The top 3 IT pains of the new reality and how to solve them

Driving more resiliency with unified operations and service management

For those considering an investment in ServiceNow ITSM
An unblinking look at where we all are

The massive shifts in workforce and processes have revealed acute shortfalls in IT systems and approaches. In recent conversations we’ve had with a variety of IT leaders, three common pains are mentioned again and again:

Pain 1: High costs as IT tries to adapt
The restructuring of business due to the pandemic has basically made everyone a silo in their home workspace or reduced-occupancy office. This disconnect has only exacerbated the difficulties already in place when teams are rigidly held to distinct functions instead of as a part of a universal service line. Multiple, non-integrated IT systems cause delayed actions and inconsistent experiences for employees.

Pain 2: Inability to scale IT
The classic “catch 22.” IT is not able to infinitely add staff, but the new way of working often results in more business-critical incidents that need resolution. An isolated, remote worker sees green lights on their domain-based monitoring tools. The assumption is that all is fine. But is it? If one domain causes an important business service to be down (or to run sub-optimally), issues need to be seen and addressed end-to-end with broad insight into IT and business impact or users are left frustrated and customer satisfaction plummets.

Pain 3: Bad service experiences:
Multiple interfaces, poorly designed end user support services, lack of visibility, manual processes, and uncoordinated responses continue to create a poor employee experience and waste expensive staff hours. Employees and customers, alike, are feeling greater stresses from the global situation; their patience for dealing with service issues or a lack of responsiveness is at an all-time low. They don’t care what your “new normal” is. They just want their issue resolved.

So, then, what is the answer? Even if the current pandemic is resolved quickly, business may never be the same. Your approach to IT operations and service management shouldn’t be, either.
The answer starts with much more closely-aligned ITSM and ITOM (even while we are all being told to stay far apart)

Driven by an imperative to future-proof the business, and even more today—to drive down costs, most IT leadership is looking for change and is open to considering fresh perspectives. IT organizations should double-down on creating a single source of truth from which to successfully drive their improvement strategies across customer experience, governance, cost, growth, and the like. In the next pages, we’ll explore the benefits of partnering two historically detached areas of IT: service management (ITSM) and operations management (ITOM). By breaking down the old barriers between these two concentrations, companies can pivot away from barely acceptable norms and bring about significant improvements.

A quick look at all the benefits

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Crucial pivots for future-proofing your IT

By studying the challenges and successes of thousands of our customers, we’ve identified major pivots each had to take in order to bring about the following tangible outcomes:

For Service Management

1. Less submitted issues requiring human intervention—30% fewer tickets
   Predictive intelligence incident routing saves agents 12% of their time with ML-based automatic assignment. Intuitive employee self-service means 30% fewer agent ticket assignments. Automated resolution of common issues deflects 16% of incidents.

2. Greater knowledge sharing and diagnosis information
   A single view powered by shared monitoring and data offers deeper information needed to drive a 75% reduction in resolution times.

3. Delivering scalable IT services on a single cloud platform
   Leverage the advantages of common data sources, seamless integration between all aspects of IT, and automation to more effortlessly adjust services as needed.

Source: Forrester, The Total Economic Impact™ of ServiceNow ITSM, ITOM, ITBM and Performance Analytics
For Infrastructure Management

1. Event management and AIOps—up to 99% noise reduction
   The average ServiceNow customer can reduce event management “noise” by up to 99% making events far more manageable, proactive, and less costly to handle. Automation through AIOps - machine learning, is estimated to save $1 million per annum and result in 25% fewer priority 1 outages, i.e. major incidents.

2. Root cause analysis—50% reduction in resolution time
   The average ServiceNow customer sees a 50% reduction in resolution time for priority 1 incidents through ServiceNow Service Map, a visual representation of the infrastructure items and dependencies that are used to power the service.

3. IT services agent efficiency—20% increase
   Centralized and integrated IT support processes, knowledge management, and workflow automation mean that tier 1 and 2 employees are 20% more efficient, on average.

