

ServiceNow Ecosystem Partners

ServiceNow Consulting Services

A research report comparing provider strengths, challenges and competitive differentiators

Customized report courtesy of:

kinetic **IT**

Executive Summary 3

Provider Positioning 5

Introduction

Definition 8

Scope of Report 9

Provider Classifications 9

Appendix

Methodology & Team 19

Author & Editor Biographies 20

About Our Company & Research 22

ServiceNow

Consulting Services 11 – 17

Who Should Read This 12

Quadrant 13

Definition & Eligibility Criteria 14

Observations 15

Provider Profiles 17

Report Author: Phil Hassey

The Australian ServiceNow provider ecosystem has accelerated

As of September 2021, ServiceNow generated a revenue of \$5.5 billion, with an annual growth of 31 percent. In Australia, it generated A\$335 million, with the region favourable for customers, services and solution partners or ISVs of ServiceNow and its ecosystem.

This success reflects the focus for the establishment of ServiceNow in 2004. The vision of founder and current chairman, Fred Luddy was to “enable regular people to route work effectively through the enterprise.”

In addition to the revenue growth, the market has witnessed an expansion of service line capabilities of ServiceNow. It

has five core business solution offering areas, which include the following:

- Customer service
- Security
- IT
- HR
- Business applications

These core business solution offerings have expanded in recent years, as ServiceNow has looked to achieve Fred Luddy’s vision. ServiceNow will continue to extend the breadth and depth of these offerings both organically and through acquisitions.

With the growth of its customer base and offerings (beyond the core IT related offerings), ServiceNow has become an essential platform for a range of enterprises across the globe. This growth has led to the expansion of ServiceNow

The future
competitive
battle is direct
for talent



Executive Summary

ecosystem from both an ISV and services perspective. However, ServiceNow faces several significant challenges in maintaining this growth.

Forbes indicates that by 2030, there will be a skill shortage of over 85 million people across industries, especially in the technology sector, globally. As a result of this, access to skills and retention of skilled workforce will be a major challenge for ServiceNow in Australia and globally. It is less about the vendor and more about the certified consultant.

Automation is the future of businesses, and ServiceNow is focussing on ensuring that partners can automate business and technology processes for their clients in Australia. This is essential to achieve the desired client outcome from their investment in the product.

In Australia, the services markets based

around ServiceNow solutions have experienced higher growth than the 31 percent experienced by ServiceNow. Service providers in the Australian market are making substantial investment in people and processes to ensure that ServiceNow clients optimise ROI on the platform.

MNC's local subsidiaries usually dominate the services and solutions market in Australia. However, several local providers have been successful in the market, and some are leaders in this space. For example, Enable, a local provider, is one of the largest ServiceNow ecosystem partners in Australia.

The ServiceNow upgrade cycle involves two major upgrades per year, each named after a major world city following the alphabet. At the time of writing the latest release is scheduled to be San Diego. This upgrade cycle is now common to

the SaaS environment. However, both service providers and customers find it difficult to keep pace with upgrades. Also, they require significant skills and technical and customer environment data. This aggressive upgrade approach has ensured that demand for third-party service providers remain. On the other hand, these third-party service providers must invest heavily and consistently in ServiceNow platforms. This is to ensure access to alpha and beta releases of technology. Although smaller providers find this approach complex, there are instances of service providers based in Australia that have been successful in achieving this.

The ongoing COVID-19 pandemic has been a key factor for the growth of ServiceNow, its customers and partner ecosystem. The clients of ServiceNow that had the strongest IT and business process capabilities prior to the pandemic

were the ones that retained their stronger positions in the market. This indicates that investment in technology is ineffective without the understanding of how it works for the individual company. This applies to ServiceNow as well.

The Australian IT and business services market is one of the strongest and most mature globally. Hence, from a functional perspective, it has a strong capability across the three quadrants included in the study — consulting, implementation and integration, and managed services. Although there are common vendors across the leadership position in all three quadrants, this is not uniform, and each provider has relative strengths and opportunities for growth.

COVID-19 accelerated investments in digital capabilities and ServiceNow.



