

Changing Workplace Dynamics Have Disrupted the Digital Transformation Agenda

The events of the past few years have resulted in a significant reorganization of the digital transformation agenda. Businesses have, by necessity, had to focus on better managing and securing different work styles across different locations. Keeping pace with rapidly changing demands has proven challenging.

We surveyed over 500 respondents in North America that utilized ServiceNow to understand how ServiceNow was supporting these changing workplace dynamics.

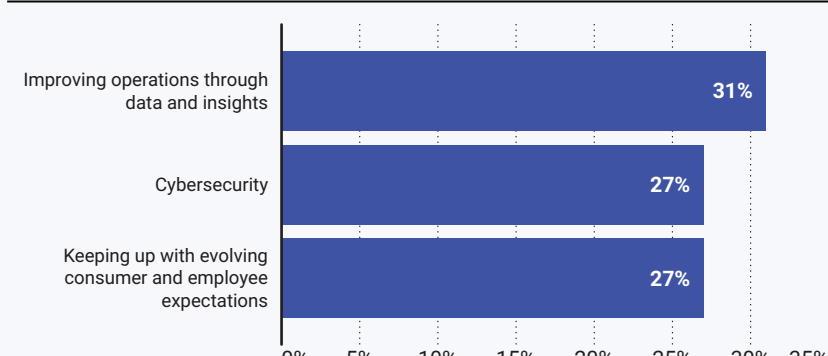


Security and experiences are significant challenges impacting digital transformation momentum

Organizations need help navigating data and insights to make operational improvements and support with strengthening their cybersecurity posture, all whilst keeping up with employee and customer expectations.

Effective service management practices and solutions can be fundamental in supporting businesses as they attempt to overcome these challenges.

What are the most significant digital challenges your business will face over the next 18 months? (Top 3)



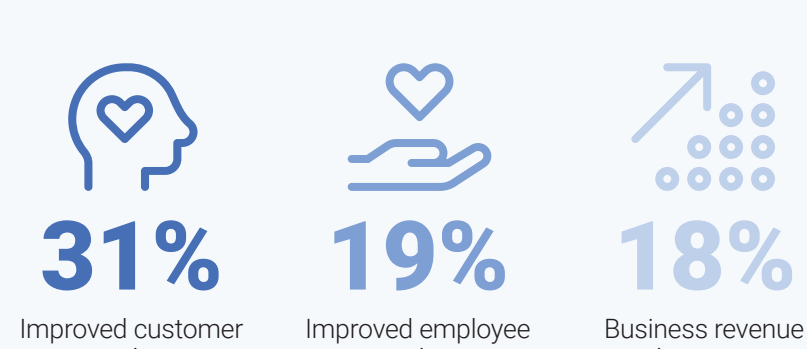
SOURCE: OMDIA NOTE: N=520



The digital transformation agenda is being driven by a need to improve experiences and revenue

Digital transformation is a vast undertaking that embodies many different agenda items and initiatives. Businesses can struggle to identify exactly where to start. However, they have identified that improving the customer and employee experiences are pivotal to revenue growth.

What is the most important factor you use to determine success with your ServiceNow adoption? (Top 3)



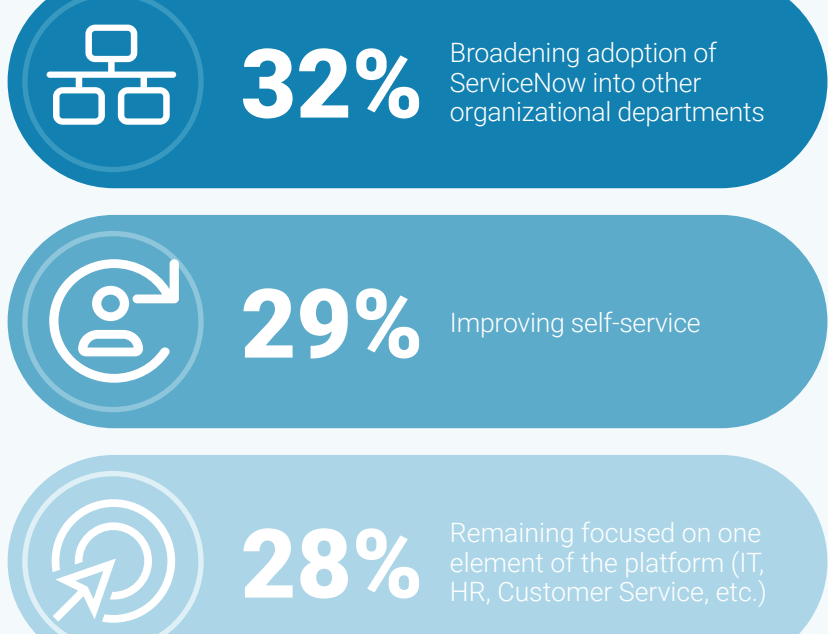
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ServiceNow has become an engine that's driving digital transformation across the business

Businesses are looking to broaden the adoption of ServiceNow into the wider business, extending this beyond its traditional IT service management roots.

What are your most important ServiceNow goals for the next 18 months? (Top 3)



SOURCE: OMDIA NOTE: N=520



Service management is an important strategic business competency, driven by ServiceNow

Most respondents are looking toward service management practices and tools to help improve operational efficiencies and integration across different business teams and workflows.

Those businesses that have used ServiceNow the longest (5 years or more) also attach high strategic importance to how service management will support environmental, social, and governance (ESG) business goals.

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