Executive Summary

You know you need to improve the way your service desk operates, but buying technology is hard…not just making the technical decisions but—at least as often—the effort required to gain agreement and secure a budget. It also takes time. A 2018 Gartner survey found that 78 percent of respondents say their latest technology purchase took longer than expected—and involved an average of 12 to 14 people, even for purchases of less than $1 million.

Lead with Business Outcomes

The fastest way to accelerate your buying cycle is to lead with business outcomes. This series of four eBooks will help you define and articulate the business value of a new service management solution, based on reasoning that resonates with those you need to convince. By taking this approach, you are now acting as a trusted advisor, helping the business to better understand how IT contributes to growth. The series will show you how to:

- Improve confidence in your solution decision
- Justify how the solution brings value to the business
- Save time developing a business case with a best-practice approach
- Reduce effort to identify which metrics are most pertinent
- Build consensus internally with targeted messaging and talking points
- Expedite the change-making process in your organization

Accelerate Your Buying Decision

This approach will transform your buying process from agonizing to efficient. You can start at the beginning and work your way through or jump to any of the eBooks. They will help you scope the problems you want to solve, identify the capabilities you need, compare vendor offerings (including the status quo), connect to corporate initiatives, and build financial justification. Your business case will be compelling and convey a sense of urgency as you gain the widespread support you seek.

Imagine the impact if you said,

“I can save our company $1.9M in the next three years for a $270K investment—and it’ll break even in just seven months.”

About Cherwell

If your organization is looking to lay the foundation for an innovative future, deliver superior employee and customer experiences, and streamline operations, Cherwell can help.

Our service management solution enables you to configure sophisticated workflows—including cross-functional workflows—without complex coding skills. It’s easy to build on to the platform; you can add your own applications or choose from a wide selection of applications from our partners and customers. Our offerings include ITSM and ESM solutions, both based on a low-code development platform.

We know that you have a choice among many service management solutions. At Cherwell, we have something different to offer—and our customers have experienced this difference firsthand. Discover how our solutions can help your organization, too.

- Gartner 2019 Magic Quadrant for ITSM Tools
- Forrester 2019 Enterprise Service Management Wave™
- Info-Tech Research Group’s Vendor Landscape for Enterprise Service Desk Software

Cherwell has consistently ranked as an industry leader in ITSM and ESM software. The Colorado-based company is rated as a top employer state and nationwide, with its customer-first approach. Find out more about Cherwell products and services at Cherwell.com.

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