Doubling Down on Digital Transformation:

Why Modern Service Management is the Answer to Creating Value Now & in the Future

Analysts:

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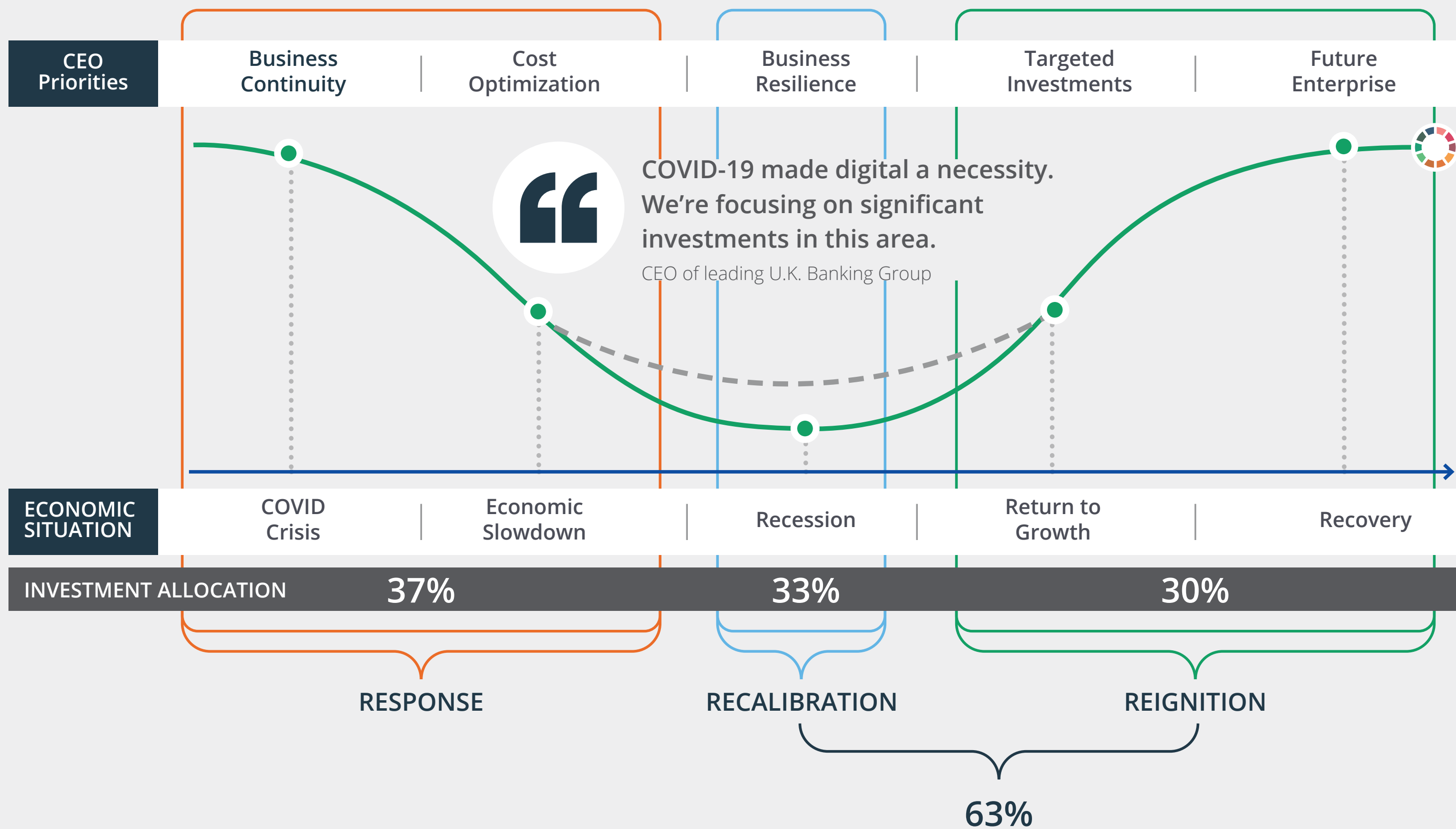# Adapting to New Digital Mandates:

Moving Beyond Immediate Pandemic Response to Recalibration and Reignition

Accelerate Digital to Flatten the Curve to Recovery

CEO Priorities	Business Continuity	Cost Optimization	Business Resilience	Targeted Investments	Future Enterprise

> " COVID-19 made digital a necessity. We're focusing on significant investments in this area.
>
> CEO of leading U.K. Banking Group

ECONOMIC SITUATION	COVID Crisis	Economic Slowdown	Recession	Return to Growth	Recovery

INVESTMENT ALLOCATION	37%	33%	30%

RESPONSE   RECALIBRATION   REIGNITION

63%

2020 was all about **immediate crisis response**.

