zensar

ZEAL

Zensar's Enablers and Accelerators Library

White Paper



An RPG Company

1. Executive Summary

The rules of enterprise service management have changed. In an era defined by AI disruption, hyper-automation, and relentless customer expectations, organizations can no longer afford year-long implementations, underutilized platforms, or reactive IT operations. The winners will be those who move fast, adopt AI boldly, and extract maximum value from every technology dollar.

Introducing **ZEAL: Zensar's Enablers and Accelerators Library**, a powerful, innovation-driven ecosystem of 30+ pre-built accelerators, live demo use cases, platform health enablers, and strategic offerings, all natively engineered on the ServiceNow platform.

ZEAL isn't just a toolkit. It's a transformation engine — purpose-built to help enterprises slash implementation timelines by 30 – 50%, embrace generative AI and agentic AI from day one, and turn ServiceNow from a ticketing system into a strategic business platform.

Whether you're modernizing IT, empowering HR, strengthening risk and compliance, or automating infrastructure at scale, ZEAL gets you there faster, smarter, and with less risk.

2. Why "Business as Usual" Is No Longer an Option

Let's be honest — most ServiceNow journeys start with big ambitions and end with underwhelming results. Here's why:

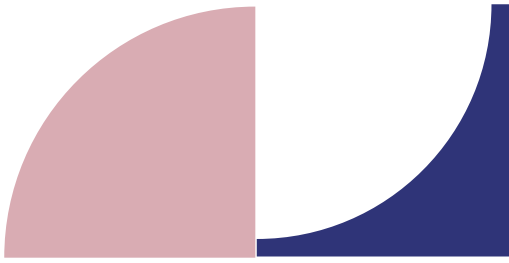
- Implementations drag on for months — eating budgets, exhausting teams, and delaying the ROI your leadership expected.
- Platform potential stays locked — organizations use 20% of what ServiceNow can do and wonder why the investment isn't paying off.
- AI remains a buzzword — everyone talks about Gen AI and agentic AI, but few have the data maturity, configured environments, or expertise to actually deploy it.
- Platform health deteriorates silently — customization sprawl, permission chaos, and performance bottlenecks slowly erode your ServiceNow foundation.
- Scale is hard — delivering consistent quality across global teams, multiple instances, and evolving business needs is a constant uphill battle.

Sound familiar? You're not alone. And this is exactly why we built ZEAL.

3. ZEAL: Zensar's Enablers and Accelerators Library

ZEAL is Zensar's flagship innovation hub for ServiceNow-powered transformation. Think of it as your pre-built launchpad — a curated library of assets, interactive demos, platform governance tools, and strategic advisory services that together eliminate the guesswork, compress timelines, and maximize your ServiceNow ROI.

The name says it all: ZEAL reflects the passionate energy and relentless drive that Zensar brings to every ServiceNow engagement. It's organized into four powerful pillars:



Pillar	What it does for you
Accelerators	Go live 30 – 50% faster with pre-built configurations, templates, and deployment packages
Demo use cases	See the value before you build — interactive, real-world demos that bring ServiceNow latest features to life
PlatformOps enablers	Keep your platform healthy — proactive monitoring, governance, and compliance tools
Offerings	Offerings | Turnkey products and expert advisory — from AI-readiness to license optimization

3.1. Accelerators: From months to weeks Why wait when you can accelerate?

Every ZEAL accelerator is a deployment-ready package that comes with everything your team needs to go live fast:

- Requirements gathering templates: Walk into client workshops fully prepared
- Pre-built test cases: Cut QA cycles dramatically
- XML/update sets: Deploy proven configurations in hours, not weeks
- Training documents: Onboard users from day one
- Marketing and value slides: Communicate the "why" to every stakeholder

3.2. The ZEAL Accelerator Portfolio

3.2.1. IT Service Management

- Persona portal: Forget one-size-fits-all. Deliver a Netflix-like self-service experience where IT users, HR employees, FSM technicians, and finance teams each see a portal tailored to their world — personalized widgets, curated catalogs, and role-specific knowledge.
- SIAM dashboard: Your command center for service excellence. Track major incidents, monitor reassignment counts, identify aged problems, and drive continual improvement — all from a single, powerful dashboard with six purpose-built views.
- Data Migration Hub+: Migrating to ServiceNow? Stop dreading data migration. Our templated tool handles foundation data, transactional records, and CMDB data with pre-built templates and guided upload experience. What used to take weeks now takes days.
- Tech bar scheduling (walk-up): Give your employees world class experience for IT support. Queue up, schedule appointments, and get face-to-face support — all powered by ServiceNow.

