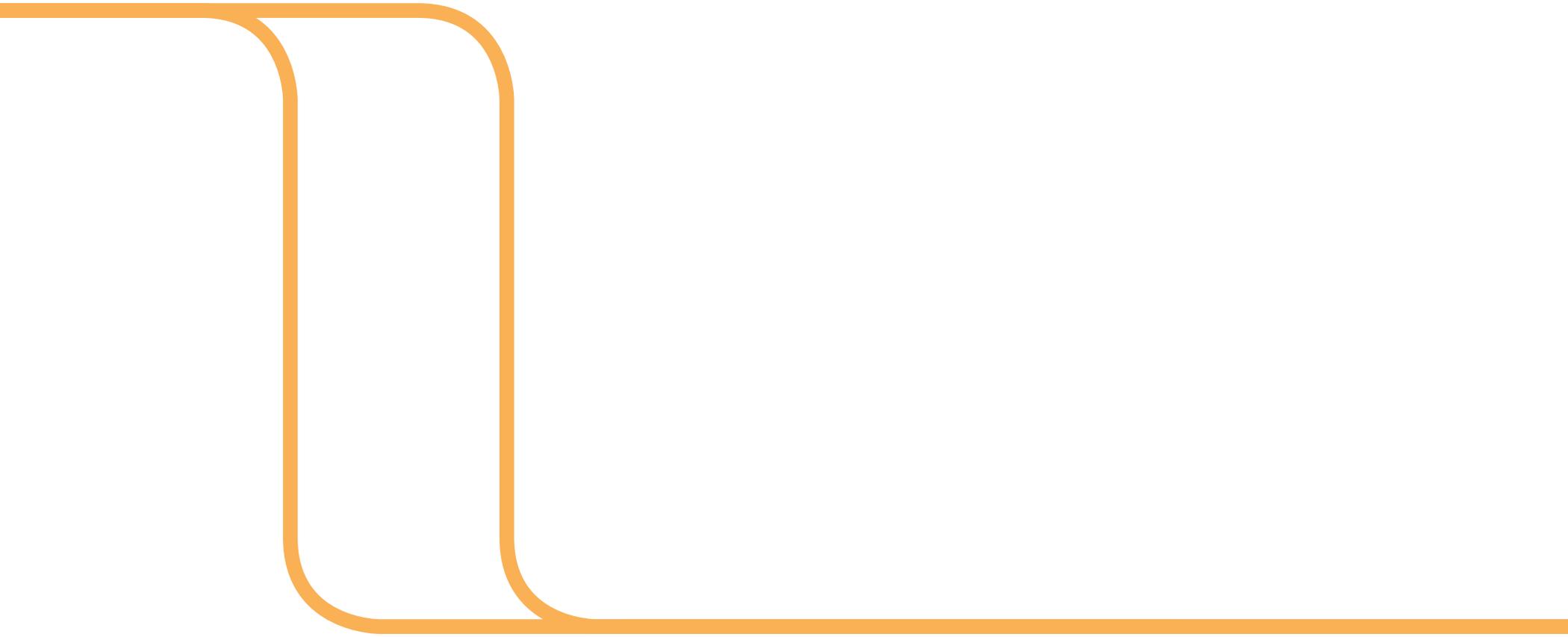


The Next Digital Imperative: Enterprise Service Transformation



cherwell



Companies are realizing that they can no longer afford the risks and the lost opportunities that result from outdated IT service management. Digital service transformation has risen to the level of an urgent enterprise imperative. Without it, even the most digitally advanced business is competing with one hand tied behind its back.

If your organization is looking to lay the foundation for an innovative future, deliver superior employee and customer experiences, and streamline operations, Cherwell can help. Our next-generation service management platform enables you to configure sophisticated workflows—including cross-functional workflows—without complex coding skills. It's easy to build on to the platform; you can add your own applications or choose from a wide selection from our partners and customers.