2021 and beyond will be about **recalibrating** and **reigniting the business** for the future.

63%
of organizations have shifted and/ or increased technology spending towards recalibration and reignition.

TOP 5 HIGH-LEVEL BUSINESS PRIORITIES IN 2021

Profit Growth

Increased Innovation

Operational Efficiency

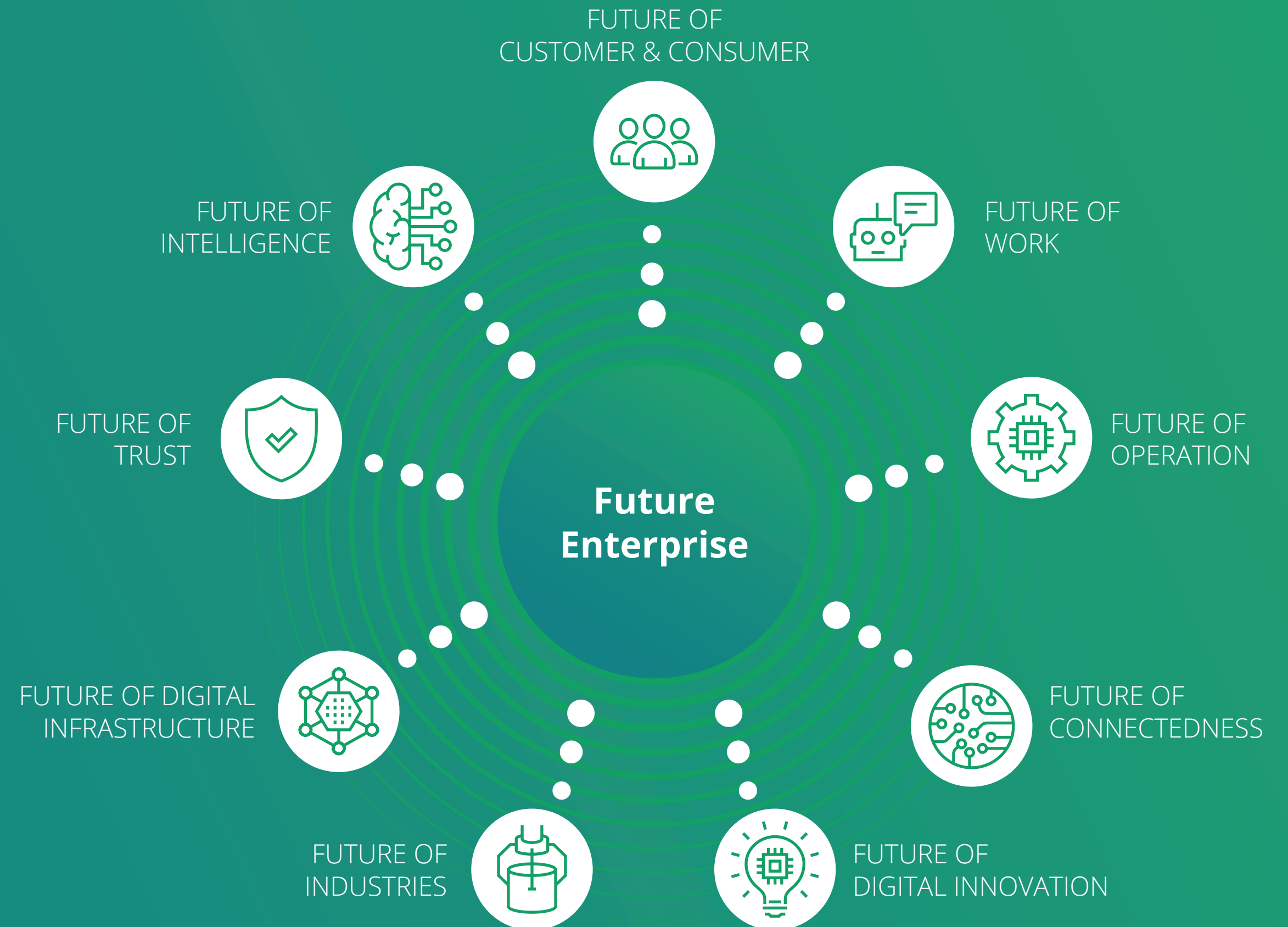Customer satisfaction/experience

Employee Productivity

easyVISTA

Doubling Down on Digital Transformation

Direct digital transformation (DX) investment will reach $6.8 trillion in 2023, growing at 15.5% CAGR between 2020 and 2023 as companies build on existing strategies and investments, becoming digital-at-scale future enterprises.

CEOs have nine agenda items they want to excel in to become a future digital enterprise.

> " IDC predicts that by 2022, 70% of organizations will have accelerated the use of digital technologies, transforming existing business processes to drive customer engagement, employee productivity, and business resilience. "

FUTURE OF
CUSTOMER & CONSUMER

FUTURE OF
INTELLIGENCE

FUTURE OF
WORK

FUTURE OF
TRUST

FUTURE OF
OPERATION

**Future
Enterprise**

FUTURE OF DIGITAL
INFRASTRUCTURE

FUTURE OF
CONNECTEDNESS

FUTURE OF
INDUSTRIES

FUTURE OF
DIGITAL INNOVATION

Digital Agenda Items Create Opportunities for Tech Advancements but Translate Into Operational Complexities

Service teams need to break free from these pressures to become integral to innovation and business value

Cloud Acceleration

Most organizations are readying themselves for an aggressive move to cloud.

Cloud is seen as a key investment area for digital innovation, with global cloud migration spend growing at 22% compared to 5% of overall IT spend.

Governance, risk, and compliance

Legacy systems and manual processes

Ever-growing silos and costs

Cost, Complexities, and Vulnerabilities Rise

50% of organizations admit that they have not been successful in their cloud journeys. Security, network, performance, skills, reliability, and lack of unification are reasons for failing in cloud.

Digital Innovation

