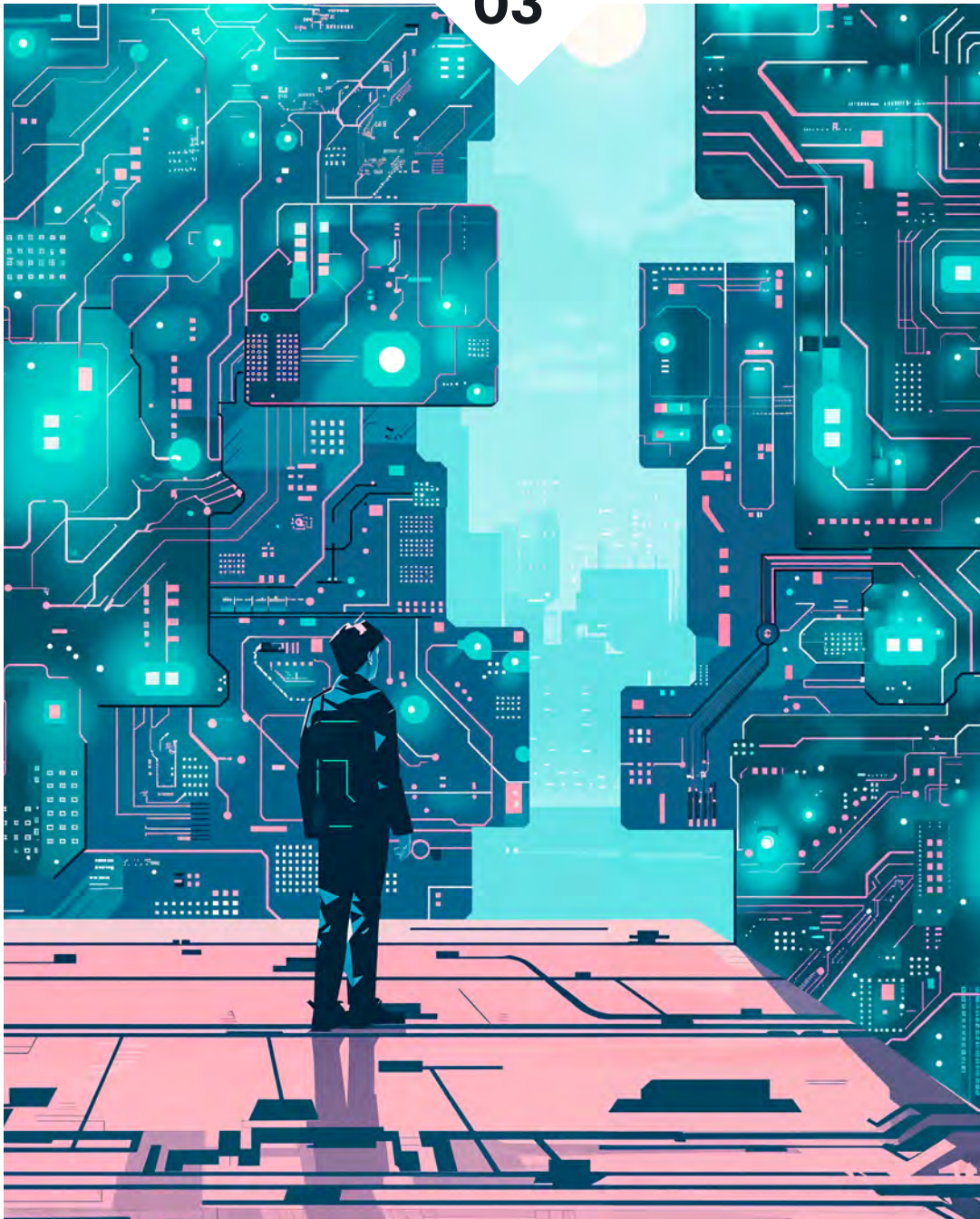


Fortified | Quarterly

BLUEPRINTS FOR BOLD
BUSINESS TRANSFORMATION

03

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 **Ondaro**

Letter from the Editor

Lead Boldly. Transform Intentionally. Win Decisively.

In this issue of *Fortified Quarterly*, we confront a truth that every executive now faces: transformation is no longer optional, it's mandatory to succeed. The pressures of an uncertain economy, the impact of artificial intelligence, and the shifting expectations of our workforce and customers are forcing a new era of decision-making. The question isn't if you'll transform — it's how boldly you'll do it.

Business Transformation is more than a theme, it's a call to action. Within these pages, you'll find insights from across Ondaro, ServiceNow and our shared customer ecosystem on what it takes to drive real, lasting change. Whether you're modernizing legacy systems, launching enterprise-wide AI strategies, or creating human-centered experiences that empower your teams, the imperative is clear: transformation must be intentional, intelligent, and deeply aligned with purpose.

In our cover story, we lay out the path forward, one that starts with courageous leadership and ends with outcomes that scale. The AI revolution is here, and ServiceNow is at the center of it. But technology alone is not the answer. Transformation only succeeds when it's fueled by strategy, driven by people, and embedded into the core of how your business operates.

