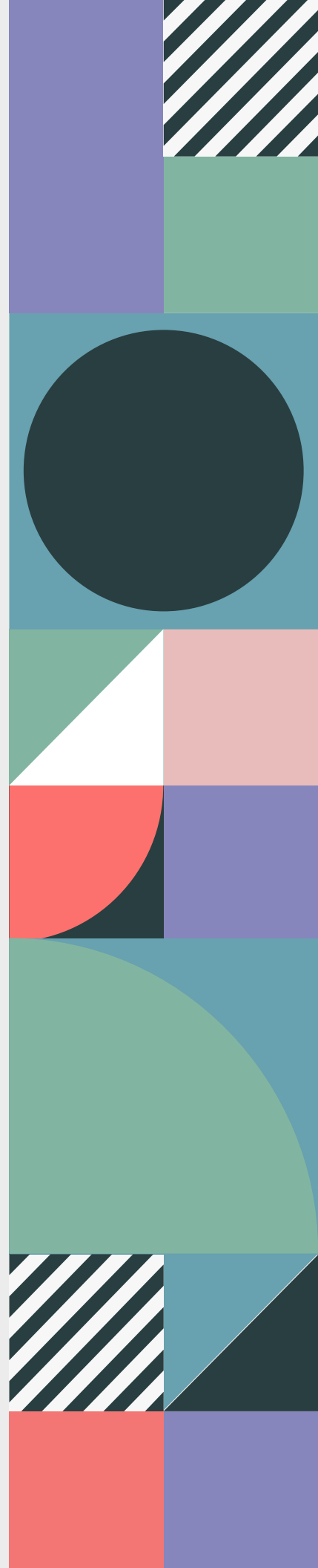


Reference Architecture

Automated service ops

Included in this Reference Architecture

- Business capabilities and KPIs
- High-level architecture diagrams with ServiceNow® products and platform capabilities that support business capabilities
- Where to start your ServiceNow journey to automate and optimize technology service operations
- Definitions of included Now Platform® capabilities and licensing



Business capabilities and key performance indicators (KPIs)

Below are business capabilities that transform the technology service experience and their supporting KPIs. View high-level ServiceNow product architecture associated with each business capability by clicking the listed business capability.

Business capability	Example KPI
<u>Expand technology services while reducing costs</u>	<ul style="list-style-type: none"> • Reduction in elapsed time and/or human capital to fulfill service requests • Increase in amount of infrastructure and services fully mapped and visible
<u>Deliver extraordinary employee experiences, resiliency, and productivity</u>	<ul style="list-style-type: none"> • Increase in employee satisfaction scores • Decrease in #, severity, impact of incidents • Reduction in human capital used to fulfill assisted service requests
<u>Drive technology best practices with optimized, efficient processes</u>	<ul style="list-style-type: none"> • Improvements to service compliance with company standards • Money spent and/or human capital redirected through efficiency improvements

Where to start

Your organization's journey toward digital transformation is unique. Work with your ServiceNow Sales or Customer Success team or a ServiceNow-certified partner to determine the business capabilities that best align with your journey and create an implementation and readiness plan based on your goals and environment.

Here are some resources to support the planning process:

1. These reference architecture diagrams that outline the ServiceNow products and platform capabilities that align with each business capabilities. This will help you to determine the platform capabilities you'll need to plan your implementation. The platform capabilities for your implementation may vary depending on your organization's goals and current environment.
2. Our [Transformational Insight](#) provides guidance on how to prepare for the people and process impact of your ServiceNow implementation.
3. The [Customer Success Center](#) provides leading practices for the ServiceNow products associated with business capabilities listed in this document, as well as additional ServiceNow self-service content.
4. [Now Create](#) Success Packs provide product implementation guidance.

