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Selling the Value of ITBM

Your Guides: Jen Scarlato and Mike Mosquito

Part I:
Introduction

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Introductions

- Take 5 Minutes

- Turn to a Person Near You

- Introduce Yourself

- Business Cards

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Agenda

- Is your organization using ServiceNow
- Platform Approach
- Flexible Work Management
- Intuitive Personalization of the UI
- ITBM Capabilities

Part II:
Platform

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ServiceNow in your organization?

Often, organizations have deployed ServiceNow for ITSM only with no expansion plans.

- Implementation partner did not plan out roadmap
- Point solution brought in for ITSM only
- Sponsorship for ServiceNow internally was not positioned for strategic change within the organization
- Prior versions of ServiceNow did not meet requirements

Tool evaluation/selection/just curious?

- ServiceNow is rapidly growing and the PPM (aka ITBM) area of the platform is a targeted expansion and reported to the street
- Bi-modal capabilities, flexible RM and alignment to changing business needs have driven more interest over the last few years
- Cost consolidation into single tool
- Under-utilization of existing PPM tools, have ServiceNow already in place and evaluating migration
- Have already implemented ITSM and have an external tool for APM, looking to take advantage of the platform vs. integrating to external systems.

ServiceNow Platform

A Single System of Action
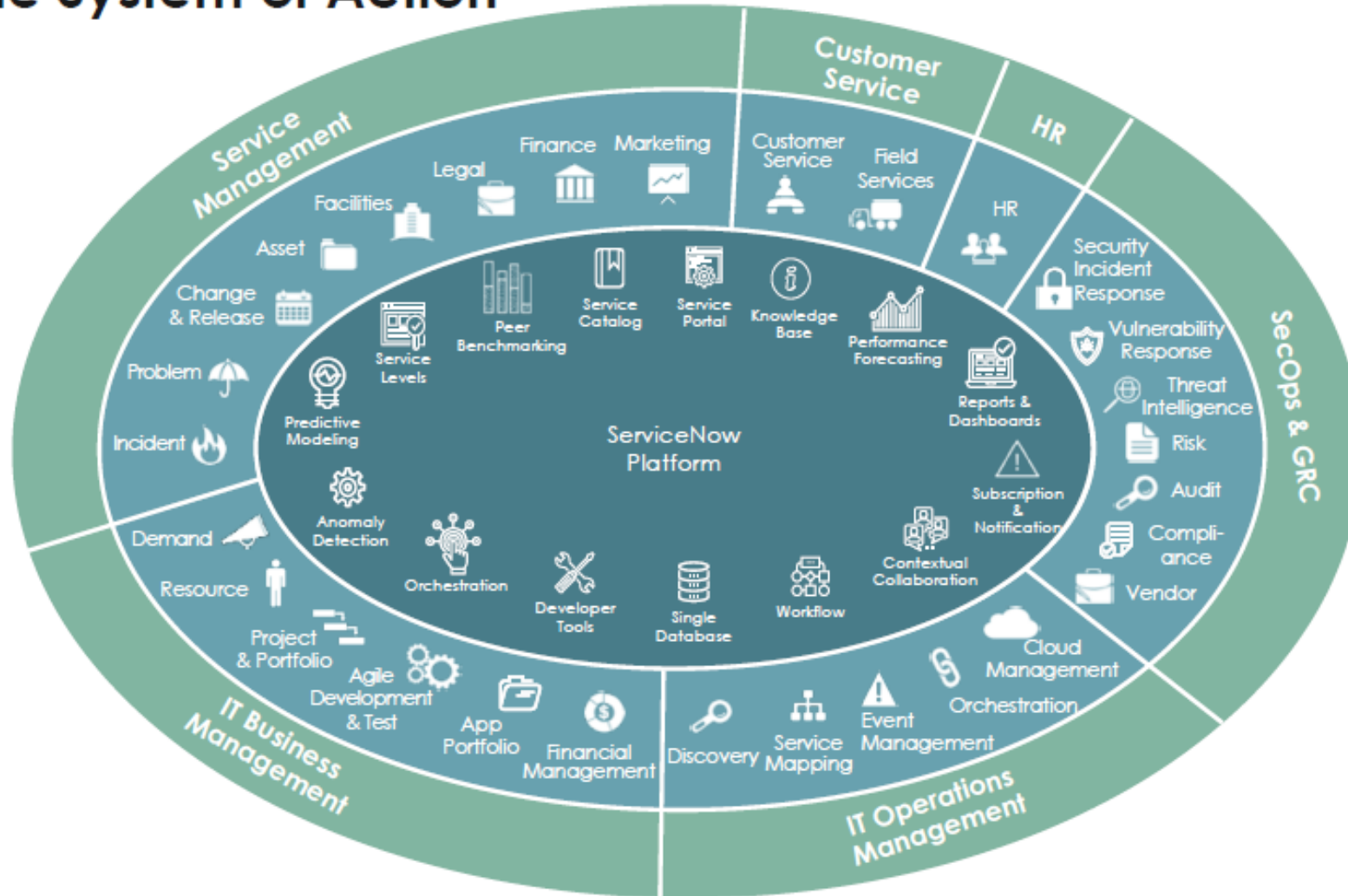
Advantages of using a platform