Our "Ondaro Voices" feature amplifies the perspectives of our own transformation leaders from change management and cultural adoption to the critical role of inclusion and outcomes-focused execution. You'll hear firsthand how organizations are navigating uncertainty, embracing innovation, and preparing for what's next.

We also spotlight pragmatic strategies for modernizing legacy systems. These are the foundational shifts that enable agility, integration, and scalability in a digital-first world. Through empathy, iteration, and the smart use of platforms like ServiceNow, organizations are unlocking real value without unnecessary disruption.

You'll also find thought leadership from our Executive Insights Corner, where Jason Rosenfeld shares why end-to-end transformation, powered by AI and rooted in human expertise, is the only way forward in complex industries like finance and healthcare.

As you read this issue, I invite you to reflect on your own transformational journey. Are you playing defense or designing a bold strategy that positions your organization to lead?

The future belongs to the courageous. Let's reimagine what's possible, together.



Stephanie Otto
Global Director Strategy & Innovation
Ondaro



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COVER STORY

The Transformation Imperative: What It Takes to Win in 2025 and Beyond

Discover how bold leadership and strategic innovation will define success in the new era of business transformation

Written by Stephanie Otto

We have entered a new era of enterprise reinvention. Amid economic uncertainty, geopolitical tension, and the explosive growth of artificial intelligence, business leaders are facing unprecedented headwinds and complexity. Inflation, shifting global dynamics, and a cautious labor market are impacting everything from consumer confidence to supply chains. Meanwhile, AI is reshaping the very fabric of how we live, work, and engage faster than any technology in history.

In times of disruption, organizations have two choices:

PLAY DEFENSE: Focus on cost-cutting and incremental change to ride out the turbulence. This mindset may feel like it's conservative and safe; however may put you at significant risk while other companies play offense.

PLAY OFFENSE: Embrace disruption as a catalyst to radically transform your organization, fuel innovation, and scale productivity through AI and intelligent automation. This isn't just process improvement; it's enterprise reinvention.

The companies that will thrive in 2025 and beyond are those that choose the latter. True enterprise transformation demands a bold mindset of innovation, empowered leaders to champion change, aligned teams to execute with purpose, a unified platform to turn vision into action, and most importantly requires reimagining the way an enterprise operates. That means unifying siloed functions, embedding intelligence into workflows, and delivering exceptional experiences at every touchpoint.

This is where ServiceNow becomes essential.



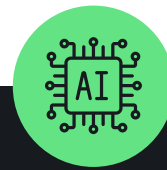
How Does ServiceNow Fit Into Your Business Transformation?

ServiceNow is the AI Platform for end-to-end business transformation due to its ability to infuse enterprise wide intelligent automation into all aspects of your business, its focus on AI which provides unprecedented capabilities to drive productivity and efficiencies, along with its ability to easily integrate enterprise wide data that can be actioned through a single



FROM SYSTEMS OF RECORD TO SYSTEMS OF ACTION

True business transformation transcends digitizing existing processes. It requires shifting from fragmented systems of record to unified systems of action where data, intelligence, and workflows come together to drive outcomes at scale. By harmonizing siloed systems across IT, HR, finance, customer service, and supply chain into a single platform, businesses gain real-time visibility, accelerated decision-making, and the ability to deliver seamless experiences.



INNOVATION AT SCALE

Today, automation is no longer about reducing human effort, it's about unlocking human potential. ServiceNow's intelligent automation capabilities, powered by artificial intelligence and predictive analytics, allows organizations to scale with agility while delivering meaningful value to employees and customers.

***As enterprise leaders, we must think beyond technology.
Successful transformation is a cultural shift. It's about
fostering a mindset of continuous innovation and empowering
every employee to contribute to smarter, faster, and more
resilient operations.***



What Is the True Value of Artificial Intelligence?

