

ServiceNow Support Account Management

Benefits

- Ensure Business Continuity**
Single point of contact for support related issues, critical situation escalations and assistance through resolution.
- Reduce Operational Costs and Risk**
Understands technical architecture and provides recommendations based on business impact that support organization changes, upgrades and other key events to promote business growth.
- Improve Performance and Availability**
Provides valuable feedback, insight and analytics to drive continuous performance improvements and high availability.

The IT Challenge

Most large enterprises simply cannot afford to be down for a significant amount of time during business hours without it impacting their P&L. It is therefore left up to IT to do whatever it takes to get the mission critical system up and running again. But this can be difficult when there is no single point of contact to reach out to that can drive issue resolution on behalf of the organization. With no method to escalate critical issues – the business is unable to find resolution quickly and resume normal operations.

Furthermore, IT managers are typically burdened with daily operations and administrative duties that don't allow them to proactively address potential issues, perform preventative services or look for ways to continually improve service delivery or system performance. In addition, it is often challenging for IT to manage the coordination of changes, upgrades and major events without expert guidance on the impact to the business. Without a resource to provide proactive advice, regular reviews and preventative services, it is difficult to ensure everything is optimized for operational efficiencies.

The ServiceNow Solution

ServiceNow® Support Account Management Services are available in two different levels of engagement either as a shared or dedicated resource for a 12 month service period. This remote resource acts as an extension of your team and works closely with your business process owners and administrators to ensure exceptional support and ongoing business value. Operational and service management support is provided throughout the service period.

On the operational front, the Support Account Manager (SAM) studies your environment and instances so they can give you informed guidance. They act as a technical liaison between your organization and the ServiceNow support team and focus on delivering technical recommendations that are aligned with your strategies and goals. The SAM also provides scheduled and ad-hoc reports and analysis related to ServiceNow technical support incident, problem and change performance trends. This provides a proactive approach to support and aids in the prevention of future issues. The SAM also oversees and coordinates open incidents through resolution and manages technical support issues on your behalf. This provides a single point of contact and path to escalate issues that are business critical, speeding resolution times. This is of paramount importance when minutes can cost a business thousands or millions in revenue. Root cause analysis of unresolved problems in a customer's ServiceNow production instances for P1 incidents is also available to help prevent additional occurrences.

The SAM provides service management support by working closely with your internal staff who understand the ServiceNow implementation, effectively becoming your technical support expert. The SAM also coordinates ServiceNow resources and your subject matter experts to assist with issues and projects as well as ServiceNow initiated changes. This ensures that all decisions are weighed against the potential impact to the business prior to deployment.

Mission Critical Support

Leverage your SAM's expertise and understanding of your environment and instances to support your unique technology and operational needs. As your single point of contact for all service related issues, your SAM can help drive the highest levels of system performance and availability. When critical business issues arise, you receive priority assistance from your SAM, who will develop a customized action plan and coordinate additional resources if necessary. Your SAM can bypass the support queue and escalate resolution so critical issues are resolved faster and downtime is minimized. Updates are provided throughout the escalation process to all concerned parties. Upon resolution, root cause analysis is used to identify exactly what happened.

Proactive Guidance and Preventative Services

Reduce disruption to your business and help prevent future issues from occurring. Through remote monitoring, your SAM analyzes your environment and interoperability to uncover opportunities to proactively address potential issues before they impact your environment, based on usage and trends. They also provide recommendations to streamline organizational changes, upgrades and other events across your organization that are designed to mitigate risk, while delivering stability and scalability moving forward. This ensures that your critical systems are operating at peak performance.

Stay Ahead of Business Demands

Shadow IT or Stealth IT has become much more commonplace as departments build IT systems and solutions inside organizations without explicit approval. Departments, tired of vying for priority

and resources, are circumventing IT and procuring the technology they need – often without IT's knowledge. Leverage your SAM and get ahead of the demands of the business. SAMs proactively evaluate opportunities for operational efficiencies and performance and availability improvements. This allows IT to move faster, make more informed decisions, be more strategic and stay ahead of the pace of the business. And, it also helps control Shadow IT, while facilitating compliance with company guidelines and applicable laws or regulations.

Quick Return on Investment

Improve your technical environment with ServiceNow best practices and identify opportunities to leverage new features and functionality that complement your existing architecture. Regular reporting provides status updates on high-priority incidents; detailed review and explanation of root cause analysis findings; open incidents, problems and changes along with utilization trends, performance, availability, downtime and SLA compliance. Areas in need of improvement are noted along with action items and due dates to ensure issues are addressed.

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