

servicenow®

Application development without the sprawl



**Five ways Creator Workflows on the Now Platform
can support your enterprise architecture**



Enterprise architects are in a constant fight against application, data, and cloud sprawl.

They are balancing the value of new ideas and technology with the burden of keeping them all optimized. In addition, organizations that have embraced the cloud are now struggling to manage cloud sprawl with cloud services being delivered by multiple internal and external providers. Businesses that are new to the cloud are simultaneously coping with cloud migration and sprawling server and network environments.

Beyond the cloud, virtually all businesses have some degree of application sprawl, from overlapping enterprise applications to the rapid proliferation of mobile apps. Most organizations are also experiencing data sprawl, a close cousin to application sprawl wherein data is distributed across different databases, platforms, and clouds.

It's not unusual for companies to unintentionally keep multiple copies of the same data. Enterprise architects (EAs) are combatting sprawl through IT transformation projects that seek to rationalize applications and data sources, control and standardize development across functional siloes, and make technology choices that support future growth.

ServiceNow is here to help

ServiceNow can effectively support EAs' efforts with five ways the Now Platform® helps EAs achieve their IT transformation goals while minimizing sprawl.



How we help #1: Have a single, well-connected source of truth

Use existing data without creating new, redundant data sources or spreadsheets

Data sprawl is insidious. New applications often come with new data sources and repositories. And when application functionality overlaps, data may be inadvertently duplicated. Repeat this process multiple times across multiple functions and you get data sprawl, which makes it extremely difficult to know if your business is making decisions based on the latest and most accurate information.

EAs are adopting multiple strategies to manage data sprawl.

- They are looking at new ways to improve visibility into data throughout their company.
- They are consolidating data and eliminating out-of-date or redundant data sources.
- They are requiring developers to implement an API strategy, allowing them to use data in existing data stores.

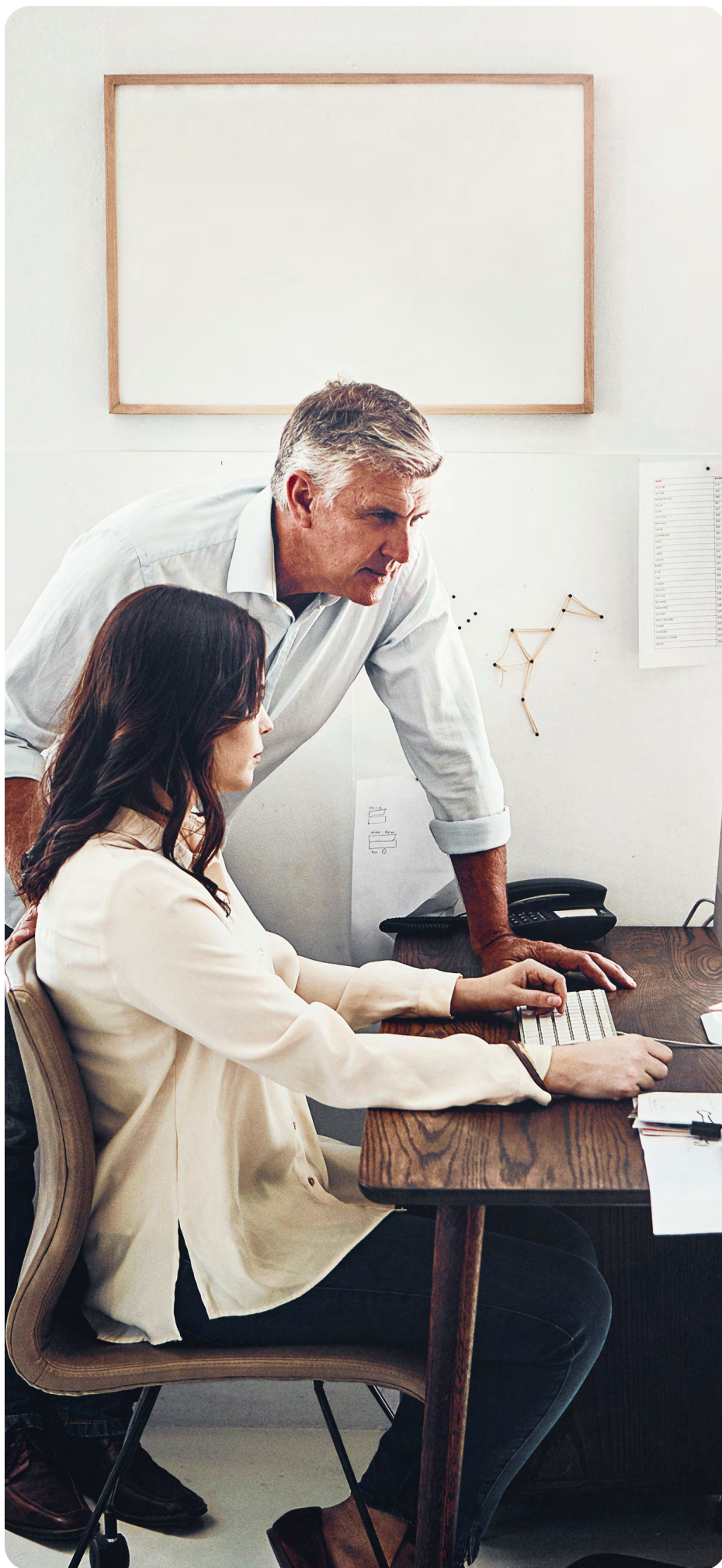
These strategies can all be supported when using ServiceNow as a low-code development platform.