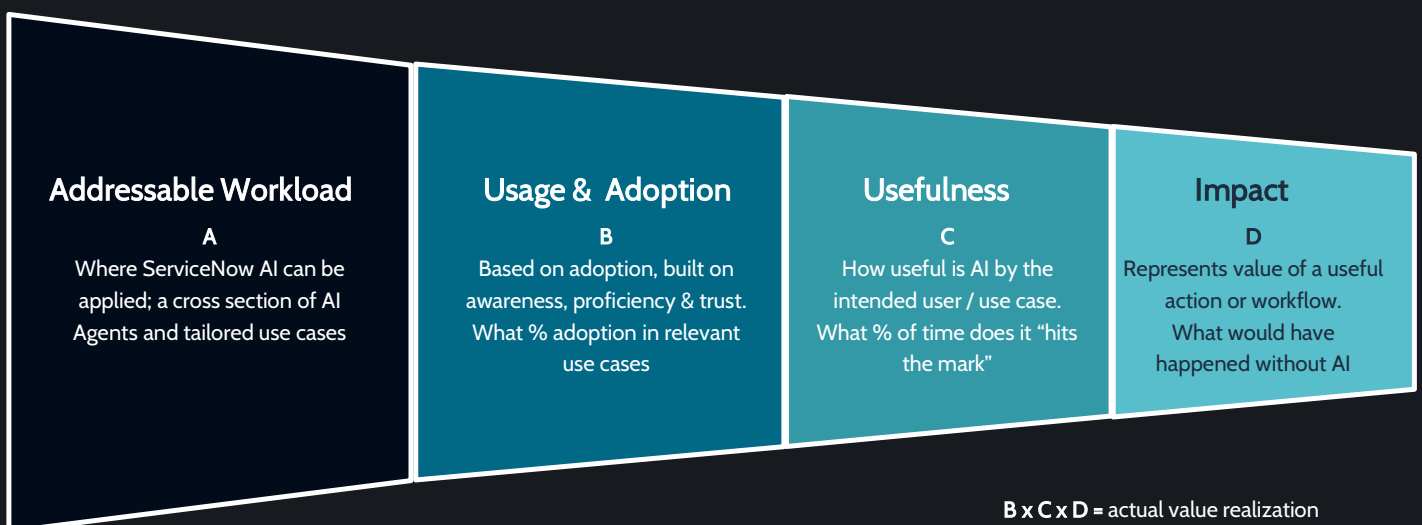
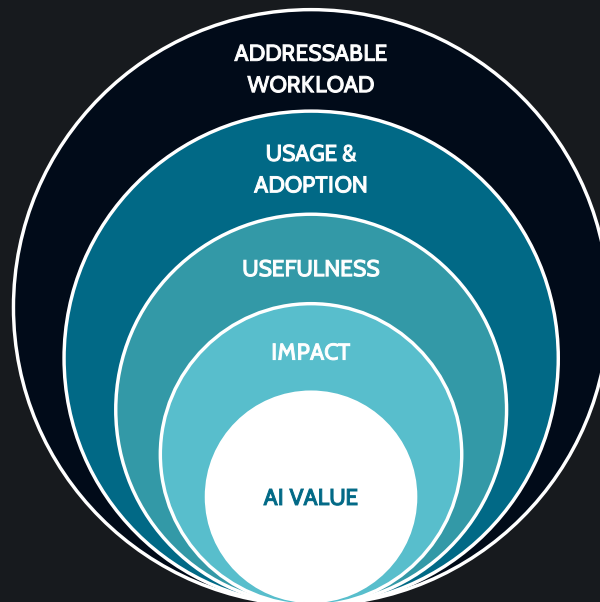
Artificial intelligence is a powerful catalyst to fundamentally reimagine how organizations operate and serve their customers. As the AI revolution moves from promise to reality, it's creating an estimated \$1.3 trillion opportunity by transforming how organizations understand and serve their customers. This shift comes at a crucial moment, as traditional approaches to enterprise-wide operations and innovation struggle to keep pace with rising customer expectations and technological disruption. Leading organizations are moving beyond isolated pilots to capture this value through systematic AI implementation leveraging ServiceNow. Because these capabilities continuously learn and evolve, early advantages compound over time. Those who move decisively now (offensive players) are building advantages (over defensive players) that will become increasingly difficult to overcome.

We are working with dozens of clients on strategy, enterprise wide roadmaps, data preparedness and implementation of AI on ServiceNow to significantly impact their organizations. Whether you are just getting started by leveraging AI Search or Now Assist or creating autonomous agents that are playing a key role in orchestrating maturity across the enterprise, you need to make sound decisions that gain momentum and have a positive impact on the organization.

Decision Making Framework



Once you have a strategy, a plan and are implementing AI capabilities, you must understand and communicate the value to the rest of the organization. Without this, you won't gain long term traction. While there are various models to calculate short and long term value of AI, here is a simplified model ServiceNow created:



MODEL CREATED BY SERVICENOW

$B \times C \times D$ = actual value realization

$A - B$ = uncaptured value potential



Global Media and Entertainment Brand Accelerates Innovation with AI-Powered Creator

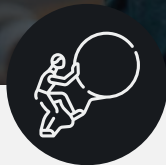
20%
Improved Speed
to Develop

50%
Decrease in
Bugs

20pts
Increase in Developer
Satisfaction

20%
Increased Number of
Apps Launched

15%
Increased
Innovation



BUSINESS CHALLENGE

- Slow development cycles
- Poor code quality & consistency
- Limited resources & time
- Needed to scale support channels to deliver better employee experience
- Strong dependency on IT for operational tasks that could be automated
- Low accuracy in current chatbot & portal responses impacting the efficiency & speed of internal support



SOLUTION DELIVERED

- Implemented Now Assist for Creator
- Supported code generation, Intelligent Search
- Seamless integrations
- Created custom language models
- Implemented NLU and Virtual Agent (VA)
- AI Search configuration

