brightfin servicenow.

CASESTUDY

SIEMENS

Company Overview:

Siemens, a global powerhouse in electrification, automation, and digitalization, faced significant challenges in optimizing its IT service management (ITSM) processes across numerous divisions and countries. To overcome these obstacles and enhance their IT operations, Siemens partnered with brightfin, the only Technology Expense Management (TEM) solution natively built in ServiceNow. This strategic alliance enabled Siemens to streamline service integration and management (SIAM) processes, revolutionizing their IT operations and driving efficiency gains.

Key Metrics:

Technology/Engineering

industry

300,000+

employees

Munich, Germany

headquarters

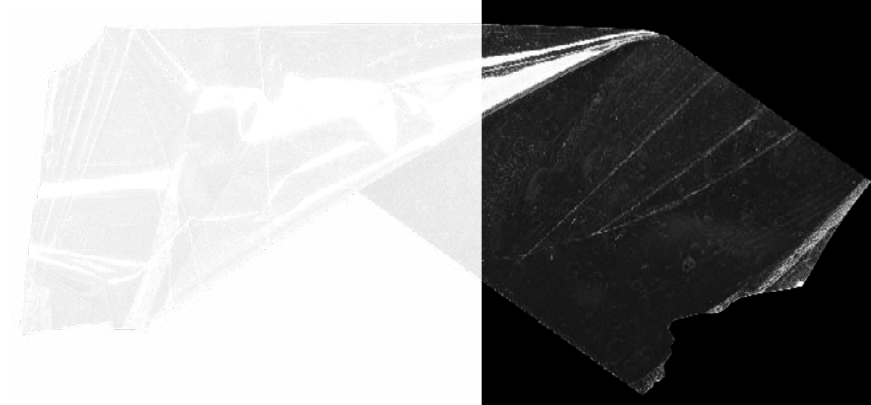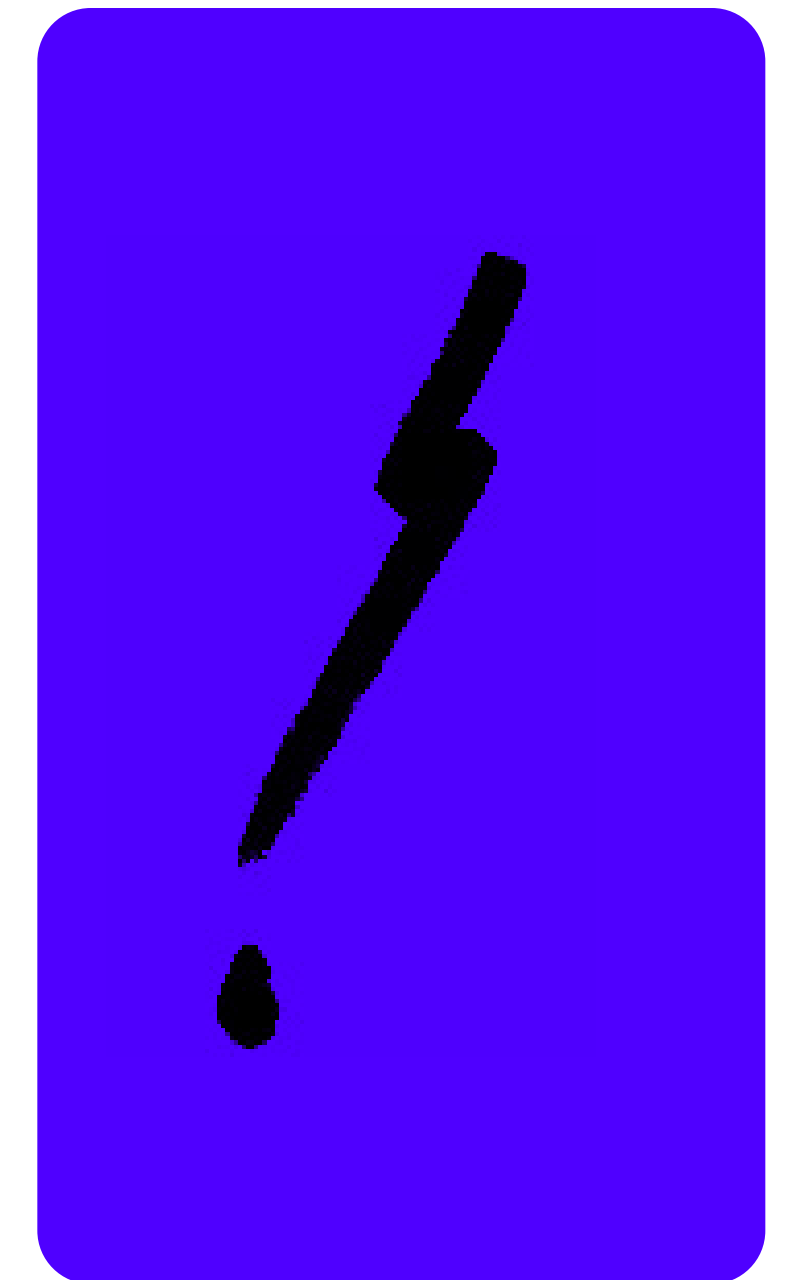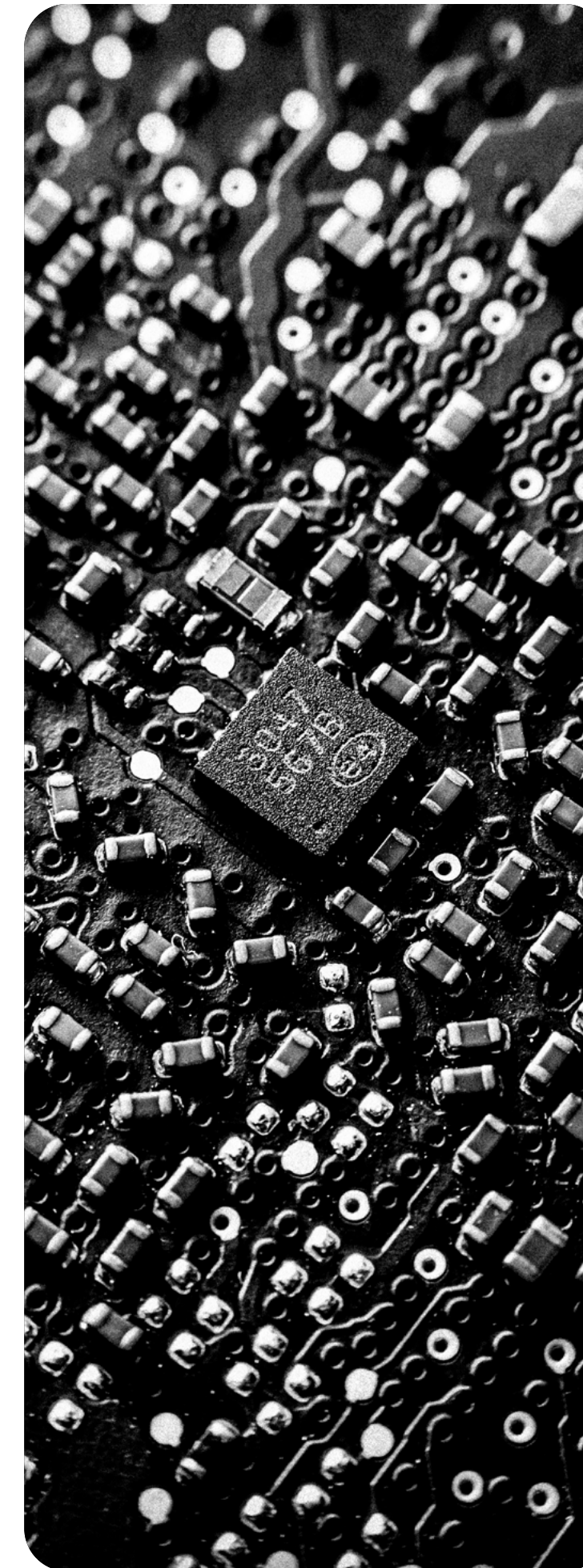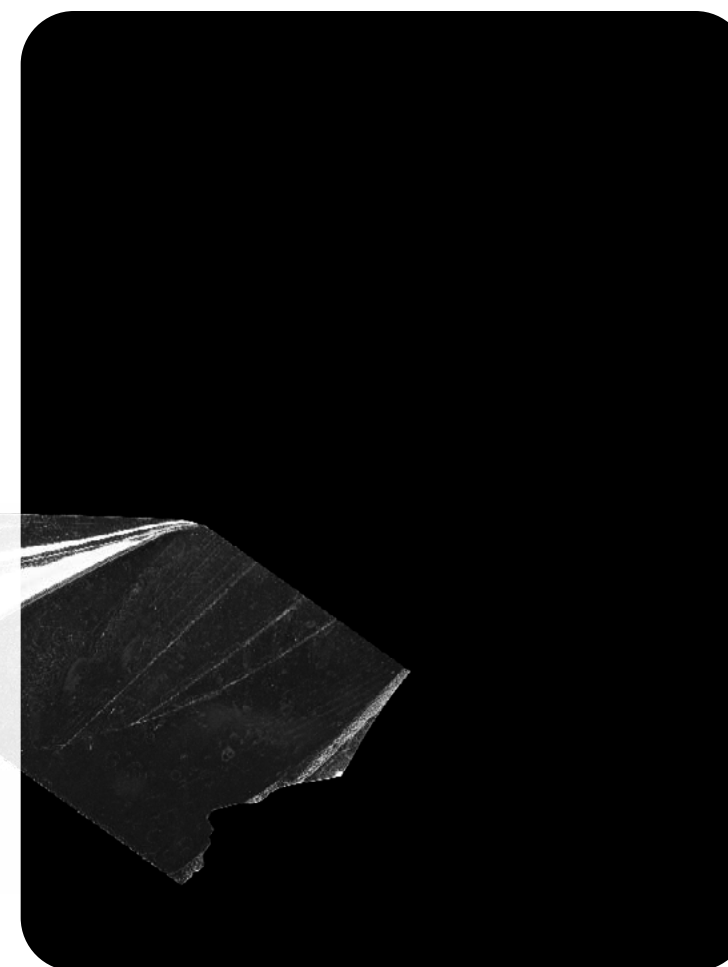**Fortune 100 company drives automation and digitalization of IT processes**