Low-code applications built on the Now Platform can access data stored on the cloud and on the company network. This kind of holistic access makes it vastly easier to identify potentially duplicative or inaccurate data sources. It also allows EAs to provide a C-level view of data sources and related challenges.

In addition, Integration Hub allows application developers to build integrations with any data source in your company, including those associated with popular enterprise software-as-a-service (SaaS) applications like Salesforce and Workday. Additionally, Integration Hub offers a growing library of out-of-the-box process automation activities for popular third-party apps, as well as cloud deployment requests such as AWS CloudFormation. This means applications built on the platform can address a wide spectrum of process automation and reporting needs without contributing to sprawl.

Many of our customers build process automation applications that integrate data from all their major "islands of automation" such as enterprise resource planning (ERP), fulfillment, and sales enablement systems. And with Automation Center, customers can govern and manage multi-vendor, cross-enterprise automation in a single workspace.



How we help #2: Give teams a better alternative

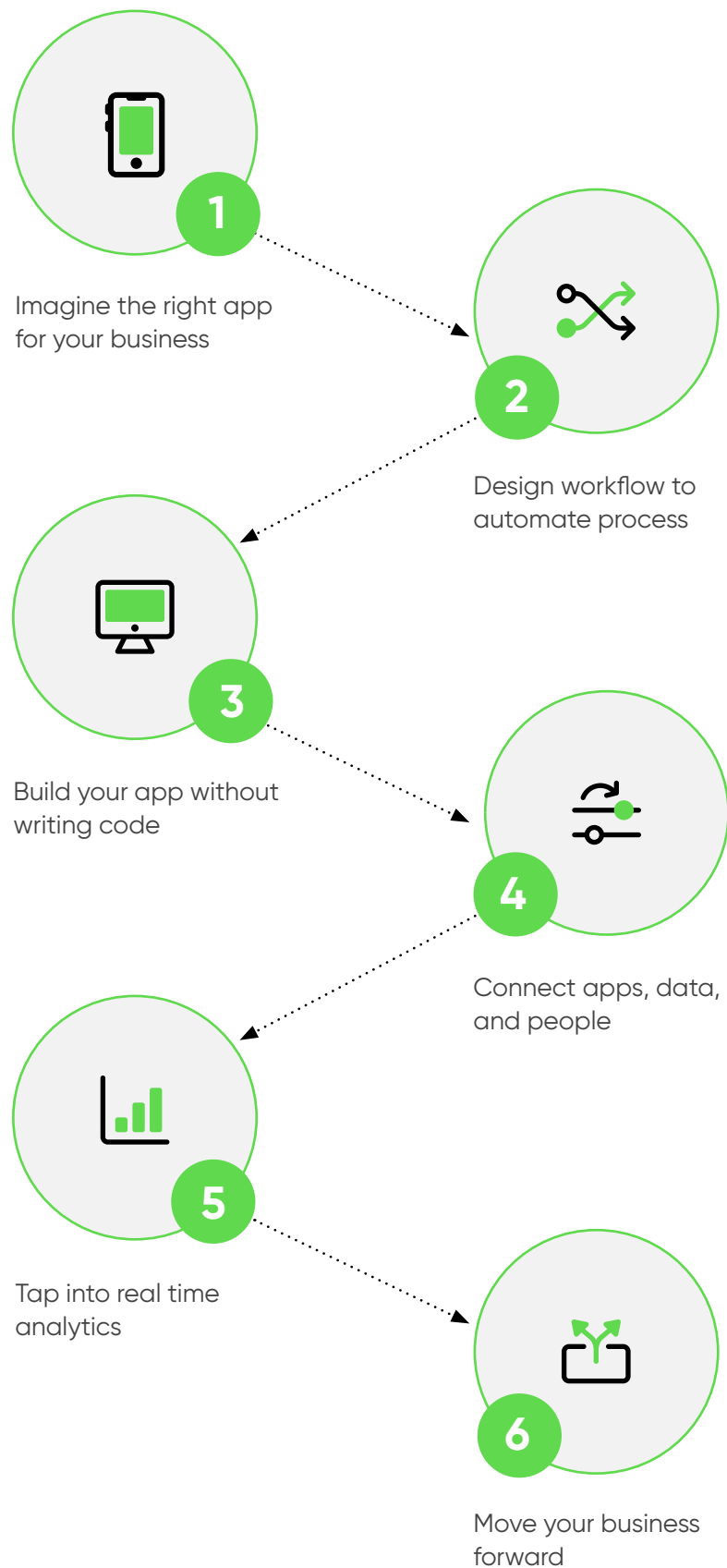
Allow business units to help themselves without resorting to third-party cloud services

As technology becomes increasingly important to business operations, many departments across the enterprise ask more from IT. Often, they demand more than IT can safely deliver and ultimately decide to go it alone as “shadow IT.” Shadow IT often works great—until something breaks and the department lacks the expertise to fix it.

