



Rewire Your Business

THE MID-MARKET GUIDE TO AI-DRIVEN TRANSFORMATION

CASE STUDY

How mid-market and commercial businesses can drive operational excellence, engage employees, accelerate growth, and set the foundation for successful AI business transformation.

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Introduction

For many mid-market companies, growth has hit a wall. The very systems designed to help scale now create friction: employees drowning in manual tasks, procurement processes that drag for weeks, and top talent leaving out of frustration.

This ebook is about those problems—and the hidden costs they create. You'll see how operational inefficiency silently drains millions, how poor employee experiences erode performance, and why procurement often becomes a bottleneck instead of a driver of value.

We'll show you a practical path forward. Through proven ServiceNow Core Business Suite (CBS) methodologies, clear data, and INRY, a Cprime Company's 90-day implementation blueprint, you'll discover how to rewire your business with intelligent orchestration—turning today's biggest challenges into tomorrow's competitive advantage.



The \$2.3 Million Problem Hiding in Plain Sight

What Sarah didn't realize was that all that wasted time added up, and her company was hemorrhaging 1 million hours annually on manual tasks that could be automated.

Sarah, CFO of a 2,500-employee manufacturing company, discovered something shocking during her quarterly review: Her team was spending 18 hours a week on tasks that should take 18 minutes.

Invoice processing. Expense approvals. Vendor onboarding. Simple requests requiring employees to log into five different systems, copy data between spreadsheets, and wait for approvals that get lost in email chains.

We analyzed 200+ mid-market companies and found that operational friction costs the average organization \$2.3 million annually. That's growth capital evaporating into administrative quicksand.

The Mid-Market Trap

You built your company on agility. While enterprises moved like tankers, you pivoted like a speedboat. But somewhere along the way, your systems became your shackles:

40%

of workforce capacity wasted on automatable tasks

25–40%

operational cost inflation from manual processes

300%

longer cycle times for routine requests



Top talent leaving for competitors with smoother operations

The very systems you implemented to scale your business now prevent you from scaling further. **Companies using CBS transform this confusing, slow, and unproductive work into streamlined, measurable operations.**

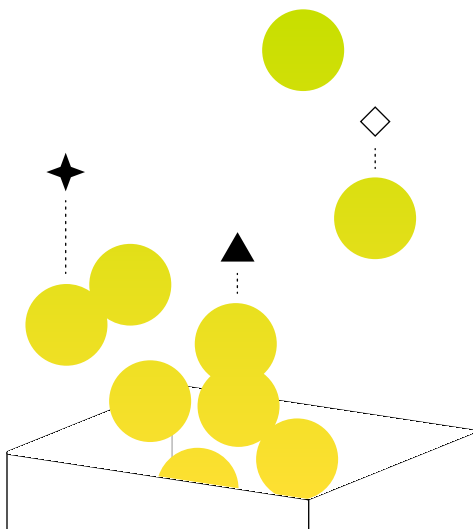
What Operational Excellence Looks Like

Imagine walking into work tomorrow where:

- ✓ Employee requests resolve in minutes, not days
- ✓ Data flows seamlessly between departments
- ✓ Compliance happens automatically
- ✓ Your team focuses on strategy instead of system-hopping

This reality exists for companies using CBS.

The CBS Advantage: Three Core Transformations



Process Acceleration

Turn procurement and HR bottlenecks into competitive speed—get critical decisions made quickly while competitors wait.

Manual Work Elimination

Free your best people from mind-numbing tasks—let AI handle the busy work so talent focuses on growth.

Unified Operations

Replace system chaos with one intelligent platform—cut operational waste and reinvest savings into what wins.

Orchestrating Your Transformation

We combine transformation consulting with ServiceNow Core Business Transformation to architect a complete business rewiring. We don't just deploy technology—we redesign how work flows through your organization.

INRY's SMART Success approach:

Strategic Assessment

Illuminate where friction costs you millions

Process Redesign

Connect HR, Finance, Procurement, and Facilities into unified workflows delivering measurable results

Intelligent Deployment

One platform delivering consumer-grade experiences with built-in AI intelligence

Change Excellence

Accelerate adoption that drives sustained value

Continuous Optimization

Expand capabilities and maximize ROI over time



When Great Employees Walk Away

You didn't know that there was an easy way to stop Marcus from leaving. CBS creates unified employee experiences where staff resolve all requests through one intelligent portal, eliminating the frustration that drives top talent away.

