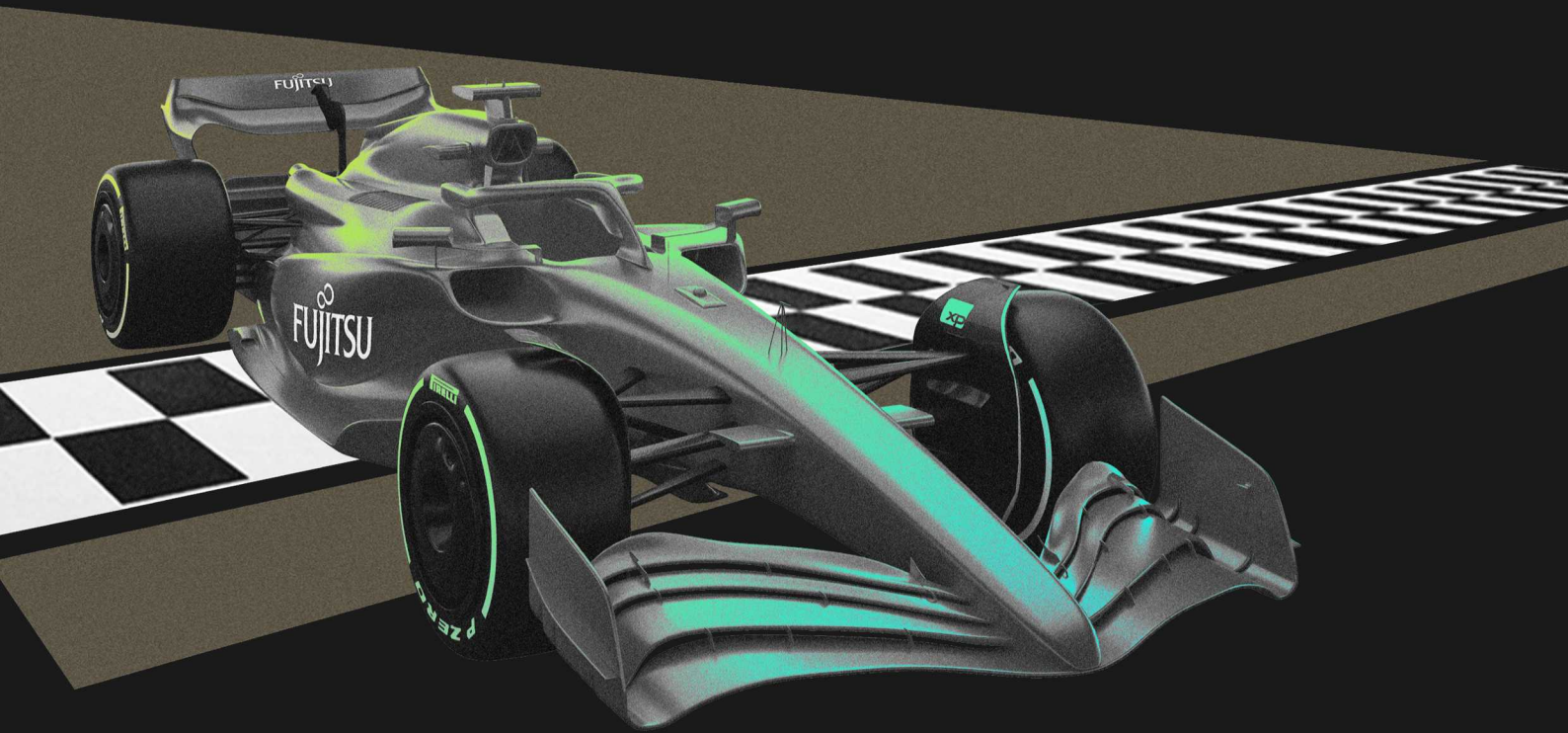




C.A.S.E.

