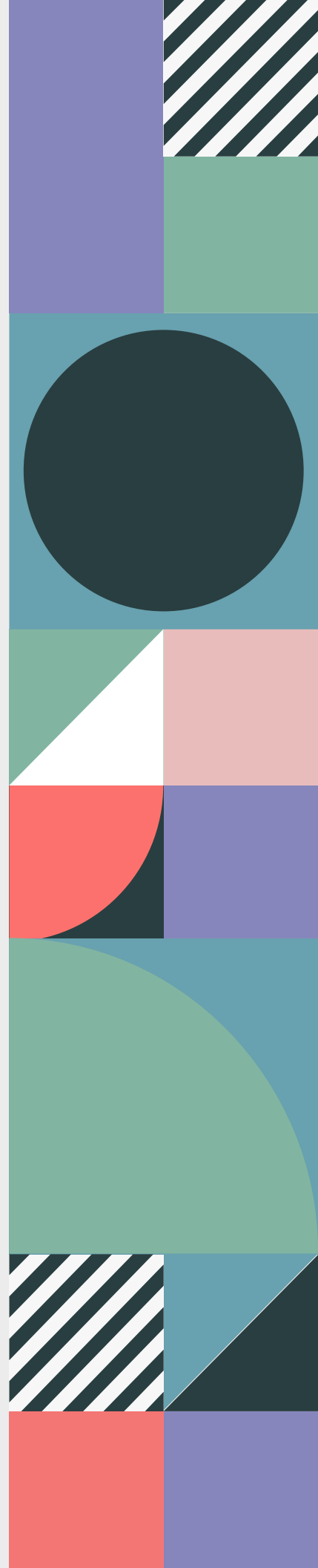


# Reference Architecture

# Digital business models

## 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 enable new digital business models
- Definitions of included Now Platform® capabilities and licensing



## Business capabilities and key performance indicators (KPIs)

These business capabilities transform the customer experience and supporting KPIs. View the high-level ServiceNow product architecture associated with each business capability by clicking the listed business capability.

Business capability	Example KPI
<b><u>Enable a direct to consumer business model</u></b>	<ul style="list-style-type: none"> <li>• Increase in (end) customer satisfaction</li> <li>• Increase in asset uptime</li> <li>• Decrease issue resolution time</li> <li>• Increase in revenue</li> </ul>
<b><u>Enable new/advanced service models</u></b>	<ul style="list-style-type: none"> <li>• Increase in revenue</li> <li>• Increase in customer satisfaction and/or retention</li> <li>• Increase in asset uptime</li> </ul>
<b><u>Accelerate delivery and support of digitized business models</u></b>	<ul style="list-style-type: none"> <li>• Decrease in issue resolution time</li> <li>• Increase in customer satisfaction</li> </ul>

