

This is the way.
With what to say.
When you want extra pay.
When you Source-to-Pay.

Super charge your renewals
with Source-to-Pay Operations

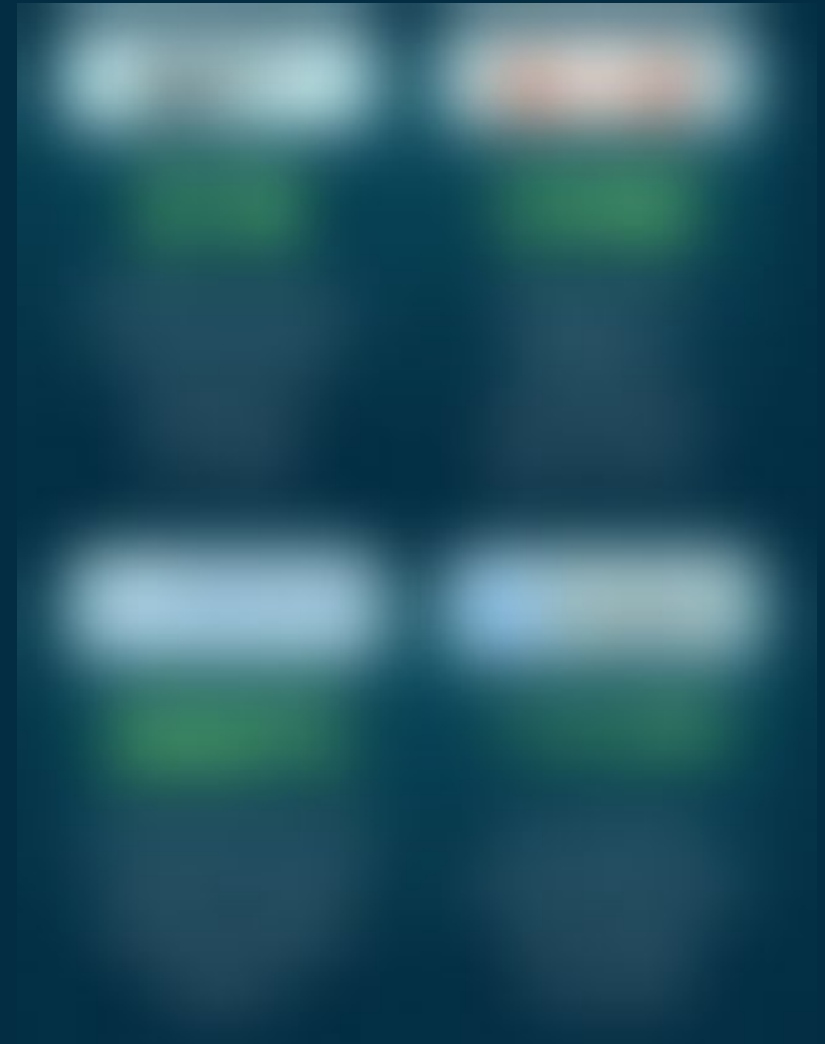


What is it Source-to-Pay Operations?

Quick value to customer with demonstrable savings

- ServiceNow Source-to-Pay Operations is a workflow automation solution that brings together everyone involved in sourcing, procuring, and paying for goods and services into a single work experience.
- Source-to-Pay Operations is composed of products:
 - Sourcing and Procurement Operations
 - Supplier Lifecycle Operations
 - Accounts Payable Operations (May 2023)

We are seeing customers deploying and getting value within 12 week!



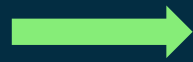
Why now? Incredible momentum



Increasing Renewals by 10%-20%? Easy as 1, 2, 3

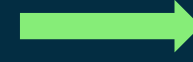
1

Contact



2

Prepare



3

Pitch

- Find your [Renewals](#)
- Find Contacts
- Send Email #1
- Send Email #2
- Call using Script

- Meet with CiWF SSE
- Engage a [Partner](#)
- Refine your BVA
- Add S2P to OF or Proposal

- Educate the Customer
- Show a Demo of S2P
- Present Order Form or Proposal
- Close S2P with Renewal

Learn more...