 Provider Positioning

	ServiceNow Consulting Services	ServiceNow Implementation and Integration Services	ServiceNow Managed Services Providers
AC3	Product Challenger	Rising Star ★	Product Challenger
Accenture	Leader	Leader	Leader
Capgemini	Leader	Leader	Leader
CloudGo	Contender	Contender	Contender
Cognizant	Leader	Market Challenger	Leader
Deloitte	Leader	Leader	Leader
DXC	Contender	Market Challenger	Market Challenger
Enable	Leader	Leader	Product Challenger



Provider Positioning

Page 2 of 3

	ServiceNow Consulting Services	ServiceNow Implementation and Integration Services	ServiceNow Managed Services Providers
Epicon	Contender	Contender	Contender
EY	Leader	Market Challenger	Product Challenger
Fujitsu	Contender	Contender	Market Challenger
Genpact	Market Challenger	Market Challenger	Market Challenger
HCL	Market Challenger	Leader	Leader
IBM	Market Challenger	Market Challenger	Market Challenger
Infosys	Leader	Leader	Leader
JDS Australia	Contender	Contender	Contender

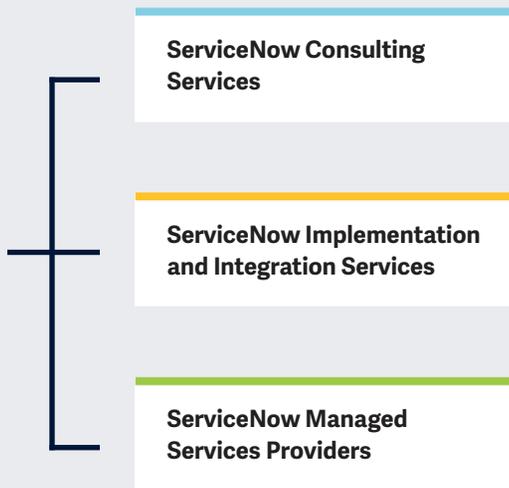


 Provider Positioning

	ServiceNow Consulting Services	ServiceNow Implementation and Integration Services	ServiceNow Managed Services Providers
Kinetic IT	Rising Star ★	Product Challenger	Product Challenger
KPMG	Leader	Leader	Product Challenger
Leidos	Contender	Contender	Contender
TCS	Product Challenger	Product Challenger	Leader
Tech Mahindra	Product Challenger	Product Challenger	Product Challenger
Thirdera	Leader	Leader	Rising Star ★
Wipro	Market Challenger	Leader	Leader



This study focuses on the 2022 ServiceNow Ecosystem Partners market.



Simplified Illustration Source: ISG 2022

Definition

The ServiceNow Ecosystem Partners 2022 study examines the extensive, global and complex partner network of one of the leading workflow management software solutions. The broad acceptance of ServiceNow's offerings among the user community has led to exponential growth for the company. Enterprises seek professional services to fully utilise its broad functionalities — from process redesign through software implementation and integration to application management and training. Various offerings and certification levels indicate the focus of partner companies, ranging from full-scale lifecycle support to laser-focussed services for specific tasks.



Scope of the Report

In this ISG Provider Lens™ quadrant study, ISG includes the following three quadrants: ServiceNow Consulting, ServiceNow Implementation and Integration, and ServiceNow Managed Services.

This ISG Provider Lens™ study offers IT decision-makers the following:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments
- A view on regional market

Our study serves as the basis for important decision-making in terms of positioning, key relationships, and go-to-market considerations. ISG advisors and enterprise clients also use information

from these reports to evaluate their existing vendor relationships and potential engagements.

Provider Classifications

The provider position reflects the suitability of IT providers for a defined market segment (quadrant). Without further additions, the position always applies to all company sizes classes and industries. In case the IT service requirements from enterprise customers differ and the spectrum of IT providers operating in the local market is sufficiently wide, a further differentiation of the IT providers by performance is made according to the target group for products and services. In doing so, ISG either considers the industry requirements or the number of employees, as well as the corporate structures of customers and positions IT providers according to their

focus area. As a result, ISG differentiates them, if necessary, into two client target groups that are defined as follows:

- **Midmarket:** Companies with 100 to 4,999 employees or revenues between US\$20 million and US\$999 million with central headquarters in the respective country, usually privately owned.
- **Large Accounts:** Multinational companies with more than 5,000 employees or revenue above US\$1 billion, with activities worldwide and globally distributed decision-making structures.

