

Qndaro

# Building the NBA's Home Court Advantage:

Top 5 Winner in ServiceNow's 2026  
Best Employee Experience

April 29, 2026

## AUDIENCE POLL

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# Are you going to Knowledge?

# Introductions



**Nick Ricciardi**

Vice President, Head of IT  
Customer Experience

NBA

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**Christine Morris**

Sr. Director, Consulting Services

Ondaro

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**Ryan Curtis**

UX/UI Design Manager

Ondaro

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# Join the Conversation: Using Teams

## Turn on Video

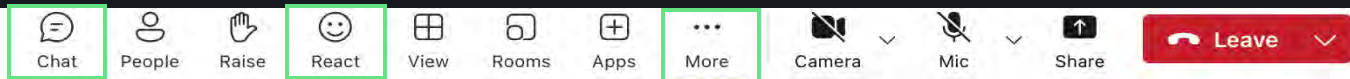
Let's get interactive and enjoy ourselves!

**Unmute** – Click the microphone icon to unmute and participate

**Chat** – Message everyone or just one person

**Get Help** – Use Chat

**Show Captions** - Click More, Language & speech, Show live captions



# Agenda >

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1. Intro to Ondaro
2. Intro to the NBA (video)
3. Home Court Before and After

Search: Virtual Agent

4. Launch Week
5. Communications Campaign
6. Lessons Learned
7. Questions
8. Closing

# Ondaro is the only pure play ServiceNow partner with fully certified resources across the platform



ITSM



ITOM



ITAM



HRSD



CRM



SPM



SECOPS



IRM



APP ENGINE

## ENVISION

Business Transformation

Organizational Change Management

AI-Readiness

Platform Strategy & Governance

## IMPLEMENT & DEVELOP

Platform Architecture & Engineering

Product Implementation

UX & UI Design

App Development

Data Management & Integrations

## MANAGE & OPTIMIZE

Platform Operations

Enhancement Services

Product Management

## AUDIENCE POLL

Is your organization using a unified portal to deliver services?

- A Yes, we are and we're thriving with it!
- B One department is but there are plans to widen the platform.
- C No, but we're looking into it.
- D I wish we were. We are still using the legacy Service Portal.



# Top 5 Winner in ServiceNow's 2026 Best Employee Experience

[Watch the video !\[\]\(34b4f260a8587d2e97eeaee361cc357b\_img.jpg\) : NBA ITSizzle\\_FINAL.mp4](#)

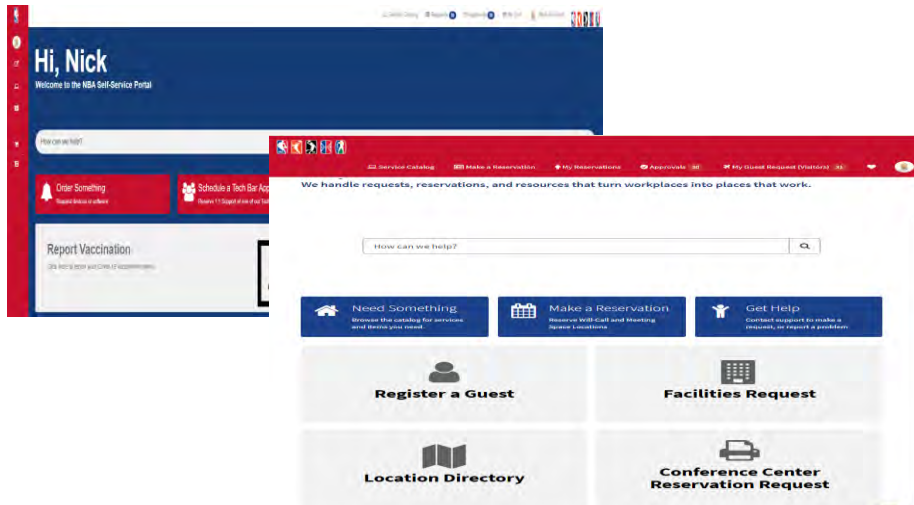
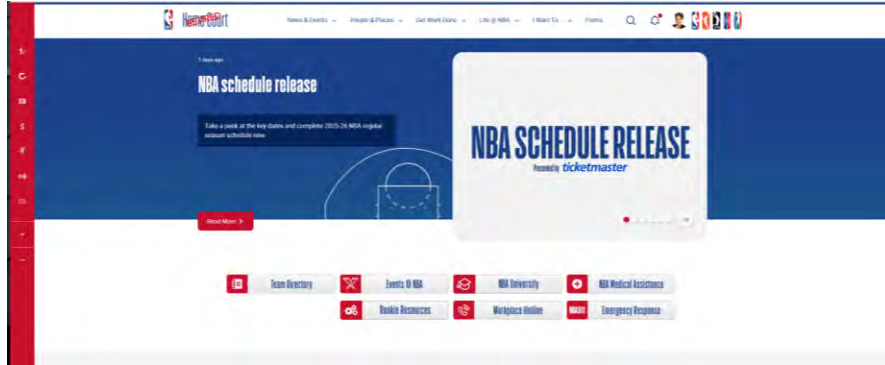




