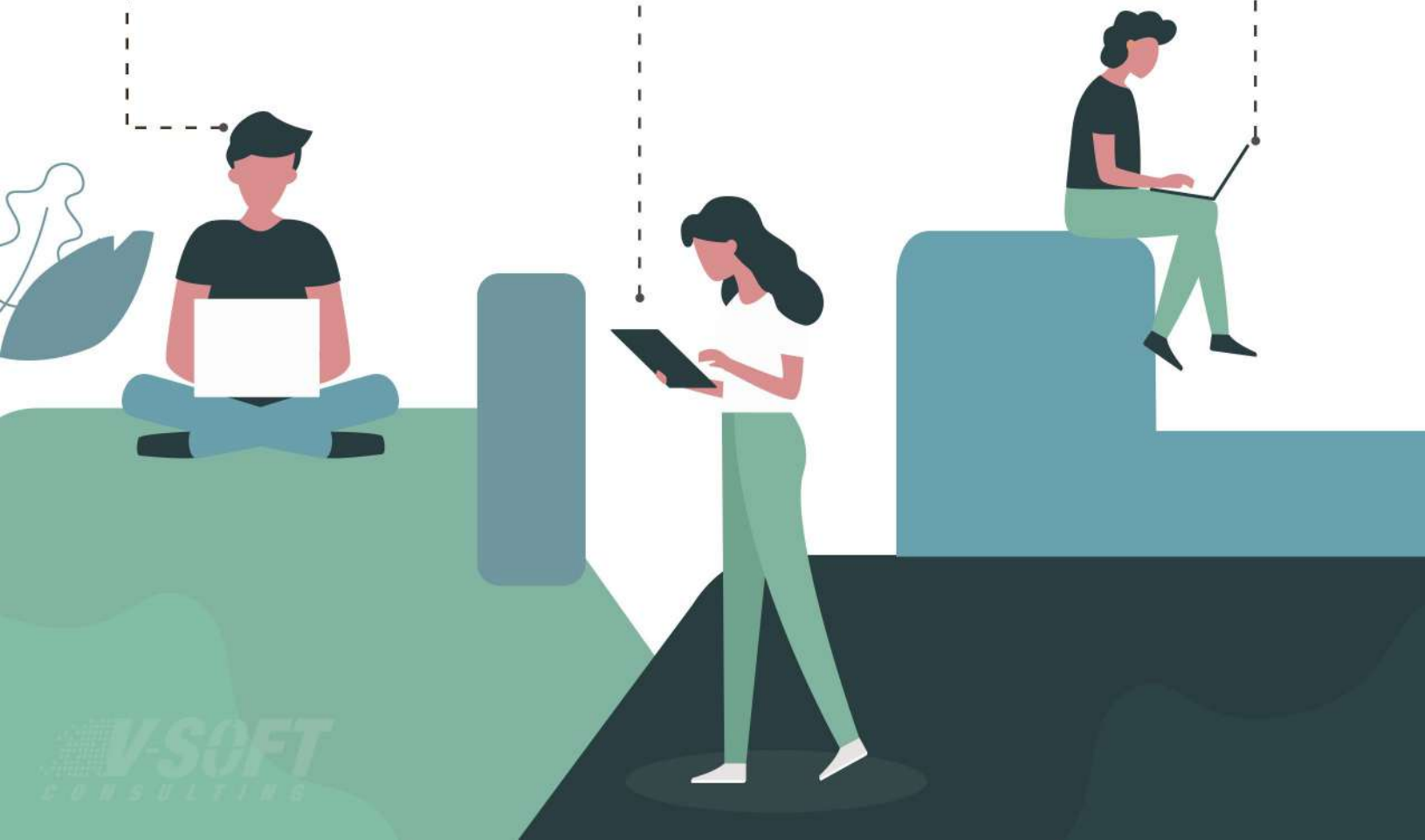




A Definitive Guide to ServiceNow ITSM



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Introduction



Over the past few years, ServiceNow IT Service Management (ITSM) has become the industry standard in cloud-based ITSM. Looking back to the early 2000s, most organizations were using legacy tools from IBM, BMC, HP and etc. to manage their IT service operations. Over the years, these tools were often customized to the extent that doing something as routine as a release upgrade had become a very costly proposition, often times requiring hundreds of man hours. With their on-premise architecture, legacy IT service request applications required the same level of investment – including hardware, software and systems support – as any other mission critical business application.