3.2.2. Generative AI and agentic AI — the future delivered today

This is where ZEAL bridges the gap between AI hype and AI impact. Zensar doesn't just advocate for AI — we activate it...

- Agentic AI Triage and Categorize: AI agents that automatically classify, prioritize, and assign incidents the moment they're created. No human intervention. No delays. Just intelligent, instant triage.
- Agentic AI Investigate and Resolve: Imagine an AI that reads the incident, understands the context, and writes the resolution plan for your agents. That's not science fiction — that's ZEAL in action.
- Agentic AI Wrap-up and Resolve: Accelerates incident wrap-up through AI-driven resolution summarization, automated code assignment, and seamless knowledge article generation, ensuring consistent, audit-ready closures while enriching the knowledge base with every resolution.
- Now Assist for users: Your employees shouldn't need to navigate complex catalogs. With Now Assist, they simply ask — for a visa letter, a laptop, a software license — and conversational AI handles the rest.

- Dynamic translation: Global teams, local languages. Real-time translation of chats, comments, and emails ensures nothing gets lost in translation — literally.
- 50+ validated Gen AI skills: From incident summarization and sentiment analysis to code assist and flow generation — Zensar has validated and deployed a library of 50+ Gen AI skills across ITSM, HRSD, Creator, Platform, and CMDB modules.
- ServiceNow AI Control Tower: Mission control for enterprise AI. You can't govern what you can't see -so this accelerator gives you a single pane of glass to discover, observe, govern, secure, and measure every AI asset -built, bought, or shadow. Inventory every model, agent, and MCP server as a governed CMDB item, enforce least-privilege access with a rogue-agent kill switch, and auto-trigger AI risk and governance controls (NIST AI RMF, EU AI Act) at onboarding -no spreadsheets, no blind spots.

3.2.3. Human resources — reimagined

- Joiner Mover Leaver (JML): A complete hire-to-retire automation framework — onboarding, internal transitions, and exits — delivered through catalog items and automated workflow.
- Employee letter templates: Over 20 ready-to-deploy templates for rewards letters, employment verification, and more with update sets for instant deployment.
- Alumni portal: Great employee relationships don't end at offboarding — keep former employees engaged with a dedicated alumni service center.

3.2.4. Integrated Risk Management (IRM) — compliance made actionable

For organizations in banking, financial services, and healthcare, ZEAL offers pre-configured IRM accelerators:

- Anti-Money Laundering (AML): Automated compliance workflows for BFSI
- Know Your Customer (KYC): Streamlined customer verification
- Third-Party Risk Management: Vendor risk assessment at scale
- Health Insurance Portability and Accountability Act (HIPAA) Compliance: Healthcare-specific regulatory compliance

3.2.5. Infrastructure automation — 100+ self-healing workflows

This is automation at industrial scale. ZEAL includes 100+ pre-built automation scripts and workflows — integrated with ServiceNow for end-to-end, incident-driven orchestration:

Domain	What gets automated
Windows	Disk cleanup, CPU/memory remediation, Outlook fixes, driver management, credential cleanup, firewall, VPN, software distribution
Linux	Disk/CPU/memory management, service recycling, health reports, application availability
Active Directory	User/group provisioning, password resets, access management
Exchange	Mailbox life cycle, distribution groups, shared mailbox permissions
Azure Cloud	VM provisioning/decommission/ resize, storage, VNet, resource groups
Network	MPLS monitoring, router/switch health, OFC reporting
Patching	Automated pre/post-check workflows, patch assessment, compliance reporting

The result? Self-healing infrastructure that resolves issues before your users even notice.

3.3 Demo use cases: Seeing is believing

Why describe value when you can demonstrate it? ZEAL includes 20+ live, interactive demo environments hosted on Zensar's dedicated ServiceNow instances — ready for real-time client walkthroughs. Here are some of the standout experiences:

Demo	"Wow" moment
Smart Service Catalog	Business owners build catalog items from templates — no coding required
DocuMerge (Docu Gen)	Generate professional Word documents — audit reports, risk assessments, POs — directly from ServiceNow data
CMDB Data Foundation	See your CMDB health score in real time — with color-coded compliance and remediation playbooks
CSDM Dashboard	Assess your CSDM maturity across Foundation » Crawl » Walk » Run » Fly stages
MIM Workbench	Manage a major incident from start to finish — communication, collaboration, resolution, and KA creation — in one console
Now Assist for Agents	Watch AI summarize incidents, draft emails, recommend chat responses, analyze sentiment, and generate knowledge articles — live
Now Mobile	Full-featured mobile experiences for both end users and agents — because service management shouldn't stop at your desk

One demo is worth a thousand slides. Let us show you what ZEAL can do.

