

ITSM Intelligent Automation Success Map

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

Success Foundations

Implement

Run

Optimize and Expand

servicenow

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

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

Governance

Roles and responsibilities added to governance team

- **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 Service Operations W/space

Knowledge Performance Analytics Employee Center

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

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)

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

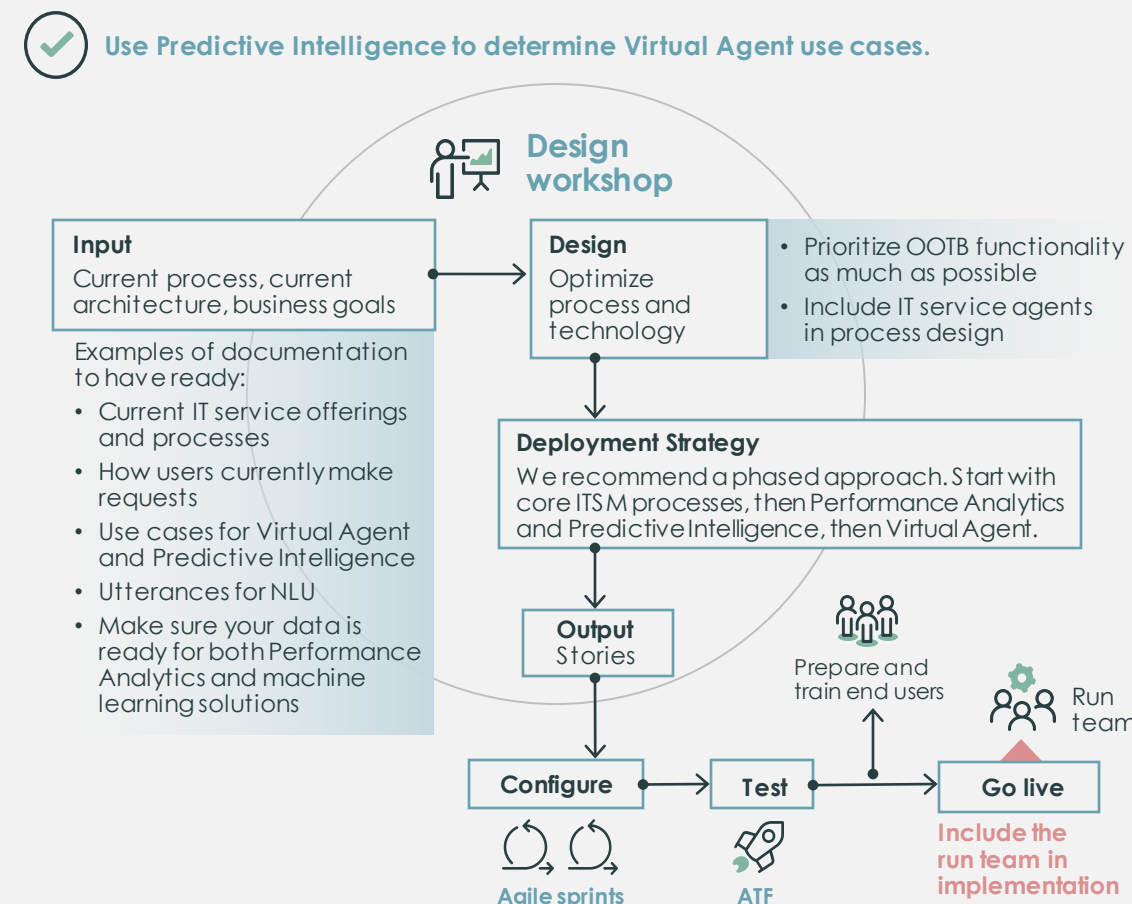
- IT service manager
- ITSM sys admins: Includes sys admins with Virtual Agent, NLU, Predictive Intelligence, and Performance Analytics skills

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.



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

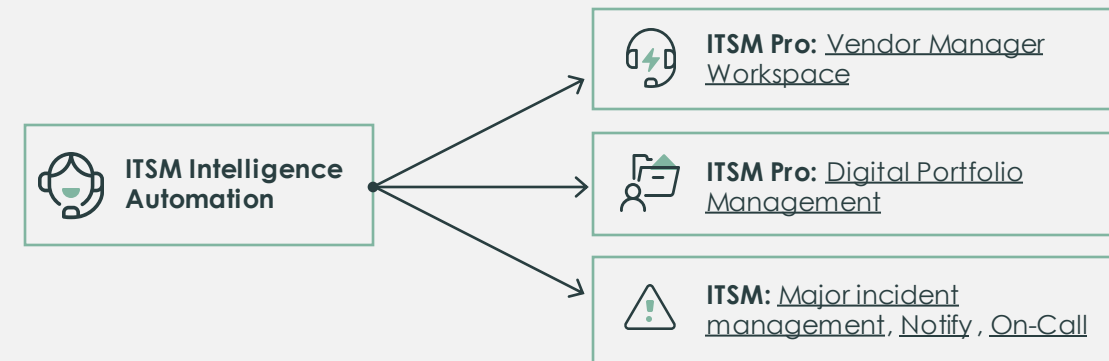
- Prioritize OOTB options for existing and new Virtual Agent conversations to ease upgrades.

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.



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

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