

CUSTOMER STORY · HIGHER EDUCATION

The true cost of every service.

From the data center to the dean's desk.

How a major U.S. research university turned a manual, labor-intensive cost exercise into an ITFM cost model on ServiceNow. Now leadership sees **what every service costs**, and what drives it.



Cost Clarity on ServiceNow

COST BY SERVICE

ILLUSTRATIVE

Teaching & learning platforms

Research computing & storage

Student information systems

Network & campus Wi-Fi

Identity & security



Full cost of every service

Visibility

Full cost

of delivering every IT service, now visible to leadership

Process

Before



Manual, labor-intensive cost pulls

Now



Dashboards by department & service

Cost tracking is no longer a cumbersome, manual job

EXECUTIVE SNAPSHOT

IT powers every corner of a research university.
No one could see what a single service cost.

Classrooms, labs, research centers, and administrative offices all run on IT services. Yet the university could not determine the full cost of delivering any of them. Producing cost data was labor-intensive, organizational changes kept moving the target, and leadership needed financial answers it could act on.

With **Brightfin**, the university built an ITFM cost model on ServiceNow, with dashboards that show what every service costs across departments. That clarity is now **shaping a new operating and funding model**, and the partnership keeps the model maturing.

About the customer

Customer	Research university
Industry	Higher education
Platform	ServiceNow
Solution	Cost Clarity
Support	Managed services

INSIDE THIS STORY

- 02 The challenge
- 03 The partnership
- 04 Impact & what's next

THE CHALLENGE

What does it cost? No one could say.

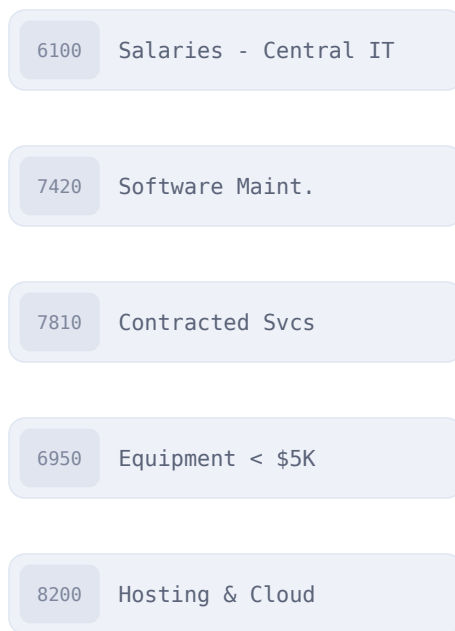
Leadership asked a fair question: what does it actually cost to deliver the services IT provides? At this major research university, **nobody could answer it with confidence**. Costs sat in the ledger by account and department, not by service, and assembling any view took **labor-intensive, manual work**.

Then the ground kept shifting. **Organizational changes** reshuffled who owned what, and every new structure made last year's numbers harder to compare. Without a repeatable way to cost services, it was hard to **manage resources, explain spend to leadership, and fund IT strategically**.

