

Overcome the ServiceNow Talent Shortage with Cask Reserve Talent Cloud

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***ISG** Provider Lens™

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Summary

Cask demonstrates extensive knowledge of the ServiceNow platform along with in-depth business process expertise through dedicated practices, serving department- and industry-specific workflows. Its focus on technology-business hybrid talent is a critical factor determining the success of clients requiring consulting services.

Cask Overview

As an industry recognized leader and pure-play ServiceNow Elite partner, Cask designs, enables and sustains digital transformation for enterprise

clients in both private and public sectors. It is a multi-award-winning firm, having earned ServiceNow-related recognitions: the Creator Workflow award, Americas Elite Partner of the Year award and the Global Elite Partner of the Year award in 2020. Cask's end-to-end solutions enable organizations to make the most of their ServiceNow investments, reducing costs and improving the quality of services across an enterprise. Its portfolio includes strategy, implementation, modernization, digital transformation and cloud managed services that span across ServiceNow's technology, customer, employee and creator workflows.

Briefing Notes and Perspective

Jason Rosenfeld, SVP, Growth and Strategy, gave ISG an engaging briefing on Cask Reserve – a disruptive, innovative, industry-first talent cloud solution for the current biggest ServiceNow challenge – that is bridging talent demand with relevant supply. The briefing provided a perspective on the Cask Reserve platform – the why's, what's and how's – specifically through client stories and how it helps address the gaps around talent, to support and enhance a ServiceNow environment of typical complexity.

1. Why CASK Reserve: The Big ServiceNow Talent Problem

Many large enterprises are struggling to realize the strategic value from their long-term investments in the ServiceNow platform. A key reason for this inefficiency lies in the acute shortage of talent, both in terms of technical and consultative skills (domain or functional expertise).

With every new release, ServiceNow has been increasing the depth and breadth of its platform, by integrating and enabling critical enterprise functions and strengthening the underlying

technical capabilities of the platform. However, the talent ecosystem has not kept pace. As emphasized in the latest analyst briefing on ServiceNow's Tokyo release, the challenge of talent crunch is a difficult one to overcome, as relevant ServiceNow talent is difficult to find, is expensive and difficult to retain. This demand-supply gap in the context of talent is the root cause of the lack of agility and speed of value realization in the enterprise implementations of the platform.

Cask Reserve provides an innovative solution to this problem by aligning a talent-optimized, dynamic roadmap to enterprise ServiceNow strategy. The flexible talent model enables clients to enhance solutions to better meet an organization's unique needs. It also helps clients optimize the platform through continuous improvement and streamlined operations and support.

2. What is Cask Reserve

Cask Reserve provides an innovative solution to the most critical challenge in the ServiceNow ecosystem – quality and quantity of relevant



technical and functional talent. Clients have flexible access to relevant and certified talent, aligned to their roadmap and prioritized backlog; targeted access to specific skillsets for the duration needed offers greater flexibility and cost efficiency. A flexible but managed construct also helps speed up access to day-to-day operational support (for example, incidents, defects and bugs resolutions, and remediations).

Cask Reserve goes beyond vanilla administration and operations to support strategic value realization in ServiceNow. It emphasizes quality, flexibility and range of expertise available, on-demand, and in an agile, need-based manner, thus ensuring measurable results and outcomes within planned value timelines.

Cask Reserve supports clients' ability to take a predictable and assured route to targeted value realization from their strategic investments in ServiceNow as the enterprise platform of platforms. This is achieved through rightsizing ServiceNow support and reduced risk of wasted and additional, unplanned expenditure.

3. How ServiceNow Platform Owners are using Cask Reserve

Enterprise ServiceNow customers are using Cask Reserve to support the following:

- **Ongoing Development and Enhancement:** Managing backlogs, platform and solutions enhancement, solution design blueprinting, and faster and more effective release cycles.
- **Consulting:** Process advisory and best practice guidance for continuous improvement, process innovations based on platform strategy and roadmap, adoption of emerging tech standards, platform adoption, and training and organizational change management.
- **Technical Support:** Troubleshooting and diagnostics, incident remediation, request fulfillment and user support.
- **Proactive Operations:** Managing changes, upgrades, reviews and patch delivery, more efficiently and optimally.

Example Client Story: How Cask Reserve Helps Clients Rebuild Trust in the ServiceNow Platform

A well-known FinTech and business services organization, prominent in the U.S. health sector, invested in the ServiceNow platform but struggled to realize value. It tried multiple modes of implementation: starting with a small internal team, then partnering with vendor teams. But they still found business value lacking significantly, which adversely impacted its satisfaction with the tool.