Marcus was your best project manager—sharp, reliable, and delivered results. Last Tuesday, he gave his notice.

His reason? *"I spend more time fighting systems than managing projects."*

Marcus's story repeats across mid-market companies daily. The employee experience crisis stems from operational friction that makes good people feel incompetent.

The Hidden Exodus

Your employees expect consumer-grade experiences. When they can order dinner with one click but need three systems and two approvals to request basic supplies at work, they start questioning whether you value their time.

The real cost:

Turnover costs	150 – 200% annual salary per replacement
Productivity drain	2.5 daily navigating broken processes
Innovation killer	40% less time for strategic work
Engagement plunge	Frustrated employees perform 34% worse

The Unified Experience Advantage

Companies winning the talent war have cracked the code:
One platform. Instant answers. Transparent processes.

CBS delivers this through:

One centralized platform for employees across
IT, HR, Finance, and Procurement

76% AI-powered self-service increases
utilization by 76%

45% faster resolution of HR service requests

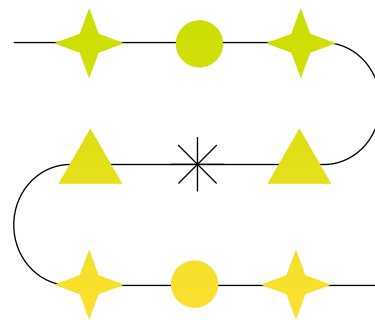
20% reduction in resources needed to manage
employee services

The Strategic Impact: From Fragmentation to Flow



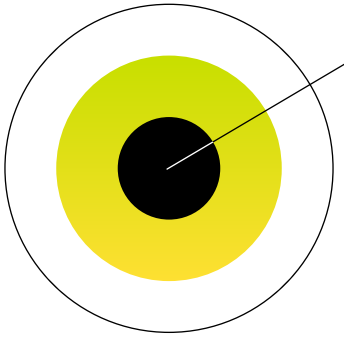
Before CBS

Siloed requests, manual processes,
unmeasurable outcomes



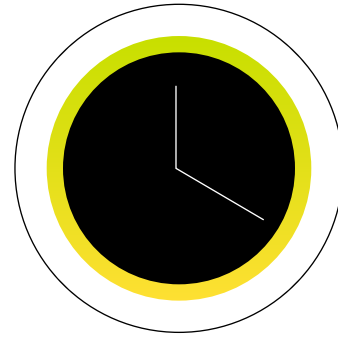
After CBS

Unified platform, automated workflows,
measurable business results



Immediate Value

Fast deployment with strategic insights that answer the question: "Which processes should we automate?"



Long-term ROI

Foundation for end-to-end digital transformation across HR, Finance, Procurement, Legal, and Facilities

Orchestrating Seamless Experiences

Our transformation consulting combined with CBS creates:

- ✓ Single digital front door for all employee needs with integrated help
- ✓ Consumer-grade experiences that delight rather than frustrate
- ✓ Transparent workflows showing exactly where requests stand

With INRY and ServiceNow, CBS can architect experiences that make employees choose to stay, perform better, and become your competitive advantage.

From Purchase Order Purgatory to Procurement Power



He didn't realize that CBS reduces the purchase requisition (PR) to purchase order (PO) cycle time by up to 75%, removing procurement as a bottleneck.

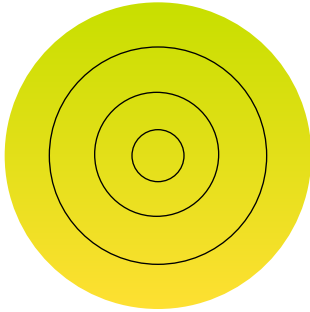
"We need three weeks to buy a \$200 monitor."

That's what Tom, Operations Director at a growing tech company, told us. Three weeks. Multiple approvals. Email chains that died in inboxes. Vendor frustration. All for basic equipment.

Tom's procurement process was typical—and it was costing him far more than time.