ServiceNow ITSM provides a modern service management solution in the cloud. Our single system of action allows you to consolidate tools, transform the way you deliver services and improve customer experience. With ServiceNow ITSM, you can automate workflows, gain real-time visibility and improve IT productivity, allowing you to switch your operational investments to innovation.

With ServiceNow ITSM, you can accelerate your digital transformation and elevate your service experience by providing consistent end-user services anytime, anywhere and through any channel, using virtual agents. Your IT productivity will improve by more than 20% with structured machine learning to automate routine tasks. Plus, you will receive the insights you need to continuously improve.





Your agents are spending too much time on the ITSM tool

Today's ITSM processes are simple enough. Your end-user raises a ticket. But as an agent, you want the system to automatically recommend a solution during the initial request. If the ticket does get created, a link to the solution should be sent quickly.

However, IT departments are still working with outdated ITSM workflows. Wasting time on debating who should be solving which ticket, how to configure automatic responses or how to update tickets once they're solved. ServiceNow's service desks make automation easier with their drag-and-drop interfaces. As an admin, if you're still using manual programming to configure systems, it's time to change.

You're paying too much

Ten years ago, paying \$100k or \$200k for an annual deal with the best service desk vendor was acceptable. This is no longer the case. Software solution prices are at an all-time low with cloud technologies reducing costs. Concerns about on-premise software have been addressed by cloud-based solutions. Sectors like banking and finance, which were once skeptical about security, are embracing the paradigm shift to cloud technologies. On-premise software comes with huge costs. The maintenance and having to pay for an in-house development team to customize features are reason enough to avoid on-prem.

Security is critical in this day and age, and today's Software as a Service (SaaS) companies take it seriously now, more than ever. This is because a single security breach can bring down value and credibility overnight. And in a SaaS model, you're paying only for agent licenses based on usage which decreases the costs exponentially.

Your system is becoming too complicated

Leonardo Davinci told us centuries ago that "Simplicity is the ultimate sophistication." We recently worked with a client who was frustrated with their legacy ITSM software. It was taking upwards of six months to create customized application access for their users and even after access was given, things did not go smoothly. We were able to implement their request in just a week using the Service Catalog.

Users expect the same simplicity they are accustomed to in consumer apps for their enterprise software. Most end users of an IT service desk don't have the patience to raise a request. They would rather walk up and talk to the agent directly. Therefore complexity is detrimental to the entire idea of self service. Most customers complain about their tickets going unresolved and losing productivity. If you are using a legacy system, customer satisfaction rates will be lower because of these complexities.

You're getting irritated with support

Any software is prone to bugs. The difference between a good and great software is the support they offer to customers.

Most big brands are great with support. Apple is one such example with 24/7 chat support resolving every query from a basic password reset to hardware replacement requests. This is something that we expect out of all the products we use today.

Enterprise software doesn't need to go as far as offering 24/7 support, but they should at least be fast enough to resolve queries in a day or two. Legacy software companies are used to deploying their systems on premise and expect the customers to have their own maintenance and support teams. The time of these teams can be put to better use. This is why shifting to the cloud is very important.

As an agent, you should have fun while working on your new ITSM tool. As an admin, it should be seamless for you to configure systems. As an end user, you should be able to get your problems resolved quickly and smoothly.



How to Modernize Your Company's ITSM Platform



The value of modernizing your ITSM platform and processes is huge. How do you get to that point, though? In order to make ITSM modernization fit within your company's budget, there are several best practices you should consider.

Build Champions

With any big change, organizational buy-in is important, particularly when it comes to ITSM modernization. Successful change doesn't come from the top down, but from the ground up. Building enthusiasm across the business, identifying influential people to take your message to individual teams, and keeping in mind that evangelists are found at every level are all important when modernizing an ITSM platform. You must make sure your champions have your back and reward them for their contributions.

Communicate Regularly and Widely

Strong communication is what creates effective change. When change initiatives fail, poor communication is often the culprit. Keeping employees informed and engaged through constant communication reduces objections and helps them prepare. It's also important to communicate your goals, status, and outcomes regularly to stakeholders and executives. This ensures continued support and feedback and means that there's help around when it is needed.