Enticing the customer with Value

Source-to-Pay
Renewal 1 page PDF

The image is a thumbnail of a ServiceNow Source-to-Pay Operations PDF. It features a large green '\$18M' at the top left, with the text 'In under 12 weeks, see \$18 million in procurement, employee, and supplier savings per year.' below it. A man in a yellow shirt is sitting at a desk, looking at a laptop. The PDF content includes a section titled 'ServiceNow Source-to-Pay Operations' with a sub-header 'The results are dramatic and fast...'. This section lists four benefits: 'Handle 35-50% more procurement and supplier requests with less resources', 'Consolidate spend under management and save 2-3% on average', 'Onboard suppliers faster, with better compliance, at lower risk', and 'Leverage your existing ERP framework to realize benefits in less than 12 weeks'. Below this is a section titled 'Here's the math...' showing a calculation: 'Employee request time saved + Procurement processing time saved + Supplier onboarding and management time saved = Increased discount savings'. The final result is 'Money your are leaving on the table - up to \$18 million in savings per year for the average S&P 500 customer'. At the bottom, there is a section titled 'Here's the proof...' with four case studies: 'Global Sports Apparel Company' (\$1B estimated savings), 'ONE Engagement experience from dozens of legacy systems', 'Leading Aerospace Manufacturer' (300% increased ROI), and 'Dropbox' (+10,000 hours freed). The PDF ends with a call to action: 'Get a detailed analysis for your potential savings.' and 'Get the report ->'. The ServiceNow logo is at the bottom left.

3 Easy ways to assess value:

1. Average value for S&P 500 with industry benchmarks (\$18M)
2. Assess value with revenue only using simple calculator: [Simplified BVA Excel](#)
3. Detailed value based on 4 metrics specific for the customer
 - Full Business Value Assessment: Access Account or Opportunity record, Click on Business Value Assessment, Add New Business Value Assessment

Additional Details: [Additional Details: Source-to-Pay / Procurement Operations Outcomes](#)

Scope and Cost to implement, Genpact example

- Procurement-as-a-Service built around Source-to-Pay Operations

Genpact pitch deck (LINK TBD):



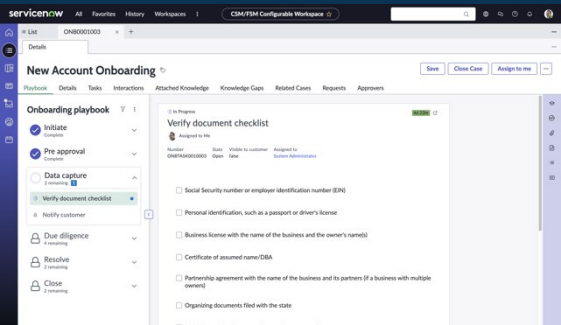
Genpact data sheet (LINK TBD):



Leverage your existing investment by with new capabilities

Customer WF Version

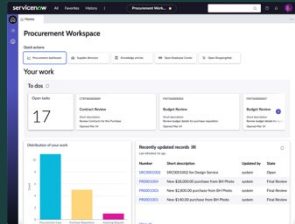
Existing Deployment



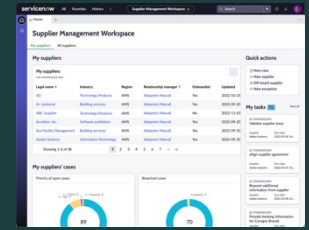
Extends Already Used

-  Playbooks
-  Case Management
-  Data Model & Integrations
-  Knowledge Management
-  Virtual Agent
-  Mobile App
-  Performance Analytics

