

# The Next Era of CRM: Driving Enterprise Growth Through Connected Workflows with ServiceNow

Salesforce defined the past of CRM, but today's enterprises require more. Disconnected systems and manual workarounds waste resources, frustrate employees, and create poor customer experiences. The future belongs to platforms that unify the front and back office, connect quote-to-cash with service-to-renewal, and power growth through automation and AI. This paper explores why ServiceNow will define CRM's future as a true revenue platform.

CRM was born to solve a simple problem: give sales teams visibility into the pipeline. For years, Salesforce and others dominated by tracking contacts, opportunities, and activities. But what was once revolutionary has become a bottleneck. In 2025, enterprise leaders face an uncomfortable reality: **the current CRM is no longer fueling growth, it's slowing it down.**

Instead of empowering teams, legacy CRMs have become expensive systems of record:

**Fragmented and siloed** — each cloud or module runs on separate data models, leaving customers and employees with disconnected experiences.

**Costly to maintain** — constant customizations, consultant spend, and integration projects drain budgets.

**Slow to adapt** — months to launch new workflows in a world where competitors are innovating weekly.

**Weak foundation for AI** — dirty, inconsistent data undermines the promise of generative AI and automation.

*If CRM doesn't accelerate revenue, why are you still calling it CRM?*

**65%**

of B2B organizations say their CRM is ineffective at improving engagement or conversions  
(Forrester, 2024).

**Only 18%**

of enterprise leaders trust their CRM data enough to use it for AI  
(Forrester, 2024).

**40-60%**

of CRM budgets are wasted on low-ROI customizations  
(Forrester, 2023).

Traditional CRM is no longer enough. Enterprises don't need another bolt-on solution or another cloud license. They need a **system of action** — one platform that connects sales, service, commerce, and operations into a seamless revenue engine.

**This is where ServiceNow enters the story.** Built on a unified data model with AI and workflow automation at its core, ServiceNow isn't just a "better CRM." It's what CRM was always meant to be: **a platform for growth.**

