

Benefits

Establish a Single Version of Truth

Share clear, up-to-date visualizations of performance across teams and organizations, establishing a single version of truth for objectively examining service and process delivery and driving behavioral change.

Maximize Return on Investment

Increase the stickiness of new and improved services and processes by monitoring user adoption to ensure your investment is put to good use.

Realize Fast Time to Value

Implement Performance Analytics in weeks instead of months and quickly take advantage of data insights.

Drive Toward Continual Service Improvement

Pinpoint areas for performance improvement and take action using key indicators, mobile-enabled scorecards, time charts, analytics, drill-downs, and dashboards.

ServiceNow Performance Analytics

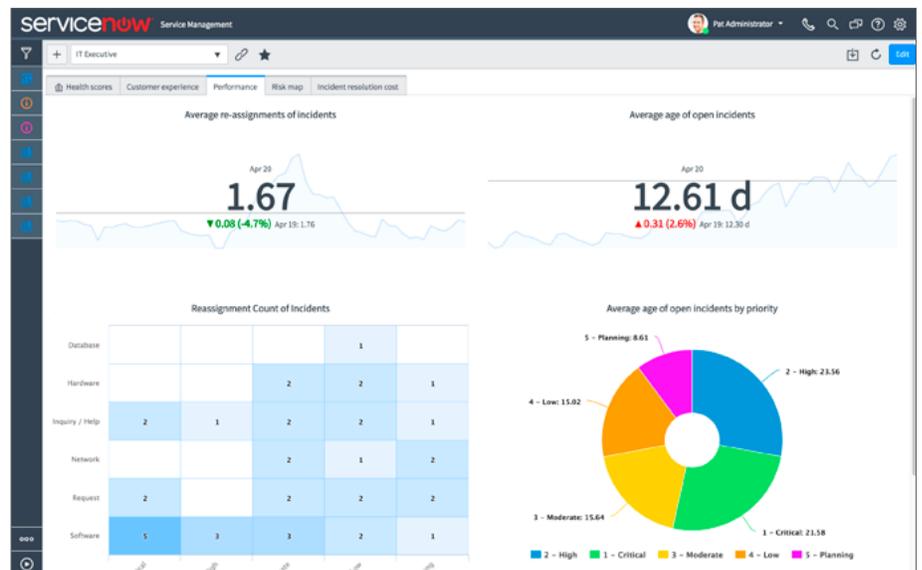
The Business Challenge

The business climate has never been more complex or competitive. Data is becoming increasingly attainable, yet most organizations still do not understand how to derive value from it. Many companies are still relying on static reports that provide information without any context. Analytics, when it does exist, is often siloed like so many other business functions and is unable to deliver meaningful insights when they are needed and where they belong.

Forward-thinking businesses are beginning to harness data and apply analytics to get visibility into their organization’s performance in order to improve quality, increase enterprise agility, and demonstrate business value. These organizations are able to determine future trends based on the current and past performance of their teams and manage accordingly. This is an evolution in the way people work, delivering deep insight into what is driving the business at an organizational, departmental, and even personal level—empowering employees to consistently track their work against strategic objectives and take action to drive down costs and increase efficiency.

The ServiceNow Solution

ServiceNow® Performance Analytics enables organizations to seamlessly transform to a goal-oriented business culture with an easy-to-use, integrated application designed for reporting and analyzing business performance. Performance Analytics comes with more than 350 predefined KPIs for all major platform processes and includes mobile-enabled scorecards, responsive and interactive graphical dashboards, and powerful analytics that deliver insight into how to improve the quality of business services and processes.



Customizable executive dashboard showing performance against business goals

Powerful, Native Analytics

Performance Analytics includes powerful analytical functions that may be applied to KPIs without writing a single line of code. Business service owners can see historical trends in time charts more clearly with moving averages, weekly and monthly averages, and trend lines.

Performance Analytics lets you seamlessly harness data such as:

- **Historical averages** to set realistic targets and then view performance against targets.
- **Indicator performance**, such as most declined and most improved, to get a sense of important future trends.
- **Thresholds**, such as all-time highs/lows or predefined values, to automatically generate alerts.
- **Index scores** to aggregate multiple indicators into a single score for at-a-glance executive views of overall performance.
- A combination of **historical data** and **formulas** to build predictive indicators or to determine what is needed to improve performance.

Analytics for Everyone

Performance Analytics empowers front-line employees with real-time trend information to accelerate request fulfillment and increase efficiency in their day-to-day tasks. In-form analytics allows process workers to access context-sensitive trend data instantly and use that knowledge to set customer expectations, triage escalations to the resources best suited to handle them, and alert peers and management to developing situations that can cause service breaches.

Extensible Library of KPIs

To facilitate fast time to value, ServiceNow Performance Analytics also delivers over 350 out-of-the-box KPIs for major business processes, including IT Service Management, Security Operations, Customer Service Management, Human Resources Management, Event Management, Change Management, Configuration Management, Service Strategy, and more.

By marking the most important indicators as key indicators, teams can focus on them for improvement and add stars

to indicate their personal favorites. In addition, users can quickly identify critical areas that need immediate action by weighting KPIs in multiple dimensions to pinpoint trends. This is an easy, powerful way to customize just the right aggregated metrics to highlight important areas to focus on across the organization.

Detailed, Mobile-Enabled Scorecards

Performance Analytics automatically creates a detailed scorecard of every selected KPI's performance trend. Scorecards contain current and historical performance data and enable analysis of trends with various analytical functions. Business service and process owners can view time charts of KPIs, draw trend lines, and compare performance to targets.

Key scorecard capabilities:

- Drill down into time charts by looking at breakdowns that show components and their respective values
- Check KPI details, including descriptions and formulas
- Make annotations that post as status messages to subscribers
- Use smart links to drill all the way down to underlying operational records and work on them or pinpoint areas that can drive performance improvement

KPI scorecards can be accessed using iOS and Android devices to check the latest status of KPIs and analyze their trends anytime, anywhere.

Drag-and-Drop Graphical Dashboards

Point-and-click dashboards enable clear performance visualization and easy customization. Executives and business service or process owners can use predefined dashboards, edit them, or create new ones simply by clicking on the graphical interface within ServiceNow. Navigation is intuitive and familiar, using drop-down lists and tabs to bring up different dashboards. From a dashboard, business service owners can drill down into scorecards, breakdowns, and the underlying operational records, and use filters to interact with data and find meaningful patterns and trends.

Dashboards can be shared with groups or individuals, ensuring there is a single version of truth that can drive behavioral change. The same dashboards and ServiceNow access controls can be used

for many different groups or individuals, with the data in each version restricted according to user permissions.

Plug-and-Play Analytics

ServiceNow Performance Analytics is designed as a plug-and-play solution, with built-in KPIs, scorecards, analytics, dashboards, and preconfigured integration with the ServiceNow database. Because Performance Analytics is native and built into the ServiceNow Platform, implementation is rapid and maintenance is extremely light compared to maintaining external connectors to off-platform solutions.

Are you ready to harness the full potential of the ServiceNow Platform? Whether you want to optimize your incident, problem, and change activities, improve your human resources onboarding process, track each critical security incident workflow, monitor customer service trends, stabilize CMDB quality, or measure the engagement of your own custom apps, Performance Analytics enables you to capitalize on rich, secure, real-time data to inform decisions and reach organizational goals.

[Find out more about Performance Analytics and contact us today.](#)

