
Accelerating Digital Transformation with Low-Code App Development

Automating and optimizing your business processes to improve the employee and customer experience is an important part of many digital transformation plans. These plans are not without obstacles, however.

Business processes are often built on legacy software applications that were not designed to share data with other systems, leading to silos of information. Different departments within one enterprise or organization often rely on different platforms, creating departmental silos as well.

Transforming business processes into digital workflow applications that can scale across the enterprise and meet standards for application performance and governance requires app dev resources. In many organizations, application developers are a scarce resource with a full queue of mission-critical projects.

ServiceNow Creator Workflows products (combining the power of ServiceNow App Engine and IntegrationHub) help businesses increase their capacity to deliver digital workflow applications by empowering line-of-business professionals like business process analysts to easily create and deliver applications. Leveraging App Engine and IntegrationHub low-code capabilities, business technologists, also known as “citizen developers,” can easily use, build and connect digital workflow applications across ServiceNow and other systems of record.

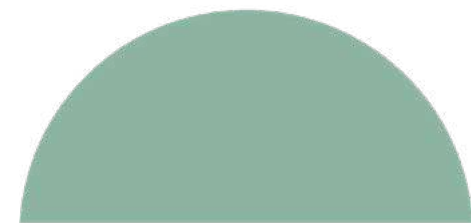
The Creator Workflows products ensure low-code applications are built within the guardrails of usability, security, and compliance that are required of enterprise applications, and they also allow for collaboration between professional developers and low-code developers through the application development lifecycle.

How to Use This Guide

Stage 1 will address some of the common questions you may hear as you approach executives and colleagues about investing in a low-code platform for digital workflow application development. It will also offer guidance for responding to those objections.

Stage 2 helps you make a case with stakeholders for the many ways the organization and teams can benefit from a low-code digital workflow application development platform.

Stage 3 identifies how to secure buy-in and articulate why ServiceNow is uniquely positioned to help your organization transform its processes with a low-code application development platform.



Stage 1: Frequently Asked Questions

Being able to address the questions and concerns raised by decision makers is central to building consensus around low-code development tools and securing commitment from stakeholders. Anticipating at least some of the questions that they will raise sets the stage for successfully navigating the path from proposal to deployment.

Role	Common Questions & Concerns
<p>VP of Information Technology</p> <p>Responsible for planning the technology path for the company's future while implementing, operating and maintaining all IT software and hardware to ensure stability and uptime for sustained company growth.</p>	<p>"Shouldn't we be concerned about empowering people to build applications at will?"</p> <p>Fears of application sprawl without governance are understandable among technology leaders. An increase in applications -- especially cloud-based applications that can be easily licensed and deployed -- leads to a loss of governance. This impacts visibility into IT spending, data and application security, compliance, and more.</p> <p>The Creator Workflows products from ServiceNow allow citizen developers to create digital workflow applications using low-code tools on a single platform (the Now Platform) that promotes standardization and governance. The same platform fosters collaboration between no-code/low-code business process analysts and pro-code IT developers throughout the app dev lifecycle, delivering the speed and agility of custom apps or Creator Workflows at scale for the entire enterprise. Standard policies are already established and have been in use. By simply leveraging and adding to these well-established standards and policies, your administrators and application development teams will have the visibility and oversight for the low-code applications being developed and deployed in the organization.</p>
<p>VP of Application Development</p> <p>Responsible for re-evaluating and implementing new approaches and platforms to application development so the app dev team can be a true business enabler for digital transformation initiatives.</p>	<p>"Can't our existing app development team digitize and transform our business processes?"</p> <p>The demand for new and updated applications, as well as individual features and capabilities, is exploding. Yet your existing team lacks the capacity to keep up with this growing demand. Your business is resource constrained, as professional software developers are scarce and expensive. Adding new requests to your already extensive software to-do lists limits your ability to strategically influence digital transformation for the organization.</p> <p>You need a modern way to approach software development: Engaging with the business to jointly develop new apps. It not only accelerates the time it takes to design new apps that enhance employee experience but also allows for business to have some ownership in how quickly enhancements and updates are made. Give business users a ring-fenced and easy-to-use platform to build apps; let them use out-of-the-box building blocks capable of delivering delightful experiences users love; involve IT for quality control of these apps so you can build and release apps and scale them safely with no sprawl.</p> <p>With this new approach, your business users can take care of their simpler enhancements in a timely manner, clearing up some of the backlog while your pro-code developers can focus on the more complex and strategic tasks for the organization.</p>

Stage 1: Frequently Asked Questions cont.

