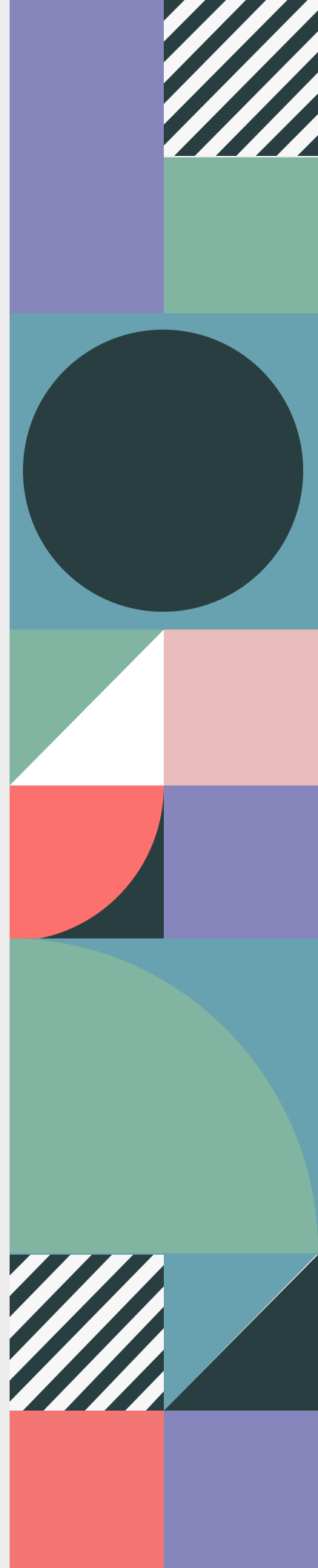


Reference Architecture

# Drive efficiencies through global business services

## 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 drive efficiencies through global business services
- Definitions of included ServiceNow platform capabilities and licensing



## GBS Foundation business capabilities and key performance indicators (KPIs)

Choose desired business capabilities and associated KPIs to measure success. View high-level architecture associated with each business capability by clicking on the listed business capability.

Business capability	Example KPIs
<p><b><u>Connect end-to-end processes while reducing costs</u></b> Support process automation across multiple departments.</p>	<ul style="list-style-type: none"> <li>• 25% investigation resolution productivity improvement</li> <li>• 7% request fulfillment productivity improvement of complex requests</li> <li>• 3% productivity gain of all employees – EBIT</li> <li>• Achieve 50% process automation</li> </ul>
<p><b><u>Provide unified employee service experiences</u></b> Offer a single employee portal, mobile, voice, and conversational interface.</p>	<ul style="list-style-type: none"> <li>• Enhance employee NPS by 25%</li> <li>• 2% reduction in revenue per capita loss due to new hire early exit</li> <li>• 60% inquiries resolved with self-service</li> </ul>
<p><b><u>Provide shared visibility across all service cases</u></b> Drive efficiency and decision-making with visibility and trend analysis.</p>	<ul style="list-style-type: none"> <li>• 20% case resolution productivity improvement for shared services</li> <li>• 10% supplier spend reduction</li> <li>• Enhance employee NPS by 25%</li> </ul>
<p><b><u>Gain agility and ease of continuous improvement</u></b> Use low-code capabilities and targeted communications.</p>	<ul style="list-style-type: none"> <li>• 35% of processes automated and streamlined</li> <li>• 14% improvement in G&amp;A costs as a % of revenue</li> <li>• 17% improvement in budget as a % of revenue</li> <li>• 60% employee self-service resolution</li> </ul>

## Where to start

Your organization's journey towards 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 to your journey. Then create an implementation and readiness plan based on your goals and environment.

Here are some resources to support the planning process:

1. The included reference architecture diagrams that outline the ServiceNow products and platform capabilities that align to business capabilities. This aids in determining 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.