By 2025, up to a quarter of Fortune 500 companies will become software producers to digitally transform and maintain their F-500 status.

By 2024, net-new production-grade cloud-native apps will increase to 70% from 10% of all apps in 2020, due to the adoption of technologies such as microservices, containers, dynamic orchestration, and DevOps.

SERVICE DELIVERY TEAM UNDER PRESSURE

Management Burden

IT is expected to manage heterogeneous infrastructure, varied and dynamic application portfolio (task apps, third-party apps, in-house apps), new security risks, and governance/compliance.

Digital and Hybrid Workforce

57% of organizations IDC surveyed said more than half of their workforce primarily worked in a physical facility pre-pandemic. In the new normal, only 28% of organizations have a majority of their staff working primarily from a physical facility.

Further, only 6% of organizations had the majority of the workforce primarily working from home before the pandemic, which rose to 27% in the new normal.

Dynamic customer expectations

Need for agility and self-service

Secure access to data, apps, and IT anytime, anywhere

Manual Processes and Lack of Scale

Through 2023, 50% of hybrid workforce and automation efforts will outright fail or be delayed due to underinvestment in building the right IT/Sec/DevOps teams with the right platforms/tools.

Service Management Can Be the Bridge that Links External-Facing Innovation and Internal Operations

The digital transformation ROI gap is beginning to bite. IDC's 2020 DX research shows that despite the trillions invested in digital transformation initiatives, only

26% of organizations can demonstrate meaningful returns on DX investments.

DX is often outward looking, focusing on front-end apps, customer service digitization, brand personalization, and digital experiences. Without connecting these to internal business operations and transforming those operations, delivering digital transformation effectively at scale is a challenge.

Manual processes, slow onboarding, lack of self-service, unmet SLAs, and the lack of stability and reliability of systems are holding companies back.

