

## **ServiceNow World Forum Recap and Trends in ESM, ITSM and CSX**

**By Eveline Oehrlich, Research Director Research In Action.**

On November 21<sup>st</sup>, ServiceNow hosted a World Forum in Zurich, Switzerland and customers, prospects, partners, and analysts filled the event venue until the last seat. The Conference had not been advertised with a theme but my takeaway from it was that customer, employee and service experience are high on the agenda for everyone. The conference had [28 sessions](#) and almost every session was focused on one of these topics. The event had a large turnout with standing room only in some sessions.

Much of the excitement at this year's ServiceNow World Forum was around the customers automating workflows across enterprises and outside of IT. As part of the keynote session a panel comprised of Swarovski and Hitachi Energy shared their Service Management (SM) journey including their challenges and wins. [Swarovski](#) had started their journey outside IT, specifically focusing on improving customer experience (CX) and is now working on improving other workflows, where Hitachi Energy had implemented a service management system for IT and continues to expand SM to other business teams.

Beyond the keynotes, I noted several trends from ServiceNow World Forum:

### **Service Management Journeys With Focus On Experience Improvements**

If organizations have already gone down the ITSM path, they are expanding beyond ITSM by understanding and leveraging service management's fundamental strengths, starting with its emphasis on outcomes and workflow improvements, not technologies or processes. For organizations which had no previous ITSM experience, teams are focusing on managing, automating, coordinating, and optimizing service demand and supply across IT services first. During the conference, I visited several of the breakout sessions – but bottom line was that almost all emphasized an increasing focus on customer and employee experience. Experience improvements will likely continue to be a top-of-mind trend in IT and other lines of business for the foreseeable future.

### **Workflow Automation Continues Intelligently**

The Service Management market has always focused on automating the manual tasks, events, and decisions to improve productivity, reduce toil and improve outcomes. While this certainly isn't going away anytime soon, there is a trend of adding intelligence into the automation. While rising work levels and the lack of resources are not new, these challenges keep organizations from making progress within their digital transformation. One example is the adoption of automatic actions, for example if a storage array has achieved a certain capacity, it is automatically extended to avoid incidents. Or the automatic

search for knowledge articles to help an employee find answers to questions. Examples of intelligent automation have been mentioned by Celonis and other organizations.

### **Environmental, Social And Governance Is Essential For Us All**

For a while now, leading consulting companies such as [McKinsey have made compelling arguments for how a strong ESG proposition can lead to value creation](#) for institutions, organizations and more. While some folks have understood this, ESG factors have become a global imperative with heightened stakeholder focus to govern ESG issues. For me, say that I was stuck in my IT Automation land, ESG as a topic has moved up in priority. For now, and the future, ESG initiatives, programs and efforts need to be made visible, must have transparency and need to connect many other subject areas. This became clear in a few conversations with ServiceNow leaders during the event.

### **Connected Service Experience Is Here**

Research In Action has been tracking the development of the Connected Service Experience (CSX) for several years. While not every employee has direct customer contact, all employees, no matter if product manager, sales leader or IT technician are there to serve customers, clients, or patients. CSX is typically shaped and dependent on the speed, quality, and efficiency of integrations across tasks, processes, and decisions. CSX must be designed so that there is an overall integration across related workflows. For CSX, the goal is to improve the integration of data, tasks, processes, events, and decisions for a quality, speed, and effectiveness for all. While ITSM has a strong foothold within large and small organizations, today ESM is a transitional development stage on the journey to the fully digital enterprise delivering a CSX for all. The presence of CSX at the event was notable, with customer presentations hinting on it. While CSX is still in its early stages, the ServiceNow community should be aware of its development and future impact.

Looking forward to research ESM, CSX and more further. If you have comments, feel free to share. Thank you.

Sincerely,

Eveline Oehrlich