Customer Advisory and Support Excellence

Accelerating ServiceNow outcomes



Continuous value by design

Many organisations invest heavily in ServiceNow, yet many still struggle to unlock the full value and potential the platform can deliver. Investment alone doesn't guarantee impact. Despite its scale and capabilities, ServiceNow can become underutilised when priorities compete, internal expertise is stretched, or there isn't a clear, structured approach to turning capabilities into tangible outcomes. The result is familiar: teams working harder than they should, slower progress than expected, and return on investment that's difficult to clearly demonstrate.

Fujitsu Customer Advisory and Support Excellence (CASE)

exists to change that. CASE is a subscription-based, advisory-led service designed to maximise the performance, stability and strategic value of your ServiceNow platform.

At the heart of CASE are three pillars that guide this value-driven approach:

» **Strategy & Advisory** – aligning platform direction to business goals through structured road mapping and prioritisation.

» **Platform Security & Health** – maintaining the confidence and resilience needed to scale adoption whilst mitigating risk.

» **Support & Continuous Improvement** – driving ongoing optimisation through workflow reviews and a regular cadence of delivery performance tracking, and value realisation.

Together, these pillars provide a consistent and predictable model for improving outcomes: removing blockers, accelerating adoption, and ensuring value is measurable. Leaders gain clearer visibility into progress and ROI, while teams gain a dependable operating rhythm that turns strategic priorities into measurable change.

This is what it means to drive continuous value.

The challenge isn't the platform



ServiceNow is designed to drive operational excellence, yet many organisations experience a disconnect between what the platform can deliver and the day-to-day business reality.

After a successful implementation, the platform quickly evolves into a live, fast-moving, business-critical environment: more teams onboard, demand grows, modules expand, and expectations rise. Without a clear blueprint for governance, optimisation and continuous improvement, momentum can stall. Small compromises made under pressure start to create complexity, inefficiencies, and drag that limit long-term value realisation.

Common challenges as the platform scales:

» **Innovation slows:** new capability is available, but adoption lags – so value arrives later than it should.

» **Capacity is stretched:** teams focus on keeping operations moving, leaving limited space for optimisation and change that drives growth.

» **Value visibility is inconsistent:** leaders don't always have a clear, timely view of what's improved, what outcomes have been achieved, or where future investment should be prioritised.

» **Delivery becomes inconsistent:** duplication and drift create rework, slow execution and dilute the impact of change.

» **Hidden friction builds over time:** small compromises accumulate into drag that reduces agility and confidence.

These are the gaps CASE is designed to close.

Across the CASE portfolio clients report more than **2.5X** measurable returns



A proven performance model and rhythm

CASE provides a proactive, structured and repeatable approach to increasing value from your ServiceNow investment over time. It blends advisory leadership with hands-on delivery, so customers get both clearer direction and the capacity to execute without adding strain to internal teams.

It starts with a clear view of your priorities, operating context and platform maturity. From there, CASE establishes a consistent cadence of planning, delivery and review, with quarterly checkpoints that evidence outcomes, sharpen priorities and keep improvements building on each other.

Where customers use ServiceNow Impact, CASE strengthens the value journey by turning guidance into momentum. Impact provides strategic direction and foresight, helping organisations stay ahead of what's next – while CASE translates that insight into hands-on execution, faster adoption and measurable business, compounding returns over time.

