

**brightfin**

**SIEMENS**

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**CASE STUDY**

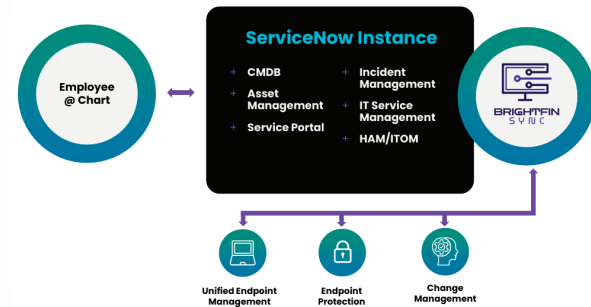
**How a Global  
Enterprise Gained  
Control of Mobile  
Assets and Orders  
in ServiceNow**



# Company Overview

Siemens is a global leader in electrification, automation, and digitalization, with over 300,000 employees across multiple regions and service providers. Managing mobile assets and IT services at scale presented serious challenges—especially when data lived across disconnected systems and ordering processes varied by region.

To streamline operations, Siemens turned to **Brightfin**, the only solution natively built in ServiceNow for managing mobile and telecom assets.



## Challenge: Outdated and Fragmented Asset Data

With over 160,000 mobile devices under management, Siemens lacked centralized visibility into their asset landscape. Device inventory, costs, and lifecycle data were siloed, leading to inconsistent reporting, unnecessary manual work, and missed savings opportunities.

## Solution: Brightfin Sync

Brightfin Sync enabled Siemens to **synchronize mobile asset data directly into ServiceNow's native tables**, ensuring a single source of truth. This accurate, up-to-date inventory data allowed Siemens to:

- Monitor device health and usage across all regions
- Improve the quality of reporting for compliance and audits
- Power AI initiatives with trustworthy, native data
- Proactively resolve discrepancies through automated remediation

Now, every asset record in ServiceNow reflects reality—no guesswork, no duplication, and no outdated data.

# Challenge: Inconsistent, Decentralized Mobile Ordering

Siemens operated with multiple portals, vendors, and workflows for mobile device procurement— creating inefficiencies, long cycle times, and a frustrating experience for end users and IT alike.