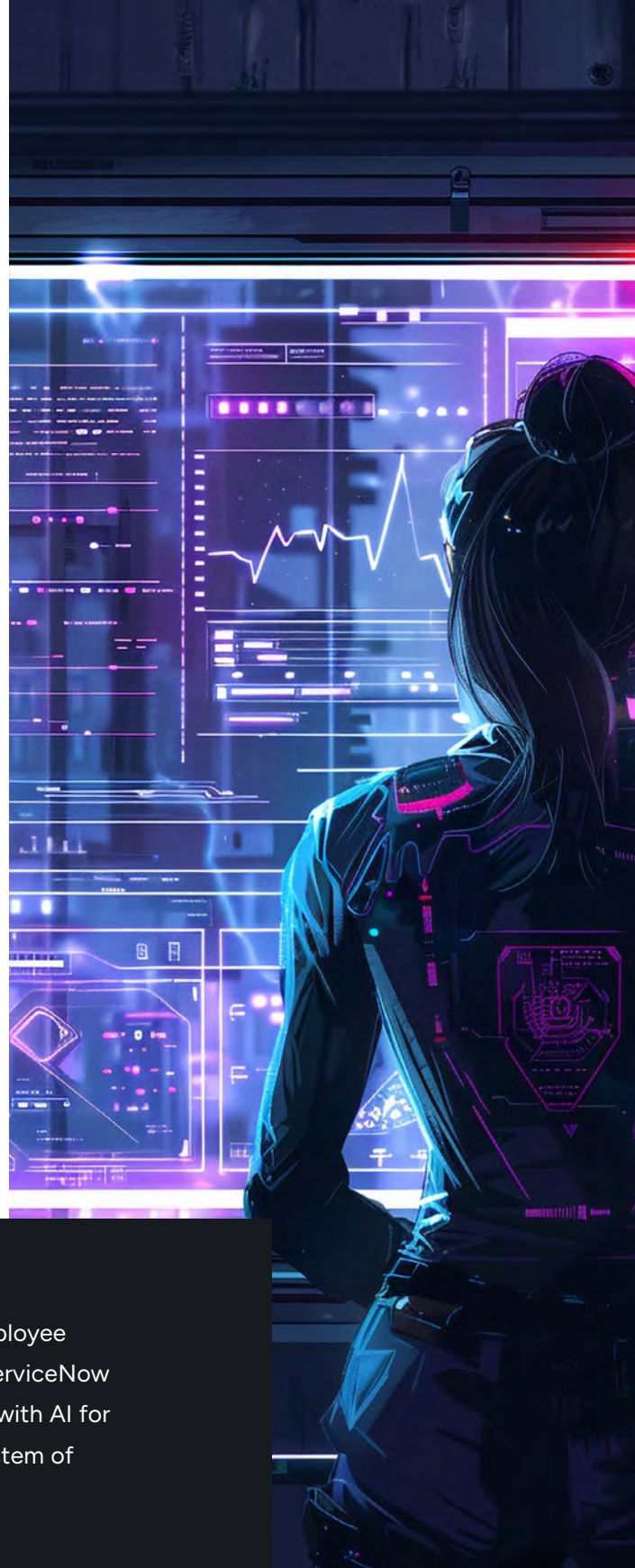
***Lead with Boldness.
Scale with Intelligence.
Transform with
Purpose.***

Reimagine the Possible

The future belongs to organizations that are bold enough to challenge the status quo, intelligent enough to act on real-time insights, and agile enough to continuously mature and evolve. ServiceNow is more than a platform, it's the foundation for enterprise-wide transformation. It connects people, systems, and data in ways that unleash innovation and drive measurable results.

Whether you're streamlining operations, enhancing employee experiences, or transforming customer engagement, ServiceNow enables you to drive innovation with confidence, scale with AI for exponential value and consolidate data into a single system of

***Let's reimagine the
possible — together.***



Ondaro Voices: Leading the Charge in Business Transformation

Discover how bold leadership and strategic innovation will define success in the new era of business transformation

As organizations continue their digital transformation journeys, successful adoption of new technologies and cultural shifts become paramount. At Ondaro NX, our team is deeply invested in driving these changes, with experts who bring a unique blend of experience and forward-thinking strategies to the table. In this edition of *Fortified Quarterly*, we hear from Ondaro NX leaders who are at the forefront of business transformation and explore the essential factors that will define success in the coming years.

1



Navigating Technology Adoption

JEFF BUTLER, GENERAL MANAGER, ONDARO CANADA

"Implementing the technology is typically the easy part. The real challenge lies in aligning the technology with the business's needs and ensuring that everyone understands the value it brings. Effective communication, clear leadership, and proper training are essential to ensuring technology adoption is not only smooth but also deeply ingrained into the organization's culture. We must focus on how the technology will drive business outcomes, and how each team member can

2

Leadership in a Changing Landscape

CHRISTINE MORRIS, DIRECTOR OF TECHNICAL SERVICE INNOVATION, ONDARO



"Leadership is critical in fostering a culture that embraces change. It's not just about installing new tools or systems; it's about setting a tone where employees feel supported and are encouraged to innovate. Leaders must actively guide their teams through the transformation process, providing the necessary resources and training to succeed. Transformation is a journey, and without strong leadership, even the best technology can fail to deliver its full potential."

