

ServiceNow:

ServiceNow Intelligent Connected Customer Operations:
CSM, FSM, ITOM, ITAM, SPM

G-Cloud 15





Table of Contents

1	Service Overview	3
2	Business Need	4
3	Our Approach.....	4
3.1	Service Description.....	4
3.1.1	Readiness Assessment and Discovery	6
3.1.2	ServiceNow Platform Implementation	7
3.1.2.1	Designing and Building the New ServiceNow Platform	7
4	Buyer Responsibilities	10
5	Protection of Data	10
6	On-boarding and Off-boarding	10
7	Skills and Knowledge Transfer	11
8	Vendor Accreditations/Awards	11
9	Sub-contractors	12
10	Additional Associated Services	12
11	Business Continuity and Disaster Recovery	12
12	Pricing	12
13	Ordering and Invoicing	12
14	Termination Terms	13
15	Further Information	13



1 Service Overview

Capgemini brings extensive experience supporting UK public sector organisations in delivering consistent, secure, and cost-effective digital services. We understand the sector's priorities, including reducing total cost of ownership (TCO), improving time-to-value, strengthening security, and ensuring the reliability and stability of public-facing services.

This offering focuses on the delivery of intelligent connected customer operations implementations using the ServiceNow platform.

As a ServiceNow Elite Partner, Capgemini offers direct access to experienced ServiceNow Business Analysts, Developers, Technical Architects and Solution Architects. Our clients benefit from a blended team that brings both sector knowledge and platform specialisation to accelerate delivery and optimise value from the ServiceNow Platform.

Our approach supports the implementation of ServiceNow across customer and business domains spanning Customer Service Management (CSM) Field Service Management (FSM), IT Operations Management (ITOM), IT Asset Management (ITAM) and Strategic Portfolio Management (SPM).

1. Readiness assessment and Discovery
2. ServiceNow Implementation:
 - a. New Platform implementation
 - b. Platform optimisation
 - c. Re-platforming

Our General Approach

Capgemini delivers Intelligent Connected Customer Operations by combining deep ServiceNow platform expertise with an agile, structured implementation approach aligned to ServiceNow's best practice frameworks, including the Now Create delivery methodology.

Our ServiceNow-certified consultants, solution architects, and developers work collaboratively with your customer operations, field services, and support teams to assess existing service models, integrations, and data structures. This enables us to define a target operating model that aligns platform capabilities with customer engagement goals, operational KPIs, and strategic outcomes.

We adopt an agile, sprint-based delivery model to enable fast iteration, continuous stakeholder feedback, and delivery of high-value functionality early and often. Throughout the engagement, we leverage ServiceNow's Agile Development and Test Management modules to manage user stories, track progress, and perform end-to-end testing prior to promotion into production environments.

For Intelligent Connected Customer Operations, we focus on aligning and integrating ServiceNow modules such as:

- Customer Service Management (CSM) – for omnichannel case management and proactive support
- Field Service Management (FSM) – for workforce scheduling, dispatch, and mobile enablement
- IT Operations Management (ITOM) – for event correlation, service visibility, and automation
- IT Asset Management (ITAM) – for end-to-end asset lifecycle control
- Strategic Portfolio Management (SPM) – to align demand, projects, and outcomes

This integrated approach supports key capabilities such as:

- End-to-end visibility across customer service and field operations
- Proactive resolution through automation and root cause analysis
- Asset-aware support and service workflows
- Real-time operational insights via Performance Analytics
- Streamlined handoffs across support, engineering, and field teams



Foundation data quality is a core focus, ensuring accurate customer profiles, asset records, and service entitlements. Our teams conduct rigorous validation and cleansing to support clean data migration and consistent reporting.

2 Business Need

Many public sector organisations are working to modernise customer-facing services by shifting from fragmented, manual processes to connected, intelligent operations. Disconnected channels, legacy systems, and siloed teams often result in inconsistent service experiences, duplicated effort, and poor visibility across the customer journey.