Forget Customization and Go for Configuration

ITSM modernization gives you an opportunity to do things better. If you just replicate your legacy processes, you're wasting that opportunity. Where it's possible, you should stick to out-of-the-box ITIL proven practices, and carefully evaluate any customizations to make sure they have a valid business justification. In short, don't be different just for the sake of being different. By avoiding unnecessary customizations, you'll save on maintenance costs and you'll be able to easily upgrade ServiceNow capabilities in the future.

Implement Effective Change Control

Modernizing ITSM processes takes discipline. A clear, well-defined plan and objectives are crucial for success. According to ServiceNow expert David Flesh, "You need to execute this plan consistently and efficiently – making sure that any changes are assessed, approved and documented. Avoid unnecessary scope creep – this creates delays and rework, which ultimately leads to a loss of business confidence. Above all, take steps to prevent ad hoc 'under the radar' changes, since these typically show up late and are extremely disruptive."

Local Training, Smooth Transitions

To ensure the easiest transition, you'll need to train IT staff and end-users on the new platform and processes. Training locally, instead of running centralized training sessions, is the best way to prepare your teams for the transition. Training locally increases participation rates and creates a more interactive environment that allows trainees to ask questions. "Set up early awareness roadshows, and then follow up with more detailed local training as you get closer to your launch dates. If you need to scale your local training capabilities, consider adopting a train-the-trainer approach," Flesh said.

In order to make ITSM modernization a success that fits within your company's budget, there are several key best practices you should take. Our experts in ServiceNow will help you recognize these best practices and deliver success.



ITSM stands for Information Technology Service Management. It refers to all managerial aspects of IT businesses, including models for IT planning, support, delivery, security and infrastructure. All aspects of ITSM are process-based. It is also referred to as operations architecture, as it is a “back office” managerial activity. But, what can ITSM do for your company? Here are the most common uses of ITSM:

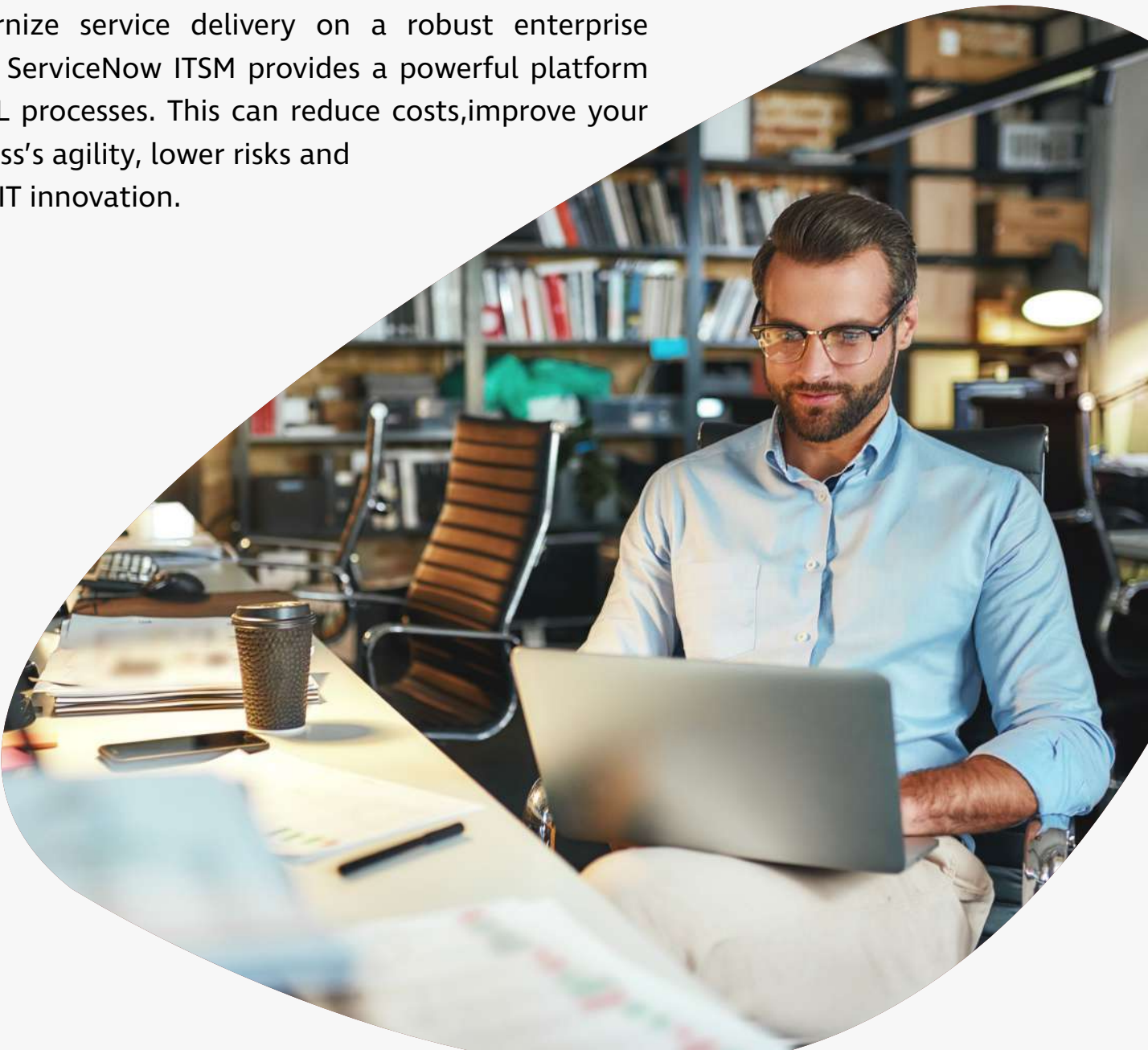
ITSM can be defined as how IT departments manage their information systems. If you’re running IT systems, you’re running ITSM. Most people consider IT as a means of delivering services to clients. These services, however, need to be managed. That’s where ITSM comes in.

