

My Background...



Joined ServiceNow in August 2022 to lead marketing for new business unit (Finance & Supply Chain Workflows) and Creator Workflows



+20 years in enterprise apps as a consultant, industry analyst, sales & marketing executive



Decade with SAP including **5 years leading S/4HANA** and all of ERP, Finance and SCM marketing



Led Cloud ERP at Oracle from 2020-22



Residing in Austin, Texas

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ServiceNow value:

- Powers transformation
- Designed for collaboration
- Unifies people, process & technology

SAP value:

- Powers core transactions
- Designed for control
- Flow of capital, goods and materials

2 Distinct, yet Complementary Software Categories

Our SAP S/4HANA upgrade

Challenges

Legacy SAP supporting \$7.24B

Compatibility issues staying on SAP ECC

Heavily integrated—approx. 135

Near-term EOS for SAP ECC

Our approach

- Leverage Now Platform as a system of engagement (workflow automation)
- **Fewer employees directly accessing SAP**

Our ERP strategy

- Clean core ERP
- Build extensions on low code.
- **Simpler future upgrades, consistent UX**

Migrating to SAP S/4HANA



- 0 touches required for 75+ integrations with ServiceNow
- Handled unique fixes including customer/partner accounts, accrual engine, and analytics database replication

How so fast?

How it helps

Rapid value

Simplified modern ERP Journey


1 

Discover, Deploy, Drive Results

- Root out tech debt
- Detether from outdated tech (ex. ABAP)
- Accelerate with templates, predefined

- 1/3 cost, 1/2 time
- Prioritize IT efforts

- Achieve a clean core
- Simplified migration

2 

Unlock Business Expertise

- Unlock domain expertise to solve problems
- Automate processes that slow teams down

- Take pressure off IT
- Take complexity out

- Clean future ERP roadmap
- Avoid scope creep

3 

Transform Critical Processes

- Automate soul crushing work (ex. 3-way match)
- Intuitive experience, 35-50% lower effort, in weeks...

- Ave \$18M savings/year
- <12 week deployment

- Remove up to 90% of change management

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Use Cases

Automated Procurement

- ✓ Seamless digitized procure-to-pay process
- ✓ Streamlined experience with global template adoption
- ✓ Compliant guided buying and integrated procurement process



Challenges

- Inefficient, cumbersome
- Long PR to PO cycle time
- Not scalable to 15B+
- Poor employee experience

Business value

- Single point of entry
- Intuitive experience
- Low-touch/no-touch PR-PO
- Procurement workspace

Outcomes

- Reduced PO cycle time
- Increased policy compliance
- Great employee experience (SUM: 50 to +70%)

AR/AP Case Management

- ✓ Digitizing customer communications
- ✓ Unstructured to structured communication
- ✓ Changing the way collections work



Challenges

- Inefficient, cumbersome
- Long PR to PO cycle time
- Not scalable to 15B+
- Poor employee experience

Business value

- Faster access to working capital
- Dashboard for work visibility
- One-touch process, automated workflow

Outcomes

- ~\$600K in cost savings
- +30% YoY volume
- +70% productivity
- Reduced cycle time: 4-5 days to 2

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Grassroots Approach

Sourcing & Procurement

The screenshot displays the ServiceNow Procurement Workspace interface. At the top, the ServiceNow logo is on the left, and navigation links for 'All', 'Favorites', and 'History' are in the center. A search bar and user profile icon are on the right. The main header shows 'Home' and 'Procurement Workspace'. Below this, a 'Quick actions' section contains five buttons: 'Procurement dashboard', 'Supplier directory', 'Knowledge articles', 'Open Employee Centre', and 'Open ShoppingHub'. The 'Your work' section features a 'To dos' area with a large '17' indicating the number of open tasks. Two task cards are visible: 'Contract Review' (ID: CTRTSK0000009) and 'Budget Review' (ID: FINTSK0000003), both opened on Mar 14. Below the tasks is an 'Open reviews' section with a filter by work type: Purchase Requisition, Sourcing Request, Negotiation Event, and Case.