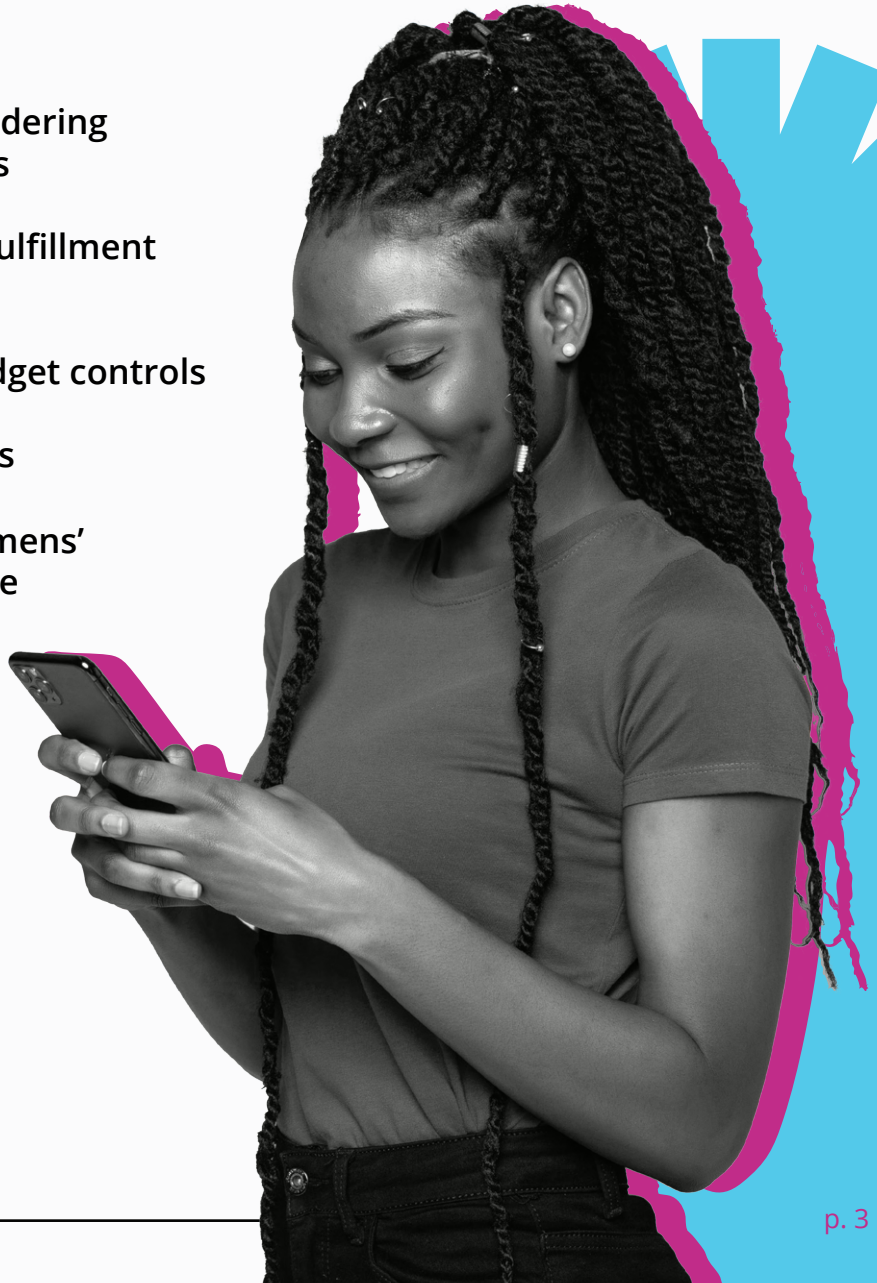
## Solution: Brightfin Order

With Brightfin Order, Siemens consolidated **all mobile device ordering into a unified, self-service portal within ServiceNow**. Employees across the globe now use the same intuitive interface— powered by dynamic catalog management—to order devices, accessories, and services from approved providers.

Key outcomes include:

- A consistent, ServiceNow-native ordering experience for 285,000+ employees
- Streamlined approvals and order fulfillment workflows
- Global policy enforcement and budget controls
- Reduced manual effort for IT teams

Brightfin turned ServiceNow into Siemens' **central hub** for mobile device lifecycle management—from request to delivery and beyond.



# Results: Better User Experiences. Real Business Impact.

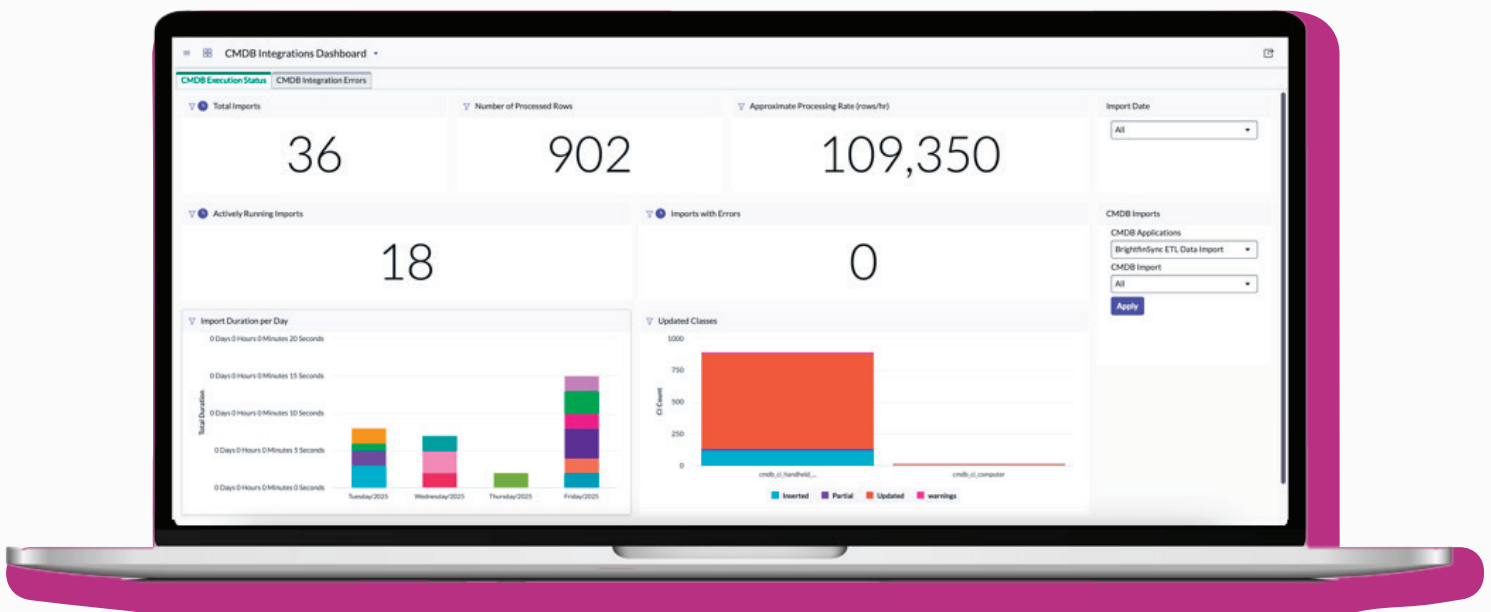
By deploying **Brightfin Sync** and **Brightfin Order**, Siemens was able to make dramatic improvements to both their internal IT operations and overall business agility — all within the familiar ServiceNow environment.

