Journey to modernizing IT services

Deliver scalable, resilient IT services that fit the world your employees work in today
The possibilities are enormous—but the work to get there doesn’t have to be.

- Modernizing helps teams scale—more gets done, and gets done better
  We talk about automating workflows, speeding delivery, and providing visibility. But what does that really mean in practice? Work has changed—and IT services can help your workforce not only adapt but actually thrive.

- Boost productivity 20%
  Employees get the answers they need, when they need them, and can easily take action. IT can focus on the toughest challenges and provide service at scale. Everyone wins. How? Natural language virtual agents and self-service support.

- Increase agent efficiency 66%
  AI-assisted recommendations immediately focuses agents on the right resolutions to help triage cases.

- Drive satisfaction up by 25 points
  With Now Mobile, employees can get work done wherever they’re at—and get real results real fast.

“Upgrading to ITSM Pro has already saved us over 100 work hours per month.”
- Kyle Lester, Software Engineering Manager, Western Governors University

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Step 1: Define your services

The first step on your modernization journey is to define your services and capture them in a single system of engagement. This allows you to then harness a shared data model and a “single source of the truth” for IT workflows. Moving to a modern, cloud-based ITSM platform provides flexibility to dynamically adapt to the needs of the business.

Here’s some questions to ask when defining your services:

• What essential technology services do we provide to our organization?
• How do these services provide value to the employee?
• What specific outcomes will the service support?
• What costs are associated with delivering those outcomes?
• What risks could arise that we need to plan for to continually deliver exceptional employee experiences?
• What other services could we offer in a cost-effective way if we freed up time with automation and virtual agents?

Choosing the right platform to support these services is essential to starting your journey off on the right foot. The cloud-based platform powering this “single source of truth” must deliver an integrated workflow engine, consistent configuration of IT service management processes, access to full platform functionality, and real-time collaboration.

ServiceNow combines all these capabilities to automate service desk functions. This drives efficiency and delivery of services across the enterprise with speed, consistency, and accuracy.
Service definition checklist

Determine whether the offering is a service (rather than a feature or part of the infrastructure). Is the service currently being provided?

- Work with the service manager to develop materials to describe what the service does, any limitations such as availability, how to request the service, and eligibility considerations
- Confirm that the service is operating efficiently
- Document how the service is delivered and how someone gets help

Is this a service you want to offer in the future?

- Identify roles – sponsor, manager, and team
- Just as with existing services, materials need to be developed to describe what the service does, any limitations such as availability, how to request the service, and eligibility considerations
- Document how the service will be delivered and how someone gets help

Establish guidelines for continuous improvement

- Conduct regular service reviews
- Define change management processes, both for normal and emergency changes

“Services contribute value to an organization only when their value is perceived to be higher than the cost of obtaining the service.”

– ITSM Basics: What Is a Service?
By Joe the IT Guy | February 28, 2018
Step 2:  
Before you start
It’s nearly impossible to achieve faster, more accurate and effective delivery of IT services if you’re relying on manual tasks and don’t have clear visibility into your processes and infrastructure.

The right platform also provides clear visibility:

- **Show services connected to infrastructure**
  Create a comprehensive, connected view of business services and IT infrastructure with a single, complete configuration management database.

- **Make resolutions visible**
  Store problem resolution information in a knowledge management system for reporting and analytics that show trends and facilitate root cause analysis so similar incidents can be prevented in the future.

- **Tailor your reporting**
  Provide clear information that informs business decisions, including persona-based reporting (executive, service owner, end user, etc.).

