

# Ensure Resilience for Critical Business Operations

As your business grapples with disruption and uncertainty, ServiceNow can help. Digital workflows and a “platform of platforms” approach make it easier to manage through the crisis, build resilience, and enable digital transformation initiatives that may be pivotal to recovery and growth in this new normal.

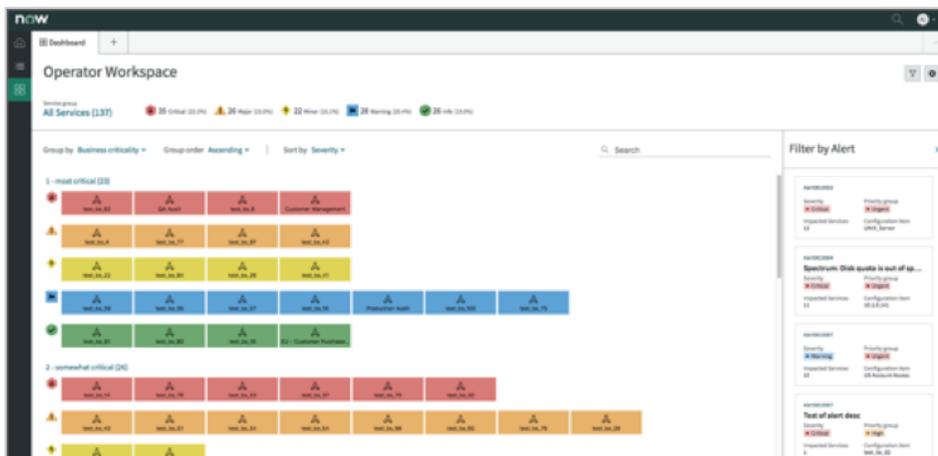
To keep your business moving, we help you identify what's most important to your business—products, services, processes, teams—and how they might be affected. Then you can optimize your operations to eliminate service outages, keep your digital services running, and improve productivity. Your teams can focus on maintaining business continuity and mitigating risk enterprise-wide.

Consistent, up-to-date data will help your teams and leaders make difficult, risk-informed decisions to protect and enable your business. As you adapt. You can use visibility and control of your investments, projects and workforce and their related risks to provide oxygen and resources where they are needed.

## Operate continuous, resilient and secure services

Job one is maintaining and reinforcing the availability of services your business depends on. ServiceNow helps you deliver uninterrupted services through a complete understanding of your operational state and the impact of making a change. You can gain complete visibility across your entire operations footprint on-premises or in the cloud. Discover infrastructure, apps, assets and cloud services to build a consistent service context and drive operational productivity across all your services.

With more dependence on services but limited resources, we help you drive down outages and keep services running. We identify problems before users are impacted and assist with faster root cause analysis and automated remediation. You can reduce the number of critical P1 and P2 incidents and MTTR for your business service issues. In addition, you can eliminate event noise, prioritize alerts, get actionable insights, identify root causes, and automate remediation with AIOps. As you adjust to new demands and SLAs, AIOps helps you operate your dynamic virtualized and cloud environments with resiliency.



With ServiceNow ITOM, you manage critical operations at scale within a single interface.

## Key Use Cases

### Predict and avoid service outages

Use AIOps to identify historically likely problems, cluster by type, and go after those symptoms and service components. Then factor your learnings into BC/DR plans and processes.

### Avoid errors, downtime, and misconfigurations

Continuously monitor and prioritize alerting to detect configuration drift early, identify vulnerabilities and security risks for critical services, and fix problems before they become incidents. Automate assignment and remediation workflows.

### Maintain business continuity for critical services

Integrate business impact and service components (apps, processes, people) to understand potential risk to business from critical services. Leverage data from service-aware CMDB to evaluate risk and compliance exposure of business-critical services and build plans to protect and recover from disruption.

### Reduce vendor, cyber, and compliance risk

Assess and monitor performance and changing risks from vendors and suppliers. Identify and mitigate expired certs, deprecated encryption, privacy risks, phishing, malware, and more through automated cross-functional playbooks.

### Optimize your project portfolio for evolving priorities

Manage core and non-core portfolio investments, project demands & costs, and resource allocations.