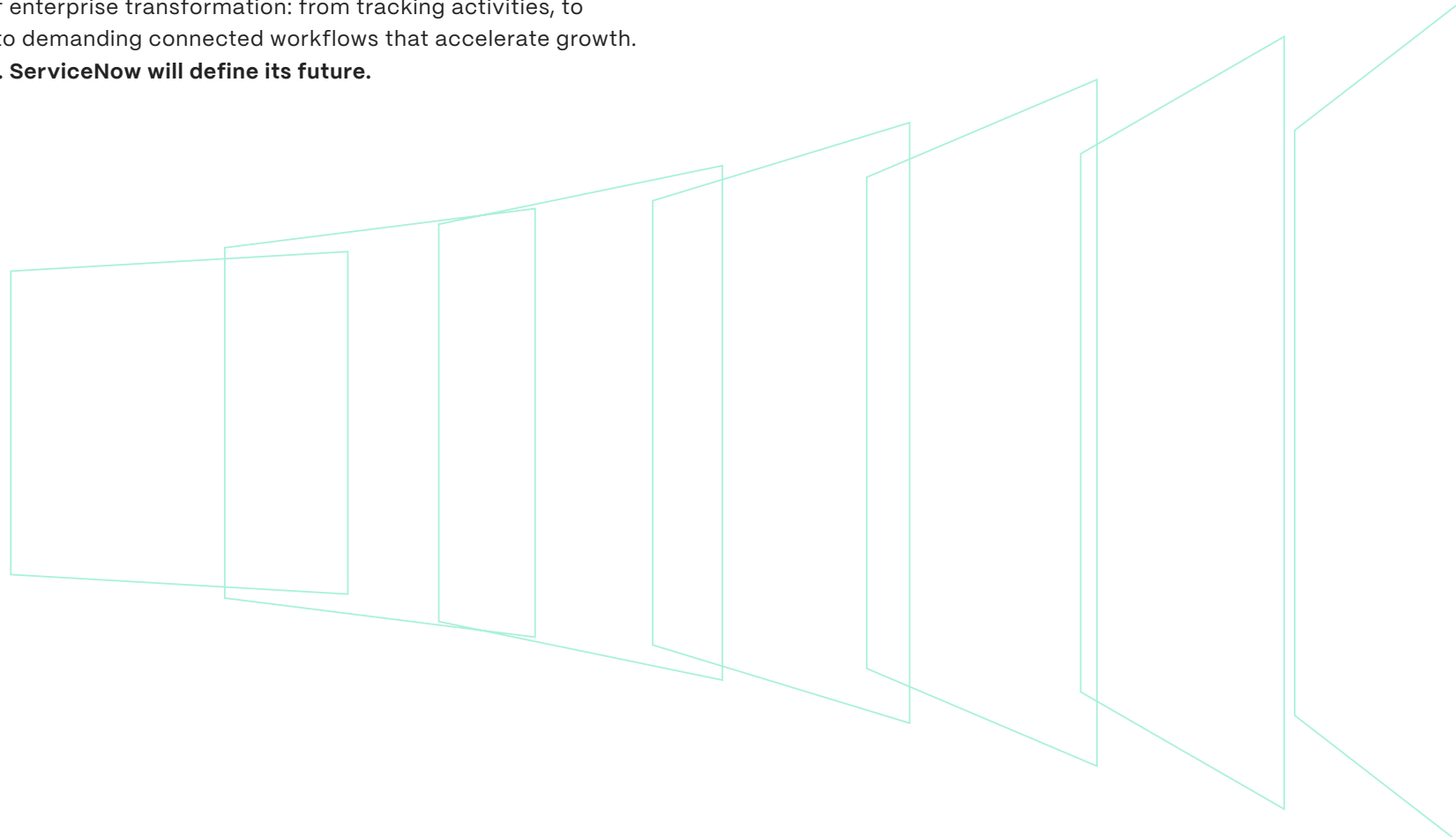


# The Evolution of CRM

CRM has always reflected the broader story of enterprise technology: each generation starts with promise, solves one set of problems, but creates new ones. To understand why enterprises are looking beyond Salesforce today, let's take a look at how CRM has evolved.

The story of CRM is the story of enterprise transformation: from tracking activities, to managing fragmented Clouds, to demanding connected workflows that accelerate growth.

**Salesforce defined CRM's past. ServiceNow will define its future.**



2000–2010

## Emergence of eCommerce Portals

Salesforce brought CRM into the cloud and popularized sales force automation. For the first time, leaders could see pipeline visibility in real time. But beneath the innovation, CRM was still about recording the past — tracking calls, logging notes, and forecasting deals. Workflows remained manual. Salespeople spent hours entering data, but gained little help in actually accelerating revenue.

10hrs

Per week of salespeople's time is spent actually selling

Source: Ipsos

2010–2025

## The Cloud Sprawl Era

As Salesforce grew, it expanded aggressively through acquisition: Marketing Cloud, Service Cloud, Commerce Cloud, MuleSoft, Tableau, Slack. Each addition was powerful in isolation, but together they created a patchwork system. Data lived in silos, user experiences felt inconsistent, and enterprises carried the burden of stitching everything together. This resulted in high integration costs, mounting technical debt, and poor adoption.

*Enterprise buyers describe Salesforce today as “bolted on” — a system that demands more from IT than it gives back to revenue.*

70%

of agents require 4+ apps to resolve an issue

Source: ServiceNow CX Insights Report

2025 & Beyond

## The Revenue Platform Era

Enterprises have outgrown the limits of CRM as a sales tracker or fragmented suite. They need more than activity logging and bolt-on integrations. They need a revenue platform — one system of action that:

- Connects **lead-to-cash, quote-to-cash, and service-to-renewal** on a single workflow backbone.
- Embeds **AI natively** to automate fulfillment, case resolution, and selling.
- Eliminates technical debt with a **unified data model**.

\$1T

in productivity gains expected with GenAI and automation by 2026

Sources: IBM, PwC, IDC

# Why Salesforce Can't Meet Modern Enterprise Needs

For two decades, Salesforce was the gold standard for CRM. It made customer data accessible in the cloud, gave executives visibility into pipelines, and set the stage for SaaS adoption across the enterprise. Its success was so profound that "CRM" became synonymous with "Salesforce."

But today, Salesforce is showing the same cracks as the legacy systems it once disrupted. What worked in the 2000s no longer works for enterprises that demand agility, connected workflows, and measurable ROI. Instead of enabling growth, Salesforce has become a source of fragmentation, cost, and complexity.

