# Move to the next level of maturity with unified services management

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# Introduction

For many IT services firms and managed service providers (MSPs), the phrase "a victim of your own success" will be ringing true right now. The pandemic increased demand for services as customers ramped up their remote working, and customer-facing e-commerce systems.

But as services firms race to keep up with demand, it's easy to miss revenue opportunities and overlook costly inefficiencies in the business. The underlying systems and processes are either siloed legacy ones, or IT complexity makes it hard to work out what's really going on with things like service levels, contracts, and costs.

A unified services approach could be a better option for MSPs and IT service firms reaching for the next level of business transformation and maturity.

It can provide greater visibility and control; modernise and standardise legacy IT tools; and improve the customer experience, while supporting the business's transformation strategy.

As a ServiceNow specialist with digital transformation experience that came from the client-side, we're seeing businesses we work with gaining these advantages by looking at ServiceNow as a strategic enterprise business platform.

We've found that, by integrating ServiceNow ITSM with other modules such as IT Business Management (ITBM) and Customer Service Management (CSM), service suppliers can become more proactive, increase their productivity, control costs, and make smarter decisions.

# Joining Up the Dots

Growing a service business to the next stage, for example from 300 to 500+ people, requires strategic management. This is where a unified approach can help, especially to combat some common challenges.

### Complexity
System complexity can be caused by application and process duplication from a merger or acquisition; extending a legacy platform over time; or bringing in apps and tools in an unplanned or uncoordinated way. The problem is, operating multiple platforms and tools costs the business time and money and hinders service transparency.

### Siloes
Siloed systems, processes and tools make the business slow and inefficient, which means both the business and the customer lose out. It also creates a culture of us and them and can lead to tribes within the business. The longer this lasts the harder it is to break down their behaviours.

### Spreadsheets
Excel has limitations when used to manage IT service information. As the business expands, Excel outputs to reporting lakes no longer communicate an accurate business-wide position. Even with the best intentions and macros, Excel is still largely manual and inefficient.

In order to overcome these issues and move to the next level of IT maturity, greater integration, automation and visibility are needed.

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# Seeing Clearly

Ultimately, a unified approach can help the business see more clearly into services, contracts, and business operations, improving efficiency and the bottom line. We've found it's possible to gain a complete view across the business and its services by coupling ServiceNow ITSM with ITBM or CSM.

On the one hand, ITSM consolidates on-premises legacy tools to a single cloud platform, with automated workflows, analytics and AI-enabled processes to increase efficiency and optimise costs.

And on the other, ITBM enables the business to analyse trends through performance analytics, and manage demands, resources, and the lifecycle of a project from both technology and business perspective. With CSM, you can transform your customer relationships through greater insights, control, automation and personalisation.

### Contract insights
Using ITSM with ITBM can give an MSP or tech services firm greater visibility into customer contract portfolios, for example. This can help the business to understand what services it's delivering, and which ones are approaching their end, or are out of contract.

This means the business can act proactively to optimise its support teams to cost-effectively, and productively, provide the right levels of service when and where they are needed.

The business can anticipate contracts that are approaching renewal and engage its sales teams at the right time. Greater insight also means the organisation can schedule proactive maintenance more efficiently, saving time, money and resources.

And having an enhanced view across contracts enables the business to improve its customer relationships as you communicate in a helpful way about contracts that are live, reaching their end or expired and in need of renewal.

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>
> **– ServiceNow**

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## Managing Growth

Managing growth cost effectively is a key concern for many
MSPs and IT services firms, particularly if they have recently
undergone M&A activity, or are private equity backed, and their
backers have high expectations of a timely return.

There are several ways a unified approach based on
ServiceNow can help the business give investors and
stakeholders accurate, timely and useful figures for a range of
IT and business metrics. These include employee productivity,
service levels, resource usage, demand, performance, and
business value.

### Post-acquisition
For post-acquisition businesses, a unified approach can provide
them with an opportunity to transform digitally, not just to
transition everybody to a single way of working.

### Transformation
A unified approach can also help a 500 to 1000+ employee
organisation that has embarked on transformational activity and
is looking for consistency in its growth and processes moving
forward.

### Slow growth
And it can help businesses that are experiencing slow growth
to consolidate, rationalise, and identify and act on new revenue
opportunities.

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# Case Study
# Streamlined Operations and Increased Efficiency

### Challenge
A fast-growing technology service provider had rapidly expanded its customer base and product offerings in recent years. However, growth and acquisitions meant the business needed to improve the customer experience for all clients, and raise efficiency, and the consistency of its tools and processes.

### Solution
Unifii enabled the business to transform by implementing ServiceNow ITSM with Field Service Management. The delivery was based on our best practice process documentation and platform-based builds, and an accelerated 10-week programme. This enabled the client to focus on their core competencies and meet aggressive internal project timelines.

### Benefits
The tech firm integrated multiple businesses into a single unified service management platform. It gained new efficiencies, better ticket management, and a single source of truth for client contact. And it reduced its management reporting production lead times, and gained efficient operational reporting and better SLA visibility, and reduced SLA breaches by 4% in the first eight weeks.

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# Conclusion: A Unified Ecosystem

When you deploy ServiceNow as a strategic enterprise business platform, you can go way beyond IT tickets, creating a unified ecosystem: one that's cloud-based, automated and intelligent, that supports the business' transformation objectives.

The platform can move service businesses forward in terms of their IT and business maturity, giving them end-to-end capabilities that will improve productivity, efficiency, cost control and the customer experience. A unified approach thereby enables MSPs and tech service firms to stay on top of high levels of demand while gaining actionable insights into the business and accelerating their transformation.

**Speak to the Unifii team today to understand how your business platform can provide the efficiency and scalability that your business needs to thrive.**

## Contact Unifii

## About Unifii

Unifii was founded by a group of former client-side digital transformation professionals. By immersing ourselves in our clients' businesses and connecting with their strategy, objectives, and goals, we become an extension of their team. Combining our technology and product expertise with passion and experience means we deliver exceptional results for our customers. As an Elite ServiceNow partner, we enable you to use the platform to its full potential and allow you to achieve your business goals.

## Our Customers

The Unifii team have delivered many digital initiatives for MSPs and IT services organisations and we continue to partner with them to enable and transform them further. Through these engagements, we have learned the key drivers, pain points and needs in this industry in order to create a tailored, consultative approach for our clients.

## About IDG

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