ITSM vs. ITIL

If ITSM is a means of delivering a service to customers, then ITIL is the framework for that means. ITIL is one of the most used frameworks for ITSM and has been adopted by many certified practitioners, including ServiceNow. ITIL and ITSM work together to fit the needs of businesses. An IT organization making use of ITIL will decide which aspects of the framework to adopt. Some organizations only adopt operational processes such as incident management, and others cover their entire IT strategy through ITIL.

What ITSM and ITIL provides to your business

ServiceNow's ITSM enables your organization to modernize service delivery on a robust enterprise cloud. ServiceNow ITSM provides a powerful platform for ITIL processes. This can reduce costs, improve your business's agility, lower risks and boost IT innovation.





Enterprise-grade cloud and security

Codeless configuration

Single system of record

Inherently mobile apps

Guided setup

Real-time dashboards and benchmarks

To learn more about the best practices and uses for ITSM, check out [ServiceNow's process guide](#).

ServiceNow ITSM/ITIL products

ServiceNow offers a variety of ITSM products that can improve business function. Some of the products offered include:

Incident Management

ServiceNow Incident Management streamlines the process of restoring service following any unplanned outage or disruption. This allows IT to capture an incident through a self-service portal and prioritize chat, email, phone and incoming events based on agreed service-level targets. Incidents can be automatically routed to the appropriate resolution group.