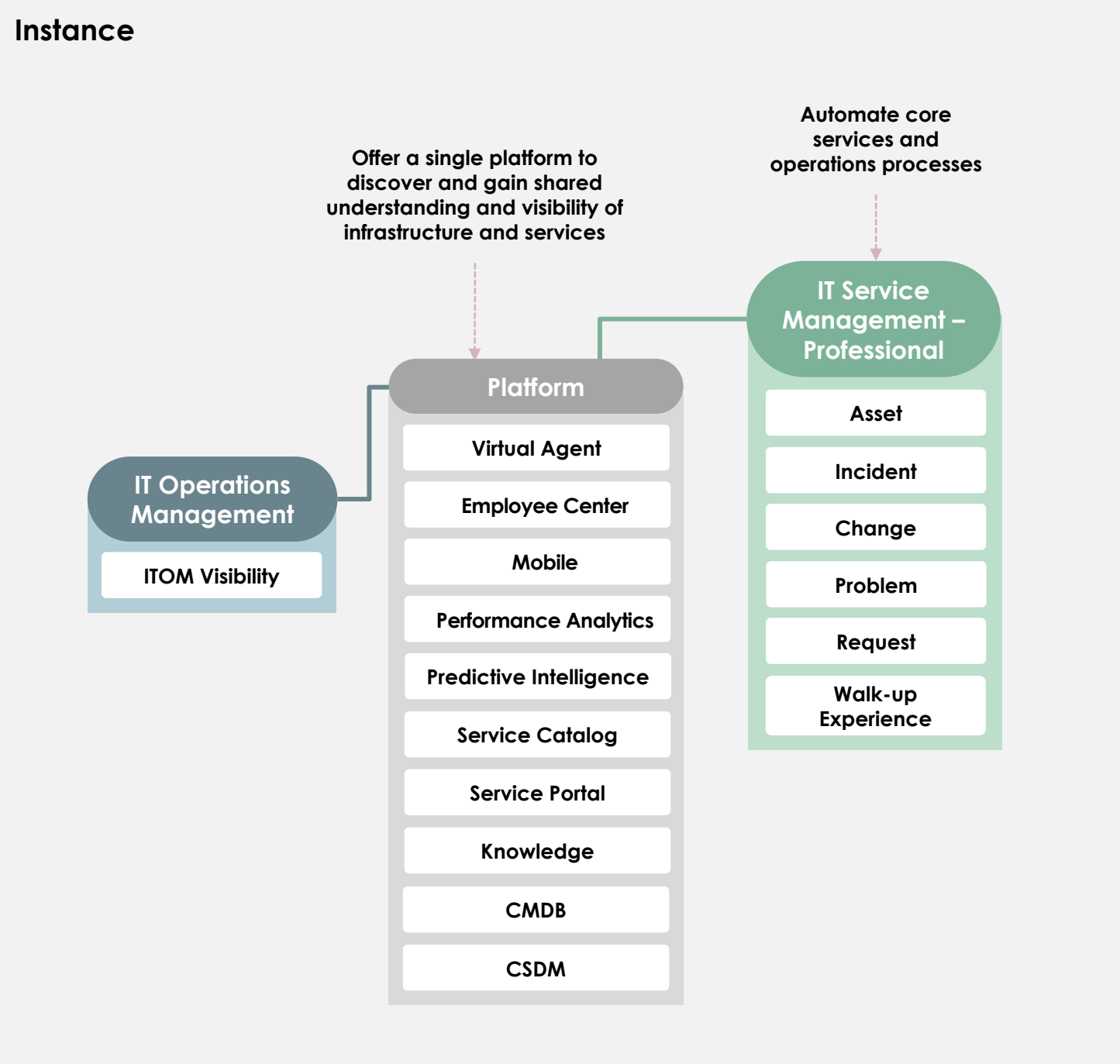
Business capability #1

Expand technology services while reducing costs

These ServiceNow products and capabilities expand IT services and enable automation.

