

# Align technology investments across the enterprise

## Continually drive strategic outcomes

Enterprises struggle to develop and maintain alignment between strategy, planning, and delivery. This misalignment results in wasted investment, dissatisfied employees, and disappointed customers.

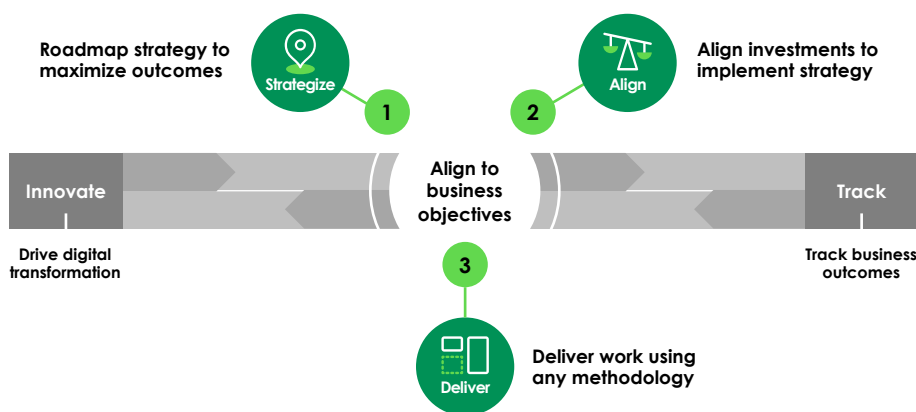
Why is alignment so challenging?

First, it can be difficult for executives to communicate their strategy across the enterprise and then track progress against their goals. In fact, there was a report in 2020 that 67% of strategic plans fail.

Second, as organizations transform, they are using Agile methodologies alongside traditional project management. While these methodologies are being implemented for the right reasons, the lack of a common planning approach causes chaos and prevents organizations from working on the right things. In fact, 9.4% of initiatives spend is wasted.

And third, organizations need a solution that integrates different work methodologies such as traditional, Agile and hybrid work. Based on a study, 95% of organizations use two or more team tools.<sup>3</sup>

Strategic Portfolio Management (SPM) from ServiceNow provides complete, accurate, and timely insight into every aspect of delivering strategic work. It enables organizations to capture their strategy, create a prioritized roadmap, and track progress against their goals all on one platform to drive strategic outcomes.



### Roadmap strategy to maximize outcomes

Focus on the right things to achieve the right results: Quickly capture strategies and targets. Build clearly defined, continuously adaptable plans. Know if you are meeting objectives, and make decisions with confidence.

### Align investments to implement strategy

Respond quickly and decisively when changes are needed: Enable planners and managers to select, prioritize, and schedule the right work—continuously—while aligning teams, driving efficiency, and staying on strategy.

### Deliver work using any methodology

Don't tell teams how to work, help them deliver more value by working in the way they are most effective: Empower teams to execute work in Agile, traditional, or hybrid environments and structure work based on their needs, while staying aligned to strategic goals and broader purpose.

### Outcomes you can expect:

- **90%** strategic work on time and on budget.<sup>4</sup>
- **Faster and better resourcing** decisions enabled staffing plans to better support business priorities.<sup>5</sup>
- **20-50%** reduction in PMO support.<sup>6</sup>

## Roadmap strategy to maximize outcomes

With SPM, you can capture strategy, goals and targets and provide real-time visibility into strategic performance. The following applications help you to visualize the work being done to support defined strategies.

### Strategic Planning

ServiceNow's Strategic Planning provides an end-to-end integrated planning experience that aligns strategy to execution by enabling business leaders to define and track goals across the organization; gather, review, and prioritize work that aligns with the strategy; and track status and progress of initiatives on an interactive visual roadmap—all in a single platform.

### Investment Portal

Get a comprehensive view of project and demand financials, deadlines, and other important metrics in an intuitive user interface that streamlines project and demand management.

### Investment Funding

Plan and manage investments by allocating funds to investment entities such as business units and products, teams. Prioritize your investments based on the business needs and strategic objectives of your organization.

### Strategic Spend Tracking

Strategic Spend Tracking for PPM enables demand and project managers to determine how and where funding is being spent during the execution of a demand or project

### Performance Analytics

Analyze and report on IT spend, project portfolios, and application costs with an easy-to-use, integrated,

and interactive application. Access real-time trends and drill down to performance results that can empower leaders to make better decisions about business value.