Source: Forrester, The Total Economic Impact™ of ServiceNow ITSM, ITOM, ITBM and Performance Analytics
Pivot 1: Reconsidering your IT service management (ITSM) strategy

Gut check here. Are your service desk agents empowered to succeed? Do they work as a unified team solving issues across the enterprise or are they isolated and only worried about their own fenced off area? It is surprising how many global companies serve IT needs through dozens of different tools and databases, especially those rapidly growing through mergers and acquisitions.

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Royal Bank of Scotland was managing 14,000 users through 13 different IT management tools and multiple CMDBs. Since transitioning to ServiceNow, they now use a consolidated solution and were able to decommission 10 legacy systems, saving them 46,000 people hours per month.

46,000 people hours saved per month
The ServiceNow ITSM Offering:
6-time Gartner Magic Quadrant Leader

- **Agent Workspace** – From a single pane view, service desk agents not only can resolve multiple issues concurrently with full context of issue history, SLA, user information etc., but also get AI-assisted recommendations for resolution.

- **Virtual Agent** – This automated, conversational chatbot provides customers and employees with 24/7 self-service, freeing IT staff to work on more meaningful tasks and allowing for greater scalability and smarter resource spend.

- **Incident Management and Problem Management** – Restore services faster with intelligent routing after an unplanned interruption or major incident by investigating the root cause to quickly resolve critical service disruptions and eliminate recurring incidents.

- **Change Management** – Accelerate change management by leveraging automated change frameworks to reduce friction between IT and DevOps. For more complex changes the Change Advisory Board (CAB) Workbench is a single, auditable repository of all planned changes.

- **Predictive Intelligence** – Automatically categorizes and routes issues to the right resolution team, while empowering technicians with AI-assisted answers for faster resolutions.

- **Mobile Agent** – Unchain IT service agents from their desks by enabling them to triage, address, and resolve requests on the go, through any mobile device of their choosing.

- **Walk-up Experience** – A streamlined method for capturing and managing face-to-face IT support requests to help boost customer satisfaction.

- **Request Management and Knowledge Management** – This gives users a modern, omni-channel way to interact 24/7 with IT and other shared services groups using any device—enable self-help, collaboration, request items or services. Share, manage, and use knowledge from across the organization and make it readily available for shared or private use by IT and employees.
Pivot 2: Consolidating on a single platform

This pivot puts an end to silo-based thinking and operations. We’re not proposing that there will be an actual melding of teams and responsibilities, but by placing ITSM and ITOM on top of a shared platform, the service and operations management disciplines will be better informed with a common data model, helping staff better understand the relationships of all IT resources and their dependencies, addressing issues preventively and proactively in near real-time. This is something that cannot be done when ITSM and ITOM run as separate tools, have independent data models, and resulting blind spots.

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A) Centralizing and modernizing your CMDB

Question: Have modern IT systems evolved beyond the need for a Configuration Management Database (CMDB)? Not in the least. With IT complexities and the number of data sources skyrocketing (think IoT), this centralized place to track your IT components and their relationships is more vital than ever.

The pivot in this case is to modernize and merge your CMDB(s) to better assist solutions beyond just ITIL functions such as your service desk. Older legacy system must be moved out of the on-premise datacenter and into the cloud to enable faster scaling and greater interoperability across multiple cloud-based systems – fueling tools to understand relationships and dependencies.

With a new CMDB system, purpose built to not only support both service and operations management but all IT functions, you can power a wider spectrum of ITSM and ITOM capabilities that contribute to better business outcomes.

- Obtain near real-time visibility into true operational state of business services.
- Prioritize vulnerability remediation based on business service priority.
- Understand the impact of making a change.
The future of CMDB: Service Graph

Service Graph is a set of core capabilities in the Now Platform that underlies ServiceNow products and extends the CMDB. It is a single source of truth for the entire modern technology stack, where you can track information and changes across technology components, services, and usage. To ensure data usability and health across this digital lifecycle, Service Graph provides additional design guidance and data governance, on top of adding new data structures and ingestion sources.

For a deeper exploration of the power of unified CMDB, check out the eBook: “Run resilient operations with complete visibility – Optimizing your CMDB strategy for changing times.”
B) Broadening your visibility across the entire IT landscape.

