

servicenow vs servicemax

servicenow vs servicemax represents a critical comparison for organizations seeking to optimize their service management and field service operations. Both ServiceNow and ServiceMax are leading platforms designed to enhance operational efficiency, but they cater to different aspects of service delivery and enterprise needs. This article explores the key features, benefits, and differences between ServiceNow and ServiceMax, providing valuable insights for decision-makers aiming to select the best solution for their business. From platform capabilities and integration options to pricing models and industry applications, understanding these factors is essential for aligning technology with organizational goals. The following sections will guide readers through a comprehensive analysis of ServiceNow vs ServiceMax, helping clarify which platform suits specific operational requirements.

- Overview of ServiceNow and ServiceMax
- Core Features Comparison
- Integration and Customization
- Pricing and Licensing Models
- Industry Use Cases and Applications
- User Experience and Support

Overview of ServiceNow and ServiceMax

ServiceNow and ServiceMax are prominent players in the service management software market, each offering unique functionalities tailored to different service domains. ServiceNow is renowned for its comprehensive IT service management (ITSM) platform that extends into enterprise service management, enabling automation of workflows across various business units. ServiceMax, on the other hand, specializes in field service management (FSM), focusing on optimizing on-site service delivery for industries such as manufacturing, healthcare, and energy.

ServiceNow Platform Overview

ServiceNow provides a cloud-based platform designed to automate and streamline IT services and broader enterprise workflows. Its capabilities include incident management, change management, asset management, and customer service management. The platform emphasizes digital transformation by enabling organizations to unify service processes and improve operational visibility through a single system of record.

ServiceMax Platform Overview

ServiceMax is a purpose-built field service management solution that offers tools for scheduling, dispatching, inventory management, and technician enablement. It is engineered to support complex field service operations by leveraging IoT data, mobile applications, and advanced analytics. ServiceMax aims to increase first-time fix rates, reduce service costs, and enhance customer satisfaction for businesses with extensive on-site service requirements.

Core Features Comparison

Analyzing the core features of ServiceNow vs ServiceMax reveals their distinct focuses and capabilities. While both platforms enhance service delivery, their feature sets cater to different operational challenges and business goals.

ServiceNow Core Features

ServiceNow offers a wide range of features centered around IT service management and enterprise workflow automation, including:

- Incident, problem, and change management
- Service catalog and request fulfillment
- Configuration management database (CMDB)
- Knowledge management and self-service portals
- Workflow automation and orchestration
- Performance analytics and reporting
- Customer service management

ServiceMax Core Features

ServiceMax provides specialized field service management capabilities designed to manage complex service operations, such as:

- Work order management and scheduling
- Mobile workforce enablement
- Inventory and parts management
- Contract and warranty management

- IoT and predictive maintenance integration
- Technician performance tracking
- Customer communication and feedback tools

Integration and Customization

The ability to integrate and customize is a critical factor when evaluating ServiceNow vs ServiceMax. Both platforms offer integration capabilities, but they differ in scope and flexibility depending on organizational needs.

ServiceNow Integration Capabilities

ServiceNow supports extensive integration options that allow seamless connectivity with third-party applications and enterprise systems. Its open API architecture and integration hub enable easy connection with ERP, CRM, and other business tools. Custom workflows and applications can be built on the Now Platform, providing flexibility to tailor solutions to specific business processes.

ServiceMax Integration Capabilities

ServiceMax offers robust integration features primarily focused on connecting field service processes with enterprise systems like ERP and CRM platforms. It supports IoT integration for real-time asset monitoring and predictive maintenance. The platform's mobile-first approach allows customization of mobile apps for technicians, enhancing field efficiency.

Pricing and Licensing Models

Understanding the pricing and licensing structures of ServiceNow vs ServiceMax is essential for budgeting and long-term planning. Both platforms typically follow subscription-based models but differ in licensing specifics and cost drivers.

ServiceNow Pricing Structure

ServiceNow pricing generally depends on the number of users, the modules selected, and the deployment scale. Licensing is modular, allowing organizations to choose specific service management applications. Costs can vary significantly based on customization and the breadth of services utilized, making it suitable for organizations seeking scalable enterprise solutions.

ServiceMax Pricing Structure

ServiceMax pricing is often based on the number of field service users and the level of functionality required. It offers tiered packages that cater to varying degrees of service complexity. Pricing may also factor in mobile access and IoT integrations. This model is well-suited for businesses with a heavy emphasis on field operations and technician enablement.

Industry Use Cases and Applications

ServiceNow and ServiceMax serve different industry verticals and use cases, reflecting their specialized design and functionality.

ServiceNow Industry Applications

ServiceNow is widely adopted in IT-centric industries, including finance, healthcare, government, and telecommunications. Its platform supports IT service desks, HR service delivery, facilities management, and customer service workflows, making it versatile across multiple departments and sectors.

ServiceMax Industry Applications

ServiceMax is predominantly used in industries with intensive field service demands such as manufacturing, medical devices, industrial equipment, and energy. It addresses challenges related to on-site repairs, maintenance scheduling, asset tracking, and compliance requirements in these sectors.

User Experience and Support

The user experience and support infrastructure of ServiceNow vs ServiceMax influence adoption rates and operational success.

ServiceNow User Experience

ServiceNow offers a modern, intuitive user interface designed for IT professionals and business users alike. The platform includes customizable dashboards and automated workflows that enhance usability. ServiceNow provides comprehensive documentation, training resources, and a global support network to assist users.

