



Zensar's Service Definition ServiceNow & ESM

January 2026

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1 Service now Capability

Zensar brings to the table a highly mature and proven model for IT Service Management, development and configuration services in all the areas relevant to this RFP. Zensar's IT Service Management and ITIL Process Consultancy practice has been supporting some of the largest global fortune 5000 customers for tool implementation, development and process consultancy activities.

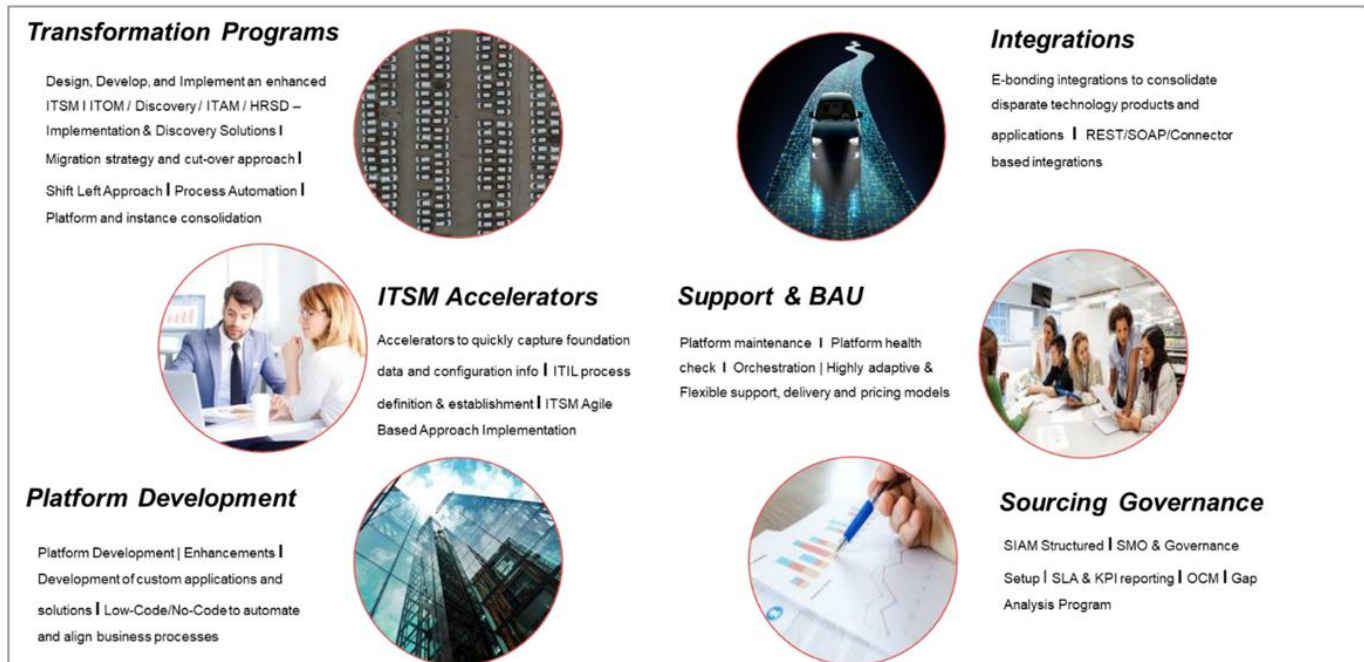
Zensar carries "Premier" status as awarded by ServiceNow for demonstrating impactful sales & services engagements, product and solutions knowledge, as well as proven experience in driving customer success and revenue growth. Being a Premier partner with ServiceNow enables Zensar with numerous significant benefits and privileges that can give us a substantial edge for achieving the desired result of Client's Service Management roadmap. Zensar has delivered many projects related to ServiceNow across US, Europe & UK and South Africa geographies.

Zensar has requisite competency and expertise to implement, integrate and transform the business solutions on ServiceNow platform. We develop the new process workflows, enhancing the existing application, upgrading the system and migrating to ServiceNow system from the legacy system. Zensar carries 9+ years of dedicated ITSM CoE experience with most of the industry leading partners within Enterprise Systems Management domain.