Effective, modern service management can be the bridge that links external-facing innovations and internal operations, bringing structure and predictability to customer-facing capabilities, and bringing agility to internal operations.

SERVICE MANAGEMENT BRIDGES THE TWO WORLDS

Existing operations work "inside out"	Digital initiatives work "outside in"
Streamlined structures, relationships	Dynamic structures, relationships
Linear business flows	Networked business ecosystems
Structured planning	Respond to market signals
Start with the "product"	Start with the "customer"
Build forward from capabilities	Build backward from outcomes
Optimize for efficiency, quality	Optimize for speed, agility, experimentation

Service Management: Key to 6 of 8 Most Important Business KPIs for Digital Success

Organizations the world over are working to implement new KPIs to help them manage their businesses in the new normal. Excellence in service management across business functions will be crucial if organizations are going to deliver successful outcomes aligned to the majority of these KPIs.

Q: What are the top 3 KPIs that should be considered?

49% Employees' usage of digital tools and services

48% Automation of end-to-end processes

47% Performance on various steps of the digital customer journey

51% Employee satisfaction

FUTURE
Enterprise

Digital risk related KPIs **45%**

Sustainability related KPIs **55%**

Volume of services provided via digital channels **54%**

ROI from digital services or products **48%**

IDC Directions 2021   COVID-19 IMPACT ON IT SPENDING Survey (Survey conducted during 15th October to 30th October period), IDC, October 2020

Time to Challenge the Service Management Status Quo to Meet Digital KPIs

Savvy organizations realize that IT transformation is integral to delivering key digital business outcomes. It is no surprise then that **75% of Global 2000 IT organizations** will adopt automated operations practices to transform their IT workforce to support unprecedented scale by 2023.

Time for Services Teams to Raise the Stakes and Demonstrate Value

IDC research also reveals that IT executives are presenting on IT investments and strategies to the board of directors more frequently than ever before as the board is keen to see digital investments, services transformation progress, and outcomes of IT expenditure.

53% of Organizations Present to the Board on a Quarterly or Monthly Basis

Information discussed at these board meetings:

Spend management
56%

Long-term investment strategy
43%

Capital projects
41%

Delivery performance (SLA, consumption, availability)
40%

Compliance (regulatory, data policies, security)
38%
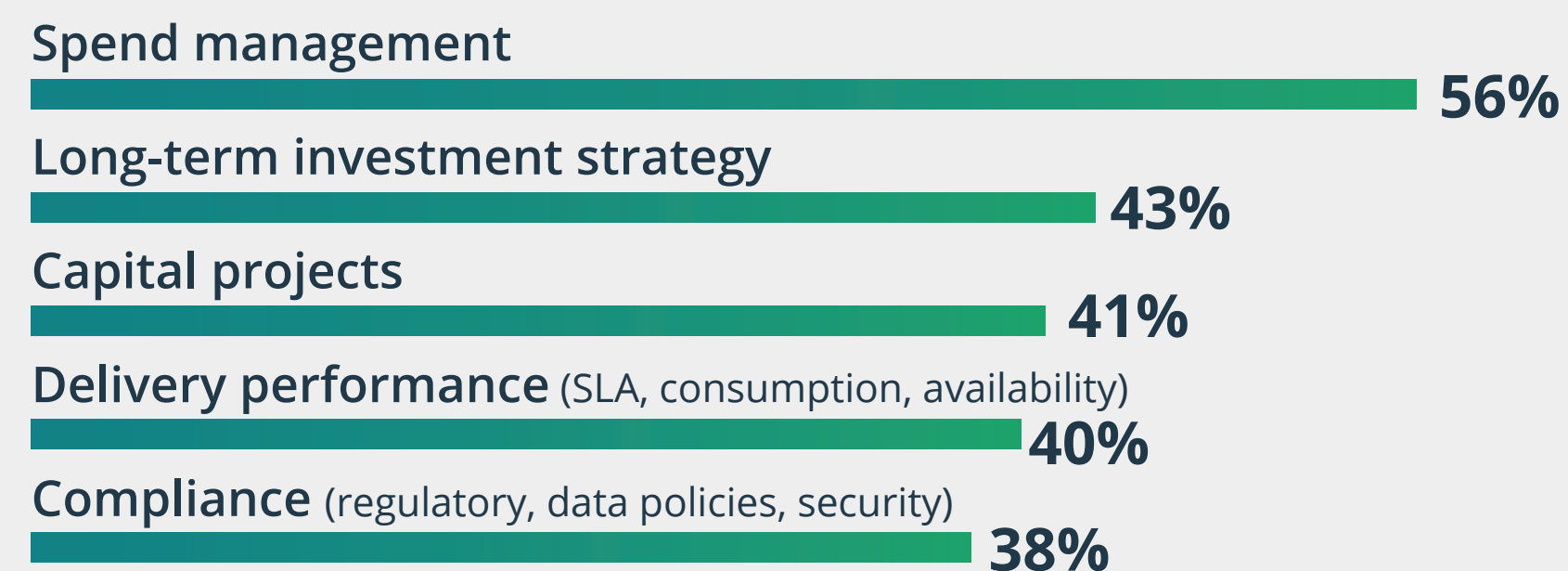
According to IDC Research, the top 4 areas of greater automation will be critical:

