Get started building ServiceNow custom apps

Grow the value of your ServiceNow solution
Introduction

ServiceNow® customers already know the power of digitizing workflows and delivering intuitive user experiences. ServiceNow solutions such as IT Service Management, HR Service Delivery, and Customer Service Management provide immediate out-of-the-box value, making everyday work fast, easy, and productive.

However, did you know that you can get even more value out of your ServiceNow investment? By creating custom apps on the Now Platform®, you can easily extend your existing ServiceNow solution and even expand it into new business areas. Think about your manual processes and legacy applications. Wouldn’t they be more efficient, manageable, and user-friendly if they ran on the Now Platform?

It’s easy to get started with custom ServiceNow apps, even if you haven’t built apps before. You don’t need experienced developers. In fact, you don’t need to write code at all. The Now Platform comes with intuitive graphical tools that make app design a snap. Just ask the hundreds of ServiceNow customers who have created custom apps—sometimes in as little as a day. And, when you’re ready to grow the power of your custom apps even further, it’s simple to add new business logic with ServiceNow’s no-code and low-code development framework.
ServiceNow custom apps turbocharge your business

When you replace repetitive manual processes with intuitive, automated workflows, you don’t just make them more efficient. You also make them more consistent, ensuring that the same process steps are followed every time—whether that’s getting approvals, assigning work to the right people, or making sure that work is completed on time. This increases process accuracy and quality. And, automating processes makes them measurable, so you can easily spot problems and drive process improvements.

Custom apps also allow you to extend great experiences across all of the services you offer. For example, when using ServiceNow HR, why use emails to handle time-off requests? Instead, build an easy to access and easy to use custom application on the Now Platform to capture this information as an extension of your ServiceNow HR solution.

Your organization may also have pent-up demand for custom applications across business teams. The Now Platform provides tools that accelerate application development efforts and allow you to delegate development efforts to both professional and citizen developers. Building your custom applications on the Now Platform centralizes activities and data on a single system of record, which helps to break down data silos as well as unlock synergies and insights across the enterprise.
As shown in the chart below, custom applications built using the Now Platform extend beyond IT and span across the enterprise:

**Apps created on the Now Platform by department**

(% of developers creating apps)

Source: ServiceNow Developer Survey, August 2018

All departments can realize value from custom applications built to meet their specific business needs.
Building custom apps is fast and easy

The Now Platform’s no-code, low-code, and pro-code development environment makes it easy to create custom apps. Here’s why:

• You don’t need experienced developers. In fact, ServiceNow administrators, analysts, process owners and other people with non-traditional backgrounds often build their own highly effective apps. That means you can get going right away, rather than having to recruit or rely on people with scarce and expensive development skills.

• The Now Platform comes with a rich set of drag-and-drop graphical tools that automatically take care of the “behind the scenes” details. These include tools for laying out forms, designing workflows, adding services to the service catalog, and more.

• There is no need to build things from scratch. Your can easily access the built-in capabilities of the Now Platform—such as the Flow Designer, Integration Hub, Service Portal, Mobile Studio, Guided App Creator, and reporting.
When your project does require the full power of coding, for more complex workflow designs, integrations or user experiences, the Now Platform allows you to get straight to work. Write custom code using standard tools such as JavaScript and Angular, all within an integrated development environment via Studio IDE. Expand development beyond IT with Delegated Development enabling organization-wide innovation while maintaining control and governance over the platform, developer privileges, application resources, and data access.

And, if custom application development isn’t a core competency or preference for your organization, ServiceNow offers a large ecosystem of partners that can either help you build what you need or provide a variety of pre-built apps available in the ServiceNow Store.
Start simply by extending what you have

Interested? Wondering where to begin?

Many ServiceNow customers start by adding value to their existing solution. Why? Because they’re dealing with familiar business processes and already have a number of simple use cases they want to automate.

If you’re looking for inspiration, here are some real examples of custom apps that other ServiceNow users have built, broken down by solution area.

<table>
<thead>
<tr>
<th>IT Service Management</th>
<th>HR Service Delivery</th>
<th>Customer Service Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Get Help app</strong></td>
<td><strong>Employee Feedback app</strong></td>
<td><strong>Know Your Customer app</strong></td>
</tr>
<tr>
<td>Create new ways to ask for assistance using non-text options such as mobile device cameras and geo-location features.</td>
<td>Capture and process feedback for employee evaluations.</td>
<td>Automate guidelines and policies that help vet transactional risk and viability of prospective customers.</td>
</tr>
<tr>
<td><strong>IT Billing app</strong></td>
<td><strong>Employee Recognition app</strong></td>
<td><strong>Fraud Claims Validation app</strong></td>
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<tr>
<td>Integrate billing data and processes into your existing ITSM solution for chargeback or showback.</td>
<td>Track and manage nominations for exceptional employee actions and performance.</td>
<td>Verify claim details to identify and forecast risk and cost associated with fraudulent claims.</td>
</tr>
<tr>
<td><strong>Time &amp; Attendance app</strong></td>
<td><strong>Time-off Request app</strong></td>
<td><strong>Loan Origination app</strong></td>
</tr>
<tr>
<td>Manage support staff resource availability.</td>
<td>Capture and process time-off requests from employees, including keeping track of time-off accruals.</td>
<td>Automate verification of submission requirements for new loans.</td>
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Expand as Your Confidence Grows

Once you’ve got custom app development experience under your belt, it’s time to start expanding ServiceNow custom apps into other business functions, such as marketing, legal, operations, or procurement. Any department that offers services to other departments is an ideal candidate.