Common challenges include:

- Fragmented service delivery across departments, channels, and platforms
- Delays and inefficiencies caused by manual, duplicated tasks and disconnected workflows
- Lack of end-to-end visibility into service status, customer needs, or operational performance
- Difficulty scaling service capacity or adopting self-service and automation tools

Capgemini supports Buyers in addressing these challenges by combining deep domain knowledge in public sector customer operations with proven ServiceNow platform expertise. Our approach enables public sector organisations to:

- Unify customer-facing processes across functions and channels, aligned to the Now Platform
- Enable intelligent workflows and automation that reduce friction and speed up resolution
- Deliver proactive customer services, backed by integrated data and performance insights

Our solution includes capability assessments and roadmap planning to define the optimal use of ServiceNow for customer operations. We work collaboratively to improve responsiveness, consistency, and satisfaction — while also reducing operational cost and manual burden.

This service is designed to help Buyers transform siloed customer engagement into seamless, connected service delivery, improving outcomes for both end users and internal teams.

3 Our Approach

3.1 Service Description

Capgemini's Intelligent Connected Customer Operations service helps public sector organisations transform how they engage with citizens, manage service teams, and operate field and support functions by leveraging the ServiceNow platform.

We combine ServiceNow delivery expertise with a structured, agile methodology aligned to Now Create. This ensures that each implementation is scalable, maintainable, and aligned to ServiceNow best practices from design through to deployment and optimisation.

Our ServiceNow-certified architects, consultants, and developers work collaboratively with Buyer stakeholders across customer service, field operations, and IT to assess existing processes, integrations, and service channels. Based on these findings, we define a target operating model that supports connected, proactive, and data-driven service delivery.

Key modules supported in this offer include:

- **Customer Service Management (CSM)** – for intelligent case management, omnichannel engagement, and proactive service



- **Field Service Management (FSM)** – for scheduling, dispatch, and mobile workforce enablement
- **IT Operations Management (ITOM)** – for service-aware operations, event management, and root cause analysis
- **IT Asset Management (ITAM)** – for end-to-end visibility and control of assets supporting customer services
- **Strategic Portfolio Management (SPM)** – for aligning service improvements and transformation projects to organisational priorities

Our services include:

1. Readiness assessment and Discovery:

Capgemini offers a rapid, structured assessment of your current customer service management environment, whether based on ServiceNow or legacy platforms. This includes:

- Evaluation of existing platform configuration, processes, and integrations
- Maturity and capability assessment across CSM, FSM, ITOM, and adjacent domains
- Identification of automation and optimisation opportunities
- Stakeholder workshops and requirements gathering
- Business case input and roadmap development for intelligent service operations
- Risk identification and mitigation recommendations
- This phase results in a Readiness Report and Implementation Roadmap tailored to the Buyer's operating model, platform goals, and organisational context.

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2. New Platform implementation

Capgemini delivers structured ServiceNow implementations that align to Buyer objectives while maintaining platform integrity and scalability. Activities include:

- User story development and backlog creation through stakeholder engagement
- Platform configuration aligned with ServiceNow out-of-the-box (OOB) capabilities, adapted where appropriate
- Agile delivery cycles, using sprints and continuous feedback loops
- Foundation data preparation and validation
- Design and build of intelligent workflows, portals, and performance dashboards
- Deployment of ServiceNow modules such as CSM, FSM, ITOM, ITAM, SPM, and more
- Change, test, and release management processes aligned with ServiceNow ATF and CI/CD tools

Capgemini also support integrations with third-party systems (e.g. monitoring tools, HR, ERP, finance platforms) using ServiceNow's Workflow Data Fabric - IntegrationHub and web services capabilities.

3. Platform optimisation

For existing ServiceNow customers, Capgemini offers optimisation services to assess, stabilise, and enhance platform performance and user adoption. This includes:

- Platform health checks and usage audits
- Alignment to ServiceNow's latest functionality and roadmap
- Workflow automation reviews and improvements



- Performance tuning and upgrade readiness assessments
- Re-alignment to ServiceNow's Common Service Data Model (CSDM)
- Clean-up of technical debt and legacy customisations
- Recommendations for AI, Virtual Agent, and Performance Analytics adoption

Optimisation services are designed to unlock greater value from existing investments, improve service maturity, and prepare for future platform evolution.