1

## Disconnected Workflows

Customer journeys don't stop at sales. They span quoting, contracting, fulfillment, and service. But Salesforce users are often forced to stitch together multiple apps, spreadsheets, and Clouds just to deliver on one deal. The impact is costly.

Handoffs between sales and service lead to dropped context and unhappy customers.

2

## Escalating Technical Debt

Salesforce's "customize anything" promise has left enterprises buried under complexity. Every process requires custom objects, third-party add-ons, or consultants. This creates fragile systems that break with every update.

Instead of focusing on innovation, IT teams spend their time keeping brittle workflows from collapsing.

3

### Slow to Adapt

Modern enterprises can't wait a year to roll out a new sales motion. But Salesforce deployments are notoriously slow. Whether it's a new quoting workflow, an integration with ERP, or a shift in pricing models, the time-to-value is measured in months, if not years. Meanwhile, competitors using more agile, workflow-first platforms outpace them.

Adoption declines, data quality suffers, and AI initiatives fail before they start.

4

### Low User Adoption

CRM only works if sellers and service teams use it. Too often, Salesforce is viewed as an administrative burden rather than a productivity tool.

Sales reps spend just **34% of their time selling**; the rest is consumed by

## THE VERDICT

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#### ● Salesforce – system of record

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Salesforce may be the **system of record** for customer interactions, but enterprises don't need another record. They need results.

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#### ● ServiceNow – system of action.

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Modern businesses require a **system of action**: a platform that unifies workflows, eliminates tech debt, and accelerates revenue at every stage of the customer lifecycle.

**This is where ServiceNow delivers what Salesforce cannot.**

# Self-Assessment 1: Is Your CRM Holding You Back?

Your CRM should help you sell faster, serve customers better, and adapt quickly to change. But for many enterprises, it has become the opposite — slowing teams down, driving up costs, and creating frustration. Use this quick self-assessment to see whether your CRM is empowering your business or holding it back.

## Instructions:

For each statement, score yourself 0 (Never), 1 (Sometimes), 2 (Often). Add your total.

	Never	Sometimes	Often
Sales reps spend more time updating records than selling.	0	1	2
We use 3+ systems to complete a single customer workflow.	0	1	2
Our CRM requires expensive annual customizations or consulting.	0	1	2
Customer data is siloed across different clouds/spreadsheets.	0	1	2
New workflows take months (or years) to deploy.	0	1	2



## SCORING

### ● 0–3 points: Surviving, but inefficient

Your CRM is functional, but friction is slowing you down. Teams are compensating with workarounds, but productivity is leaking. This is the stage where enterprises begin to feel growing pains but may not yet realize the cost of staying put.

### ● 4–7 points: Warning signs ahead

Tech debt is actively hurting productivity and growth. Sales cycles drag, service teams lack context, and IT is spending more time maintaining CRM than innovating. Competitors using modern platforms are already pulling ahead. This is the point where “business as usual” starts to become a serious risk.

### ● 8–10 points: Critical — time to modernize

Your CRM has crossed from tool to liability. Fragmented workflows, runaway costs, and poor adoption are blocking revenue growth. Continuing on this path will only increase technical debt and customer frustration. It’s time to explore a new model — a connected revenue platform that unifies data, workflows, and AI.

**Struggling with too many systems, slow workflows, and a CRM that feels like more of a burden than a benefit?**

Zaelab can help you uncover the hidden costs and inefficiencies that are holding your business back and chart the path to a connected revenue platform with ServiceNow.

[Talk to Zaelab about your CRM challenges](#)



*Hi, I'm Nick. Talk to me about how ServiceNow can unify your front and back office to create a true revenue platform.*

# The ServiceNow Advantage

Enterprises no longer want just a CRM. They want a revenue engine: a system that connects every part of the customer lifecycle, eliminates silos, and adapts as fast as the business moves. This is where ServiceNow stands apart.

Unlike Salesforce, which grew through bolt-on Clouds, ServiceNow was built from the ground up as a unified platform. It doesn't just manage records; it orchestrates outcomes. It doesn't just capture activity; it accelerates revenue. Here's why:

## AI Built-in, Not Bolted On

Most CRM platforms treat AI as an add-on — a new feature layered on top of fragmented data.

But AI is only as strong as the foundation it runs on.

With ServiceNow, AI is native across workflows.