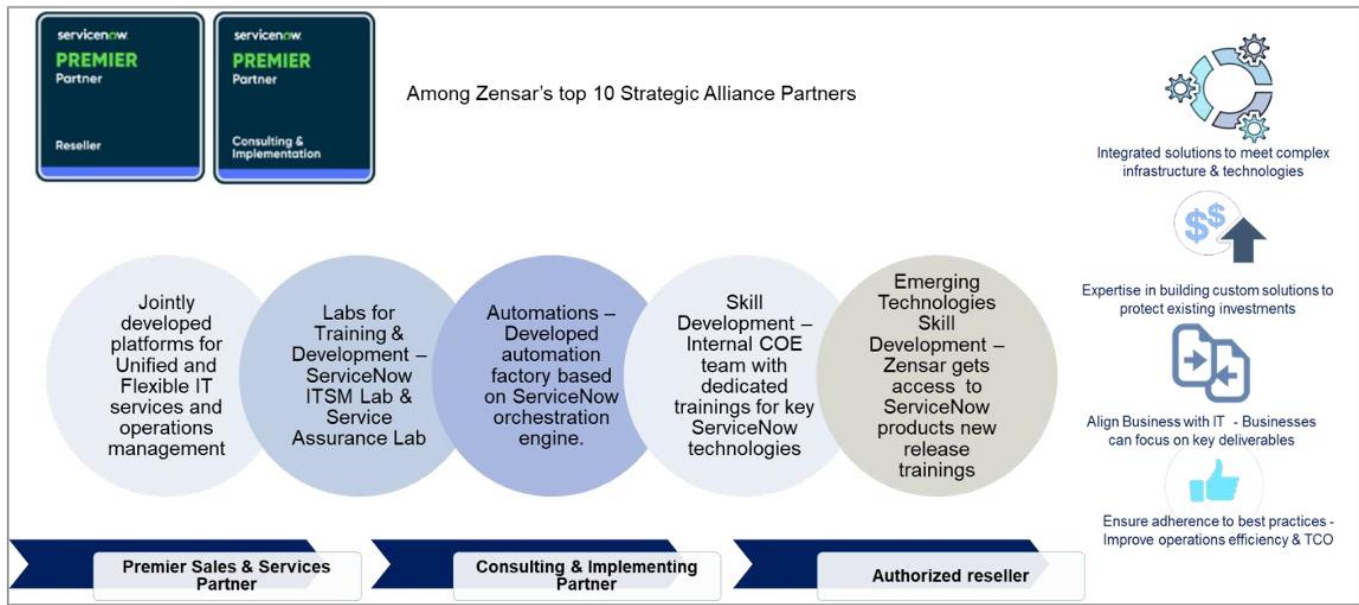
2 Zensar's ServiceNow Offerings

Zensar's ServiceNow Offerings: In addition to the above, our projected resources and experience with extensive ServiceNow especially in workflow development, integrations and ITSM modules and our ServiceNow alliance strength combined with a matured ServiceNow platform, Zensar is very confident to execute this engagement successfully. Zensar offers wide ranges of Services, here is the glimpse of Services offered for Zensar in ServiceNow area.



3 Zensar's Strategic Partnership with ServiceNow

Zensar is the Strategic Partner for ServiceNow with “Premier Partner for Consulting and Implementation” entitlement and “Premium Authorised Reseller” of ServiceNow offerings and solutions. This partnership also recognises Zensar to be a “Managed Services Provider” where in we provide end-to-end IT Service Management as Service in Shared Services Model by blueprinting best practices, process standardisation, deployment accelerators and integrations.



There are significant management focus and investment done by Zensar to support ServiceNow clientele

- **Labs for Training & Development:** ServiceNow ITSM Lab & Service Assurance Lab
- **Automations:** Developed automation factory based on ServiceNow orchestration engine or Zensar tools
- **Skill Development:** Internal COE team with dedicated trainers for key ServiceNow technologies
- **Emerging Technologies Skill Development:** Zensar gets access to ServiceNow products new release trainings.

