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**WHITE PAPER**

# **SERVICENOW ITSM REPORTING FOR MSPS**

## **HOW CDW TRANSFORMED THEIR BUSINESS REVIEW PROCESS FOR CLIENT-FACING REPORTING**

Read on to learn about CDW's implementation of AOR - VividCharts' Automated Operational Reporting plugin for ServiceNow

### **WHAT IS AUTOMATED OPERATIONAL REPORTING (AOR)?**

Operational reports are key to understanding how different areas of the business are performing against set KPIs.

When you automate your ServiceNow operational reporting by utilizing a tool in-platform, your reports will always be live and on-demand. Build your report templates once and then scale by applying that template to as many records as you want.

### **ABOUT CDW**

CDW Corporation (Nasdaq: CDW) is a leading multi-brand provider of information technology solutions to business, government, education and healthcare customers in the United States, the United Kingdom and Canada.

A Fortune 500 company and member of the S&P 500 Index, CDW employs 15,000 employees and manages 250,000 customers.

[www.vividcharts.com](http://www.vividcharts.com)



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# Executive Summary

In the dynamic landscape of ServiceNow IT managed services, the efficiency of operational reporting processes plays a pivotal role in driving strategic decisions and maintaining competitive advantage with customers. CDW, a major player in the industry, encountered significant challenges with its manual reporting procedures, leading to resource inefficiencies and impediments in scaling operations.

To address these hurdles, CDW embarked on a transformative journey by integrating VividCharts Automated Operational Reporting (AOR) within its ServiceNow instance. We'll delve into CDW's strategic approach, the implementation of VividCharts AOR, and the profound impact it had on streamlining reporting processes, enhancing operational efficiency, and fostering organizational growth.

## The Problem with Business Reviews

CDW encountered challenges with manual reporting processes, including time-consuming tasks, error-prone data, and scalability issues. These inefficiencies led to increased resource hours spent on creating business reviews, impacting productivity and hindering CDW customer experience.



## The Solution - VividCharts AOR

### Start Small & Iterate

To address these challenges, CDW implemented VividCharts AOR, an automated reporting solution integrated with ServiceNow. This solution streamlined the reporting process, automating data visualization and standardizing reports within the ServiceNow platform. CDW focused on starting small and iterating, identifying a phase 1 approach to roll out quickly and efficiently.

# Key Outcomes & Benefits

## Cost Savings

CDW saved \$2.6 million annually in resource hours previously spent on manual reporting processes, demonstrating a tangible return on investment.

## Efficiency Gains

Over 60 visualizations were automated, equivalent to 20,000 hours of manual reporting, resulting in increased efficiency and productivity.

## Standardization

VividCharts AOR standardized the reporting process, ensuring consistency and accuracy across business reviews.