# Home Court on ServiceNow



# Before



# Now



# The New and Improved Home Court

## Unifying efficiency, innovation and growth

- Modernized employee engagement **visually** and **functionally**
  - Intuitive + feedback-focused
  - Empower productivity via self-service
  - Scalable, sustainable, and inclusive of Regional Offices
- Organized for **discoverability** + **search**
- Optimized **desktop** + **mobile**
- Unlocked **gen AI** virtual assistant
- Maintained **fast loading** + **visual quality**



**HOME COURT** My Tasks My Requests My Favorites

Company News & Goals HR Central Culture & Events Technology Regional Offices Departments I Want To...

**BAL SAHARA CONFERENCE TIPS OFF**  
Season 9 continues in Rabat, Morocco. Tune in today at 11 a.m. ET on the NBA App, NBA.com and BAL.NBA.com.

**GOOD AFTERNOON, NICK. HOW CAN WE HELP YOU TODAY?**

Personalized

**MY DASHBOARD** Upcoming holiday **MAY 25** View Local Calendar

**Data Source Workday** PTO Taken **2 DAYS** Request PTO

**Data Source Concur** Available Expenses **4 CHANGES** View My Expenses

**HOME COURT** My Tasks My Requests My Favorites

Company News & Goals HR Central Culture & Events Technology Regional Offices Departments I Want To...

**QUICK LINKS**

**EMPLOYEE HIGHLIGHTS**  
Behind the Scenes: Building the NBA Schedule

**NBA UNIVERSITY**

**NBA UNIVERSITY**

**Upcoming Development Opportunities**

April	May
<p><b>4/15 - Manager Assessment Part 2 (10:00am-10:00am ET) virtual</b> Audience: People Managers Assess your management skills and gain valuable insights into your own strengths and weaknesses.</p> <p><b>4/22 - 360 Feedback Assessment (10:00am-10:00am ET) virtual</b> Audience: People Managers Get a 360-degree view of your performance from your team and peers.</p> <p><b>4/27 - 360 Feedback Assessment (10:00am-10:00am ET) virtual</b> Audience: People Managers Get a 360-degree view of your performance from your team and peers.</p> <p><b>4/29 - 360 Feedback Assessment (10:00am-10:00am ET) virtual</b> Audience: People Managers Get a 360-degree view of your performance from your team and peers.</p>	<p><b>5/1 - Manager Assessment Part 1 (10:00am-10:00am ET) virtual</b> Audience: People Managers Assess your management skills and gain valuable insights into your own strengths and weaknesses.</p> <p><b>5/8 - 360 Feedback Assessment (10:00am-10:00am ET) virtual</b> Audience: People Managers Get a 360-degree view of your performance from your team and peers.</p> <p><b>5/15 - 360 Feedback Assessment (10:00am-10:00am ET) virtual</b> Audience: People Managers Get a 360-degree view of your performance from your team and peers.</p> <p><b>5/22 - 360 Feedback Assessment (10:00am-10:00am ET) virtual</b> Audience: People Managers Get a 360-degree view of your performance from your team and peers.</p> <p><b>5/29 - 360 Feedback Assessment (10:00am-10:00am ET) virtual</b> Audience: People Managers Get a 360-degree view of your performance from your team and peers.</p>

If you're unable to self-enroll, email [NBAU@nba.com](mailto:NBAU@nba.com) and we'll assist you. All new registrants and new users will be auto-enrolled to their respective sessions.