ServiceNow licenses:

- ITSM – Pro
- ITOM



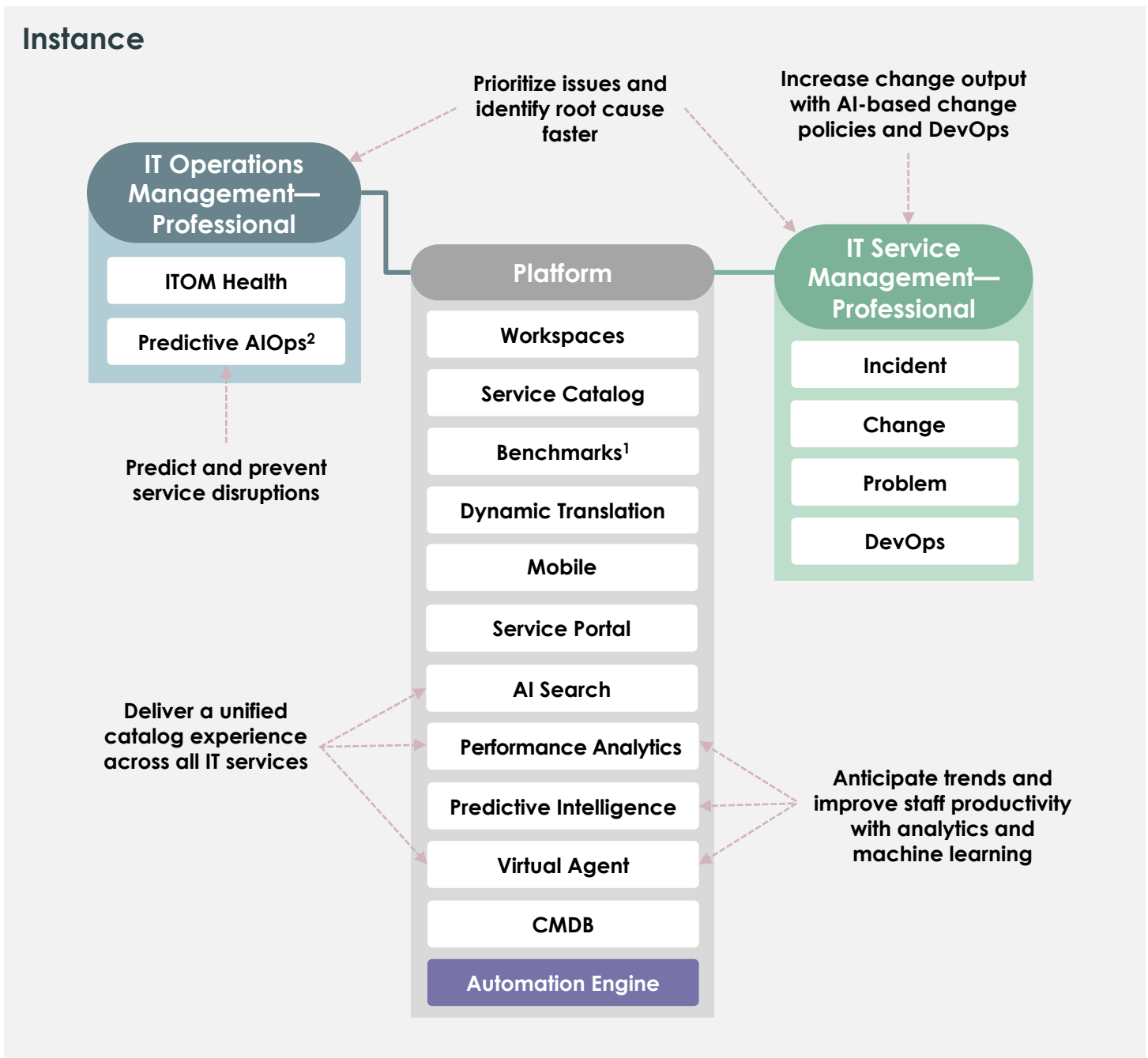
Business capability #2

Deliver extraordinary employee experiences, resiliency, and productivity

These ServiceNow products and capabilities enhance the employee experience through reliable services that are always available.

ServiceNow licenses:

- ITSM – Pro
- ITOM – Pro + Pred AIOps
- Automation Engine



¹Benchmarks require users to opt in to share data with other customers

²Purchased a la carte

Business capability #3

Drive technology best practices with optimized, efficient processes

These ServiceNow products and capabilities improve workforce effectiveness.