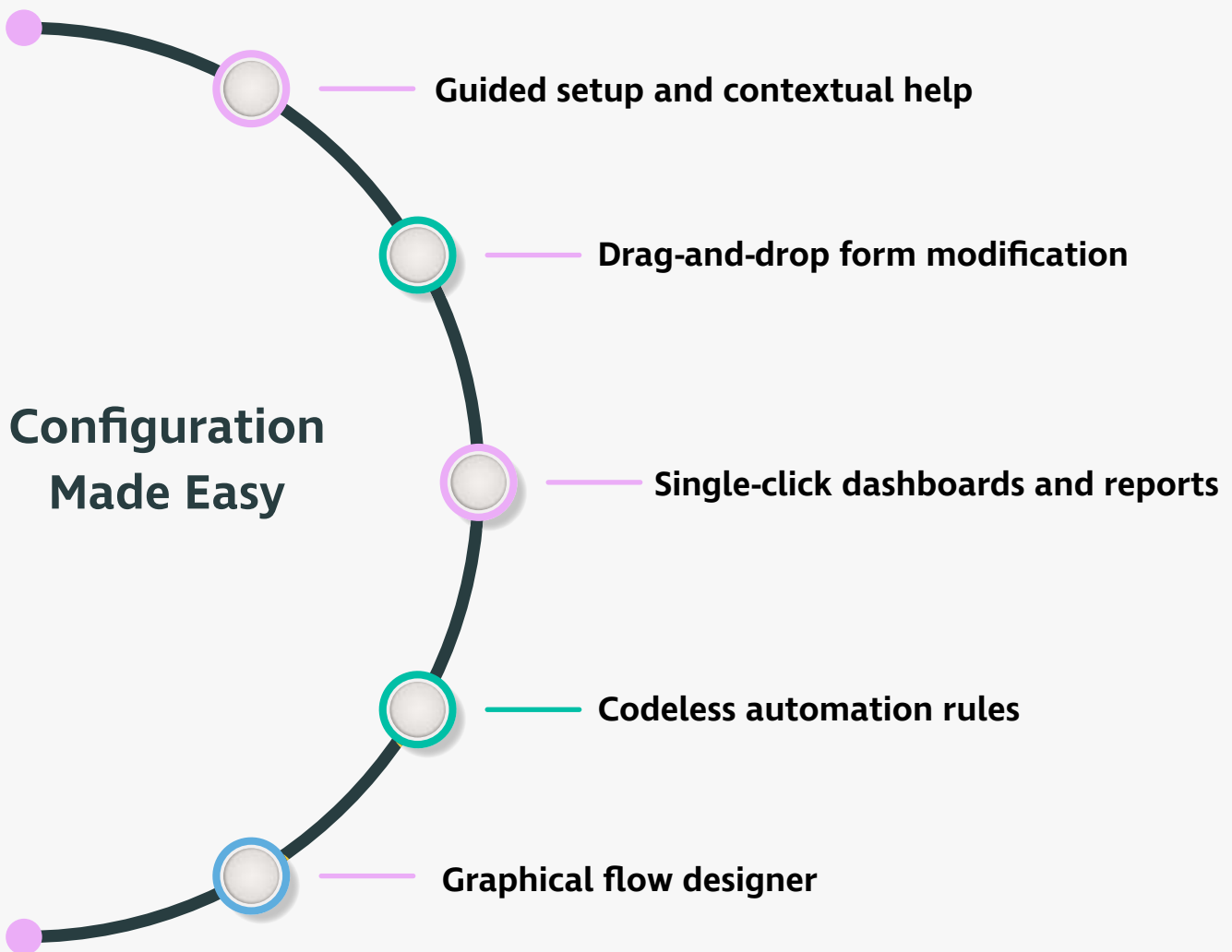
Knowledge Management

Finding information is often a help desk issue for businesses. However, with ServiceNow's Knowledge Management, that can change. Knowledge Management can help IT personnel leverage knowledge articles to resolve user's issues faster and allow employees to look up information themselves.



What Differentiates ServiceNow ITSM Tool from Others

Other ITSM systems ask you to make a painful choice: Settle for limited, inflexible capabilities or live with high costs and complexity. ServiceNow believes the cloud is all about agility, speed and value—which is why they are the number one cloud-based ITSM solution. Here's the bottom line: With ServiceNow ITSM, you don't have to compromise. You can go live in just a few weeks, without writing code or learning new skills. From guided setup to graphical workflows, ServiceNow is designed to make configuration easy while delivering powerful ITSM capabilities that modernize, accelerate and transform your IT service delivery.



Understanding Components of ServiceNow ITSM

04



In the beginning, selling points for ServiceNow ITSM were its cloud-based architecture and its SaaS pricing model. For many organizations, this was a game changer allowing them to move away from their old legacy systems to a fixed budget model.

Fast forward to today. ITSM has now evolved from what was once a simple IT ticketing system to a fully functional, enterprise business process management platform—even expanding into areas outside of its core market such as HR and customer service. If you look at the latest release of ITSM, key components include:

- Incident, problem & change management
- Hardware/software configuration & asset management
- Request/knowledge management
- Service level management
- AI capabilities
- Virtual agent support
- Analytics to manage the environment

So, what makes the latest release of ITSM so significant? If you look at the last three components listed above, these were added to round out key functionality that organizations are asking for. Let's take a brief look at each and why they are important for organizations as they continue to grow their IT service management footprint.



Service Management is Now AI Enabled

One of the most common issues users face when creating an incident, problem or change ticket is how to categorize a ticket to ensure it gets routed correctly. If, for example, there is an issue with a billing application, categorizing it properly can make the difference between a quick resolution and a long wait while the ticket gets routed through the IT organization to the proper support team.