1 Quality assurance and continuous improvement

2 Customer support and services (chatbots, self-service, intelligent advisor)

3 Monitoring and diagnostics

4 Provisioning of workspaces (apps, data sources, security) to employees

The service delivery team can lead the enterprise's automation, digitization, and management strategies for maximum impact.

Automation, Unification, and Modernization Are Key Themes Organizations Are Focusing on When Transforming Service Management for the Digital Era

The demands of the modern business environment, disruptions from COVID-19, and the need for accelerated innovation are forcing organizations to revisit their long-term IT strategy. IDC sees key themes such as automation, unification, modernization, and intelligence as pivotal for reigniting the business.

Almost three-quarters (73%) of businesses will either increase or keep IT spend the same despite economic pressures. But the areas of investment are shifting. The global IT services management software market will grow at 8.4% CAGR between 2020 and 2025, faster than the overall IT growth CAGR of 5%.
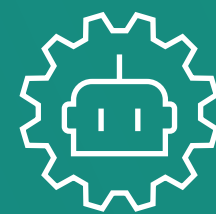
Automation priorities for more than 70% of businesses include customer service and support, IT tasks, finance tasks, supply chain management, business operations, and product management.

Unifying ITSM, asset, and enterprise service management is also high on agendas.

6 in 10 organizations agree that having a unified and consistent ITSM strategy is necessary for frictionless IT services and to make key meaningful comparisons between environments and applications. They also see it as key to eliminate complexities around license management through end-to-end visibility and asset management.
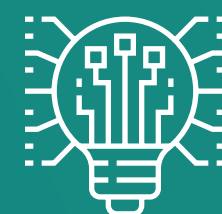
Modernization is aimed at bringing simplicity, self-service, and agility, so IT can resolve business issues faster and support innovation.

# The Criticality of Value Now and for the Long-term

In the new normal, the time it takes to recognize the business value of technology investments is paramount. Technologies must be simple to implement and use, provide real functionality at a reasonable cost, and leverageable across multiple use cases flexibly over time.
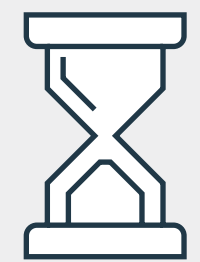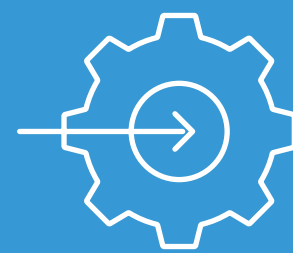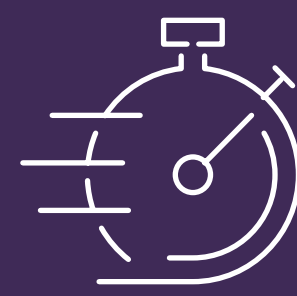
68%

Time to Value
We are reducing the time it takes to recognize the business value from our technology investments.
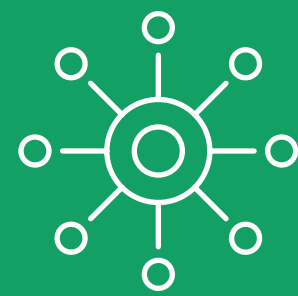
Board ability
to address multiple use cases

