serviceNow | MeriTalk

serviceNow Federal Summit

March 4, 2019 · 8:00 a.m. – 5:00 p.m.
Marriott Marquis · Washington, D.C.

Digital Transformation
The Foundation for Consumer-Like Services
Morning Welcome

Brian Marvin
Vice President of Federal Sales
ServiceNow
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Digital Transformation

The foundation for consumer-like services
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Digital Transformation

The foundation for consumer-like services
Artificial Intelligence; beyond automation
Digital Transformation
The foundation for consumer-like services
Digital Transformation
The foundation for consumer-like services
The strategic platform to build any workflow app fast

Now Platform®
The intelligent and intuitive platform for work.

3 Workflow Experiences

IT
Employee
Customer

Now Platform App Engine
Build enterprise workflow apps fast

Workflow Apps
Partner Apps
“Practical AI”
servicenow federal summit

Digital Transformation
The foundation for consumer-like services
servicenow federal summit
Digital Transformation
The foundation for consumer-like services

- London: Q3, 2018
- Madrid: Q1, 2019
- New York: Q3, 2019
- Paris: Q3, 2020
- Kingston: Q1, 2018
- Orlando: Q1, 2019

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“In Process”!
FedRAMP High • DOD IL4
“In Process”!

Scheduled availability is September 2019
Works for you™
Save the date

May 5–9, 2019 • Las Vegas, NV
Government Keynote

Suzette Kent
Federal Chief Information Officer
Office of Management and Budget
TECH Talks

Aaron Kinworthy
Senior Director, Federal ServiceNow

Jim Watson
Director, Federal ServiceNow

Brian Fogg
CTO, Federal Civilian General Dynamics Information Technology

David Shive
CIO General Services Administration
Beyond Intelligent Processes, How we are Leveraging the Growing Ecosystem: Partnered with IronArch Technology to develop an innovative tool for cloud ordering and calculating service cost

Moving to processes leveraging AI/ML/DL

Integrate InContact to scale platform for intelligent call handling and routing

GDIT has streamlined client application provisioning by leveraging ServiceNow inheritance model to turn days into hours

Increase A&O beyond process to include infrastructure devices configuration & status

SN Discovery & Service Mapping, GDIT Atlas to improve insights and capturing As-Is

Beyond Intelligent Processes, How we are Leveraging the Growing Ecosystem: Partnered with IronArch Technology to develop an innovative tool for cloud ordering and calculating service cost

Moving to processes leveraging AI/ML/DL
### Business Service Map
- Begin with the mission to be delivered
- Understand the linkages in your infrastructure
- On-prem & Cloud

### Event Management
- Collect events at scale
- Tie in Risk Management
- Embrace IaC best practices for CI and CD pipelining

### Performance Analytics
- Monitor for trends (don’t have “users as your sensors”)
- Move to real-time insights, automatic tracking of “normal”
- Click-through, drill down & around

### Closing the Response Loop
- Enable automated response and remediation for select use cases
- Monitor accuracy and confidence
- Assess impact

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**Driving towards an Autonomic/Self-healing Future**

Predicting an issue, assess the situation, make a decision, implement an automated response
## Further Enhancing User Experience with Virtual Agents

### ANALYZE
Use predictive analytics to monitor interactions

<table>
<thead>
<tr>
<th>Key Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visualize trends based on automated interactions</td>
<td>Understand health of service</td>
</tr>
<tr>
<td>View common questions and answers</td>
<td>Improve content coverage and quality</td>
</tr>
<tr>
<td>View service health trends</td>
<td>Take proactive action to reduce user impact</td>
</tr>
<tr>
<td>View routing trends by assignment group</td>
<td>Optimize triage processes by visualizing how work is allocated</td>
</tr>
</tbody>
</table>

