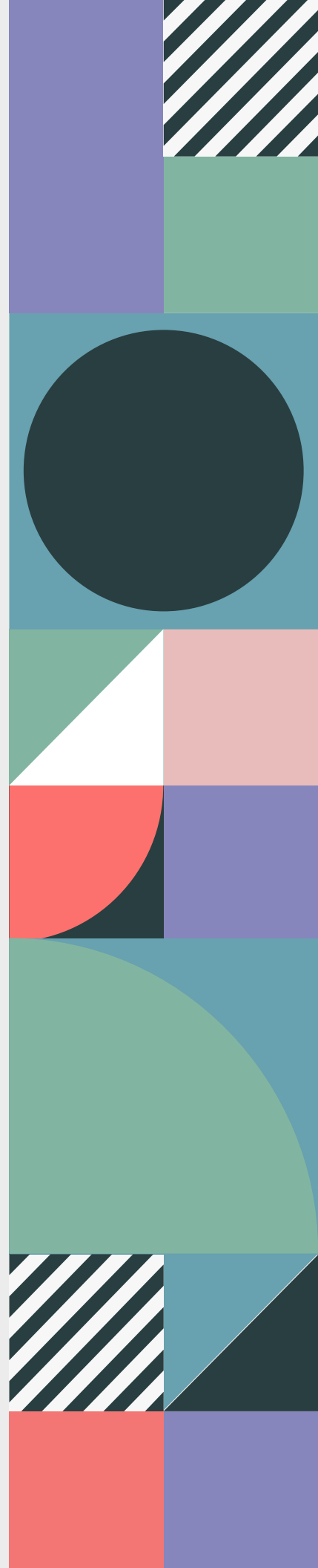


# Reference Architecture

## Strategic outcomes

### 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 strategic outcomes
- Definitions of included Now Platform® capabilities and licensing



## Business capabilities and key performance indicators (KPIs)

Below are the business capabilities that drive strategic outcomes and their supporting KPIs. View the high-level ServiceNow product architecture associated with each business capability by clicking the listed business capability.

Business capability	Example KPI
<a href="#"><u>Roadmap strategy to maximize outcomes</u></a>	<ul style="list-style-type: none"> <li>• Increase in achievement of strategic goals</li> <li>• Increase in \$ value of delivered initiatives</li> </ul>
<a href="#"><u>Align investments to implement strategy</u></a>	<ul style="list-style-type: none"> <li>• Increase in funding and resource alignment with enterprise/LOB initiatives</li> <li>• Shift in funding and resource spend from <i>run</i>, to <i>grow</i>, to <i>innovate</i></li> </ul>
<a href="#"><u>Deliver work using any methodology</u></a>	<ul style="list-style-type: none"> <li>• Decrease in cycle time from ideation to delivery of new capabilities/products /offerings</li> <li>• Increase in amount of work delivered on time and on budget</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 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