## 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 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.

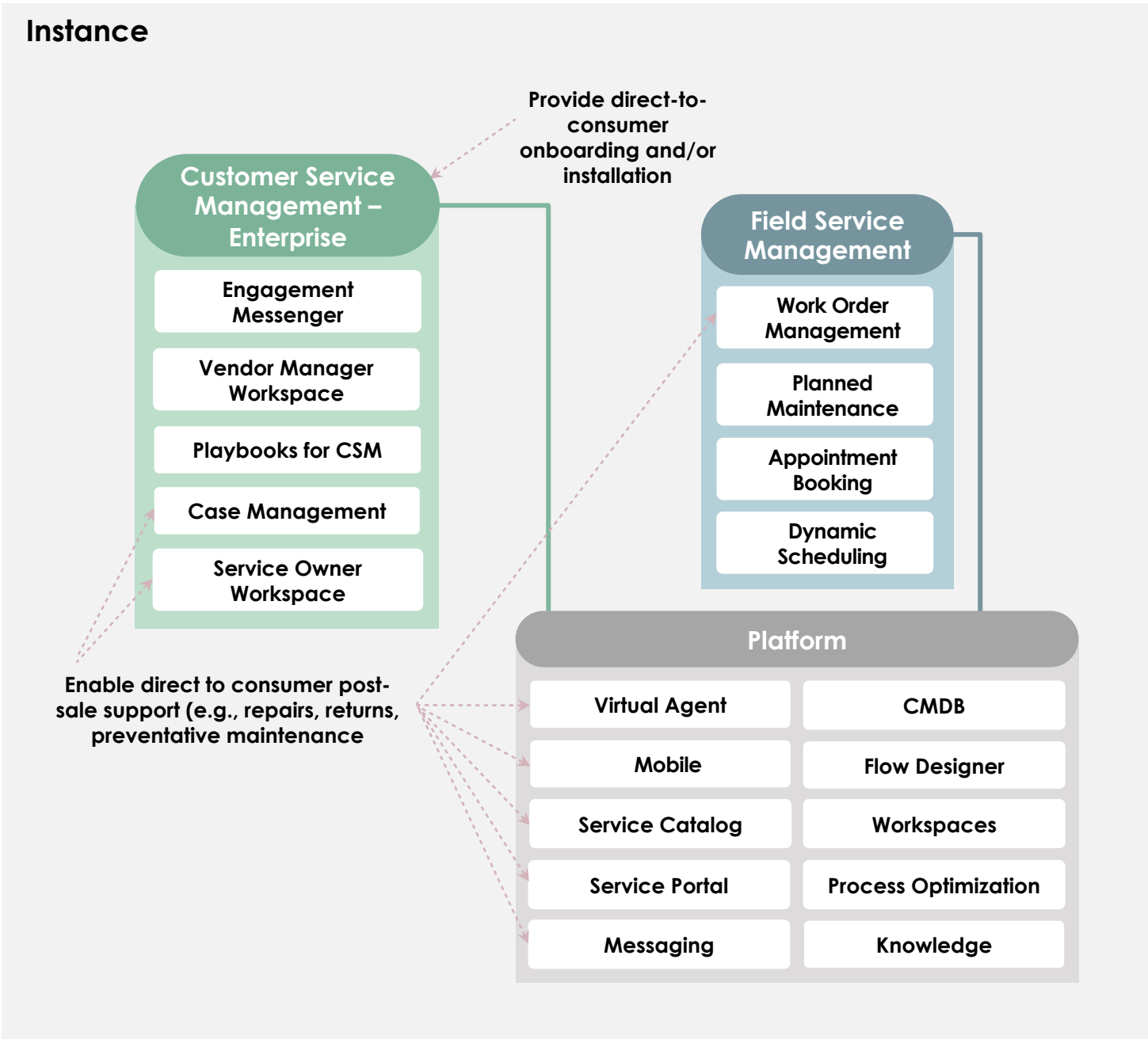
Business capability #1

# Enable a direct-to-consumer business model

These ServiceNow products and capabilities enable direct engagement with consumers and improve service operations.

ServiceNow licenses:

- CSM – Ent
- FSM



## Business capability #2 Enable new/advanced service models

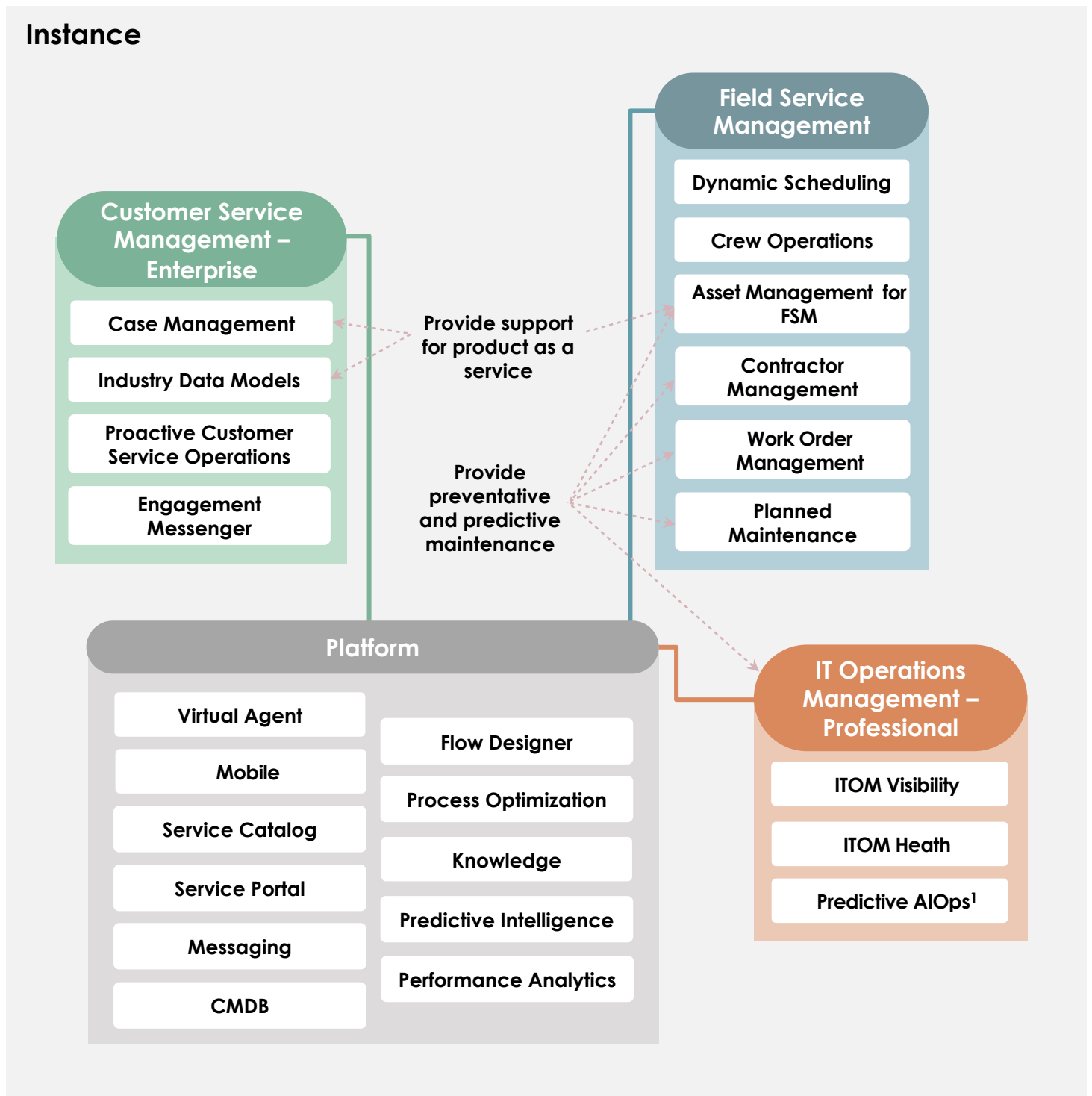
These ServiceNow products and capabilities enable monitoring customer products and services and identifying issues proactively.