3.4. PlatformOps enablers: Your ServiceNow health insurance

Your ServiceNow platform is a living, breathing ecosystem. Without proactive governance, it deteriorates. ZEAL PlatformOps enablers are your insurance policy.

Enabler	What it protects
Instance AnalyzerAgents	Runs automated code audits and best practice checks — covering code quality, portal maturity, and ITIL process compliance. Think of it as a health checkup for your instance.
Access Analyzer	Exposes who has access to what — roles, groups, tables, REST APIs, scripts. Compare user access side-by-side and close security gaps before they become breaches.
Performance Insight	Real-time performance monitoring with trend analysis — track node health, transaction performance, event queues, MID servers, and slow patterns. Spot issues before your users do.
Multi-Instance Monitor	Managing multiple ServiceNow instances? Get instant visibility into version inconsistencies across plugins, store apps, and scoped applications — and fix them in minutes.

Deploy ZEAL PlatformOps enablers on any instance and gain immediate, actionable insight into your platform's health.

3.5. Offerings: Strategic products and expert advisory

- Intelligent Ops Platform (MSP): Zensar's proprietary 'Managed Services Platform' — bundling ServiceNow ITSM with intelligent operations for end-to-end service delivery. Your single pane of glass for managed services.
- AI adoption readiness: Don't just adopt AI — adopt it right. Our assessment evaluates your data quality, process maturity, and organizational culture to build a pragmatic AI adoption roadmap.
- Back to the box: Reduce technical debt by up to 60%. We identify unnecessary customizations and rationalize your instance back to out-of-the-box -improving upgradeability, reducing maintenance costs, and restoring platform agility.
- Process maturity assessment and alignment: Where do your ITSM/CMDB processes stand today? Where should they be? Our structured assessment delivers a clear maturity score, gap analysis, and transformation roadmap aligned to industry best practices.

4. The Zensar Difference: Why Leading Enterprises Choose ZEAL

- Speed that matters: Pre-built assets cut implementation timelines by 30 – 50%.
- Battle-tested, not theoretical: Every accelerator has been forged in real-world engagements across banking, healthcare, retail, and technology sectors.
- AI-first, not AI-later: Gen AI and agentic AI are embedded from the ground up — not bolted on as an afterthought. Your organization is future-ready from day one.
- Full-spectrum coverage: From self-service portals to infrastructure automation, from IRM compliance to HR life cycle management — one partner, one platform, complete coverage.
- Governance-first: PlatformOps enablers ensure your ServiceNow investment stays healthy, secure, and optimized — for years, not just months.
- Client-obsessed: Interactive demos, structured workshops, and co-creation sessions ensure every engagement is tailored to your unique business needs.

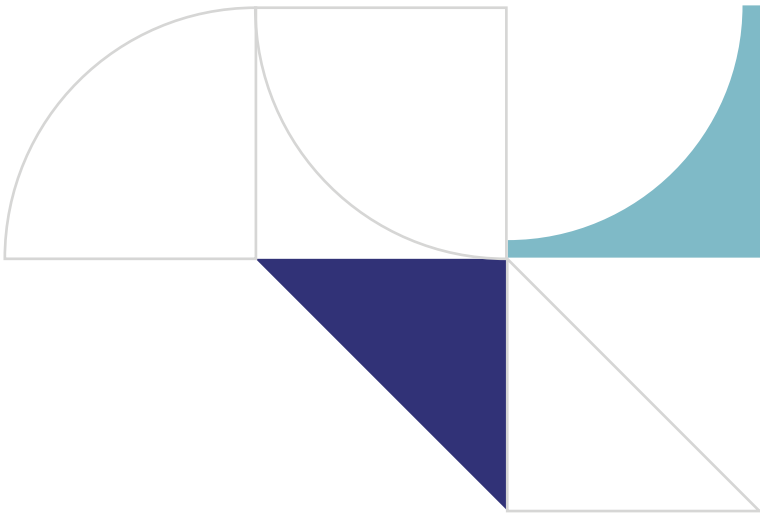
Bring the ZEAL. Start today.