ServiceMax User Experience

ServiceMax emphasizes mobile usability for field technicians, with applications designed for offline access and ease of use in diverse environments. The platform supports real-time communication and data updates, improving technician productivity. Support services include onboarding assistance,

training, and technical support tailored to field operations.

Frequently Asked Questions

What are the primary differences between ServiceNow and ServiceMax?

ServiceNow is a cloud-based platform focused on IT service management (ITSM) and enterprise workflow automation, while ServiceMax specializes in field service management (FSM) solutions tailored for industries requiring on-site service and asset management.

Which platform is better suited for IT service management, ServiceNow or ServiceMax?

ServiceNow is better suited for IT service management as it offers comprehensive ITSM, IT operations management, and IT asset management capabilities, whereas ServiceMax is designed primarily for field service operations.

Can ServiceNow and ServiceMax be integrated for enhanced service delivery?

Yes, ServiceNow and ServiceMax can be integrated to leverage ServiceNow's ITSM and workflow automation alongside ServiceMax's field service management, providing a unified service delivery experience.

What industries typically use ServiceMax compared to ServiceNow?

ServiceMax is commonly used in manufacturing, medical devices, energy, and heavy equipment industries that require robust field service management, while ServiceNow serves a broader range of industries with a focus on IT and enterprise service management.

How do ServiceNow and ServiceMax differ in terms of mobile field service capabilities?

ServiceMax offers specialized mobile apps designed for field technicians with offline capabilities, parts management, and real-time scheduling, whereas ServiceNow provides mobile access mainly for IT and enterprise service workflows, with less emphasis on field technician-specific features.

Which platform offers better customization and scalability for enterprise service management?

ServiceNow generally offers greater customization and scalability across various enterprise service management domains due to its extensive platform capabilities and marketplace, while ServiceMax

is more specialized and focused on optimizing field service operations.

What are the pricing considerations when choosing between ServiceNow and ServiceMax?

ServiceNow pricing varies based on modules and user licenses, often requiring significant investment for enterprise-wide deployment, whereas ServiceMax pricing is typically based on field technician seats and service contracts. Total cost depends on the scale and specific needs of the organization.

Additional Resources

1. ServiceNow vs ServiceMax: A Comprehensive Comparison

This book offers an in-depth analysis of ServiceNow and ServiceMax platforms, highlighting their core functionalities, strengths, and weaknesses. It serves as a guide for businesses trying to choose the right service management software based on their unique needs. Readers will find detailed case studies and comparison charts to aid decision-making.

2. Mastering Enterprise Service Management: ServiceNow and ServiceMax Insights

Focused on enterprise-level solutions, this book explores how ServiceNow and ServiceMax streamline service operations. It provides practical tips for implementation, customization, and integration of both platforms. IT professionals and service managers will gain valuable knowledge on maximizing ROI through these tools.

3. Field Service Management Showdown: ServiceNow vs ServiceMax

This title dives into the specific capabilities of ServiceNow and ServiceMax in field service management. It discusses scheduling, dispatch, asset tracking, and mobile app functionalities. The book is essential for field service organizations looking to enhance efficiency and customer satisfaction.

4. Choosing the Right Service Platform: ServiceNow or ServiceMax?

Designed for decision-makers, this book outlines critical factors to consider when selecting between ServiceNow and ServiceMax. It covers cost analysis, scalability, user experience, and vendor support. Readers will learn how to align their service technology strategy with business goals.

5. Implementing ServiceNow and ServiceMax: Best Practices and Challenges

This book addresses the practical aspects of deploying ServiceNow and ServiceMax solutions, including project planning, change management, and training. It highlights common pitfalls and how to overcome them to ensure a smooth transition. Real-world implementation stories provide actionable insights.

6. ServiceNow vs ServiceMax: Integration Strategies for Seamless Operations

Exploring integration techniques, this book discusses how to connect ServiceNow and ServiceMax with other enterprise systems such as CRM, ERP, and IoT platforms. It offers architectural guidance and middleware options to achieve seamless data flow. IT architects and system integrators will find this resource invaluable.

7. Transforming Customer Service with ServiceNow and ServiceMax

This book focuses on enhancing customer service delivery through the use of ServiceNow and

ServiceMax. It examines automation, self-service portals, and AI-driven support features. Customer experience managers will learn strategies to boost engagement and satisfaction.

8. *Advanced Analytics in ServiceNow and ServiceMax*

Covering the analytics and reporting capabilities of both platforms, this title explains how to leverage data for operational insights and predictive maintenance. It includes tutorials on dashboards, KPIs, and machine learning applications. Data analysts and service managers will benefit from its detailed approach.

9. *The Future of Service Management: Innovations in ServiceNow and ServiceMax*

This forward-looking book explores emerging trends and innovations in service management technologies, focusing on ServiceNow and ServiceMax. It discusses AI, IoT integration, and cloud advancements shaping the future of service delivery. Industry leaders will find inspiration for strategic planning and innovation.

ServiceNow Vs Servicemax

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ServiceNow vs. ServiceMax: Choosing the Right Field Service Management Solution

Introduction:

Are you grappling with the complexities of field service management (FSM)? Finding the right solution can feel like navigating a minefield. Two giants dominate the landscape: ServiceNow and ServiceMax. This comprehensive comparison dives deep into the strengths and weaknesses of each platform, equipping you with the knowledge to make an informed decision that best aligns with your business needs and goals. We'll explore key features, pricing models, integrations, and ultimately help you determine whether ServiceNow or ServiceMax is the perfect fit for your organization. Prepare to unlock the secrets to optimizing your field service operations!