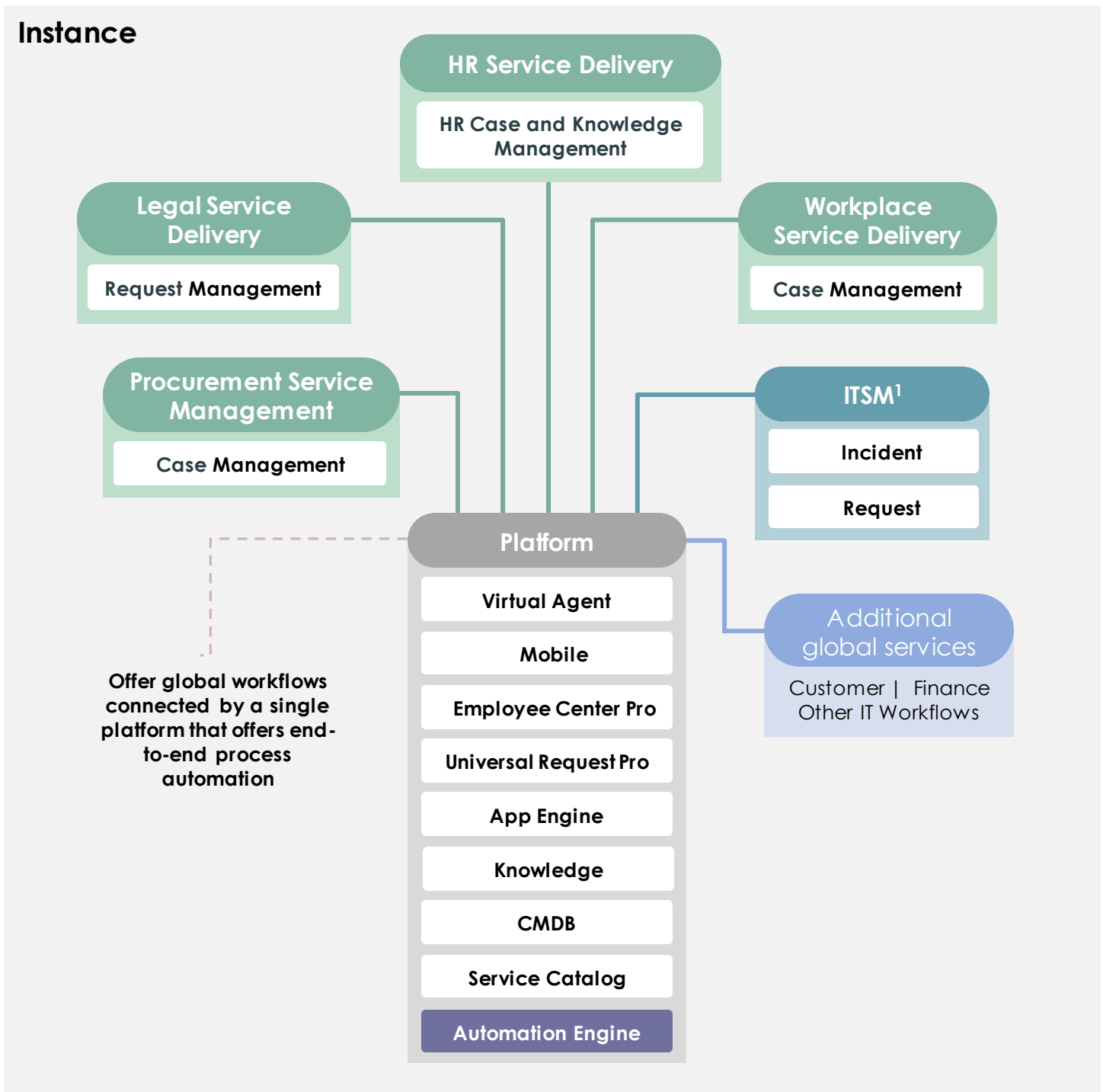
GBS Foundation business capability #1

# Connect end-to-end processes while reducing costs

View ServiceNow products and capabilities that connect global services and enable automation.

