

## Benefits

### Enable Fast Time-to-Value

Leverage the powerful drag-and-drop features and the APIs to quickly build the service portal that aligns with your internal brand.

### Provide a Unified User Experience

Allow users to access all services from across the organization from one central place instead of hopping across interfaces/systems.

### Simplify Third-Party Integrations

Leverage the powerful APIs to simplify integration with the front end of your choosing.

### Deliver a Consumerized Experience

Boost customer satisfaction by providing the same experience users expect while shopping for goods and services in their personal lives.

### Drive Greater Business Alignment

Easily focus on higher priority services needed for the business with the visibility provided by the platform into demand/consumption of services.

# ServiceNow Service Catalog & Request

## The IT Challenge

IT organizations need to manage services, not systems. They need to develop, deliver, manage and monitor services that deliver value to the end user. Without a clearly defined service catalog, real business success is compromised, as users have no understanding of the services available to support their deliverables. IT organizations in turn, are unable to manage the quality and efficiency of their services without clearly defining the services and the SLAs tied to those services. This introduces unnecessary costs and overhead within IT.

A service catalog provides the real link between business and IT and helps to build a clear picture of the services required and consumed. IT organizations need to differentiate their services and easily report on the quality, performance, efficiency and demand for these services, allowing IT to keep costs low while creating better alignment with business goals.

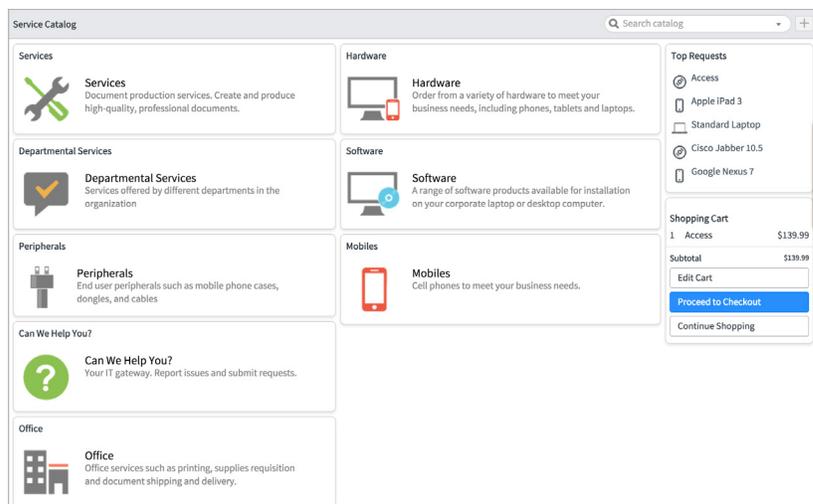
## The ServiceNow Solution

Offer all your defined business and technical services and harness the power of employee self-service and automation through a flexible storefront of service offerings with the ServiceNow® Service Catalog & Request Management Application.

Drag-and-drop your way to a powerful, world-class experience and improve communication, transparency, and the perception of IT by the rest of the business.

Empower your business and technical users to interact and order the services they need to do their job, provide transparency into the approval process, and allow users to track the progress of their own requests.

Through the service catalog, your organization can deliver standardized services, capture data for an array of department services, coordinate transfer pricing between departments, and improve internal controls with full audit capabilities. All the workflow orchestration, notifications, request management, interface design and connections to underlying processes are built into the ServiceNow platform.



Users get a centralized request portal for all their needs

**Centralized User Request Portal**

Requesting new catalog items is easy. A centralized Service Catalog allows submitting requests for IT services, project requirements, product enhancements, office supplies or a corporate credit card automatic and standardized. As a system administrator, you will be able to leverage the intuitive user interface to add item specific details with associated forms and workflows that can assist in prompt delivery and ensure compliance conditions are met.

**Familiar User Experience**

Provide your colleagues with the same delightful experience they get in their personal lives. Inspired by the best of B2C and the web, users can have a familiar online experience when shopping for goods and services, tracking requests, searching the knowledge base, or submitting their own support tickets. You will experience increased customer satisfaction, streamlined operations and reduced support costs.

**Match Workflow to Your Business**

ServiceNow comes with highly configurable drag-and-drop workflow that can be easily designed to match your business and technical processes. Each catalog item can have its own unique workflow and business rules with built-in automation. Leveraging the ServiceNow notification system and automatic audit trail, your business will be able to maximize efficiencies and track the full service cost lifecycle from request to retirement.

**Convenient Approval and Status Checks**

The ServiceNow notification system and automatic audit trail helps your business set the pace by minimizing delays and tracking request activity. Requestors and

approvers can check status anytime. ServiceNow adds the convenience of handling approvals by email or through any smart mobile device. Standardization and automation of routine tasks provide the opportunity to deliver better service, at lower cost.

**Multi-Catalog Support**

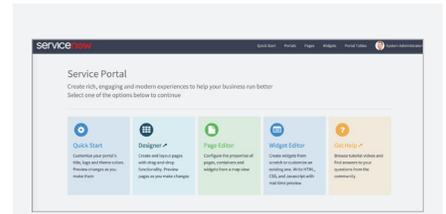
Administrators and catalog administrators can manage multiple service catalogs to provide services to different teams within the organization, such as IT services, human resources, and facilities management. End users can access multiple catalogs from a single homepage, can search across all catalogs, or can search directly within each catalog.

**Add Style to Your Service Catalog**

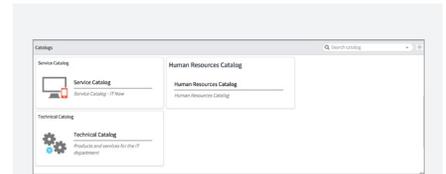
Mirror your corporate intranet look and feel with the new face of IT. Our incredibly flexible content management system gives you the option of designing an employee self-service portal that matches your corporate website's look and feel. More than just a logo replacement, you can fully configure the site to provide a welcoming and pleasant experience.

**Simple Connectivity to External Services**

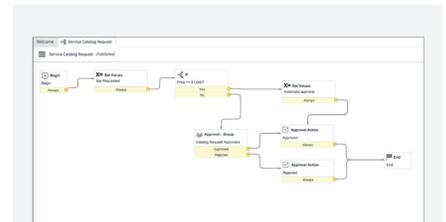
Leveraging the APIs, organizations can easily pull/push data in and out of the catalog. This simplifies integration with any customer web front-end. Further, by adding the power of Orchestration, services outside of ServiceNow can be ordered, approved, and provisioned through a service request. This could be as simple as resetting a password or rebooting a server, or as complex as provisioning virtual machines for your cloud infrastructure or executing the process of onboarding a new employee.



Your service portal reflects your own corporate brand



Manage multiple catalogs through one interface



Match workflow to your business