- Continuous growth and alignment of the business processes and functions
- Ability to combine data from multiple areas of the platform into single view
- Shared skill set across multiple applications, easier to support
  - Note: There is still specialization in the areas, but, core features are universal
- Single database allows for values to be leveraged across applications
- Workflow allows for automating work across multiple applications
- Embedded machine learning, virtual agents and data analytics allow for automation and self-service management
- Increased collaboration within the organization when all are working within the same space

Flexible Management

- Bi-modal
  - Ability to manage projects with Agile and/or traditional waterfall
- Work management
  - Centralization of work (Requests, Incidents, Tasks, Stories, Actions, etc.)
- Organizational resource management
  - Capacity management across all work, in a central view
- Central time tracking
  - All work performed can be tracked in a single portal view (tasks, incidents, stories, etc.)
- Application management
  - Track incidents, enhancements, demands and projects against a application
- Enterprise Architecture
  - Track applications, application technologies used, application redundancy and health
- Release and change management
  - Align all work against formal release and change management
- Platform level financial management
  - Ability to track financials across all functions, aggregating into single views for c-suite review

Intuitive and personalized user experience

- Standardized navigation across the various applications on the platform
  - Resources are familiar with how the platform is used when new applications available
- Customization of user experience thru Business Rules and UI Policies
  - Platform can be configured to only show data that is relevant to the end user
- Flexible UI allows for the end user to setup their instance to meet their needs
  - Favorites menu becomes standard navigation for most end users
- User driven reporting capabilities on the platform
  - Portals and Workbench functions allow for powerful ad-hoc reporting capabilities
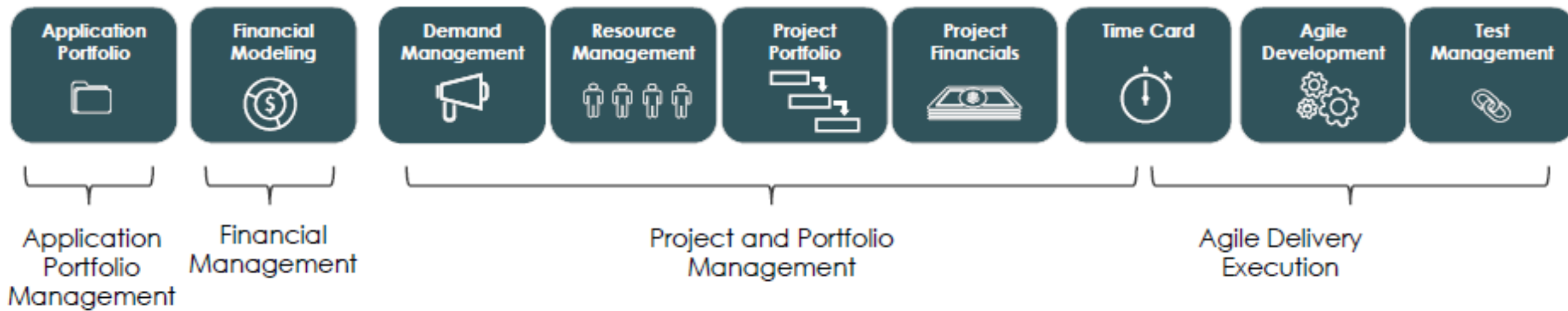
Part III:
ITBM

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Open Mic

- What has worked to sell ITBM in your organization?

ITBM Capabilities

Application Portfolio	Financial Modeling	Demand Management	Resource Management	Project Portfolio	Project Financials	Time Card	Agile Development	Test Management

Application Portfolio Management

Financial Management

Project and Portfolio Management

Agile Delivery Execution

One Common CMBD & Resources with all other Platform Capabilities!

Key Features

- Application Portfolio Management
  - A "gateway" into the platform, allowing for centralization of work management thru the CMDB (single database) to managed work as it impacts applications within the organization
  - Supporting Enterprise Architecture and the activities for application rationalization
- Financial Modeling
  - Financial model that supports all components of ITBM thru planning, budgeting and actual cost management
- Project Portfolio Management
  - Ideation thru project execution which is easily integrated on the platform, allowing for efficient management and reporting
- Agile
  - Integrated solution supporting SAFe that is integrated into projects as well as individual backlog management

Driving value thru work alignments

ServiceNow focuses on centralizing work activities into a single user experience. This primary philosophy is key within the ITBM (PPM) applications.