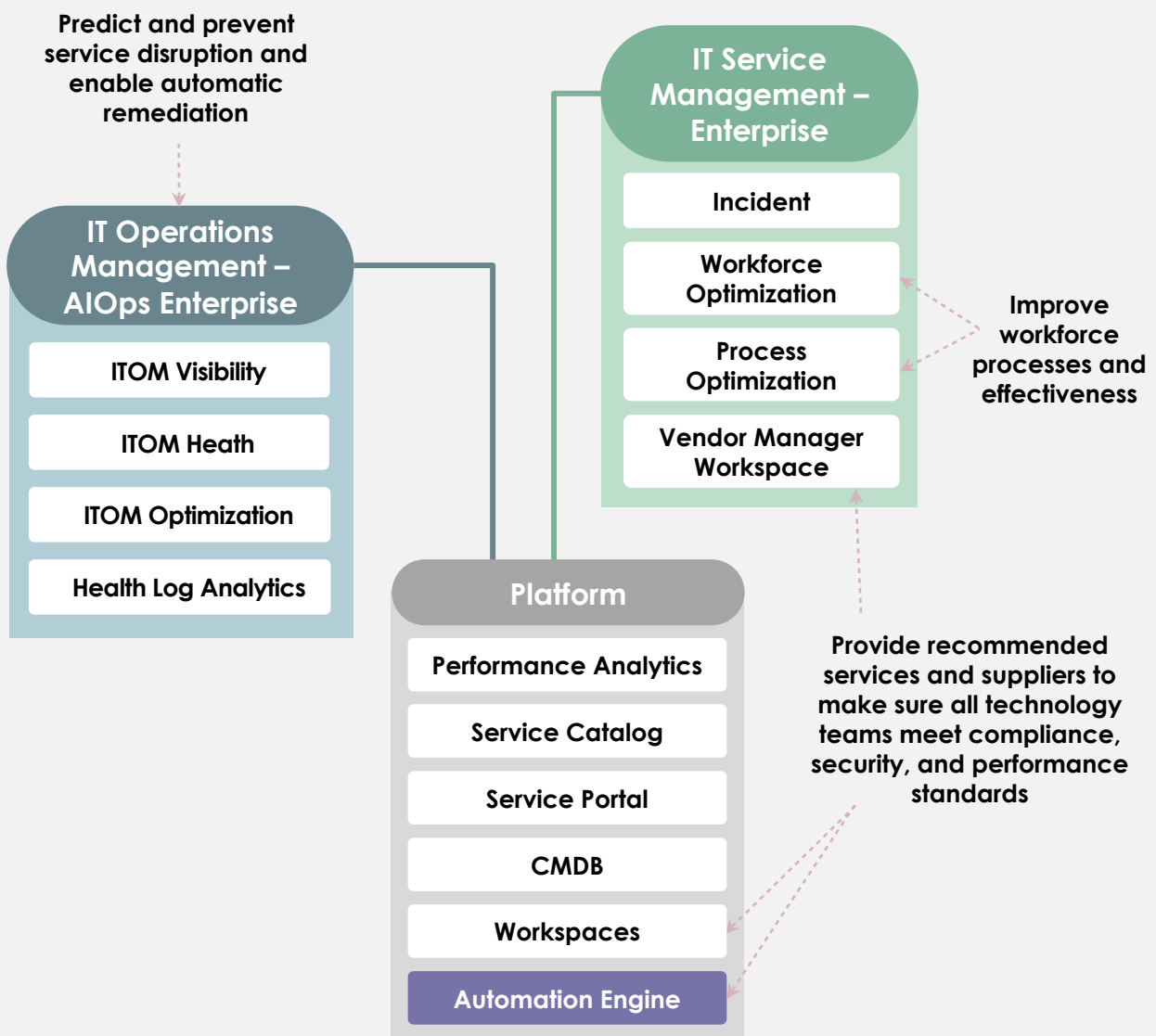
ServiceNow licenses:

ITSM – Ent

ITOM – AIOps Ent

Automation Engine

Instance



ServiceNow product capability descriptions

These descriptions of the ServiceNow product capabilities support the business capabilities covered in this document. **For full lists of product capabilities and license packages, refer to [Servicenow.com](https://servicenow.com).**