Role	Common Questions & Concerns
<p>ServiceNow Platform Owner</p> <p>Looking to improve ServiceNow platform value by expanding its footprint as a standards-based platform for all digital workflows.</p>	<p>“Without any oversight from the Platform delivery team, won’t we have chaos and app sprawl?”</p> <p>Your business needs the ability to transform on a dime and quickly meet new demands from employees and customers. You saw the importance of business agility in 2020 and in other natural disasters. Constant change requires continuous innovation. With Creator Workflows, you can speed innovation with scalable low-code solution that delivers experiences your users will love.</p> <p>Working alone, IT often cannot keep up pace. Instead, IT becomes a bottleneck because of the number of projects and challenges around adding resources quickly enough. Businesses that are developing formalized Citizen Developer programs are seeing success in developing innovative, scalable apps with the speed and agility they require.</p> <p>ServiceNow platform owners can help lead the change to citizen development by creating a Center of Excellence (CoE) within the organization. This strategy is critical to helping low-code app development succeed at scale.</p>
<p>Enterprise Architect</p> <p>Works to consistently leverage information technology effectively as a competitive advantage to reduce costs and increase agility for the business while making alignment between technology and the business more transparent.</p>	<p>“I have been responsible for governance and app portfolio management. Adopting a low-code platform will introduce more risk and security issues into our architecture.”</p> <p>With ServiceNow Creator Workflows products, you can establish your own process of onboarding Citizen Developers and provide them with access to your platform once they meet your approval/certification process. You can also enforce stage gates with established guard rails so that you foster mutual trust between your team and business. Citizen developers are always aligned with your best practice rules.</p> <p>The ServiceNow platform architecture supports standardization and growth at scale. Its single, pre-integrated, cloud-native platform, with a common data model, a common architecture, and a unified total experience serves as the single foundation for delivering low-code apps across the enterprise with no sprawl.</p> <p>App Engine is purpose-built for powerful cross-enterprise digital workflows that connect any systems, apps, and data while providing complete visibility into end-to-end processes. With App Engine, these workflow-designed experiences become the standard for the entire organization. Your organization can create business-critical apps and benefit from leading-edge technologies such as chatbots and AI with less custom development. This reduces technical debt and speeds innovation.</p>

Stage 1: Frequently Asked Questions cont.

Role	Common Questions & Concerns
<p>Business Process Analyst</p> <p>Responsible for driving continued operational performance improvements to reduce cost while mitigating risk in adapting to rapid changes to the business.</p>	<p>“I’m not a professional developer. I don’t have the skills to create critical applications that meet our requirements around, for example, security and compliance.”</p> <p>The low-code application development capabilities are designed for no-code/low-code developers and allow anyone to use prebuilt templates or easy-to-use drag-and-drop functionality. Your users may not all have the coding skills, but they understand the end-to-end process better than anyone.</p> <p>ServiceNow makes low-code as foolproof as possible by providing off-the-shelf features covering 80% of app dev needs. Business analysts only use components that are battle-tested and proven, in a ring-fenced environment.</p> <p>Combining low-code application development with existing skill sets means users can create applications that quickly meet their needs and create an immediate impact on the organization. Your business users will be combining their in-depth knowledge of process and business needs with tools that develop digital workflow applications in a fraction of the time of professional developers alone.</p> <p>And should they need development help, don’t worry. The products promote business and IT collaboration and it’s easy for your app dev team to build sophisticated components, which citizen developers can consume from their tools with no friction.</p>

Stage 2: Paint Your Vision

Decision makers need more than assurances of a solution's quality. They need to know that it will satisfy their immediate as well as their longer-term strategic needs. Painting your vision of the future – digital workflow application development at speed and scale without sacrificing performance or governance – based on the solution you are proposing gives you the opportunity to show them how it will help the organization flourish.