This is vital, as the information from both services and operations must be centralized in order to reveal cross-dependencies. We’ll use the ServiceNow CMDB solution as an example. With it in place, our customers are creating clean repositories for:

- **Infrastructure (aka, horizontal discovery) Data.** The CMDB records the IT-asset makeup of your organization’s environment and identifies the infrastructure. This discovery spans both the physical and virtual assets in your datacenter as well as the different types of assets available from cloud service providers such as Amazon Web Services (AWS) and Microsoft Azure.

- **Vertical Data.** ServiceNow’s service-aware approach provides a top-down discovery method that maps your organization’s business services. This living “service map” tracks the underlying infrastructure that the business services rely upon, giving your IT organization clarity in understanding how changes to, or issues with, infrastructure can impact a business service.

- **Cloud Mapping.** ITOM Discovery powers tag-based mapping of public and hybrid cloud elements including IaaS, PaaS, FaaS, and CaaS instances; containers, Kubernetes service pods, and volumes; as well as virtual machines.

When we implemented ServiceNow, we had no CMDB, we had no integrations, no governance, and we had separate systems that weren’t talking to each other. We were at an ITIL maturity level of 2 to 2.5. Now, most of our processes are at a 4 to 4.5,” said a director of IT production services at a pharmaceutical company who wished to remain anonymous.
Pivots 3, 4, and 5 - When you have a single system for IT service management and IT operations management, everything just flows.
Pivot 3: Focusing on what your agents, employees, operations, and service team members really need

Information. Advice. Power. These are the things that drive greater satisfaction from IT staff and the employees they serve. With ServiceNow ITSM and ITOM working in tandem, ServiceNow users consistently enable the following:

**Employees needing help can stay connected from anywhere by:**
- Accessing a self-service portal on mobile or desktop, 24/7, to find and trigger automated resolutions for common issues.
- Exploring a rich, contextual knowledge base for self-help.
- Interacting with an AI-driven virtual agent that understands natural human language.

**Help Desk Agents can count on resolving issues faster by:**
- Getting the right cases assigned to the correct person with the right skill sets, via intelligent routing.
- Accessing a specialized Agent Workspace with a single view of the real-time and historical information they need to quickly resolve multiple incidents, problems, and change requests; managing issues via their mobile device.
- Having accurate data and insights into root causes of issues and facilitates collaboration.

Using a platform approach with ServiceNow ITOM and ITSM, Accenture has transparency and control across their services, applications, and infrastructure which has provided some incredible results including:

- **41% reduction in MTTR** by having more visibility and identifying problems faster
- **90% reduction in time** from when an event occurs to when a ticket is created
- **50% improvement in configuration item accuracy** which leads to less problems down the road
ServiceNow IT Operations Management (ITOM) Features

• **ITOM Visibility** – Provides visibility across infrastructure, applications, and services.
• **Discovery** – Gives a holistic view of operations footprint across on-premises data centers and cloud.
• **Service Mapping** – Maps the relationships between IT components and businesses services in dynamic environments.
• **ITOM Health** – Delivers business service health and detect, diagnose, and remediate issues with AIOps.
• **Cloud Insights** – This gives you visibility and control of your cloud usage and costs. It uses the power of the Now Platform® to discover all of your cloud resources; breaks down cloud spend by cost center, business service, or other entity; provides recommendations on how to reduce cloud spend; and automates repetitive cost optimization tasks.
• **Event Management** – Reduces event floods from monitoring tools and gain in near real-time and determines the root cause and impact to business services, presents historical incident, problem, change and resolution associated with identified issue.
• **ITOM Optimization** – Improves provisioning, governance, cloud operations, and spend across a multi-cloud environment.
• **Cloud Provisioning and Governance** – Minimizes business risk and manage costs with self-service delivery of cloud services. This feature updates the CMDB to support topology-based event correlation, while also ensuring governance such as policy compliance or appropriate patching levels; all without slowing DevOps teams down.

**The Operations Team can:**

- Proactively identify service issues with Event Management and AIOps.
- See the impact of updates and alterations with Change Management.
- Respond more quickly with informed incident response. Because the speed of response is even more vital in major incident management scenarios.
- Identify past historical incident, problem, change and resolutions in near real-time using ITSM data and apply automated remediated.