3

The Importance of Change Management

CHELSEA CEDENO, ASSOCIATE DIRECTOR,
BUSINESS SOLUTIONS CONSULTANT, ONDARO

"Change management is the foundation of any successful transformation. You can spend countless hours implementing technology and processes, but if you don't have a strategy in place for engaging employees and managing their transition, all that effort is at risk. It's crucial to bring people along on the journey, ensuring that they understand not just the 'how' but also the 'why' behind the change. This involvement creates a culture where transformation is seen as an opportunity, not a disruption."



4

Preparing for the Next Frontier

MICHELLE HEADRICK, MISSION CRITICAL SOLUTIONS EXECUTIVE, ONDARO NX



"The next frontier in business transformation will focus heavily on Generative AI and its potential to disrupt industries. Organizations must begin laying the groundwork now by investing in AI capabilities, ensuring that their teams are not only technically equipped but also mentally prepared for the changes that AI will bring. The fusion of AI with automation will redefine workflows and decision-making, creating a smarter, faster, and more agile business model."

5

The Power of Intelligent Automation

ELIU MONTOYA, PRESALE & DELIVERY DIRECTOR, ONDARO MEXICO

"Intelligent automation will be the next big leap in business transformation. It offers the opportunity to not only automate routine tasks but also to enable smarter decision-making. By leveraging AI and automation, organizations can significantly enhance operational efficiency and responsiveness. To prepare for this, businesses must focus on building a strong foundation of AI/ML capabilities and upskilling their teams to leverage these technologies in ways that drive measurable results."



6

Managing Change and Expectations

CHRISTIAN MENESCAL, PRE-SALES SENIOR DIRECTOR, ONDARO BRAZIL



"Effective change management goes hand-in-hand with technology adoption. The ultimate purpose of technology is to make life easier and more efficient, but its true value comes when it helps employees do their jobs better. Managing expectations and ensuring that employees understand the 'why' behind new technologies is crucial for ensuring success. Organizations that take the time to educate their teams and align technology with business needs are the ones that will truly succeed

7

Outcomes-Driven Transformation

MADAN RAJA, DELIVERY DIRECTOR, ONDARO CANADA

"Business transformation should always be outcomes-driven. It's essential to communicate the goals of the transformation early on and ensure that all stakeholders understand the expected results. Success comes from measuring the impact of new technologies on the business as a whole and ensuring that those outcomes align with the broader business strategy. It's not just about implementing a tool; it's about driving tangible business improvements."



8

Focus on Users and Inclusion

BARB OSTMOE, PROGRAM MANAGER, ONDARO



"Focusing on the users and ensuring inclusion of key stakeholders from the start is critical. Any transformation will ultimately fail if it doesn't prioritize the people who will be interacting with the technology daily. It's not enough to simply implement technology; you need to ensure that your teams have the resources, support, and training they need to succeed. This approach ensures that the transformation is seamless and that it truly adds value to the organization."

9

Leadership and Vision for the Future

KEVIN O'BRIEN, PRINCIPAL BUSINESS CONSULTANT, SPM PRACTICE DIRECTOR, ONDARO

"The single most important factor in ensuring the success of technology adoption is having a clear, accountable vision at all levels of leadership. Leadership must foster a culture of accountability, ensuring that every team understands their role in the transformation and is empowered to make decisions that drive success. As technology evolves, so too must the leadership approach, ensuring that it remains aligned with the company's strategic goals."



10

Preparing for the Next Generation of Transformation

CRAIG AMUNDSON, VICE PRESIDENT - FEDERAL, ONDARO



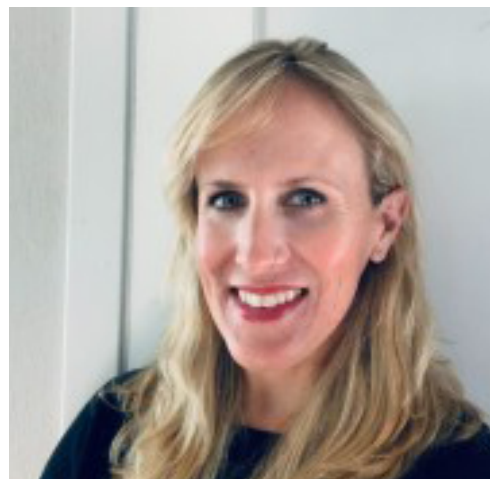
"The next frontier for business transformation will undoubtedly involve the broader integration of AI and automation into every business function. Organizations need to start thinking about how these technologies will impact their entire operation, from customer service to back-office functions. Preparing for this means investing in AI and automation today, while also ensuring your teams are ready to embrace these changes and use them to drive innovation."

11

Leadership and the Future of AI Integration

MEGAN HARTER, SR. DIRECTOR, TRANSFORMATION, ONDARO

"Effective leadership goes beyond just setting goals — it involves understanding the organization's strengths and weaknesses, and using that knowledge to craft a strategy that addresses both. Leaders who are engaged, hands-on when necessary, and collaborative with their teams, foster an environment of trust and empowerment. When employees are trusted to excel in their roles, a culture of innovation flourishes, and the status quo is continuously challenged."



