The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
New York, NY, US

ORGANIZATION:
Service-now.com

YEAR:
2011

ORGANIZATION URL:
http://www.morganstanley.com/

STATUS:
Laureate

PROJECT NAME:
IT3.0

CATEGORY:
Business Responsiveness

PROJECT OVERVIEW

In the financial services sector, service delivery is of paramount importance. The recent economic conditions have meant that financial organizations have had to re-evaluate and streamline many IT-related projects that have been designed to assist the organization in service delivery and service management. While every organization uses, to a greater or lesser extent, a service desk application to help the IT organization automate the management and service of the company's employees and technology, most organizations rely on old legacy applications that are fragile and expensive to maintain. With the need to provide further improvements to services, organizations and financial sector IT managers are under increased pressure to deliver with limited resources. For many financial organizations, the use of legacy technology might be out of the question as the flexibility to provide services to the organization is not available.

SOCIETAL BENEFITS

Saves resources. A cloud services approach to old problems will save several resources and benefit society. SaaS from Service-now.com helps IT departments run with greater consideration for the resource efficiency since it provides a framework for quickly implementing ITIL best practices, with less wasted time, hardware and energy consumption.

PREVIOUS PROJECT UPDATED/EXPANDED?

typical Service-now.com project is never complete. As the market evolves and customer needs change, Service-now.com is naturally agile and delivers relevant applications and features to its customer base without compromise.

PROJECT IMPLEMENTATION COMPLETE?

No

PROJECT BENEFIT EXAMPLE

Service-now.com transforms companies ability to deliver flexible IT service management by delivering its enterprise-scale IT software as SaaS. The solution is built using native Web technologies -- inspired by services like Google Docs, Salesforce.com, Facebook and Twitter. Accordingly, Service-now.com customers can use two of the newest "social IT" features of the Winter 2011 release of Service-now.com: Chat and Live wall feed functionality. By using Service-now.com SaaS, customers can ensure its IT department is always benefitting from the latest updates and new features. These social IT features are improving how internal business and IT workers communicate on projects and resolve incidents. With Service-now.com Chat, IT managers can boost help desk productivity by allowing support representatives handle multiple user chats at once. Instead of wasting time on the phone while a user checks his or her system, service techs can multitask on another support inquiry. These chats are automatically logged to incident records in Service-now.com, creating a built-in knowledge base where service tech and user comments can be stored and searched. Service-now.com Live provides a real-time stream of information on how IT projects and services are unfolding at an organization. The stream of actionable information in Live forms a living and breathing knowledge source that moves as fast as its users. This knowledge collective can be shared, searched, tagged, grouped, liked and linked to be curated and personalized for the individual consumer. While companies like Salesforce.com and NetSuite have had success in selling SaaS to enterprise sales and business organizations, Service-now.com is the first to provide SaaS for IT organizations in the financial sector. Most businesses have decades-old IT service management applications from BMC and HP that were cobbled together through acquisitions, leaving customers with lengthy implementations, rigid and complex applications, expensive (often impossible) upgrades, exorbitant maintenance fees and poor customer support. Service-now.com is the first and only enterprise IT management application delivered via SaaS which allows the company to focus all development efforts on the current release driven by customer requests and real-world feedback. No development resources are wasted supporting old versions resulting in a solution that is simple to implement, requires zero maintenance, is less expensive to license, and doesn't require costly on-premise hardware. This new approach to delivering IT management solutions has not only turned the entire industry on its head, but it has delivered a number of tangible results to IT managers including: - Less management time required to keep systems running. - No costly updates required. Service-now.com automatically delivers the latest version seamlessly to end users. - Faster time to resolution for help desk requests.

IS THIS PROJECT AN INNOVATION, BEST PRACTICE?

Yes