ServiceNow licenses:

- GBS Foundation
- ITSM
- Automation Engine



<sup>1</sup>Add GBS Foundation to an existing ITSM implementation for the fastest time to value.

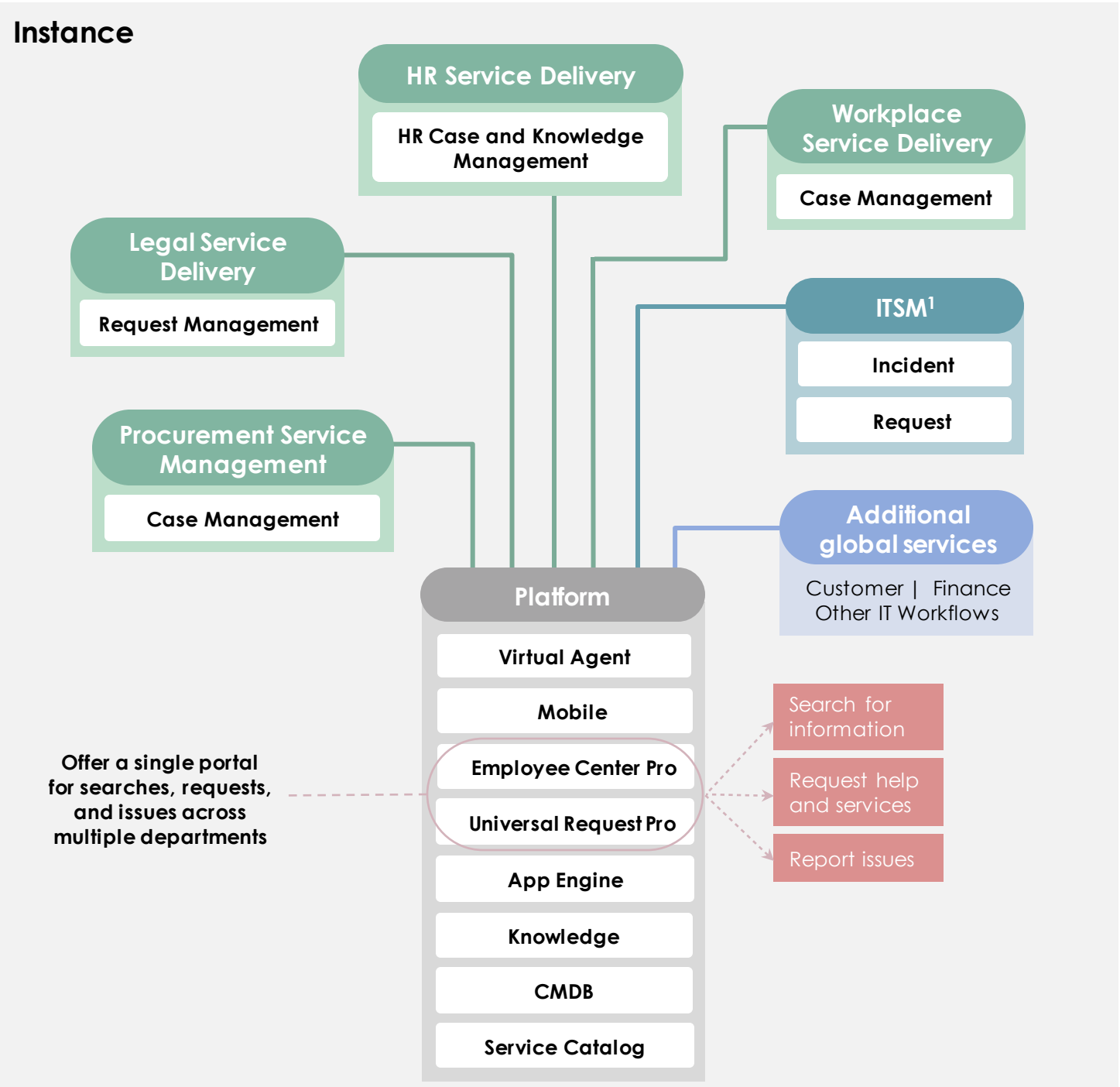
GBS Foundation business capability #2

# Provide unified employee service experiences

View ServiceNow products and capabilities that simplify the employee experience.