The ISG Provider Lens™ quadrants are created using an evaluation matrix containing four segments (Leader, Product & Market Challenger and Contender), and the providers are positioned accordingly. Each ISG Provider Lens quadrant may include a service provider(s) which ISG

believes has strong potential to move into the Leader quadrant. This type of provider can be classified as a Rising Star.

Number of providers in each quadrant: ISG rates and positions the most relevant providers according to the scope of the report for each quadrant and limits the maximum of providers per quadrant to 25 (exceptions are possible).





Provider Classifications: Quadrant Key

Product Challengers offer a product and service portfolio that reflect excellent service and technology stacks. These providers and vendors deliver an unmatched broad and deep range of capabilities. They show evidence of investing to enhance their market presence and competitive strengths.

Contenders offer services and products meeting the evaluation criteria that qualifies them to be included in the IPL quadrant. These promising service providers or vendors show evidence of rapidly investing in products/services and a follow sensible market approach with a goal of becoming a Product or Market Challenger within 12 to 18 months.

Leaders have a comprehensive product and service offering, a strong market presence and established competitive position. The product portfolios and competitive strategies of Leaders are strongly positioned to win business in the markets covered by the study. The Leaders also represent innovative strength and competitive stability.

Market Challengers have a strong presence in the market and offer a significant edge over other vendors and providers based on competitive strength. Often, Market Challengers are the established and well-known vendors in the regions or vertical markets covered in the study.

★ **Rising Stars** have promising portfolios or the market experience to become a Leader, including the required roadmap and adequate focus on key market trends and customer requirements. Rising Stars also have excellent management and understanding of the local market in the studied region. These vendors and service providers give evidence of significant progress toward their goals in the last 12 months. ISG expects Rising Stars to reach the Leader quadrant within the next 12 to 24 months if they continue their delivery of above-average market impact and strength of innovation.

Not in means the service provider or vendor was not included in this quadrant. Among the possible reasons for this designation: ISG could not obtain enough information to position the company; the company does not provide the relevant service or solution as defined for each quadrant of a study; or the company did not meet the eligibility criteria for the study quadrant. Omission from the quadrant does not imply that the service provider or vendor does not offer or plan to offer this service or solution.





ServiceNow Consulting Services

Who Should Read This

This report is relevant to all enterprises across industries in Australia for the evaluation of providers of ServiceNow consulting services.

In this quadrant, ISG highlights the current market positioning of providers offering ServiceNow consulting services to enterprises and agencies in Australia and how each provider addresses the key challenges faced in the region. The report also provides a comprehensive overview of the competitive landscape of the market.

Enterprises and government agencies, especially in a mature technology market such as Australia, evaluate ServiceNow consulting service providers based, in part, on their end-to-end delivery capabilities. As a part of this, enterprises expect an investment and capability roadmap, a blueprint for process transformation,

and evidence that capabilities offered by ServiceNow are aligned with their business expectations. Prospective clients require selected service providers to possess proven execution abilities to enable capabilities and workflows beyond ITSM, IT operations management (ITOM) and IT asset management (ITAM).

It is also anticipated that providers of ServiceNow solutions can offer consulting services that enable the platform to identify and implement other ISVs and related applications to ensure that business objectives are met effectively.



C-level executives: Executive leaders, including CEOs, CTOs and CIOs, that drive business outcomes and organisational objectives through ServiceNow implementations should read this report to understand the trends and developments in ServiceNow offerings from a consulting perspective.



Digital transformation leaders: Digital transformation leaders that spearhead initiatives to build a resilient and future-proof organisation should read this report to know how service providers design ServiceNow solutions and meet their requirements



Consulting leaders: Management, technology and domain consulting leaders should read this report to understand the ServiceNow approach to the market and the best practice characteristics of leaders in the provision of ServiceNow consulting-related solutions.





The ServiceNow Consulting Services quadrant ranks the leading providers in the critical consulting services market. **Consulting services often are the starting point for investment in ServiceNow.**

Phil Hassey



Definition

This quadrant assesses the providers of consulting services that help clients prepare for the use of workflow management services. While reference models and assessments are key to understanding a client's maturity and prevailing challenges, a broad understanding of the current technical capabilities and plans help differentiate the ServiceNow partners. Helping clients understand what efforts towards transformation have to be made to optimise the investments made on ServiceNow and deliver a robust migration path distinguishes consultants from one another.