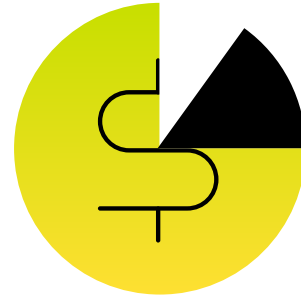
The Procurement Penalty

Manual procurement compounds costs across your entire operation:



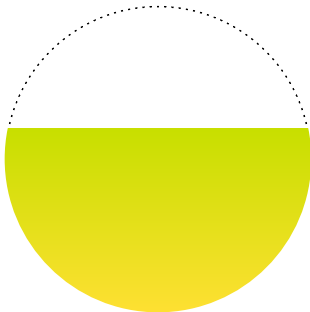
400%

longer cycle times due to manual handoffs



15–25%

savings leakage from missed opportunities



60%

of procurement team capacity consumed by administration



Compliance gaps creating regulatory exposure



Damaged supplier relationships from poor onboarding

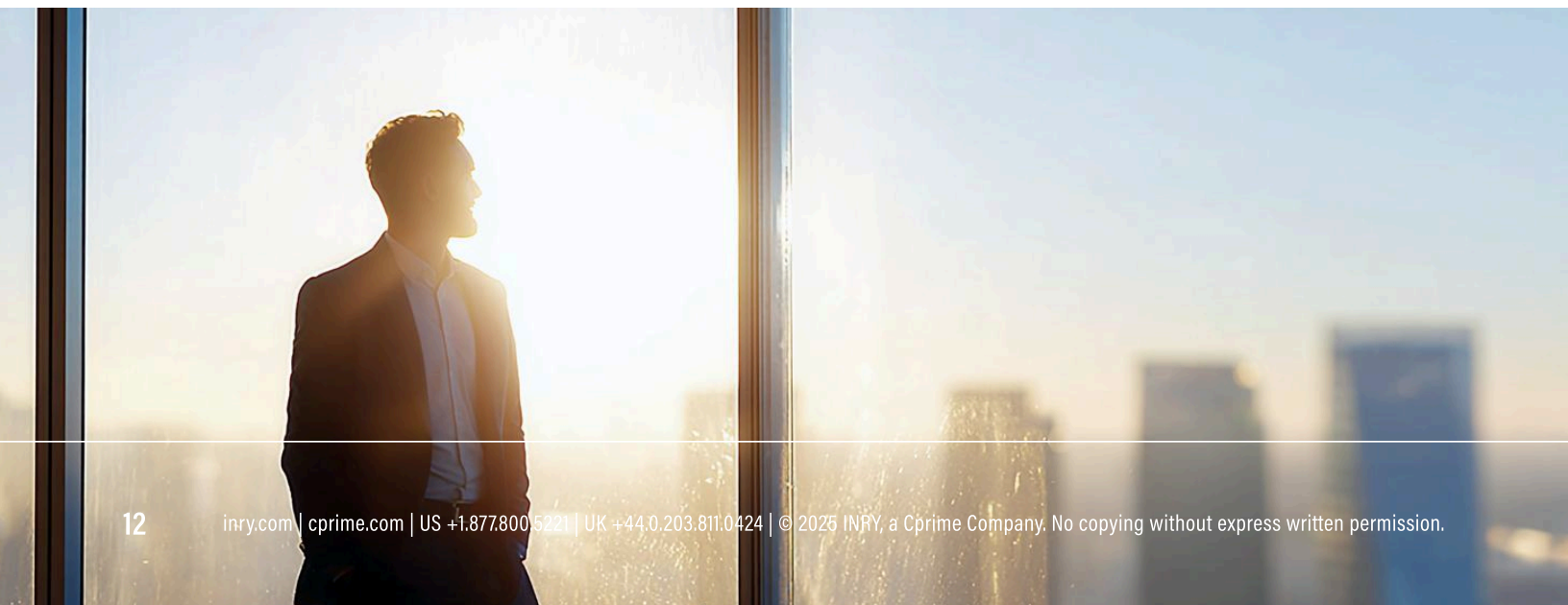
Strategic Procurement Transformation

Companies pulling ahead have reimagined procurement from reactive cost-cutting to proactive growth acceleration. CBS transforms procurement through intelligent orchestration, delivering:

Lightning-fast	procurement cycles that eliminate bottlenecks and keep business moving at competitive speeds
Rapid	supplier onboarding that accelerates partnerships while strengthening compliance and risk management
Massive	operational savings through dramatic consolidation of supporting systems
Strategic	supplier partnerships built on seamless experiences

The CBS Procurement Impact

Instead of Tom's three-week monitor purchase, CBS enables same-day procurement processing. This means the majority of your procurement team's capacity that's currently trapped in administrative busy work can be unleashed for strategic sourcing and high-value supplier relationship building.