- Idea and demand do not require ITBM licensing for submission, allowing for all users on the NOW platform to contribute to overall ideation process
- Existing ITSM processes (incidents, requests, etc.) can easily be aligned to ITBM ideation with no license impact
- Tie project work to formal change management and organizational release
- Align demands, projects to applications
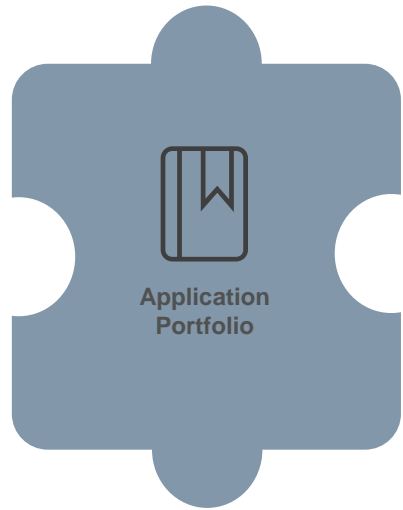- Centralized Agile across the platform allows for teams/individuals manage stories across the organization

Managing work at the macro level

ITBM workbench and portal tools utilize data aggregation and filtering to provide user configurable views that are very flexible, replacing traditional reporting approaches.

- Investment Portal supports cross organizational views of demands and projects in a configurable view that operates similar to a pivot table within the platform
  - Project summary data, including status reporting
  - Timeline and key milestone tracking
  - Detailed Project financials
- Resource Allocation Workbench provides a user selected filter and customized view that includes resources/teams/roles aligned to requested, planned and allocated work
  - View by areas business areas, portfolios, teams, programs/projects
  - Review and directly manage resources with the workbench with grid entry functions
  - Align Actuals against allocations to determine overall usage
- APM Workbench displays applications and their overall alignment against Demands and Projects
  - Based on same capabilities as the Investment Portal
  - Demand and Project impacts per Application
 - Timeline and Financial summaries

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Connecting APM across the ServiceNow Platform

Application Portfolio

Resource Management · **Demand Management** · **Financial Management** · **Portfolio Project Management** · **Project Management**

Service Portal · **IT Service Management** · **SLA Management** · **Knowledge Management**

Software Asset Management · **Vendor Management** · **Contract Management** · **License Management**

Application Services · **Service Mapping** · **Business Service Taxonomy** · **Discovery** · **IT Operations Management**

- Single inventory of applications
- Ability to classify applications and see redundancy across business capabilities and processes
- Track application lifecycles
- Score Applications
- Dashboards available to provide an overview of the application landscape
- Track what business units are using what applications

- Include applications in portfolios
- Track ideas, demands and projects related to applications
- Track application TCO and financial metrics against applications
- Track resource needs for project and operational maintenance
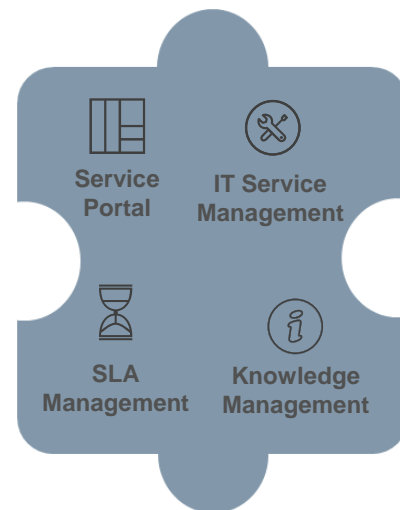
- Track application SLAs against applications
- Track incidents, problems, and changes at the application level for full view of how the application is performing
- Track application outages
- Utilize ITSM for calculating application health

- Manage software lifecycles with Software Asset Management
- Tie contracts and license agreements to Applications
- Track vendors and associate them to applications
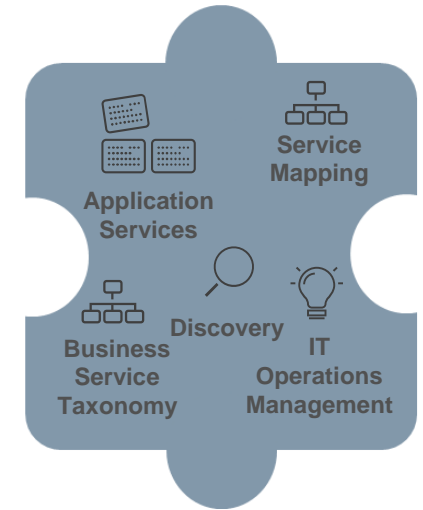
- Connect applications to services
- Connect hardware and software components discovered against the applications that depend on them
- Map relationships between IT components and associate those components to applications

Dashboards displaying multiple data sources

Any 'report' built into ServiceNow can be incorporated into a Dashboard and is user configurable. This allows for C-suite views to individual contributors to align a dashboard to their specific needs.

- Performance Analytics tracking (license dependent) allows for historical metrics and trend reporting
- Financial Management is applied to work on the platform allowing for data aggregation across independent business functions into dashboard views
- Dashboard collaboration allows for end users to share their dashboards across the organization
- Incorporation of dashboards into standard business operations is a key to using ServiceNow

Questions?

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- Click on **Report PDU's**
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- Class Name = **regoUniversity**
- Course Number = **Session Number**
- Date Started = **Today's Date**
- Date Completed = **Today's Date**
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- Training classes = **Technical**
- Click on **I agree** and **Submit**

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