TRANSFORMING LEGACY SYSTEMS

Strategies for Successful Integration of Emerging Technologies

Written by Michelle Headrick,
Mission Critical Solutions Executive, Ondaro

In today's fast-paced digital world, businesses are increasingly turning to innovative technologies like AI and automation to gain a competitive edge. However, many face a significant challenge: legacy systems. These older applications, often patched together over time, serve as the backbone for many organizations but can be cumbersome and ill-suited for modern demands. The good news? Legacy systems can be modernized to integrate seamlessly with the latest technologies, enhancing efficiency, security, and scalability.

THE CHALLENGES OF LEGACY SYSTEMS

Legacy systems often present several challenges that organizations must overcome:

COMPLEXITY

Built over years with incremental updates, legacy systems can be difficult to understand and maintain.

SILOED INFORMATION

Many older systems struggle to share data efficiently across departments, hindering collaboration and decision-making.

RESISTANCE TO CHANGE

Employees are accustomed to legacy systems, and transitioning to new technologies can feel daunting.

RISK AVERSION

Many organizations hesitate to update systems for fear of disrupting critical operations.

A strategic, human-centric approach

Modernizing legacy systems doesn't have to be an all-or-nothing approach. Instead, businesses should implement iterative change, making gradual improvements that allow for feedback, flexibility, and continuous

**STEP-BY-STEP
INTEGRATION**

Rather than attempting a complete overhaul, prioritize systems that offer the most benefit with the least risk. This approach allows businesses to experience early wins and adjust as needed.

**EMPATHIC
REQUIREMENTS GATHERING**

Engage with the teams using these systems every day. Understanding their challenges is essential for a successful transition. Addressing pain points and reducing cognitive load are key to ensuring users feel supported.



Leveraging modern technologies

The integration of emerging technologies can transform how legacy systems operate:



Artificial Intelligence (AI)

AI tools can extract and reformat data from legacy systems, enhancing data accessibility and usability.



Automation

Routine tasks, such as data entry and processing, can be automated, reducing human error and increasing efficiency.



APIs and

These technologies enable the seamless integration of legacy systems with modern platforms, facilitating communication and data exchange without disrupting

Platform selection and integration

Choosing the right platform is crucial for modernization efforts. Cloud-based solutions and platforms like ServiceNow provide scalability, flexibility, and continuous updates, preventing “version lock” that often plagues legacy systems. These modern platforms can also reduce long-term maintenance costs while offering greater return on investment (ROI).

Supporting the transition

A critical aspect of legacy system modernization is ensuring that users are onboarded and supported throughout the process. Proactive communication and training are essential for successful adoption. Empower employees with the tools they need to succeed and celebrate incremental successes to maintain momentum.

“

Empower employees with the tools they need to succeed and celebrate incremental successes to maintain momentum.



Embracing change: The key to future-proofing your business

Successfully integrating emerging technologies with legacy systems isn't just about updating software, it's about driving a cultural shift within the organization. By following a strategic, human-centric approach, businesses can modernize their infrastructure, leverage new technologies, and position themselves for long-term success. The key is to take it one step at a time, ensuring that each update delivers tangible value and prepares the business for the future.



ACCELERATING BUSINESS
TRANSFORMATION THROUGH

Application Rationalization with ServiceNow

Written by Stephanie Otto

Artificial Intelligence is fundamentally changing
the way we work, live, and play.

THE CONVERSATION HAS QUICKLY SHIFTED
FROM "SHOULD WE TRANSFORM?" TO
***"How fast can we accelerate
business transformation across
the enterprise?"***

This reality is compelling organizations to
reevaluate everything from business models,
operations, technology, and their ability to
compete, thrive, and even survive.

As AI and automation rapidly redefine industries,
companies are under increasing pressure to
achieve immediate and measurable efficiency
gains. Roles are shifting, business models are
being challenged, and cost structures are under
scrutiny. In this environment, enterprise leaders
are zeroing in on one of the most promising and
actionable areas for value creation: application
rationalization.



The Case for Application Rationalization in the Age of AI

ORGANIZATIONS TODAY ARE GRAPPLING
WITH THREE MAJOR IMPERATIVES:

1

Consolidate the tech stack to streamline operations and reduce cost by driving work through a single system of engagement.

2

Eliminate technical debt by building intelligent, scalable workflows in ServiceNow instead of relying on expensive, heavily customized ERP systems.

3

Maximize the value of the ServiceNow platform as an AI-powered engine for digital transformation, not just IT service delivery.

Application sprawl — where duplicate, outdated, or underutilized systems proliferate — presents a clear, near-term opportunity to drive significant cost savings and unlock the full potential of ServiceNow.

Why Now?

Modern organizations often find themselves drowning in a sea of redundant and siloed applications accumulated over years; often the result of mergers, acquisitions, legacy systems, and shifting business strategies.