ServiceNow licenses:

- GBS Foundation
- ITSM



<sup>1</sup>Add GBS Foundation to an existing ITSM implementation for the fastest time to value.

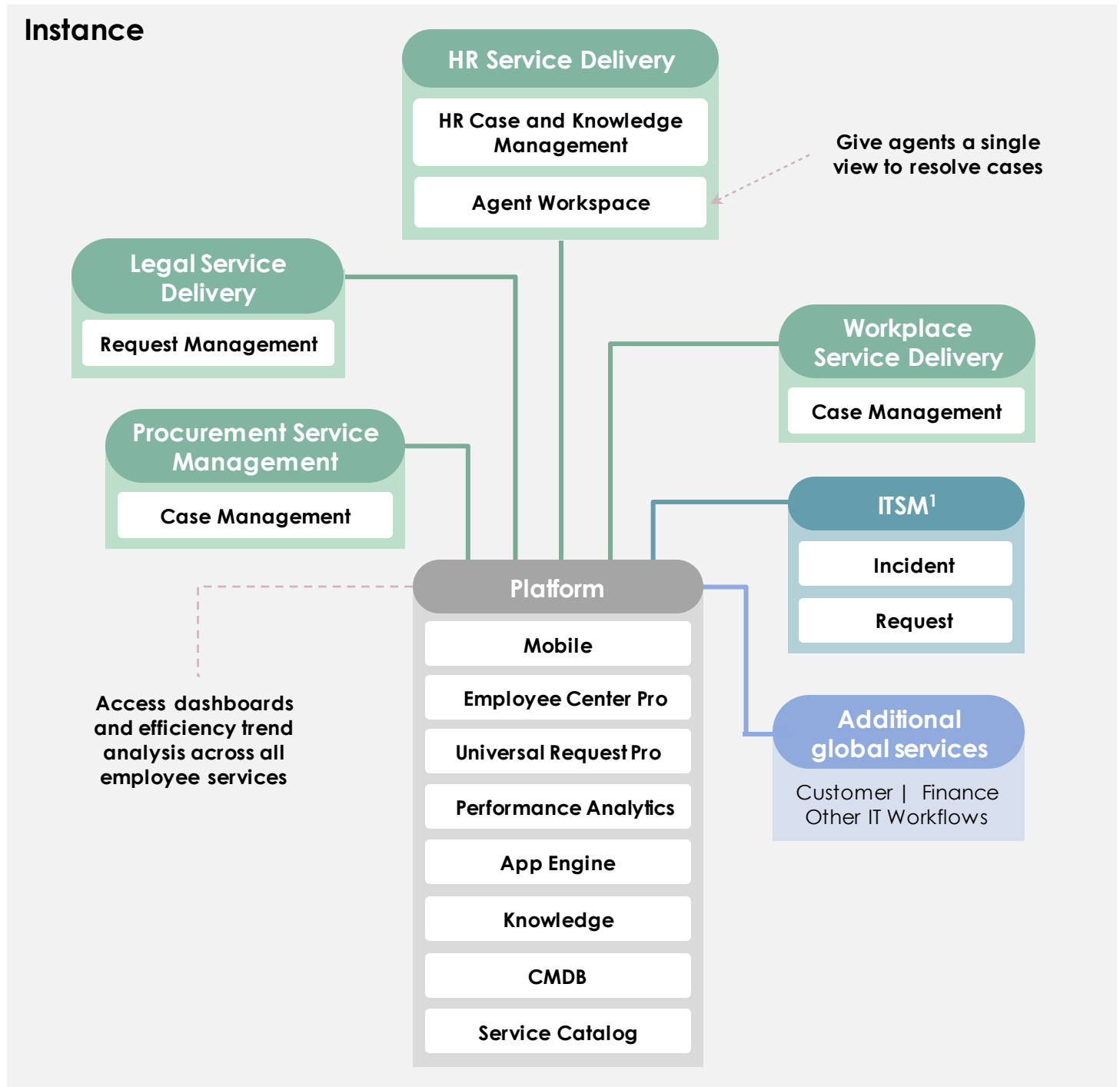
GBS Foundation business capability #3

# Provide shared visibility across all service cases

View ServiceNow products and capabilities that support visibility and analysis of service cases across multiple departments.