1. Understanding Field Service Management (FSM) Challenges:

Before diving into the ServiceNow vs. ServiceMax debate, let's acknowledge the common pain points that FSM solutions aim to address. Inefficient scheduling, poor communication between field technicians and dispatchers, inadequate inventory management, and a lack of real-time visibility into service operations are all too common. These issues often lead to increased costs, reduced customer

satisfaction, and missed service level agreements (SLAs). Both ServiceNow and ServiceMax offer solutions to these problems, but their approaches and capabilities differ significantly.

2. ServiceNow: A Comprehensive IT Service Management Platform with FSM Capabilities:

ServiceNow is a powerhouse platform known for its robust IT Service Management (ITSM) capabilities. Its FSM functionality is a significant part of its broader offering. This means it's not solely focused on field service but integrates it into a larger ecosystem. This integrated approach offers advantages like centralized data management and streamlined workflows across different departments.

Strengths:

Extensive ecosystem: Seamless integration with other ServiceNow modules (like ITSM, HR, and Customer Service) allows for holistic business process optimization.

Scalability: Handles vast amounts of data and can easily adapt to growing business needs.

Customization: Highly customizable workflows and interfaces cater to specific business requirements.

Strong reporting and analytics: Provides detailed insights into field service performance.

Weaknesses:

Complexity: The sheer breadth of features can be overwhelming for smaller businesses or those without extensive IT expertise.

Cost: Can be expensive, particularly for organizations needing extensive customization and integrations.

Implementation: Requires significant time and resources for successful deployment.

Steeper learning curve: Mastering the platform's functionalities can take time and training.

3. ServiceMax: A Dedicated Field Service Management Solution:

ServiceMax, acquired by GE Digital and subsequently by Silver Lake, is a dedicated FSM platform designed specifically for complex field service operations. Its focus is laser-sharp, providing a comprehensive suite of tools tailored to the unique demands of field service businesses.

Strengths:

Industry-specific features: Offers specialized functionalities for industries like healthcare, manufacturing, and high-tech.

User-friendly interface: Generally considered more intuitive than ServiceNow's FSM module, making it easier for field technicians to adopt.

Robust scheduling and dispatching: Optimizes technician routes and schedules to minimize travel time and maximize efficiency.

Real-time visibility: Provides real-time tracking of technicians, inventory, and service requests.

Weaknesses:

Limited integration capabilities: Integration with other business systems might require custom development or third-party tools.

Scalability challenges: While capable of scaling, it may not be as flexible as ServiceNow for extremely large and diverse organizations.

Potentially higher implementation costs for complex setups: While user-friendly, complex integrations can still require significant implementation effort.

4. Head-to-Head Comparison: Key Features

Feature	ServiceNow	ServiceMax
Core Functionality	FSM as part of a larger ITSM platform	Dedicated FSM platform
Scheduling & Dispatch	Robust, but complexity can be a factor	Highly optimized and user-friendly
Inventory Management	Integrated, but may require configuration	Robust and purpose-built
Mobile App	Available, integrates with core platform	Powerful and intuitive mobile experience
Reporting & Analytics	Powerful, leveraging ServiceNow's strength	Comprehensive, focused on FSM KPIs
Integration	Extensive, within the ServiceNow ecosystem	Requires more effort for broader integrations
Pricing	Subscription-based, varies based on usage	Subscription-based, varies based on modules

5. Choosing the Right Platform for Your Needs:

The best choice depends on your specific requirements.

Choose ServiceNow if:

- You need a comprehensive platform integrating FSM with other business processes.
- You have a large IT team capable of managing a complex system.
- You require extensive customization and integration options.
- You prioritize scalability and a broad range of features.

Choose ServiceMax if:

- Your primary focus is field service management.
- You need a user-friendly system easily adopted by field technicians.
- You require specialized functionalities for your industry.
- You prioritize ease of implementation and a streamlined user experience.

6. Conclusion:

Both ServiceNow and ServiceMax are powerful FSM solutions, each with its strengths and weaknesses. Carefully consider your business needs, budget, technical expertise, and long-term goals before making a decision. Investing time in thorough research and potentially engaging with both vendors for demos will ensure you select the platform that best supports your organization's success.

Article Outline:

- Introduction: Hook the reader with a compelling problem and overview.
- Chapter 1: Understanding FSM Challenges.
- Chapter 2: ServiceNow – Strengths and Weaknesses.
- Chapter 3: ServiceMax – Strengths and Weaknesses.
- Chapter 4: Head-to-Head Feature Comparison.
- Chapter 5: Choosing the Right Platform.
- Chapter 6: Conclusion and Call to Action.

FAQs: Answer common questions.

Related Articles: List relevant articles.

(The detailed content for each chapter is provided above in the article itself.)