Ultimately, the company decided to work with Cask, not only for its technical expertise but also best practice and strategic guidance on the platform. Cask brought a completely different approach than traditional piecemeal, tech-first implementation, focusing instead on process outcomes and business value realization through solutions implemented on the ServiceNow platform. The Cask team enabled the client to achieve ServiceNow value realization by revamping processes and fixing configurations that had plagued their user base for months or even years.

Prior to engaging Cask, the client was facing multiple challenges with the platform. For instance, business requests were being implemented as solutions on the platform in a reactive manner and not properly analyzed, vetted, designed or configured consistently. Such knee-jerk practices resulted in unpredictable disruptions, constant need for firefighting, rising technical debt, and an unmanageable tangle of customizations. As a result, business stakeholders were not keen on continuing their investment in the ServiceNow platform.

In partnering with Cask and by leveraging Cask Reserve, the client was able to access the required expertise for its business-specific needs and leverage Cask's best practice guides. The experienced resources available on-demand from Cask Reserve, enabled the client teams to make the right decisions on the platform and accomplish business goals, without sacrificing platform health or causing unnecessary maintenance overhead.



Cask started by understanding the client's ServiceNow environment and unique platform configurations. It then undertook an analysis to identify the root causes of the ongoing problems. The Cask team provided technical and functional advice to improve the platform and worked with the client to compile and prioritize a backlog of work. One top priority was providing technical support for issues affecting end users. User satisfaction with ServiceNow solutions improved almost immediately. The client was impressed by the level of detail, expertise, communication and quality of the team. Cask teams proactively invested additional effort in validating requirements, discussing details and making recommendations before running a request.

They were also responsive to supporting ad hoc and urgent requests.

The client team's confidence in Cask's ability grew exponentially and they were asked to refactor and redesign configurations of more complex workflows and functions. These innovations reestablished trust from the end user community in the ServiceNow platform. For the first time in months, the platform was working effectively, and was now intuitive and easy to use. With critical trust in the platform restored, other business units too began asking for help, and the client is now looking to implement several new applications such as GRC and HRSD.

Net Impact

Why Clients are Selecting Cask as their ServiceNow Partner and Leveraging Cask Reserve:

- **Flexible, dynamic, demand-driven skills pricing:** Agility of the Cask Reserve model dynamically provides the **right talent for the right job, at the right time and price.**
- **Scalability, availability and stability of relevant qualified resources:** The Cask Reserve model solves the biggest problem in the ServiceNow ecosystem – availability of relevant talent and skills, by combining technical and domain knowledge in a dynamic demand-driven manner.
- **Outcome-driven service delivery oversight and accountability:** Focus on outcomes tied to 'always working' support requirements of business-critical ServiceNow platform and solution implementations.
- **Range of relevant skills:** Availability of quality skills on-demand, from any aspect of ServiceNow support, and in any client landscape – from strategic platform consulting to opportunity assessment and roadmapping, to administration and operations, development and enhancement, and support and maintenance.
- **Support for ESG innovations and platform health with reduced downtime:** Ability to manage and support migrations, upgrades, innovations and priority ESG-related interventions on the ServiceNow platform, without sacrificing operational and health metrics.



About the Author



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Dr. Tapati Bandopadhyay has been an inventor, builder, practitioner and researcher in AI, intelligent automation and related domains, for more than 25 years. She has been a global practice leader and executive-level advisor and consultant, in AI-automation-cloud and services management, covering MLOps, AIOps, CloudOps, DataOps, ModelOps & DevOps metrics-driven practices and data and AI story-building and story-telling practices and tools. As an ISG Lead Analyst on AWS and in AI-ML, consulting and managed services, she is responsible for defining and leading the ISG Provider Lens™ branded research projects, for the U.S. market.





Cask is a global ServiceNow partner, with headquarters in San Diego, and remote offices throughout the U.S. Cask has recently expanded to South America, with offices in Brazil.



The company's portfolio includes top ServiceNow partnership capabilities, including consulting, implementation, integration and managed services.



Competitors include global service providers with ServiceNow practices (for example, Accenture, Deloitte, TCS and Wipro).

In the U.S. Cask already differentiates itself in terms of the quality, depth and breadth of its talent pool, beyond just certified resource numbers:

- Cask focuses on user adoption and business value realization. This is a key enabler for large enterprise transformation scenarios.
- Cask's consulting services focus on the following areas: IT, employee, customer, security and risk, and application services management.
- Cask has developed a multi-faceted consulting team, bringing unique design capabilities, technical skills and dedicated domain and industry expertise.





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