ServiceNow's Workflow Data Fabric and AI agents bring clarity to this complexity. These tools help IT leaders identify redundant applications, automate processes, and unify enterprise-wide data. Leveraging zero-copy data capabilities, the right people can access the right data at the right time, enabling confident, real-time decision-making.

“

Companies with over \$1B in revenue can conservatively save \$2M annually and reduce IT costs by up to 15% through effective application rationalization.

Source: LeanIX, Align Global Manufacturing Through Application Rationalization and Reduce IT Spend, Improve IT Efficiency: A Guide to Application Rationalization.



What is Application Rationalization?

Application Rationalization is a strategic initiative to streamline and optimize an organization's application portfolio. It involves systematically evaluating applications based on business value, technical fit, cost, and usage, with the goal of retaining, replacing, retiring, or consolidating systems to achieve better business outcomes.

The Benefits of Application Rationalization



LOWER TOTAL COST OF OWNERSHIP (TCO)



REDUCE ORGANIZATIONAL COMPLEXITY



ENHANCE OPERATIONAL EFFICIENCY



IMPROVE DECISION-MAKING THROUGH CLEAN, UNIFIED DATA



ACCELERATE TIME TO VALUE ON THE SERVICENOW PLATFORM

Our Strategic Approach to Application Rationalization

Application Rationalization should not be viewed as a one-time cleanup. It's a cyclical discipline that must be embedded in Strategic Portfolio Management practices. With AI-driven tools in ServiceNow, along with Enterprise Architecture and ServiceNow expertise, organizations can continuously evaluate their technology landscape as new apps are introduced and legacy systems evolve or retire.

Key Phases of Application Rationalization:

1. ENTERPRISE APPLICATION DISCOVERY & INVENTORY
2. ASSESS BUSINESS VALUE & TECHNICAL DEBT
3. ASSESS TOTAL COST OF OWNERSHIP
4. SCORE APPLICATIONS
5. DETERMINE APPLICATION PLACEMENT
6. AUTOMATE MANUAL OR LEGACY PROCESSES IN SERVICENOW LEVERAGING INTELLIGENT WORKFLOWS, AI AGENTS AND ORCHESTRATION
7. ESTABLISH GOVERNANCE AND A LONG-TERM OPERATING MODEL



Elements for Success

Success hinges not just on tools and data but leadership, culture, and strategy.

Key enablers include:

CIO Commitment

Executive sponsorship and visibility are essential.

Strong Business Case

Articulate clear, measurable business value.

Mature Governance

Ensure alignment across business units and guide decision-making.

Organizational Change Management (OCM)

Help teams embrace a streamlined, modern way of working.

Holistic Thinking

Focus not just on reducing the number of apps, but improving how work flows across people, process, and platforms.

“

Often, 20% of applications account for 80% of costs. Rationalizing high-cost, low-value apps can deliver outsized returns

Turn Application Rationalization Into a Competitive Advantage

As the pace of change accelerates, application rationalization isn't just an IT exercise, it's a strategic lever for transformation. With the power of ServiceNow, organizations can shift from reactive cleanup to proactive optimization, unlocking new value through intelligent automation, clean data, and a simplified digital core.

In a world defined by speed, complexity, and innovation, rationalizing your application portfolio isn't just a smart move, it's a necessary one.





BRIAN NUERBERG,
DIRECTOR OF INFRASTRUCTURE - SERVICENOW
SUTTER HEALTH

CUSTOMER SPOTLIGHT

Sutter Health's Digital Leap with Now Assist

At Sutter Health, business transformation isn't just about modernization — it's about empowering people. As a leading not-for-profit healthcare system, Sutter is investing in scalable tools like ServiceNow's Now Assist to accelerate innovation, upskill teams, and deliver better experiences across the enterprise.

“

“ServiceNow Now Assist for Creator has significantly empowered both our developers and citizen developers providing yet another tool to upskill them as they create content in ServiceNow. It's very easy to configure and setup, and easier to use. It's been most valuable in helping us accelerate catalog, flow, and script generation. What used to take hours can now be completed in a matter of minutes by using Now Assist.” - Brian Nuerberg

About Sutter Health

Sutter Health is a not-for-profit integrated health delivery system headquartered in Sacramento, California. It operates 24 acute care hospitals and over 200 clinics in Northern California. Sutter Hospital Association was founded in 1921 as a response to the 1918 flu pandemic.





JASON ROSENFELD
CEO OF ONDARO

EXECUTIVE INSIGHTS

End-to-End Business Transformation

At Ondaro NX, I firmly believe that business transformation cannot be confined to isolated departments or functions. True transformation must be holistic, encompassing every part of an organization, and that requires an end-to-end perspective. What makes Ondaro NX uniquely positioned to lead this kind of transformation is our people. As I often say, “We are a people business.” Our team consists of experienced leaders who have successfully driven enterprise-wide transformation programs, and that expertise is what sets us apart.

The speed at which businesses need to innovate today demands the combination of deep expertise with advanced technology. But it’s not just about implementing technology — it’s about ensuring that the right data and strong leadership are in place to truly make a difference. As I’ve seen, when AI is backed by quality data and thought leadership, it has the power to drive meaningful change. Without these elements, AI won’t reach its full potential.