- **Access comprehensive asset information**
  Build an inventory management capability to cover issued, inventory, and in-transit assets. Include asset cost information to begin managing depreciation and the financial lifecycle.
Step 3:
Tap Community Knowledge
Take advantage of the lessons learned by our large and vibrant user community. Here are some insights for organizing and modernizing your IT services with ease:

**Incident Management insights**
- Define incident categories to drive auto assignment, incident routing, and track trends
- Guide users away from email and into the self-service interface
- Encourage use of knowledge management by using keywords and descriptions to quickly present relevant information on known issues and resolutions
- Use visual task boards to identify incident backlogs and easily rebalance work

**Configuration Management Database (CMDB) insights**
- Establish a CMDB leadership team to drive the design and prioritize top objectives:
  - Service automation
  - Business impact analysis
  - Asset, change, or configuration management
- Limit the number of top-level categories to no more than eight
- Design the CMDB with your long-term service needs in mind, and take a phased approach to populate it
- Leverage automated service discovery and service mapping to populate your CMDB
- Keep all CMDB data maintained using automation and human ownership
- To facilitate compliance and risk management, consider defining the controls relevant to your services
Change Management insights
• Use pre-authorized templates to control standard changes
• Minimize subjective risk assessment by using a risk calculator or automated assessment
• Check for conflicts and calculate the risk of changes before they are implemented

Asset Management insights
• Clean data before importing it, or use automatic discovery
• Link assets to incident data in your reporting
• Reduce costs by removing problematic IT assets, identifying vendor issues, and clarifying warranty coverage

Problem Management insights
• Track problems separately from incidents to drive different goals of root cause and fact resolution, respectively
• Prioritize problems based on impact severity to services, employees, or the business
• Categorize and prioritize problems and incidents in the same way to simplify root-cause identification and clarify overall business impact
• Capture problem root cause and resolution to predict trends and prevent similar incidents

Reporting insights
• Design employee alignment into your reporting—ask what information is needed to run the business
• Clear reporting begins with form design—capture just enough information to support informed decisions and avoid data overload
• Test to ensure you have reliable access to all data needed to drive dashboards
7-Eleven, the original one stop shop makes IT a modern one stop shop

With 16 different service desks and dozens of integrations, the IT service management team was ready to modernize.

With ServiceNow, we replaced fragmented tools with a single enterprise platform that improved our service quality and saved millions of dollars. IT is just the start—there’s huge potential for ServiceNow across our business.”
– Greg Thoreson, Business Architect, OshKosh Corporation

ServiceNow helped us create a single platform for incident, problem, and change—giving us unprecedented visibility of incidents, planning activities, and service reviews”
– Henry Do, Delivery Manager, ITSM, Flight Centre

Using ServiceNow massively increased transparency and helped us to understand what our support organization is delivering to our customers.”
– Ashish Agarwal, Vice President and Head of IT Application Product Management, Swiss Re

Check out these real-world successes

• 16 services all on the same platform
• 25 bi-directional integrations with vendors
• 7 internal integrations
• $2.5 million saved in software fees alone

We as IT have the capability to add value to so many more lines of businesses outside of IT. We’ve built relationships. We have gained trust. We have knocked down barriers, and we’ve opened up doors to areas that we never thought we could. We became service management without ‘IT’ in front of it. And we had to do that to become customer obsessed.”
– Libby Kenney, Service Management Project Owner, 7-Eleven
Consider the different packages

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<td>Virtual Agent²</td>
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¹Delivered as part of the Now Platform, spanning all ServiceNow cloud services

²Improves self service adoption with 3 self service conversation topics
Get ready to empower employees

It's time to modernize with ServiceNow ITSM and the Now Platform. You'll increase productivity for more than just IT.

- Deliver a single system of action in the cloud. Harness your shared data with the most trusted IT service workflows. Get real-time visibility and actionable insights from dashboards and analytics.
- Improve IT productivity and deliver services at scale. Provide AI-assisted recommendations and automatically assign incidents to the correct resolution team.
- Shape service experiences to fit the world your employees work in. Automate support for common requests with virtual agents that understand simple, human language.
- Go mobile. Employees can find answers and take action across IT, HR, facilities, finance, legal, and other departments—all from a modern mobile app.

Ready to learn more?

- Check out chatbots, predictive intelligence, performance analytics
- See how to reimagine IT service delivery and operations
- Read about how 5 enterprise companies consolidated ITSM
- Learn how quickly you can go from fragmented to cloud connected

Continue your journey to IT modernization

Learn More