4 Service Asset and Configuration Management

4.1 Our Approach

Zensar delivers comprehensive Service Asset and Configuration Management services that go beyond traditional CMDB implementation. The focus is on creating a trusted, intelligent foundation that gives enterprises real visibility, control and confidence across their IT landscape, spanning on prem, cloud and hybrid environments.

At the core, Zensar helps organisations understand where they stand today and where they need to go. Through structured maturity assessments, gaps in data quality, process adoption and tool usage are identified. This is followed by a pragmatic future-state design aligned to business outcomes, not just IT operations.

What sets Zensar apart is the use of intelligent automation and AI-driven techniques to continuously discover, validate and enrich configuration data. This significantly improves CMDB accuracy and keeps it relevant in fast-changing environments. Advanced analytics and machine learning models are used to identify configuration risks, detect anomalies and predict service impact before incidents escalate.

Key elements of the service include

- **AI-enabled discovery** and reconciliation to maintain a single source of truth
- **Dynamic service mapping** to strengthen impact analysis and root cause identification
- **Cloud-aware SACM models** designed for scale and speed
- **Governance and compliance** checks embedded into operations
- Clear **value realisation metrics** tied to service stability, cost optimisation and agility

Zensar also supports transformation planning and execution, ensuring people, processes and tools evolve together. The result is a scalable SACM operating model that reduces operational risk, improves success rates and enables faster decision making.

By combining deep ITSM expertise with AI-led innovation, Zensar enables organisations to move from reactive configuration management to proactive, insight-driven service assurance.

5 Service Integration and Management - SIAM

5.1 Our Approach

Zensar's Digital Sustainable SIAM offering supporting organisations across every phase of their digital transformation journey. The approach is built to unlock the full potential of the digital ecosystem, turning it into a measurable engine for value creation. By combining intelligent automation, AI driven insights and proven SIAM practices, Zensar enables enterprises to operate with greater clarity, control and agility.

With over a decade of experience guiding organisations through complex operating model transformations, Zensar brings deep SIAM expertise and practical innovation. The Digital SIAM solutions are designed to align seamlessly with client strategy, business priorities and continuously evolving operating models, ensuring outcomes that are both scalable and future ready.

The Zensar Digital SIAM model delivers the best of both worlds.

- The adaptability, innovation and efficiency of a multi supplier digital ecosystem
- The transparency, accountability and simplicity of a single source SIAM provider

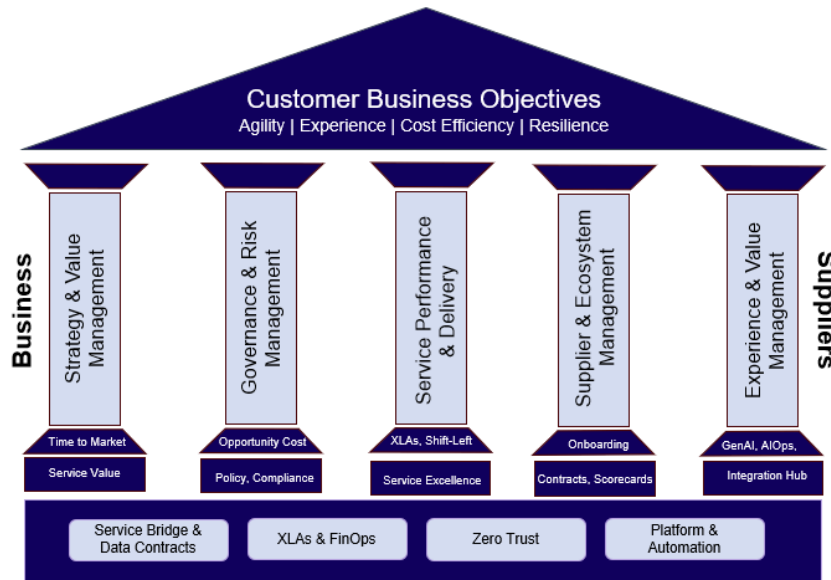
This balanced model empowers organisations to accelerate transformation while maintaining strong governance and service resilience.

Zensar leverages its proprietary Digital SIAM Accelerators to simplify, streamline and fast track the organisational transformation journey. Powered by AI led analytics and embedded automation, these accelerators are a core part of every SIAM engagement and enable faster decision making, improved service performance and sustained operational excellence.

