HOW THE U.S. PRESIDENTIAL CANDIDATES WOULD USE SERVICENOW

With the election season in full-swing, we started wondering how each of the two presidential candidates might use ServiceNow if it were a part of their new administration, based on their respective backgrounds and campaign issues. This is what we decided:

DONALD TRUMP

HILLARY CLINTON

MAKING AMERICA GREAT AGAIN

Shows Mr. Trump would probably like to periodically reset his instance to start over fresh. He would use the zBoot feature to clear his configurations and data, giving the instance a fresh start again.

AVOIDING SHADOW IT

Secretary Clinton learned she can't run her own email servers. She would define her official Business Services and create SLAs, OLAs, process and technical owners, and associate all related Configuration Items.

POWERFUL BRANDING

Image and brand identity are strengths of Mr. Trump. He would develop multiple self-service portals for users that are branded and convey easy-to-follow messaging. If he used the Stave CMS+ app, his portals would always be mobile-friendly and could be built in 70% less-time.

MANAGING FUNDRAISERS

Hillary has broken records with the amount of money raised for her campaign. She would use ServiceNow's IT Financial Management to understand revenue sources, budgets, and financial planning objectives. If she used the Stave Relationship Manager, she could track all interactions with donors and graphically view up—coming forecast and demand activities.

INTERNATIONAL COOPERATION

He's stated he wants to work with Russia to resolve the Syrian Civil War, which means Mr. Trump appreciates integrating with other solutions. He would use SOAP and REST web services, CSV files, and ODBC/JDBC database connections to share data between different enterprise solutions.

RETAINING IMPORTANT DATA

Secretary Clinton ran into trouble with some lost emails. She would use the journaled field features of ServiceNow to store audit logs. She would also appreciate the paired, failover datacenter architecture. She might also use the Stave Data Tools suite to mask sensitive data from being entered in her instance, or scrambled if had been entered.

JOB CREATION PROGRAMS

Mr. Trump has stated that he wants to bring manufacturing jobs back to the U.S. He would probably use the ServiceNow HI portal to view and track which users are accessing his instance, and what applications they are using.

POLITICAL EVOLUTION

From her roles as a conservative volunteer, to First Lady of both Arkansas and the U.S., to Secretary of State, Hillary Clinton has changed her political views over time. This shows she can adapt. We're sure she would use ServiceNow's seamless upgrades to preserve changes or opt to take new improvements. This ensures long-term success.

IMMIGRATION REFORM

Illegal immigration is a cornerstone of the Trump campaign. This shows that he's big on security and would use ServiceNow's whole-disk encryption and encrypted fields to secure the data in his instance. Using the Stave Data Tools suite, he could improve security even more with data masking, scrambling, and generating capabilities.

IMMIGRATION REFORM

Hillary has stated she would like to provide a path to citizenship for undocumented people living in the U.S. We think she'd like the idea of rapidly expanding capabilities and features in ServiceNow, leveraging the configuration tools of the platform.

OUTSIDE PERSPECTIVE

Donald Trump is known as a real estate developer, not a politician and his campaign has broken many of the establish norms. We're sure he understands how it is to break the mold. ServiceNow did this for enterprise software when they introduced delivery over the cloud, made all documentation available online for free, and provided free upgrades. Kindred spirits, perhaps?

FEMALE NOMINEE

Hillary might view the presidency differently, and that may mean she may focus on non-IT business processes first. This means that she would probably visit the ServiceNow Store and look for 3rd-party business apps to enhance her instance and provide line-of-business support. The candidate of the future, perhaps?

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