The Now Platform Reference Guide
A tour of key features and functionality
Introducing the Now Platform
Digitize your business with intelligent apps

The Now Platform™ is an application Platform-as-a-Service (aPaaS) used by nearly 800 of the Forbes Global 2000 companies. It supports a wide variety of plug-and-play applications for IT service management (ITSM), security operations, customer service, and human resources. However, the Now Platform is also a flexible and easy-to-use development environment that allows business operations users and developers to quickly automate tasks and workflows.

How the Now Platform is different
Unlike other development platforms, the Now Platform uses a single data model and integrates easily with other enterprise systems. It’s specifically designed for rapid development with features such as:

- **No/Low code development** - Business operations analysts and other non-technical staff can use the Now Platform’s drag-and-drop UI to automate tasks and simple processes, so IT can focus on more complex development work.

- **Intelligent business apps** - The Now Platform’s Intelligent Automation Engine combines machine learning with automated actions to make automating even complex processes and workflows faster and easier.

- **No proprietary coding languages required** - When coding is necessary, the Now Platform allows developers to use industry-standard web languages, such as HTML 5, CSS, JavaScript, and Angular.

- **Mobile-first approach** - The Now Platform automatically allows any application to work on mobile devices with responsive design. Every solution you build through the Now Platform will deliver an excellent experience on both desktops and mobile devices (i.e., “write once, run everywhere.”)

- **IT governance and control** - With delegated development and application scoping, the Now Platform allows IT to empower business users to safely and easily create their own applications without impacting other ServiceNow applications.

What’s in this guide
This guide provides a high-level overview of all the features and functions built into the Now Platform. It answers the questions, “What is the Now Platform?” and “What can the Now Platform do for me?”
The Now Platform from 50,000 feet
A functional overview

The Now Platform offers a comprehensive development environment to rapidly build, test, and deploy applications. Whether it’s used by business analysts or professional developers, it can accelerate development efforts that address a broad range of business challenges, including case management, operations management, and enterprise service management.

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- SMS
- Service Portal
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**Intelligent Automation**
- Peer Benchmarking
- Anomaly Detection
- Performance Forecasting
- Supervised Machine Learning

**Integration Hub**
- MID Server
- Import & Export

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![Diagram showing Now Platform features](image-url)
This guide explores the Now Platform’s functionality in terms of eight top-level categories

• **Security** - Secure by default and supporting application security and data protection, as well as your Identity and Access Management (IAM) needs.

• **Core Services** - Delivers all the core services and functionality to support your ServiceNow application and custom application business requirements.

• **No/Low Code Development** - Provides development tools that make it easy for your non-IT developers to quickly build apps with little to no code.

• **Pro Code Development** - Supports your professional developers with standards-based web tools and web application frameworks for rapid application development.

• **Development Tools** - Offers a full suite of app development solutions for all types of developers to increase productivity and speed of delivery.

• **Integration Services** - Makes it easy to import/export data and quickly connect to your existing systems both on premises and in the cloud.

• **Intelligent Automation** - Helps drive automation with intelligent orchestration of processes, precisely predict performance, and detect anomalies to prevent future problems.

• **User Experience & Notification Services** - Delivers a mobile-first user experience, a self-service portal, and simplifies how your users are notified when something important happens.
Enterprise-Strength Security

Integrates with most enterprise security solutions

The Now Platform supports enterprise-strength security solutions. It works with a broad spectrum of security tools and services, such as tokenization, multi-factor authentication, and LDAP. Any application you build on the Now Platform will be compliant with your IT team’s toughest security standards.

Security Features

**Encryption**
Perform data encryption using encryption keys that are stored and managed on your premises

**Tokenization**
Replace your sensitive data with unique identification symbols while retaining all the essential information about the data

**OAuth2.0**
Support for the OAuth open standard for token-based authorization

**Multi-Factor Authentication**
User access control with support for multiple authentication factors

**SSO**
Support for single sign-on access control across your IT systems and applications

**SAML**
Support for the Security Assertion Markup Language to enable SSO

**LDAP**
Support for the Lightweight Directory Access Protocol open standard for authentication of users and groups

**ACLs & Roles**
Support for Role Based Access Control for groups or individuals to regulate access to ServiceNow resources
Core Services

A complete suite of business automation services

The Now Platform’s core services are designed to deliver high-performance process and workflow automation over the cloud. They represent building blocks for scalable, enterprise-class service management and can be combined to create apps for virtually any service management use case.

