

Deliver high-performance business services with visibility and AIOps

Business situation

Digital transformation and new customer experience initiatives pose challenges to IT operations. For instance, IT needs to be ready to respond to unplanned events and changes. Similarly, the need to make real-time decisions enabled by huge volumes of data and analytics has increased.

IT operations challenge

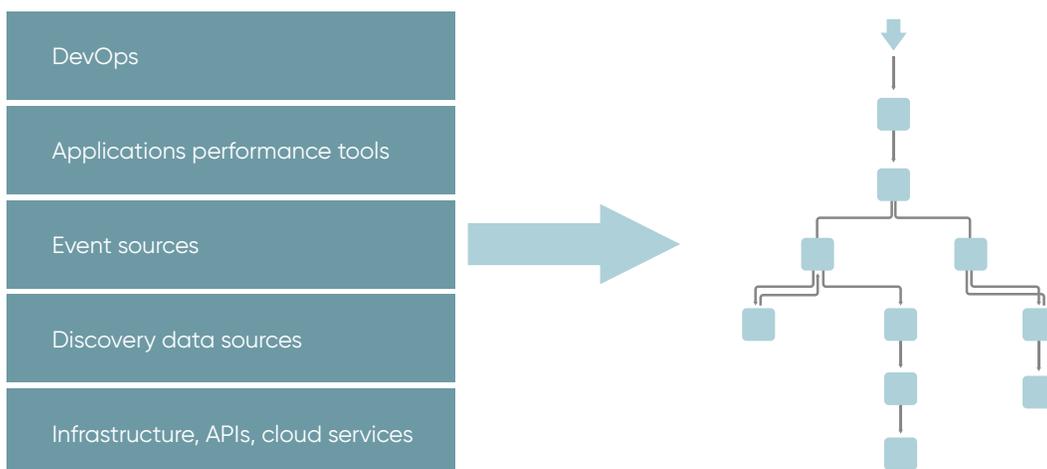
The typical break-fix model no longer works for IT operations. Cloud and DevOps create agility but also add management complexity due to their dynamic nature. Without the proper tools, IT operations has limited visibility into how infrastructure and services are connected. Manual identification of issues and correlation of events to problems are too slow and error prone. IT operations needs help to reduce the noise of day-to-day operations, quickly identify and remediate issues, automate repetitive tasks to increase efficiency, and focus on value-added activities.

Solution

With the Now Platform®, IT has full control over IT resources, both on-premises and in the cloud. ServiceNow® IT Operations Management (ITOM) delivers comprehensive AIOps capabilities built seamlessly on the Now Platform. ITOM delivers the intelligence you need to rapidly find service degradations and outages, understand and resolve issues, automate problem remediation, and optimize cloud spend. Now, IT operations can move from manually collecting events to automatically narrowing down critical incidents and their root cause, resolving them quickly and effortlessly.

Visibility: See your estate and create a single source of truth.

ServiceNow enables you to catalog your on-premises and cloud IT estate and understand relationships among IT resources that form your critical business services. You also gain visibility into software licensing and compliance positions. With an up-to-date record of IT resources, and software, and an in-depth understanding of the impact of change on key business services, you'll be able to instantly pinpoint and resolve disruptions.



Visibility benefits to IT operations:

- A holistic view of your IT resources across on-premises and cloud
- An in-depth understanding of changes in your IT resources and their impact on business services
- A single source of truth to managing infrastructure configuration

Our customers start their visibility journey with ServiceNow CMDB, Discovery, Software Asset Management, and Service Mapping applications.



Customer example: TransAlta is Canada's largest publicly traded power generator and wholesale marketer of electricity and renewable energy. IT became a valued business partner by achieving 80% reduction in outages.