4. Re-platforming

Capgemini provides re-platforming services to support Buyers migrating from legacy tools or underperforming ServiceNow instances. Our approach includes:

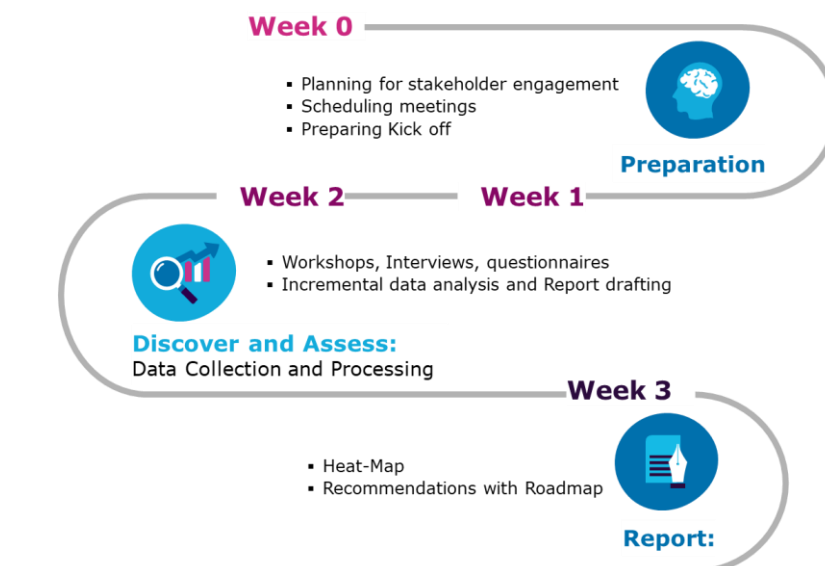
- Detailed assessment of the current platform (ServiceNow or third-party)
- Data migration planning and execution
- Redesign of processes aligned to OOB best practice workflows
- Rationalisation of customisations to reduce technical complexity
- Rebuild and reconfigure using scalable, maintainable patterns
- End-user and admin enablement to support adoption

Re-platforming ensures a clean, best practice-aligned ServiceNow environment that supports long-term scalability, lower total cost of ownership, and improved service delivery.

3.1.1 Readiness Assessment and Discovery

Capgemini has industrialised the readiness assessment into a 3-week timeframe, quickly providing tangible outputs that can be used to drive your intelligent connected customer operations roadmap. Our assessment helps you understand the platform configuration needs, along with the actual implementation and maintenance costs, to help you build or support your business case.

The assessment can be used to assess the maturity of your existing ServiceNow implementation or to assess your readiness to migrate from your existing toolset to ServiceNow.



This diagram is for illustration only and does not represent any obligation or responsibility of Capgemini.



- The ServiceNow Readiness Assessment output will provide you with a comprehensive view of the state of your current capabilities (current state report with heatmap) and a roadmap for implementation and maintenance of the Now platform.
- The ServiceNow readiness assessment can also be used to take a deep dive into the current state of an existing ServiceNow implementation, providing you with the technical due diligence as well as process assessment to understand optimisation and innovation opportunities. This activity will highlight where improvements can help yield greater benefits and efficiencies from an existing implementation, and where a new platform implementation can deliver greater value, efficiencies and productivity to your organisation.
- Capgemini will analyse your organisation's readiness from both project implementation (design) and operational support perspectives. In the assessment report, we will include recommendations on how to keep your ServiceNow platform project easy to run and cost-effective.
- The assessment report will highlight risks and challenges you are most likely to face when implementing the ServiceNow platform and will articulate how to prevent delays and additional costs.
- Capgemini will focus on automation potential in assessing your readiness to improve the process layer, helping to drive costs lower and efficiency higher.
- In the final stage of the assessment engagement, Capgemini will deliver a Readiness Report and Roadmap. It will detail the actions needed to support optimised implementation for every assessed area. Low and medium-maturity customer service organisations will receive guidance on how to advance their maturity and prepare for implementation and support of the ServiceNow platform and this includes the migration from any legacy platform(s).