- AI Agents accelerate fulfillment, case resolution, and guided selling.
- Instead of relying on consultants to "train" AI on inconsistent data, enterprises get an immediate impact because workflows and data are already unified.
- Results are measurable: BT reduced case resolution time by 33% using AI Agents.

## One Data Model

At the heart of ServiceNow's advantage is simplicity: one platform, one data model, one system of action.

- This eliminates the silos created by Salesforce's multiple Clouds.
- Sales, service, commerce, and operations all run on the same backbone, which means context isn't lost when a deal moves to fulfillment or service.
- For customers, this translates into seamless experiences. For employees, it means less app-hopping and more focus on value.

## Time-to-value

Modern enterprises can't afford multi-year deployments. With ServiceNow, workflows go live in weeks.

- Lumen implemented complex order management in just 10 weeks.
- Xerox unlocked 53 minutes of technician time per day through automation.
- The platform's modular architecture means enterprises can start small, prove impact, and scale quickly.

## Commerce-ready

Today's CRM can't stop at opportunity management.

Enterprises need end-to-end revenue workflows.

ServiceNow delivers:

- CPQ (Configure, Price, Quote) is native and scalable — made even more powerful through partners like [Logik.ai](#).
- Lead-to-cash and quote-to-cash are unified, eliminating handoffs and revenue leakage.
- Renewals and service are connected back into the same platform, ensuring customer lifetime value is maximized.

## Enterprise Scale

Enterprises need platforms they can trust. ServiceNow already runs at massive scale:

- Trusted by 85% of the Fortune 500.
- Billions of workflows automated every day across industries.
- Proven reliability, compliance, and security that global organizations demand.



Salesforce helps you manage records. **ServiceNow helps you accelerate revenue.** It's not just the next CRM. It's the platform CRM was always meant to be: a connected, AI-powered system of action.

# Self-Assessment 2:

## Revenue Platform Readiness Test

Moving from CRM as a record-keeping tool to CRM as a true revenue platform requires the right foundation. This self-assessment helps you evaluate whether your current systems are aligned with the future or if you're still operating with yesterday's enterprise model.

### Instructions:

For each statement, score yourself 0 (No), 1 (Partially), 2 (Yes). Add your total.

	No	Partially	Yes
We can connect quote-to-cash and lead-to-cash on one platform.	0	1	2
Our AI workflows are built in, not bolted on through add-ons.	0	1	2
Sales, service, and operations share one data model.	0	1	2
We can launch new workflows in weeks, not months.	0	1	2
Customer journeys are unified across front and back office.	0	1	2

## SCORING

### ● 0–3 points: Not Ready — Built for Yesterday's Enterprise

Your current CRM is focused on tracking activity, not driving outcomes. Disconnected workflows and siloed data mean AI can't deliver, and every improvement requires heavy customization. Staying in this zone risks higher costs, frustrated employees, and falling behind competitors already moving toward connected revenue platforms.

### ● 4–7 points: Transitional — Gaps Remain

You've made progress, but gaps between systems, functions, and data are holding you back. Some workflows may be modernized, but others still depend on spreadsheets or manual workarounds. This middle ground is where many enterprises get stuck, investing heavily in CRM without achieving the return they expect. Now is the moment to modernize fully, before competitors outpace you.

### ● 8–10 points: Future-Ready — Positioned for Growth

Your organization is aligned with the ServiceNow model of CRM as a revenue platform. Unified workflows, AI-ready data, and agile deployment mean you can adapt quickly, serve customers seamlessly, and capture growth opportunities faster. You're ready to capitalize on AI and automation to accelerate revenue.

## Are your systems ready for the next era of CRM?

If your score shows gaps, you're not alone. Most enterprises are stuck in "transitional mode" investing heavily in CRM but not seeing the ROI. Zaelab works with ServiceNow to help organizations unify workflows, prepare for AI, and become truly future-ready.

[Let's connect to see how ready your organization is](#)

# The Economic Impact of Modern CRM

CFOs and boards are no longer satisfied with technology investments that promise “digital transformation” but deliver little measurable value. Every dollar spent on CRM is expected to show ROI in efficiency gains, faster revenue cycles, or reduced operating costs.