### PREDICT
Automatically prioritize, route, and assign incidents and/or requests

<table>
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<tr>
<th>Key Features</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Intelligent routing</td>
<td>Fewer hops, lower MTTR</td>
</tr>
<tr>
<td>Route around level one triage</td>
<td>Reduce cost per ticket</td>
</tr>
<tr>
<td>Predict the value of any field in any form in any app</td>
<td>Reduce human error and resource dependencies</td>
</tr>
<tr>
<td>Analyze routing and assignment patterns</td>
<td>Make better decisions about resources, costs, and triage processes</td>
</tr>
</tbody>
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### ADVISE
Provide information across multiple systems of record

<table>
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<th>Benefits</th>
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<tr>
<td>Pin answers to questions</td>
<td>Shift support burden to self-service faster</td>
</tr>
<tr>
<td>Show fulfillers the right answer with intuitive cards</td>
<td>Reduce MTTR</td>
</tr>
<tr>
<td>Deliver answers across data sources</td>
<td>Provide the best answers without process changes or tool consolidation</td>
</tr>
<tr>
<td>Visualize answer trends</td>
<td>Eliminate content gaps and improve content quality</td>
</tr>
</tbody>
</table>

### ANSWERS
Adopt virtual agent technology that converses conversationally and naturally

<table>
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<th>Key Features</th>
<th>Benefits</th>
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<td>Interactively submit tickets</td>
<td>Quicker and easier for employees, accurate routing for agents</td>
</tr>
<tr>
<td>Find what you need faster in self-service portals</td>
<td>Improve self-service adoption</td>
</tr>
<tr>
<td>Order goods and services</td>
<td>Improve self-service usability</td>
</tr>
<tr>
<td>Ask questions and get better answers</td>
<td>Reduce call volume and improve customer satisfaction</td>
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GENERAL DYNAMICS
Information Technology
TECH Talks

Aaron Kinworthy
Senior Director, Federal ServiceNow

Jim Watson
Director, Federal ServiceNow

Brian Fogg
CTO, Federal Civilian General Dynamics Information Technology

David Shive
CIO General Services Administration

Francis Rose (Moderator)
Host Government Matters

David Bennett
Director of Operations and CIO
Defense Intelligence Systems Agency

La’Naia Jones
Deputy CIO of the Intelligence Community Office of the Director of National Intelligence

Mitchell Kenfield
Principal, ServiceNow Practice Leader
KPMG

Bob Osborn
Federal CTO
ServiceNow

Col. Stoney Tent
Chief of Operations for the Joint Artificial Intelligence Center
Department of Defense

Charles Worthington
CTO
Department of Veterans Affairs
Activating the Digital HR Organization

Kate Reilly
HRT Transformation Leader
Deloitte

Lindsey Willis
Division Chief, Systems Management Division
Office of Human Capital and Talent Management (HCTM)
U.S. Agency for International Development
USAID and Future of Digital HR

Lindsey Willis and Kate Reilly, 2019
The world is changing and the future is arriving now
Disruptive forces sharply drive how we live and how we work, creating an imperative for new solutions.
The future of HR requires agencies to make shifts

**MIND-SET**
Digital Traits & Behaviors

- Transformation to Doing Digital Things
- SUSTAINED PERFORMANCE BEING DIGITAL

**FOCUS**
HR Customer Centricity

- Center-Driven Solutions
- Center-Driven HR Program & Process Design
- HUMAN-CENTERED SOLUTIONS VALUE CREATION INITIATIVES

**LENS**
High-Impact HR Operating Model

- Work Redistribution
- Work Redistribution Compliance & Control
- EXPONENTIAL HR PROFESSIONAL TRUST & EMPOWERMENT

**ENABLERS**
Advanced Technology

- Integrated Systems Usability
- UNIFIED ENGAGEMENT PLATFORM PRODUCTIVITY
USAID Transforms Countries, Economies, and Communities…

Now it’s transforming itself.
“HR IS A BLACK HOLE”
LaunchPad: Engaging and Enhancing Workforce Experience

LaunchPad Homepage

Quick Links
- Agency Notices
- EIMS
- Employee Personal Page (EPP)
- eOFF
- GHR
- HR Connect
- HR Transformation
- Human Resources Operational Policy (ARIS)
- Service Center
- Staff Care Center
- Telework Support Center
- Thrift Savings Plan
- USAID Forms Directory
- USAID University
- WDSIA
- Workspaces (Moodle)

My HR Data
- Review your personal HR data in one place.

