

ITSM Intelligent Automation Success Map

An overview of implementing, maintaining, and getting maximum value from ITSM Pro applications

Now Value: Envision Success Foundations: Critical inputs for successful implementation and maintenance

Vision and value

Outcome – Automate and improve the IT service management experience

Sample KPIs

- MTR
- % of utilized templates
- Employee satisfaction
- % of zero-touch interactions

Governance

Roles and responsibilities added to governance team management experience

- **CMDB owner** – Makes technical and process decisions that impact the CMDB
- **ITSM business and technical platform owners** – Business and technical decisions related to ITSM Pro applications

Foundational ServiceNow apps*

Application scope

CMDB Incident Problem Change

Service Catalog/Request Agent Workspace

Knowledge Performance Analytics Portal

Virtual Agent Predictive Intelligence Mobile

OCM and enablement

Owners, process users, and end users of Virtual Agent and machine learning solutions are informed and provided an enablement plan

Implementation roles

General

- Executive sponsor
- Platform owners (business and technical)
- Process owners
- Project manager
- Business process analyst
- Technical resources (sys admin, developer, tester, architect, security)

Trained in ITSM Pro applications

- IT service manager
- ITSM sys admins – Includes sys admins with Virtual Agent, NLU, Predictive Intelligence, and Performance Analytics skills

now Skills and expertise

- Training and experience with applications in scope and NLU
- Training and experience with Predictive Intelligence frameworks: Classification, Similarity, Clustering
- Sources: Now Expert Services, Now-certified ITSM partner, Now-certified internal employees (combination of sources recommended)

Project planning

Use [Virtual Agent readiness checklist](#) and [Predictive Intelligence readiness checklist](#).

Now Value: Create Implement: Implementation activities and best practices

Use Now Create to execute implementation.

Use Predictive Intelligence to determine Virtual Agent use cases.

Input
Current process, current architecture, business goals

Design workshop
Optimize process and technology

- Prioritize OOTB functionality as much as possible
- Include IT service agents in process design

Examples of documentation to have ready:

- Current IT service offerings and processes
- How users currently make requests
- Use cases for Virtual Agent and Predictive Intelligence
- Utterances for NLU
- Make sure your data is ready for both Performance Analytics and machine learning solutions

Deployment strategy: We recommend a phased approach. Start with core ITSM processes, then Performance Analytics and Predictive Intelligence, then Virtual Agent.

Output Stories

Configure (Agile sprints) → **Test** (ATF) → **Go live** (Prepare and train end users, Run team)

Include the run team in implementation

Now Value: Validate Run: Plan and execute Now Platform® maintenance

Run roles

- ITSM sys admin(s)
- Virtual Agent sys admin
- Predictive Intelligence sys admin
- Platform owner

Platform and service health

- Predictive Intelligence sys admin – Consistently assesses and tunes machine learning solutions (classification, similarity, and/or clustering)
- Monitor ITSM dashboards

Demand management

Have a process to intake and prioritize new Virtual Agent conversations and uses for machine learning.

Enhancements

Check release notes for new ITSM or Now Intelligence related apps released in the Now Store.

Upgrades

Prioritize OOTB options for existing and new Virtual Agent conversations to ease upgrades.

Assess value

- Is the system providing a better IT service experience?
- Are IT services more efficient?
 - Improved CSAT and MTTR are good indicators.

Now Value: Champion Optimize and Expand: Maximize value from your ITSM Pro licenses—increase value from the Now Platform®

Consider which ITSM and ITSM Pro applications to implement next.

- ITSM Intelligence Automation
- ITSM Pro – Vendor Manager Workspace
- ITSM Pro – Service Owner Workspace
- ITSM – Major incident management, Notify

Consider which Now Platform product suites to implement next.

- ITSM Pro → HR Service Delivery (HRSD)**
Expand your use of Virtual Agent and machine learning to HR use cases.
- ITSM Pro → Customer Service Management (CSM)**
Expand your use of Virtual Agent and machine learning to customer service use cases.
- ITSM Pro → DevOps**
Connect to CI/CD tool chain, automate the change process, and share insights.
- ITSM Pro → ITAM: Software Asset Management (SAM)**
Reduce software and cloud spend.

* Foundational applications are for the listed outcome, other outcomes enabled by ITSM Pro may require different foundational applications.

[Click here for print version](#)