This is where the economics of moving from Salesforce to ServiceNow are so compelling. By shifting from a fragmented, customization-heavy CRM to a unified revenue platform, enterprises unlock both **cost savings** and **growth acceleration**.

## Customization Cost Savings

Salesforce’s flexibility comes at a steep price. Enterprises spend millions each year maintaining custom objects, integrations, and consultant-led fixes. These fragile systems often break during upgrades, compounding costs.

ServiceNow’s modular architecture eliminates this waste by delivering out-of-the-box workflows designed for enterprise complexity.

## Faster Sales Cycles

Speed is revenue. Every day a deal sits in contracting or quoting is a day value is lost. With ServiceNow:

- AI-powered workflows automate quoting, pricing, and contracting.
- Enterprises report up to 50% faster quote and contract cycle times.
- This speed translates directly into higher win rates and shorter time-to-revenue.

## Revenue Lift

Disconnected systems create revenue leakage — from errors in pricing to dropped renewals. ServiceNow closes these gaps by unifying lead-to-cash, quote-to-cash, and service-to-renewal.

- Lumen achieved a **75% reduction in order fulfillment time**, directly accelerating revenue recognition.

By eliminating handoffs and manual processes, enterprises improve both customer satisfaction and top-line growth.

## Reduced Technical Debt

Every consultant hour and integration project adds to a company's tech debt. With Salesforce, enterprises often find themselves paying more just to stand still. ServiceNow reduces this burden:

- One data model means fewer integrations.
- Built-in workflows mean less reliance on external consultants.
- Lower technical debt equals lower total cost of ownership (TCO) — and a platform that's easier to adapt over time.

## The ROI of Switching

Consider a 500-person sales organization:

- **Salesforce license cost:** \$2,000 per user, per year = **\$1M annually.**
- **Consulting spend:** \$1M annually to maintain customizations and integrations.
- **Total annual spend:** ~\$2M, much of it sunk into low-ROI maintenance.

## By Moving to ServiceNow:

- License and workflow costs are lower.
- Consulting spend is dramatically reduced.
- Faster deal cycles and improved revenue recognition add millions in incremental value.

Over a three-year horizon, this shift can save **millions in direct costs** while unlocking **tens of millions in revenue acceleration.**

## The Bottom Line

Traditional CRM is a cost center. ServiceNow transforms it into a growth engine lowering TCO, accelerating sales, and increasing revenue visibility. For enterprises under pressure to deliver ROI, the economic case is clear: ServiceNow pays for itself faster.

# Self-Assessment 3:

## The True Cost of Salesforce

CRM spend isn't just licenses. It's consultants, customizations, integration projects, and the hidden tech debt of keeping brittle systems alive. Too often, enterprises discover they're paying more to maintain Salesforce than they are to actually grow revenue. This quick diagnostic helps you uncover the real cost of your CRM.

### Instructions:

For each statement, score yourself 0 (Not true), 1 (Somewhat true), 2 (Very true). Add your total.

	Not True	Somewhat true	Very true
Annual license fees exceed \$300 per user.	0	1	2
At least 25% of CRM spend goes to consultants/custom objects.	0	1	2
Each upgrade cycle breaks or delays existing workflows.	0	1	2
Customer complaints about complexity are increasing.	0	1	2
Our CRM budget includes significant hidden tech debt.	0	1	2



## SCORING

### ● 0–3 points: Visible Costs, But Still Manageable

Your CRM spend is high, but not yet crippling. Costs are predictable, and while inefficiencies exist, they aren't overwhelming. The danger is complacency. Staying here often leads to gradual escalation of consulting fees, integration projects, and mounting tech debt.

### ● 4–7 points: Creeping Costs, Hidden Value Drain

This is where most enterprises land. Consulting bills pile up, upgrades trigger unexpected rework, and license fees quietly grow year over year. On paper, the CRM seems stable, but under the surface, you're bleeding value. Every quarter, more budget goes into keeping Salesforce afloat instead of funding innovation.

### ● 8–10 points: Red Zone — Paying More to Stand Still

At this stage, Salesforce has become a liability. Costs are spiraling, technical debt is mounting, and customer experience is suffering. You're effectively paying Salesforce more each year to slow your business down. Continuing on this path not only drains resources but also actively limits competitiveness. It's time for a reset.