3.1.2 ServiceNow Platform Implementation

Our consulting activities consist of process reviews and validation of gathered requirements, and the use of platform specifications and use cases to drive the design of an optimal and functional solution. Based on the analysis of the requirements and user stories gathered, workshops are designed and executed to address logically grouped requirements and user stories, thus enabling the enrichment of the project plan and speedier sign-off for the agreed requirements.

Capgemini will configure the platform utilising sprint releases driven by detailed functional requirements captured jointly with your SMEs in the form of User Stories.

The Capgemini Project Team will start with a project kick-off to determine your requirements, priorities, business stakeholders and approvers, and agree realistic timelines. We then design, build and test the platform using our consultants and SMEs, working jointly with your team of SMEs and key stakeholders to ensure the delivered outcome is aligned with your objectives. Requirements for process-specific functionality will be discussed with your teams during workshops to capture detailed business needs and to process them from concept to product configuration by using user stories. All activities will be aligned and designed to help enable a smooth transition to the support team providing the managed service for the platform.

3.1.2.1 Designing and Building the New ServiceNow Platform

Where implementing ServiceNow as a new platform, optimising existing platforms or re-platforming, Capgemini's implementations are based on best practices we have developed while performing numerous ServiceNow Implementations for our public and private sector clients. It blends our acquired knowledge with a collaborative approach that we bring to our clients, which means we will work with stakeholders of the ecosystem to make sure that the governance structure, communications plan and other key transformation activities are developed in consultation with you and your team.

Capgemini will prepare a core baseline of the ServiceNow Platform that includes:

AD/LDS/LDAP Integration

This integration allows the ServiceNow system to use an existing LDAP server as the master source of user data. Capgemini configures one LDAP connection with the ServiceNow Platform to load initial data and to set up an automated, one-way synchronisation importing new updates to ServiceNow for user data. The integration uses a



read-only connection that never writes to the LDAP directory. The integration only queries for information, and then updates ServiceNow accordingly. LDAP integration supports security by connecting from a single machine that uses a fixed IP address through a specific port on the firewall. Furthermore, the connection requires a read-only LDAP account for authentication.

Foundation Data

This dataset establishes the foundation, or base set of organisation information, needed to get the best value from the ServiceNow platform. Some of this data is manually imported as part of the initial build, while some will be imported/updated automatically through the integrations to remote systems. The decision to manually import data or build an integration is based on several factors such as the volume of the dataset, the frequency to which the data needs to be updated or maintained, and the time-sensitivity of updates reflected in ServiceNow. Foundation data is related to Companies, Users, Groups and Roles.

Capgemini's Recommendations for ServiceNow's Environment procurement

As good practice Capgemini, suggests that the implementation of a ServiceNow environment should use (4) separate ServiceNow Instances:

Environment	Purpose and Description
Sandbox	Demo environment and repository for prototyping activities.
Development	Configuring approved design for ServiceNow built-in modules or new applications for the ServiceNow platform.
Quality Assurance (QA) & Test	Perform user acceptance testing (UAT), integration tests as per validation standards.
Production	Production, validated and approved deployments, working application environment.

It is recommended that approved designs are implemented and tested in the Development instances. All other development efforts should be executed in the Sandbox instance.

QA & Test is the managed instance deployed to facilitate controlled and managed UAT and QA activities from approved code and configuration that have been implemented and tested in the Test/Development instance.

The Production instance will be periodically cloned back into the development and test instances to ensure development activity is conducted on an instance that is representative of Production, thus minimising rework of changes when deployed in the Production instance.

Email & Notification Service

Notifications are an important communication tool to keep users informed of events that concern them. The Buyer can use email and SMS notifications to send and receive communication from within ServiceNow. Notifications can be forced to override any user preferences or settings, such as notifications for critical incidents or outages. This helps the correct users to receive important notifications.

