



EXECUTIVE SUMMARY

WHY NOW FOR GBS: *FOUR LEVERS FOR C-SUITE VALUE*

Imagine every stakeholder accessing the right services—every time, the first time.

THE RESULT? LESS COST. LESS TURNOVER. MORE IMPACT.



Enterprise leaders face mounting pressure to do more with less: manage costs, navigate volatility, embrace the latest AI capabilities, and innovate fast enough to stay ahead. Achieving these outcomes requires more than incremental fixes—it requires a new operating model.

Deloitte and ServiceNow are connecting every corner of the enterprise, and transforming shared services from a back-office cost center into a strategic driver of growth and resilience. GBS on Now is the engine powering that growth—uniting every service, every person, and every agent in one place to drive smarter, faster business outcomes.

Through GBS on Now—a unified, intelligent, AI-powered experience—enterprise leaders can take GBS:

- 01** From cost center to change enabler
- 02** From data silos to operational intelligence
- 03** From cost optimization to talent optimization
- 04** From shared services to strategic agility

01

FROM COST CENTER TO CHANGE ENABLER

THE CHALLENGE

Technology sprawl has become one of the biggest drains on budgets and agility, with leaders across functions feeling the friction of tech debt and tool overload. Think of the resources you could invest into innovation and growth if you weren't managing redundant systems, fragmented processes, or siloed data.

THE SOLUTION

With a single, Agentic AI-infused service layer that spans finance, HR, IT, procurement, legal, and employment mobility, integrations become simpler, and tech investments create more impact. And with a streamlined technology estate, operating costs fall in line, freeing up capital for other strategic initiatives.

THE IMPACT

*One company gained **\$220M** in enterprisewide employee productivity with their GBS solution.*

Source: ServiceNow (Internal Documentation) via ServiceNow platform, (2025)

REIMAGINE YOUR ENTERPRISE



CIO: Simplify IT complexity and accelerate technology ROI through platform unification.



CFO: Control spend, unlock savings, and reinvest in innovation.



COO: Improve operational resilience and governance through standardized processes across the organization.

02

FROM DATA SILOS TO OPERATIONAL INTELLIGENCE



THE CHALLENGE

The C-suite is under pressure to steer through uncertainty: economic volatility, supply chain disruption, talent shifts, and rapid AI adoption. But decision-making is only as strong as the data behind it. Fragmented insights and siloed reporting leave leaders reacting to yesterday—instead of anticipating tomorrow.

THE SOLUTION

A unified, AI-enabled intelligence layer offers the single source of data truth necessary to make better decisions faster. And with AI-powered dashboards and role-specific views surfacing predictive insights, leaders can act confidently and quickly. From finance to HR to operations, the ServiceNow AI Platform becomes the real-time engine of visibility and decision velocity.

THE IMPACT

*Deloitte realized **4-5x ROI** in operational efficiency through its own GBS on Now deployment.*

Source: Podcast - [ServiceNow](#) | [Deloitte: GBS on Now: Delivering a Blueprint for Transformation and ROI](#)

REIMAGINE YOUR ENTERPRISE



CEO: Gain strategic visibility across the enterprise to position the organization for growth.



CFO: Spend smarter and sharpen forecasting with real-time financial and operational data.



CIO: Transform disparate data into a strategic asset that informs enterprise priorities.

03

FROM COST OPTIMIZATION TO TALENT OPTIMIZATION



THE CHALLENGE

Employee experience has become inseparable from business performance. But even as competition for talent intensifies, many employees still navigate a maze of portals, disconnected systems, and repetitive manual tasks to do their jobs. The result: disengagement, inefficiency, and poor ESAT and eNPS scores.

THE SOLUTION

By creating a single, intuitive entry point for every enterprise service, GBS on Now puts people at the center and makes it easy for employees to get what they need when they need it. AI-powered virtual agents anticipate needs and automate routine requests, while unified workflows ensure that every interaction is efficient, consistent, and personalized—no matter the channel.

THE IMPACT

One enterprise experienced a **20% reduction** in resources to manage supplier, customer, and employee services.

Source: ServiceNow (Internal Documentation) via ServiceNow platform, (2025)

REIMAGINE YOUR ENTERPRISE



CHRO: Drive retention by building an employee-centric culture.



COO: Unlock productivity at scale by eliminating low-value tasks and giving time back to the workforce.



CEO: Strengthen your reputation and resilience by becoming a destination for top talent.

04

FROM SHARED SERVICES TO STRATEGIC AGILITY



THE CHALLENGE

Speed isn't just a competitive advantage—it's a survival strategy, and it takes bringing new services, products, and capabilities to market faster than ever. Yet the burden of outdated processes, legacy systems, and disconnected functions continues to stall execution and inflate delivery costs.

THE SOLUTION

By digitizing and orchestrating end-to-end workflows across core functions, GBS on Now eliminates friction and accelerates delivery. And with Agentic AI moving beyond intelligent automation to proactively resolve tasks and guide decisions—the result is faster intake, faster resolution, and faster realization of value.

THE IMPACT

*An organization reported **3x revenue** in 5 years without increasing accounts receivable headcount.*

Source: ServiceNow (Internal Documentation) via ServiceNow platform, (2025)

REIMAGINE YOUR ENTERPRISE



COO: Enable fast, agile responses to market shifts and enterprise change.



CIO: Leverage automation and Agentic AI to reduce delivery times and modernize services.



CEO: Unlock agility across the enterprise—and get from vision to value faster than the competition.

ENVISION THE FUTURE OF SHARED SERVICES WITH GBS ON NOW



GBS is no longer a back-office function—it's the intelligent engine driving enterprise transformation. By uniting every service, person, and agent under one AI-enhanced experience, organizations can accelerate decision-making and deliver measurable value at scale. Deloitte and ServiceNow make that vision real—turning complexity into clarity, data into action, and GBS into a driving force behind growth, agility, and impact.”



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