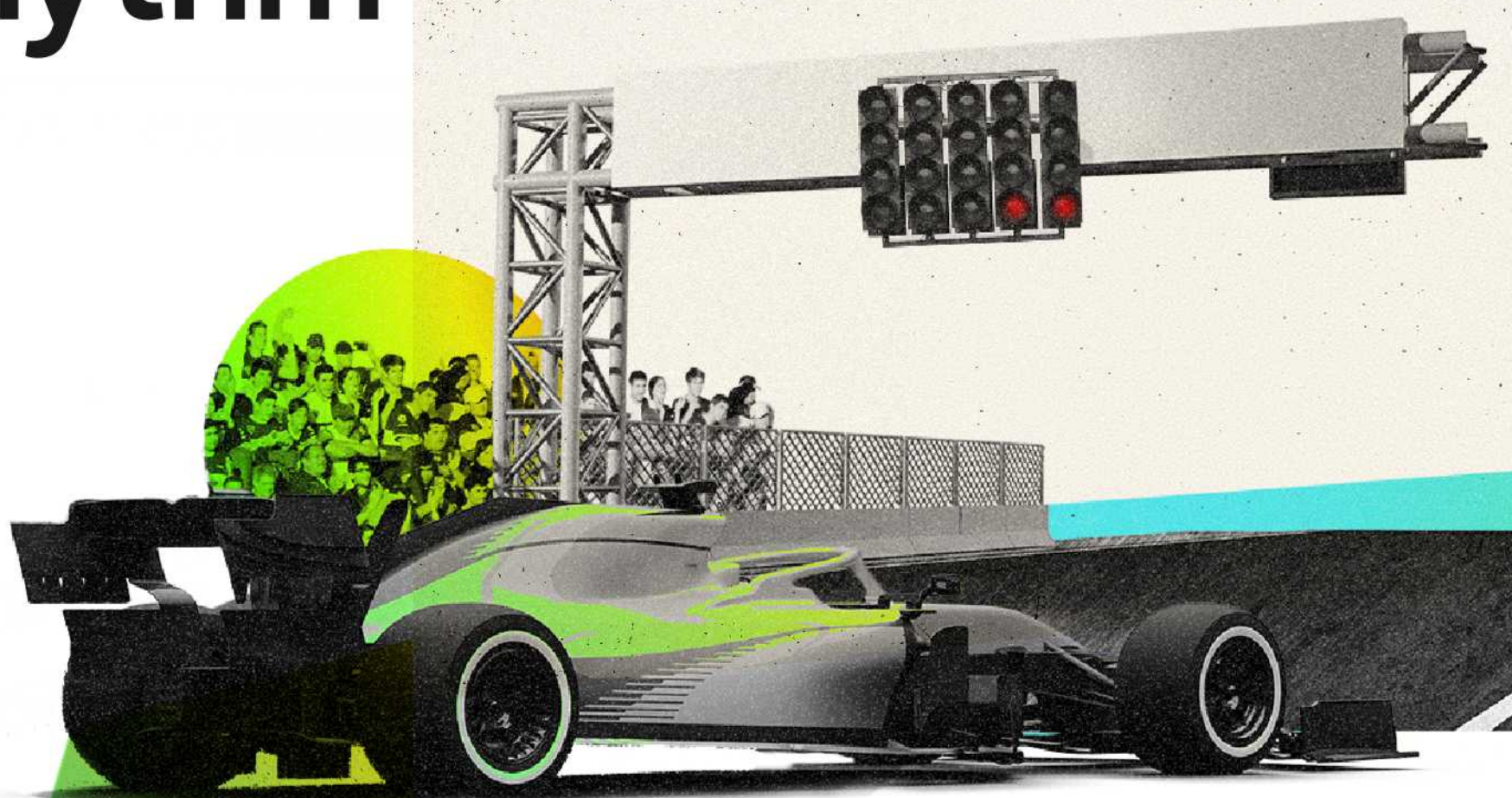
What CASE keeps in focus

» **ROI visibility** – clear insight into progress and value delivered.

» **Increased Adoption** – by activating more of the capability you already own and driving adoption at pace.

» **Strategic alignment** – keeping roadmap and decisions tied to business goals.

» **Platform health** – ensuring the platform remains dependable, so innovation and adoption don't slow down.



"CASE strengthens the value journey by turning guidance into momentum."

Shifting from reactive support to consistent, repeatable outcomes

- » Measurable outcomes, ROI visibility – quarter by quarter
- » Accelerating time to value through adoption
- » Faster platform innovation
- » More consistent delivery at scale

The “Pit Crew” approach

In high-performance environments, results don't come from one big build – they come from what happens between the big milestones: staying ready, removing friction early and making the right adjustments quickly to maintain momentum.