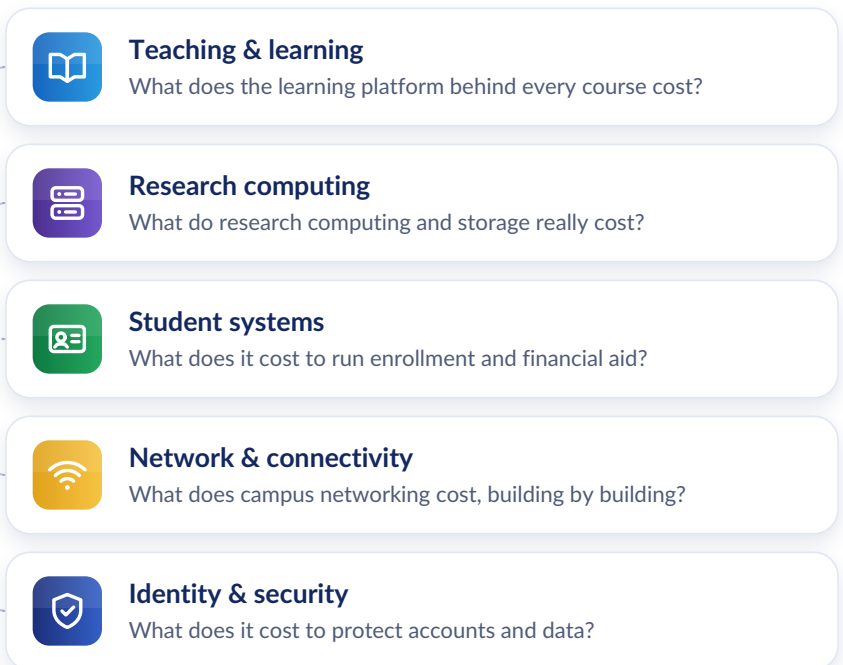
WHERE THE COST REALLY LIVES ILLUSTRATIVE

The ledger tracked accounts. Leadership asked about services.