The new AI feature, called Agent Intelligence, uses machine learning algorithms to automatically categorize and route issues to increase agent efficiency and lower resolution time. By automatically categorizing incidents based on the requester's description, Agent Intelligence can "learn" from historical request patterns. This allows it to become increasingly accurate over time in its predictive recommendations.

AI benefits the user by ensuring requests are routed correctly, resulting in faster response. This also benefits the IT support team by correctly categorizing requests for faster resolution. The end result is improvement in operational efficiencies and increased user satisfaction.



Virtual Agent Support



In a recent survey, over 90% of content management professionals say they're planning to adopt chatbot technology by the end of 2019. The reason for this move towards chatbots is simple: Ease of use for customers means happy customers which results in better business outcomes.

IT Service Management is an ideal application for chatbot technology – now available with ITSM Professional. The ServiceNow Virtual Agent allows you to resolve repetitive IT service tasks and requests with self-service responses delivered via an automated, conversational chatbot.

The screenshot displays the ServiceNow user interface. At the top, the navigation bar includes 'Knowledge', 'Service Catalog', 'Requests 20', 'System Status', and 'Cart'. The main content area features a large heading 'How can we help?' and a search input field containing the same text. Below this are three service tiles: 'Order Something' (Browse the catalog for services and items you need), 'Knowledge Base' (Browse and search for articles, rate or submit feedback), and 'Get Help' (Contact support to make a request, or report a problem). On the right, a 'Chat with Bot' window is open, showing a conversation history with 'Oliver Administrator' and 'IT Virtual Agent'.

Chat with Bot

- create an incident if I can't be of assistance. Just let me know your question or issue.
- Oliver Administrator** just now create incident
- IT Virtual Agent** just now Please enter a short description of the issue you would like to report.
- Oliver Administrator** just now my laptop is blue screening
- IT Virtual Agent** just now What is the urgency: low, medium or high?

Message

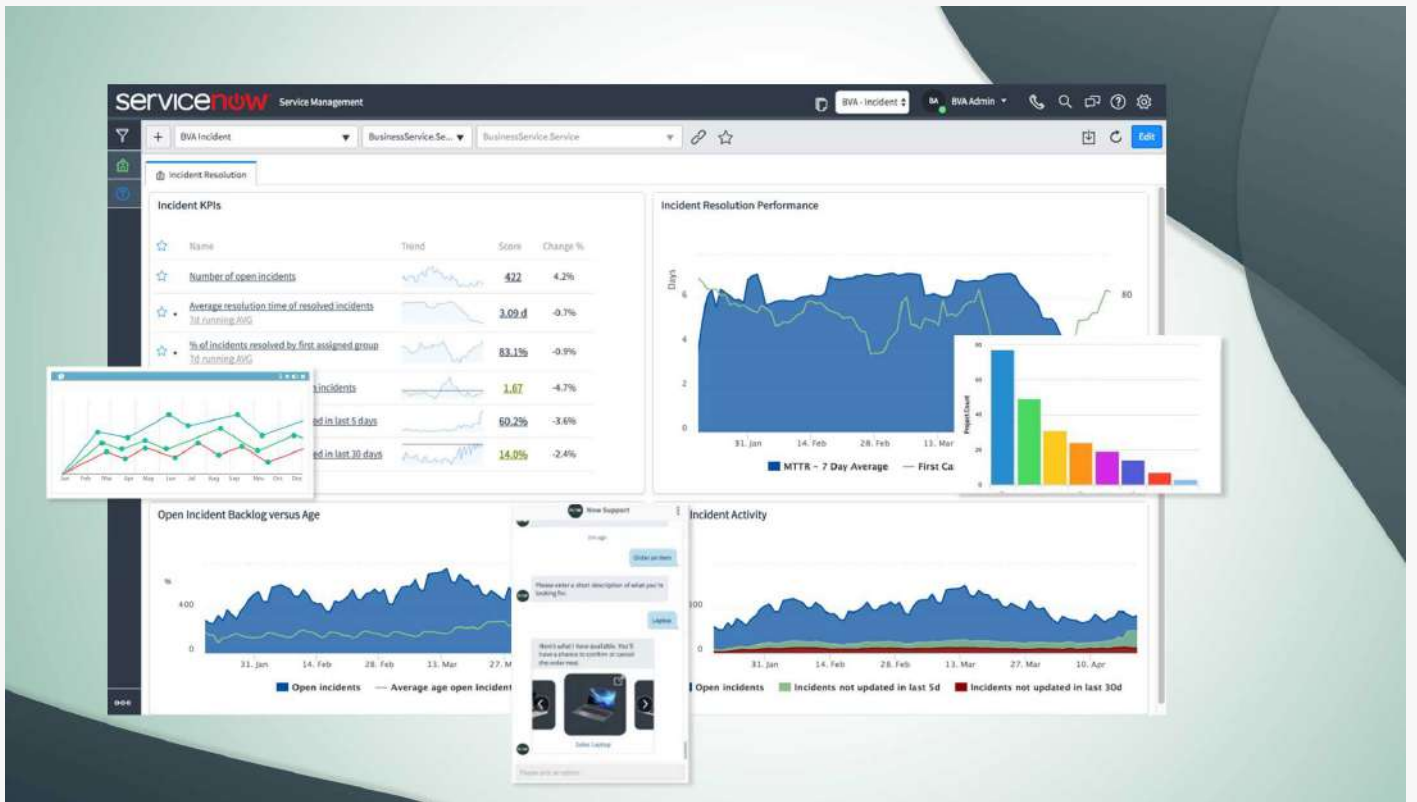
The key benefit of Virtual Agent technology is that customers receive consistent service 24/7, resulting in faster turnaround times. This frees up IT staff to work on more meaningful tasks, allowing for greater scalability and smarter resource spend for organizations.

