

CASE STUDY

National Basketball Association

NAVIGATING CHANGE AND CREATING SAFE SPACES IN A COVID WORLD

COMPANY PROFILE

The National Basketball Association (NBA) is the world's premier professional basketball league

CHALLENGE

What began as a project focused on operational service delivery quickly transformed into safely returning people and players to the office and the game

SOLUTION

Implementing ServiceNow Workplace Service Delivery and Safe Workplace to protect teams around the globe

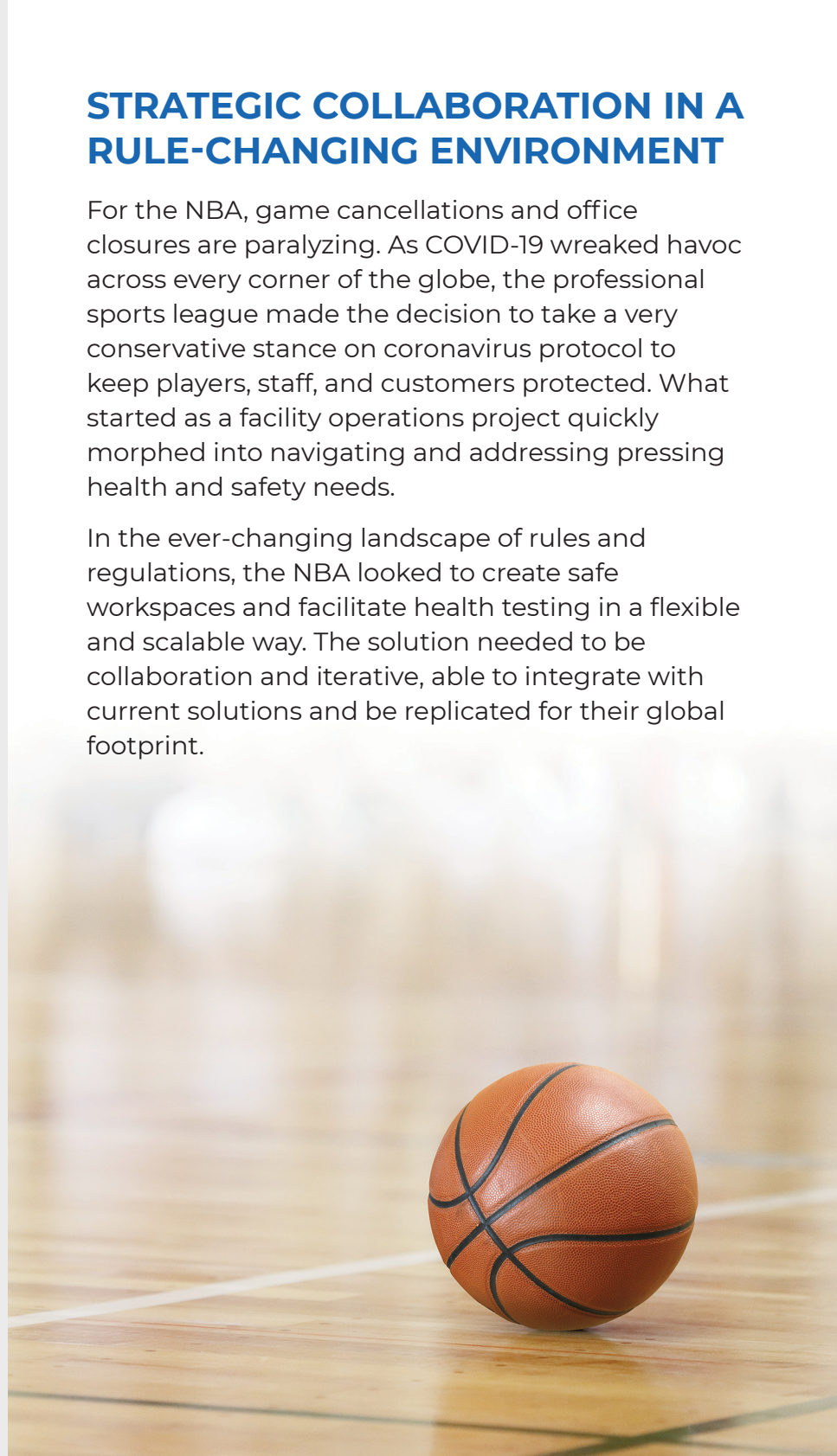
RESULTS

Building out and upon existing solutions enabled, equipped, and empowered the NBA to rapidly solve fluctuating scalability challenges

STRATEGIC COLLABORATION IN A RULE-CHANGING ENVIRONMENT

For the NBA, game cancellations and office closures are paralyzing. As COVID-19 wreaked havoc across every corner of the globe, the professional sports league made the decision to take a very conservative stance on coronavirus protocol to keep players, staff, and customers protected. What started as a facility operations project quickly morphed into navigating and addressing pressing health and safety needs.

In the ever-changing landscape of rules and regulations, the NBA looked to create safe workspaces and facilitate health testing in a flexible and scalable way. The solution needed to be collaboration and iterative, able to integrate with current solutions and be replicated for their global footprint.