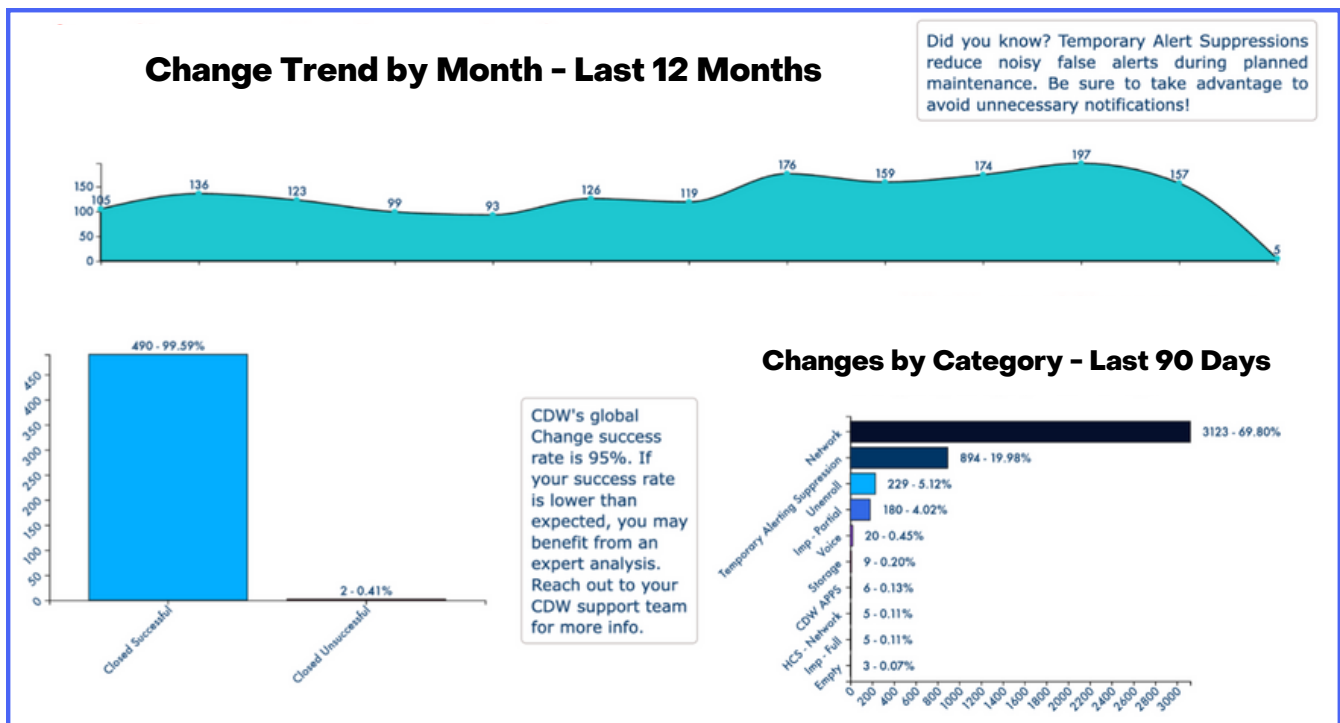
## Scalability

The automated solution enabled CDW to scale its reporting efforts, accommodating a growing volume of business reviews without the need for additional resources.

## Iterative Approach

CDW's focus on starting small and iterating allowed for quick implementation and continuous improvement, driving ongoing value from the solution.

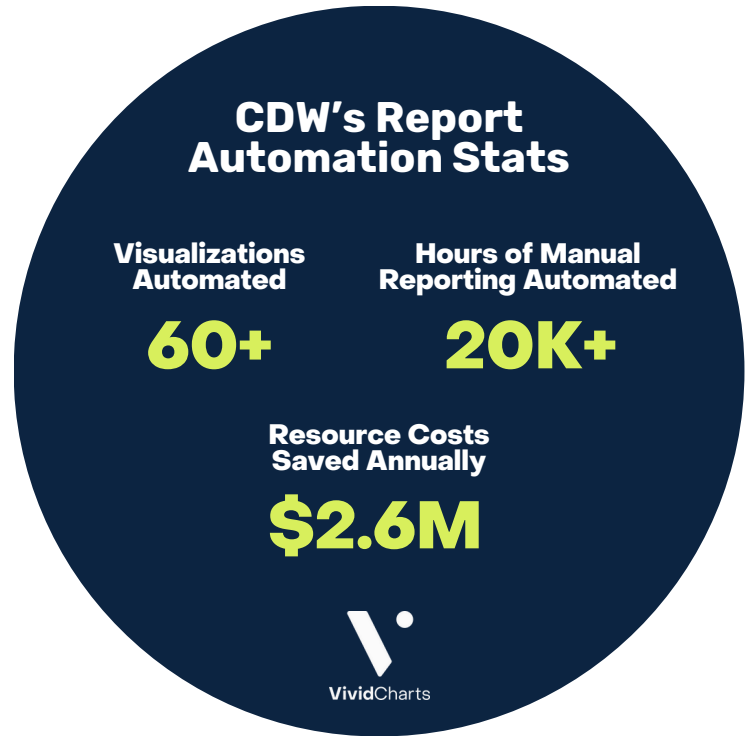
## Automated, In-Platform Change Report Example



# Impact & Future Iterations

## Impact on CDW Team

- **Improved Morale:** Automation of manual reporting processes relieved team members from tedious tasks, leading to improved job satisfaction and morale.
- **Enhanced Productivity:** With the burden of manual reporting lifted, team members could focus on strategic initiatives and value-added tasks, driving productivity and innovation.
- **Skill Development:** CDW team members gained skills in utilizing automated reporting tools, enhancing their capabilities and contributing to professional growth.