highlights

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Assess your organization's maturity across telecom, mobility & cloud
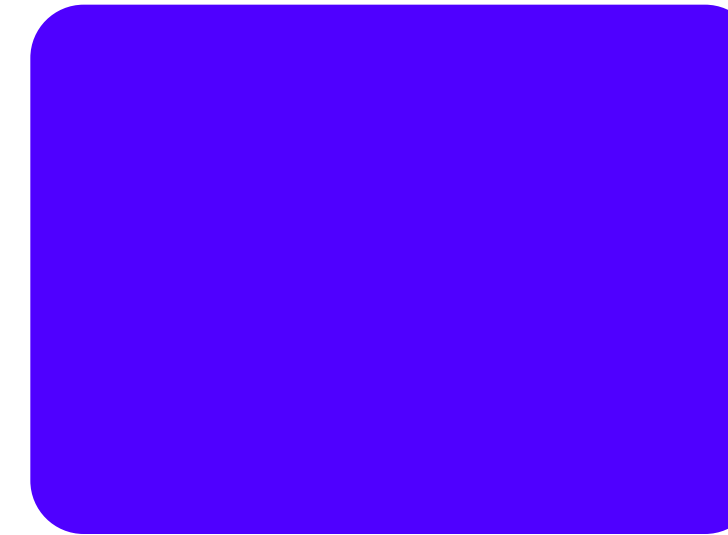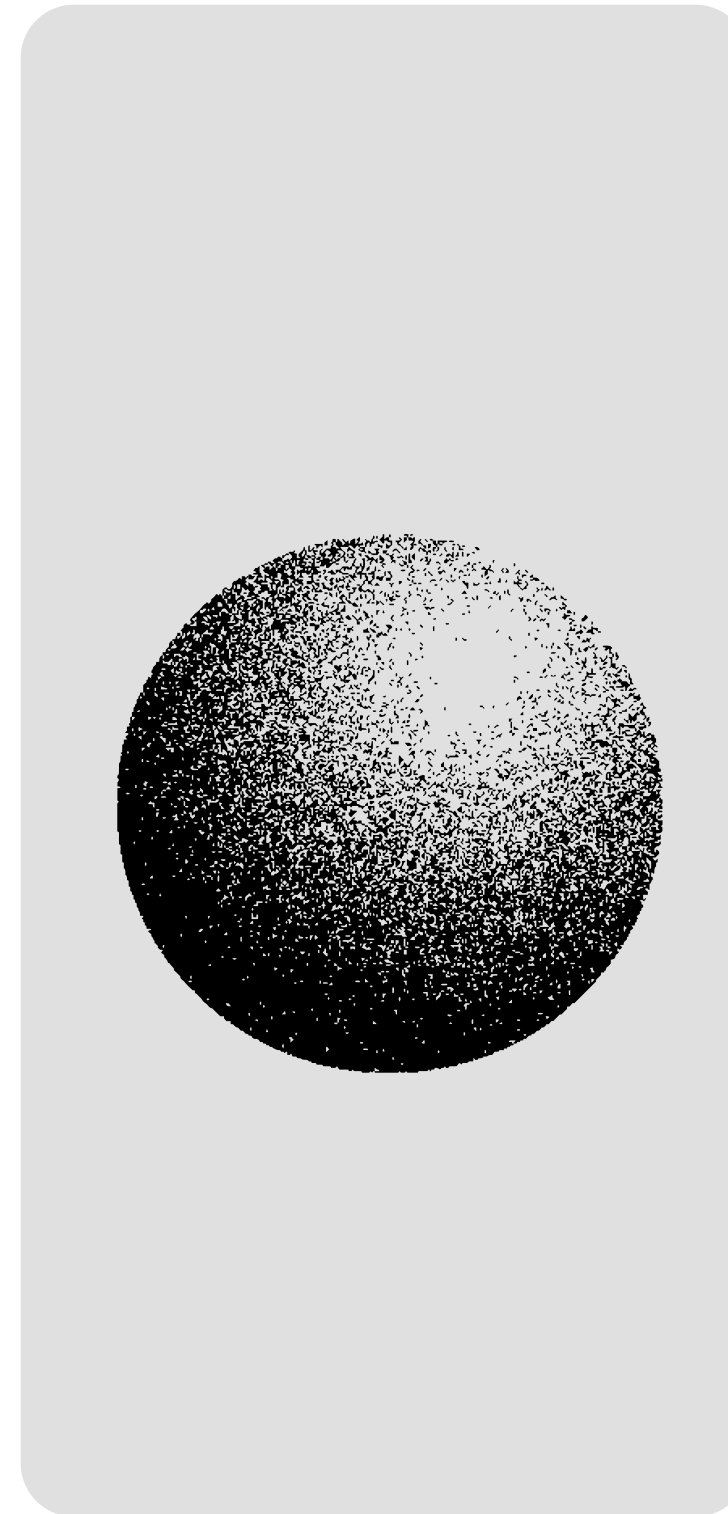
Instant Demo