If you’re in IT, this is a perfect opportunity to support your business’s digital transformation agenda. You probably already have a backlog of requests for new solutions and services from different parts of your business, so that’s a great place to start. By reimagining these processes on the Now Platform, you can:

• Increase process efficiency and accuracy across your entire business
• Create a consistent, intuitive one-stop service experience, no matter what the service
• Help individual business functions to measure and improve their performance
• Give executives the business visibility they need with intuitive dashboards and reports

And, with the Now Platform’s delegated development capabilities, you can empower departments to develop their own custom ServiceNow apps, safe in the knowledge that they can’t break anything.

The result? You help your business to work smarter and faster, becoming the trusted business partner that your company expects.
We’re accountable for our students’ success, and we want to give them a great experience. We’re doing this with ServiceNow.

Utah State University (USU) started out with ServiceNow IT Service Management, but quickly realized they could do even more with ServiceNow custom apps. USU began by extending ITSM with an app called MyTech that puts users in direct contact with their local IT technician. With MyTech and ServiceNow self-service, USU is now saving 25% of technicians’ time.

Since this first success, USU has gone on to build many custom apps, ranging from its IT Billing app through to MyTime, an app that saves USU 2,000 hours of work a year by letting university staff submit timesheets, overtime, and leave requests online. It’s also using custom ServiceNow apps to serve students and the community, including apps for scholarship notifications and for concurrent enrollment for high school students.
Automating business processes is ServiceNow’s sweet spot. By creating custom applications, we deliver a lot of value very quickly—and the quality is great.

As a large and respected independent mortgage lender, Academy Mortgage depends on rock-solid financial and business processes. The company uses ServiceNow custom apps to automate dozens of these processes. One prime example is Academy’s STIP PRO app, which handles its stip process—addressing issues that need to be resolved before a loan is sold on to an investment bank. With STIP PRO, Academy has reduced stip effort by 50%, freeing up 50 employees for other work.

The list of custom ServiceNow applications continues to grow. For example, the company uses ServiceNow to handle borrower inquiries, ensure that marketing materials comply with state laws, manage “light up” activities when the company opens a new branch, and support audit processes for regulations such as TILA-RESPA Integrated Disclosure (TRID), the Home Mortgage Disclosure Act (HMDA), and the Equal Credit Opportunity Act (ECOA).
ServiceNow dramatically increases the value that IT delivers to our business. With low-code and no-code development, we respond 10 times faster to business needs.

Owens-Illinois is the world’s largest manufacturer of glass containers. After starting out with ServiceNow in IT, the company saw how ServiceNow could automate many of its core business processes. It began by replacing Lotus Notes with ServiceNow custom apps, and then started to automate manual processes in areas such as supply chain, legal, accounts payable, accounts receivable, facilities, corporate communications, and manufacturing.

To date, Owens-Illinois has used custom apps to automate 1,000 different types of service requests across its business. Often, someone from its ServiceNow development team goes into a requirements session with a business team and has their app in production by the end of the meeting. And, Owens-Illinois achieve these remarkable results using non-traditional resources—its first development team member came from the company’s service desk and could only write basic scripts.
Get started for free!

You can get started for free by creating your first custom app on your ServiceNow pre-production development instance. There’s never a charge for developing and testing your applications. You only need entitlements for the apps you actually deliver into production.

And, with various licensing options available, you may already be entitled to deploy a limited number of custom apps in your production environment. Contact your ServiceNow representative to investigate your options.
Let’s recap

Custom ServiceNow apps are a great way to grow the value of your ServiceNow investment. And, with the Now Platform’s no-code, low-code, and pro-code development environment, creating custom apps is fast and easy. You don’t need advanced development skills, and it’s possible to build an app in as little as a day.

Start by extending your existing ServiceNow solution, and then expand into new business areas once you’re ready. As you roll out custom ServiceNow apps across the enterprise, you’ll help your business to increase productivity and deliver great service experiences.

So, what are you waiting for?
Talk to your ServiceNow representative today.

Take advantage of these best practice guides to get started:
Developing as a Team Guide
No-Code (Citizen Developer) Guide for the Now Platform
Professional Developer Guide for the Now Platform
Grow the value of your ServiceNow solutions with custom apps on the Now Platform.

About ServiceNow

ServiceNow was started in 2004 with the belief that getting simple stuff done at work can be easy, and getting complex multi-step tasks completed can be painless. From the beginning, ServiceNow envisioned a world where anyone could create powerful workflows to get enterprise work done. Today, ServiceNow is the cloud-based platform that simplifies the way we work. ServiceNow software automates, predicts, digitizes, and optimizes business processes and tasks, across IT, customer service, security, human resources, and more, to create a better experience for your employees and customers while transforming your enterprise. ServiceNow is how work gets done.