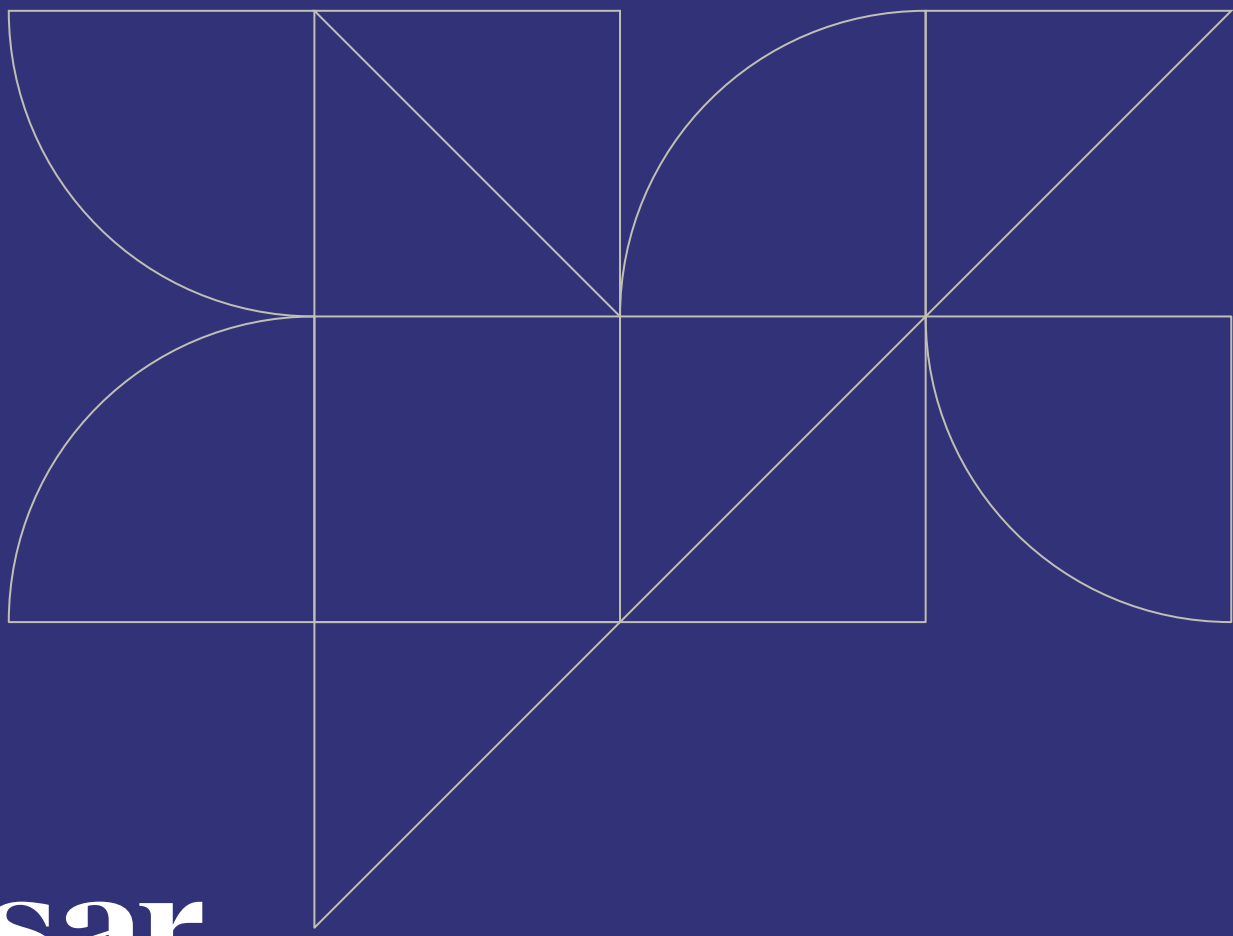
ZEAL is your competitive advantage in the race to AI-powered enterprise service excellence. Whether you're starting your ServiceNow journey, expanding into new modules, or ready to unleash the power of AI — ZEAL has the assets, the expertise, and the passion to get you there. Connect with Zensar's ServiceNow Practice — let's co-create your transformation roadmap.

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At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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