That's the mindset behind CASE: a dedicated pit-crew for your ServiceNow platform, led by a dedicated CASE Lead and backed by specialist expertise. Your CASE Lead understands the business context, keeps priorities clear and sequenced, and brings in the right skills at the right time so progress doesn't stall. Leadership can be confident effort is focused on the right priorities at the right time, with clear visibility of progress and outcomes.

What this means for senior stakeholders

CASE is designed to help organisations **unlock greater capability, faster** – translating priorities into measurable business outcomes consistently and at pace. It achieves this through three core elements that maintain clear direction, disciplined execution and transparent value realisation.

- » **Entitlements** – structured reviews that align roadmap priorities with adoption goals, ensuring strong foundations and sustained momentum.
- » **Hours of Capacity** – flexible, hands-on delivery to execute what matters most, when it's needed, without repeated scoping or re-procurement.
- » **CASE Portal** – visibility into priorities, progress and value delivered, so results are trackable, decisions are easier, and ROI is grounded in evidence.

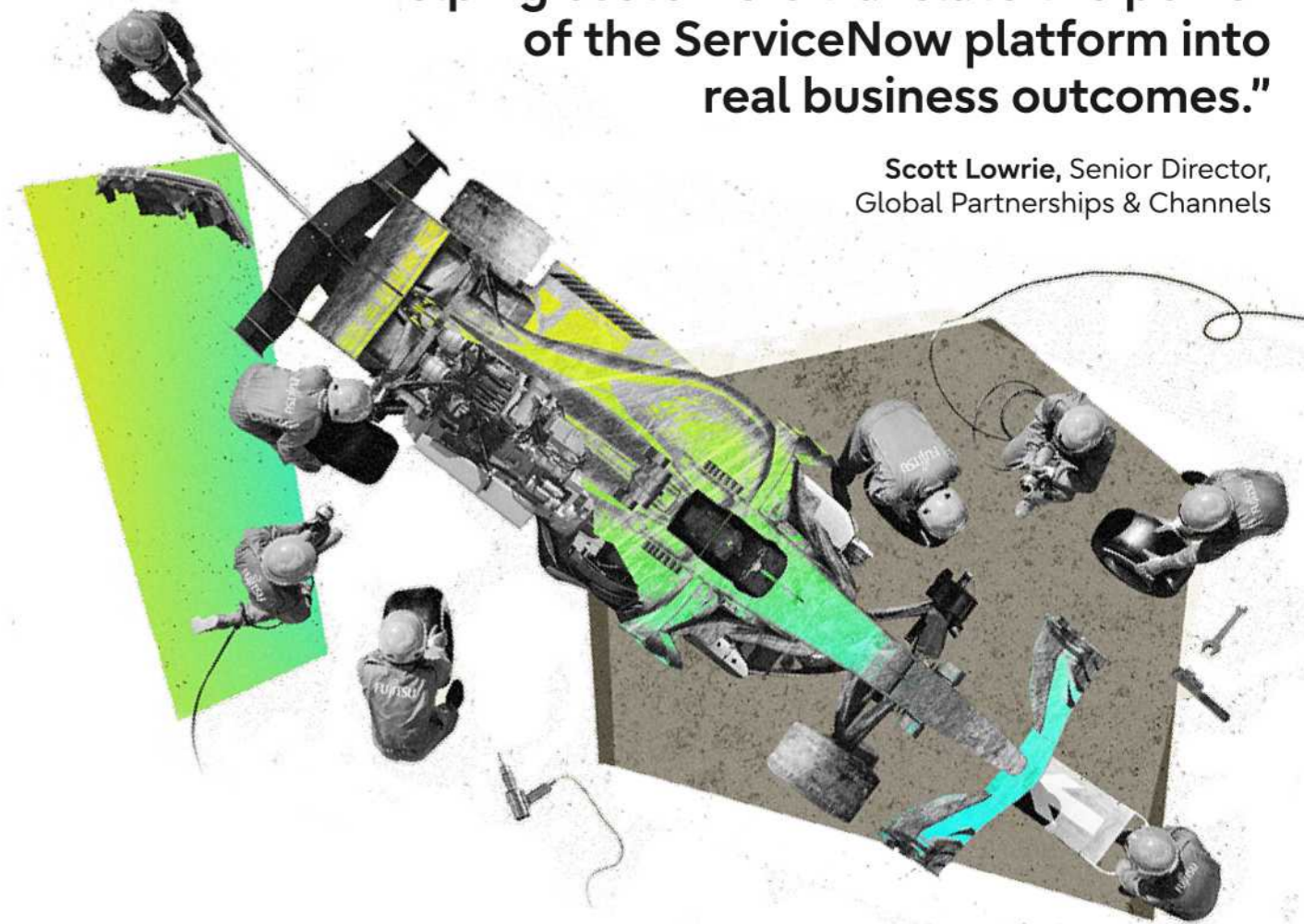
Through this combination, customers realise **faster adoption, measurable business outcomes, and compounding ROI** from their ServiceNow investment.