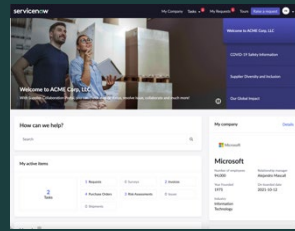
Adds Source-to-Pay



Procurement
Workspace



Supplier
Management
Workspace

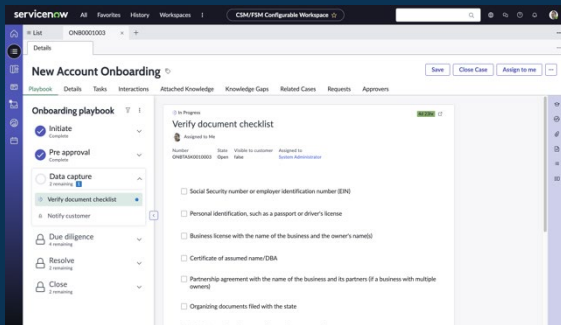


Supplier
Collaboration
Portal

Leverage your existing investment by with new capabilities

Employee WF Version

Existing Deployment



Extends Already Used



Employee Center



Playbooks



Case Management



Data Model & Integrations



Knowledge Management



Virtual Agent

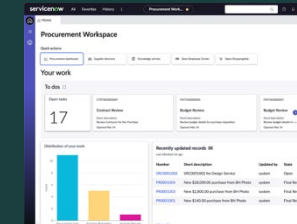


Mobile App

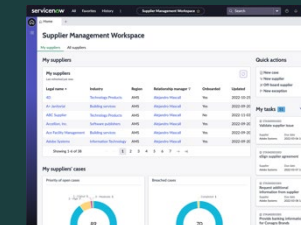


Performance Analytics

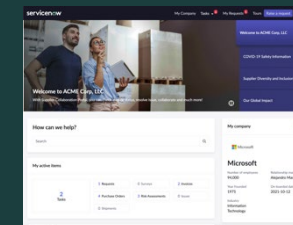
Adds Source-to-Pay



Procurement
Workspace



Supplier
Management
Workspace

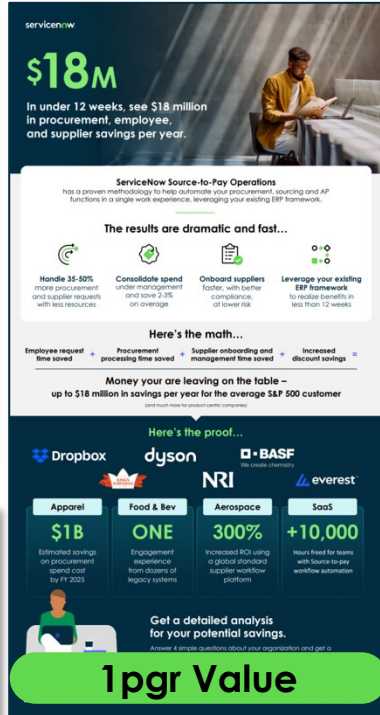


Supplier
Collaboration
Portal

Key Renewal Assets



SSC (Duh)



\$18M
In under 12 weeks, see \$18 million in procurement, employee, and supplier savings per year.

ServiceNow Source-to-Pay Operations has a proven methodology to help automate your procurement, sourcing and AP functions in a single work experience, leveraging your existing ERP framework.

The results are dramatic and fast...

- Handle 35-50% more procurement and supplier requests with less resources
- Consolidate spend under management and save 2-3% on average
- Onboard suppliers faster, with better compliance, of lower risk
- Leverage your existing ERP framework to realize benefits in less than 12 weeks

Here's the math...

Employee request time saved + Procurement processing time saved + Supplier onboarding and management time saved + Increased discount savings

Money you are leaving on the table – up to \$18 million in savings per year for the average S&P 500 customer

Here's the proof...

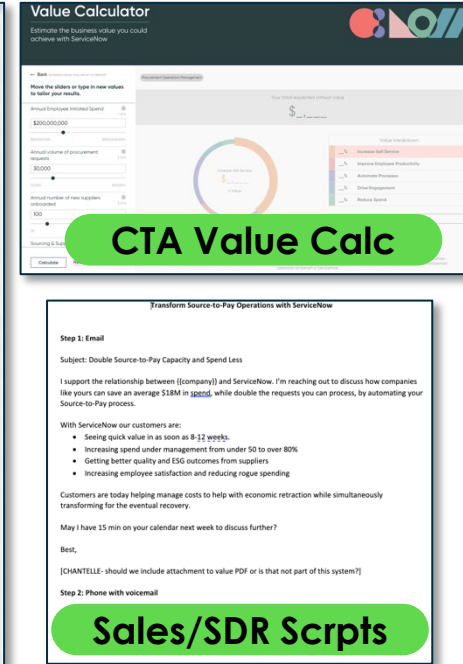
Category	Value
Apparel	\$1B
Food & Bev	ONE
Aerospace	300%
SaaS	+10,000

Get a detailed analysis for your potential savings.

