



“The biggest impact ServiceNow has had on our business is around flexibility, agility, speed to deliver and the features that make it a rounded enterprise application for us.”

This ServiceNow case study is based on an interview with Paul Hardy, Director of ITSM at Informa plc.

# informa

## Making Waves

Transitioning from a traditional internal IT support model to a customer focused IT shared service centre providing managed services.

## Organization

Informa plc

## Business

Academic, professional and commercial information; events and training

## Headquarters

Zug, Switzerland

## Geographies

30+ countries Worldwide

## Modern ITSM Software

Asset

CMDB

Incident

Service Requests

Problem

Change

Release

Knowledge Base

Self-Service

Service Catalog

Service Levels

Surveys

Skills Management

Facilities

PPM and timecards

Policy acceptance

## Global Consolidation for Remarkable IT Results

Informa provides academic, professional and commercial information to customers around the world. Its 9,000 employees work in 150 offices in more than 30 countries, and Paul Hardy oversees IT Service Management from one of the company’s UK offices. Hardy’s team is evolving from a typical IT support organization into a service provider organization. In its quest to simplify and standardize processes across applications, systems and development teams, Informa has come to rely on ServiceNow for consolidation, flexibility and validation.

### A business made up of many businesses

Hardy characterizes Informa as “a group made up of businesses that have bought other businesses, all with different ideas, processes and ways of doing things.” With this type of complexity – and more coming as the company continues to grow – Informa’s main IT challenge has been to develop processes and use tools to on-board new teams, assimilate new businesses and bring new employees into the organization quickly.

Informa’s greatest needs in managing IT services have been:

- Enabling “just enough” customization for each business so IT could deliver quality, whilst following our core standards processes on the back end;
- Consolidating tools sets and tasks types that have traditionally spanned 20+ processes into a single one, while reducing complexity and overhead costs;
- Continuing service improvement through fewer, yet more consistent, processes.

“We’ve struggled with previous tools, and with the tools we inherit through acquiring new businesses,” explains Hardy. Informa needed to move away from supporting these many disparate systems, and tightly defined ITIL boundaries, to adapt to rapidly evolving enterprise standards.

### Expanding capabilities

With an original objective to simply replace its existing ITSM method, Informa’s initial focus for ServiceNow was on core ITIL processes. As ServiceNow’s flexibility and workflow capabilities came into view, Hardy’s team began finding new ways to apply them. IT saw rapid increases in efficiency for change management, facilities management, capital expense approval, and others:

- **Policy management** – Informa collects acceptances to its internal policies such as AB&C, AUP, PCI and Security Training from staff (recently topping 35,000) through a new policy management app in ServiceNow. The application auto-remind staff that have accepted a policy and produces powerful reports that allow senior management and HR to ensure compliance and reduce risk with ease.

- **Vendor management** – To standardize and streamline the management of suppliers, the company now captures scorecards on its vendors helping turn suppliers into partners through proactive account management.
- **Asset management** – Informa kept much of its asset information in individual spreadsheets, which made it difficult to define processes and build relationships among the assets. Hardy's team pulled in multiple different spreadsheets, a database and a makeshift CMDB into ServiceNow CMDB, such that every ticket is logged in, and everything in the tool is driven through the data that's held against each configuration item (CI). Now when a ticket is logged against a certain application, they know straightaway the service owner and service level agreement (SLA), tech support group, approval group, and any vendors and contracts supporting the service. Information that used to take weeks to assemble is available immediately.
- **CMDB** – Hardy's team uses help-thehelpdesk scripts at login to pass data about the computer (PCs only) into a ServiceNow CMDB. Informa is in the process of deploying ServiceNow's agentless discovery to extend and validate the CMDB for greater accuracy and to capture data from routers, switches, printers, and Linux based machines on the network.
- **PPM** – Informa has configured ServiceNow Portfolio Project Management with CIO scorecards and a new timecard application to track and report on over 300 projects companywide.

#### Validation for IT

ServiceNow's extension outside of IT and into other parts of Informa's business validates and makes visible IT's daily contributions.

For example, ServiceNow has transformed Informa's ticketing process. Users can now see all of the details that go into a ticket: what took place, who provided the service, which external partner was involved, who is working on it, for how long, and so forth. This wealth of information helps users allocate time, effort and costs appropriately and pleases customers.

"We talk about ServiceNow as our ERP (Enterprise Resource Planning) for IT," says Hardy. "One of the added benefits we can now offer the business is a layer of connecting, automating and viewing the details of processes. Even more important is the fact that senior management understands this. So instead of us IT directors making suggestions for improvements, its groups like the executive board and the risk committee now coming to us with processes they'd like to automate with ServiceNow."

#### A remarkable tipping point

More than 65 percent of Informa's 9,000 employees now use ServiceNow's Self Service application to log, track and approve tickets every day. It gained acceptance throughout the company so quickly that after about 18 months, the number of licenses Informa purchased for the business partners had begun to outstrip the number for the central IT function – a remarkable tipping point.

With that kind of adoption, and the huge potential for improving other business processes, Hardy and his team of three have quite a selection of projects to choose from. "It's a difficult scenario managing and prioritizing the ideas that are coming through," he concludes, "because there are so many good ones. But we're keeping our focus sharp on maintaining our enterprise standards and how we can make the best use of them."

"Our business partners now own more ServiceNow licenses than central IT does, which means that we're no longer selling them on the tool. They're buying it because it works for them."

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