FAQs:

1. What is the average cost of ServiceNow and ServiceMax? Pricing varies significantly based on the number of users, modules, and customizations. Contact each vendor for a customized quote.
2. Which platform offers better mobile capabilities? Both offer robust mobile apps, but ServiceMax's app is generally considered more user-friendly for field technicians.
3. Can I integrate ServiceNow/ServiceMax with my existing CRM? Yes, but the complexity and cost of integration vary. ServiceNow generally offers broader integration options.
4. Which platform is easier to implement? ServiceMax is generally considered easier to implement for its dedicated FSM focus, while ServiceNow's complexity demands more resources.
5. Which platform offers better reporting and analytics? Both offer strong reporting, but ServiceNow's reporting capabilities are potentially more extensive due to its broader platform.
6. Which platform is best for small businesses? ServiceMax might be a better fit for smaller businesses due to its ease of use and faster implementation.
7. Which platform scales better for large enterprises? ServiceNow is better equipped to handle the scalability demands of extremely large and complex enterprises.
8. What kind of training is required for each platform? Both require training, but the intensity and duration depend on user roles and system complexity. ServiceNow's training needs are generally more extensive.
9. Which platform provides better customer support? Both vendors offer support, but the quality and responsiveness can vary. Check their online reviews and testimonials for insights.

Related Articles:

1. Top 10 Field Service Management Software Solutions: A comparative overview of various FSM platforms.
2. How to Choose the Right FSM Software for Your Business: A guide to selecting the right FSM solution based on your needs.
3. The Ultimate Guide to Field Service Optimization: Strategies for improving field service efficiency and customer satisfaction.
4. Improving Field Service Productivity with Mobile Technology: The impact of mobile apps on field service operations.
5. Real-Time Visibility in Field Service: Benefits and Implementations: The importance of real-time data in FSM.
6. The Role of IoT in Modern Field Service Management: How the Internet of Things transforms

FSM.

7. Best Practices for Field Service Inventory Management: Effective strategies for managing inventory in the field.

8. Optimizing Field Service Scheduling for Maximum Efficiency: Techniques for optimizing technician schedules.

9. Measuring KPIs in Field Service Management: Key performance indicators to track and improve FSM performance.

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as customer, employee, partner, investor or competitor. It is a fast-paced look at decades of what SAP has done well, and what it could have done better. Executives everywhere, even those in non-SAP settings, will benefit from the strategies described in the book to migrate inefficient back-office IT dollars to front-office innovation.

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servicenow vs servicemax: *Promote Yourself* Dan Schawbel, 2013-09-03 New York Times and

Wall Street Journal Bestseller *Promote Yourself* is a perfect read for young people starting their 'real' job, or veterans who want to up their game.--Daniel H. Pink, #1 New York Times bestselling author of *To Sell Is Human* and *Drive* How people perceive you at work has always been vital to a successful career. Now with the Internet, social media, and the unrelenting hum of 24/7 business, the ability to brand and promote yourself effectively has become absolutely essential. No matter how talented you are, it doesn't matter unless managers can see those talents and think of you as an invaluable employee, a game-changing manager, or the person whose name is synonymous with success. So, how do you stand out and get ahead? The subtle and amazingly effective art of self-promotion is the razor-thin difference between success and failure. By drawing on exclusive research on the modern workplace and countless interviews with the most dynamic professionals, career guru and founder of Millennial Branding Dan Schawbel's *Promote Yourself* gives you the new rules for success, and answers your most pressing questions about your career: * What are managers really looking for? * What do you do if you're stuck at work? * How do you create a personal brand for professional success? * How do you use social media for networking to propel your career? *Promote Yourself* frees you from the outdated rules for getting ahead and lays out a step-by-step process for building a successful career in an age of ever-changing technologies and economic uncertainty. By basing your personal brand on the rock-solid foundation of hard, soft, and online skills that are essential to get the job done right and by knowing exactly what managers value, Schawbel provides you with the unique skills and message that you'll need today and for the rest of your career. *Promote Yourself: The New Rules for Career Success* is the definitive book on marketing yourself and building an outstanding career.

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servicenow vs servicemax: The Measurement of Economic Value David Atkins, 1925

servicenow vs servicemax: Grit & Grind Rhonda Vetere, 2019 It's not WHAT challenges you face in life but HOW you face them that determines how fast you reach your goals. Rhonda Vetere, seasoned C-Suite technology veteran, knows firsthand that there's no such thing as a perfect, struggle-free life. In her work as a Global Technology Executive, she's faced down some of the biggest financial crises of modern times, and she knows it's not WHAT challenges you face in life but HOW you face them that matters. Grit & Grind uses real-life stories of how Vetere and her team navigate the volatile tech industry and illustrates a simple 10-part practice for building bone-deep confidence in your own abilities--no matter what the challenge is. We all face obstacles as we wind

our way through life. Whether you're seeking success at work, creating a lasting relationship, or just trying to get unstuck in some area of your life, the quickest way to get what you want is to dive into the mess and learn your way through it. Grit & Grind's 10-part practice provides the framework. You provide the willingness to dive in. No matter what challenges you face, no matter how messy things get, you CAN work your way through them, and things WILL be better on the other side. When you're not afraid of getting your hands dirty, and when you embrace the idea that grit and grind can be fun, nothing can stop you from achieving the life you desire.

servicenow vs servicemax: *Digital Democracy, Analogue Politics* Nanjala Nyabola, 2018-11-15 From the upheavals of recent national elections to the success of the #MyDressMyChoice feminist movement, digital platforms have already had a dramatic impact on political life in Kenya – one of the most electronically advanced countries in Africa. While the impact of the Digital Age on Western politics has been extensively debated, there is still little appreciation of how it has been felt in developing countries such as Kenya, where Twitter, Facebook, WhatsApp and other online platforms are increasingly a part of everyday life. Written by a respected Kenyan activist and researcher at the forefront of political online struggles, this book presents a unique contribution to the debate on digital democracy. For traditionally marginalised groups, particularly women and people with disabilities, digital spaces have allowed Kenyans to build new communities which transcend old ethnic and gender divisions. But the picture is far from wholly positive. *Digital Democracy, Analogue Politics* explores the drastic efforts being made by elites to contain online activism, as well as how 'fake news', a failed digital vote-counting system and the incumbent president's recruitment of Cambridge Analytica contributed to tensions around the 2017 elections. Reframing digital democracy from the African perspective, Nyabola's ground-breaking work opens up new ways of understanding our current global online era.

