



Customer Story: From Explaining Costs to Proving Value

Executive Snapshot

A global enterprise was running IT budgets on spreadsheets, emails, and outdated macros—a costly, error-prone, and career-risking process. CIOs and CFOs couldn't defend spend or prove value to the board. In just 90 days, Proven Optics delivered an ITFM solution built natively on ServiceNow that automated budgeting, enforced governance, and produced board-ready dashboards with full audit trails.

The results: 65% faster planning cycles, full transparency, stronger IT/Finance alignment, and credibility restored. ITFM stopped being overhead and became boardroom strategy.

90
Day Deployment

65%
Faster Planning

The Problem

For years, IT budgeting at this global enterprise ran on spreadsheets, emails, and a clunky corporate finance macro tool. What started as “good enough” became an annual nightmare:

- Forecasts riddled with errors and version confusion.
- Weeks wasted reconciling manual updates.
- Zero transparency into why each line item mattered.
- Finance frustrated, IT defensive, and credibility eroding fast.

IT leaders knew the stakes. Without a way to defend spend, they couldn’t prove value to the business. And when the CFO or board pressed for answers, the response was late, incomplete, or just plain unconvincing. In today’s environment, that’s not just inefficient, it’s career-threatening.

The Approach

Partnering with Proven Optics, the company launched a native ServiceNow ITFM solution in just 90 days. The implementation followed three phases:

1. **Data Loading:** Forecast data was uploaded directly into ServiceNow, creating a clean starting point for the annual budget cycle. No more juggling spreadsheets or wondering which file was final.
2. **Data Interaction:** Native ServiceNow forms, rules, and calculations automated what used to take hours of manual effort. Instead of reconciliation marathons, IT and Finance could focus on strategy.
3. **Data Reporting:** Interactive dashboards gave CIOs and CFOs line-of-sight into spend by service, category, or driver. Every budget submission came with a built-in audit trail: what changed, how much, why, and who approved it.



The Results

The impact was immediate – and bigger than expected:

- 65% reduction in time spent on the annual planning process.
- Transparency that built trust between IT and Finance.
- Executive-ready dashboards that reframed spend as strategy.
- Higher adoption and engagement across stakeholders, because the process finally worked.

The biggest win was credibility. IT leaders could finally sit with the CFO and defend every number with confidence. Instead of arguing over costs, the conversation shifted to funding innovation and driving outcomes.

The Unexpected Benefits

Beyond efficiency gains, the new ITFM practice changed culture:

- IT/Finance alignment improved. With a shared view of costs, budget conversations became collaborative instead of combative.
- Decision-making got sharper. Leaders could identify underperforming areas and reallocate resources quickly.
- Risk visibility increased. Traceability meant IT knew exactly what was at stake in every pivot.

In short, ITFM went from a painful annual exercise to a year-round strategic capability.

The Takeaway

Running ITFM on spreadsheets isn't just inefficient – it's a liability. In this case, leaders knew they needed to change before the board decided for them.

With Proven Optics on ServiceNow, ITFM became what it was always meant to be: a strategic weapon. Fast to implement, modular to scale, and built by practitioners who know the grind.

CIOs and CFOs got what they needed most: the ability to defend every dollar, prove every outcome, and finally turn the IT budget into boardroom ammunition.