The following diagram illustrates the key Digital SIAM Accelerators that Zensar applies across its SIAM engagements.

Zensar SIAM- Framework

"Zensar SIAM-X: Experience-Driven, AI-Enabled, Outcome-Focused"



Customer Benefits

"What You Gain with Zensar SIAM-X"

- Unified governance across suppliers
- Faster time-to-market
- Predictive insights with GenAI & AIOps
- Cost transparency via FinOps
- Superior experience through XLAs

6 Enterprise Service Management - ESM

6.1 Our Approach

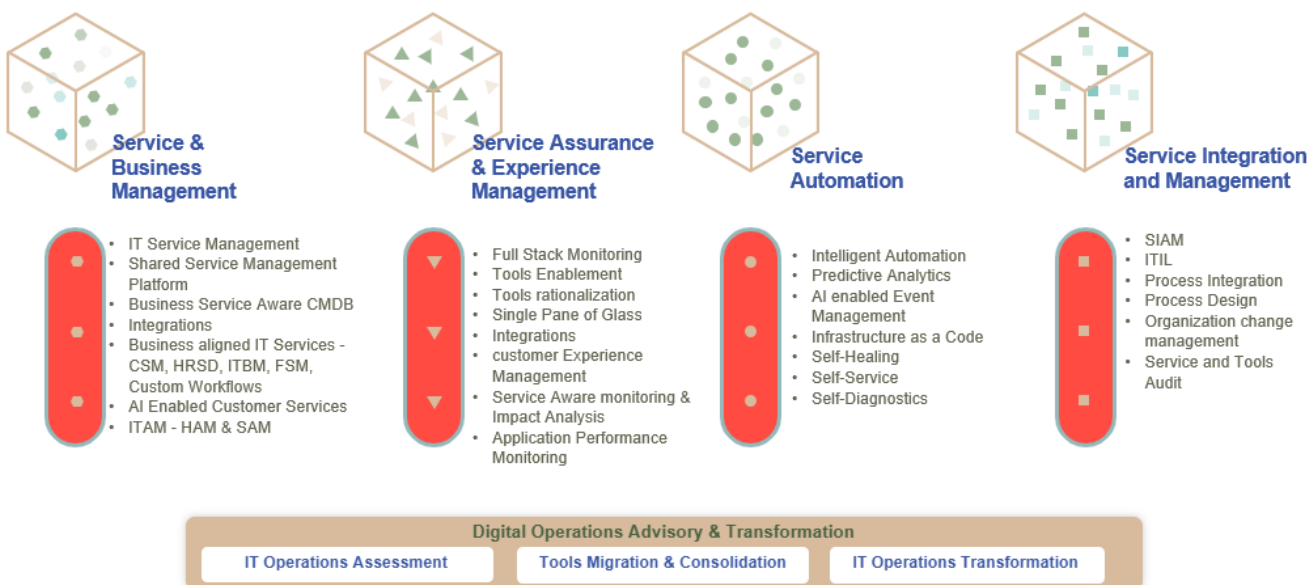
Enterprise Service Management brings structure, visibility and consistency to how organisations deliver services across functions, with IT at the core. Our service offering under Enterprise Service Management focuses on strengthening IT operations while enabling seamless collaboration with business teams.