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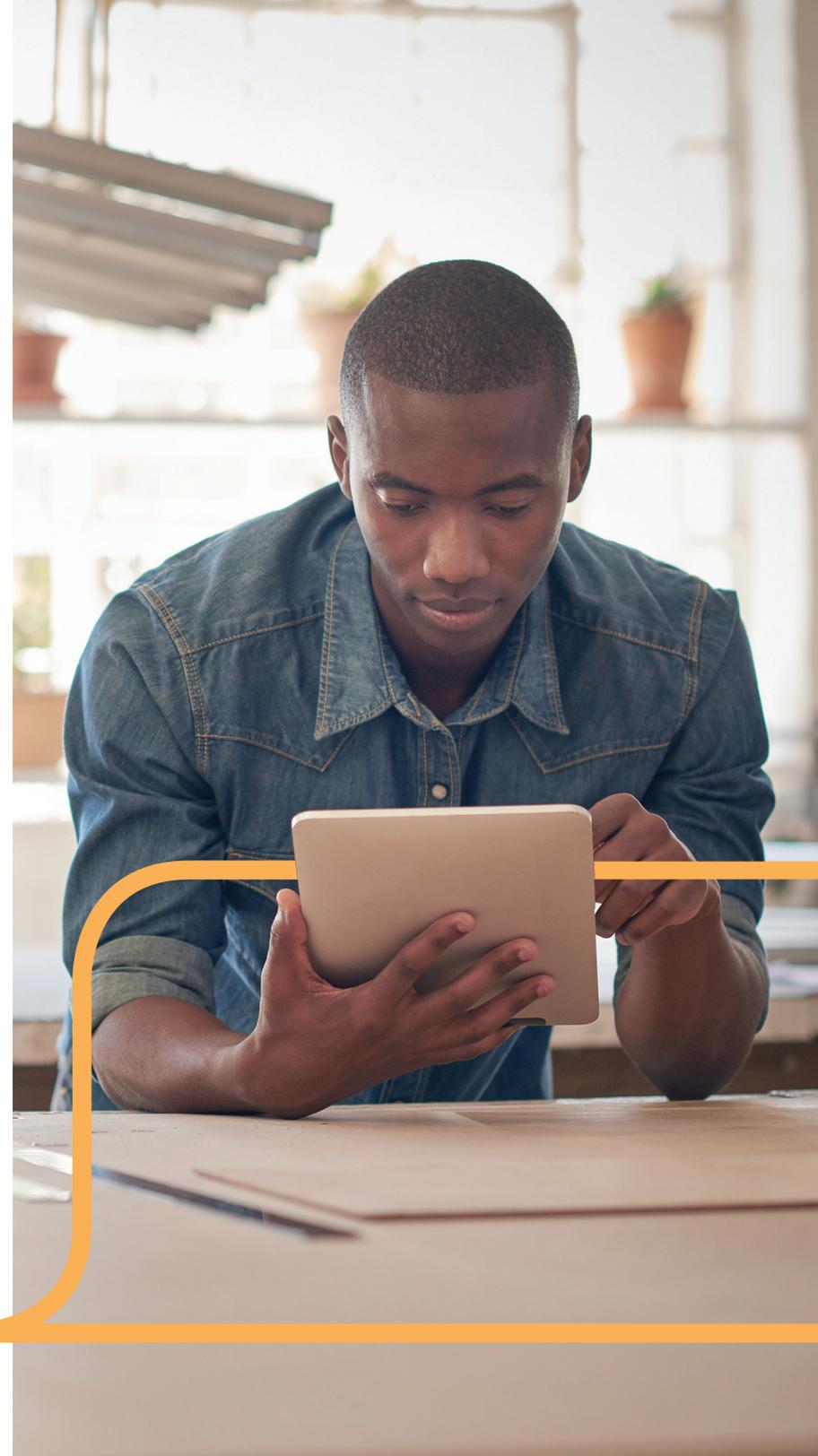
89% of enterprises are low to intermediate maturity

After years of delivering on “more with less” mandates, IT leaders are old hands at spotting and rooting out inefficiencies. But that same experienced gaze makes them painfully aware of the remaining acres of room for improvement. The hidden (and not-so-hidden) costs of legacy service delivery include:

Manual, time-consuming processes. IT staff spend hours engaged in tedious, manual tasks and repetitive incident resolution. Workflows are constantly interrupted by walk-ups and flurries of emails. High call volume and constant escalations translate to high administrative costs.