**Rotating Resources to Tip-Off Your Learning**  
Click each to explore further

**Coaching** **Feedback**

**People Management** **Communication** **Productivity**

Looking for more? [Click here for a full list of available offerings](#)

**LOVE** **CONCERNED**

**HR CENTRAL**

**NEW HR SYSTEM WORKDAY INFORMATION HUB**  
Explore information about the Workday implementation, all in one place.

**HR CENTRAL TOPICS**

**BROWSE RESOURCES**

Filter by: **Article** **Popular** **Self-serve resources**

**QUICK LINKS**

**LATEST NEWS**

**TECH PARTNERS**

**EMPLOYEE HIGHLIGHTS**

# Search: Virtual Agent (VA)

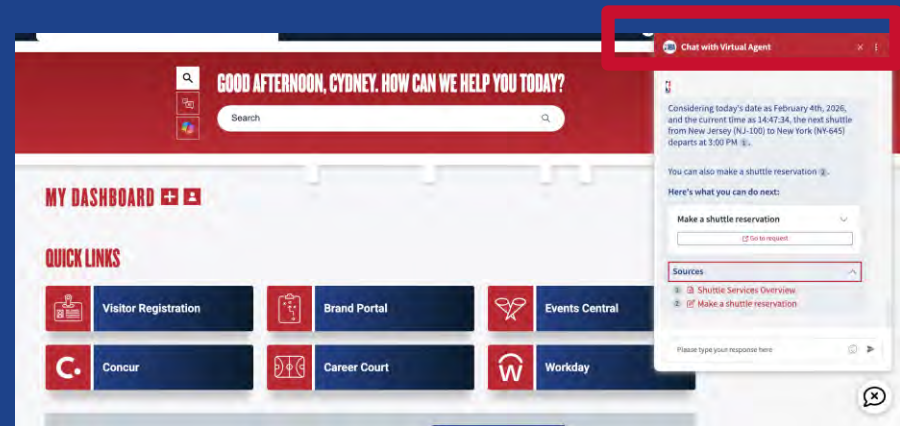
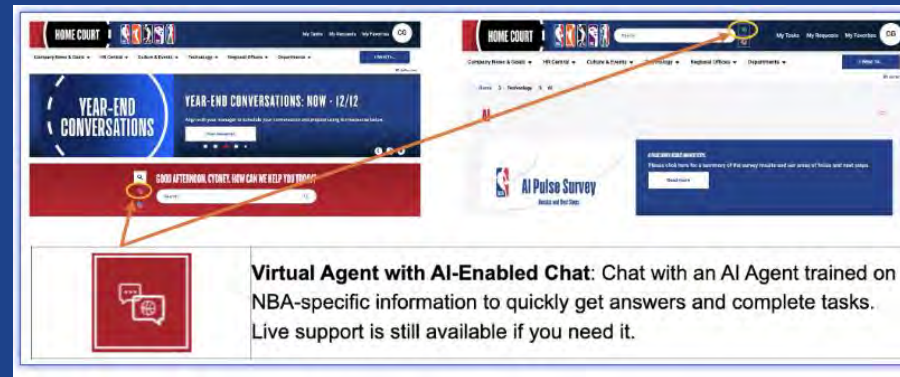
## Virtual Agent example:

### Question:

When is the next shuttle to NY?

### Answer given by VA:

Access shuttle reservation system directly from VA



# Home Court Metrics: Launch Week (8/18/25-8/26/25)



## AUDIENCE POLL

Have you thought  
about using  
ServiceNow EC Pro?

- A We're already on it!

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- B Yes, we're looking into it now.

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- C No, but we are open to it and other platforms.


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- D We're not close to using any platform at this moment.

# Communications Campaign

Home > Culture & Events

## CULTURE & EVENTS



**24-SECOND SHOT CLOCK Q&A WITH NICK RICCIARDI**

Hear from Nick Ricciardi, Head of IT Customer Experience, on how the new Home Court experience

[Learn more](#)

nba.service-now.com

## THE NEW HOME COURT IS LIVE!

Dear Colleagues,

I am pleased to share that our [new Home Court intranet experience](#) is now live — the result of a major cross-functional collaboration across IT, HR, Communications, Creative Services and Facilities, among other departments.

Shaped by employee feedback, the new Home Court, now on the ServiceNow platform, is a centralized, modern and efficient hub for accessing league-wide information, services and resources. Thank you to everyone who helped bring this vision to life.

