Achieve exceptional business outcomes with Now Create

Our implementation expertise available on demand
The value of guidance

Where do I start? What should I do next? What is the best decision?
Whether it’s your first ServiceNow implementation project or you’re expanding use of the Now Platform, whether you’re an industry expert or a technical pro, you’ve probably asked yourself these questions. And with Now Create, you can get the answers.

We designed Now Create to help every person involved in the planning and delivery of a ServiceNow implementation project—and not just at the beginning but at every step, from start to finish. Whatever your role, whatever your level of expertise, you can get the practical guidance you need to do your job the best way possible.

Now Create gives you access to the structured processes and leading-practice assets that drive higher quality and more predictable results—with a faster time to value.

We remove uncertainty so you can spend less time wondering if you’re doing the right things and more time actually doing them. You don’t have to rely on risky hunches or best guesses. Best of all, you’ll achieve the amazing business outcomes you envision.

Let’s take a closer look.

“Today’s “fuse-to-value” is short. And the patience for long, drawn-out projects is over.”

- Bill McDermott
CEO
ServiceNow
Expertise, on demand


At ServiceNow, we’ve worked closely with customers in thousands of successful projects. We learned a lot about what works and what doesn’t. With Now Create, we’ve used that insight and experience to develop proven methodologies for ServiceNow implementation projects. We’ve also packaged that expertise in assets with product-specific guidance so you can achieve specific outcomes with ServiceNow.

Before you start a project, Now Create guides you through the definition of the activities, skills, and resources you need to succeed. This helps you optimize effort across your team—whether part of the customer organization, a partner, or ServiceNow team members.

In an intuitive and simple experience, Now Create also walks you through the steps for a successful project. During your first ServiceNow project, Now Create is like an experienced mentor that can help you check all the boxes and cover all the bases. For ServiceNow practitioners, Now Create offers an extensive library of detailed and evergreen leading practices that will keep you at the top of your game.
Ready for implementation

Now Create provides consistent implementation guidance to create predictable outcomes in any implementation approach. Now Create can be the sole methodology to guide the project whether you are working with a partner and ServiceNow to implement—or self-implementing with your own internal teams. For projects that incorporate many different solutions and technologies, Now Create can complement a broader methodology, offering leading practice guidance for ServiceNow components of your overall transformation.

The right guidance for your project

Have you ever worked with a methodology but struggled to figure out how to apply it and implement a product to achieve a specific outcome? Now Create removes this guesswork, providing step-by-step guidance for specific projects, and specific outcome goals. You can quickly start planning and executing your project—and improve the speed and quality of delivery while reducing risk.
Success starts with our core methodology

The Now Create core hybrid waterfall methodology includes sequential project phases and exit gates as the foundation for ServiceNow projects. There are five project phases applied across all ServiceNow projects:

**Initiate:** Understand the business objectives; establish program governance; establish the project team; formally kick-off the project

**Plan:** Conduct process, platform, and integration workshops; define, review and prioritize the product backlog; release planning; finalize the project timeline; document the test strategy; setup the environment

**Execute:** Run agile scrum cycles; define support processes and hypercare approach; execute communications and awareness roadshows; plan for system and user acceptance testing

**Deliver:** System testing and user acceptance testing; go-live planning; operational readiness; training; go-live

**Close:** Operational handover; hypercare support; lessons learned; measure value and champion success; formally close the project

Full view of the methodology
Success Packs adapt methodology to projects

Our methodology and associated workstreams, processes, tasks, templates, and assets are organized into Success Packs based on specific outcomes for ServiceNow products.

Let’s say you want to implement ServiceNow ITSM to automate helpdesk functionality and enable self-service. The ITSM Intelligent Automation Success Pack specifies what you need to implement ITSM with Virtual Agents and intelligent ticket routing with Predictive Intelligence for ITSM and more to achieve that outcome.

Beyond step-by-step guidance, the Success Pack also provides contextual recommendations and other capabilities to help you achieve your desired outcome.

Let’s look at some specifics

Workstreams
For an implementation, the methodology establishes for each Success Pack seven workstreams to complete an implementation:

• Value Management and Analytics
• Project and Program Management
• Architecture and Technical Governance
• Design, Build, and Unit Test
• Testing
• Organizational Change Management
• Support
Process and tasks by workstream
Each workstream then highlights specific processes and tasks to be executed. For example, under the Organizational Change Management workstream, a Success Pack specifies what Organizational Change Management processes should be executed by project phase:

- **Initiate phase processes:**
  - Define Strategy
  - Train Project Team

- **Plan phase processes:**
  - Conduct Change Workshops

- **Close phase processes:**
  - Conduct Surveys

- **Execute phase processes:**
  - Execute Communications
  - Deliver phase processes:
    - Enable Training
  - Close phase processes:
    - Conduct Surveys

Assets and content by task
Recommended tasks are provided for each process, supported by rich assets such as templates, leading practice instructions, data packs, project accelerators, and more to help manage and execute the task. These assets may work across multiple Success Packs or be specific to a Success Pack aligned to drive a specific outcome for a ServiceNow product.

For example, the “Train Project Team” process has two tasks: “Project Team Training Needs” and “Plan and Execute Training Courses.” Within the task, guidance specific to the product and desired outcome are recommended. In the ITSM Intelligent Automation Success Pack, specific training plans are provided in the “plan and execute training course” for building skills and knowledge to implement and use Virtual Agents, a key component of automating IT service.

