ServiceNow Performance Analytics

The business challenge

The business climate has never been more complex or competitive. Data is becoming increasingly attainable, yet most organizations still do not understand how to derive value from it. Static reports with stale information and no context are presented in weekly status meetings while participants question the validity of the source data. Analytics, when it does exist, is often siloed away from departments and stakeholders who need those insights to drive meaningful change.

Organizations are beginning to differentiate themselves by harnessing data and applying analytics to improve delivery quality, increase enterprise agility, and demonstrate business value. These organizations are able to determine future trends based on the current and past performance, and then manage their teams accordingly. This is an evolution in the way people work, delivering deep insight into what is driving the business at an organizational, departmental, and even personal level—empowering employees to consistently track their work against strategic objectives and take action to drive down costs and increase efficiency.

The ServiceNow solution

ServiceNow® Performance Analytics enables organizations to seamlessly transform to a goal-oriented business culture with an easy-to-use, integrated application designed for reporting and analyzing business performance. Performance Analytics comes with over 350 predefined KPIs for measuring platform processes and includes mobile-enabled scorecards, responsive and interactive dashboards, and powerful analytics that deliver insight into how to improve the quality of business services and processes.

Benefits

Anticipate trends
Monitor current and prior performance to identify areas for improvement and detect service bottlenecks before they occur.

Prioritize resources
Bring absolute clarity to what matters, and quickly adjust service coverage to where it’s needed most.

Maximize automation and self-service
Easily pinpoint areas where automation and self-service can increase efficiency, reduce costs, and deliver great experiences.

Guide continual service improvement
Advocate for progress and take action using key indicators, mobile-enabled scorecards, time charts, analytics, drill-downs, and dashboards.

Act with confidence
Drive the business forward and accelerate results with a single version of the truth that aligns service operations with company strategy.

Customizable executive dashboard showing performance against business goals
Powerful, native analytics
Performance Analytics allows business service owners to easily identify trends and drive continual improvement in organizations through:
• Real-time visibility into results and predictive forecasts for enhanced decision-making
• Thresholds, such as all-time highs, lows, or predefined values that automatically generate alerts
• Index scores that aggregate multiple KPIs into a single score for at-a-glance, executive views of overall performance
• Text analytics, which goes beyond structured data to extract trends and patterns from freeform data fields
• External data sources visualized alongside in-platform data to understand business relationships
• Workbenches that provide end-to-end transparency across processes and timelines

Analytics for everyone
Performance Analytics empowers front-line employees with real-time trend information to accelerate request fulfillment and increase efficiency in their day-to-day tasks. In-form analytics allows process workers to access context-sensitive trend data instantly and use that knowledge to set customer expectations, triage escalations to the resources best suited to handle them, and alert peers and management to developing situations that can cause service breaches.

Extensible library of KPIs and dashboards

Teams can immediately drive improvement by leveraging the out-of-the-box dashboards and KPIs, saving the time and effort usually required to create and maintain an analytics solution. Spotlight, a weighted criteria engine, allows organizations to rank results by business priorities to ensure everyone is focusing on the right tasks.

Detailed, mobile-enabled scorecards
Scorecards incorporate organizational objectives and metrics (KPIs), allowing companies and individuals to track progress toward defined targets. Performance Analytics automatically creates a detailed scorecard of each KPI’s performance trend using both current and historical performance data. Through scorecards, business service owners and workers can track KPIs in real-time and compare performance against targets.

Key scorecard capabilities:
• Drill into results with breakdowns that show each dimension of an overall score
• Make annotations on charts to leave visible comments for everyone
• Define targets to visualize progress towards goals and use thresholds to receive proactive score alerts

KPI scorecards can be accessed using mobile devices to check the latest results and analyze their trends anytime, anywhere.

Responsive, interactive dashboards
Dashboards provide a graphical view of performance trends and real-time results, allowing executives and business service owners to make quick, informed decisions at a glance.

Performance Analytics delivers flexible and interactive dashboards for clear performance visualization and easy customization. Navigation is intuitive and familiar, with dashboards accessed from within the ServiceNow interface using drop-down menus and tabs.

From a dashboard, service owners can access scorecards, drill into breakdowns, and directly access the underlying operational records. Interactive analysis and filters guide users towards meaningful patterns and trends. Dashboards can be shared with groups or individuals, ensuring there is a single version of truth driving operational improvement.

Plug-and-play analytics
ServiceNow Performance Analytics is designed as a plug-and-play solution, with built-in KPIs, dashboards, and analytics that natively integrate with ServiceNow applications.

In-platform analytics also ensures compatibility with any changes or customizations across the ServiceNow platform, making upgrades a seamless experience while delivering fast time-to-value for users across the enterprise.

Are you ready to harness the full potential of the ServiceNow Platform? Whether you want to optimize your incident, problem, and change activities, improve your human resources onboarding process, track each critical security incident workflow, monitor customer service trends, stabilize CMDB quality, or measure the engagement of your own custom apps, Performance Analytics enables you to capitalize on rich, secure, real-time data to inform decisions and reach organizational goals.

Find out more
Visit: servicenow.com/products/performance-analytics.html

Scorecards give insight into KPI trending over time
KPI predictions enable stakeholders to make quick decisions based on emerging trends