## Enhanced End-User Experience

With accurate asset data and a unified global ordering process, Siemens employees now benefit from:

- **Faster device fulfillment** through automated, region-specific workflows
- **Self-service ordering** with real-time catalog visibility and fewer IT bottlenecks
- **Reduced downtime** thanks to up-to-date device records and proactive service management
- **A single, consistent portal** (myIT) that covers requests, orders, and service changes in one place

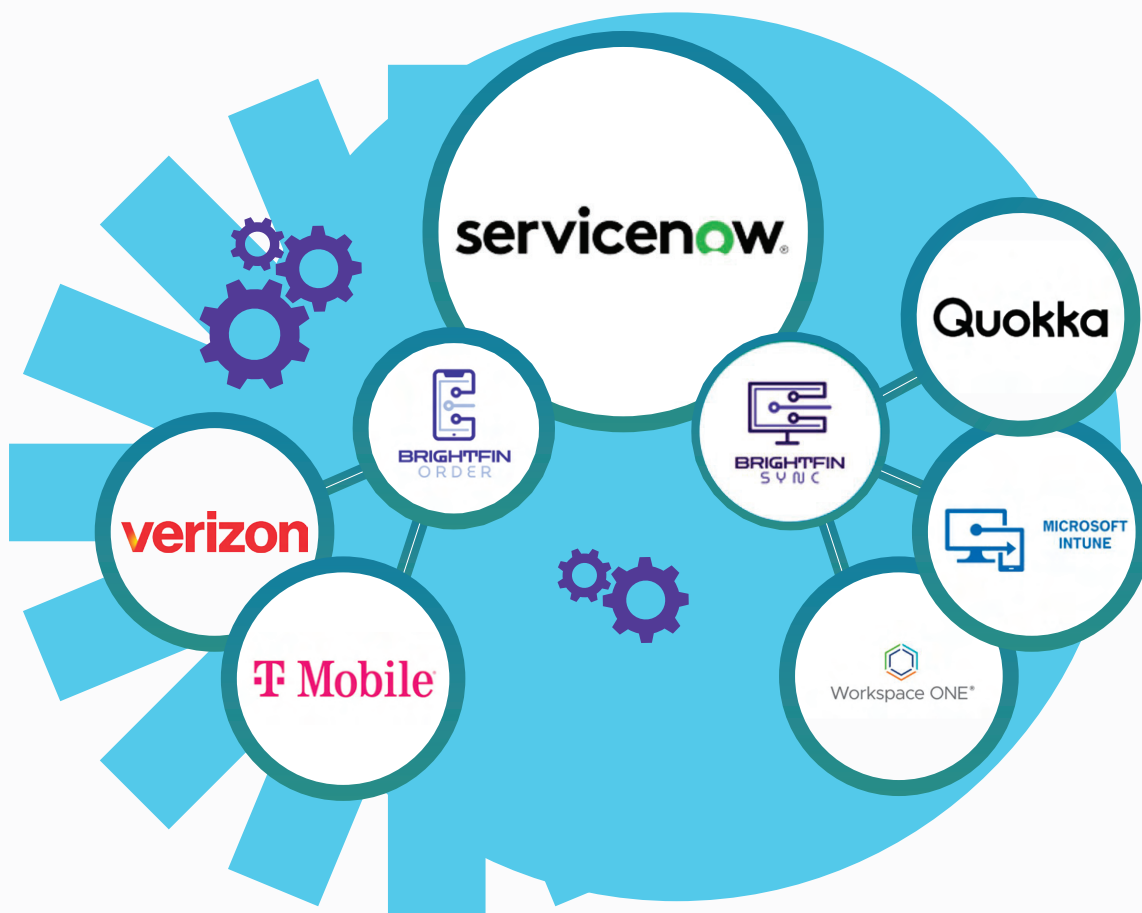
These improvements help Siemens employees stay productive and connected — whether they're on the factory floor, in an R&D lab, or working remotely across borders.

