



WHITE PAPER

Strategically Manage Telecom, Mobility and Cloud Alongside your Entire IT Estate on ServiceNow

Table of Contents

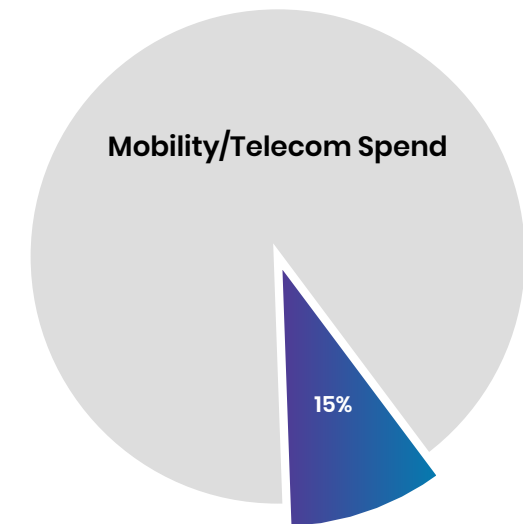
Technology Management Challenge

Why Manage MMS and TEM Programs on ServiceNow

Technology Management Challenges

According to Gartner, mobility and telecom spend represents an overage of more than 15% of the whole IT budget and according to Amalgam Insights, cloud will represent 50% of new IT spend in the near future. Even though these spend types represent a majority portion of the budget, they are often segregated and managed separately from the rest of IT. No matter if your company manages mobility, telecom and cloud internally or with an external Managed Mobility Services (MMS)/Telecom Expense Management (TEM) provider, the top 5 most common challenges include:

Total IT Budget





Strategically Manage Telecom, Mobility, and Cloud Alongside your Entire IT Estate on ServiceNow

1. Assets, usage data and charges are stored in isolated databases or with the cloud provider, not accessible by the entire organization
2. Related incidents and requests are handled outside of an enterprise's IT service management (ITSM) platform and don't follow standard processes
3. User information, workflows, approvals, catalogs, and ordering information have to be duplicated and kept in sync with various management systems
4. Business integrations with HR, Finance and ITSM are few and far between and challenging to maintain
5. "Integrations" are often flat file exchanges, requiring bulk uploads & processing that are not real-time updates using APIs.

In addition to the challenges stated above, Service Managers struggle from having to perform a lot of manual tasks, some of these include:

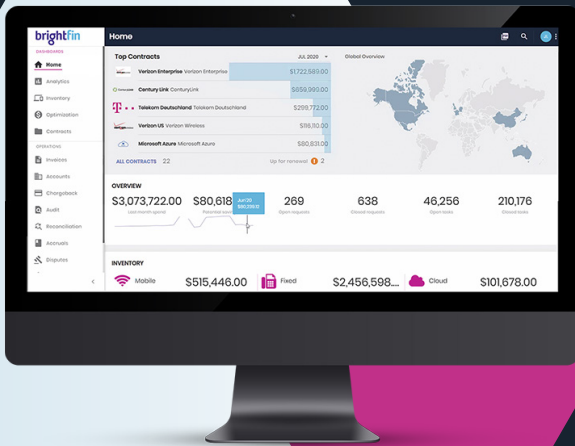
- *Creating and updating spreadsheets for management reporting*
- *Performing MACD changes*
- *Placing orders with carriers*

- *Reconciling invoice charges to inventory and contract information and then disputing with carriers accordingly*
- *Researching questions in multiple databases to understand variances and discrepancies*

As you can see, the challenges are numerous and are impossible to address on an isolated platform. The key is to leverage the power of the ServiceNow platform to automate workflows across mobility, telecom, cloud, IT, and finance teams. This can only be achieved by leveraging a native application that provides functionality that can uniquely manage all of these separate providers in one location. By getting everyone on the same platform, teams can strategically manage the entirety of the IT estate more efficiently, with clear visibility across the whole organization.



...mobility and telecom spend represent more than 15% of the whole IT budget.



Learn more or
request a demo at
brightfin.com



Strategically Manage Telecom, Mobility, and Cloud Alongside your Entire IT Estate on ServiceNow

Why Manage MMS and TEM Programs on ServiceNow?

ServiceNow is the market leader in ITSM with more than 5,000 customers and 42% of G2K enterprises as customers. Their goal is to help IT services seamlessly flow throughout the organization and to automate manual work along the way.

Some standard ServiceNow ITSM functionalities include:



Incident Management



Request Management



Reports, Dashboards and Analytics



Asset and Cost Management



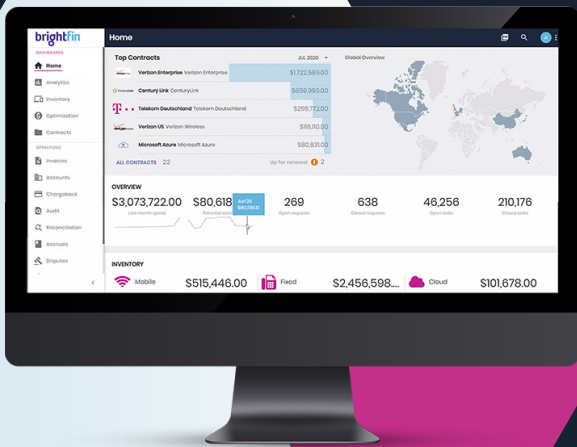
Service Level Management



Agent Intelligence

In addition to possessing core functionalities that are vital to managing communications, ServiceNow also provides important access to users, locations, cost centers, integrations to HR systems, ERP solutions and more. Today, the ServiceNow Platform sits at the heart of enterprise systems, expertly driving a seamless end-user experience, leveraging its simple user interface and robust workflow automation.

Ultimately, ServiceNow provides a powerful, enterprise platform that enables work to flow seamlessly across the organization. As a Built on Now™ application (and a ServiceNow Elite Partner), brightfin uniquely takes advantage of the powerful platform and brings industry-specific expertise and integrations that are unique to managing mobility, telecom, cloud and other IT assets.



Learn more or
request a demo at
brightfin.com



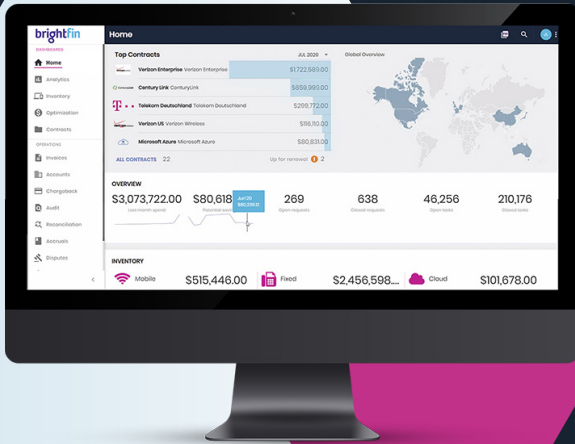
Strategically Manage Telecom, Mobility, and Cloud Alongside your Entire IT Estate on ServiceNow

Built on Now apps are subject to higher security standards and are subject to additional scrutiny during the certification process to ensure seamless adoption. brightfin is the only Built on Now application in the TEM and MMS space.

ServiceNow is the platform you have chosen to strategically manage IT services and automate workflow across the enterprise. It simply makes sense to have a single system of record where ALL of IT can be managed.



ServiceNow provides a powerful, enterprise platform that enables work to flow seamlessly across the organization.



*Learn more or
request a demo at
brightfin.com*