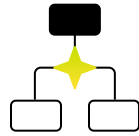


Orchestrating Source-to-Pay Excellence

Our transformation consulting combined with CBS creates:



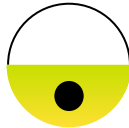
Intelligent intake routing requests automatically



AI-powered vendor matching for optimal sourcing decisions



Streamlined approval workflows that maintain compliance while accelerating cycles



Supplier portals creating partnership experiences



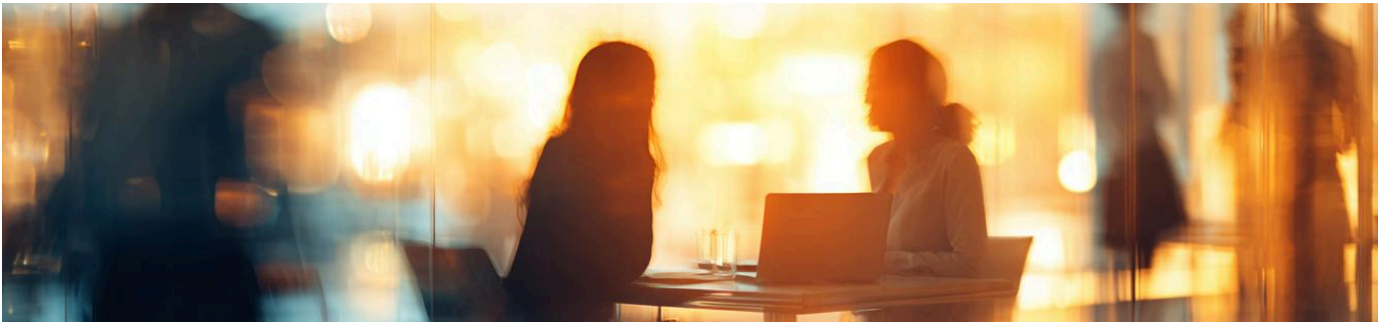
Predictive analytics that identify savings opportunities

We transform your biggest operational bottleneck into your next competitive advantage.

Your 90-Day Transformation Blueprint

The mid-market moment is now.

You have enterprise complexity but startup agility. You can implement sophisticated solutions in months, not years. **Companies that move first create sustainable advantages through CBS's unified platform and AI automation.** Those who wait find themselves managing increasing complexity while competitors accelerate away.



Why Partnership Changes Everything

CBS delivers immediate value through fast deployment with built-in AI intelligence, while providing the foundation for long-term ROI across all business functions.

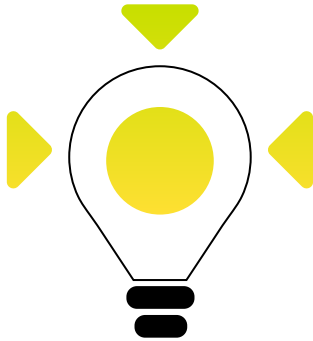
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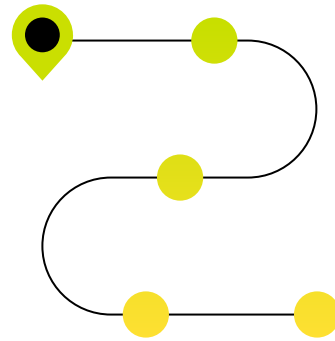
The INRY Advantage: SMART Success Through Intelligent Orchestration

We don't just deploy ServiceNow—we architect complete business transformation through our proven SMART Success methodology combined with expert Core Business Transformation implementation.