ServiceNow licenses:

CSM – Ent

FSM

ITOM – Pro + Pred AIOps



<sup>1</sup>Purchased a la carte

Business capability #3

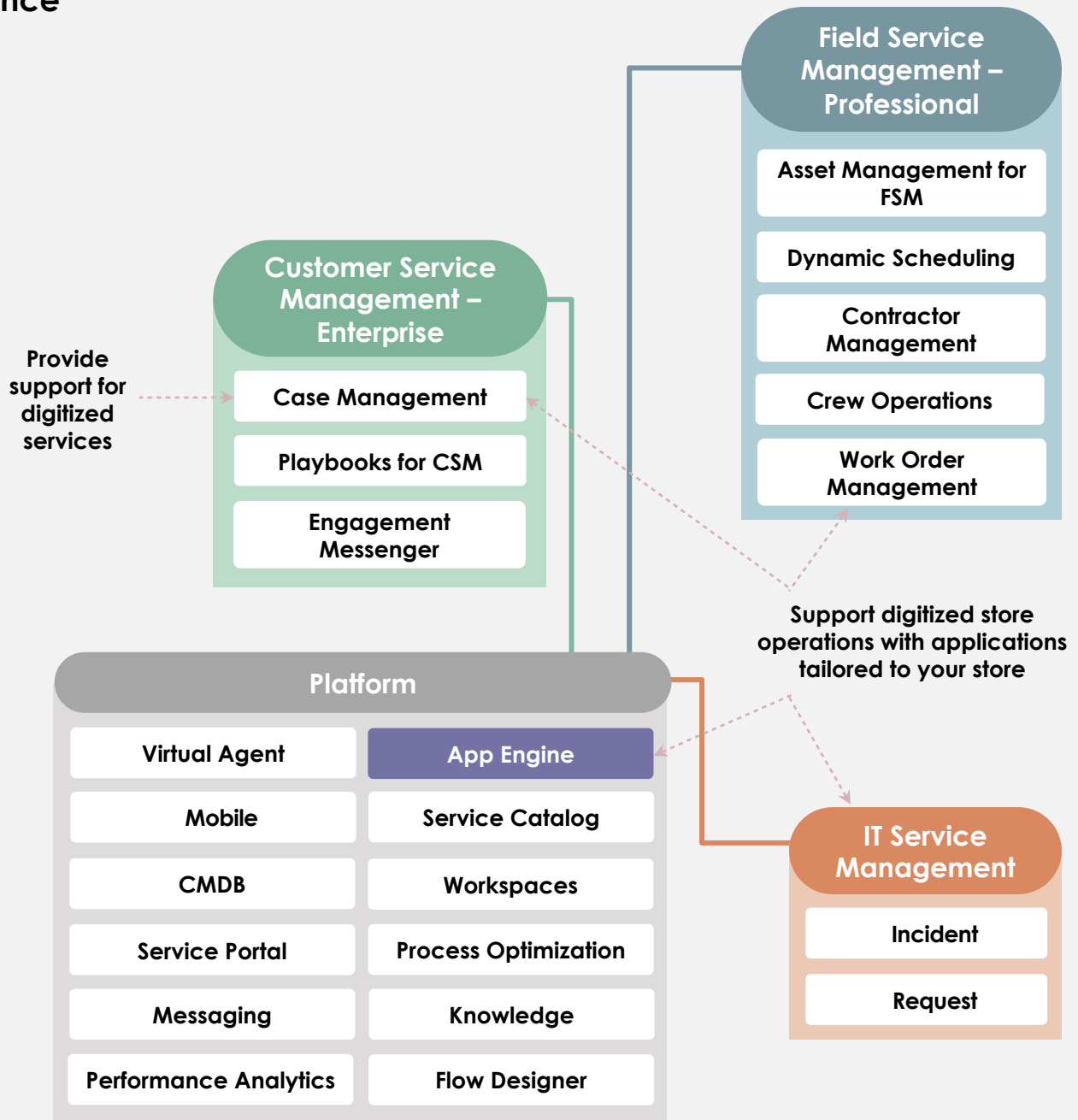
# Accelerate delivery and support of digitized business models