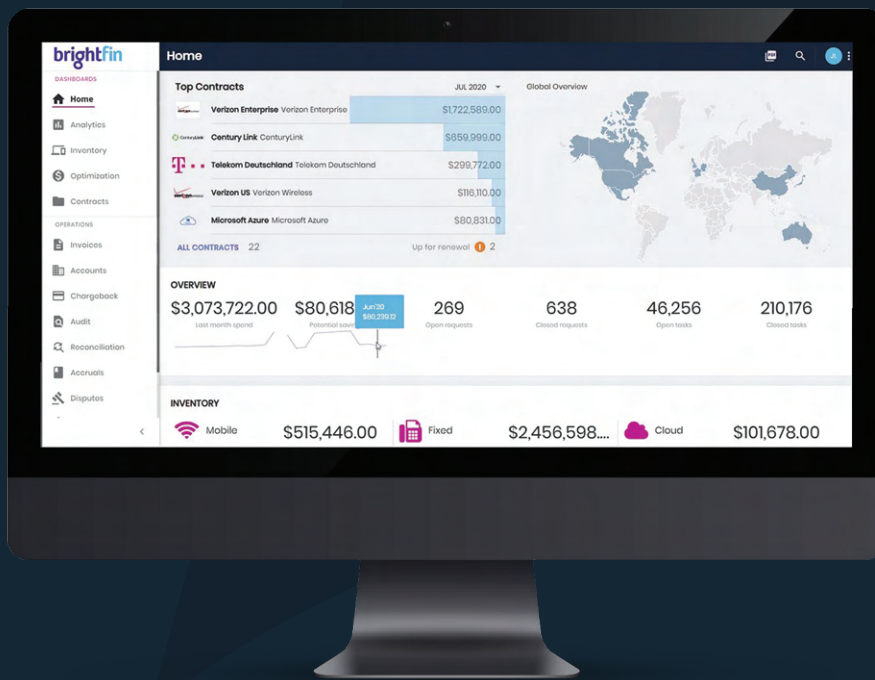


# Strategic Business Outcomes

As a global leader in **industrial automation, smart infrastructure, and digital industries**, Siemens depends on efficient, scalable IT processes to drive innovation and customer value. Brightfin delivered outcomes that support these goals:

- **Data-Driven Automation:** Clean, synchronized data across 160,000+ devices enables reliable automation and AI initiatives — critical for a company focused on digital transformation.
- **Improved Governance and Compliance:** Centralized visibility and reporting help Siemens stay audit-ready across global operations and meet internal and external compliance standards.
- **Lower Operational Costs:** By eliminating manual processes and consolidating telecom spend, Siemens reduced administrative overhead and uncovered savings opportunities.
- **Vendor Accountability:** With full visibility into asset lifecycle and mobile operator performance, Siemens now holds providers to SLAs and negotiates from a position of strength.





gain asset control,

simplify device procurement &

optimize HAM, SAM, and ITAM

 natively built on ServiceNow

### Managed Mobility Services

- + Invoice processing, reporting & analytics
- + Mobile device inventory management
- + Audit & optimization w/ dispute management
- + Bill pay
- + Help desk
- + Procurement
- + UEM admin & asset synchronization
- + Lifecycle management
  - » Staging & kitting
  - » Seed stock management
  - » Reverse logistics

### Telecom Expense Management

- + Invoice processing, reporting & analytics
- + Fixed inventory management
- + Audit & optimization w/ dispute management
- + Bill pay
- + Help desk
- + Procurement
- + Contract management & negotiations
- + Benchmarking

### Cloud Expense Management

- + Invoice processing, reporting & analytics
- + Inventory management
- + Audit and dispute console
- + Bill pay
- + Help desk
- + Kubernetes integration