



# ServiceNow@BASF Legacy Modernization

BASF Global Digital Services

 **BASF**

We create chemistry

# Introduction

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# BASF – We create chemistry

- Our chemistry is used in almost all industries
- Sales 2023: €68.9 billion
- Employees (as of December 31, 2023): 111,991
- 234 production sites including 6 Verbund sites
- Around 82,000 customers from various sectors in almost every country in the world
- Combined into six **segments**, 11 **divisions** bear operational responsibility
- Five **service units** provide competitive services for the operating divisions and sites



# Facts and Figures for Services of BASF Global Digital Services

**>1.000.000** IT help desk calls per year

**37** nationalities

**>3.400** employees

**>5000** business applications

**125.000** devices

**45.000** smartphones

**70.000** SAP users

**>150.000** digital identities



**7.000** articles in internal IT webshop

**159.000** e-mail accounts

**120.000** landlines & softphones

**114** sites

**8.000** WIFI access points

**350.000** LAN access points

Internal

**Service Management  
is key to manage IT  
and serves as  
foundation for  
digitalization**

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# Strategic targets in 2019 with ServiceNow@BASF!



## How will BASF users benefit?

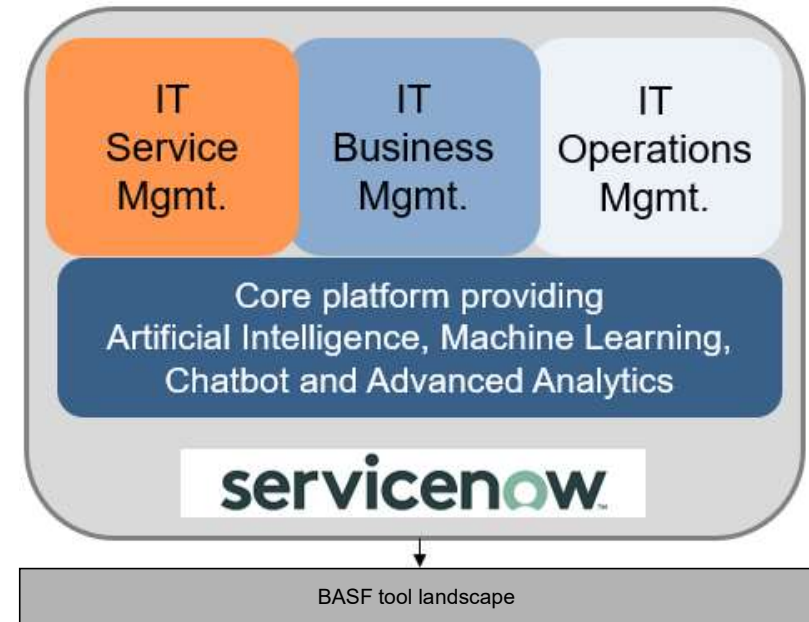
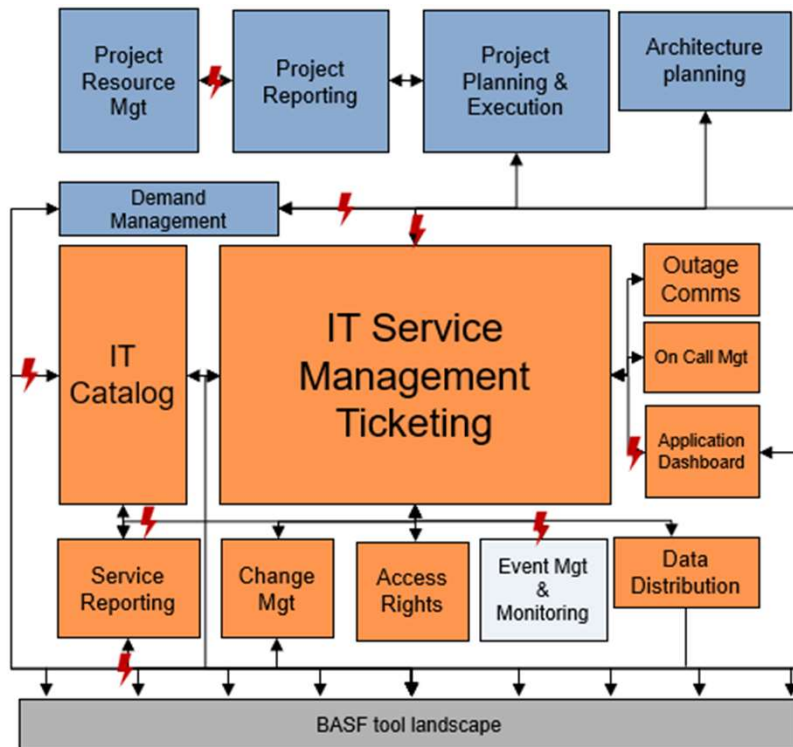
- **One portal** for all IT service requests (web-shop orders, knowledge, tickets) available via any device
- Powerful **consumer-like search** experience
- Increased transparency for users, e.g. **tracking and status** of tickets and web-shop orders
- **Enhanced interaction** through use of chatbot & agent chat

