

# Best Practices for Cloud Management

## Introduction

IT leaders are achieving great benefits by moving their resources to the cloud. The benefits include staying ahead of changes in the digital economy and the flexibility to deliver the right information technology with the right user experiences anytime,

anywhere. What's more, the maturity of cloud computing and the choice of vendors— such as Azure, AWS and VMware—is driving the digital economy and fueling the adoption of multi-cloud strategies for IT planners.

## The Challenge of Cloud Complexity

As the demand for the diversity of cloud resources grow, so does the complexity to manage and control them with IT operational excellence to meet their SLAs. To achieve both, IT decision-makers must concern themselves with:

- Simplifying the best user experiences
- Gaining oversight and control over compliant use of cloud resources
- Reducing resource costs and risks across their public and private cloud environments.
- The challenge before IT planners is how to continue to meet the demands of their organization with the benefits of the cloud, while continuing to meet these concerns of IT operations.

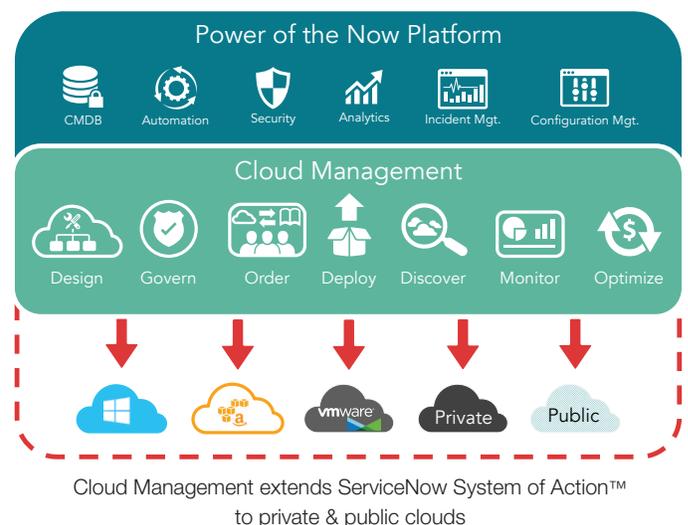
## The Best Practices of Cloud Management

The pursuit of operational excellence comes with customer choice. Today's IT leaders must take a platform management approach to their multi-cloud operating model to preserve that choice for themselves. In doing so, they will ensure control of their user experiences as well as the management of the underlining cloud resources across Azure, AWS, and VMware, while they continue to expand their public and private cloud. Once this is done, IT management excellence and user choice can be achieved by applying three key best practice requirements:

- **Self-Service Management of Multi-Cloud**  
Users are IT consumers who expect the simple, on-demand experience that self-service provides. By taking a platform approach, enterprises can customize service catalog user experiences fast, easy, and consistently across their multi- cloud environments. It also means that regardless of the different underlining operating environments, the user experience is simplified and the resources selections, requests, orders, and approvals automated, and completely controlled by IT. Founded on a platform, all this can work together to reduce the

bottlenecks by configuring and standardizing the right cloud resources to right users anytime, anywhere.

- **Centralized Governance of Cloud Resources**  
Control should also be extended by applying central policy management to all cloud services. This allows IT to standardized on the method for business rules, policies, and controls consistently across all their cloud environments, thus reducing the complexity of management. This also improves compliance by ensuring that the right resources get to the right users; the right security controls are always applied; and a complete record of action can always be provided by IT.
- **Consolidated Cloud Cost Visibility and Management**  
It is important to have one complete view of cost across the cloud environment. Doing so allows IT planners to discover the best resource allocations, conduct collective cost analysis of resources, and correlate them to specific business activities, regardless of the underlining cloud infrastructure. Moreover, users and lines of business will gain better transparency of the resources they consume, and IT leaders can complete show back associated with business activities for better direct investment.



## The Solution

ServiceNow Cloud Management is the only solution that delivers all three best practice requirements designed on a trusted service platform. ServiceNow's technology delivers a single System of Action™, creating a framework for cloud management—whether enterprises are already deploying advanced Azure, AWS, or VMware cloud architectures, or are just taking their first steps

towards the cloud. ServiceNow provides a complete cloud management solution that enterprises can start with today.

### How We Accomplish This

ServiceNow Cloud Management includes technologies designed to address each requirement of operational excellence and leveraging the Now Platform to extend the single System of Action to the public and private cloud

#### Cloud User Portal

*The User Experience Simplified through Self-Service*

A self-service portal for users to access information about all their cloud services and take actions. This is a central point, configured by IT for the user showing their current spend; their quota usage and the status of all their active resources. Users can access their preferred service catalog the way they want to; order new services; and make requests or check on incidents affecting their resources. The user experience is simplified and provides on-demand access to multi-cloud resources while giving IT control over the process

#### Cloud Blueprint Designer

*Gain Cloud Service Oversight and Minimize Risks*

ServiceNow includes technology to easily deliver cloud resources whether on Azure, AWS or VMware with the application of IT policies to ensure good governance of the right resources and minimize risks. Founded on the Now Platform, the cloud management solution separates service design from deployment execution to provide better freedom and control leveraging the single System of Action. Thus, IT architecture and policy management can be *agnostic* to the underlining cloud providers. This allows IT to accelerate delivery and quickly meet new

business needs, without compromising control or allocation of the right, compliant resources. What's more, the Now Platform enables IT to extend their security, incident, and management control over all their cloud resources and define policies based on a collective set of rules rather than in separately and in silos.

#### Cloud Cost Dashboard

*Reduce Costs and Optimize Cloud Resources to Business Activities*

The solution automatically centralizes the billing information from across public and private cloud accounts to gain a complete picture of resources spending. Once consolidated, IT planners can easily view costs in their entirety and address cost information in a variety of ways to better understand how improve the allocation of resources. The Dashboard centralizes details on applications services, compute utilization, data usage, network loads, and so on, so planners can explore costs information across time, service category, provider, datacenters, and users.

The ServiceNow® Cloud Management application solves the challenge of cloud complexity by extending the service management approach the public and private cloud and applying a common operating model for service excellence.”

#### About ServiceNow IT Operations Management Solutions

ServiceNow ITOM gives enterprises of complete visibility and control of their entire IT environment, including virtualized and cloud infrastructure. It simplifies service mapping, delivery, and assurance, consolidating IT service and infrastructure data into a single system of record. It also automates and streamlines key processes, including event, incident, problem, configuration, and change management—creating a complete, consistent, and integrated IT operational framework that drives efficiency and improves service quality.

## Key Benefits

### Accelerate Adoption of a Multi-Cloud Strategy

- Take a blueprint approach that automates creation of service catalogs and simplifies the deployment of cloud resources
- Manage the lifecycle for multi-cloud environments with a single System of Action for increased service quality, standardized operational process, and reduced remediation effort

### Deliver Enterprise Cloud Resources

- Elevate cloud resources to enterprise-class with the delivery of VMs on VMware, Azure, and AWS, adhering to consistent processes for configuring data, businesses services, and cloud resources

### Gain Cloud Service Oversight, Minimize Risks

- Govern the right cloud resources to the right business activities based on consistent policies and rules ensuring
- compliance and security needs are met

### Simplify Experience through Self-Service

- Allow users to order cloud services for everything they need via fast, consistent, and easy-to-use experiences