High staff turnover. Lack of automation saps productivity, adds to staff pressure, and increases the frequency of mistakes. Admins eventually get tired of the constant firefighting and decide to move on. Low employee morale often results in staffing gaps that companies can't afford and, in a tight IT talent market, may find hard to fill.

Elevated risk of non-compliance. Without comprehensive visibility into data, IT may fall short of what's required by security regulations and policies, often leading to an increase in audits (and failed audits) and even data breaches.



Improve IT Operational Maturity & Efficiency

It's time to dream—with purpose. A big vision for operational efficiency and maturity is more attainable than you might think. More mature IT service management departments:

Automate many complex yet repetitive tasks. You've integrated and consolidated your systems, reducing human error and improving uptime for your services. Business decision-makers know they can count on IT to deliver highly available and predictable services.

Resolve issues faster. Self-service portals enable users to troubleshoot many of their own problems, eliminating delays and frustrations. IT staffers can finally shift out of reactive mode.

Reduce staff churn. Your people are under a lot less stress. They're working on bigger, more interesting projects that result in tangible business value. You're confident you'll be able retain and attract the IT expertise you need going forward.

Maintain compliance. You can access the data you need, when you need it. Vital, time-sensitive compliance tasks no longer get pushed aside in the daily press of ad hoc activities.

"We better identify service deficiencies, more quickly address process or training issues, and demonstrate value in service and business terms."

- Jamie Houlihan, Director of IT and Customer Care, Jenny Craig

Jenny Craig's "Black Hole" Becomes a Bright Spot

At weight management company Jenny Craig, tickets were logged in Excel and operational systems were referred to as "the black hole." After implementing Cherwell, **tickets are closed 48% faster** and Priority 3 **issues are resolved 79% faster.**



Less than 15% of employees want to use IT self-service

We've all experienced the urge to put off the dreaded end-of-year encounter with the HR portal. Or felt frustrated waiting on a response from IT to fix a hardware glitch as a report deadline creeps closer. These may seem like small things, but they're cumulative.

A suboptimal employee experience eats up time, harms productivity, and generates frustration. The consequences include:

Costly information bottlenecks and blockages. Disconnected, hard-to-navigate legacy systems make for a disjointed user experience. Employees can't access the information they need to stay productive. Tracking requests through email and spreadsheets doesn't scale, and important tasks are missed. Status is unclear and productivity is lost.

Low employee satisfaction. Employees like to solve their own problems, but having to wrangle with spreadsheets, emails, and manual data entry makes work frustrating. Low satisfaction can lead to workforce attrition and difficulties when recruiting talent. Dissatisfaction tends to spread. It can even propagate to external customers via delays and too many "I'll get back to you" responses.

Heightened security and compliance risk. Rogue systems and processes increase data sovereignty exposures when users do an end-run around IT, bypassing important guidance and policies.



Elevate Employee & Customer Experience

Companies with engaged employees, where technology interactions are more intelligent and accessible, outperform their competitors by 147% (source). Their employees experience a work environment where:

Information flows freely. Employees have access to the right information, at the right time, on the right device. They have full visibility into support processes and status of requests. You've consolidated systems and interfaces, eliminating portal sprawl. Complex, cross-functional workflows are without the usual "gotchas and glitches" of legacy integrations.