1pgr Value



Renewal List



Value Calculator
Estimate the business value you could achieve with ServiceNow

CTA Value Calc

Transform Source-to-Pay Operations with ServiceNow

Step 1: Email

Subject: Double Source-to-Pay Capacity and Spend Less

I support the relationship between [company] and ServiceNow. I'm reaching out to discuss how companies like yours can save an average \$18M in spend, while double the requests you can process, by automating your Source-to-Pay process.

With ServiceNow our customers are:

- Seeing quick value in as soon as 8-12 weeks
- Increasing spend under management from under 50 to over 80%
- Getting better quality and ESG outcomes from suppliers
- Increasing employee satisfaction and reducing rogue spending

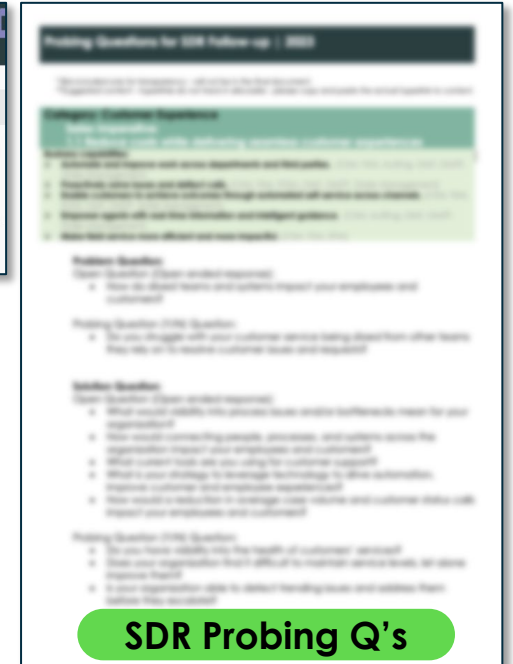
Customers are today helping manage costs to help with economic retraction while simultaneously transforming for the eventual recovery.

May I have 15 min on your calendar next week to discuss further?

Best,
[CHANTELLE - should we include attachment to value PDF or is that not part of this system?]

Step 2: Phone with voicemail

Sales/SDR Scripts



SDR Probing Q's



Enticing the customer with Value

Source-to-Pay Renewal 1 page PDF

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Additional Details: [Simplified BVA](#), [Source-to-Pay / Procurement](#)

Internal Pitch

Estimating Source-to-Pay Operations Annual Savings
A simplified calculator using S&P 500 benchmark averages to pre-populate the Business Value Assessment Model. Use for first conversations and switch to BVA when you gain specific customer values. Enter revenue only.

Input Customer Revenue -> \$20,000,000,000

Results in Annual Savings = \$32,134,512

- \$1,072,004 from reduced employee time spent on procurement asks
- \$2,412,008 from increased procurement request deflection & resolution efficiency
- \$11,812,500 from accelerated supplier onboarding
- \$7,038,000 from increased supplier manager & sourcing FTE efficiency
- \$9,800,000 from Increase spend under management

Calculation benchmarks for simplified BVA:
Average S&P 500 company has \$11.18B in revenue and 39,980 employees

Napkin Value



Leverage your existing investment by new capabilities

Existing Deployment

Extends Already Used

- Playbooks
- Case Management
- Data Model & Integrations
- Knowledge Management
- Virtual Agent

Adds Source-to-Pay

- Procurement Workspace
- Supplier Management Workspace

Customer Pitch



This is the way.
With what to say.
When you want extra pay.
When you Source-to-Pay.

Super charge your renewals with Source-to-Pay Operations

Good Sales Partners!!!

Sales Pitch with WIIFY

Thank You!