# Roadmap strategy to maximize outcomes

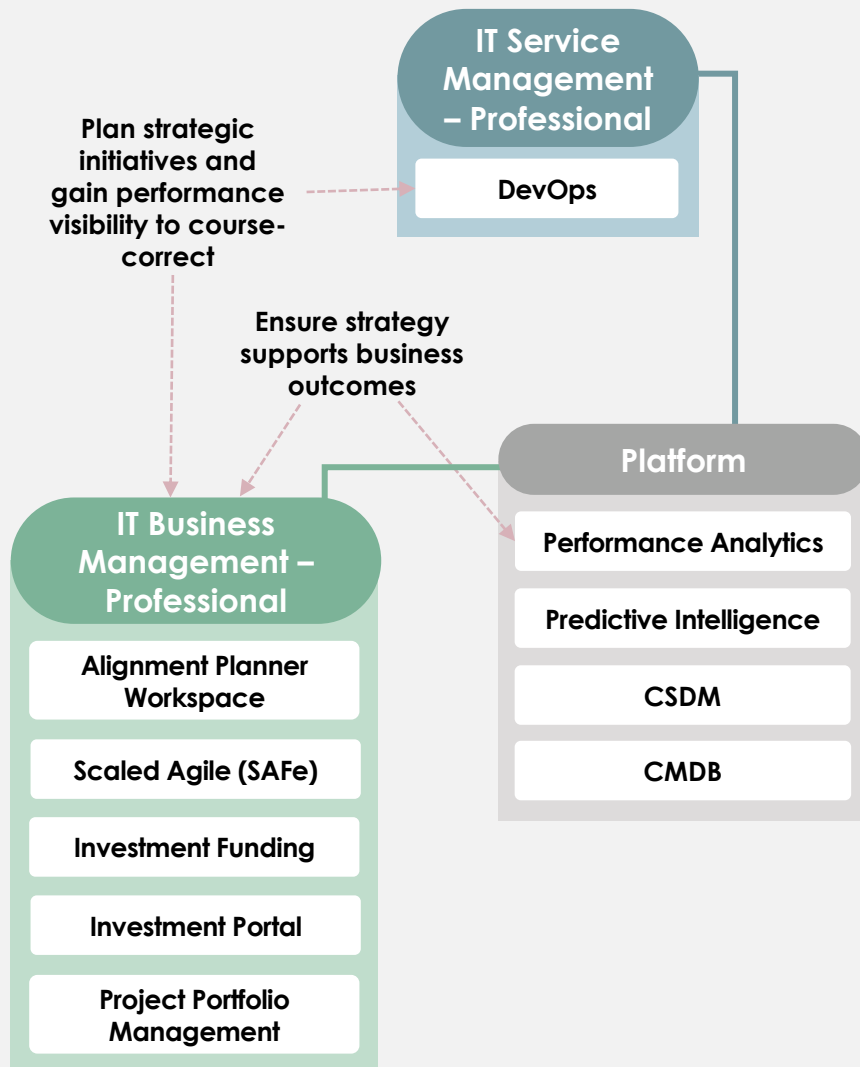
These ServiceNow products and capabilities ensure your strategy supports your business outcomes.