Core Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
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<tbody>
<tr>
<td>Reporting Engine</td>
<td>A business intelligence solution to structure and communicate ServiceNow data using reports, analytics, and visualizations</td>
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<tr>
<td>Orchestration</td>
<td>A method for extending the workflow engine to manage processes and automate things outside of a ServiceNow instance</td>
</tr>
<tr>
<td>CMDB</td>
<td>Configuration Management Database (CMDB) is a series of tables that contain all your assets, business services, and configurations</td>
</tr>
<tr>
<td>Time Series Database</td>
<td>Collect, retain, analyze, and visualize time series data stored in a separate database, called MetricBase</td>
</tr>
<tr>
<td>Knowledge Management</td>
<td>A ServiceNow app that enables the sharing of information such as knowledge base articles</td>
</tr>
<tr>
<td>Service Catalog</td>
<td>A ServiceNow app that lets you easily create service items that provide your customer with self-service opportunities</td>
</tr>
<tr>
<td>Workflow Process Engine</td>
<td>Automate manual processes that involve forms, requests, approvals, and events with a simple, drag-and-drop interface</td>
</tr>
<tr>
<td>Application Scope</td>
<td>Enables you to separate your apps such that one app cannot access the data or code of another app without permission</td>
</tr>
<tr>
<td>Business Rules</td>
<td>Server-side scripts that can automatically trigger when a record is displayed, inserted, updated, deleted, or when a table is queried</td>
</tr>
</tbody>
</table>
No/Low Code Development

Easy-to-use development solutions for business users

The Now Platform’s no/low code development solutions allow business users to automate simple tasks and processes through a visual, drag-and-drop user interface. Our customers have used no/low code development to rapidly build case management, operations management, and enterprise service management solutions. For example: incident tracking, preventive maintenance status reporting, and service request forms.

No/Low Code Features

<table>
<thead>
<tr>
<th>Feature</th>
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<tbody>
<tr>
<td>Service Creator</td>
<td>Create and offer custom services through the service catalog and make accessible by users via a service portal</td>
</tr>
<tr>
<td>Form Designer</td>
<td>Build a new form or change an existing form with a visual UI designer</td>
</tr>
<tr>
<td>Flow Designer</td>
<td>A graphical workflow editor that provides a drag-and-drop interface for creating and automating multi-step processes</td>
</tr>
<tr>
<td>Portal Designer</td>
<td>A portal framework that provides a simple way to create service portals for end users</td>
</tr>
<tr>
<td>UI Policies</td>
<td>Easily define user-interface policies to dynamically change information on a form and control custom process flows for tasks</td>
</tr>
<tr>
<td>Table &amp; Schema Builder</td>
<td>Easily display details of tables and their relationships in a visual manner to access different parts of the database schema</td>
</tr>
</tbody>
</table>
Pro Code Development

A flexible environment for developers that supports industry-standard code

The Now Platform’s pro code development tools allow developers to build onto existing functional libraries with industry-standard code. Unlike many enterprise-scale solutions that require developers to learn proprietary languages, the Now Platform supports popular coding frameworks, including AJAX, Bootstrap, HTML/CSS, Javascript, and Angular Javascript.

Pro Code Features

**AJAX**
Support for Asynchronous JavaScript, and XML for client-side development of asynchronous web apps

**Bootstrap**
Support for the Bootstrap toolkit to build responsive mobile web apps

**HTML/CSS**
Support for Cascading Style Sheets to define the look and feel of your ServiceNow web pages

**JavaScript**
Support for JavaScript development to customize your instance of ServiceNow

**Angular JS**
Support for the AngularJS web application framework, which enables the development of dynamic ServiceNow websites and apps
Application Development

Efficient testing, debugging, and collaboration

The Now Platform makes it easier for developers to work together to solve problems and test new apps. It provides collaboration solutions and a central library for custom code as well as integration with Git Hub and a script debugger. Together, the Now Platform's app development solutions can cut average development time by days or weeks.