ITSM Pro Includes Performance Analytics

Until recently, business analytics for most organizations was its own separate and costly entity - mostly limited to business intelligence experts and data scientists. If you look at a typical BI environment, it resides on its own platform, requires specialized software and is supported by a team of experts and support personnel. The problem with this approach is these environments tend to take on a life of their own over time, requiring the same level of support and funding as any other mission – critical business application.

Performance Analytics (PA) represents a new generation of analytics focused on the applications themselves. PA was built to reside on the ServiceNow platform and is targeted mainly at service management modules including ITSM, CSM and HR. Like most BI products, PA provides historical context which allows organizations to understand not only what is happening within the environment today, but how this compares to the past and even what the future will look like.

Unlike most BI tools, PA puts the power of data in the hands of the stakeholders and subject matter experts — workers, owners and executives — who are responsible for successful service delivery. With PA, organizations can use data visualizations to anticipate trends, prioritize resources and drive alignment with business goals.



The fact that PA resides in the ServiceNow platform means data is always up to date, there's no separate BI environment to maintain and virtually anyone in the organization can use the product.

Prior to the London release, PA was licensed separately. However, PA now comes as part of the ITSM Pro, CSM Pro and HR Pro application suite.

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 For 6 consecutive years
 ServiceNow has been
 named ITSM
 Magic Quadrant Leader by
 Gartner

How ServiceNow ITSM Can Help Your Business

05



Businesses with legacy IT Service Management systems are wasting close to 12% of IT staff time, according to a ServiceNow survey. To assist businesses in successfully adopting digital transformation and to innovate service delivery, the ServiceNow platform comes with fully automated and intelligent solutions. Here are 10 ways ServiceNow ITSM solutions can scale your businesses.


Streamlined Service Delivery

The ServiceNow ITSM includes AI-powered dashboard integrated tools like chatbots and voice assistants which streamlines the communication process in the service request processing. With these features, users can text or talk to a bot to place their request.



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ServiceNow survey states that businesses with legacy IT Service Management systems are wasting close to 12 percent of IT staff time.”



These applications can include various chat interfaces that are peripheral to the ITSM platform. These applications interact with back-end business systems to get the job done. The intelligent dashboard itself understands, categorizes, assigns and follows up with the service request until it gets resolved. Users don't have to check the portal to track request updates. The modern ITSM platform updates users when there is any progress.

The intelligent ITSM dashboard offers actionable insights and intuitive experiences for users by making it easier to pursue requests. The ITSM platform's strong analytic abilities help users track performance effortlessly, get real-time insights to understand evolving trends and get suggestions for continual improvement. ITSM saves time, streamlines workflows and improves the communication process for service management.

Hassle-Free Incident Management

ServiceNow Incident Management streamlines the process of restoring services following any outage or disruption. This allows IT to capture an incident through the self-service portal and prioritize chat, email, phone and incoming events based on agreed service level targets. Incidents can be automatically routed to the appropriate resolution group.