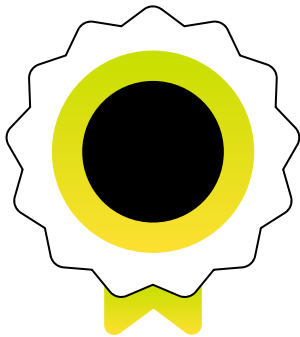
The SMART Success Synergy



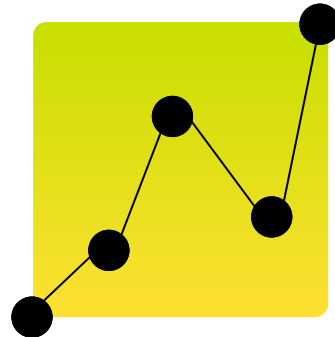
Strategic Discovery + CBS Foundation
Deep analysis meets expert deployment



Process Redesign + AI Implementation
Workflow optimization meets intelligent automation



Change Management + Adoption Excellence
Transformation success meets sustained utilization



Continuous Optimization + Platform Evolution
Ongoing partnership meets expanding value

Your SMART Success Journey: Measurable Results in 90 Days

Transformation doesn't have to take years. With our SMART Success approach, you'll see measurable results in just 90 days, turning complexity into clarity and inefficiency into impact.



LEVEL 1

Unified Employee Experience (Weeks 1-4)

Comprehensive operational analysis revealing massive automation opportunities

Executive alignment on transformation goals with quantified CBS metrics

HR Service Delivery (HRSD) + Employee Center Pro deployment, creating a single digital front door

Human Capital Management (HCM) integration for seamless data flow, enabling 45% faster HR service resolution

Enhanced employee satisfaction through streamlined, consumer-grade experience powered by ServiceNow Employee Center Pro



LEVEL 2

Smarter Workplace Services (Weeks 5-8)

CBS establishes the infrastructure needed to rapidly adopt ServiceNow's leading AI technology stack

Health & Safety Case Management, creating unified case tracking

76% increase in self-service utilization through intelligent automation

Change management accelerates immediate productivity gains



LEVEL 3

Intelligent Business Operations (Weeks 9-12)

Legal Service Delivery and Finance Supply Chain deployment

Source-to-Pay implementation, delivering 75% faster PR to PO cycles

Performance dashboards providing unified visibility and continuous improvement frameworks



ONGOING

Continuous Evolution

Increasingly autonomous AI agents continue expanding automation capabilities

Advanced capabilities (like Talent Insights and Spend Intelligence) drive strategic value

Ongoing value growth through significant system consolidation and substantial operational cost reduction

The SMART Success Promise: Measurable Transformation

Companies partnering with INRY achieve operational efficiency. But more importantly, they create competitive advantages that compound over time through our proven SMART Success methodology.

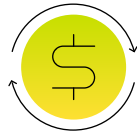
Executive Decision Points—Speed to Competitive Advantage

Leaders who choose CBS see measurable impact quickly, with a clear path from immediate wins to long-term growth.



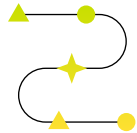
Speed to Value

Deploy CBS quickly with built-in intelligence, delivering immediate results



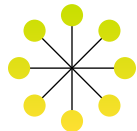
Measurable ROI

Track request-to-resolution times and process improvements with unified visibility



Scalable Platform

Connect employees, suppliers, and systems in one solution, reducing complexity



Competitive Advantage

Transform from reactive operations to proactive business intelligence

YOUR NEXT DECISION

The question remains: how quickly can you begin?



Every day you delay compounds the opportunity cost.
Your competitors are implementing CBS's unified platform, delivering dramatically faster processes, extensive automation, and substantial cost savings.
Your employees expect unified experiences.
Your growth depends on operational excellence.

The future belongs to companies that
choose transformation through strategic
partnership and proven CBS capabilities.

We partner with you to orchestrate the harmony hidden in your workflows, illuminate opportunities through AI-driven insights, and accelerate your business into the future.

Ready to Rewire Your Business?

Transform your operations from fragmented chaos to intelligent orchestration through INRY's proven SMART Success methodology combined with expert ServiceNow Core Business Transformation implementation.

Let's orchestrate your transformation together.

Contact INRY today to begin
your SMART Success journey.

*Strategic Consulting + ServiceNow Core Business
Transformation Implementation = Measurable Results*

Additional resources

Case Studies

Read how we helped organizations transform their portfolio management.

Our Blog

Explore real-world stories and original research from our subject matter experts.

Webinars

Enjoy our library of videos that discuss key management practices, research, and current trends in AI and enterprise agility.

Training & Certifications

Equip your teams with the advanced skills needed for this transformation.