“Customers don't invest in ServiceNow simply to run the platform – they invest to transform how their organisation operates. That's where Impact's technical accelerators and Fujitsu's CASE model work in lockstep – combining targeted recommendations with on-the-ground delivery to drive real outcomes across the enterprise.”

Paul Voorn, Senior Director,
Technical Accelerators, Impact

“Partners like Fujitsu play a critical role in helping customers translate the power of the ServiceNow platform into real business outcomes.”

Scott Lowrie, Senior Director,
Global Partnerships & Channels



Under the bonnet: What CASE delivers in practice

» **Reducing friction that slows value:** As platforms scale, complexity accumulates and delivery slows. CASE reduces this drag by rationalising legacy customisations, duplicated workflows and ageing integrations so teams can move faster with fewer constraints.

» **Confidence and resilience, by design:** Reliability and security underpin sustained adoption. CASE helps protect continuity and reduce operational risk through ongoing hygiene, proactive reviews and clear standards that keep the environment dependable as the organisation scales.

» **Workflow optimisation that shifts the dial:** CASE targets high-impact opportunities to simplify processes, remove unnecessary handoffs and streamline workflows – reducing manual effort and freeing teams to focus on higher-value work. The goal isn't automation for its own sake, but accelerating adoption and delivering tangible outcomes through targeted, practical optimisation.

» **Staying current with innovation:** New capability only creates value when it's adopted well. CASE aligns readiness and adoption to business priorities, increasing innovation velocity and turning new capability into results quicker.

» **AI readiness:** As AI and Now Assist capabilities continue to evolve, CASE provides a structured, clear path to adoption by assessing organisational readiness – including data quality, process maturity, controls and operating model alignment. It supports governance design and aligns use cases to business goals, ensuring AI-enabled modernisation is phased, responsible and measurable.

From evidence to action

Challenge

ServiceNow was perceived as costly and the customer struggled to measure value, leading this Australian aviation company to consider moving off the platform.

Solution

With CASE engaged, the focus shifted to unlocking tangible value – improving adoption and performance through targeted optimisation. This included automating access management to improve data quality and reduce manual effort (and email volume per request), plus automating infrastructure issue detection to reduce business risk and outage time.