Moments That Matter
- Find and complete common HR actions as important life or work events occur.

My HCM Requests
- View the status and take action on HR cases that you have open.

My Resources
- Access the knowledge base for centralized information on HR topics.

ePerformance
- Complete employee performance and development tasks.

Assignments
- Access information regarding assignments.

My Work
- Access Service Center to complete tasks assigned to you.
“MY DATA IS WRONG”
My HR Data:
Data in one place, in layman’s terms
“WHERE IS MY CABLE...I LEAVE TOMORROW”
The Assignments and Bidding Solution: Changing the Way Work is Getting Done

Getting to Post (G2P) Metrics

<table>
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<tr>
<th>Metric</th>
<th>Before</th>
<th>After</th>
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<tr>
<td>Time to process cables</td>
<td>3 months</td>
<td>&lt; 1 month 21.9 days</td>
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Qualitative Benefits

- Standardization of Cable Language
- Automated Workflow
- Automated Tracking of SLA Compliance

3X FASTER

Cable processing

Bidding Tool Adoption Metrics

- 517 unique users visited the bidding tool, with an average of 11 views per user
- Bids Submitted: 406
- Favorites Identified: 524
- Positions Contacted: 752

Metric

Before

After

Time to process cables

3 months

< 1 month 21.9 days
“I GET DIFFERENT ANSWERS EVERY TIME”
"WHO DO I TALK TO TO GET SOMETHING DONE?"
Moments That Matter: Empowering Users

Marital Status Change

- Obtain documentation of your Qualifying Life Event
- Request time off
- Initiate a name change
- Update your tax withholding allowances

- Update your address
- Update your direct deposit information
- Update FERPA Request
- Update your emergency contact information

- Update dependents for additional benefits with Beneficiary FEDVIP Dental, Vision, or Long Term Care
- Update dependents for additional benefits with FSA Fees
- Update FEGLI Request
- Update FEGLI Request
PAR Automation: Disrupting Technology Reinventing the Workplace

Moments that Matter Questionnaire for Users

Automatically Populated SF-52 for HR
What’s Next?
Where is USAID’s journey taking them?
Artificial Intelligence and Robotics: AI-Powered Chatbot
Personnel Action Request Automation

A reinvented process using PaaS to provide flexibility to agencies with varied PAR transactions needs.

**Benefits:** PAR automation minimizes human error, increases processing speeds, allows HR personnel to focus on more complex cases, and ultimately creates a more efficient and customer-focused HR ecosystem. In addition to saving time and resources, agencies can reduce transactions costs by roughly 95%.

**Challenges:** Personnel Actions today are highly manual and there is limited transparency with the customer. There are few controls in the process to minimize errors and errors made on personnel actions cause a ripple effect in benefits and payroll, resulting in labor intensive corrections. Such practices drive up cost, increase risk, and result in an inconsistent end-to-end customer experience.

**1. PAR Creation**
- Employee Initiates Personnel Action Request (PAR) through simple front-end questionnaire in intuitive HR portal

**2. Automated Actions**
- Applying rules to employee data automates the coding process and creates a personalized HR experience

**3. HR Approvals**
- HR personnel approve requests on a back-end interface

**4. Employee Information Transfer**
- Robotics software transfers employee information from Platform as a Service (PaaS) to system of entry

**5. PaaS Reconciliation**
- Robotics performs a reconciliation process to ensure actions applied in the system of record are closed in the PaaS solution, providing data consistency and accuracy

**6. Centralized Reports**
- Centralized reporting capabilities provide data on status, errors, and overall performance metrics in one place
U.S. Agency for International Development

Personnel Action Request (PAR) Update
Thank you.

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