servicenow vs servicemax: *Directory of Corporate Counsel, Spring 2024 Edition* ,

servicenow vs servicemax: *Lifescape* Brian Solis, 2019-03-06 Somewhere along the way, we got distracted. As much as we multitask, love our devices and feel like we're in control, deep down we know that something is off. Shortened attention spans, declines in critical thinking, lack of sleep, self-doubt and decreased creativity are just some of the effects coming to light in an age of digital distraction. It's time to reclaim our lives. It's time to take control. *Lifescape* is a journey of self-discovery and growth. It's about getting back into balance and remastering our destinies. Author Brian Solis knows first-hand. He struggled with distraction and all of its ill-effects. To get his life back, he developed a set of techniques, exercises, and thought experiments designed to tame the chaos, and positively and productively navigate our day-to-day lives. Instead of falling victim to the never-ending cycle of newsfeeds, Likes, addictive apps, and boredom scrolling (aka the endless scroll), we can learn to manage our time and inspire our own lives in a way that will bring meaning back—without sacrificing the benefits that our devices bring us. In *Lifescape*, Brian has done the legwork to pull together scientific findings and practical tools into one book. Readers—especially those who are distracted—will connect with the humor, pathos, and inspiration inside. Using this book's simple but powerful lessons, we can: Identify sources of distraction and turn attention toward creativity and productivity Understand and resist the manipulative techniques that turn us into digital addicts Find meaning and purpose to guide our time in more meaningful ways Visualize future success to successfully dive into deep work and stop procrastinating Break bad habits, establish rituals, and establish routines that help you achieve goals Nurture imagination and learn to express ourselves more artistically Maximize productivity with simple but effective strategies Focus for extended periods and make breaks more restorative Foster a strong sense of purpose in life and identify the steps needed to bring it to life every day Smile more and build self-esteem With the renewed perspective *Lifescape* offers, we can finally learn to prioritize what matters, and live our digital and physical lives with intention and true happiness.

servicenow vs servicemax: *Diversity within Diversity Management* Andri Georgiadou, Maria Alejandra Gonzalez-Perez, Miguel R. Olivas-Luján, 2019-05-07 This edited collection of case studies from around the globe, seeks to shed light on existing practices disseminating the value of diversity,

whilst opening the road toward a wider perspective on its definitions. The contributors provide a critical reflection of the current discourse on different types of diversity around the world.

servicenow vs servicemax: The Age of Sustainability Denis Pombriant, 2018-11-07 While most people acknowledge the toll of burning fossil fuels on earth's climate, few consider what will happen when demand for carbon-based fuels inevitably outstrips supply. In *The Age of Sustainability* Denis Pombriant evaluates and recommends solutions for energy provisioning and reducing carbon pollution that will keep the planet habitable and accommodating to human life. Far from being an unsolvable problem climate change and its solution should be seen as another in a long line of inflection points that have dotted human history. Cracking the problem is more like solving Rubik's Cube than playing whack-a-mole. As in all earlier eras, the next evolutionary step involves disruptive innovations beginning with new energy alternatives and treating carbon pollution as a chronic problem rather than as an emergency. By doubling the amount of photosynthesis planet-wide, we can stabilize climate and provision for the additional billions of people who will be born by mid-century. *The Age of Sustainability* shows that many the innovations needed to provide workable solutions are already available and that the free market is already adopting them. It also demonstrates how earlier generations have followed a common path to solving the big challenges of their times. This is a hopeful tour of solutions and, most importantly including economic models that will stabilize climate and provide a livable future for the human race.

servicenow vs servicemax: Game the Plan Christopher W. Cabrera, 2014-02-03 Create an incentive compensation plan knowing it will be gamed Tired of the reality that within five minutes of announcing an incentive plan someone on your sales team starts to find ways to game the plan? THERE IS NOTHING WRONG WITH THAT! By gaming, sales reps are trying to achieve the goals you set out. Too many companies walk away from incentives thinking they create a scenario in which every win by a team member means a loss for the company. The only thing a "loss" means, though, is that you, the corporate leader, wrote a bad plan. Instead of fighting the gamers on your staff, build your incentive plan knowing that your sales reps will take every possible means to earn their badges, bonuses, checks, extra PTO days, or whatever other bait you dangle in front of them. *Game the Plan's* revolutionary, three-pronged approach takes the guesswork out of creating the right plan by reviewing a combination of academic, experiential, and empirical data. And the self-assessment exercises will help you diagnose and fine-tune your company's incentive strategy effectiveness. With several terabytes of proprietary information gleaned from industry leaders' best practices behind him, Xactly Corporation Founder, President & CEO Christopher Cabrera offers you--for the first time ever--a way to intelligently harness the unique motivational composition of your workforce and systematically spike company-wide collaboration and profitability across every job function and department. This is not a guessing game, or something that comes from a gut feeling. This is your key to drive your employees to the right behavior by crafting a dialed-in incentive plan that motivates them to be more productive and loyal.