100%

TIME MANAGEMENT
SAVINGS

95%

COMPLIANCE
RATING

41,000

HEALTH ATTESTATIONS
GLOBALLY

4,500

HOURS PER YEAR
ADDITIONAL PRODUCTIVITY

CHALLENGE

Joining Forces with CDI to Capture Critical Health Information

Business is changing as a whole, and the NBA is at the forefront of it. Leadership needed a solution to alleviate pain points around health verification in order to reopen offices for hundreds of staff and visitors and keep teams in the game. They sought a technology partner who could connect where they were at to where they wanted to go.

Through a prior relationship between NBA and CDI leadership, the organization looked to our team for advice around ServiceNow capabilities. Though they already utilized the platform, they weren't maximizing its capabilities. They needed the consulting and architectural expertise of a team like CDI that could imagine the possibilities and design an incredible solution.

"Our team is tremendously skilled around being able to demo Workplace Service Delivery. ServiceNow leaned on us to perform complicated custom demonstrations to the customer, fostering deeper trust in CDI from all parties as both an advisor and implementation partner."

- RYAN CROSBY, CDI AVP, DIGITAL SALES

Their main concern was how to bring people back to work safely. They had already implemented policies and procedures to create sanitized and socially-distant spaces, but the workflows were disjointed and not trackable. CDI knew the incredible value that ServiceNow Workplace Service Delivery (WSD) would afford the NBA in terms of hybrid work environments and digital employee experience. ServiceNow relied on our team to deliver demos on how WSD enables teams of people to interact with workplace services safely and efficiently – from visitor management and space reservation, to catering requests and more. It could also be

integrated with applications to capture health attestation data to meet the conservative needs of the NBA in instituting a return-to-work policy.

SOLUTION

From Design to Integration with a Trusted Advisor

"Because CDI guided us to the right approach from day one, we've been in the position to react rapidly to what the environment brings and quickly pivot as requirements change. We've given CDI some unrealistic timelines and big asks, and they responded with speed and honesty. They became our trusted advisor. Without having had the right foundation in place, we'd never have been able to accomplish what we've done."

- NICK RICCIARDI, NBA VICE PRESIDENT, HEAD OF IT CUSTOMER EXPERIENCE

The CDI team deployed a solution for the NBA consisting of ServiceNow Workplace Service Delivery, including Safe Workplace Suite, Reservation and Visitor Management, Space Mapping, and Employee Service Center solutions. With all the data flowing into ServiceNow, data transparency has become an incredible asset and notifications are meaningful and actionable connected experiences.

After workflows were automated around registering and checking in guests, completing health tests, and sending arrival information to visitor services for badge creation and welcoming, it was time to pivot to health attestation needs. The NBA wanted to track COVID test results and vaccine status across employees, visitors, players, coaches, and game day attendees to confirm health almost daily. CDI integrated ServiceNow with the Cue Health self-test to enable immediate self-testing and data feed to ServiceNow. This fed into a badging project with Honeywell, where the CDI team

connected building security and access to be conditional to health attestation results.

"The CDI/NBA relationship has been incredibly collaborative – a must in this brave new world! We've been able to meet their needs almost immediately, enabling them to be very nimble in an environment that continues to change rapidly. If we don't know the answer, we'll dig into it and get the answers. Our team is equipped to change or die, and this has made all the difference."

- MELISSA FREIERMUTH, CDI PROGRAM MANAGER

RESULTS

Visiting NBA offices looks a bit different now than it did pre-project. As visitors arrive in the lobby and swipe in, ServiceNow checks for a completed health attestation. If one doesn't exist, it sends a series of reminders that escalate throughout the day before badge deactivation. There are also restricted areas in the building that require a negative COVID test to enter, which is fully automated now after project completion.

Prior to integration, badge compliance was the work of 2-3 staff for roughly 2 hours each

day. This has been 100% eliminated and all automated. Compliance is near 95% currently, whereas it had been in the high 70% with heavy manual enforcement prior to ServiceNow integration. Furthermore, the NBA has completed 41,000 health attestations globally since September 2021.

Recognizing the unparalleled value that ServiceNow Workspace Service Delivery affords them, the NBA is quickly adding more projects to the roster and utilizing the platform in incredible ways. They continue to expand the scope even further in aiming to utilize ServiceNow for workflows that have traditionally been very manual processes. It's being looked at to support the legal department, human resources, incident response, governance, and more. In addition to expanded facility operational needs like guest registration and conference room management, CDI is replicating the ticketing design for other programs like 'Kick-it' to verify health via email, as well as leveraging NextGen Managed Services and building out a customer portal for streaming content.

The team at CDI prides itself on being exceptionally responsive and delivering white-glove service. By focusing on deep solution expertise, application value-adds, onsite visits forging dynamic relationships, and replicated successes across global offices, return to work has been as smooth as possible in the current climate for this prominent customer. The NBA knows potential when they see it, and ServiceNow with CDI is one for the win.