ServiceNow licenses:

ITBM – Pro

ITSM – Pro

## Instance



Business capability #2

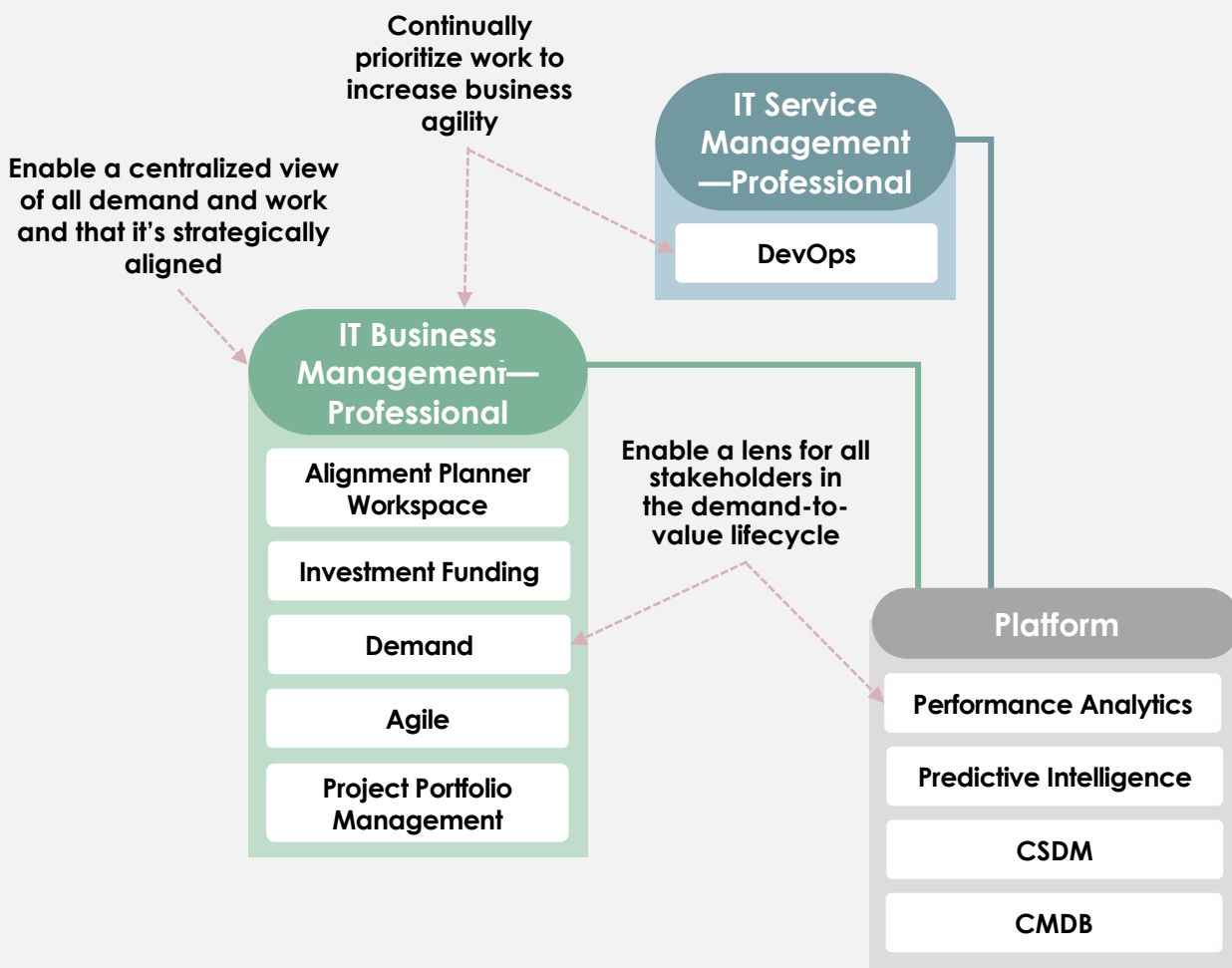
# Align investments to implement strategy