servicenow vs servicemax: The Big Data Opportunity in Our Driverless Future Evangelos Simoudis, 2017-02-09 From Detroit to Germany, Japan, and Korea, within the incumbent automotive industry there is amplifying conversation about the magnitude, extent and timing of the disruption that will result from the introduction of autonomous and driverless vehicles. This disruption will in turn result from innovations in technology and business models and changing attitudes toward car ownership. Catalyzed by the development of Autonomous, Connected and Electrified (ACE) vehicles and Mobility Services, the emerging hybrid mobility model will blend car ownership with on-demand car access. Big data generated inside and outside ACE vehicles and the exploitation of that data by machine intelligence technologies are key ingredients in this next generation of mobility. Together they offer a unique and still overlooked value creation opportunity. The book presents a strategy for capitalizing on the opportunities presented in our driverless future through the combination of startup innovations with corporate innovation efforts.

servicenow vs servicemax: The Adventures of Women in Tech Alana Karen, 2020-12-01 Can women have meaningful careers in tech? Are diversity efforts in Silicon Valley failing? Should

women avoid working for technology companies? Alana Karen was annoyed every time she saw the latest headline questioning women's survival in tech. She pictured a new graduate deciding on her career and only having one-sided articles to help make her decision. She saw colleagues roll their eyes at books about C-level women in tech and heard jokes about how inaccessible those stories sounded. She wondered how women could feel like they belonged if they didn't see themselves reflected in the media. Inspired by women she knows in tech—women with diverse backgrounds, education, and ambitions—she wrote *The Adventures of Women in Tech* to fill that gap. A twenty-year tech company veteran and leader, Alana Karen brilliantly and systematically replaces what we think we know about women in tech with more than eighty women's stories of what it's honestly like to join, lead, and thrive in today's top technology companies. *The Adventures of Women in Tech* delves into why we join tech, the challenges we face, and the skills and support we need to succeed and stay in an often challenging environment. In twelve chapters filled with intimate stories, insights, and advice from women working in technology companies and start-ups, Alana Karen demonstrates that we all belong in tech.

servicenow vs servicemax: Chief Customer Officer 2.0 Jeanne Bliss, 2015-06-15 A Customer Experience Roadmap to Transform Your Business and Culture Chief Customer Officer 2.0 will give you a proven framework that has launched and advanced the customer experience transformation in businesses in every vertical around the world. And it will take years off your learning curve. Written by Jeanne Bliss, worldwide authority on customer experience, and preeminent thought leader on the role of the Customer Leadership Executive (such as Chief Customer Officer, Vice President of Customer Experience, etc.) this book follows the five-competency model she uses to coach the C-Suite and Chief Customer Officers. 1. Manage and Honor Customers as Assets 2. Align Around Experience 3. Build a Customer Listening Path 4. Proactive Experience Reliability and Innovation 5. One Company Accountability, Leadership & Decision Making Chief Customer Officer 2.0 will get you into action quickly with a united leadership team, and will shift your business intent to earning the right to growth by improving customers' lives. Jeanne Bliss fearlessly shares her tools and leadership 'recipe cards' for leading and enabling your business transformation. And she provides practical guidance on how embed the five competencies into how your company develops products, goes to market, enables and rewards people, and conducts annual planning. Including over forty accounts of actions by Customer Leadership Executives around the world, this is the book you have been waiting for that tells it like it is and gives you the framework to build your customer-driven growth engine. Jeanne Bliss pioneered the Customer Leadership Executive position, holding the role for twenty years at Lands' End, Allstate, Coldwell Banker, Mazda and Microsoft Corporations. Since 2002 she has led CustomerBliss, a preeminent customer experience transformation company where she helps companies achieve customer-driven growth. She is a worldwide keynote speaker, and sought frequently by major media for her point of view. Jeanne is the co-founder of the Customer Experience Professionals Association, established to advance the worldwide discipline of customer experience and customer experience practitioners. She is also the best-selling author of *Chief Customer Officer: Getting Past Lip Service to Passionate Action* (2006), and *I Love You More than My Dog: Five Decisions to Drive Extreme Customer Loyalty in Good Times and Bad* (2011).

servicenow vs servicemax: F#ck Content Marketing: Focus on Content Experience to Drive Demand, Revenue & Relationships Randy Frisch, 2019-02-28 F#ck Content Marketing isn't a book for content marketers. Instead, it's for everyone in the organization who needs better context and direction for how to drive demand, revenue, and relationships with content. Truly effective companies (and marketers) create content experiences, drawing the customer into an immersive infinite scroll that mirrors the consumer experience of Netflix, Spotify, and other billion-dollar brands. Randy Frisch will push you to rethink how you approach content for complex buyer journeys. The current mindset is all about volume—the more content created, the better. But the reality is that almost 70 percent of content created within an organization is never used, and there's little point investing in content marketing if you're not leveraging the assets you create. In this book, Frisch unpacks the Content Experience Framework, arming your organization to deliver

personalized experiences that leverage your content to engage your audiences at scale-as well as identify and ramp up the key players in your organization who need to own this process.

servicenow vs servicemax: Flip it Michael Heppell, 2013-03-06 There's a simple way of thinking, acting and doing that, once learned, will make sure you get the very best out of everything. This book challenges you to get curious about how you interpret and handle every situation. It liberates you from the beliefs that have been holding you back and gives you powerfully simple ways to switch your thinking and change your actions so that you can get the very best from whatever life sends your way. With the new, revised edition of this bestselling book, you'll discover how to make sure you never have a 'bad day' ever again.