IT Service Management (ITSM)		
Capability	Package	Description
Asset	ITSM Standard	Gain core asset management abilities to oversee infrastructure, operations, and field services. Inform inventory, stockroom, and contract decisions.
Change	ITSM Standard	Simplify, automate, and accelerate complex change processes.
Incident	ITSM Standard	Restore services faster with intelligent routing and built-in collaboration.
Problem	ITSM Standard	Identify the root cause of issues and proactively prevent future disruption.
Request	ITSM Standard	Provide employees with an intuitive self-service portal.
Walk-Up Experience	ITSM Standard	Provide an efficient face-to-face IT support experience.
Agent Workspace	ITSM Professional	Improve agent efficiency with a single workspace built to facilitate resolutions.
DevOps	ITSM Professional	Reduce risk and minimize friction to bring IT operations and development together.
Performance Analytics	ITSM Professional	Data analysis with industry leading metrics and benchmarks to improve organizational performance and successful service delivery.
Predictive Intelligence	ITSM Professional	Use machine learning to make recommendations and improve efficiency.
Vendor Manager Workspace	ITSM Professional	Manage and optimize vendor services from a single destination.
Virtual Agent	ITSM Professional	Provide an enterprise conversational experience for employees to resolve issues.
Workforce Optimization	ITSM Enterprise	Manage and optimize IT services from a single, centralized application.
Automation Engine		
Package	Description	
Automation Engine Starter	Connect with collaboration and communication apps like Slack, Zoom, Microsoft Teams, and Twilio with Starter Spokes, plus RPA capabilities.	
Automation Engine Professional	Connect with DevOps and CI/CD tools like GitHub, Jenkins, and Jira with Professional Spokes, plus RPA capabilities and Orchestration.	
Automation Engine Enterprise	Connect with systems of record like SAP and DocuSign, and automate AWS, Azure, and Google Cloud Enterprise Spokes, plus RPA capabilities and Orchestration.	

ServiceNow product capability descriptions (continued)

IT Operations Management (ITOM)		
Capability	Package	Description
ITOM Visibility	ITOM Standard	Get visibility across your on-premises, cloud, and serverless infrastructure with Discovery. Drive service-aware operations and get visibility into the relationships between your applications, IT components, and cloud services with Service Mapping.
ITOM Health	ITOM Pro	Identify issues before they happen with actionable alerts to reduce impacts on users with Event Management.
ITOM Optimization	ITOM Enterprise	Achieve consistent management and cost visibility with Cloud Insights.
Health Log Analytics	ITOM AIOps Enterprise	Prevent IT issues before your users are affected.
Predictive AIOps	A la carte	Predict and prevent service issues and automate remediation.

Standard platform, included with all packages		
Capability	Package	Description
AI Search	Included	Connect employees and customers to the answers they need in a powerful, consumer-grade search experience.
Benchmarks	Included	Gain instant visibility into your key performance indicators (KPIs) and trends, as well as comparative insight relative to industry averages of your peers.
Common Services Data model (CSDM)	Included	Use CSDM terms and definitions for service reporting and provide prescriptive guidelines for service modeling within your ServiceNow CMDB.
Configuration Management Data base (CMDB)	Included	Offer a cloud-based single system of record.
Employee Center	Included	Improve employee productivity by reducing the time and effort employees spend looking for services, updates, and information.
Knowledge	Included	Increase self-service rates and boost agent productivity with a contextual knowledge base.
Messaging	Included	Offer multiple messaging options in-platform and integrated, including Slack, Facebook, Hipchat, Line, WhatsApp, and SMS.
Mobile	Included	Allow employees to find answers and get work done from their mobile devices.
Service Catalog	Included	Offer an easy-to-use storefront experience for corporate service requests.
Service Portal	Included	Deliver self-service experiences to your customers and employees with an easy-to-use portal framework.
Workspaces	Included	Offer a suite of tools that provides agents, case managers, help desk professionals, and managers with tools to help answer customer questions and resolve customer problems.