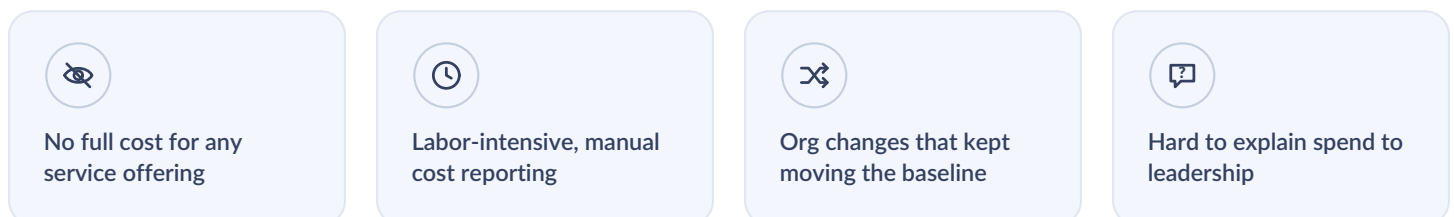
IN THE GENERAL LEDGER



WHAT LEADERSHIP ASKED



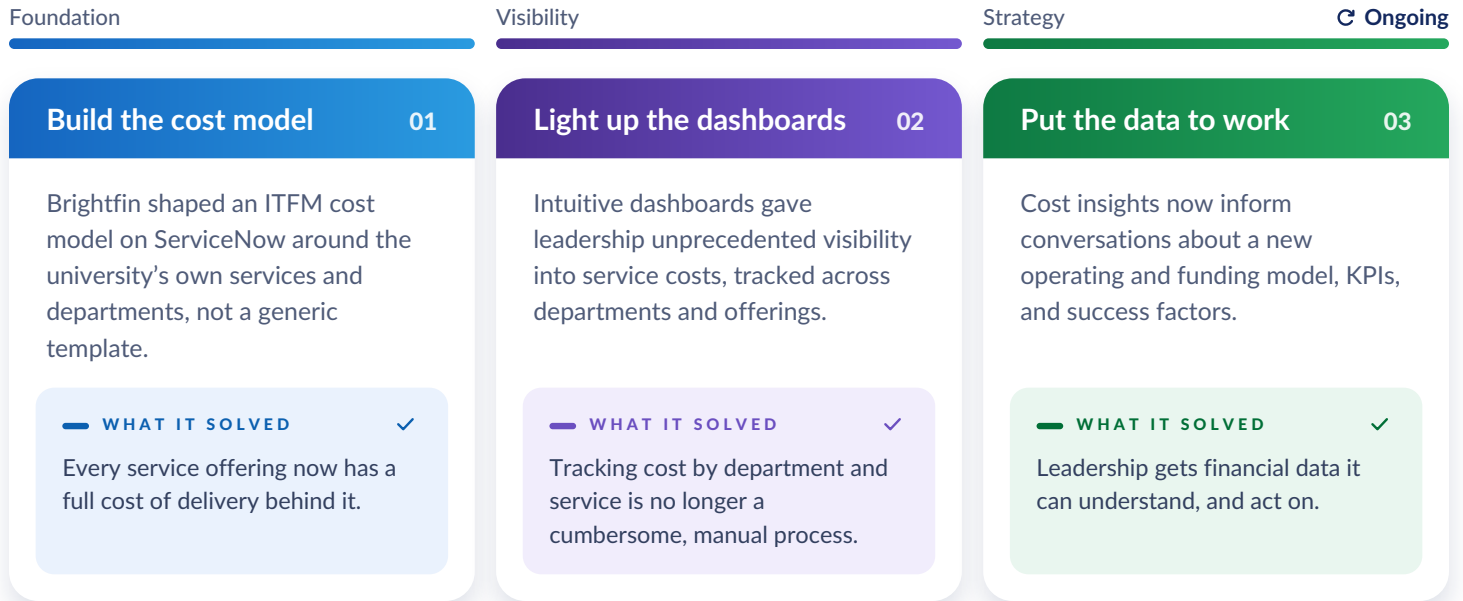
THE COST OF NOT KNOWING



— THE PARTNERSHIP

A partnership, not a software install.

Rather than simply implementing software, Brightfin worked closely with the university's team to make sure the cost model fit **its unique services, structure, and goals**. The work moved from **model to dashboards to decisions**, and each step answered a piece of the original problem.



— FOLLOW THE MONEY ILLUSTRATIVE

Same costs. Now traced to the services they support.



The support went above and beyond my expectations.”

— University team member
 Major U.S. research university

— THE IMPACT

Clarity that's shaping how IT gets funded

— AT A GLANCE

What changed

Full cost

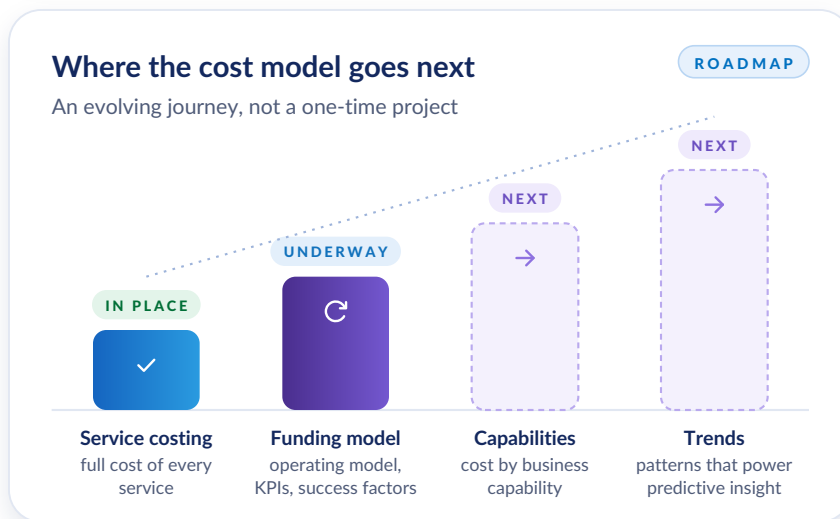
of every service offering, visible for the first time

Dashboards

in place of a cumbersome, manual cost-tracking process

New model

for operating and funding, shaped by real cost data



The biggest win was clarity.

University leaders can now **see what every service costs** and track it across departments, without a cumbersome manual process behind every answer.

That visibility is **driving meaningful changes in how resources are allocated**, and it is shaping decisions about funding, KPIs, and success factors.

— WHY IT KEEPS GETTING BETTER

Managed services keep the model evolving.

The university treats its cost model as an evolving journey, not a one-time project. Brightfin managed services provide the **tailored support, training, and expert hours** to keep it aligned with shifting goals.



Expert hours, tailored support

Specialists who help optimize the model and tackle new challenges



Training & iterative updates

Ongoing training and model updates as business needs change

— ROOM TO GROW Started with cost modeling. Built to add modules as needs grow.

Budget Clarity

Plan budgets from the same model

Chargeback Clarity

Show colleges what their IT costs

AI Clarity

Govern AI spend as use grows

— THE TAKEAWAY

A cost model that **grows with the university.**

Brightfin built the cost model on ServiceNow and stays alongside it with managed services, so it keeps pace as the university changes. **Leadership now plans with a clear view of what every service costs.**

Request a demo



brightfin.com/request-a-demo