These ServiceNow products and capabilities increase funding and resource alignment with enterprise/LOB initiatives.

ServiceNow licenses:

- ITBM – Pro
- ITSM – Pro

## Instance



## Business capability #3 Deliver work using any methodology

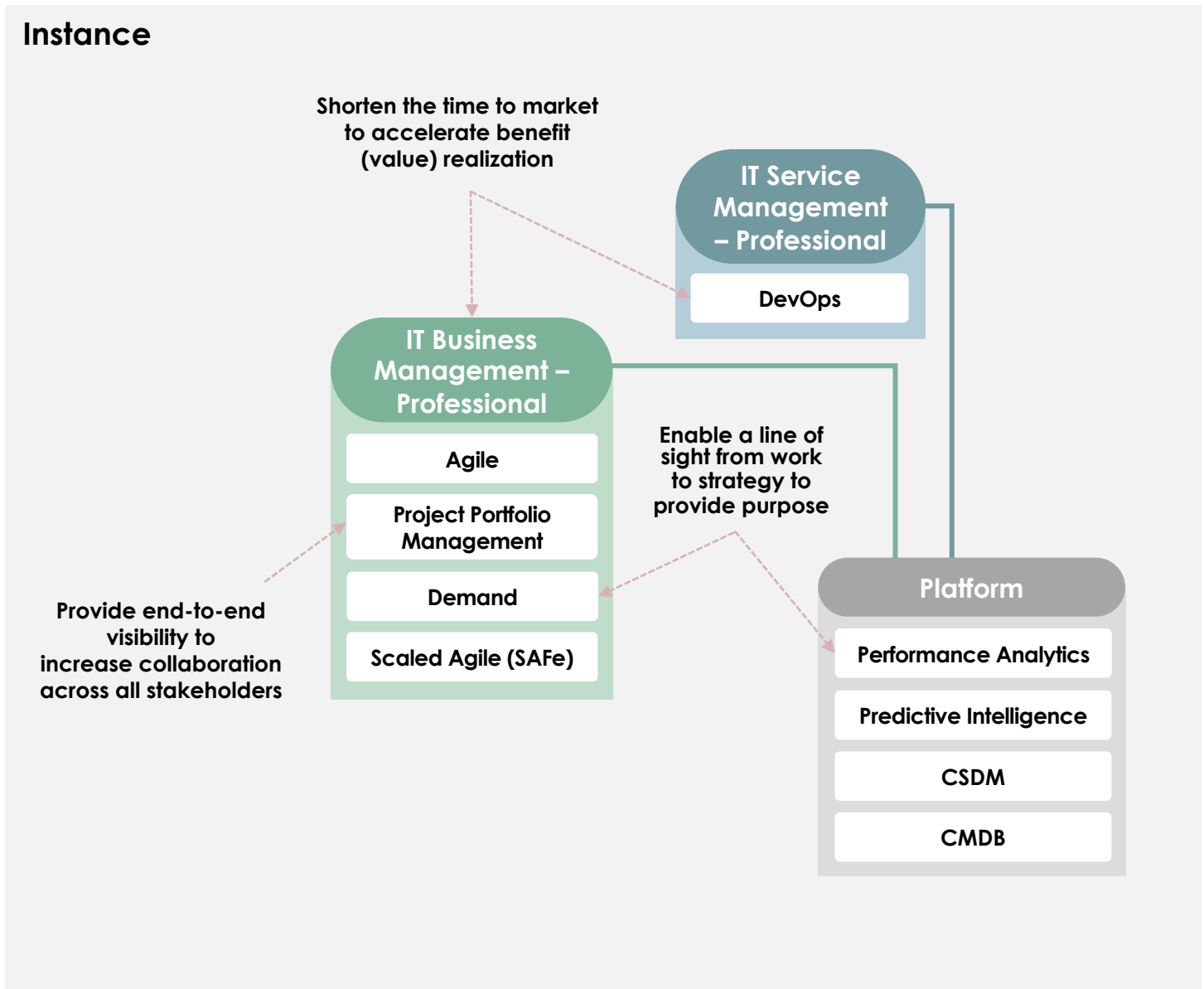
These ServiceNow products and capabilities increase the amount of work delivered on time and on budget through all types of portfolios.

ServiceNow licenses:

ITBM – Pro

ITSM – Pro

### 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 Business Management ITBM		
Capability	Package	Description
<b>Alignment Planner Workspace</b>	ITBM Standard	Help your product and portfolio managers drive organizational alignment and facilitate agile transformation by combining waterfall and agile work streams.
<b>Demand</b>	ITBM Standard	Manage and improve the investment process for new products and services by centralizing requests.
<b>Performance Analytics</b>	ITBM Standard	Apply data analysis with industry leading metrics and benchmarks to improve organizational performance and successful service delivery.
<b>Project Portfolio Management</b>	ITBM Standard	Get visibility into all work—traditional, agile, and hybrid. Balance capacity against demand and optimize your portfolios to achieve business value.
<b>Agile</b>	ITBM Professional	Manage scrum or waterfall development work throughout the lifecycle from a unified backlog of tasks.
<b>Investment Funding</b>	ITBM Professional	Plan and manage investments by allocating funds to investment entities such as business units, products, teams, and the like.
<b>Investment Portal</b>	ITBM Professional	View project and demand financials, deadlines, and other important metrics in an intuitive user interface that makes project and demand management more efficient.
<b>Scaled Agile (SAFe)</b>	ITBM Professional	Align strategic investments and scale work for optimal value.
<b>Predictive Intelligence</b>	ITBM Professional	Use machine learning to make recommendations and improve efficiency.
IT Service Management (ITSM)		
Capability	Package	Description
<b>DevOps</b>	ITSM Professional	Reduce risk and minimize friction to bring IT operations and development together.
Standard platform, included with all packages		
Capability	Package	Description
<b>Common Services Data model (CSDM)</b>	Included	Use CSDM terms and definitions for service reporting and provide prescriptive guidelines for service modeling within your ServiceNow CMDB.
<b>Configuration Management Data base (CMDB)</b>	Included	Offer a cloud-based single system of record.