

Three big benefits await tech companies that can transform XaaS and managed services

Transform XaaS and managed services with a unified, Cloud-based platform.



Complex portfolios, spaghetti architectures, and near constant change. It's hard to keep customers happy, and IT and operational costs keep increasing.

Worldwide spending on IT services is predicted to reach

\$4.3 trillion

by 2022¹



Gartner

At the same time, **business leaders are expected to:**

- Enhance the customer experience
- Automate operations
- Grow revenues and scale profitably

To do it all, tech companies **must digitize their workflows**. Tech companies that transform their XaaS and managed services business....

see three big benefits



1 Faster time to revenue

With efficient offer design and service modeling re-use across customers.

Tech companies can:

- **React quickly** to shifts in the market
- **Accelerate** new product and service launches
- **Rapidly onboard** new customers
- **Fulfill** complex orders quickly

Companies in the top 25% of McKinsey's Developer Velocity Index outperformed competitors by

4-5x²

McKinsey

Developer Velocity is defined as the ability to improve business performance through software development. The Developer Velocity Index (VDI) pinpoints the most critical factors in achieving Developer Velocity.



Companies with strong Net Promoter Scores grow revenue

2.5x

faster than those that don't³

HBR

2 Differentiated customer experience

By using a single platform for XaaS and managed services that unites the front and back office.

Tech companies can:

- Deliver **personalized, proactive** customer experiences
- Solve customer issues **quickly**
- Create **unified, seamless** omnichannel customer journeys



3 Secure and automate operations for XaaS and managed services

By automating and streamlining the flow of work and securing data across a common platform and data model.

Tech companies can:

- **Break down silos** across IT systems and teams
- **Reduce costs** while improving productivity
- **Simplify governance** and DevOps processes

66%

of companies are automating operations⁴

McKinsey

Transform XaaS and managed services with ServiceNow

To stay agile and grow, tech companies need to create more connected, efficient, and adaptable business processes.

ServiceNow's unified, Cloud-based platform brings all teams and workflows together to transform XaaS and managed services.



To learn more about XaaS and managed services, visit our XaaS resource center.

The world works with ServiceNow.