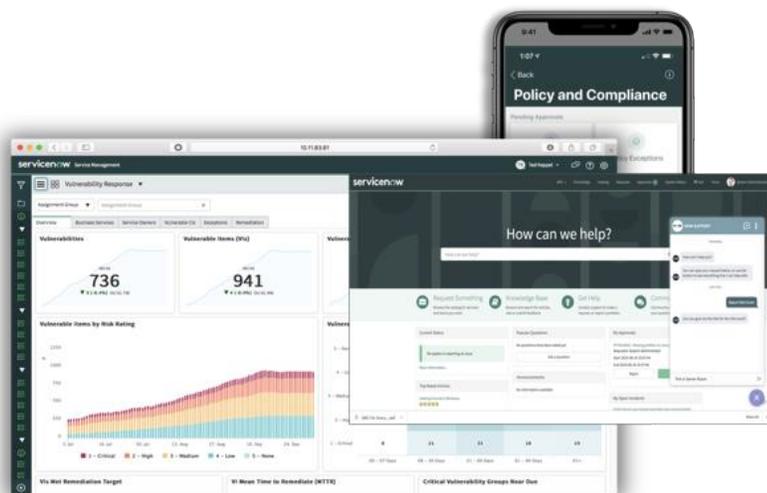
Rich insights and guided workflows help you further automate within the stack. In fact, with ServiceNow you can automate at every layer of the stack and across them and thus create smarter workflows optimizing productivity. Proactively automate end-to-end operational workflows across Service Management, IT Operations, assets, Security Operations and Risk. Get work flowing fast leveraging a single data model, consistent service context, off-the-shelf connectors, open interfaces, as well as the powerful integrations available on the ServiceNow store.

### Maintain business continuity and mitigate risk enterprise-wide

A central success factor for resilience is understanding what risks you face, how they can affect your business, and what you can do to manage them. We can help you manage risk within your IT, security, and lines of business, and use the power of the Now platform to oversee operational risks across your enterprise.

The ServiceNow common data model helps your business, IT, and risk context come together to help determine your most critical business priorities and their dependencies, likely risks, and potential impacts. Our planning tools and workflows provide a structured way to build and test business continuity and disaster recovery plans to protect the things that matter most. When disruption inevitably happens, you can immediately turn your plans into action to manage crisis response effectively.

Real-time visibility into changes helps you identify and manage technology, cybersecurity, vendor, regulatory, and operational risks, especially those that can disrupt critical business services and functions. Monitoring and triaging based on risk helps you detect when you need to act. With integrated data, tools, and processes, cross-functional workflows help you act with confidence, communicate effectively throughout your organization, and reduce friction and mistakes.



*AI-powered chatbots, mobile apps, and data and process integration simplify IT, cyber, vendor, and operational risk management within GRC and Security Operations.*

COVID-19 may have both positive and savage effects on your business. Your workforce and regulatory burden may change significantly. You may leap into new services or business models. Whatever happens, as you adjust, recover, and plot your course to the other side, our integrated cloud-native platform is ready to support success. Workflows will increase productivity, offset staffing shortages, and consolidate redundant tools and processes. And, as the only company to embed risk and compliance into daily work and connect across your enterprise, you can finally use risk to inform the complex decisions required to adapt to change and improve business performance in the new normal.

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Digital workflows have saved my team about 95% of their time, which was previously spent on huge volumes of manual processes.

– Ariel Gritti Tartac, Service and Operations Manager, Globalia

**Get visibility and control of investments, projects and teams**

Priorities are changing quickly across your business, and that means IT needs to juggle resources, demand and plans. We can help you embrace uncertainty by knowing where budget, effort, and workforce are allocated today, and where they need to be reallocated to manage business operations needed for future recovery.

Manage core and non-core business investments with visibility into portfolio investments. You get insights into where to reinvest budgets and reprioritize projects and teams based on priority. As your business needs evolve and projects progress, you have visibility into project goals, can assess related top-level investments, and adjust your efforts on an ongoing basis.

As your business goes through various stages of response, you can balance demands and ideas across each stage. For example, manage your current list of demands while capturing new demands to IT or your business as they come in so you can prioritize accordingly. And just as importantly capture new ideas that may contribute to your strategies for immediate or long-term agility.

Project management helps you ensure team members are working on the right projects. You can identify projects impacted or at risk based on shifting demands across your organization. As your workforce is affected by at-home directives, layoffs and eventual rehires, you know where direct and indirect resources are allocated today, and where they need to be reallocated to

manage critical business operations. A single tool helps you manage and forecast projects to allocate your staff effectively, see which resources are available at any given time, and distribute tasks with a thorough understanding of your existing resource workloads and goals.

**Resilience is fundamental**

Resilience is the key to navigating the service demands, absenteeism, and other business upheaval caused by COVID-19. Resilience means you can continue to produce your company's products and services. You can continue to make money. And your near-term success will give your business the oxygen it needs to weather additional uncertainties and disruptions as you steer what may be a new course for your business.

ServiceNow can help you build your resilience plans, operate your critical and necessary services with high availability and productivity, and maintain the oversight required to make the right work flow, securely. Let's get to work.

*ServiceNow ITBM provides visibility into IT and business investments so you can build the right operations for future recovery.*

