

A modern model for servicenow managed services

In this eBook, we explore why traditional managed services no longer meets the needs of modern organisations, and what a more strategic and transformation-ready approach looks like.



ServiceNow has evolved far beyond just a support platform.

For many organisations, ServiceNow sits at the centre of service delivery, workflow automation, governance, compliance, and operational movement. But while the platform has advanced, many managed services models have not. Which is a problem, because traditional managed services were built for a different era.

If your managed services model is designed to purely resolve tickets, maintain stability and keep systems running, it isn't providing you the optimum value from your ServiceNow investment.

Today, organisations need to move faster, govern more effectively, and continuously improve without increasing risk.

This is where the gap appears.

Internal teams are stretched and specialist capability is hard to retain, but the pressure to deliver innovation and platform performance remains. In this environment, reactive support isn't enough.

In this eBook, we explore why the traditional model no longer works, what a modern ServiceNow managed service model looks like, and why we believe the future lies in a more agile, governed, and collaborative model.



Why do traditional managed services no longer work?

Traditional managed services were designed to keep technology running, which made sense when enterprise platforms were narrower in scope. But that's not where we sit today.

ServiceNow has become a strategic platform. It is increasingly tied to:

- Operational efficiency
- Employee experience
- Governance
- Workflow maturity
- Transformation outcomes across the enterprise

Applying traditional methods of managed services to this modern workflow platform doesn't make sense.

Reactive, ticket-led support models can help resolve immediate issues, but isn't designed to continually improve a platform, accelerate new value, or align day-to-day delivery with broader business priorities.

It often measures activity rather than outcomes, and effort rather than impact. In many organisations, this creates a gap between what the platform has potential to deliver and what the support model is actually enabling.

For ServiceNow environments specifically, the pressure is even greater. As adoption grows, so does the need for governance, architectural oversight, and a clear operating model. ServiceNow's own guidance highlights that governance and operating model design must evolve continuously as platform complexity grows.

A market-wide shift

According to market research, organisations are moving away from managed services models built primarily for cost reduction and short-term operational support, and toward next-generation models focused on value, resilience, scarce skills, and transformation.

In practical terms, the old model falls short in several ways:

- It waits for work to arrive through incidents, tickets or requests rather than proactively improving platform health, refining governance or identifying opportunities to scale.
- It separates delivery from strategy, with support teams focussed on execution while roadmap, architecture and transformation decisions happen elsewhere.
- It can create friction between speed and control, where change is either slowed by governance or delivered too quickly without enough structure around it.
- Supporting the platform is no longer the goal. Ensuring it continuously evolves and delivers value is.

Traditional model vs. modern managed services model

Traditional managed services	Modern managed services model
Reactive, ticket-led support	Continuous improvement mindset
Focussed on incidents, requests and SLAs	Focussed on outcomes, optimisation and value
Separate support, delivery and strategy teams	Embedded advisory and one-team collaboration
Measures activity and effort	Measures business value and outcomes
Designed to keep the lights on	Designed to help the platform thrive
Governance treated as a blocker or separate process	Governance embedded by design
Limited flexibility as business needs change	Agile, scalable and aligned to transformation priorities



What does a modern ServiceNow managed services model look like?

If traditional managed services were designed to maintain platforms, the modern managed services model is designed to proactively and strategically improve them.

It reflects the new reality that ServiceNow must be managed as a core enterprise capability that must continuously evolve alongside the business.

This requires an operating model that brings together delivery, governance and strategy as an integrated approach. At its core, the modern model blends four key elements.

1 Agile delivery

Enabling speed without disruption

You can't afford to wait months for change. New requirements and enhancements need to be delivered quickly and predictably without compromising stability.

An agile, DevOps-aligned delivery model enables this.

Work is prioritised based on business value, delivered in structured sprints and released in a controlled, consistent way. This allows you to:

- Accelerate time-to-value for new capabilities
- Respond to changing business needs more quickly
- Deliver incremental improvements rather than large, disruptive releases

2 Embedded governance

Maintaining control by design

As ServiceNow becomes more central to business operations, governance becomes critical.

In a modern managed services model, governance is embedded into day-to-day delivery. Platform standards, architectural alignment, security and compliance are built into workflows.