Eligibility Criteria

1. Use of reference models, templates and frameworks
2. Experience in broad workflow and service management
3. Capabilities to predict long-term technological developments
4. Knowledge about ServiceNow capabilities and other tools
5. Possesses relevant certifications
6. Experience with organizational change principles and practice



Observations

This is the first ISG IPL report for the Australian ServiceNow market. As a result, there is no previous benchmark study for comparison purposes. ISG has observed that the local market has experienced substantial growth in the past few years. This growth is driven by the expansion of ServiceNow, increased need among Australian organisations to invest in a range of digital transformation solutions to enable them to navigate COVID-19 impacts and the overall push for digital transformation. The first step for many local organisations has been consulting, and this is reflected in the highly competitive marketplace for this quadrant.

From more than 45 companies assessed for this study, 23 have qualified for this quadrant with nine being Leaders and one Rising Star.

accenture

Accenture's consulting capabilities for ServiceNow focus on workshoping solutions for clients and translating customer requirements into business solutions. A key focus is on ensuring that quality data is available to provide optimised solutions.

Capgemini

Capgemini works with ServiceNow clients in both the private and public sectors in Australia to increase stakeholder engagement, improve technology efficiency and maturity, drive project governance, and digitise manual processes.

Cognizant

Cognizant adopts a wide range of methodologies for its ServiceNow consulting capabilities. It combines business transformation analytics with

its expertise in organisational change management to ensure it understands and responds to clients' environments

Deloitte

Deloitte has consistently provided its clients with an understanding of the ServiceNow requirements. The company has expanded its collaboration with ServiceNow to offer an even wider range of capabilities

enable

Enable is the largest provider based in Australia. It has developed a proprietary capability, named CASE. This includes a range of components to ensure value realisation from investments in ServiceNow. It also ensures that cultural alignment is at the core of the client investment in ServiceNow programs.

EY

EY is an APJ Partner of the Year award winner. It focusses on three core streams of ServiceNow capability, which include risk optimisation, employee experience and management of advanced technology. Risk optimisation focusses on operational resilience and intelligent privacy automation. The demand for risk optimisation is high in Australia.

Infosys

Infosys, from a consulting perspective, focusses on process re-engineering, software risk management and performance analytics. It also has specific capabilities focussed on various industries such as logistics, hospitality (restaurant management) and healthcare.



ServiceNow Consulting Services

KPMG

KPMG focusses on ITSM to strengthen its relationship with ServiceNow. Its consulting solutions are based on risk management, along with security-related capabilities, to ensure compliance and recovery through the application of ServiceNow. KPMG also provides design and organisational change capabilities.

Thirdera

Thirdera is the largest independent ServiceNow partner and has approximately 100 employees in Australia. Its key consulting capabilities in the region include ServiceNow assessments and roadmaps, change management, and training.

Kinetic IT

Kinetic IT (Rising Star) is based in Perth, Australia. It offers consulting solutions to a wide range of industry sectors, including resources, public sector and utilities. The company is also one of the oldest partners in Australia; hence, has a long history and deep relationship with ServiceNow.





“Kinetic IT is an upcoming provider of a wide range of IT consulting services, including ServiceNow.”

Phil Hassey

Kinetic IT

Overview

Launched in 1995 and founded in Perth, Australia, Kinetic IT is one of the leading independent IT service providers in the region. It has more than 1,400 employees, with offices across Australia. It covers a range of industries, from mining, utilities and government to the Australian Federal and state governments.

Strengths

Kinetic IT has been a ServiceNow partner for 12 years. It had the first engagement on the Aspen release in 2011 for a major Australian mining company.

It has been an active participant in the ServiceNow community both globally and in Australia. It has presented or been active in the Knowledge conference series since 2012. This has provided exposure to clients of ServiceNow and Kinetic IT on the value extracted from the investment in the platform.

From a consulting perspective, Kinetic IT focusses on solving critical customer problems. This is enabled from a strong foundation of knowledge and experience in the ServiceNow ecosystem. Part of the consulting methodology involves aligning the human (employee, customer or other stakeholder) experience with technology, and ensuring that the human experience is improved and not diminished using the platform.