Details of a workstream including tasks by methodology phase
Browse our initial Success Packs

**ITSM Success Packs**
- ITSM Intelligent Automation
- Operate IT as a Service
- ITSM Modernize IT Service Management

**ITAM Success Packs**
- Hardware Asset Management Foundation
- Software Asset Management Foundation

**ITBM Success Packs**
- Foundational Application Portfolio Management Implementation
- Foundational Project and Portfolio Management Implementation
- Operate IT as a Service

**HR Service Delivery Success Packs**
- Employee Lifecycle Journeys
- Employee Service Delivery Foundation
- Unified Service Center

**Now Platform Success Packs**
- Create Your Own App
- Establish the Platform Foundation and Security
- Integration with External Solutions

**ITOM Success Packs**
- IT Operational Management Discovery, Service Mapping, and Event Management
- IT Operations Management Health
- IT Operations Management Optimization
- IT Operations Management Visibility - Discovery and Service Mapping
- ITSM Modernize IT Service Management
- Operate IT as a Service

**Risk Success Packs**
- Business Continuity Management Implementation
- Governance, Risk, and Compliance Implementation

**Workplace Service Delivery Success Packs**
- Workplace Service Delivery Foundations

**Customer Service Management Success Packs**
- Modernize Customer Service
- Transform Self-Service Using ServiceNow Communities

**DevOps Success Pack**
- Foundational Enterprise DevOps

**Field Service Management Success Packs**
- Field Service Management Digital Foundations

**Security Operations Success Packs**
- Security Incident Response Accelerated
- Security Operations Implementation Assessment
Making it simple and fast to find what you need to succeed

It’s simple to find the Success Pack or assets you need for your project. You can use filters to zero-in on what you want or a text-based search. Success Packs are organized by ServiceNow product and each specifies the outcomes you can achieve by following it.

Understand the big picture

When you click on a Success Pack, a chart displays showing you the phases and processes. You can click into the processes associated with each phase and see the associated tasks. Processes and tasks are aggregated into logical workstreams based on the defined business outcomes for the project.

Search for a Success Pack or specific asset and access training too!

Prepare for Process Workshop(s):

To plan and prepare for the process workshop to ensure discussions are effective and attendees are prepared for the meeting.

Users can drill directly into each task for the Success Pack workstreams.
Drill down into the specifics

To learn more about a task, you can click into it to see task-level details. Under the Why tab, you'll find an explanation of the task’s purpose and the risk of not completing it—information you can use for a risk-based assessment on the necessity of a particular task. On the Who tab, you see who executes a task, with common industry terms for the roles presented in a RACI matrix. The How tab offers guidance on completing the task based on leading practices.

Under the Inputs tab, you’ll find what’s needed for the task organized by three types:

- **ServiceNow-provided assets** – Detailed instructions related to the products within the Success Pack, with other project templates and accelerators

- **Project-created assets** – Outputs from earlier tasks within the methodology

- **Organization-created assets** – Recommended inputs from the implementing organization, but outside of the project (such as the project business case)

Finally, the Outputs tab shows the outputs created by this task, ready for consumption later in the project.
An experience that simplifies projects and improves outcomes

We follow a simple formula: The better the experience, the greater the impact. Here’s how Now Create turns that formula into a practical reality:

• **Simplify projects** – Now Create makes project work more efficient by providing step-by-step guidance for any role managing a project.
• **Precise guidance** – Now Create takes the guesswork out of executing a project with prescriptive guidance for the product you are implementing and the outcome you are trying to achieve.
• **Quality from experience** – You have access to the leading practice content and tools developed from insights across thousands of projects.
• **Easy to use** – Highly intuitive search and navigation make it easy to find what you need. And users can configure their view of information based on role and goals.
• **For any project type** – Success Packs can be exported into ServiceNow PPM and other project tools to guide any transformation project.

**Built on the Now Platform**

Now Create is built on the Now Platform—of course! We developed two apps for Now Create:

1. A beautifully designed portal that all customers, partners, and ServiceNow team members access. The portal showcases an elegant user experience that’s easily created with the Now Platform.
2. A content management application used by ServiceNow to govern SuccesscPack content. This capability ensures the smooth workflow approval of new content before it is published to the Now Create portal.

Both apps showcase the power of great experiences built on the Now Platform.
Empowering exceptional business outcomes

Knowledge is power—and Now Create empowers you with the knowledge you need to get the most from your investment in ServiceNow. It offers proven step-by-step guidance based on real experiences with real organizations, so you can create new workflows fast—and get them right the first time.

Now Create is designed for everyone. It doesn’t matter how technical your role is or which organization you belong to—every single person involved in the scoping and delivery of a ServiceNow project can benefit.

Your success is the measure of our success. That’s why Now Create provides a vast library of leading practices, tools, and other content organized in our prescriptive methodology and outcome-driven Success Packs—to help you do the right things, the right way with your ServiceNow implementation. We want to equip you with everything you need to get the results you want—predictably, with higher quality, and faster time to value.

Create exceptional outcomes with ServiceNow faster and with less risk—that’s what Now Create is all about.
Get started with Now Create

We have additional resources to help you—and your entire team—dive right into Now Create. The training can help orient team members before they actually start using Now Create.

- **Now Create overview in the Customer Success Center**
- **Now Create 20 minute training in Now Learning**
- **Access Now Create**

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**About ServiceNow**

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above $1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500. For more information, visit www.servicenow.com.

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