### Does your CRM cost more than it gives back?

If your score shows creeping or critical costs, it's time to take action. Zaelab helps enterprises escape the cycle of ballooning license fees, brittle customizations, and runaway consulting bills — with a ServiceNow architecture built to reduce costs and accelerate value.

[Contact us to reduce your CRM costs today](#)

# CPQ: The Revenue Engine at the Heart of CRM

Quoting is where revenue wins or breaks down. In many enterprises, it's the single most complex and costly part of CRM, with reps juggling spreadsheets, disconnected pricing tools, and manual approval chains. This results in delayed deals, costly errors, and frustrated customers.

**Configure, Price, Quote (CPQ) is the revenue engine of modern CRM.**

When CPQ is fragmented, revenue slows. When CPQ is unified and intelligent, revenue accelerates.

## Why CPQ Matters More Than Ever

- **Faster deal velocity:** A slow quoting process drags down revenue recognition.
- **Reduced errors and leakage:** Inconsistent configurations and pricing cost millions.
- **Smarter selling:** Guided selling and AI-driven recommendations increase average order value.
- **Scalable architecture:** Composable, modular CPQ adapts as the business grows.

## How Zaelab Delivers CPQ at Scale

- Zaelab brings deep expertise in CPQ as part of the ServiceNow platform, with a proven track record implementing **Logik.ai (now part of ServiceNow)** to simplify even the most complex sales processes.
- **Complex B2B ready:** Handle intricate product catalogs, contract pricing, and multi-level approvals.
- **AI-powered guided selling:** Help sellers configure accurately, recommend cross-sells, and speed up the quote-to-cash cycle.

- **Composable and future-ready:** Eliminate brittle customizations with modular architecture that scales globally.

“We operate on a B2B model. Where we struggled was with how to get commercial alignment and provide a digital journey to our customers. We worked with Zaelab to get us started. Zaelab helped us capture stakeholder input internally in our organization so that we could understand as an organization what eCommerce looks like for us.”

Caroline Gills, Senior Manager of Digital Experience, Panduit

# Limits of Legacy CRM and How to Overcome Them: Success Story of Panduit

When products have intricate configurations, multiple pricing tiers, or bundled solutions, traditional systems quickly reach their breaking point. Sellers spend valuable time searching for the right options, approvals get bogged down in back-and-forth emails, and opportunities for upsell or cross-sell are often missed.

Zaelab helps enterprises turn this complexity into a competitive advantage by modernizing CPQ as an integrated part of CRM. With deep expertise in Logik.ai (now part of ServiceNow), we enable guided selling and intelligent pricing workflows that simplify the selling process and unlock new revenue.



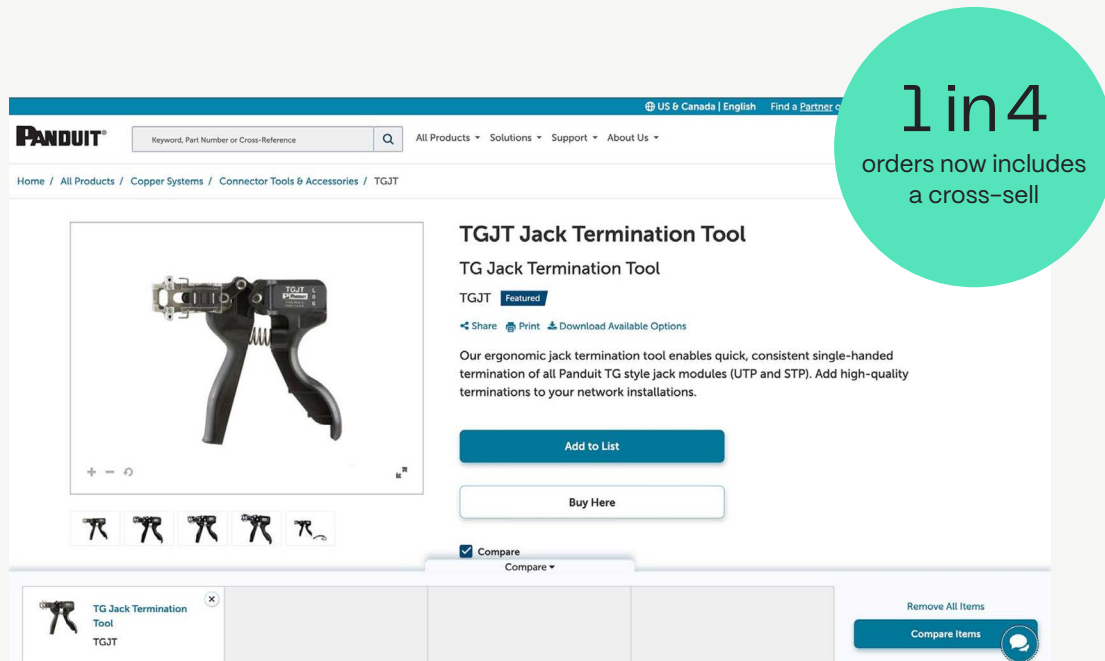
## Boosting Cross-Sell with Guided Selling