Other Core Functionality

Our services include the configuration of core functionality outside the base implementation, driving an increase in reliability and optimal functionality of the platform, including:

- Single Sign-On (SSO)
- Virtual Private Network (VPN)
- Orchestration with other systems (via web services, rest messaging, SOAP, others)
- Archiving or migration of transactional data from the Legacy Systems and Processes



- Localisations or language notifications (translations and currency changes, language and locale settings in the instance)
- Advanced tailoring to mobile view (to support proper rendering of new applications, complex catalogue items' variables, macros and widgets)
- Data segregation or domain separation
- Multiclient instance
- Additional LDAP or HR systems connections
- Support and maintenance of on-premises instances

As part of a ServiceNow implementation Capgemini can offer deployment, configuration, tailoring of:

- Customer Service Management ServiceNow functionality including Customer Service Management, Communities, Digital Portfolio Management, Engagement Messenger, IT Service Management, Continual Improvement Management, and more.
- PlatFITform Analytics dashboards that support complex and progressive data calculations and provide a variety of KPI and metric visualisation methods (graphs, charts, etc), allowing you to perform trend analysis, baselining and other analytical activity
- Virtual Meeting Workbenches - functionality that allows process managers to schedule, plan and manage meetings
- Data Quality Management - an in-house developed solution offered by Capgemini as a ServiceNow feature providing the capability of enhanced and complex data/records evaluation and accuracy control
- Connect Chat, a real-time messaging tool that enables users to chat with individuals and groups, quickly share files, and collaborate on any record by connecting with the right people promptly
- Visual Task Boards (VTBs) along with Connect Chat enable fulfillers to manage their work, projects, and activities with an intuitive drag and drop interface integrated with real time chat and communication functionality on ServiceNow platform
- Tech bars, the walk-up experience feature enables the creation and management of an onsite IT walk-up venue where requests and issues are fulfilled and solved by experienced IT technicians in person and in real time
- Virtual Agent, a conversational bot platform for providing user assistance through conversations within a messaging interface
- Automated Test Framework (ATF) enabling ongoing regression testing
- A variety of accelerators aimed at optimises operations and process compliance

In parallel with the design, build and test activities, a Training Needs Analysis (TNA) is performed to assess the gaps and training actions/initiatives needed to bring your teams up to the required operational level. The analysis results in a detailed training plan which includes activities for assessing the effectiveness of the training once it has been delivered.

Our ServiceNow implementation team can leverage different methods and approaches (including gamification) for training and upskilling your staff: Shadowing and reverse shadowing where appropriate, brown-bag sessions (lunch and learn), classroom instructor-driven training, computer-based training (CBT), train the trainer sessions, mentoring, scenario workshops/role play workshops, trade-show events...etc.



This diagram is for illustration only and does not represent any obligation or responsibility of Capgemini.

Capgemini will leverage its ServiceNow Centres of Excellence (CoEs), which provide you access to webinars and monthly project connect meetings to discuss project issues and prepare roadmaps. It also allows you to participate in our Innovation Drive program where we share learning, incubate ideas, create proof of concepts (POCs). You can also benefit from training programs tailored to your needs and access to our “Rescue Cell”, where we assist in the resolution of escalated issues.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier’s Application or on the Platform.

The Buyer responsibilities as part of this service are as follows:

- If the Buyer chooses to purchase ServiceNow Licenses directly from ServiceNow then this will be the Buyer’s responsibility. However, we will provide guidance on the most suitable ServiceNow product and licensing package based on your business objectives and requirements. Access and availability to Buyer stakeholders and SMEs throughout the project Access to Buyer’s internal and external third party applications for integration as agreed within the scope of the project Access and availability to Buyer’s facilities (such as rooms, printing, internet)
- Access and availability to Buyer stakeholders for escalation

If these responsibilities do not match your expectations, then please contact us in order that we can explore options to vary our approach.