Satisfaction and productivity are soaring. Employees can focus on the thing that's most important to them: getting their work done. You've minimized the number of irritating encounters with unfamiliar or cumbersome systems. Feedback, surveys, and eNPS are trending positive.

Risks are mitigated. Improved data management capabilities have strengthened your overall security posture, providing verifiable adherence to external regulations and internal policies.

"We liked Cherwell's concurrent licensing model, affordable pricing, and self-service-portal capabilities."

- Joshua Tooley, Associate Director of IT Support, Texas Christian University

TCU Enriches Service Desk Experiences

Texas Christian University's (TCU) homegrown IT service management programs couldn't meet the university's expansion and growth plans. After implementing Cherwell, TCU's new self-service portal enabled the university to **cut phone-based service requests by 60%**, which translated into **a 75% leap in productivity** in the first year.



30-50% of IT spending is outside of IT

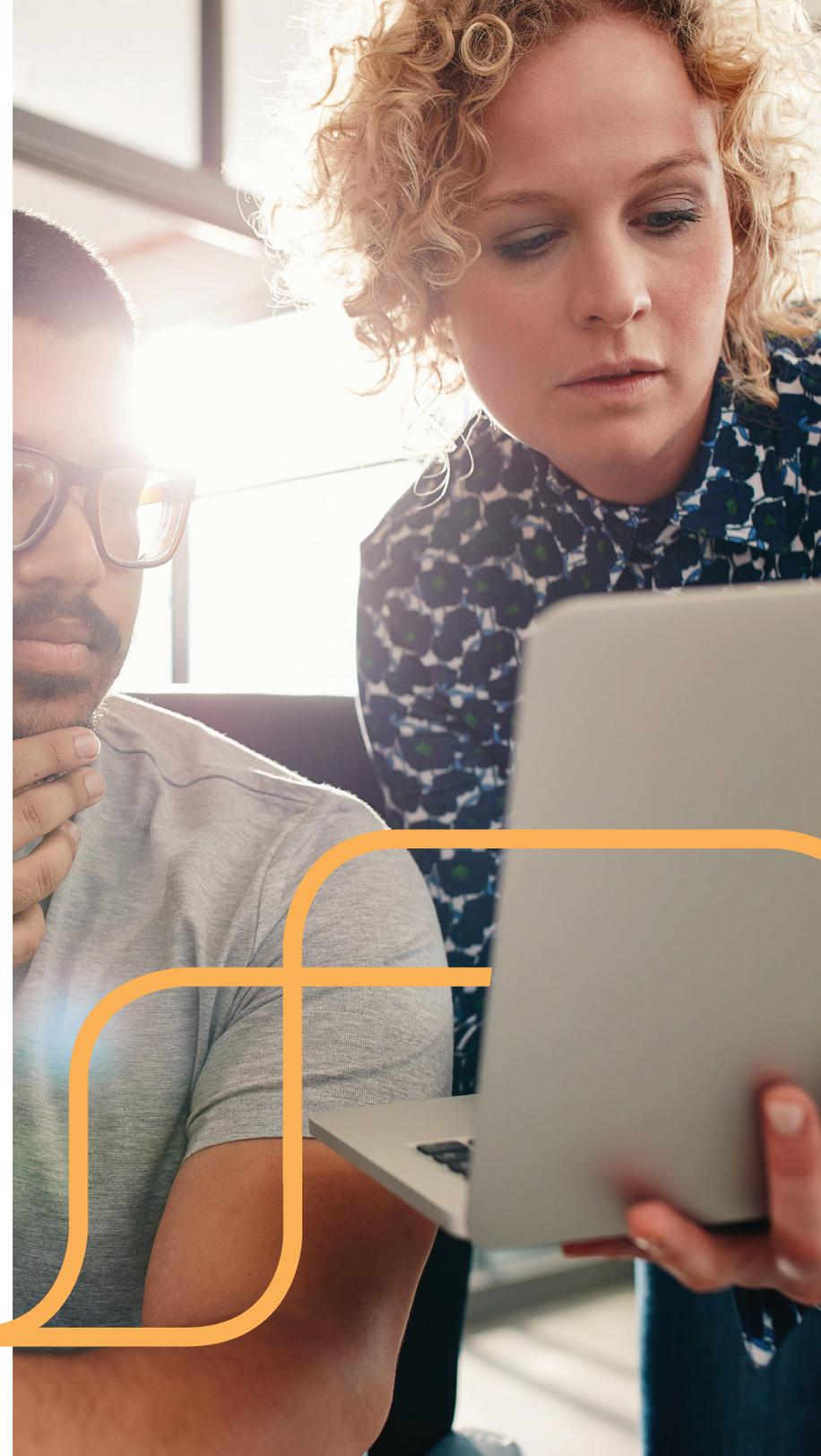
IT's ascent from "cost center" to strategic powerhouse, responsible for rapid innovation and revenue improvements, is a work still in progress. But most businesses recognize IT's crucial role in ensuring that they can move fast enough to exploit new market opportunities before competitors can muscle in.