Informed Decisions with Organized Data Strategy

Data is key to business strategies, but most companies fail to utilize their data to extract useful information. This is due to a lack of structured mechanisms to store and organize data. The ServiceNow platform can be integrated with enterprise systems to measure data proximity and integrate all data sources to ensure agility and receptiveness. This ability combined with voice assistants study the user's interactions and develops a behavioral map of users which can be used to cater content to each user's needs.

Optimized Workflows

Tracking work status requires managers to consistently check portals and communicate with teams, instead of focusing on more strategic tasks. In this case, to avoid wasting time with continuous follow-ups, voice assistants can alert team members about the status of an issue on a regular basis until the issue is resolved. Other than instructing the voice assistant to create the ticket, managers don't have to bother with routing tasks (like categorizing, prioritizing and assigning). Voice assistants optimize workflows and keep users free from managing complex workflows involved in the service management process.

Reduced Coding Costs and Time

ITSM enables your organization to modernize service delivery on a robust enterprise cloud. ServiceNow ITSM provides a powerful platform for ITIL processes. This can reduce costs, improve your business's agility, lower risks and boost IT innovation. Here are a few ITSM features that reduce coding costs and time:

- Enterprise-grade cloud and security
- Codeless configuration
- A single system of record
- Inherent mobile apps
- Guided setup
- Real-time dashboards and benchmarks

Improved Connectivity Through Mobile and Chatbot Integration

Most enterprises understand that their business must be mobile friendly to compete in today's market. Mobile app integration can help enterprises deliver services on the fly. Internally, in the case of employee portals, employees who use a mobile portal require some knowledge of the portal structure to get to the information they need. To make navigating these portals easier, chatbots have the capability to handle any number of requests and respond back with the correct information. Integrating a mobile app and a chatbot can help businesses improve service delivery effectiveness.

Painless Project Management

Project managers often lose most of their valuable time in task assignment and checking task status by monitoring portals or writing emails. Instead, AI-powered PPM tools and dashboards are capable of reading through user requests, categorizing and assigning tasks to the respective person. The interactive dashboards provide deeper insights into the status of work as well as each team member's progress.

Getting a mobile and enterprise chatbot application integrated with the ITSM platform further assists managers in getting project development analytics reports. This reduces the manager's time in traversing through the huge list of catalogs in a portal. This way, the modern ITSM application process improves the decision-making process, reduces project management costs and speeds up time to market.

Simplified Change and Release Management

Change and Release Management can reduce the costs and risks of ongoing changes with capabilities (for example, an intuitive change calendar, dynamic risk and impact calculation and change collision detection). With the ServiceNow Change Advisory Board (CAB), CAB meetings are simplified and make it easier to change managers easily.

Enhanced Knowledge Management Solutions

The ServiceNow Knowledge Management module enables businesses to easily upload and manage articles that provide answers and can speed up the resolution process. Anyone looking for information doesn't have to wait for officials to offer guidance in resolutions. All complex information can be made available with a simple search. This empowers businesses to stay transparent to employees and improve trust.

Robust Security and Risk Handling

Backed by AI capabilities, voice assistants can bring you a lot of analytics on services and delivery efficiency patterns. These analytics drive businesses to improve services and processes. Predictive intelligence and machine learning capabilities integrated with a voice assistant platform can observe trends and make recommendations proactively to managers or team members. Examples include fixing issues that are hindering business processes, enhancing efficiency, or predicting service or process-related issues. Because the workforce will be notified before an incident happens, they will be prepared to handle the issue effectively. This feature is especially useful for predicting security issues.



ServiceNow ITSM has evolved from a simple ticketing application to a robust collection of fully functional business process management solutions. Originally designed for IT, the ServiceNow application suite now includes modules for IT, HR and Customer Service Management.

Like its predecessors, customers are now expanding the application of the ServiceNow platform to include features well beyond the initial scope of these products. History has shown that this is common with all enterprise systems. However, with this expansion additional features and functionality are required to keep pace with customer innovation.

Now with embedded AI, chatbot support and a built-in analytics engine, ServiceNow has positioned their industry-leading service management solutions to provide continued value not only for today but well into the future.

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eBooks and White Papers

[Go Live Fast with ServiceNow ITSM](#)

[Intelligently Prioritize and Route Tasks Across Departments](#)

[Gartner 2019 Magic Quadrant for IT Service Management Tools](#)

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