-generate cases for faster issue resolution, and gain business context and account data to make the right decisions fast (with operations account 360).

Accelerate time-to-market and revenue
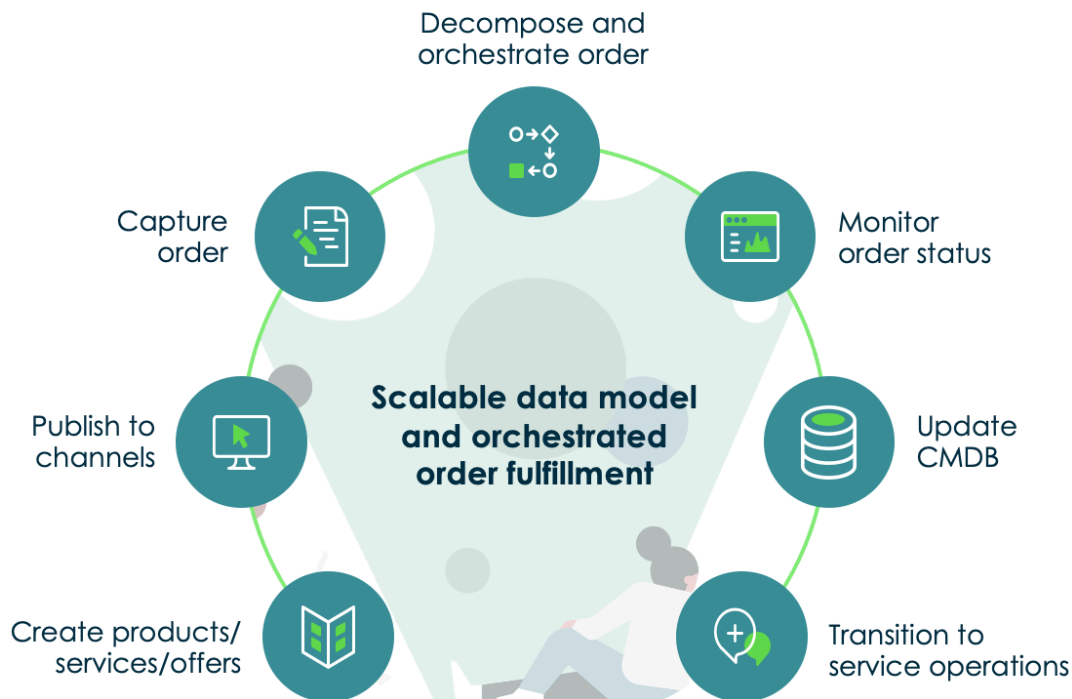
Order Management for Telecommunications, Media, and Technology helps technology providers capitalize on the fast-growing everything-as-a-service opportunity. Getting to market quickly, with services and products that customers want, is important. With Order Management for Telecommunications, Media, and Technology, technology providers can:

- Launch products and services faster with a scalable product catalog and data model, a simple configuration, and reusable processes.
- Onboard supplier capabilities quickly with Service Bridge.
- Shorten order delivery times and time-to-revenue for complex orders with automated, catalog-driven fulfillment.

Get started

- Work with an implementation specialist to streamline your Technology solution setup process. To learn more, see the Customer Success Center ↗.
- Sign up for the ServiceNow Technology fundamentals training program and certification ↗ to learn about core functionality and release-specific features.
- Request the Technology Provider Service Management and Order Management for Telecommunications, Media, and Technology applications, and begin their setup:
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Products and features

- Technology Provider Service Management
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  - ○
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Technology Provider Service Management

ServiceNow® Technology Provider Service Management connects your entire technology operation, from network to customer, with one platform to deliver proactive care and maximize the availability and quality of service.

Technology Provider Service Management includes the following applications:

Account Lifecycle Events	PSEW	Service Bridge
↗	↗	↗