This creates an environment where:

- Platform health is continuously maintained
- Security and compliance are proactively managed
- Architectural decisions are aligned to long-term scalability

3 Strategic advisory

Aligning the platform to business outcomes

One of the biggest limitations of traditional managed services is the separation between execution and strategy.

The modern model removes that divide. Strategic advisory is embedded directly into the operating model. Every decision (major or minor) is aligned to the broader direction of the platform and organisation.

This includes:

- Defining and evolving the ServiceNow roadmap
- Providing architectural oversight and guidance
- Identifying opportunities to optimise licensing and capability usage
- Supporting platform owners and stakeholders with informed decision-making

4 One-team delivery

Working as an extension of your organisation

A modern managed services model doesn't run at arm's length, but as an extension of the customer's team. There is shared ownership of the platform, shared goals and a shared understanding of priorities.

In practice, this means:

- Closer collaboration between technical and business stakeholders
- Faster decision-making through real-time engagement
- Greater transparency across delivery, governance and planning
- A stronger sense of accountability for outcomes

What outcomes does a modern ServiceNow managed services model deliver?

When agile delivery, embedded governance, strategic advisory and one-team collaboration come together, you see measurable improvements in how their platform performs, evolves and supports the business.

Faster time to value:

When enhancements are delivered in structured increments aligned to business priorities, you can introduce new capabilities faster. This means you can respond to change more effectively and realise more value from your ServiceNow investment sooner.

A healthier, more stable platform:

With proactive monitoring and ongoing optimisation, you benefit from improved performance, reduced disruption and greater confidence in ServiceNow as a critical system.

Governance and compliance by design:

Security, risk and compliance requirements are addressed as part of everyday platform management—reducing friction while strengthening control and audit readiness.

Better decisions:

With advisory embedded into managed services, platform decisions are guided by both technical expertise and business context. So, roadmaps are clearer and investment is aligned to long-term value.

Continuous improvement and measurable ROI:

Enhancements and platform maturity progresses over time, creating a compounding return on ServiceNow investment.

Delivered as an extension of your team:

Collaborative and transparent delivery through a local, onshore team means closer engagement and stronger accountability.

Why partner with AC3?

Modern managed services for ServiceNow requires the right partner. AC3's approach is built specifically to support the shift away from traditional methods, from reactive support to a continuous and outcome-led model.

1 Sovereign, onshore delivery

All ServiceNow resources are based locally across Australia and New Zealand. This ensures stronger alignment to regulatory requirements, faster response times, and a deeper understanding of the environments in which our customers operate.

2 A modern, agile operating model

AC3 blends DevOps-aligned delivery with long-term platform evolution. Enhancements are delivered continuously, governance is embedded into delivery, and platform improvements are aligned to business priorities.

3 Embedded advisory and governance

Strategic input isn't delivered in isolation. AC3 embeds advisory, architectural oversight, and roadmap alignment directly into day-to-day operations—ensuring every decision supports long-term platform health, scalability, and value.

4 A true extension of your team

AC3 operates as part of your organisation. Through a one-team model, we work collaboratively with your stakeholders to drive shared outcomes, improve visibility, and accelerate decision-making.

5 Continuous improvement at the core

The platform is never static. AC3's model is designed to continually optimise, enhance, and evolve your ServiceNow environment—ensuring you maximise value from your investment over time.

Ready to take the next step?

If your organisation is looking to move beyond traditional managed services and unlock more value from ServiceNow, AC3 can help.

Our Managed Services Discovery Call is designed to assess your current environment, identify opportunities for improvement, and provide clear, practical guidance on how to evolve your operating model.

Book a Managed Services Discovery Call and start building a more agile, governed, and outcome-led ServiceNow platform.

Summary

Traditional managed services models were built to maintain systems. Today, organisations need more. ServiceNow has become a strategic platform, requiring an operating model that can balance speed, governance, and continuous improvement. A modern ServiceNow managed services model brings together agile delivery, embedded governance, strategic advisory, and one-team collaboration to ensure the platform evolves alongside the business.

The result is faster time-to-value, stronger control, improved platform health, and measurable return on investment. With a locally delivered, advisory-led approach, AC3 helps organisations move beyond reactive support and establish a ServiceNow capability that is continuously improving, aligned to business priorities, and built for long-term success.