5 Protection of Data

This service is based on a security classification of ‘Official’, however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

6 On-boarding and Off-boarding



Capgemini's service offer is based on 5 Working Days for completion of on-boarding activities and the production of an exit plan. Capgemini can provide additional consultancy to facilitate on-boarding and off-boarding should a Buyer have specific requirements they may wish Capgemini to consider. This additional consultancy (including any additional exit plans required) and any exit assistance, such as assisting with the handover of Capgemini provision of the Services back to the Buyer or another supplier the Buyer may appoint, shall (unless otherwise agreed) be performed, and fees paid, applying the applicable Fee Rates as set out in the "Service management" column of Capgemini SFIA rates table.

7 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients. More detail about training needs and knowledge transfer is provided in the Platform Implementation section of this document.

8 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.

Capgemini has experience and expertise unlocking the power of ServiceNow...

- Dedicated ServiceNow **Centres of Excellence (COEs)** located across North America, Latin America, Europe, Northern Africa, and Asia Pacific, with over 1,500+ consultants
- Our **Rightshore™ Model**, delivering 50% reduction in ongoing maintenance costs, leveraging our **Global Delivery Centers (GDCs)** in Morocco, Brazil, Poland, Scotland, and Australia, with 600+ certified staff



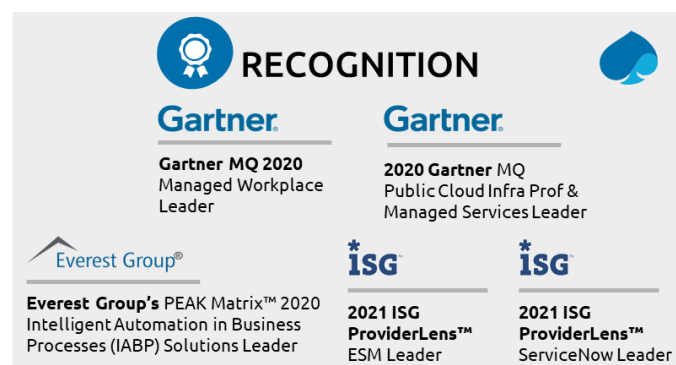
CAPABILITIES AND CREDENTIALS

4.56 out of 5	1500+	3000+	500+	150+	PRODUCT LINE	ACHIEVEMENTS BY WORKFLOW
ServiceNow CSAT Score	ServiceNow and Process Consultants	Certifications and Accreditations	Delivered ServiceNow Projects	ServiceNow Accelerators	Technology Workflow ITSM ITOM App Engine	Employee Workflow App Engine Customer Workflow App Engine Creator Workflow App Engine

PARTNERSHIP

Capgemini and ServiceNow combine strong domain expertise with the power of the Now platform to accelerate your journey to service excellence.

Gain from Innovations	Productivity	Rightshore™ Model	Turnaround Time	First Call Resolution
~\$500k saved through innovative solutions	38% implementation improvement through artifacts and accelerators	50% reduction in maintenance cost	20% faster ticket turnaround times	80% improvement in first call resolution





Capgemini has been a Certified ServiceNow Global Alliance Partner since 2009, and today we are a ServiceNow Elite Partner. Our 1500+ ServiceNow and process consultants have substantial ServiceNow expertise gained from 500+ ServiceNow engagements and have earned 3000+ ServiceNow certifications and accreditations. We have performed large-scale rollouts at Fortune 500 enterprises.

Capgemini maintains dedicated ServiceNow Centres of Excellence in the UK (strong presence), Poland, India, Morocco, and the United States, where we provide early access to new product releases; product demonstrations; interaction with ServiceNow Technical Architects to discuss project challenges, tools, and new product features; participation in developer events; training on new features and modules; quick, accurate responses to product-related questions and much more.

9 Sub-contractors

Where appropriate, and in agreement with each buyer, Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited
- Capgemini Polska SP z O.O.
- ServiceNow UK Limited

Where offshore resources cannot be used, Capgemini will deliver using UK-based resources.

10 Additional Associated Services

A number of additional associated services can be offered as shown below. Additional Associated G-Cloud Services shall be priced based on the price defined in the offer.

- Business Change Management Service

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.

12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

For licences pricing will vary depending on requirement and will be discussed between Capgemini, ServiceNow and the end Client at Call-Off Contract level.

All charges are exclusive of taxes.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.



14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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