

Case Studies

A Consumer Health company, separated from its parent, needed to refresh and migrate its extensive knowledge assets to ServiceNow. The project required a comprehensive rebranding effort and implementation of multilingual support to effectively serve both internal and external stakeholders on a global scale.



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CHALLENGES

Scope & Scale:

- Need to migrate thousands of knowledge articles and attachments from Salesforce to ServiceNow.

Rebranding Requirements:

- Aligning all content with the Company's new identity, including updating key terms, links, logos, and styles.

Multilingual Support:

- Translating content into 12 languages for global accessibility.

Tight Timeline:

- Ensuring a full, stable transition by the launch date within **6 MONTHS**.

OUTCOME

Migration Success:

- 17k+ rebranded articles and attachments successfully integrated into ServiceNow, including 5.5k translated articles.

Visual Content Coverage:

- Uploaded 40k images to ServiceNow, providing comprehensive visual support.

Launch Readiness:

- Completed ahead of schedule with teams live pre-launch ensuring immediate access to rebranded content and minimizing downtime.

PROGRAM MANAGEMENT

ROBUST PARTNER COLLABORATION:

Partnered w/ System Integrator & Client:

- Provided input on ServiceNow configurations, enabling seamless content integration.

Ongoing Collaboration:

- Regular strategic alignment meetings to address challenges and resolutions.

Flexibility and Adaptability:

- KA implemented key workarounds to ensure uninterrupted access to knowledge content for the Company's teams going live ahead of the official launch.

PROGRAM DETERMINATION AND EVOLUTION

Extraction & Rebranding:

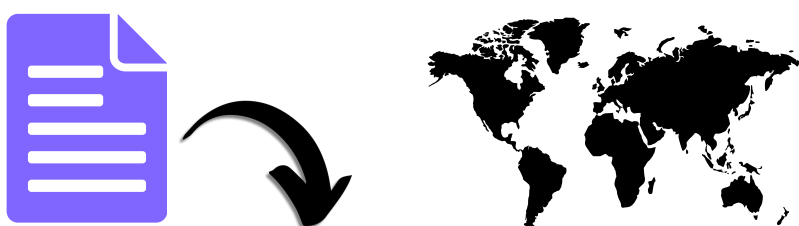
- KA performed a mix of bulk and manual extractions, rebranding the content to fit Company's new identity.

Translation & SME Review:

- Automated rebranding support and language translation were provided. Company's SMEs were trained to review and approve content before migration.

Data Transfer & Integration:

- Seamless data transfer and integration to ServiceNow enabled through expertise and collaboration of all parties involved.



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KA ACCOUNT EXECUTIVES

Fred Doyle: fdoyle@knowledgeaccelerators.com

Maria Kacoyanis: mkacoyanis@knowledgeaccelerators.com