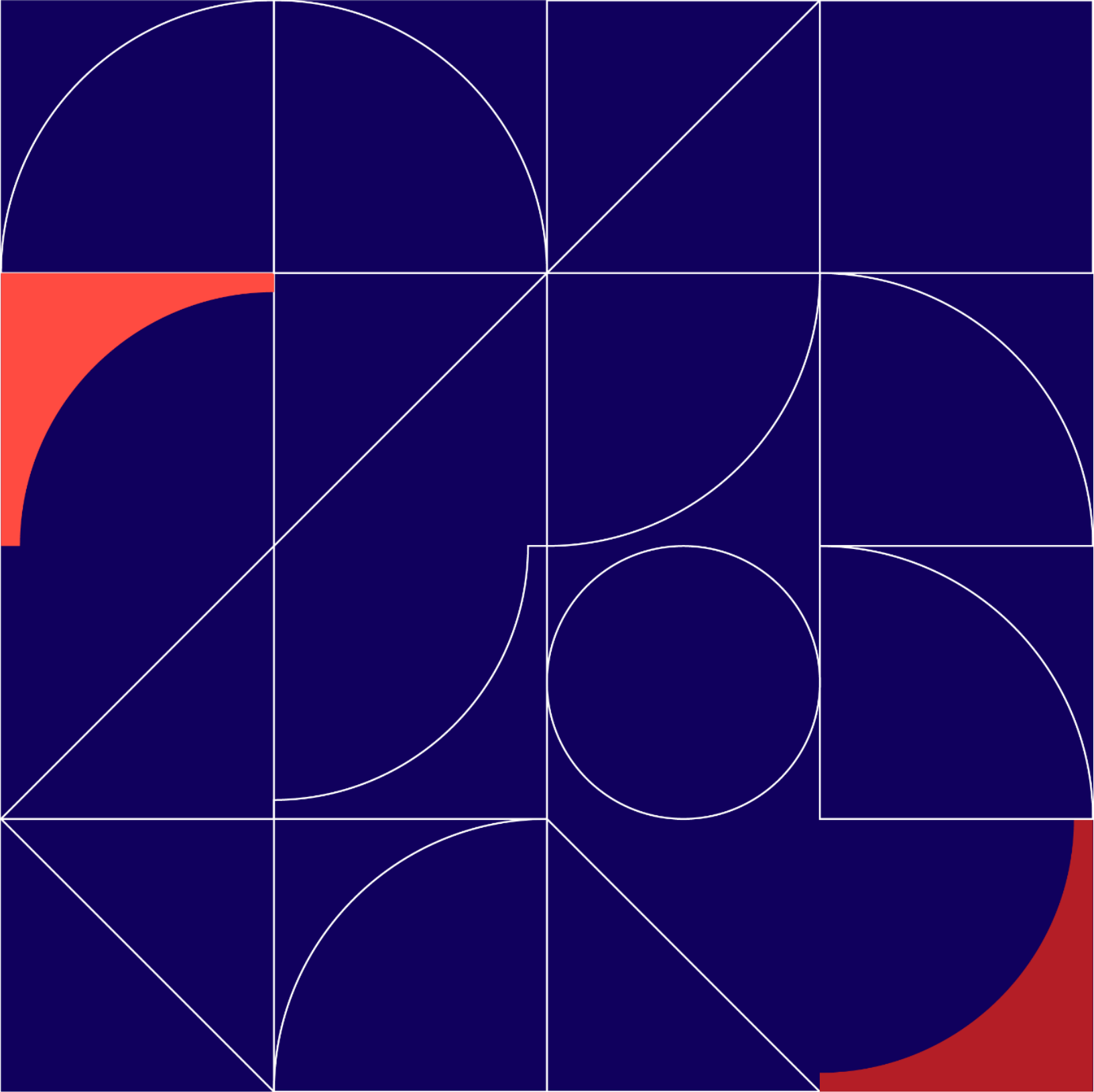
We provide end-to-end coverage of IT Service Management processes aligned with industry's best practices in the industry. This includes incident, problems, change, request and asset management designed to improve service reliability, reduce downtime and enhance user experience. Processes are tailored to match business priorities rather than forcing generic models.

Our expertise in ITSM tools ensures the right platforms are selected, configured and optimised to support these processes. We focus on automation, self-service, workflow efficiency and reporting so teams can work faster with better control and accountability. Tool adoption is driven by usability to ensure high acceptance across users.

Zensar Observability & AIOps Offering is a proprietary offering which draws upon our comprehensive understanding of client requirements and leverages Zensar's extensive experience in delivering successful projects. It is a Framework that bring telemetry data from different sources into an AIOps platform to process and correlate events and provide actionable insight, through which we offer customers the opportunity to design and implement a secure, scalable and operationally ready environment tailored to their unique business and technical needs.

ESM Offering





We conceptualise, build and manage digital products through experience design, data engineering and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore and Mexico City.

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An  **RPG** Company