Easily integrated
with our existing applications

Implemented quickly

→ **COST**
Reduce the upfront cost to get started; align your investments to the benefits you receive

→ **SIMPLICITY**
Implement quickly, enable people to become productive quickly

→ **IMPACT**
Deliver benefits across multiple use cases; deliver results over the long term as requirements change and maturity increases

IDC Directions 2021

Source: Future Enterprise Resiliency & Spending Survey, IDC, February 2021

What IT Aspects Does a Modern Service Management Platform Elevate?

Improved User Experience

- Simple and easy look and feel; digital dashboards
- Engaging interface
- Better feedback loops
- Speedy resolution
- Multichannel support
- Flexibility and cloud-centric tools and services
- Empowered agents to boost efficiency and first contact resolution

Enabling Self-Service

- Knowledge refresh, knowledge sharing, and easy access to knowledge for both users and agents
- Self help hubs/playbooks
- Increased automation of common issues
- Empowering self-service with knowledge communities, service catalogs, chatbots, and service squads

Predictive and Proactive

- Flexible assignment of support staff
- End-to-end incident management transformation
- Data-driven asset, finances, operations, and service management
- Use of predictive intelligence and automation to identify case trends
- Improved security and governance
- Self-healing automation

Insights From the Field

Improved User Experience

"After we implemented our new Service Management platform, we saw a 34% increase in NPS scores over the previous quarter. When we surveyed our employees on the new system, they consistently referenced the ease of use and ability to access the platform across multiple channels like their mobile phones and Microsoft Teams as some of the biggest reasons for their increase in satisfaction."

A large multinational technology corporation based in France with 8,000 users

Enabling Self-Service

"We saw a 28% reduction in calls over the same period from last year after rolling out a new knowledge solution that included an updated self-service portal and virtual agent. Our students and staff loved being able to resolve some of our more common issues like password reset and system access requests without having to speak to our customer service team."

A higher education institution in the U.S. with approximately 20,000 students and staff

Predictive and Proactive

"Our new ESM solution allowed us to improve our team's overall efficiency by 22% by automating steps in our troubleshooting process and reducing the Average Handle Time (AHT). We are already looking to improve that even more in the next phase of our self-service project by implementing the ability to automatically self-heal some of the more common issues."

A large communications company in Europe with over 100,000 customers

"The level of engagement for our service desk agents increased by 34% after implementing a more collaborative support model compared to the same period last year. In our annual survey, our service desk agents consistently said they felt more productive and engaged by being empowered to take more responsibility for the resolution of incidents."

A government agency in Southern Europe that employs over 1,000 service desk agents

Make Yourself a Service Heroine or Hero

When you are planning your service transformation strategy, prioritize short-term changes that drive immediate resilience, but remember to keep the big picture of long-term, continuous value in mind.

Short-Term Adaptation

- Automate simple tasks and drive ease-of-use to run lean IT.

- Manage service delivery from anywhere to enable remote service assurance.

- Unify service, financial, and asset management to eliminate complexity.

- Drive self-service, backed by knowledge management, to speed resolution while minimizing cost.

Long-Term Design Point

- Make automation part of your DNA. Consider service transformation not as a point solution to overcome a single bottleneck but as a glue for digital and IT user experience transformation.

- Integrate service management with data platforms for operational intelligence to drive continuous operational agility and resilience and pivoting to proactive service management.

- Shift mindset from services delivery to business value delivery — make IT services invisible, focus on business outcomes.

- Design a unified service management to make it easy for users to resolve all IT issues quickly. But the emphasis should be on flexible, mobile, and seamless access via multiple channels to give users control and digital experience.

About EasyVista

Are you ready to create sustainable value for your organization through modern service management?

Transforming your service management organization begins by understanding what your maturity level is and where you want it to go. By transforming your strategy, you can prepare for continuous innovation that will increase customer engagement, employee productivity, and business agility.

EasyVista can help you identify how to embark on a new approach to service management that drives business success. Get a personalized consultation with one of our experts today.

Get Started

easyVISTA™

About IDC

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