Confident, comprehensive enterprise service management is essential to that agility. Without it, the following consequences ensue:

Demotion in the marketplace. With only half-hearted support for innovation, a steady loss of ground against industry peers becomes inevitable. Customer churn increases. Market share, net promoter scores (NPS), and brand recognition steadily erode.

Performance blindness. Lacking centralized insight into KPIs, it's hard to see where the performance challenges lie or where a concentrated effort could deliver big results.

Strategic irrelevance for IT. The IT department is perceived as being out of alignment with organizational goals, and risks losing its seat at the executive table. Diminished reputation adds to IT staffers' stress with worries over budget cuts, job security, and outsourcing.



Drive Business Results Through IT

To keep pace with—and drive—changes to the market and their companies, IT leaders seek digital initiatives that enable them to innovate and automate across business functions. For these organizations:

IT is in the driver's seat for digital transformation. With advanced ESM capabilities providing the additional time and elbow-room you need to drive innovation, you've extended your leadership role from trusted infrastructure operator to trusted partner for innovation. You are steadily extending new services to HR, Finance, Facilities, Security, Customer Service, and other departments. Line-of-business decision makers know they can rely on IT to deliver frictionless, integrated workflows to support key business initiatives.

IT is helping the business expand. Brand loyalty and customer experience scores are climbing, and so is market share. You've accelerated time-to-market and time-to-value for major market initiatives. With the confidence that comes from highly integrated and adaptable work processes, your company is exploring new market spaces and revenue streams.

IT is driving evidence-based decision-making. The metrics you need to demonstrate IT's value-add are at your fingertips. You have full insight into IT's day-to-day operations and overall performance. You can easily identify opportunities to deliver decisive business outcomes, and you know exactly what IT assets are available to make it happen.

“What I like about Cherwell Service Management software is that it is a business process tool not just an IT service management tool.”

- Karen Copley, Head of Service Delivery, Domino's

Domino's Pizza Improves Its NPS

Domino's Pizza Group plc couldn't keep up with urgent tickets from its 950 European franchises and 500 internal users. After implementing Cherwell, the service desk's net promoter score (NPS) increased by 20%. That success prompted customer service to use Cherwell for its database. Now, Domino's is evaluating how Cherwell can help other non-IT groups.



Meet Cherwell's Solutions

Cherwell empowers organizations to streamline work processes and increase productivity for IT and employees. Cherwell service management solutions elevate IT operational efficiency, enhance service experiences, and drive business results.