**Key highlights of the new Home Court include:**

- **Streamlined Access:** Navigate quickly to the tools and resources you need, with simplified pathways and intuitive design.
- **Enhanced Searchability:** Easily find what you're looking for with improved structure and search.
- **Globally Inclusive:** Geo-targeted content ensures a more relevant experience for our global community.
- **Personalization:** Focused widgets and tailored information make each visit more efficient and aligned to your role and location.

Home Court also lays the foundation for future capabilities, including generative AI virtual assistant and integration with Workday and Microsoft Copilot tools. There will be more to come on that soon.

I encourage you to explore the new intranet site and check out the [Home Court Scavenger Hunt](#) to help you get oriented. This is just the beginning, and we'll continue refining the experience with your input.

Please send any feedback to Home Court Advantage at [homecourt@nba.com](mailto:homecourt@nba.com).

Best,

Krishna Bhagavathula  
Chief Technology Officer

## HOME COURT



Author view

# SLT Video Series

## Krishna Bhagavathula

Chief Technology Officer



# SLT VIDEO SERIES

In the latest episode of our SLT video series, Chief Technology Officer Krishna...

[Watch now](#)

# Communications Campaign

**A NEW HOME COURT IS COMING SOON!**

Power your game with a new, modern way of working that connects colleagues, tools, regional offices and key information – all in one place.

**WHAT'S NEW?**

- Streamlined Access
- Enhanced Searchability
- Globally Inclusive
- Personalization

The graphic design features a dark blue and red color scheme. At the top, a black circle with a white dashed border contains the text 'A NEW HOME COURT IS COMING SOON!'. Below this, a dark blue banner contains the text 'Power your game with a new, modern way of working that connects colleagues, tools, regional offices and key information – all in one place.' The main section is white with the heading 'WHAT'S NEW?' in red. It lists four features: 'Streamlined Access' (with a location pin icon), 'Enhanced Searchability' (with a magnifying glass icon), 'Globally Inclusive' (with a globe icon), and 'Personalization' (with a person icon). At the bottom, there is a red banner with the logos for the NBA, WNBA, MLB, NHL, and NFL.



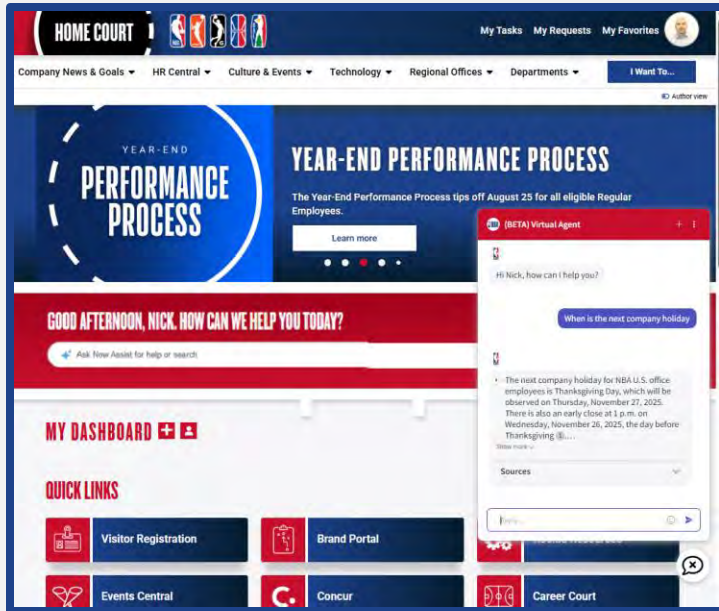
## AUDIENCE POLL

Is your current portal driving adoption, engagement and self-service for your users?

- A Yes — it drives measurable self-service outcomes
- B Somewhat — but not consistently used
- C No, users rely on other channels like phone and email
- D Not sure / we don't currently measure it

# Lessons we learned... and where we go from here

- Bring non-technical teams in early on the project
- Invest time to identify and quantify technical debt when reviewing prototypes
- Dedicate funding to strengthen content creation skills internally
- Decide early if AI will be part of the design process



Qndaro



Questions?



Contact us

Email: [inbound@ondarowave.com](mailto:inbound@ondarowave.com)

Catch us at Knowledge at  
Booth #5520 and hear the NBA  
story at our hospitality suite

