ServiceNow
Application Portfolio Management

Technology Decision Making is Getting More Complex

Business Applications are the link between the critical capabilities of the business and the underlying technologies that make up the major proportion of IT expenditure. Today, digital disruption and transformation is pressuring organizations to make quicker decisions on technology investments even when they have limited visibility and poor business alignment. This increases risk to the business.

In most organizations, mergers and acquisitions, organizational changes, shadow IT, and other factors lead to application sprawl with minimal centralized control. The result is waste due to duplication, increased risk around licensing or version control, and a lack of oversight for strategic changes, like moving capabilities to the cloud.

The ServiceNow Solution

ServiceNow’s Application Portfolio Management starts by building a comprehensive inventory of the business applications in use. Application Portfolio Management looks at this inventory through four key areas of concern: business capability planning, application rationalization, information usage, and technology risk management.

Enterprise Architects, Application Owners, and Portfolio Planners use these areas to generate opportunities and solutions to align technology decisions with business strategy by creating goals, programs, or demands. Application Portfolio Management also uses data from across other IT workflow products like IT Service Management, IT Operations Management, IT Asset Management, and Security & Risk to extend the depth of information and provide a broader ecosystem to make technology decisions.

Rationalize Applications
Identify applications that perform similar functions and compare multiple factors to choose which should be the standard.

Reduce Application Costs
Eliminate duplicates and focus on the most efficient delivery methods and contacts to reduce the overall application budget.

Invest in the Right Applications
Get the best return on your investment by seeing the significance, usage, and other factors of apps, allowing you to focus on the right ones.

Move Funds to New Innovation
Free up wasted resources that have been spent on duplicates or outdated applications and redirect them to areas of innovation that demonstrate value to the business.

Provide Executive Oversight
Easily share data with managers so they can review the application landscape and understand the roadmap across the enterprise at any time.

The Application Portfolio Management home page enables a guided process for rationalizing your business application portfolio.
Application Analysis

With the comprehensive inventory of applications augmented by information from elsewhere in ServiceNow and from external sources, Application Portfolio Management can help you assess the portfolio. Dashboards present a broad array of indicators, including cost, quality, risk, user satisfaction, business alignment, and more. For dimensions not provided out of the box, it’s easy to add your own. This information makes it easier to identify where to invest. Reports help to identify which applications should be modernized, which are candidates for replacement, which can be consolidated, and which applications should be retired.

Planning and Execution

With a comprehensive understanding of the business application portfolio and an analysis on where to focus, the next step is to build and execute a forward-looking plan and roadmap. Application Portfolio Management helps to determine the appropriate fate of each application, creates a roadmap for tasks such as modernization, and tracks the execution of the plan. Working in conjunction with your enterprise architecture, you can adhere to a roadmap that focuses on the right applications and gets them to the version and deployment model that best suits your organization.

Stepping through the Process

Application Portfolio Management will guide you through a four-step application management improvement process:

- **View the Landscape**: Understand the current business application portfolio.
- **Create Goals**: Identify the roadmap for each application.
- **Create Programs**: Link with project and portfolio management to define the program that will track progress.
- **View the Roadmap**: Check on the progress of decisions, initiatives or the work backlog related to the value delivered.

Integration

Application Portfolio Management is an ideal application for the ServiceNow Platform. So much can be determined about an application based on data the platform already contains from product areas including IT service management, IT operations management, asset management, and others. This avoids the need for integrations with other products that are costly to maintain. However, the standard integration capabilities of the ServiceNow Platform are available to pull data from other external sources if necessary. Visit the Application Portfolio Management web page to learn more:

www.servicenow.com/products/application-portfolio-management.html

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