- ✓ Support new processes and businesses models quickly
- ✓ Turn unstructured work into digital workflows
- ✓ Accelerate time to value through guided experiences
- ✓ Lower TCO, comprehensive, simple to configure and extend

Accounts Payable Management

Accounts Payable

Open Invoices: 11

Invoice Exceptions by Supplier

Supplier Inquiries: 28

Inquiries by Category

Number	Opened	Supplier	Priority	Status
EXC1000001	2020-03-02 15:24	Acme Supply Corp	3 - Moderate	New
EXC1000002	2020-03-02 15:24	Acme Supply Corp	1 - Critical	New
EXC1000003	2020-03-02 15:24	Acme Supply Corp	1 - Critical	Resolved
EXC1000004	2020-03-02 15:24	Acme Supply Corp	3 - Moderate	In Progress
EXC1000005	2020-03-02 15:24	Acme Supply Corp	2 - High	New
EXC1000006	2020-03-02 15:24	Acme Supply Corp	5 - Planning	In Progress
EXC1000007	2020-03-02 15:24	Acme Supply Corp	3 - Moderate	Closed
EXC1000008	2020-03-02 15:24	Acme Supply Corp	1 - Critical	Closed
EXC1000009	2020-03-02 15:24	Juan Jose Esteve	5 - Planning	New
EXC1000010	2020-03-02 15:24	Bairam Frootan	2 - High	Resolved

Number	Opened	Supplier	Priority	Status
INQ1000001	2020-03-02 15:24	Acme Supply Corp	3 - Moderate	New
INQ1000002	2020-03-02 15:24	Acme Supply Corp	1 - Critical	New
INQ1000003	2020-03-02 15:24	Acme Supply Corp	1 - Critical	Resolved
INQ1000004	2020-03-02 15:24	Acme Supply Corp	3 - Moderate	In Progress
INQ1000005	2020-03-02 15:24	Acme Supply Corp	2 - High	New
INQ1000006	2020-03-02 15:24	Acme Supply Corp	5 - Planning	In Progress
INQ1000007	2020-03-02 15:24	Acme Supply Corp	3 - Moderate	Closed
INQ1000008	2020-03-02 15:24	Acme Supply Corp	1 - Critical	Closed
INQ1000009	2020-03-02 15:24	Juan Jose Esteve	5 - Planning	New
INQ1000010	2020-03-02 15:24	Bairam Frootan	2 - High	Resolved

✓ Invoice Management at Scale

✓ Automated 3-way match

✓ Real-Time Supplier Self-Service

+500 customers automated S2P before us

	Source-to-Pay	Lead-to-Cash	License to Operate	Idea-to-Market	Operate-to-Retire
PACKAGED	<ul style="list-style-type: none"> Accounts Payable Procurement Services Supplier Lifecycle Risk Management Policy & Compliance 	<ul style="list-style-type: none"> Order Management Field Service Management 	<ul style="list-style-type: none"> ESG KPI Dashboard Third Party Risk Business Continuity & Privacy 	<ul style="list-style-type: none"> Project & Portfolio Scope 3 Emissions 	<ul style="list-style-type: none"> Enterprise Asset Management Hardware Asset Management Facilities Management Disaster Recovery
LOW CODE	<ul style="list-style-type: none"> Raw Materials Registration Supply Chain Exception Handling Contract Lifecycle Mgmt. Expense mgmt / approvals 	<ul style="list-style-type: none"> AR Case Management Return Order Mgmt. RFX Management Order booking automation 	<ul style="list-style-type: none"> PO Accruals Transfer Pricing Debt Recording and Payment Budget Approval Carbon Accounting 	<ul style="list-style-type: none"> Track & Trace Production Posting Customs Clearance 	<ul style="list-style-type: none"> Asset Transfer Asset Disposal Fixed Asset Registration, Retirement, Sale Processing

The value of Source-to-Pay delivered in weeks, not years



2X Requests & Suppliers Managed

Double amount of suppliers managed

Reduce labor to manage requisitions by 50%



Supplier Discounting

\$18 million/year, average savings through supplier discounting

2-3% spend savings with supplier early payment



Supplier Quality

Adhere to ESG standards

Lower disruptions

On-time, on-quality

Validate financial strength



Employee Experience

Single place for all requisitions

Intuitive, consumer-like experience

Spend under management from **<50% to >80%**

A photograph of two young women smiling and posing for a selfie on a city street. The woman on the left has long blonde hair and is wearing a dark jacket. The woman on the right has dark hair and is wearing a striped shirt and a cardigan. The background shows a blurred city street with trees and buildings.

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Thank you

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