Role	Your Vision
VP of Information Technology	<p>"We need more agility than our legacy systems can provide."</p> <p>Powered by the Now Platform®, App Engine fuels rapid delivery of Creator Workflows with great experiences for everyone. With more people building with less complexity, App Engine lets you create low-code apps fast, and safely scale cross-enterprise experiences on a single, modern agile platform that will run all your enterprise workflows.</p> <p>"We can deliver adequate and consistent IT support for scaling apps as part of our transformation initiatives."</p> <p>By leveraging rapid low-code delivery with ServiceNow Creator Workflows products, you can be assured your new apps will confidently scale with enterprise-grade performance, availability, and support for reliable security and compliance.</p> <p>"We can deploy user-friendly apps and modern experiences to help combat the risk of shadow IT. "</p> <p>You can use ServiceNow Creator Workflows products to create a sustainable model where business and IT effectively collaborate to build business-critical apps that are customer-centric, but also conform to the required IT guardrails and standards.</p>
VP of Application Development	<p>"We can increase the speed of app delivery."</p> <p>ServiceNow Creator Workflows products include an agile low-code platform that increases your capacity to create digital workflows and apps and deliver them with delightful experiences more quickly.</p> <p>"We can remove the silos that hamper our transformation."</p> <p>ServiceNow provides your developers with a flexible yet extensive development platform. This platform can easily scale from simple to complex use cases using natively integrated components guaranteed to work together seamlessly without the need for risky, complex integrations.</p> <p>"We can reduce the number of platforms we need to support."</p> <p>ServiceNow's Creator Workflows products allow your business to consolidate the application portfolio and reduce technical debt by moving to a cloud platform that delivers end-to-end cross-functional digital workflows and apps across the enterprise with less custom code.</p>

Stage 2: Paint Your Vision cont.

Role	Your Vision
<p>ServiceNow Platform Owner</p>	<p>“We can scale our process automation initiatives beyond the out-of-the-box ServiceNow workflows to aid digital transformation across the enterprise.”</p> <p>ServiceNow offers low-code tools and a common platform that can help quickly transform manual, unstructured lines of business processes beyond prebuilt ServiceNow workflows into digital workflows. These digital workflow applications will allow you to improve performance and deliver on desired outcomes across the business.</p> <p>“We can optimize value by building a business case and an inventory of our core competencies to support our digital-first initiatives.”</p> <p>You can create a Center of Excellence (CoE) around ServiceNow's Now Platform that is based on shared learning, design and enforce best practices, and platform standards that will help your teams meet their digital transformation goals.</p> <p>“We need to scale our ServiceNow digital workflow applications with confidence.”</p> <p>With ServiceNow Creator Workflows products and the Now Platform, your enterprise can adopt a repeatable app development and delivery model and deploy new workflows on a proven high-capacity platform. You can easily develop end-to-end digital workflows that span across departments, systems and data, allowing you to eliminate manual data entry and handoffs while providing greater visibility to business across the entire process.</p>
<p>Enterprise Architect</p>	<p>“We can eliminate business unit silos using common technology standards.”</p> <p>ServiceNow offers a single framework to unite business silos and standardize all apps within a consistent common workflow experience that operate freely across departmental boundaries.</p> <p>“We can meet legacy systems and platform challenges around transparency, integration, and orchestration.”</p> <p>ServiceNow allows your business to adopt one platform that shares a single data model, one architecture to connect disparity, and lets organizations create a seamless enterprise system of action that integrates silos and systems.</p> <p>“We can reduce our operational risk around shadow IT applications and services in our business units.”</p> <p>ServiceNow helps you manage risk in terms of the quality, availability, and reliability of both your services themselves and the delivery framework supporting them.</p>

Stage 2: Paint Your Vision cont.

Role	Your Vision
Business Process Analyst	<p>“We can improve your visibility into process performance.”</p> <p>ServiceNow Creator Workflows products combine the power of its platform with a single data model to generate and distribute the actionable analytics information you need when you need it. You get predefined and customized reports, and can create eye-catching dashboards in a flash. With ServiceNow Creator Workflows you can easily generate ad hoc reports then save, share, publish, or export them as needed. If none of the predefined reports meet your needs, you can also create your own custom reports as well as add reports on home pages and dashboards to share information across your organization.</p> <p>“We can deliver a faster response to business process needs with minimal risk.”</p> <p>ServiceNow Creator Workflows products allow anyone to develop and deliver custom apps that create and automate end-to-end digital workflows – from simple productivity to complex transformation – in a no-code environment. The products provide citizen developers with fast, low-risk options for automating existing processes in response to rapidly changing requirements. Creator Workflows’ combination of low-code development tools and a standardized platform democratizes application development, reducing the burden on your professional app developers.</p> <p>“We can improve process efficiency to lower costs and promote business growth.”</p> <p>ServiceNow Creator Workflows products can help you reduce process costs and increase efficiency without a significant investment in people or capital. Citizen developers like business analysts can easily extend ServiceNow out-of-the-box apps and create new ones to suit their unique business needs.</p>