### Challenge

Panduit, a global provider of network and electrical infrastructure, needed to grow wallet share and improve cross-sell efficiency. Manual quoting and disconnected sales tools made it difficult for sellers to identify complementary products, leaving significant revenue opportunities untapped.

### Solution

Zaelab deployed AI-driven guided selling with Logik.ai, embedding intelligent product recommendations directly into the quoting workflow. Sellers could configure complex solutions with confidence while receiving real-time cross-sell prompts tailored to customer needs.



## Impact

- Every fourth order now includes a cross-sell.
- Increased average order value and revenue per customer.
- Simplified the sales process for complex product portfolios.

Read the full case study and hear from Caroline Gills, Senior Manager of Digital Experience at Panduit, about their journey: <https://www.zaelab.com/work/every-fourth-panduit-order-now-includes-a-cross-sell-with-ai-driven-guided-selling>

CPQ is no longer a back-office process — it is a critical part of modern CRM. With Zaelab and ServiceNow, enterprises move beyond spreadsheets and manual quoting to scalable, AI-ready workflows that accelerate revenue, simplify complexity, and empower sellers to deliver more value with every deal.

# Zaelab x ServiceNow: Your Strategic Revenue Partnership

Technology alone doesn't create transformation. Enterprises need a partner who can simplify complexity, design for outcomes, and accelerate time-to-value. That's where Zaelab comes in.

**ServiceNow is the platform. Zaelab is the growth partner.** Together, we help enterprises escape the limits of legacy CRM and unlock the revenue potential of connected workflows.

## Why Zaelab?

### The only ServiceNow partner uniting CX, Ops, and Revenue

Zaelab bridges the gaps between customer experience, operations, and revenue management. We connect workflows end-to-end so enterprises can eliminate silos, reduce friction, and deliver consistent customer outcomes.

### Experts in complex B2B workflows

From CPQ to guided selling, digital commerce to service-to-renewal, we design workflows built for enterprise complexity. With deep experience in Logik.ai (now part of ServiceNow), we help organizations modernize CPQ and guided selling to simplify configurations and accelerate sales cycles.

### Workflow-first design

We don't retrofit Salesforce-era processes or lean on brittle customizations. Zaelab architects modular, scalable workflows that align to how revenue actually flows across the enterprise delivering agility without the drag of technical debt.

### AI foundations that deliver

AI cannot fix broken processes. Zaelab ensures data is clean, workflows are unified, and commerce is connected, so ServiceNow's native AI Agents actually deliver measurable improvements in productivity and growth.

Most enterprises are weighed down by disconnected systems: legacy CRMs, siloed commerce, and brittle integrations. Zaelab and ServiceNow together provide the alternative:

1

### Modern Revenue Platform

ServiceNow becomes the revenue platform CRM was always meant to be. Zaelab designs AI-ready workflows that move beyond activity tracking to drive actual revenue growth.

2

### Connected Commerce-to-Cash

From digital discovery to quote-to-cash, Zaelab orchestrates the customer lifecycle on ServiceNow. Enterprises get seamless, automated workflows across sales, service, and fulfillment eliminating leakage and friction.

3

### Agility Without Tech Debt

We replace brittle customizations with modular, workflow-first architecture. The result: faster deployments, lower costs, and a future-ready system that scales with the business.

4

### AI That Brings Results

Only 18% of leaders trust CRM data enough for AI use (Forrester, 2024). Zaelab solves that problem by ensuring clean data and connected workflows, so AI isn't just a promise, but a driver of productivity and growth.