servicenow vs servicemax: How to Save an Hour Every Day Michael Heppell, 2012-08-21 'I'm so certain this book will help you save an hour every day, I guarantee it. If you've read the book, put the ideas into action and yet somehow haven't saved that vital hour, I'll personally give you your money back.' Michael Heppell *How to Save an Hour Every Day* is the new book from Michael Heppell, author of the bestselling personal development hit of 2010 *Flip It*, described by DJ and TV presenter Chris Evans as "brilliant, simple, a joy to read!" and "the best personal development book I have ever read". Would you like an extra hour a day, every day of your life, to do whatever you want with? If this sounds like an impossible dream, then here's the good news: that extra hour really can be yours! This easy-read book is high impact and full of brilliant ideas, tactics and suggestions that are all designed to save you valuable time. If you are willing to invest just an hour of your time to read it, pick out the ideas that leap out to you and put them into action, you'll create extra time every single day in a way you wouldn't believe could be possible. Among other things you will: overcome procrastination and make better, faster decisions unearth hidden time for you - time to do the important things discover powerful new ways to organise your time and your life find out how to deal with the deadly 'time sappers' streamline and simplify absolutely everything you do - both at work and in the home We're sure you'll find more time every day. What you do with it is up to you . . . www.saveanhour.co.uk

servicenow vs servicemax: The Context Marketing Revolution Mathew Sweezey, 2020-03-24 In a world of limitless media noise, how can businesses break through to customers? Context. We are in the midst of a massive media revolution. For the first time in history, ordinary people around the world have the ability to create, distribute, and consume content instantly, from anywhere, using connected devices. The massive increase in media noise created by these consumers and devices creates an entirely new situation that makes conventional marketing models obsolete. And yet countless companies and marketing organizations continue to rely on traditional models, assuming that their campaigns will sway customers. They couldn't be more wrong. In this provocative and practical book, Salesforce marketing maven Mathew Sweezey boldly outlines this new infinite media environment and poses a profound question: In a transformed world where customers shape their own experience, what is the key to breaking through and motivating them to buy? It is context--the close linkage between an individual's immediate desires and the experiences a brand creates to fulfill them. Drawing on new research and new insights into current consumer psychology, Sweezey defines the five key elements of context. Customer experiences must be: Available: Helping people achieve the value they seek in the moment Permissioned: Giving people what they've asked for, on their terms Personal: Going beyond how personal it is to how personally you can deliver it Authentic: Combining voice, empathy, and brand congruence simultaneously Purposeful: Creating a deeper connection to the brand, beyond the product Sweezey uses vivid examples to highlight a new marketing model used by high-performing brands big and small. The final part of the book shifts to execution, providing a new rule book for context-based marketing. The Context Marketing Revolution will change forever how you think about the purpose and practice of marketing.

servicenow vs servicemax: Peers Inc Robin Chase, 2015-06-09 When Robin Chase cofounded Zipcar, she not only started a business but established the foundation for one of the most important economic and social ideas of our time: the collaborative economy. With this important book, she broadens our thinking about the ways in which the economy is being transformed and shows how

the Peers Inc model is changing the very nature of capitalism. When the best of people power is combined with the best of corporate power to form Peers Inc organizations, a potent creative force is released. The Inc in these collaborations delivers the industrial strengths of significant scale and resources, and the Peers bring together the individual strengths of localization, specialization, and customization, unlocking the power of the collaborative economy. When excess capacity is harnessed by the platform and diverse peers participate, a completely new dynamic is unleashed. In Peers Inc, Robin Chase brings her provocative insights to work, business, the economy, and the environment, showing: How focusing on excess capacity transforms the economics of what's possible and delivers abundance to all How the new collaboration between the Inc and the Peers enables companies to grow more quickly, learn faster, and deliver smarter products and services How leveraging the Peers Inc model can address climate change with the necessary speed and scale How the Peers Inc model can help legacy companies overcome their shortening life cycle by inviting innovation and evolution Why power parity between the Peers and the Inc is a prerequisite for long-term success How platforms can be built within the existing financial system or outside of it What government can do to enhance economic possibility and protect people working in this new decentralized world Chase casts a wide net, illuminating the potential of the Peers Inc model to address broader issues such as climate change and income inequality, and proves the impact that this innovative economic force can have on the most pressing issues of our time.

servicenow vs servicemax: Hacking Connected Cars Alissa Knight, 2020-02-25 A field manual on contextualizing cyber threats, vulnerabilities, and risks to connected cars through penetration testing and risk assessment Hacking Connected Cars deconstructs the tactics, techniques, and procedures (TTPs) used to hack into connected cars and autonomous vehicles to help you identify and mitigate vulnerabilities affecting cyber-physical vehicles. Written by a veteran of risk management and penetration testing of IoT devices and connected cars, this book provides a detailed account of how to perform penetration testing, threat modeling, and risk assessments of telematics control units and infotainment systems. This book demonstrates how vulnerabilities in wireless networking, Bluetooth, and GSM can be exploited to affect confidentiality, integrity, and availability of connected cars. Passenger vehicles have experienced a massive increase in connectivity over the past five years, and the trend will only continue to grow with the expansion of The Internet of Things and increasing consumer demand for always-on connectivity. Manufacturers and OEMs need the ability to push updates without requiring service visits, but this leaves the vehicle's systems open to attack. This book examines the issues in depth, providing cutting-edge preventative tactics that security practitioners, researchers, and vendors can use to keep connected cars safe without sacrificing connectivity. Perform penetration testing of infotainment systems and telematics control units through a step-by-step methodical guide Analyze risk levels surrounding vulnerabilities and threats that impact confidentiality, integrity, and availability Conduct penetration testing using the same tactics, techniques, and procedures used by hackers From relatively small features such as automatic parallel parking, to completely autonomous self-driving cars—all connected systems are vulnerable to attack. As connectivity becomes a way of life, the need for security expertise for in-vehicle systems is becoming increasingly urgent. Hacking Connected Cars provides practical, comprehensive guidance for keeping these vehicles secure.

