

Case Study

Empowering Innovation: Leading ITES Firm Leverages ServiceNow for Expansion

A leading European IT-enabled services (ITES) company specializing in "innovation management" aimed to broaden its reach and impact by migrating its solutions to leading digital platforms. Recognizing ServiceNow's industry leadership, the company selected it as the platform of choice to enable wider customer adoption and drive business growth.

There were two instances where they needed to improve the workflow:

- **System to support innovation initiatives:** Enabling organizations to use platforms for effective knowledge management to support their innovation initiatives.
- **Platform for tracking their submissions:** Building a tech platform to streamline and manage their testing, experimenting with innovative ideas submitted by the company.

THE CHALLENGE

Key Challenges in Adapting Solutions for Prominent Technology Platforms

To achieve its goal of expanding its solution offerings across prominent technology platforms, the ITES company encountered several key challenges:

- **Platform Integration Complexity:** Integrating their existing solutions with the ServiceNow platform presented significant technical and strategic complexities tasks.
- **Skill and Knowledge Gap:** The organization lacked the necessary skills and deep understanding of the ServiceNow platform and ecosystem.
- **Strategic Porting Decision:** A critical decision needed to be made: should they re-architect their solution to align with ServiceNow's native design and philosophy, or port it "as-is" with minimal modifications?
- **Evolving Customer Expectations:** Growing pressure from end customers with changing business needs added further urgency and complexity to the situation.



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THE SOLUTION

Judge Delivers Expertise to Implement ServiceNow Platform & Expansion

To address the ITES company's need for ServiceNow expertise, Judge provided a comprehensive solution. Leveraging their deep ServiceNow domain knowledge and business acumen, they conducted a thorough analysis of the client's business, functional, and technical landscape. This enabled them to develop a tailored business plan and strategy, including facilitating OEM interactions within the ServiceNow ecosystem. By analyzing the client's existing product and mapping its features to the ServiceNow platform, Judge identified the most efficient "AS-IS" porting approach to minimize timeline and development costs. This resulted in the development of custom applications on ServiceNow, designed for submission to the ServiceNow Store to ensure quality and security. A key outcome was the development and delivery of a custom Innovation (Idea) Management application.

THE OUTCOMES

Achieving Strategic Growth and Market Expansion on the ServiceNow Platform

Judge delivered a strategic three-pronged approach for the ITES company, addressing immediate end-customer rollout, long-term monetization through the ServiceNow Store, and the successful porting of their business solutions to the leading ServiceNow platform.

- **Accelerated Time-to-Market:** The prioritized "AS-IS" porting of the Experimentation & Idea Management solution from their existing platform to ServiceNow resulted in the rapid development of a custom, scoped application.
- **Enhanced Security and Reliability:** Developed natively on the ServiceNow platform, the application adheres to best practices and is slated for publication on the ServiceNow Store, guaranteeing security reliability, and scalability for end customers.
- **Expanded Market Reach:** The ITES company will be recognized as a ServiceNow technology partner with a certified and published application on the ServiceNow Store, significantly increasing its market visibility.
- **Improved Customer Satisfaction:** End customers now benefit from the same robust solution on the leading ServiceNow platform, ensuring a familiar and reliable experience.
- **Sustainable Growth:** A clear roadmap was established for the ongoing management and monetization of the Experimentation (Idea) Management custom application within the ServiceNow ecosystem, paving the way for long-term growth and product evolution.



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