Application Development Solutions

- **Developer Instance**
  Use a free instance of our development platform to rapidly build, test, and deploy your apps

- **Git Integration**
  Synchronize your ServiceNow developer instance code to the popular Git-hosted source code repository

- **Automated Testing**
  Automate your own custom code tests and validate functionality prior to production deployments

- **Studio IDE**
  Work on custom apps in one centralized location with an IDE-like interface for app developers

- **Code Sharing**
  Employ ServiceNow-hosted online exchange to allow customers and partners to upload and download apps and development content

- **Delegated Development**
  Help IT extend app development to other employees while maintaining control and governance over your instances

- **Portal Widget Editor**
  Edit a portal widget easily to configure your service portal with HTML, CSS, and client and server-side scripts

- **Script Debugger**
  Increase developer productivity to easily debug server-side JavaScript
Integration Features

**Scripted APIs**
Define your service endpoints, query parameters, and headers for a scripted web service API that follows the REST architecture

**API Explorer**
Discover and interacts easily with REST APIs on your ServiceNow instance

**JSON**
Support accessing your JSON data from either a post parameter or the HTTP request content

**SOAP/XML**
Support SOAP messages and XML data to exchange structured information between ServiceNow and your other systems

**REST**
Support your REST-based architecture with ServiceNow application resources (APIs)

**Integration Hub**
Easily create reusable, codeless REST actions to provide links between Flow Designer and third-party systems

**MID Server**
Facilitate communication and movement of your data between ServiceNow and external resources using an agent that can be deployed on-premises or in another cloud

**Import & Export**
Simplify exporting your data and importing structured data (e.g. JSON, XML) to an instance in bulk
Intelligent Automation
Delivering high-performance business processes

The Now Platform uses machine learning to make automating manual and repetitive processes faster and easier. It also offers a variety of solutions to optimize service performance and proactively identify anomalies before they cause downtime. Taken together, these features allow you to deliver high-performance automation more effectively than ever before.

Security Features

**Peer Benchmarking**
Analyze and optimize your service performance by comparing it against the industry benchmarks

**Anomaly Detection**
Correlate thousands of events to identify patterns that are likely to result in a future outage or issue

**Performance Forecasting**
Use performance analytics to assess when you are likely to meet or exceed service thresholds or KPIs

**Supervised Machine Learning**
Model and automate processes such as the categorization, prioritization, and assignment of incidents and cases
User Experience & Notification

Keep users connected and informed

The Now Platform comes with tools designed to give users a more personalized and immediate experience. You can configure applications to deliver notifications as emails or text messages. You can also package any Now Platform application as a native mobile app for a true mobile-first experience.

User Experience & Notification Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Notify</td>
<td>Integrate with telephony providers such as the Twilio service to manage phone calls and SMS messages</td>
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<tr>
<td>Visual Task Board</td>
<td>Use a kanban-like task board with an intuitive, graphical interface for working with any ServiceNow app</td>
</tr>
<tr>
<td>Connect</td>
<td>Enable your users to collaborate and communicate in real time, share ideas, and work together in any ServiceNow app</td>
</tr>
<tr>
<td>Push</td>
<td>Move any ServiceNow notification to mobile devices via the ServiceNow mobile app</td>
</tr>
<tr>
<td>SMS</td>
<td>Allows any ServiceNow notification to be sent as an SMS message through an SMTP gateway to the cellular service providers</td>
</tr>
<tr>
<td>Service Portal</td>
<td>Design a self-service experience for users via a mobile-friendly portal interface</td>
</tr>
<tr>
<td>Email</td>
<td>Deliver any ServiceNow notification via plain text or HTML-formatted email</td>
</tr>
<tr>
<td>Mobile</td>
<td>Deliver any ServiceNow app as a responsive mobile app</td>
</tr>
<tr>
<td>Guided Tours</td>
<td>Easily create visual, self-help guidance to help new users quickly learn how to use new forms, reports, and apps</td>
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Take the First Step

Try the Now Platform today

LEARN MORE

If you’re interested in exploring the capabilities of the Now Platform, we encourage you to take the first step. Visit our developer portal and sign up to get your free developer instance. Browse our documentation, connect with our developer community, and build your first app.

ServiceNow developer portal: developer.servicenow.com

The ServiceNow Store

Discover a world of intelligent apps from ISV partners

Traditional app development can’t deliver innovations fast enough. The Now Platform enables ISVs to deliver Now® Certified intelligent apps that digitize your business at maximum speed.

ISV apps complement and extend ServiceNow products with new features, use cases, industry vertical compliance, and whitespace solutions. Pre-packaged and pre-tested, they go-live at maximum speed, accelerating customer success.

Before embarking on a custom app development project, be sure to check what’s available in the ServiceNow Store at: store.servicenow.com

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