

G-Cloud 15

Service Definition Document

ServiceNow – Digital workflow Solutions and Integrated Process Design

January 2026



The better the question.
The better the answer.
The better the world works.



Shape the future
with confidence

Contents

Contents	1
1. Service detail	2
2. Key contacts	5

1. Service detail

1.1. Introduction to the Service

The EY ServiceNow Digital Workflow & Integrated Process Design Service draws upon the breadth and depth of EY's experience in supporting a wide variety of clients with differing objectives to maximise the business value and operational benefits enabled by the ServiceNow platform. The key features of the service include:

- Review of existing processes relevant to targeted areas e.g.
 - ✓ Service management
 - ✓ Cyber Security & Integrated Risk Management
 - ✓ Asset, software & Data Management
 - ✓ Workplace Services Management
 - ✓ Operations Transformation and Management
 - ✓ Customer Interaction and Case Management
- Automation of Manual interactions
- Review of Digital Workflows with respect to Generative AI, Natural language Search, Intelligent routing, AI-powered ticket categorisation, proactive issue management.
- Review of High-Cost impact areas
- Drive adoption of Self-Service interactions
- Globalisation of Local Processes their interlinks with technology

Through this service, organisations will be able to:

- Improve the return on their investment in ServiceNow by utilising all available platform capabilities to their maximum beneficial extent and recommendations for additional platform capabilities (*if required*)
- Drive visible (UX/SX) and financial improvements to Service Operations being carried out within the organisation
- Deliver a seamless End to End workflow between customer facing and back-end processes delivering a complete Service Experience
- Drive Proactive engagements and resolutions to issues that are impacting delivery, cost, and experience to improve services and accelerate resolutions.
- Improve efficiency of the organisation by automating tasks and reduced reliance on poor data and processes
- Reduce the burden of platform technical debt due to customisations and other non-native platform configurations and integration to improve:
 - ✓ Increased Value and Return on Investment (ROI/VOI)
 - ✓ Improved reliability and resilience to reduce impact on live services
 - ✓ Faster deployments of new platform capabilities
 - ✓ Increased adoption rates for target staff and customer user populations, through improved services and User Experiences (UX)
 - ✓ Minimise the risks from cyber-attacks from any delayed responses
 - ✓ Management of compliance and assurance controls and objectives
- Construct comprehensive business cases supporting investment in ServiceNow platform capabilities which cover not only the platform subscription costs but include project, data management, business adoption, governance and operating model and the other aspects critical to achieve high-impact and sustainable outcomes

1.2. Service Description

The EY ServiceNow practice is comprised of a team of practitioners drawn from technology, operational, consulting and business backgrounds, who collectively have advised and supported all types of clients to deliver a wide range of value outcomes resulting from the deployment and adoption of the ServiceNow platform. This level of collective knowledge, experience and expertise is critical in making the correct high-impact choices at key moments (e.g. customisations), ensuring that foundational elements are fit for purpose and built to last into the future (e.g. data/service models and integrations) and in understanding how to generate the maximum return on investments from the ServiceNow platform (e.g. accelerating business processes). This Service provides experienced ServiceNow professionals to support organisations end to end process integration and transformation programs allowing use of workflow automation by:

- **Understanding the current Processes in place:** By reviewing the targeted areas of the requirement, we will identify gaps and areas for building in an automated workflow to reduce the current manual engagements to improve productivity
- **Understand the current interactions with other processes:** Grouping processes integration elements together within ServiceNow to build a set up stories that understands the entire User Journey of each specific engagement. Identifying how to improve workflow via ServiceNow automation
- **User interface Review & Requirements:** Understand how Employees and Customers engage with the Services they use (Portal/Mobile) to identify areas of improvements required to drive a better, cleaner and faster interaction experience. (Example of interaction: See below):
- **Design a Tactical and Strategic Plan:** Identify any quick wins to deliver immediate value (especially if relating to compliance controls) and design a target architecture for the solution

This will support the overall delivery plan (Agile or Waterfall) to build/implement/improve the ServiceNow product, develop and deploy process models and workflow frameworks