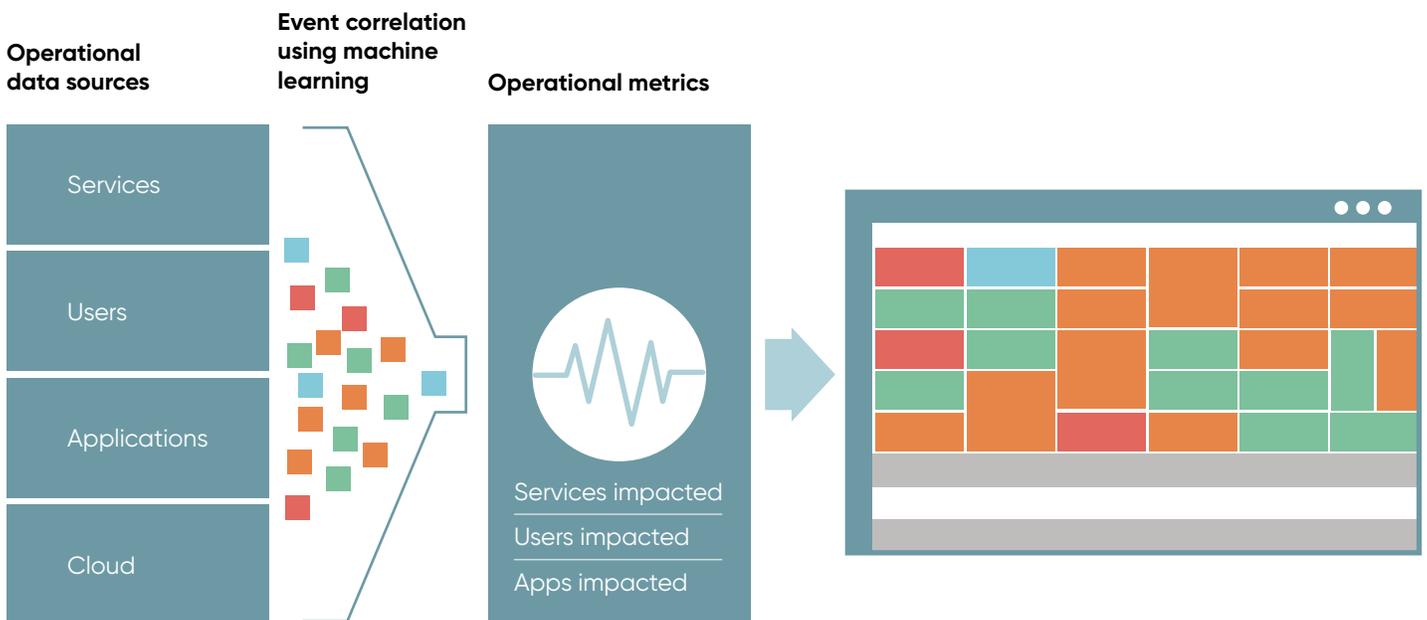


By the time our users notice a service issue, we've already told them about it and we're working on a fix."

- Jamie Duncalf,
IT Operations Manager at TransAlta

Health: Rapidly identify and resolve problems with AIOps

Building upon ServiceNow Visibility, our health and AIOps applications tie into your existing event and metric sources. You'll get a graphical dashboard of application health created by correlating real-time operational data from the IT estate to the business service relationships maintained in ServiceNow. Even better, machine learning automatically classifies the incoming noise of events to just a handful of key incidents that point to service degradation—eliminating the day-to-day chaos from the environment and helping you focus on fixing critical issues. Using raw event data, ITOM applications can identify anomalous behavior that can lead to widespread performance issues in your infrastructure.



Health benefits to IT operations:

- Reduce MTTR with real-time correlated views of health KPIs
- Cut noise 99% by aggregating events and converting them into alerts and incidents for resolution
- Prevent service outages by leveraging context-aware predictive indicators

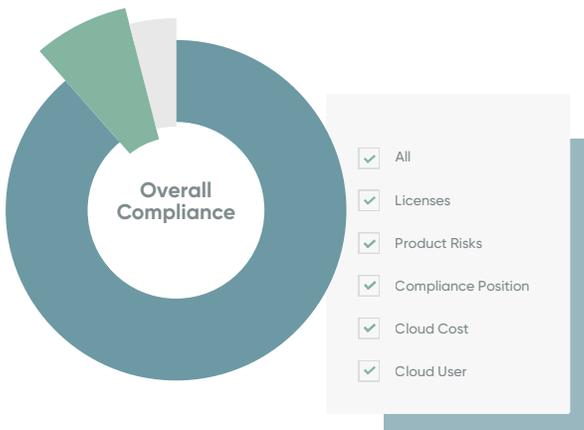
Our customers start their health journey with ServiceNow Event Management, Operational Intelligence, and Orchestration.

TimeWarner

Customer example: Time Warner is a global media and entertainment leader with businesses that span television networks, film, and TV entertainment. They improved their incident management process by tightly integrating Event Management with ITSM processes, reducing 120,000+ events per week to less than 1,000 incidents.

Optimization: Improve efficiency and be more cost effective—automatically.

IT operations must constantly manage hybrid cloud resources to continuously improve business effectiveness across the service lifecycle and multi-cloud environments. The Now Platform helps you drive better decisions to increase service agility and improve operational efficiencies in a hybrid and multi-cloud world. It also enables you to optimize spend-on-cloud usage and software licenses.



Optimization benefits to IT operations:

- Automate cloud management and deliver great experience to users
- Use existing cloud templates offered by AWS, Azure, VMware, and others
- Drive governance of cloud usage via integrated service management across hybrid clouds
- Consolidate cost visibility across cloud providers
- Reduce software license spend by reallocating unused licenses

Our customers start their optimization journey with ServiceNow Cloud Management and Software Asset Management

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Customer example: Raymond James, an investment bank and financial services company, has successfully reclaimed unused and underutilized software licenses automatically, generating significant savings. With ServiceNow Software Asset Management, the company has freed up time to focus on strategic initiatives and eliminated two weeks of work per vendor audit. Since SAM is part of the overall ServiceNow platform, Raymond James was able to tie SAM directly into other IT processes such as the service catalog and configuration management.

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The discovery and auto reclamation processes are game changers.”

- IT Platform Owner at Raymond James

Want to quantify your savings with ITOM?

Read and customize your savings using the [IT Value Calculator](#). Typically, companies start with the following savings right away:

- Reduce critical incidents by 25%
- Achieve 50% faster recovery time
- Drive to 25% fewer outages
- Reduce time to deliver cloud service to your users from days to minutes
- Slash software spend by 30%

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