### Predictive Intelligence

Leverage machine learning algorithms to search and display similar ideas, demand, projects, and applications. Rely on Predictive Intelligence to learn from patterns in your historical data that will enable you to better estimate and plan for demands and project needs.

### Align investments to implement strategy

With SPM, you can gain visibility into relative priorities with the ability to support strategy, as well as visibility into supply and demand of resources based on prioritized work. The following applications also provide financial management capabilities to make it easier to fund work and help planners to identify what work should be done to achieve business outcomes.

### Scenario Planning

Analyze project and demand backlog with Portfolio Workbench that includes Scenario Planning. Simulate multiple scenarios based on cost, resources, and strategic alignment and compare multiple project portfolio scenarios. Confirm the scenario that best aligns with organizational objectives while tracking the progress of approved projects and demands, therefore-plan portfolios as necessary.

### Demand Management

Centralize all your strategic requests from the business and consolidate the investment decision process for new products and services. Simplify ideation—generating, developing, and communicating new ideas—to support corporate initiatives that improve, drive, and grow the business.



**ServiceNow brings state-of-the-art functionality to project management. The platform approach will make it easier to leverage data to drive outcomes for our customers.”**

– **Lisa White**, IP Portfolio Analyst,  
Western & Southern Financial Group

Read [full customer story](#) (missing link)

## Innovation Management

Capture, vote on, vet, and track innovative ideas from employees—all from a single location.

## Resource Management

Leverage management and forecasting capabilities together in a single tool. Allocate your staff more effectively by viewing both strategic and operational work to determine which resources are truly available at any given time.

## Deliver work using any methodology

With SPM, organizations have a single platform to plan and execute all work. It also provides an out-of-the box connection to team tools such as Jira, Microsoft ADO, and collaboration tools such as Microsoft Teams, Slack. The following SPM applications enable planners to execute Agile, traditional ("waterfall"), and hybrid work effectively to achieve strategic goals.

## Scrum Programs

Use an Agile approach to plan and track the work of multiple teams that work together, either toward a common, short term outcome such as demands, projects, and epics, or on an ongoing basis.

## Agile Development

Leverage an Agile software development environment and the scrum framework for product-based or project-based efforts. Take advantage of the flexibility to implement a pure agile approach over the entire lifecycle of a product, or a hybrid approach using Agile methods within a traditional project structure.

## Scaled Agile Framework (SAFe)

Apply lean and agile project management principles to develop and deliver software products with fewer defects in the shortest viable lead time. Use applications that support two different configurations of SAFe: Essential SAFe and Portfolio SAFe.

## Release Management

Plan, design, build, configure, and test hardware and software releases to create a defined set of release components. Effectively plan and coordinate releases composed of individual work items such as, projects, epics, stories, and problems to rapidly deliver work.

## Time Card Management

Enable time card users assigned to tasks to report and track their time for various task types such as projects, incidents, problems, and change requests.

## SPM Mobile Solution

Empower your digital transformation teams to manage work faster from anywhere regardless of the delivery method: traditional, agile, or hybrid.

## Test Management

Deliver software products more efficiently and with fewer defects by managing and streamlining testing processes for both testers and managers. Create multiple versions of a test and integrate with Agile Development 2.0.

## Virtual Agent

Provide user assistance on a bot platform through conversations within a messaging interface. Use the bot to quickly obtain information, make decisions, and perform common work tasks for improved productivity.



**Digital Transformation is about enhancing the employee, the business and the Customer experience by providing value to different stakeholders. ServiceNow as the backbone, we achieved success.**

– **Lisa White**, Chief Information Officer  
SNCB (National Railway Company of Belgium)

Read [full customer story](#) (missing link)

## Ready to align your investments across the enterprise?

You can continually prioritize and align investments to drive strategic outcomes through any work methodology. SPM provides the following benefits to organizations:

- Ensures strategy supports business outcomes
- Enable centralized view of all demand and work
- Continually prioritize work to increase business agility
- Enable a lens for all stakeholders in the demand to value lifecycle (DevOps)

### For more information please visit:

[servicenow.com/spm](https://servicenow.com/spm)

### Sources:

1. [Why 67% of strategic plans fail](#)
2. [PMI Pulse 2021](#)
3. [Two or more tools for managing projects](#)
4. Western and Southern customer story
5. Raymond James customer story
6. T-Systems customer story