## Future Iterations & Enhancements

Looking ahead, CDW plans to continue iterating and expanding its automated reporting program:

- **Continuous Improvement:** CDW remains committed to excellence, seeking feedback from stakeholders and refining the reporting process to optimize efficiency.
- **Expansion of Use Cases:** CDW aims to explore additional use cases for automated reporting beyond business reviews, further leveraging the capabilities of VividCharts AOR.
- **Integration with ServiceNow:** CDW plans to further integrate VividCharts AOR with ServiceNow, leveraging additional data sources and functionalities to enhance reporting capabilities.

“**AWESOME**”

**CDW Customer Support Manager**



# VividCharts Platform

## The VividCharts Difference

- **Streamlined user interface**
- **Automated slide decks with live data**
- **Intuitive design control**
- **Advanced charting capabilities**

Finally, a ServiceNow reporting platform that offers all the design flexibility and chart options of a traditional reporting tool.

And because VividCharts is native to your ServiceNow instance, you'll never have to export data to manipulate in another reporting platform ever again!

Discover the only ServiceNow reporting platform that is easy to learn, intuitive to use and allows for true automation of your most critical business reports.

## We're always innovating.

- **Growth:** We are always iterating on the VividCharts platform to ensure we meet the needs of our current and future customers.
- **Expertise:** We have a full staff of developers who specialize in making high-value updates to the platform on a regular cadence.
- **Feedback:** Our customers know their feedback is priceless and we are always striving to delight them with new features and chart types.

## Platform Features

### Intuitive Slide Editor

An in-platform slide editor that lets you automate your most complex report presentations.

### Polished Viewer Experience

Allows you to present branded, high-quality dashboards and slide decks to your teammates and leadership directly in ServiceNow.

### Curated Collections

Summaries of records that need to be presented in the same way, all in an easy-to-digest tile format.

### Tailored Reports

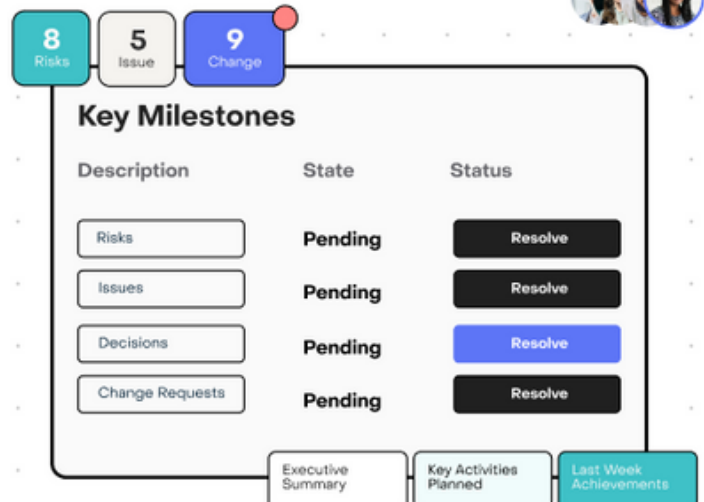
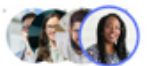
Categorize the types of reports you need for different stakeholders, leveraging the right tools for each.

### Process-Specific Chart Library

Unlock an expansive chart library, with specific chart types for different ServiceNow modules.

### High-fidelity Exports

Sometimes you need a high fidelity PPT or PDF export. For those stakeholders who refuse to try new things!





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## Ready to automate your ServiceNow Reporting?

Book a personalized demo with Rob Walsh, our SVP of Sales, [here](#).

[Sign up](#) in our live demo hub, hosted in ServiceNow, to see report examples in-platform.

Check out more case studies, webinars and build workshops on our [YouTube channel](#).

Follow us on [LinkedIn](#) and never miss a live event or product release!

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