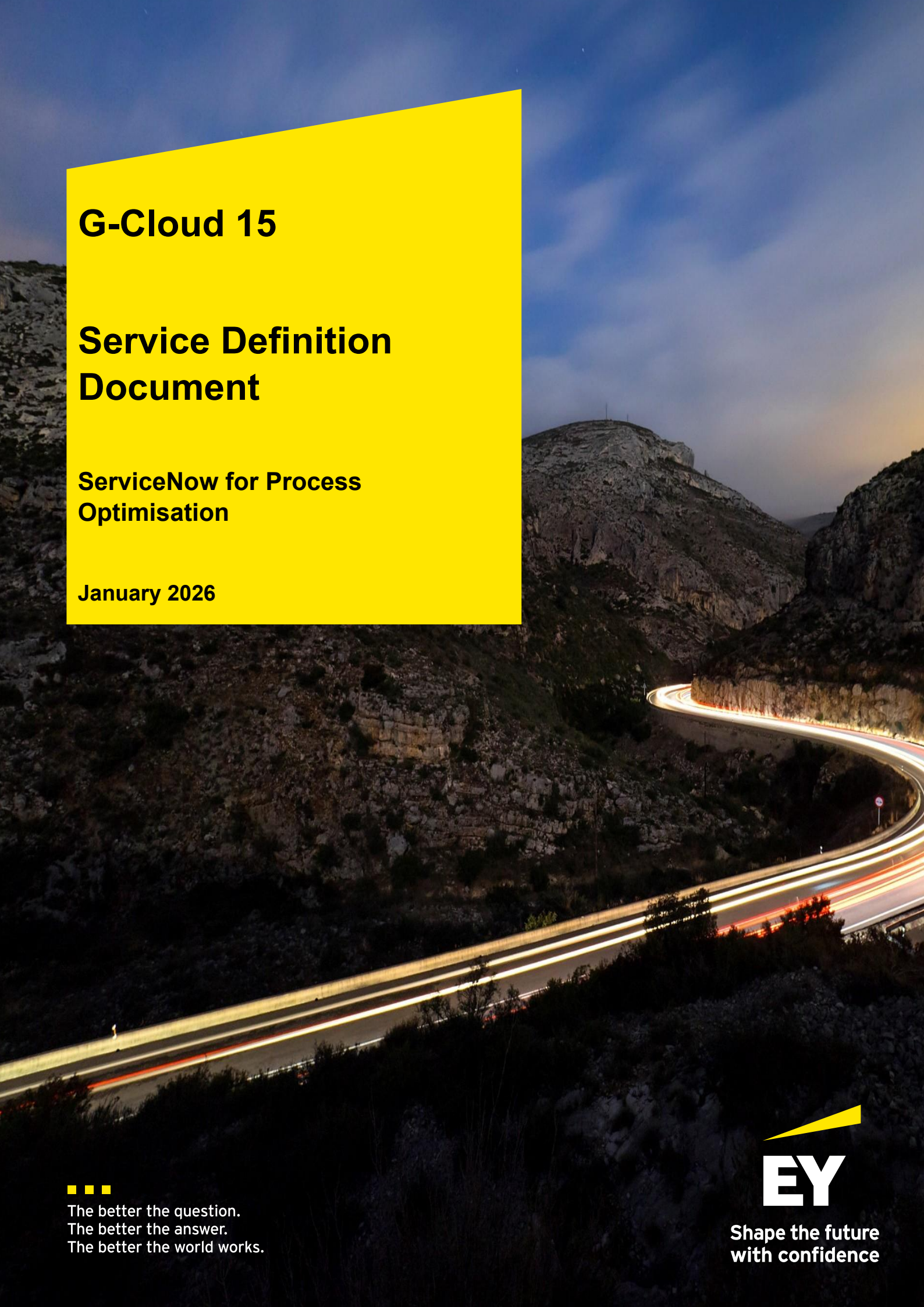




G-Cloud 15

Service Definition Document

**ServiceNow for Process
Optimisation**

January 2026



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



**Shape the future
with confidence**

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1. Service detail

1.1. Introduction to the Service

The EY ServiceNow Process Optimisation Service draws upon the breadth and depth of EY's experience in supporting a wide variety of clients to critically review their processes, identify bottlenecks and optimise & automate process flows to deliver improved efficiencies and value. A key component of this service is using the Celonis application suite for process and task mining and to provide a platform for ongoing monitoring of process effectiveness.

The key features of the service include:

- **Process and Task mining:** Deploying Celonis EMS to extract knowledge from event logs readily available in today's information systems to visualise business processes. Identify and prioritise inefficiencies to execute targeted improvement measures.

The **Load Tool** makes it easier to load data from the Celonis Platform into Large Language Models (LLM) for further review/processing

Expanded Process Intelligence API for sharing PI context with AI platforms like Microsoft Copilot Studio, Amazon Bedrock, and Salesforce Agentforce.

- **Workflow Automation:** Deploying ServiceNow workflow automation application to implement (often pre-built) workflows to streamline processes and fix issues identified by Celonis EMS

Through this service, organisations will be able to:

- ✓ Have objective, fact-based insights, derived from actual data, to help you audit, analyse, and improve your existing business processes
- ✓ Gain accurate and objective insights into processes faster, more cost effectively and accurately than by running process mapping workshops which can at times become subjective
- ✓ Quantify the benefits of remediating process inefficiencies
- ✓ Enhance customer, supplier and employee satisfaction by automating process workflows, removing process bottlenecks and unnecessary steps
- ✓ Reduce the cost to serve by optimising process flows

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 delivered many successful process automation engagements. These typically use the Celonis for data & process mining to identify and track improvement opportunities. This level of experience and knowledge will help deploy both the Celonis EMS application and ServiceNow workflow automation engine quickly to maximise the return on investment.

Resources from our Celonis Centre of Excellence will be utilised to start mining processes and tasks in the identified target areas. Once process bottlenecks and inefficiencies are identified, a structured agile project delivery process will be followed to design, build and deploy ServiceNow workflow automation. Following this approach minimises project risk for the client and maximises the value that will be delivered on deployment of the solution.

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This Service provides experienced ServiceNow professionals to support clients via a variety of engagement models:

- **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, hypercare for new releases or an “operate then transfer to client” model for new deployments (e.g. virtual admin, data migration, request catalogue configuration)

EY can provide staff at all levels of ServiceNow certification (all the way up to the highest level of Certified Master Architect) with a wide range of experience across all platform capabilities, as well as specialists in process re-engineering. For those clients who require it, we have consultants who are BPSS, and SC cleared to work on projects requiring that level of security clearance.

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, managed and reviewed, 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 to their maximum capability
- **Data:** is foundational data like assets, account and locations available, accurate, complete and current, 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 General IT 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:** is ServiceNow’s operational performance, and its resilience and recovery capabilities 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 changes 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 generates.

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.



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EY | Building a better working world

About EY

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