5

### Experience-Led Growth

70–80% of B2B buyers prefer digital-first interactions (McKinsey). Zaelab + ServiceNow enable enterprises to meet this demand, blending digital self-service with connected workflows that convert experiences into revenue.

One ecosystem to unify commerce, sales, and service. Faster growth, reduced friction, and AI-ready infrastructure with Zaelab as your guide.

**Learn how Zaelab & ServiceNow help enterprises explore the way out of Salesforce and into the future of CRM as a revenue platform.**

# Self-Assessment 4:

## Future-Proof Your Revenue Stack

The future of enterprise growth depends on agility. Markets shift, buyer expectations rise, and AI is transforming how businesses operate. The question is: is your revenue stack ready? This quick self-assessment helps you determine whether your systems are holding you back, or positioning you to lead.

### Instructions:

For each statement, score yourself 0 (Not in place), 1 (Partially in place), 2 (Fully in place). Add your total.

	Not in place	Partially in place	Fully in place
Unified revenue workflows from quote-to-cash and lead-to-cash.	0	1	2
AI-ready workflows built on clean, connected data.	0	1	2
CPQ and commerce capabilities that handle complexity at scale.	0	1	2
End-to-end visibility across sales, service, and operations.	0	1	2
A trusted partner that simplifies complexity.	0	1	2



## SCORING

### ● 0–3 points: Exposed — At Risk of Falling Behind

Your revenue stack is fragmented and fragile. Disconnected workflows, siloed data, and brittle systems make it nearly impossible to adapt. As competitors modernize, your growth and competitiveness are increasingly threatened. Without change, you risk higher costs, frustrated employees, and lost customers.

### ● 4–7 points: Transitional — A Solid Foundation, But Vulnerable

You've made progress toward modernization, but gaps remain. Some workflows may be unified, but others still rely on outdated systems or manual processes. While you can operate today, you're not resilient to sudden market changes. Enterprises in this zone often overpay to maintain legacy stacks without realizing the ROI of true modernization.

### ● 8–10 points: Future-Ready — Built for Agility and Growth

You're aligned with the ServiceNow + Zaelab vision of CRM as a revenue platform. Unified workflows, connected data, and commerce capabilities mean you can adapt quickly, scale globally, and seize new opportunities. With AI-ready foundations and a trusted partner to guide you, your enterprise is equipped for sustained growth in the next era of CRM.

## Is your revenue stack built for resilience and growth?

If your score leaves you exposed or transitional, Zaelab can help. Together with ServiceNow, we design workflows that unify sales, service, and commerce, giving enterprises the agility to adapt, scale, and seize new opportunities.

## Future-proof your revenue operations with Zaelab

# Get Your Revenue Advantage: Partner with Zaelab x ServiceNow

Zaelab is the trusted partner for enterprises looking to modernize revenue operations and move beyond legacy CRM. Together with ServiceNow, we design and deliver the workflows that unify sales, service, and commerce, turning disconnected processes into a connected revenue platform.

Our team works alongside business and technology leaders to simplify complexity, eliminate tech debt, and accelerate time-to-value. Whether you're replacing Salesforce, scaling globally, or preparing for transformation, Zaelab provides the strategy, workflow design, and execution to deliver meaningful results.

"We simplify what slows you down — so your business can focus on growth."

## Why Enterprises Choose Zaelab x ServiceNow

- **Workflow-first approach:** Architect AI-ready, connected revenue operations.
- **B2B expertise:** Proven in manufacturing, distribution, telecom, and complex sales.
- **Modular execution:** Start small, scale fast without the burden of technical debt.
- **Enterprise impact:** Focused on measurable ROI, improved performance, and long-term growth.

## Ready to modernize your revenue stack?

Let's talk about where you are today and where Zaelab x ServiceNow can take you tomorrow.

**Speak with an Expert**

[Learn more about our CRM-first partnership with ServiceNow at zaelab.com/partnerships](https://zaelab.com/partnerships)



# Start Modernizing Your Revenue Stack

Legacy CRM has reached its limits. Enterprises need connected workflows that accelerate sales, unify service, and scale with the business. Eliminating tech debt, reducing operational friction, and improving customer experiences are now essential to driving growth.

Zaelab partners with ServiceNow to help enterprises move beyond Salesforce and architect the next era of CRM — one designed for positive ROI and future-ready operations.

**Let's talk about what's next.**