EY's approach to providing ServiceNow services to clients goes beyond the more common technical platform implementation and configuration aspects. To maximise the return on investment and positive business benefits resulting from using ServiceNow our approach to maximising value encompasses all of these aspects:

- **People:** are the required roles in place, is the operating model effective, is governance working
- **Processes:** are processes measured and managed, do they have owners, do processes work end-to-end, are processes unnecessarily heavily customised
- **Systems:** is ServiceNow optimally configured, are customisation or other specific aspects driving higher support and maintenance costs, are all the available modules being used
- **Data:** is foundational data like assets, account and locations available, accurate, complete and up-to-date, is personal data suitably protected, are technology elements correctly associated with the business services they support to allow process automation and automatic incident priority assignment
- **Controls:** what IT General Controls and others such as SoX need to be applied to ServiceNow, how are they evidenced and what automation is possible
- **Integration:** how does ServiceNow interoperate with other systems, are there manual interfaces, are there functionality overlaps, can systems be consolidated and automated

- **Affordability:** how do the measurable business value benefits resulting from using ServiceNow measure up against the total cost of ownership, where can costs be reduced and where can value be increased
- **Reliability:** are ServiceNow's operational performance, resilience and recovery adequate in terms of the business risk and impact of degradation, outages and failures, what can be done to improve these factors
- **Security:** is access to the platform adequately managed, is there an authoritative Identity and Access Management system connected, are the Access Control Lists for particular accounts and groups correct, is personal and company confidential data adequately protected
- **Experience:** can staff easily find the information, knowledge, assets and support they need to be as productive as possible, are customers recommending your support portal to others, is there a one-stop-shop portal, is experience measured, what can be done to delight staff and customers
- **Speed:** how quickly can business units release new B2C applications via the formal Change Control process, how quickly can items be changed in the request catalogue, can change and request approvals be automated under agreed circumstances

Depending on the specific client needs and priorities, all or some of these aspects can be selected to be addressed to improve the value that the ServiceNow platform is generating.

- **Staff Augmentation:** providing EY consultants to join and support a client team which does not have at present, or need in the long term, specific ServiceNow experience, skills, and knowledge (e.g., solution architect, integrations specialist, process configuration specialist, business change lead)
- **Project Team:** a group of EY consultants who take responsibility for a particular client project deliverable or operational improvement outcome (e.g., specific ServiceNow integrations, Service Request Catalogue design and implementation, Change management process automation)
- **Client Position Backfill:** providing a suitable experienced EY resource to act in a client role while that position is established and recruited or otherwise resourced (e.g., Platform Owner, Platform Architect, Data Manager, Process Manager)
- **Operational Support Agreements:** access to a team of EY ServiceNow staff providing operational support for existing platforms, higher-level technical support, hyper care for new releases or an "operate then transfer to client" model for new deployments (e.g., virtual admin, data migration, request catalogue configuration)

1.3. Pricing

This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g. time & materials, fixed price, etc. 'Ordering and Invoicing' and 'Termination' are to be undertaken in accordance with G-Cloud 15 contract terms unless varied by mutual agreement and detailed within a call-off contract.

2. Key contacts

For further information please get in touch via the email address below.



Chris Fowler

Partner, Technology Consulting (ServiceNow)

Email: eytenders@uk.ey.com

EY | Building a better working world

About EY

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

EY refers to the global organisation, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws. For more information about our organisation, please visit ey.com.

Ernst & Young LLP

The UK firm Ernst & Young LLP is a limited liability partnership registered in England and Wales with registered number OC300001 and is a member firm of Ernst & Young Global Limited.

Ernst & Young LLP, 1 More London Place, London, SE1 2AF.

© 2026 Ernst & Young LLP. Published in the UK.

All Rights Reserved.



In line with EY's commitment to minimise its impact on the environment, this document has been printed on paper with a high recycled content.

Information in this publication is intended to provide only a general outline of the subjects covered. It should neither be regarded as comprehensive nor sufficient for making decisions, nor should it be used in place of professional advice. Ernst & Young LLP accepts no responsibility for any loss arising from any action taken or not taken by anyone using this material.

ey.com/uk