ServiceNow licenses:

- GBS Foundation
- ITSM



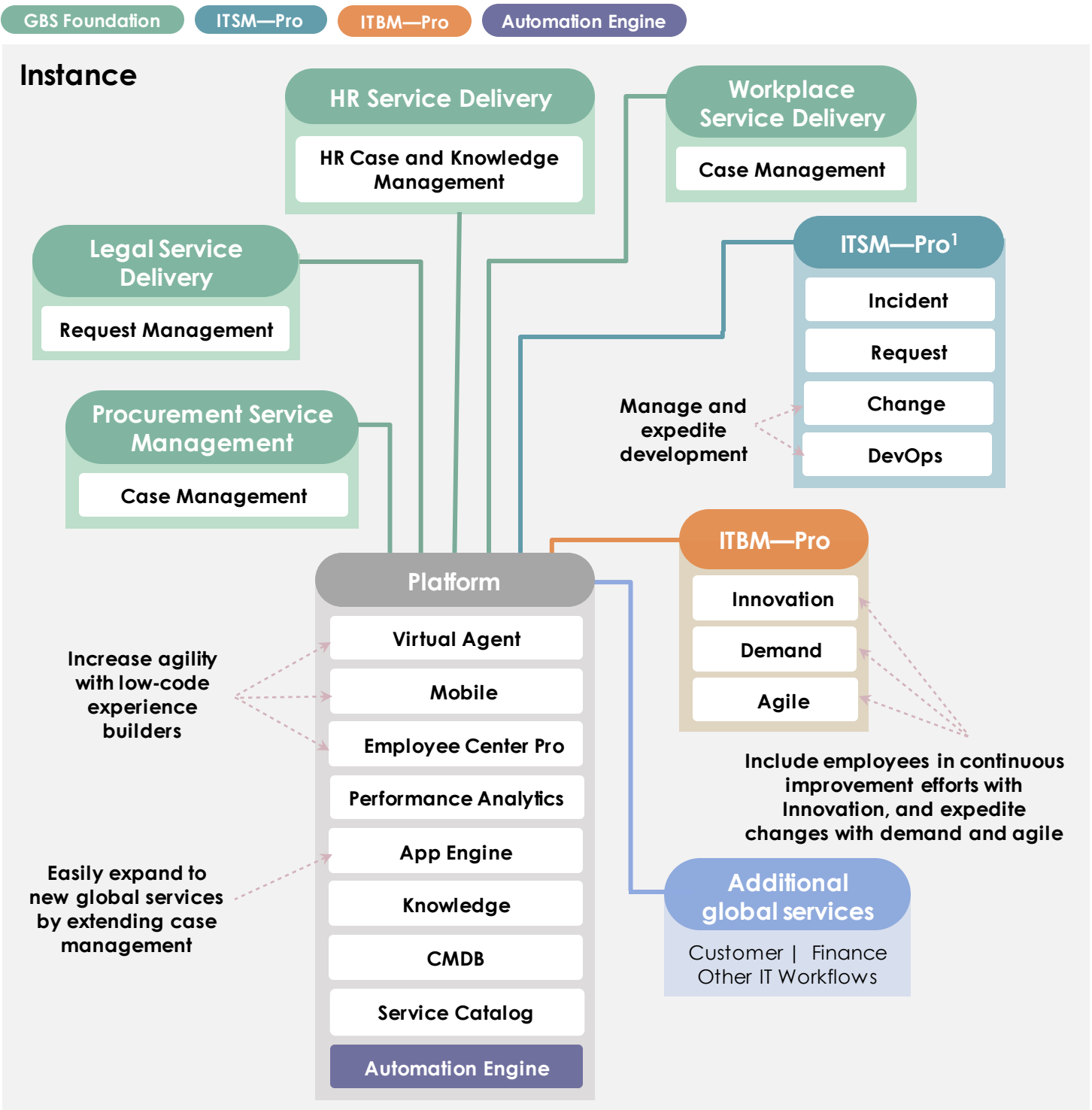
<sup>1</sup>Add GBS Foundation to an existing ITSM implementation for the fastest time to value.

