AIOps done differently

Keeping digital services running around the clock to support employees working from anywhere and keep customers coming back requires an AIOps solution that tells you something is about to fail before it fails, that gives you 3000+ insights on how similar problems were solved, and workflows to automatically fix the problem. This is only possible with ServiceNow AIOps.

Only with ServiceNow

<table>
<thead>
<tr>
<th>Predict</th>
<th>Correlate</th>
<th>Remediate</th>
<th>Realize Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ingest all Events, Metrics, Logs, Traces</td>
<td>Log Analytics</td>
<td>Event Management</td>
<td>Flow Designer Automation Engine</td>
</tr>
<tr>
<td>Predict issues before they occur</td>
<td>Correlate events with business context from mapped apps</td>
<td>Launch workflows for self-healing</td>
<td>24/7 uptime</td>
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<tr>
<td>Reduce noise by 98%*</td>
<td>175+ integrations with Automation Engine</td>
<td>67% reduction of P1/P2 incidents*</td>
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<tr>
<td>Improve MTTR by 40%</td>
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*Source: Now on Now

With other standalone AIOps tools

- Manually set up thresholds or build query patterns for known problems only
- When issue is identified, send it to another tool to get fixed
- Lack of visibility across IT on-premises and cloud

With ServiceNow Predictive AIOps ingest all Events, Metrics, Logs, Traces from your applications and monitoring tools

Predict issues, correlate anomalies, identify root cause
Predict issues and present only the critical actionable alerts and services impacted to your team. Significantly reduce the time it takes to remediate incidents by getting to the root cause faster to eliminate service degradations and outages before users are impacted.

Provide insights and actions to automatically remediate issues
Use workflows to automatically remediate issues and use 3000+ knowledge-based articles which include Known Error Responses and a simplified way for your team to capture tips and solutions.

Get started in just a few weeks and gain fast time to value
Start right away with AIOps. There is no need to wait to have a fully populated CMDB.

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ServiceNow AIOps is different. Predictive AIOps ingests events, logs, metrics and traces from your applications and monitoring tools across your environment. It learns and models the behavior of your application and does not need to be told ahead of time which situations to look for. It will learn new situations on the fly and will alert you when a new anomalous behavior is detected. AI and ML techniques correlate and deduplicate alerts, surfacing only the few actionable alerts that need your attention. Issues can be automatically remediated with workflows and resolution can be coordinated with support teams using standard collaboration tools. Only with ServiceNow, can you catch anomalies you weren’t looking for and resolve them before they impact users.

We use several correlation and anomaly detection techniques to understand the patterns in the data ingested from your monitoring tools into the ServiceNow platform:

1. **Tag-based Alert Clustering** - lets you get started right away with AIOps without a fully populated CMDB. Tag based Alert Clustering applies machine learning techniques to the content of tags to identify patterns, normalize tags to better organize alerts.

2. **Automated Temporal Analysis** – this technique uses a nightly job that evaluates a 30-day rolling window to identify patterns. It uses a simple feedback mechanism where you tell the ML if the alert clustering the ML is doing is on track and with this simple feedback the ML gets smarter.

3. **Topological analysis** – where you can use the topology from Basic Discovery or Service Maps to identify issues

4. **Applying AI to logs to identify anomalies in real-time** – we also apply AI to logs and the AI learns your environment without having to be told what to look for and flags you when it sees an anomaly. Unlike other AIOps point tools the AI does not have to be told where to look in advance, other AIOps solutions have to have thresholds set or patterns created and then AI seeing those preset thresholds or patterns indicates there is a problem.

After alerts are correlated, they are grouped into actionable alerts. To fix the problem, you can collaborate with support teams and / or leverage more than 180 integrations from Automation Engine to automatically remediate the issue using workflows. The result for your business is - improved service availability, customer satisfaction and business agility to keep your digital business running 24/7.

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**AIOps done differently**

**ServiceNow Predictive AIOps**
- Detects early symptoms based on raw logs without having to tell it where to look in advance
- Provides a description of the root cause with context on how it developed
- Automated workflows and 3000+ known error responses
- Alerts are enriched with their business impact based on Service Mapping

**AIOps point tools**
- You need to tell the AI what problems to look for in advance to identify issues
- Issues identified are only related to the problems you told it to look for
- Correlation happens after the fact, when the business is already impacted
Are you getting what you need out of your AIOps tool?

<table>
<thead>
<tr>
<th>AIOps Capability</th>
<th>ServiceNow AIOps</th>
<th>Stand alone AIOps tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Root cause analysis</td>
<td>Yes</td>
<td>Must configure</td>
</tr>
<tr>
<td>Hacking attempts</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Anomaly Detection</td>
<td>Yes</td>
<td>Must predetermined and specifically configure anomaly to detect</td>
</tr>
<tr>
<td>Alert/Event Reduction</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Automatic Remediation with Workflows</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Infrastructure Predictive Availability</td>
<td>Partial</td>
<td>No</td>
</tr>
<tr>
<td>App Predictive Availability</td>
<td>Partial</td>
<td>No</td>
</tr>
<tr>
<td>Intelligent Alert Escalation and Routing</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Native integration with AI-powered Virtual Agent</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>3000+ known error responses and insights for faster remediation</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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ServiceNow is an AIOps market leader

#1 in Gartner®’s 2021 AIOps Worldwide Market Share

ServiceNow has 37% AIOps market share and 50% YoY growth Gartner®


ServiceNow Named Leader in the Omdia Universe: Selecting an AIOps Solution, 2021–22
Source: Omdia, Universe: Selecting an AIOps Solution, July 2021

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Ready to get started?

Predictive AIOps - Fast time to value by design

Leverage established foundation
No need to have a fully populated CMDB

Use incident data to identify top opportunities

Prioritize top services and iterate to scale

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