



THRIVE WITH THIRDERA

2024 Platform Management Guide:

Maximize Business Maturity
with These Principles



2024 Platform Management Guide

About this Guide

Achieving maximum ROI from your ServiceNow investment requires advancing maturity across three essential areas: Innovation, Transformation, and Operations.

Businesses often prioritize the completion of technology projects, neglecting to enroll a post-deployment governance strategy that fuels continuous maturity and value realization from the technology platforms.

The importance of having a sound platform management strategy is amplified as technology and business practices evolve. This guide serves to provide information on how to maximize business maturity in the areas of Innovation, Transformation, and Operations. Your business will be in a better position to unlock long-term success and continuous value from its ServiceNow investment by exercising these principles.



Innovation: Unleashing the Full Potential

According to the 2023 Gartner report “The Counterintuitive Path to Great Innovation”, the most successful innovators take the most risks but also have the most mature innovation processes.

Innovation revolves around harnessing the complete capabilities of your ServiceNow platform. This entails a perpetual exploration of fresh and inventive methods to maximize platform utility, spanning process automation, custom application development, and seamless system integration. Embracing innovation empowers you to fuel ongoing enhancements and maintain a competitive edge, a perspective widely echoed by industry analysts who recognize innovation as the primary catalyst for business growth. Transformation, and Operations. Your business will be in a better position to unlock long-term success and continuous value from its ServiceNow investment by exercising these principles.

Attributes of an Innovation Leader:

- Recognition as an innovation success thought leader in the industry.
- Contribute to industry standards, conferences, & forums, sharing best practices & insights.
- Mentor and guide other organizations on their innovation journeys.
- Promoting a culture where innovation is everyone's responsibility and is woven into daily activities.

Principles for Maximizing Innovation Maturity

Platform Governance and Best Practices

- Establish a Center of Excellence to ensure alignment with industry best practices and platform governance.
- Regularly review and adapt these practices to meet your evolving business.

Usage and Adoption

- Continuously monitor platform usage and adoption to maximise its potential.
- Identify areas for improvement, implement user training, and ensure seamless integration of processes.

Integrated Process Management

- Enhance efficiency by integrating and automating cross-functional processes.
- Leverage ServiceNow's capabilities to streamline workflows and drive collaboration across departments.

Change Management and User Adoption

- Facilitate smooth organizational changes through effective communication, training, and user engagement strategies.
- Ensure your team is equipped to embrace new functionalities.



Transformation: Evolving with Your Business

In today's dynamic business environment, adaptability is paramount for sustainability and progress. Your ServiceNow platform should be viewed as an evolving resource that seamlessly adjusts to your evolving business requirements. As your organization expands and undergoes transformations, your ServiceNow platform should flexibly accommodate new processes, services, and technologies. This approach ensures that your platform investments yield long-term benefits, keeping your organization competitive in a constantly evolving market.

According to a 2023 Gartner report, ServiceNow stands out as an ideal platform for driving digital transformation initiatives, emphasizing the importance of strategic planning and roadmaps to maximize its capabilities.

Attributes of a Transformation Leader:

- Lead cross-functional, fundamentally reshaping program operations.
- Leverage transformation strategically to address industry disruptions and gain a competitive edge.
- Earn industry recognition as a transformational leader through impactful efforts.
- Share industry insights and best practices at conferences and forums.
- Mentor other organizations on their transformation journeys.

Transformation: Evolving with Your Business

Principles for Maximizing Transformation Maturity

Program Management and Prioritization

- Implement robust program management strategy to prioritize and plan platform enhancements, updates, and new initiatives.
- Keep pace with your organization's goals and industry initiatives.

Continuous Improvement and Innovation

- Foster a culture of continuous improvement by regularly evaluating your processes and seeking opportunities for innovation.
- Leverage user feedback to enhance user experience.

Roadmap Alignment

- Align your platform roadmap with your organization's strategic goals.
- Regularly review and adjust your roadmap to ensure it reflects changing priorities and technological advancements.

Architectural Planning and Scalability

- Plan for the future by evaluating the scalability of your platform architecture.
- Anticipate growth and ensure your platform can accommodate increasing demands.



Operation: Keeping Your Platform Running Smoothly

Comprehensive platform management extends beyond feature implementation, encompassing the seamless operation of your ServiceNow environment. This entails routine maintenance, vigilant monitoring, and continuous optimization to maintain peak efficiency. Proactive platform management mitigates downtime, preemptively addresses potential issues, and maximizes the value of your organization's investment in ServiceNow.

Attributes of an Operation Leader:

- Transform operations from support to strategic asset.
- Influence strategy through data insights and expertise.
- Spearhead initiatives leading to industry-leading practices.
- Pioneer groundbreaking practices that set benchmarks.
- Share best practices through thought leadership.
- Continuously drive innovation in operations.



Principles for Maximizing Operation Maturity

Proactive Support and Incident Management

- Provide proactive platform support to address and resolve incidents promptly.
- Utilize a follow-the-sun support model to ensure 24/7 coverage and minimize disruptions.

Vendor Management and Updates

- Stay informed about ServiceNow updates, releases, and enhancements.
- Assess their impact on your environment and proactively plan for necessary updates.

Reporting and Data Analytics

- Leverage ServiceNow's reporting and analytics capabilities to gain insight into your platform's performance and user behaviors.
- Use data-driven insights to inform decision-making.

Security and Compliance

- Maintain the highest level of security and compliance by regularly reviewing and updating access controls, data privacy settings, and security configurations.

Unlock Enterprise Potential with Thrive

Realizing full business maturity necessitates concentrated efforts in these three core domains: Innovation, Transformation, and Operation. Through ongoing innovation, alignment with evolving business requirements, and proactive operational management, your organization can unlock the platform's full potential, fostering sustained value delivery.

Thirdera Thrive offers a holistic approach to ServiceNow platform management. Our comprehensive suite of services, tailored to your industry requirements, ensures ongoing optimization, security, and alignment with your evolving business goals, ultimately supporting your business growth.

Let's work together to unlock the full potential of your ServiceNow investment!

[Discover more about Thrive](#)

