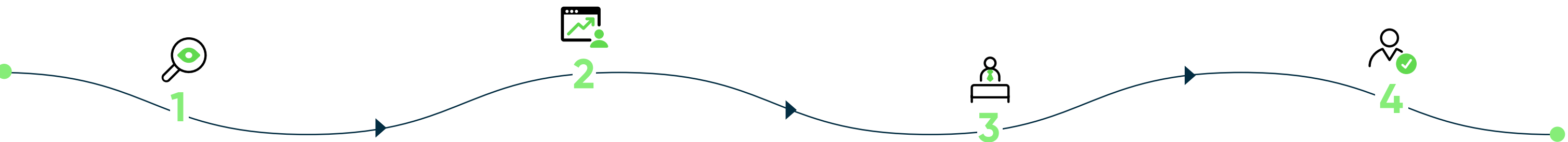


Ready, professional, diverse, and integrated:

How the Army empowers soldiers and civilians with a modern digital platform.

The Army is committed to continually improving the way it manages its center of gravity—its people. At ServiceNow, we're ready to partner on these reform efforts with a modern talent management system that supports essential quality of life enhancements. Here are some challenges the Army currently faces and how ServiceNow provides robust solutions that can provision the Army People Strategy for years to come.



Challenge

Acquire talent

"The talent and recruiting landscape is changing rapidly...We need to tell the Army's story in new ways to ensure we remain the first choice for Americans who want to serve their country."¹ New recruits expect streamlined applications, connected workflows, and digital processes with clear soldier touchpoints. To recruit the next generation of talent, the Army needs to minimize manual tasks and create a modern training process that enables recruits to ramp up quicker, perform better, and enjoy job satisfaction.

Develop talent

"The Army is its people, and a strong, healthy, resilient, trained force is the most important indicator of our readiness."¹ The Army must continue to invest in the personal development of its soldiers and civilians by identifying employment, education, and training opportunities that will extend talent and close skill gaps. This continued education should include talent and feedback assessments and leader development efforts.

Employ talent

"We win through our people, and people will drive success in our Readiness, Modernization and Reform priorities."² Investing in people goes beyond training. Everyone should feel a sense of fulfillment within their role and have passion for their work. For the Army, this means understanding the talents of individual soldiers and civilians to maximize their abilities and target their personal development and align unique skills against organizational talent demands.

Retain talent

"The most important thing that we do as leaders every single day is set the culture, climate and tone of our organizations."³ The best way to retain talent is to create a culture that is positive, respectful, and caring. For the Army, that means providing consistent support, connectivity, and resources to soldiers and their families. It also means providing soldiers with the quality of life they deserve, with leaders who have the tools and resources needed to effectively reduce unwanted behaviors within the Army.

Solution

The ServiceNow platform uses advanced tools like artificial intelligence (AI) and automated digital workflows to streamline and reduce manual processes, allow for self-service, and improve the recruiting and training experience to quickly get the right people on board to support the mission.

ServiceNow enables a modernized HR system that supports training and education programs. It also enables streamlined Army-capable workflows that create a better, more transparent user experience that promotes cross-agency collaboration. This, in turn, supports the Army's mission to develop intelligent, thoughtful, and innovative leaders while providing flexible career models to better attract, identify, develop, and optimize outcomes.

ServiceNow can help the Army connect teams and departments through a single platform, creating a central portal for career planning. Individuals have more visibility and access to education and career growth opportunities, allowing them to transparently facilitate career mapping conversations. And with all career and talent data aggregated in a central system of action, the Army can build digital soldier profiles, creating further visibility into an individual's strengths and growth potential.

Responding to the Army's diverse needs requires a modern and secure digital solution for quickly matching service members and their families to the help, resources, and support they deserve. ServiceNow provides a central portal, enabling soldiers and families to quickly find the details they need for healthcare, maintenance, childcare, jobs, and other essentials, seamlessly. By replacing ad-hoc processes and tedious personnel actions with connected, frictionless, and intuitive user experiences, ServiceNow helps the Army to deliver positive experiences across the Pentagon and the globe.

Partnering with the Army for mission success

The Army's ability to achieve its mission of fighting and winning the nation's wars hinges on the success of the Army People Strategy. ServiceNow supports this initiative with our powerful platform that connects people, processes, and technology through an intuitive, easy-to-use system of action. This positions the Army's programs and processes for success and capitalizes on the unique knowledge, skills, and characteristics possessed by every individual of the U.S. Army.

To learn more or to contact your ServiceNow representative, visit us at your.servicenow.com/Army

Sources

¹ Christine E. Wormuth, Secretary of the Army
² General James C. McConville, Chief of Staff of the Army
³ Sgt. Maj. Julie A.M. Guerra, Deputy Chief of Staff, G-2 Sergeant Major