Stage 3: Getting Buy-In and Commitment

Regardless of how well the vision for low-code application development and digital workflows has been conceived, it needs to be translated into actionable planning based on real-world solutions. Selling decision makers on the specifics make it possible to get the buy-in and commitment that you need.

Role	Demonstrate Business Value
VP of Information Technology	<p>Use Cases</p> <p>Powered by the Now Platform®, App Engine fuels rapid delivery of Creator Workflows with great experiences for everyone. With more people building with less complexity, App Engine lets you create low-code apps fast, and safely scale cross-enterprise experiences on a single, modern agile platform that will run all your enterprise workflows.</p> <p>A large manufacturing firm retired a legacy Notes environment, including more than 200 apps, and saved more than \$250,000 annually by modernizing its workflows with Creator Workflows products. The company now builds new apps in two weeks or less.</p> <p>A large retailer built everything from a compliance tracking app used by more than 1 million employees and thousands of locations to a simple single departmental employee recognition app – all on the same ServiceNow low-code platform.</p>
VP of Application Development	<p>Use Cases</p> <p>An international financial services firm accelerated development 3 to 4x over legacy approaches with ServiceNow and can now deliver new apps on a low-code platform in hours and days vs. months. The company also consolidated more than 3,500 legacy apps and saved millions of dollars a year in legacy support and hardware maintenance.</p> <p>A large U.S. municipality was able to build a drive-through COVID testing app in less than 48 hours from concept to production and scaled it to 50,000 users in two weeks.</p> <p>A large tax firm transformed how the company engages with customers with just 1.5 full-time technical resources. These employees collaborate with business analysts to create compliant and highly scalable solutions.</p>

Stage 3: Getting Buy-In and Commitment cont.

Role	Demonstrate Business Value
<p>VP of Information Technology</p>	<p>“We can extend ServiceNow apps beyond IT to our lines of business.”</p> <p>Your business can use the same Creator Workflows products and Now Platform capabilities that IT uses to deliver the same productivity and user experience, along with process visibility, transparency, and measurability, to business stakeholders.</p> <p>You can increase your digital workflow app development capacity. App Engine offers a flexible workflow development environment that enables collaborations across IT and LOB teams. This makes it easy to deliver the right solutions within prescribed guidelines for safety, quality and performance.</p> <p>Use Case</p> <p>An automobile financing firm adopted a repeatable, standards-based approach to app delivery and was able to reduce development incidents by 50% per week, resulting in faster delivery with confidence. The company developed apps like an auction safety checklist app and a performance-monitoring app. With apps like these, the legal and facilities management departments both gained immediate value.</p>
<p>Enterprise Architect</p>	<p>Use Cases</p> <p>An international conglomerate uses ServiceNow as a cloud-based integration layer to support centralized digitalization of their company from IT out to the rest of the enterprise.</p> <p>A large data center provider reduced the average time managing changes by 80 percent with Creator Workflows products. The company consolidated to a single system of action and achieved an \$800,000 benefit annually.</p> <p>A large professional services firm standardizes on the Now Platform to deliver continuing value to the business while preventing ad hoc apps, tools, and platforms from emerging across the enterprise.</p>
<p>Business Process Analyst</p>	<p>Use Cases</p> <p>An American health insurer saves more than 40 hours per month by automating reporting with the native Performance Analytics feature in Now Platform. This data helps workers focus on the right priorities and outcomes.</p> <p>A mortgage provider automated the end-to-end loan stipulation process across multiple systems using the Now Platform as the system of engagement, providing a unified view. They accomplished all this within weeks using only two developers. It saved the company 50 annual full-time employee resources.</p>

ServiceNow offers the platform of platforms, which businesses can use to automate and optimize business processes and create digital workflow applications. With Creator Workflows capabilities in App Engine and IntegrationHub, businesses can increase their app dev capacity by empowering business users to create and scale applications while maintaining the performance and governance enterprise-grade applications require.

