IT service management blueprint

Define your services for fast and accurate service delivery
Ready to take the next step in IT modernization?

When it comes to delivering IT services, think about how you would rate your organization on its consistency, speed, and accuracy. Would it earn stellar marks? Or is there room for improvement? Maybe you recognize your organization in some of the following statements:

- There is no automated intake, approval, or fulfillment of service requests and no automated routing or escalation, even for high-priority incidents.
- Your team has difficulty setting, measuring, and meeting service level agreements.
- Infrastructure changes result in unintended outages and downtime.
- Your IT department lacks accurate and timely reporting for issues, work, demand trends, and IT assets.

If any of the above challenges apply to your IT services team, it’s time to define your services and automate your service delivery. Read on for guidance—including action plans, best practices, and success metrics—on how to increase IT efficiency, lower costs, and deliver great business value.

Step two of IT modernization consists of defining your services with consistency and capturing them in a single system of record. The cloud-based platform powering this “single source of truth” must deliver an integrated workflow engine, consistent configuration of all IT service management processes, access to full platform functionality, and real-time collaboration.

ServiceNow combines all of these capabilities to automate as many service desk functions as possible. This drives efficiency and delivery of services across the enterprise with speed, consistency, and accuracy.
It’s time to take action

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.

In addition to the right platform, you also need the right plan:

**Configuration management database (CMDB)**
Create a comprehensive, connected view of business services and IT infrastructure with a single, complete CMDB.

**Problem management**
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.

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

**Asset management**
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.
Get there fast: Rely on proven best practices

Take advantage of the lessons learned by our large and vibrant user community. Here are some of the key best practices for organizing and modernizing your IT services with ease:

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

**Configuration management database (CMDB)**
- Establish a CMDB leadership team to drive the design and prioritize top objectives:
  - Asset, change, or configuration management
  - Business impact analysis
  - Service automation
- 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
Get there fast: Rely on proven best practices

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<tr>
<th>Change management</th>
<th>Asset management</th>
<th>Problem management</th>
<th>Reporting</th>
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<td>• Use pre-authorized templates to control standard changes&lt;br&gt;• Minimize subjective risk assessment by using a risk calculator or automated assessment&lt;br&gt;• Check for conflicts and calculate the risk of changes before they are implemented</td>
<td>• Clean data before importing it, or use automatic discovery&lt;br&gt;• Link assets to incident data in your reporting&lt;br&gt;• Reduce costs by removing problematic IT assets, identifying vendor issues, and clarifying warranty coverage</td>
<td>• Track problems separately from incidents to drive different goals of root cause and fast resolution, respectively&lt;br&gt;• Prioritize problems based on impact severity to services, customers, or the business&lt;br&gt;• Categorize and prioritize problems and incidents in the same way to simplify root-cause identification and clarify overall business impact&lt;br&gt;• Capture problem root cause and resolution to predict trends and prevent similar incidents</td>
<td>• Design customer alignment into your reporting—ask what information is needed to run the business&lt;br&gt;• Clear reporting begins with form design—capture just enough information to support informed decisions and avoid data overload&lt;br&gt;• Test to ensure you have reliable access to all data needed to drive dashboards</td>
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The right platform makes measuring success easy

The right ITSM platform provides interactive dashboards, trend reports, key performance indicators and more to deliver the insight you need to organize and optimize processes, meet and exceed SLAs, and manage business goals. And you can easily measure and track key performance indicators (KPIs) that demonstrate your service desk performance and guide decisions to improve service delivery as you modernize.
Check out these real-world successes

“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

“The dashboards have improved our IT and business transparency by providing a single source of truth about our service operations. They have helped us to successfully allocate resources to meet challenging SLAs.”

Eric Fisch  
Senior Applications Release Manager, Equinix

“IDC projects that Equinix will realize benefits from the ServiceNow IT service automation solution worth at average of $850,120 per year...this results in a five-year ROI of 365%.”

IDC Expert ROI Spotlight
Get ready to empower users

With the right ITSM platform, you’re best equipped to define and automate your IT services. You’ll have a single source of truth that lets you meet and exceed your service level commitments and fix problems once, not over and over again. You’ll be able to automate workflows to speed service delivery, increase accuracy, eliminate manual processes, and save money. And you’ll be able to have real-time reporting to guide your attention to trouble spots as well as demonstrate your value to the business.

It’s time to start helping users help themselves and free up your time with a consumer-like, self-service experience. With a self-service portal, you can empower your customers and give them the same easy, people-friendly experience at work that they get in their personal lives.

Continue your journey to IT transformation