## How will IT delivery benefit?

- Reduction in Service Desk tickets through **enhanced user self-services**
- **Reduced operational costs**
- **Single source of truth** for service relevant data
- **Simplified processes** based on industry standards
- **Improved collaboration** across Global Digital Services delivery teams

# ServiceNow@BASF journey started with ITx implementation

## Reducing operational cost by decommissioning of 15 legacy systems



Internal

# ServiceNow@BASF – the journey continues

Leveraging use cases on the platform and expanding end-user centric services

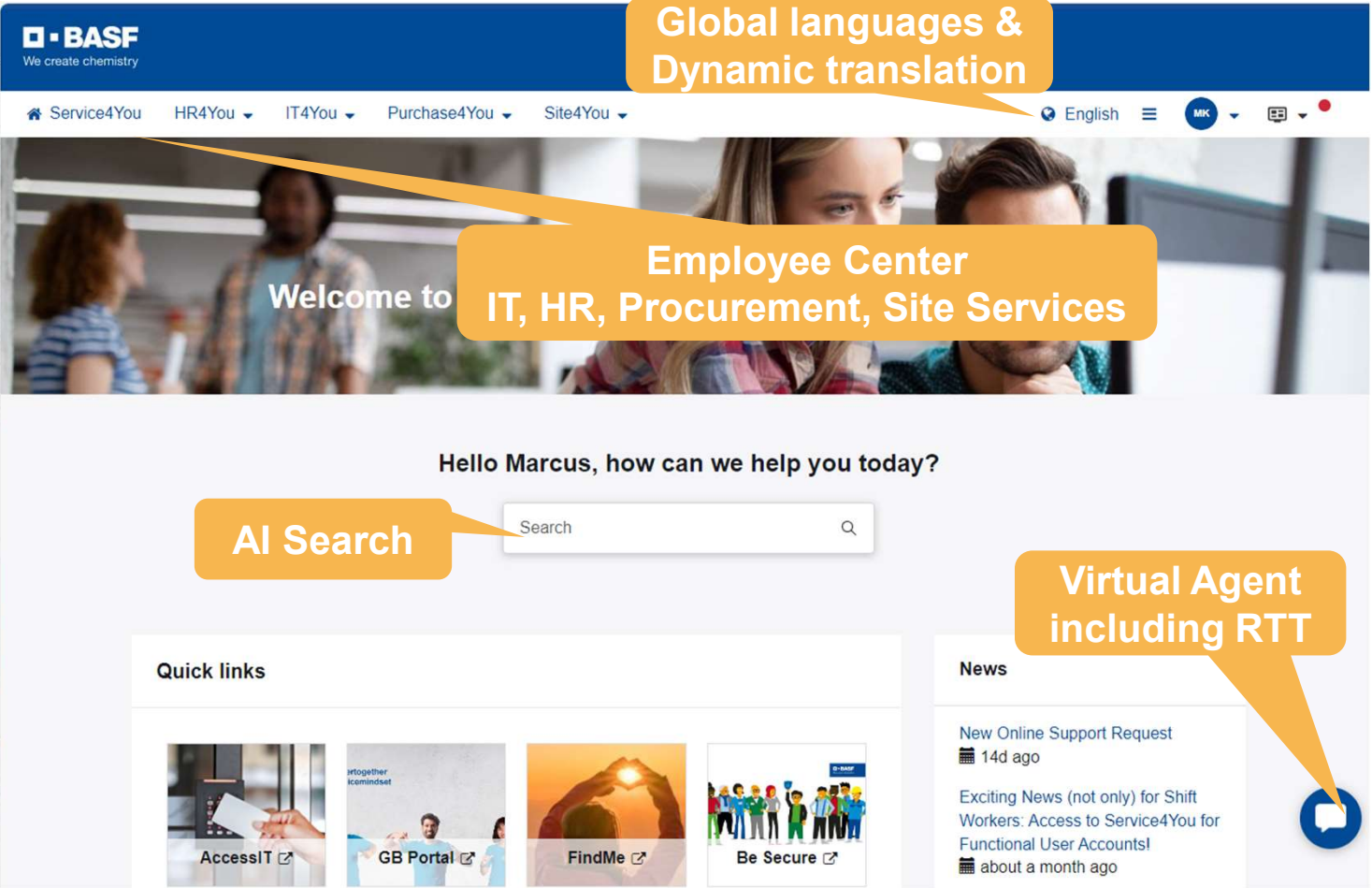
## Enhance platform scope to meet targets

- Value case driven enhancements
- Opportunity challenges and competition of solutions
  - Best-of-Breed vs Best-of-Suite
- Integration architecture with existing tools
  - Module & use case driven roadmaps
  - Standardization of service delivery



Internal

# Service4You – the One-Stop-Shop for the BASF employees



# Outlook

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# ServiceNow@BASF – 2024 and beyond

- Follow change & transformation
- Execute digitalization roadmap with AI
- Get Clean & Stay Clean
- Adopt of built-in innovations
- Modernize landscape and drive simplification
- Expand Enterprise Service Management

Stabilize

Harvest

Innovate



# Questions & Answers



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We create chemistry