### Pivot 3 Primary Benefits

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The power of intelligent working and workflow automation

Predict events proactive response
Service aware prioritized response
Single system-of-action team collaboration
Minimized downtime eliminate business impact

Pivot 4: Letting the machines do more – powering automated remediation

For common ITSM and ITOM issues – simple to complex – the same data used to detect, analyze, and remediate the problem can power machines to take care of it with no human intervention. For example, take an issue with a web application where the Intelligent Automation Engine knows that recycling the server will fix the issue 98% of the time. The server reboot can be initiated automatically while still following all prescribed ITIL processes and maintaining an accurate and complete record of the issue. Plus, there’s also complete activity logging for IT to evaluate in the context of future issues and/or root cause analysis within a problem management scenario.

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Pivot 5: Delivering a single view across IT services and operations

With a single system of record and in-platform analytics, ServiceNow users can get real-time visibility into ITSM and ITOM activities and shared data at the strategic, operational, and individual level. Plus, most importantly, there is true visibility into the end-to-end activities that span across both service management and operations management. A single source of truth shows you:

- Incidents, major incidents, events, or problems.
- Discovered asset, cloud resource, and service data.
- Changes and their effects – including historical changes which are critically important.
- The maintenance of the configuration management database (CMDB).
- Data for better KPI reporting.
- DevOps data to ensure governance of CI/CD process and increase number of automated changes.

Not only does this provide insight into what’s happening—in terms of the effectiveness of operational activities and service performance—it also provides a gauge of organizational efficiency to enable executives, managers, and staff to better align operations to business goal and identify trends to prevent issues before they turn into business-affecting problems.
KAR Auction Services (now KAR Global) reduced metric maintenance efforts by 94% providing team collaboration instead of department silos making, and reduced customer churn.

Pivot 5: Delivering a Single View

Performance Analytics – how are you doing?

Functions are available in ServiceNow ITSM and ITOM to help IT leaders make smarter real-time decisions at scale. With powerful dashboards, users can see trends for improvements, adjust service coverage based on prior performance, and validate service metrics with business goals. ServiceNow Performance Analytics has helped your peers bring about a 60% reduction in critical incident resolution times.

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94%
Conclusion: Revisiting key pains of the new world in which we work

The one thing that has always been constant in IT is change, whether driven by internal needs or global developments. The current alterations to just about everything worldwide offer a unique opportunity for businesses to rethink how they operate and many have leveraged ServiceNow solutions to consolidate, scale, and optimize their service and infrastructure management to great success.

Reducing Costs
- Tools are consolidated across services and operations on a single cloud platform for better dollar usage.
- Expensive disruptions are proactively dealt with before they can cause harm or they are resolved more quickly (an average of 50% reduction in time to resolve).
- Automation can deflect an average of 16% incidents to help live IT workers to focus on high-impact projects and can save 12% service desk time per month.

Scaling IT
- Automation powers virtual agents, eliminates bottlenecks from manual triggering, can be personalized for each customer.
- Contextual search and AI-assist puts relevant results in front of agents, reducing effort by 66%.
- Collaboration across services and operations helps reduce time to solve major incidents by 53% and helps to proactively identify and resolve issues before users ever experience a problem.
- ITSM change policies, CMDB, discovery, and service mapping accessible from a single place help reduce average change timelines from 23 days to 2.5 hours.

Delivering resilient service experiences
- Arm service and operations management workers for greater success and less stress — reducing incidents, outages and automating remediation.
- Enable employees to help themselves on common IT service desk requests.
- Meet employees where they are with omni-channel service to find answers, make requests and get help, on desktop or mobile (has brought about an average 25 point increase in CSAT scores).

Sources: Forrester, The Total Economic Impact™ of ServiceNow ITSM, ITOM, ITBM and Performance Analytics. & MGM Macau case study
On-Demand Webinar: “Moving Away from Your Legacy ITSM Solutions”

Ebook: “Go live fast with ServiceNow ITSM”

Analyst Report: “The Total Economic Impact ™ of ServiceNow IT Applications”

ITOM Solution Brief: “Deliver high-performance business services with visibility and AIOps”

On-Demand Webinar: “Enabling Intelligent Operations Using ITOM, AIOps, and the Now Platform”