For highly regulated industries like finance and healthcare, it’s especially critical to understand the nuances of those sectors. These industries can significantly benefit from the AI capabilities embedded in platforms like ServiceNow, enabling them to modernize operations while ensuring compliance and improving efficiency. I’ve witnessed first-hand how AI is transforming these sectors, and I’m excited about the possibilities.

Looking ahead, I see a future where Ondaro NX continues to disrupt industries by leveraging thought leadership and AI-powered solutions to drive innovation. In the coming years, I believe we’ll see a shift toward more integrated, cross-functional business transformation. Companies will begin to focus less on siloed departments and more on connected, streamlined workflows that drive business value across the entire enterprise.

For any leader navigating these changes, I encourage boldness. Embrace AI not as just a tool, but as a true enabler of transformation. The companies that will lead are those that think beyond the status quo, challenge their industries, and disrupt the norms with innovative technology and business processes. That’s the future we’re working toward at Ondaro NX, and I couldn’t be more excited about what’s ahead.





SERVICENOW PERSPECTIVE

Partnering Purposefully: Our Journey with Ondaro to Drive Customer Transformation

SASI YAJAMANYAM,
DIRECTOR, SERVICENOW IMPACT

ServiceNow Impact, our customer success offering, helps customers get value from the platform by accelerating AI adoption and minimizing technical risk. ServiceNow partners are essential to scale the power of Impact and help our customers turn insights into action. That's why our evolving collaboration with Ondaro is so exciting. Together, we're building a model that speeds up AI adoption, minimizes wasted spend, and delivers measurable business results faster.

A True "Better Together" Dynamic

ServiceNow Impact is built to surface the most relevant guidance and recommendations for each customer, using product telemetry, platform health checks, AI readiness assessments, and adoption accelerators. Most customers we work with need help to activate these recommendations.

That's where Ondaro brings essential execution strength. Their Ondaro Reserve delivery model aligns perfectly with our Impact insights, can act on recommendations right away, and scale resources to match breadth of recommendations. It means clients get ongoing, hands-on help right out of the gate: addressing technical debt, unlocking new modules, and fortifying platform stability. By integrating our capabilities, we ensure strategy and advice put into action.

AI Adoption: Grounded, Not Theoretical

ServiceNow customers often ask: "Where do we start with AI?" With Impact, we give them clarity through readiness assessments and jump-start automation accelerators. But turning that into results requires real-world deployment support, exactly the space where Ondaro excels.



Their “AI Visible Value” and “AI Spark” packages help translate our recommendations into live, measurable outcomes. Together, we’re not just enabling AI; we’re delivering it in ways customers can immediately see, feel, and measure.

Evolving Together

We’re establishing a shared operating model with Ondaro that eliminates redundant services and maximizes ROI. By aligning our teams, roles, and delivery cadence, we reduce “service waste” and ensure every dollar is purpose-built for value. Customers benefit from clear accountability, predictable outcomes, and transformational momentum. We are now officially rolling out this model and demonstrating exactly how the Ondaro and Impact accelerate transformation and amplify value.

What This Means for Customers

By partnering with Ondaro, ServiceNow Impact will deliver on its original promise – accelerate adoption and value.

Customers get:

- A roadmap aligned to ServiceNow best practices and tailored to their unique industry.
- AI deployments that deliver visible business outcomes.
- Expert advice and recommendations turned into reality.
- A repeatable, cost-efficient operating model with shared accountability.

Final Thoughts

Our work with Ondaro is a testament to what true partnership looks like. We’re not just combining forces—we’re co-architecting transformation paths that are smarter, faster, and more valuable. From actionable AI to industry-specific roadmaps, our collaboration is raising the bar for what customers can expect from digital transformation. I’m personally excited to step into our next chapter—together with Ondaro—and continue delivering impact to our shared customers.



“Enterprises are under constant pressure to optimize seamless delivery of service management across key stakeholders and functions of their businesses, i.e., customers, employees, supply chain partners and IT. ServiceNow is redefining business transformation by delivering a single, AI-powered platform that unites workflows across every department — from IT and HR to finance, supply chain and customer service — eliminating silos and enabling rapid enterprise-wide automation. By orchestrating advanced generative AI and intelligent agents in the flow of work, ServiceNow empowers organizations to anticipate needs, automate complex processes, and deliver seamless experiences for employees and customers alike. The result is faster innovation, reduced operational costs, increased margins and the agility to quickly adapt in a rapidly changing digital world.”

**Mark Santos, Global AI
GTM Leader - Partners,
ServiceNow**



ABOUT ONDARO

Ondaro is the leading Elite, pure-play ServiceNow partner in the Americas. We have helped thousands of clients achieve their transformation goals leveraging ServiceNow, the AI platform for business transformation.

Through strategy, implementation, transformation and operational services, we help our clients transform the complex landscape of business operations into streamlined, secure, automated processes.

Whether you need help getting started fast with ServiceNow product capabilities or going big with transformational impact, Ondaro can help you navigate what's next for you.

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