Caution

The increased pressure for talent in the Australian ServiceNow solutions market is only going to increase. While Kinetic IT is doing everything it can to ensure it can recruit and retain resources, it will have to ensure that this remains a critical leadership priority in order to serve future client requirements.





Appendix

The ISG Provider Lens 2022 – ServiceNow Ecosystem Partners research study analyzes the relevant software vendors/ service providers in the Australian market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

Lead Author:

Phil Hassey

Editors:

Sajina B, Ipshita Sengupta

Research Analysts:

Arjun Das

Data Analyst:

Hema Gunapati

Quality & Consistency Advisors:

Yadu Singh, Bill Huber, Deepraj Emmanuel

Project Manager:

Ridam Bhattacharjee

Information Services Group Inc. is solely responsible for the content of this report. Unless otherwise cited, all content, including illustrations, research, conclusions, assertions and positions contained in this report were developed by, and are the sole property of Information Services Group Inc.

The research and analysis presented in this report includes research from the ISG Provider Lens program, ongoing ISG Research programs, interviews with ISG advisors, briefings with services providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of March 2022, for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

All revenue references are in U.S. dollars (\$US) unless noted.

The study was divided into the following steps:

1. Definition of ServiceNow Ecosystem Partners market
2. Use of questionnaire-based surveys of service providers/ vendor across all trend topics
3. Interactive discussions with service providers/vendors on capabilities & use cases
4. Leverage ISG's internal databases & advisor knowledge & experience (wherever applicable)
5. Use of Star of Excellence CX-Data
6. Detailed analysis & evaluation of services & service documentation based on the facts & figures received from providers & other sources.
7. Use of the following key evaluation criteria:
 - * Strategy & vision
 - * Tech Innovation
 - * Brand awareness and presence in the market
 - * Sales and partner landscape
 - * Breadth and depth of portfolio of services offered
 - * CX and Recommendation



Author & Editor Biographies

Author



Phil Hassey
Lead Analyst

Phil is a key contributor to ISG Asia/Pacific research team across many projects. With over 25 year's experience in research, corporate strategy, strategic marketing across a range of geographies, organisations and industries, he has an enviable reputation for understanding, assessing and communicating insight into the increasingly diverse and complex technology sector as it attempts to tightly integrate to business requirements. He is constantly "tilting the world view" with unique but grounded perspectives for clients. He

has worked for some of the largest, and smallest enterprises in the world to help them understand the role of the intersection of technology and business. At the same time he has also worked with technology and business providers to help ensure they place the customer requirements at the centre of their business. He has undertaken research and strategy projects on every continent, and for every possible application of technology and business.

Research Analyst



Arjun Das
Research Analyst

Arjun Das is a senior research analyst at ISG and is responsible for supporting and co-authoring Provider Lens™ studies on Enterprise Service Management, ServiceNow Ecosystem, Banking Platform and Services and SAP HANA Ecosystem Services. He supports the lead analysts in the research process and authors the global summary report. Arjun also develops content from an enterprise perspective and collaborates with advisors and enterprise clients on ad-hoc research assignments as well. Arjun has helmed his current role since

2020. Prior to this role, he has worked across several syndicated market research firms and has more than 8 years of experience across research and consulting, with major areas of focus in collecting, analysing and presenting quantitative and qualitative data. His area of expertise lies across various technologies like IoT, Artificial Intelligence, VR/AR and blockchain.





IPL Product Owner

Jan Erik Aase
Partner and Global Head – ISG Provider Lens/ISG Research

Mr. Aase brings extensive experience in the implementation and research of service integration and management of both IT and business processes;. With over 35 years of experience, he is highly skilled at analyzing vendor governance trends and methodologies, identifying inefficiencies in current processes, and advising the industry. Jan Erik has experience on all four sides of the sourcing and vendor governance lifecycle - as a client, an industry analyst, a service provider and an advisor. Now as a research director, principal analyst and global

head of ISG Provider Lens™, he is very well positioned to assess and report on the state of the industry and make recommendations for both enterprises and service provider clients.



*ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally. For more information about ISG Provider Lens research, please visit this [webpage](#).

*ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research delivers guidance that helps businesses accelerate growth and create more value.

For more information about ISG Research subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit <https://research.isg-one.com/>.

*ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 800 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis.

Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.





APRIL, 2022

REPORT: SERVICENOW ECOSYSTEM PARTNERS