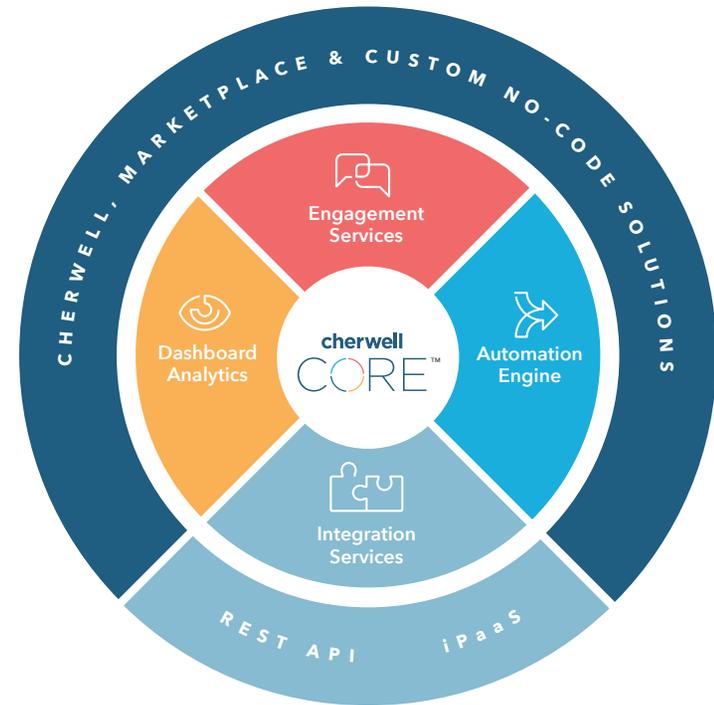
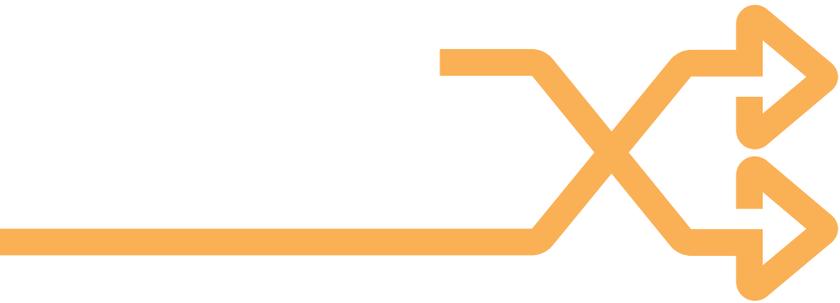


IT Service Management

Cherwell Service Management (CSM) is a comprehensive, flexible service desk verified on eleven ITIL® processes. It is an ideal solution to support companies with more 1000+ employees, or organizations with more than 50 service desk staff. This solution includes Cherwell Asset Management (CAM), which can help you to reduce software license spending, IT overhead, and software audit risk.

Enterprise Service Management

Few things are more frustrating from employees and customers than having one process for one department, and an entirely different workflow for another. With CSM as a foundation, you can automate workflows, integrate portals, and improve employee productivity for departments outside of IT, including HR, Facilities, Security, and PPM.



Low-Code Development Platform

The Cherwell Core Platform is the foundation for solutions like IT service management, human resources service delivery, facilities management, and security & risk management. This platform integrates with 100+ pre-built, standardized, third-party applications and orchestration packs for cloud services and management solutions, so you can easily automate workflows for a variety of business processes.

- Engagement services empower users to report and resolve issues with self-service portals.
- The automation engine enables users to create sophisticated workflows without scripting or coding.
- Integration services facilitate development via APIs, through out-of-the-box solutions, or in as-a-service mode.
- Dashboard analytics reveal leading indicators and trend analysis and provide access to data.



About Us

Cherwell's innovative, no-code automation platform has established the company as a leader in enterprise service management (ESM). After helping to pioneer IT service management (ITSM) with its first product release in 2007, the company was ranked in the Gartner Magic Quadrant for ITSM Tools shortly thereafter and has consistently ranked as a leader by others including Forrester, Ovum, InfoTech, and IDC. The Colorado-based company—rated as a top employer state and nationwide—promotes values of heart, hunger, humility, and honesty in its flexible, customer-first approach. Find out more about Cherwell products and services at Cherwell.com.