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CHALLENGE #1

Fragmented ITSM Processes

Challenge: Siemens grappled with fragmented ITSM processes, multiple portals for end-user services from different providers, and a lack of unified contracts and interfaces for cross-provider service integration. These inefficiencies led to limited collaboration, gaps in end-to-end control, and a high degree of manual effort, hampering service quality.

Solution: Teaming up with brightfin empowered Siemens to consolidate multiple systems onto the ServiceNow platform. The integration streamlined order management, service tracking, and reporting, unifying IT products and services under one self-service portal, myIT. This centralization led to improved service quality, end-to-end accountability, and higher productivity for 285,000 employees.

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CHALLENGE #2

Managing Mobility Complexity

Challenge: The surge in mobile technologies created complexities for Siemens, managing over 160,000 mobile devices across multiple carriers. A lack of transparency and visibility hindered mobility management and resulted in wasteful spending.

Solution: Leveraging brightfin's capabilities, Siemens achieved complete mobile transparency and reduced manual efforts. By integrating mobile device inventory and actions from AirWatch into ServiceNow, Siemens gained powerful analytics, automated catalog management, and streamlined mobile change requests. This led to better expense tracking, cost reduction, and the ability to leverage competitive carrier services.
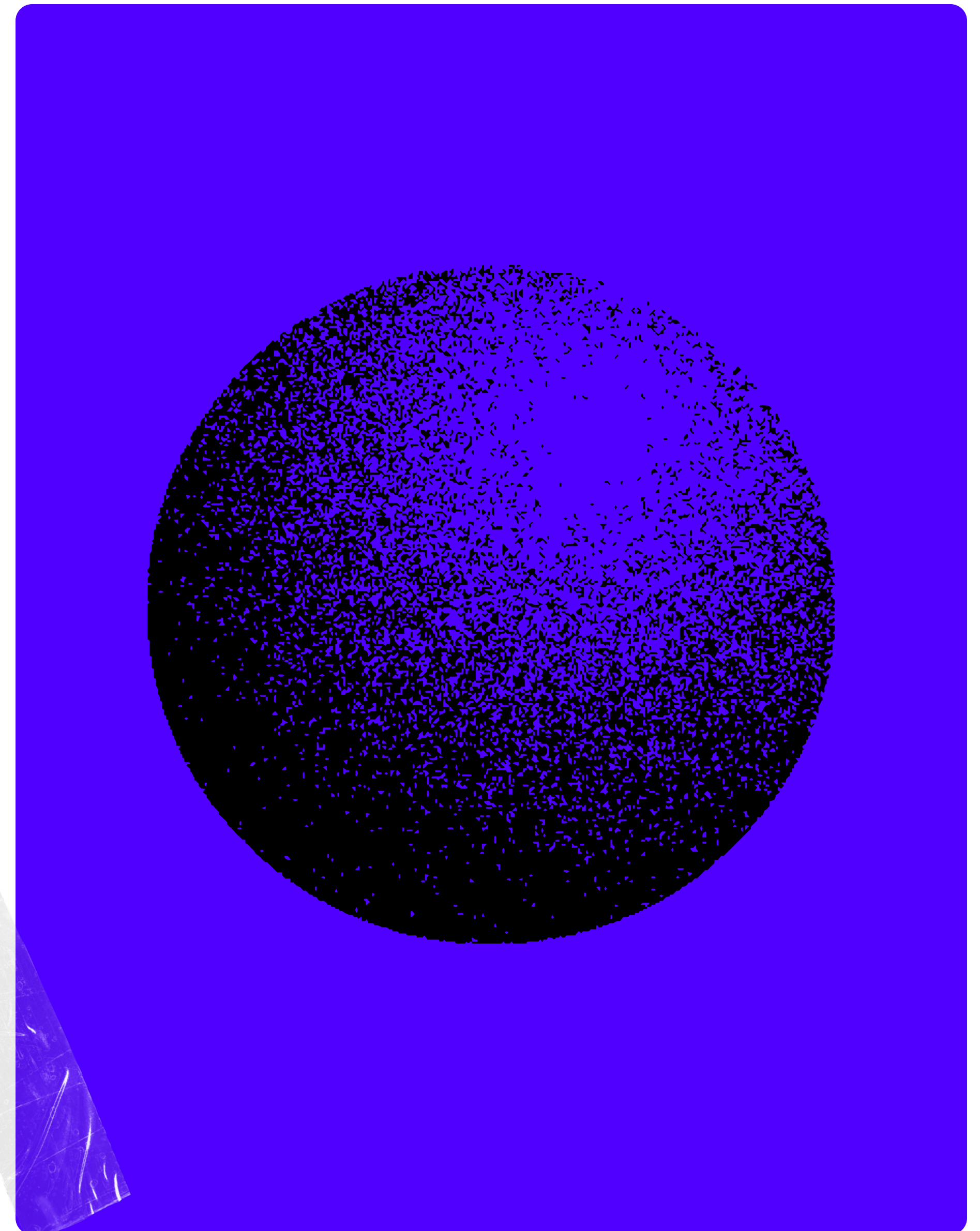
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Instant Demo

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CHALLENGE #3

Proactive Service Management

Challenge: Siemens needed a platform to proactively manage service providers, analyze comparative mobile operator and service costs, and ensure SLAs were met in real time.

Solution: brightfin's end-to-end view of mobile assets, expenses, and operators empowered Siemens with the visibility needed to hold vendors accountable. With brightfin and ServiceNow, Siemens easily monitored service levels, facilitated routine work automation, and drove continuous improvement in service quality and efficiency.

Assess your organization's maturity across telecom, mobility & cloud

Instant Demo

Transforming IT managment with brightfin and ServiceNow

The collaboration between Siemens and brightfin, built natively on ServiceNow, produced remarkable results in transforming IT service management. By centralizing processes, automating routine tasks, and gaining mobile transparency, Siemens improved productivity, reduced operating costs, and enhanced its digital transformation

Summary

- **Siemens streamlined fragmented ITSM processes, improving service quality and accountability.**

- **Mobility management complexities were resolved through complete transparency and competitive carrier services.**