The only way to avoid this state is by giving constituent stakeholders what they need. With ServiceNow, EAs can address the concerns of multiple groups that have a vested interest in application development, facilitating what the end users want in automated processes, while also providing operational efficiency for IT operations and more capacity for app dev teams. The software becomes the workhorse thanks to delegated low-code development and full-featured professional development environments. They can leverage predefined functional libraries and drag-and-drop interface building, which are best suited for departmental development efforts.

While the Now Platform offers a great deal of flexibility, it also offers substantial governance, preventing low-code users from breaking existing applications or integrations as they learn. It also gives IT complete visibility into all applications under development and the option to approve new apps before they are released into production.

Building the apps on the Now Platform.



How we help #3: Agility benefits from a single platform

Provide a productive environment for professional developers

While EAs are concerned about shadow IT, they are also concerned about choosing the right development platforms for their professional developers. In general, they are looking for platforms that integrate with company security solutions and offer developers tools that save time without sacrificing testing or code quality.

The developer-friendly code tools offered by ServiceNow are designed to make professional developers more productive with an on-platform integrated development environment (IDE), debuggers, integration with source-code repositories, and more. Also included are a wide array of existing functional libraries, APIs, an automated testing framework, and context sensitive documentation. The platform supports employee use anytime, anywhere and on any device, so developers can avoid the pain of building an app and then rebuilding variants for mobile, tablets, laptops, smart refrigerators, etc.