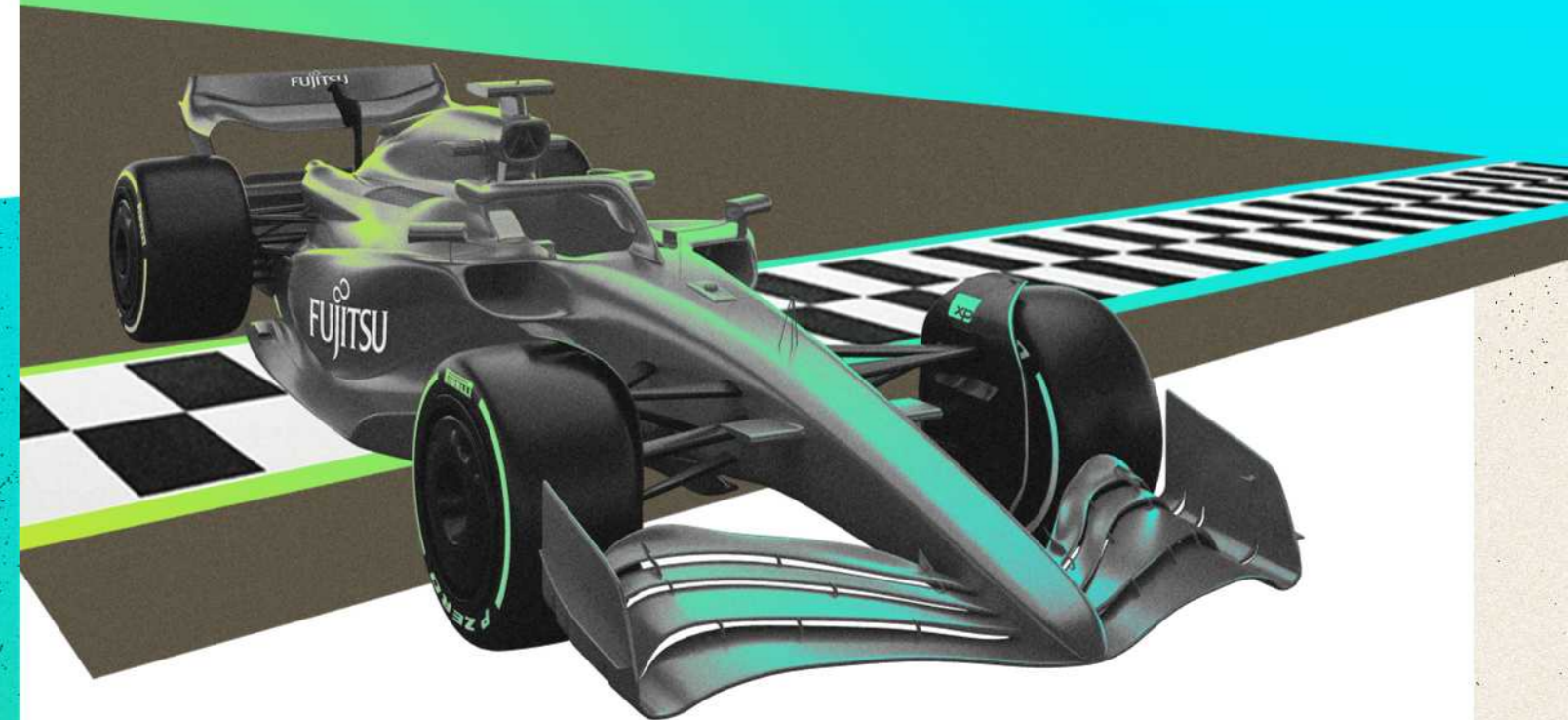
Outcomes (customer-reported)

- » **£5m** measurable ROI
- » **98,415** hours saved through simplified operations, automation and workflow optimisation
- » Stronger decision-making and platform scalability through robust governance
- » Improved security through SSO enablement and enhanced compliance practices



“ServiceNow Impact delivers the prescriptive recommendations on what to do next and why it matters. Partners like Fujitsu’s CASE model turn that insight into measurable outcomes – accelerating adoption, strengthening governance, and ensuring customers realise the full potential of the platform.”

Sasi Yajamanyam, Director, Product Management, ServiceNow Impact



It all starts with a conversation

The best way to understand what CASE can do for your organisation is to speak with us. Every platform journey is unique and our team can help you explore how CASE can unlock more value, accelerate outcomes, and multiply the return you’re currently seeing from your ServiceNow investment.

Take the fast lane with a complimentary CASE consultation from our Global Head of CASE, Ian White. Email to book in:

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