GBS Foundation business capability #4

# Gain agility and ease of continuous improvement

View ServiceNow products and capabilities that increase work velocity and enhance continuous improvement efforts.

ServiceNow licenses



<sup>1</sup>Add GBS Foundation to an existing ITSM implementation for the fastest time to value.

## ServiceNow product capability descriptions

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

GBS Foundation		
Capability	Package	Description
<b>Agent Workspace</b>	GBS Foundation	Give help desk agents with a modern UI that brings together key metrics, history, and AI-assisted answers.
<b>App Engine</b>	GBS Foundation	Build and extend workflow apps. Use up to 25 custom tables. Includes: <b>Studio:</b> Build, deploy, and manage apps in a web-based development environment. <b>Mobile Studio:</b> Build and deploy native mobile apps with an intuitive designer. <b>Delegated Development:</b> Enable developers of any skill to build apps. <b>Service Creator:</b> Enable non-IT staff to build apps with no programming experience required.
<b>Employee Center Pro</b>	GBS Foundation	Provide a service delivery portal capable of multi-department service delivery with enterprise news and events.
<b>HR Case and Knowledge Management</b>	GBS Foundation	Manage HR requests with HR cases and an HR knowledge base.
<b>Legal Request Management</b>	GBS Foundation	Make it easy to request legal products, services, and answers.
<b>Mobile</b>	GBS Foundation	Allow employees to find answers and get work done from their mobile devices.
<b>Performance Analytics</b>	GBS Foundation	Data analysis with industry leading metrics and benchmarks to improve organizational performance and successful service delivery.
<b>Predictive Intelligence</b>	GBS Foundation	Automate routine tasks and resolve issues faster by powering your workflows with machine learning.
<b>Procurement Case Management</b>	GBS Foundation	Manage procurement requests with procurement cases.
<b>Universal Request Pro</b>	GBS Foundation	Provide a seamless employee experience across enterprise departments.
<b>Virtual Agent</b>	GBS Foundation	Provide an enterprise conversational experience for employees to resolve issues.
<b>Workplace Case Management</b>	GBS Foundation	Manage workplace requests with workplace cases.

## ServiceNow product capability descriptions (continued)

IT Service Management (ITSM)		
Capability	Package	Description
Change	ITSM Standard	Accelerate change by automating approvals while maintaining control.
Incident	ITSM Standard	Restore services faster with intelligent routing and built-in collaboration.
Request	ITSM Standard	Provide employees with an intuitive self-service portal.
DevOps	ITSM Pro	Connect dev tools to ITIL Change Acceleration for automatic ticketing and approval.
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	
IT Business Management (ITBM)		
Capability	Package	Description
Demand	ITBM Standard	Manage and improve the investment process for new products and services by centralizing requests.
Agile	ITBM Pro	Manage scrum or waterfall development work throughout the life cycle from a unified backlog of tasks.
Innovation	ITBM Pro	Allow employees to collect, vote on, manage, and collaborate on ideas from a centralized location.
Standard platform, included with all packages		
Capability	Package	Description
Configuration Management Data base (CMDB)	Included	Offer a cloud-based single system of record.
Knowledge	Included	Increase self-service rates and boost agent productivity with a contextual knowledge base.
Service Catalog	Included	Offer an easy-to-use storefront experience for corporate service requests.