- **Brightfin and ServiceNow empowered Siemens to proactively manage services, optimize costs, and drive continuous improvement.**
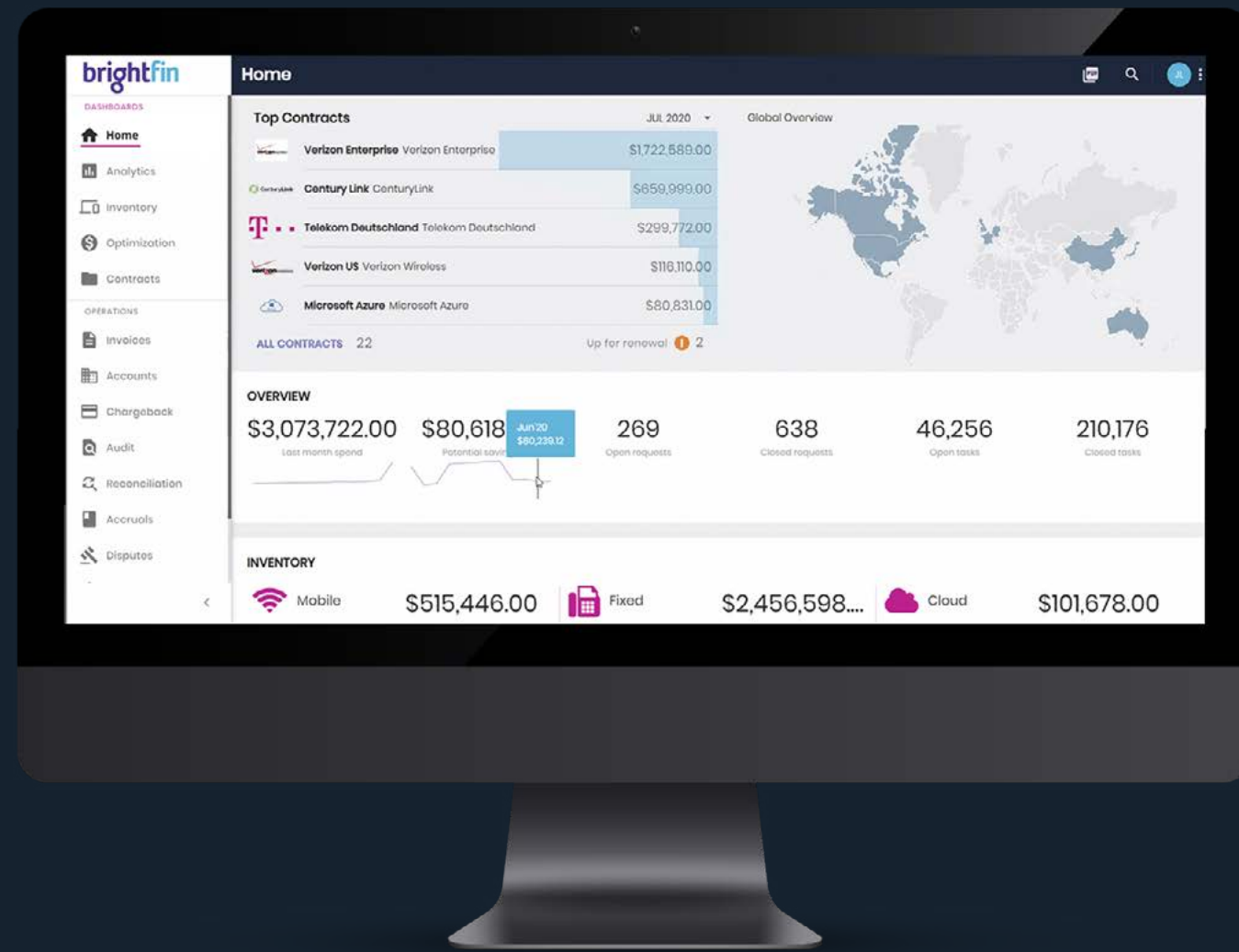
reduce expenses, increase efficiency & gain full spend visibility

✓ *natively built on ServiceNow*

Managed Mobility Services

+ Invoice processing, reporting & analytics
+ Mobile device inventory management
+ Audit & optimization w/ dispute management
+ Bill pay
+ Help desk
+ Procurement
+ UEM admin & asset synchronization
+ Lifecycle management
  » *Staging & kitting*
  » *Seed stock management*
  » *Reverse logistics*

Telecom Expense Management

+ Invoice processing, reporting & analytics
+ Fixed inventory management
+ Audit & optimization w/ dispute management
+ Bill pay
+ Help desk
+ Procurement
+ Contract management & negotiations
+ Benchmarking

Cloud Expense Management

+ Invoice processing, reporting & analytics
+ Inventory management
+ Audit and dispute console
+ Bill pay
+ Help desk
+ Kubernetes integration

"

When researching software, the first thing I want to do is see it in action and the last thing I want to do is talk to someone at the company.

That's why we created a self-service demo experience where you can jump to the sections you care about and see how it works without having to hop on a call.

- Arthur Papanastasiou
Solutions Architect

↗ **SEE HOW IT WORKS**
brightfin.com/demo

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