IT has complete visibility into all applications from a single vantage point. This means EAs can see their entire portfolio of development projects, from smaller low-code apps developed by citizen developers and departments through more ambitious professional development projects, in one place. This kind of visibility makes it easier to identify duplicative development as well as opportunities to serve multiple stakeholder groups with a common set of applications.

Additionally, EAs can also govern and manage multi-vendor, cross-enterprise automation in a single workspace with ServiceNow® Automation Center.



How we help #4: Keep things smooth for end users

Replace legacy collaboration systems and improve the experience

Legacy collaboration systems present a major challenge for EAs. While some enterprises still rely on them to connect departments and regions, they generally don't play well with the cloud, and contribute to sprawl by allowing the rapid creation of ad hoc data sources and applications with virtually no control. These systems of record are a valued and needed engine for an enterprise, but the interfaces are often unwieldy for employees. ServiceNow adds an activity layer to your technology, integrating your departments with these legacy data sources with consistent experiences that users love.

This layer can also insulate your employees from changes when an organization sheds dated legacy solutions and migrates the data. For example, many enterprises need to make periodic shifts and transitions within legacy environments that can be massively disruptive—such as SAP customers transitioning to S/4HANA. In these cases, data sources can shift and user experiences change. ServiceNow allows you to navigate integrations during back-end transitions while delivering consistent and uninterrupted user experiences on the front-end, preserving and elevating user productivity.

With ServiceNow, it's relatively easy and inexpensive to provision new applications and make them accessible globally. An effective collaboration application developed by one team could be quickly delivered to another. And it works seamlessly with most enterprise security, availability, and capacity management solutions.



How we help #5: Removing friction

Break down barriers between siloes with cross-functional apps

At many companies, individual departments and functional siloes behave independently, often requesting new software without considering the cross-functional implications. Because this can contribute to application sprawl, EAs prefer to look at departmental requests more holistically so they can account for cross-functional processes and avoid duplicate solutions.

For example, let's say the sales team, the legal team, and the compliance team all need some way to digitize and manage contracts. Each of these organizations might separately ask IT for a contract management system. Rather than evaluating these requests individually, an EA might consider how these needs might overlap, whether they can be met with existing systems, and if processes span multiple teams.

This is where it's critical for EAs to have enhanced app and developer visibility. With ServiceNow App Engine Management Center, not only do you obtain that enhanced visibility, but you also have the means to govern low code efficiently.



ServiceNow allows you to build workflow apps that can operate unabated across functional department boundaries. Instead of continuing to build redundant vertical silos of applications and workflows, you can pivot those silos to operate horizontally across the enterprise. Applications built on the platform can integrate information from multiple data sources and easily automate cross-departmental workflows, improving productivity and sometimes eliminating the need for silo-specific solutions. Applications built on the platform can integrate information from multiple data sources and easily automate cross-departmental workflows, improving productivity and sometimes eliminating the need for silo-specific solutions.

Even better, the platform lets developers reuse code, data, and integrations with other systems, which dramatically accelerates the pace of development over time. In fact, ServiceNow app templates can now be established with fine-grained access control and built with richer features. And with access to multiple data sources in one place, you can build applications to provide cross-functional intelligence and drive continuous improvements across the whole enterprise.



A platform for the entire enterprise

The Now Platform is ideally suited to help EAs and senior-level IT executives reduce sprawl while planning to meet tomorrow's business needs. If you currently own a ServiceNow solution, you already have the ability to begin building your own low-code applications. You don't incur any costs to develop those apps. Costs are only accrued if and when you choose to push those apps into your production environment.

ServiceNow low code accelerates app delivery without the burdens and risks of application and data sprawl.

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About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow®. For more information, visit: www.servicenow.com.

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