THE ULTIMATE GUIDE
TO MASTERING

ENTERPRISE
SERVICE
MANAGEMENT

WITH

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SDI
SDI PRESENCE LLC

ENTERPRISE SERVICE MANAGEMENT

Enterprise Service Management (ESM) extends IT Service Management (ITSM) principles and techniques across other business units to streamline service delivery and improve customer satisfaction. This involves using a centralized platform, such as ServiceNow, to automate and manage business processes across the entire organization—including HR, facilities, legal, and more. ESM allows organizations to break down silos, reduce costs, and improve the customer experience by delivering services more efficiently.

SDI's ServiceNow Consulting and Implementation (C&I) team members are experts in this area. As described below, we walk you through each step of planning, design, and implementation of ESM that meets both employee and organizational needs.

Planning, designing, and implementing an effective ESM solution using ServiceNow requires careful forethought and attention to detail. This guide outlines the key steps and processes needed to do just that.

Step 1:

Define Your Business Objectives

Think about what you want to achieve with the ESM solution. The objectives could include improving service delivery, reducing costs, increasing efficiency, or improving customer satisfaction. Once you have defined your objectives at the organizational level, you can identify the impacted business processes that need to be supported by the ESM solution.

Step 2:

Identify the Business Process Scope

Identifying the business processes that need to be supported by the ESM solution is an essential step in the planning phase. ServiceNow offers a wide range of modules that support various business processes such as Human Resources, Finance, Legal Service Delivery, Facilities, and more. We host workshops to identify the processes that are most critical to your organization and plan to implement those processes first.

Step 3:

Design the Service Catalog

A well-designed service catalog can help employees and customers find the services they need quickly and easily. Start by defining the services that are critical or used most frequently in your service catalog. Don't forget that Knowledge Management plays a key role in the project at this milestone. We collaborate with you to categorize the services and create workflows that will be used to fulfill the requests.

Step 4:

Set the Service-Level Expectations

SDI's team of ServiceNow professionals works with you to define the level of service and quality that will be provided to customers. The service-level evaluation should include metrics such as response time, resolution time, and availability.

Step 5:

Define the Workflow

SDI's ServiceNow Consulting and Implementation (C&I) team collaborates with your IT and business stakeholders to define the processes that will be used to fulfill service requests. The workflow design should be efficient and effective. It should be clear who is accountable and responsible for each step in the process and what the expected outcome is.

Step 6:

Configure the ServiceNow Platform

This is a major focus of expertise on the SDI ServiceNow C&I team. During the implementation phase, we will configure the platform to support the business processes identified in the planning phase. We will customize the platform to meet the specific needs of your organization. ServiceNow offers a range of pre-built out-of-the-box modules that can be customized to meet your needs.

Step 7:

Train the Users

To achieve high levels of solution adoption, the SDI ServiceNow C&I Team works to ensure that the users become familiar with the ESM solution and understand how to use it. The training is tailored to the needs of each user group. For example, the training for the employees who will be using the service catalog will be different from the training for the technicians who will fulfill the requests.

Step 8:

Test and Validate

We will test each module to ensure that it works correctly and meets the requirements. We will verify that the ESM solution meets the objectives defined in the planning phase. Once validated, we can move on to the next step.

Step 9:

Going Live

Through our proprietary OCM methodologies, we will construct a Communications Plan that encompasses the deployment of the ESM solution to all users and stakeholders throughout the project. We will monitor the ESM solution throughout our Hyper Care lifecycle to ensure that it continues to meet the requirements and objectives of your teams and organization.

About SDI Presence

SDI Presence LLC is an IT consultancy and managed services provider (MSP) that leverages its strong team presence to advance our clients to a secure digital enterprise. With a 25-year corporate resume, SDI delivers strategic managed services, IT consulting, and multicloud solutions to optimize our clients' technology environments. SDI is a certified Minority Business Enterprise (MBE) with Corporate Plus designation from the National Minority Supplier Development Council (NMSDC) and a portfolio of clients that includes some of the nation's largest airports, utilities, commercial real estate portfolios, and government agencies.

About SDI's ServiceNow Team

SDI Presence ServiceNow C&I team has developed a reputation as a trusted Premier ServiceNow Partner, led by veteran ServiceNow resources, industry thought leaders and HDI recognized award winners. Our ServiceNow Subject Matter Experts (SME) have a combined 30 years of ServiceNow experience.

SDI brings holistic solutions to our clients, integrating legacy and cloud-based applications and infrastructure across our clients' networks to produce data-based insights that drive sound business decisions and improve performance. SDI works with a broad range of industry-leading partners and leverages its own in-house experts to deliver technology solutions that provide the highest degree of reliability and performance to our clients.