These ServiceNow products and capabilities enable the creation and ongoing support of digitized services.

ServiceNow licenses:



## 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).**

Customer Service Management (CSM)		
Capability	Package	Description
Case Management	CSM Standard	Manage interactions and SLAs, model account relationships, and support outsourced services.
Industry Data Models	CSM Professional	Enable companies to model households and internal business locations to support industry vertical.
Playbooks for Customer Service	CSM Professional	Manage case flows across teams by digitizing and automating service processes.
Proactive Customer Service Ops	CSM Professional	Monitor your customers' products and services to identify issues proactively and fix them quickly.
Service Owner Workspace	CSM Professional	Manage and optimize IT services from a single, centralized application.
Vendor Manager Workspace	CSM Professional	Manage and optimize vendor services.
Process Optimization	CSM Enterprise	See how work flows through your organization to maximize process efficiencies.
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	Replace event noise with insights and clarity. Identify issues before they happen, with actionable alerts to reduce impacts on users with Event Management.
Predictive AIOps	A la carte	Predict and prevent service issues and automate remediation.
IT Service Management (ITSM)		
Capability	Package	Description
Incident	ITSM Standard	Restore services faster with intelligent routing and built-in collaboration.
Request	ITSM Standard	Provide employees with an intuitive self-service portal.

## ServiceNow product capability descriptions (continued)

Field Service Management (FSM)		
Capability	Package	Description
Appointment Booking	FSM Standard	Offer time windows for customers to make a selection and book an appointment.
Asset Management for FSM	FSM Standard	Track locations, stock, and history for inventory and parts in a single repository.
Crew Operations	FSM Standard	Simplify the process of managing technician teams and complex work orders.
Contractor Management	FSM Standard	Outsource your work order tasks by working with third-party contractor companies.
Dynamic Scheduling	FSM Standard	Automatically schedule the best person for the task with the right equipment.
Field Service Management Customer Experience	FSM Standard	Provide customers with timely updates about their reported issues.
Planned Maintenance	FSM Standard	Schedule maintenance automatically based on time and usage to keep assets up and running.
Work Order Management	FSM Standard	Create, approve, qualify, or close work orders and manage SLAs using the Field Service Management application.
Capacity & Reservation Management	FSM Professional	Plan work distribution for your internal and external teams.
Performance Analytics	FSM Professional	Analyze trends with KPIs, metrics, and dashboards for field service.
Predictive Intelligence	FSM Professional	Use machine learning to make recommendations and improve efficiency.
Virtual Agent	FSM Professional	Resolve issues faster and scale your organization with intelligent chatbots.
App Engine		
Package	Description	
App Engine Starter	Provide starter tools to create your own apps. This package has custom table limits.	
App Engine	Provide advanced tools to create your own apps. This package has unlimited custom tables.	

## ServiceNow product capability descriptions (continued)

Standard platform, included with all packages		
Capability	Package	Description
<b>Configuration Management Data base (CMDB)</b>	Included	Offer a cloud-based single system of record.
<b>Knowledge</b>	Included	Increase self-service rates and boost agent productivity with a contextual knowledge base.
<b>Messaging</b>	Included	Offer multiple messaging options in the platform and integrated, including Slack, Facebook, Hipchat, Line, WhatsApp, and SMS.
<b>Mobile</b>	Included	Allow employees to find answers and get work done from their mobile devices.
<b>Service Catalog</b>	Included	Offer an easy-to-use storefront experience for corporate service requests.
<b>Service Portal</b>	Included	Deliver self-service experiences to your customers and employees with an easy-to-use portal framework.
<b>Workspaces</b>	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.