

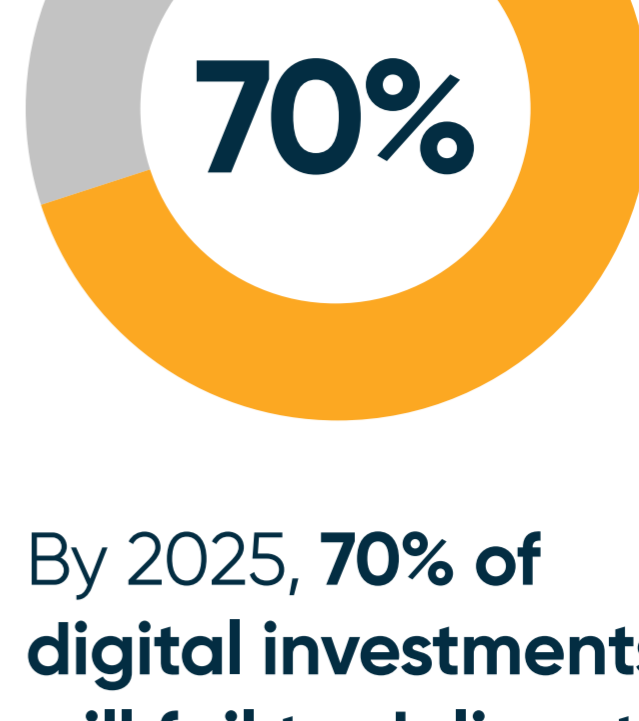
Turn your strategy into reality

Align your entire organization to deliver the outcomes that matter most, with Strategic Portfolio Management from ServiceNow.

How do I deliver more value, more consistently, when everything is constantly changing?

The hard truth is that, for many organizations, digital transformation and enterprise agile initiatives are not living up to their promise.

Business leaders need to adapt quickly to emerging threats and opportunities, but today's enterprises are complex and interconnected. Even organizations that have implemented traditional project portfolio management (PPM) struggle to develop and maintain alignment between strategy, planning, and delivery—and this misalignment slows the flow of value through your organization.



By 2025, 70% of digital investments will fail to deliver the expected business outcomes in the absence of a strategic portfolio management approach.

- GARTNER, 2021

If change is the norm, how you respond to it matters more than ever.

Strategic Portfolio Management (SPM) empowers organizations to drive business outcomes by aligning their strategy with their work, enabling them to plan, deliver, and track value across different methodologies and structures.

With ServiceNow's SPM solution, you can build true organizational agility, delivering work across the enterprise that is aligned with strategic outcomes—even in today's disruption-prone environment.

ServiceNow's SPM solution closes the gap between strategy and delivery.



1. Strategize
Roadmap strategy to maximize outcomes



2. Align
Align investments to implement strategy



3. Deliver
Deliver work using any methodology

1. STRATEGIZE

Truth: Strategy and work need to inform each other.

How do I make sure my initiatives align to the outcomes that matter—and that we're making the right investments to deliver them?



KEY ROLES
CIO, SRO,
Exec. Leader



Focus on the right things to achieve the right results:

With ServiceNow's SPM solution, you can build clearly defined yet continuously adaptable plans, so you can capture strategies and targets. Roadmaps are updated with real-time status and financial data, so you can know if you are meeting objectives and make tradeoffs quickly and confidently when circumstances inevitably change.

KEY CAPABILITY

ServiceNow Strategic Planning



2. ALIGN

Truth: Resource and investment planning need to be continuous.

How do I know if I'm doing the right things to deliver the best outcomes?



KEY ROLES
Enterprise PMO, Agile Transformation Leader, Enterprise Architect



Respond quickly and decisively when changes are needed:

ServiceNow's SPM solution gives planners and managers a unified view of all demand and work, so you can track key initiatives and visualize dependencies across different teams and workstreams. Quickly identify, prioritize, and schedule the right work at a granular level while ensuring teams and resources remain aligned to broader strategic initiatives.

KEY CAPABILITY

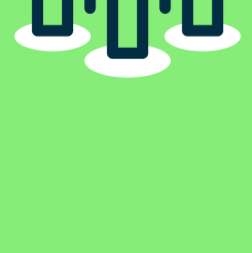
ServiceNow Demand Management Dashboard™



3. DELIVER

Truth: Teams need the flexibility to decide how they deliver work.

How do we ensure our unique pieces of work fit into the bigger puzzle?



KEY ROLES
Product/Program Manager, Release Train Manager, Project Manager



Don't tell teams how to work, empower them to deliver more value:

When you implement SPM with ServiceNow, your teams are free to execute in the methodology that's most effective for them (Agile, traditional, hybrid) and structure work based on their needs—while maintaining the ability to fund, govern, and manage all work from a single integrated platform.

KEY CAPABILITY

ServiceNow Agile Scrum Program Board™



When organizations align, the world works.

Let's realize the true promise of digital transformation: delivering customer value faster.

ServiceNow's approach to SPM is continuous, collaborative, and contextual across every level of your business. Only the Now Platform's unified data model and integrated digital workflows can deliver the insight you need to connect strategy, delivery, and benefits realization in the face of constant change.

LEARN MORE

[SPM ebook](#)