servicenow vs servicemax: Zero to IPO: Over \$1 Trillion of Actionable Advice from the World's Most Successful Entrepreneurs Frederic Kerrest, 2022-04-19 WALL STREET JOURNAL BESTSELLER From the cofounder of a \$40 billion software company comes an invaluable guide packed with \$1 trillion worth of advice from some of the world's most successful and recognizable entrepreneurs. Over the past 20 years, first as an early employee at Salesforce and later as a cofounder of Okta (a publicly traded software company now valued at over \$40 billion), Frederic Kerrest has met the most successful entrepreneurs and investors in Silicon Valley and beyond. He's discussed every angle of entrepreneurship with them—what works, what doesn't, and what to do when things get rough—and he's taken notes. The result is this unmatched blueprint for building and growing a business, drawn from his own experience as well as that of his fellow visionaries and

business leaders, who have collectively built over \$1 trillion worth of wealth for themselves and their investors. They include Marc Andreessen and Ben Horowitz (Andreessen Horowitz), Eric Yuan (Zoom), Stewart Butterfield (Slack), Aneel Bhusri (Workday), Julia Hartz (Eventbrite), Aaron Levie (Box), Fred Luddy (ServiceNow), Melanie Perkins (Canva), Patty McCord (Netflix), Sebastian Thrun (Udacity), and dozens of other luminaries. These ideas and practices aren't taught in business schools. They've been learned the hard way, through trial and error in the real world of business. Kerrest has battle-tested them himself, so he knows their power. Organized by topic in roughly the order that leaders will encounter them as they scale their businesses, this book is the ultimate guide to taking a company all the way from founding to IPO—and beyond.

servicenow vs servicemax: Opening Digital Markets Walid Mougayar, 1998 Written by a practitioner respected worldwide for leadership in Internet commerce planning, *Opening Digital Markets* gives you real strategies and tactics for penetrating business's newest front. And it shows you exactly why this is a war that you must fight. *Opening Digital Markets* contains original, professional, and profitable examples, insights, guidelines, and self-surveys that you can put to work in your business today. And this book will show you why you must get into action.

servicenow vs servicemax: Race Traits and Tendencies of the American Negro Frederick Ludwig Hoffman, 1896

servicenow vs servicemax: The Visual Sale Marcus Sheridan, Tyler Lessard, 2020-10-27 Video can help you close the deal in a virtual world and this book from award winning marketer and author Marcus Sheridan will show you how. With practical advice and step by step instructions, this is the ultimate guide to selling over video - no matter how much you hate watching yourself on the screen. More than ever before, buyers and consumers are demanding for more video. Just reading about a product, service, or company will no longer do the trick. Today, they must see it. Notwithstanding this increased demand for video, most businesses and organizations have struggled to quickly adapt. In fact, many have no idea as to how or where to get started. For this purpose, *The Visual Sale* was written. Finally, businesses and organizations have a clear guide that will literally show them, in simple, clear, and actionable terms, exactly how they can build a culture of video and start showing it moving forward, ultimately leading to a dramatic improvement to their sales numbers, marketing strategy, and overall customer experience.

servicenow vs servicemax: Customer Obsessed Eric Berridge, 2016-09-13 Optimize the customer experience via the cloud to gain a powerful competitive advantage *Customer Obsessed* looks at customer experience through the lens of the cloud to bring you a cutting-edge handbook for customer experience. Cloud technology has been hailed as a game-changer, but a recent IDC report shows that it accounts for less than three percent of total IT spending; why are so many companies neglecting such an enormous asset? This book provides a high-level overview of how the cloud can give you a competitive advantage. You'll learn how to integrate cloud technology into sound customer experience strategy to achieve unprecedented levels of success. More than just a state-of-the-field assessment, this book offers a set of concrete actions you can take today to leverage cloud computing into technical innovation and better business outcomes at all levels of your organization. You'll examine the many factors that influence the customer experience, and emerge with the insight to fine-tune your approach using the power of the cloud. What kind of advantage is your company leaving on the table? This book guides you through the key drivers of customer success to help you optimize your approach and leverage the future of global technology. Learn the keys to competitive advantage in the digital era Gain insight into each element that affects customer experience Harness the power of the cloud to achieve customer success Follow a prescriptive framework for optimizing customer experience We are in the golden age of IT innovation, but the majority of companies haven't even adopted cloud technology, much less begun to utilize its full business capabilities. Jump into the gap now, and reap the benefits as other struggle to catch up. *Customer Obsessed* gives you the guidance you need to achieve sustainable success in today's digital world.

servicenow vs servicemax: The New Atomic Age Anonymous, 2021-09-09 This work has been

selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

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