# Determining Technical fit for ServiceNow apps

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ServiceNow
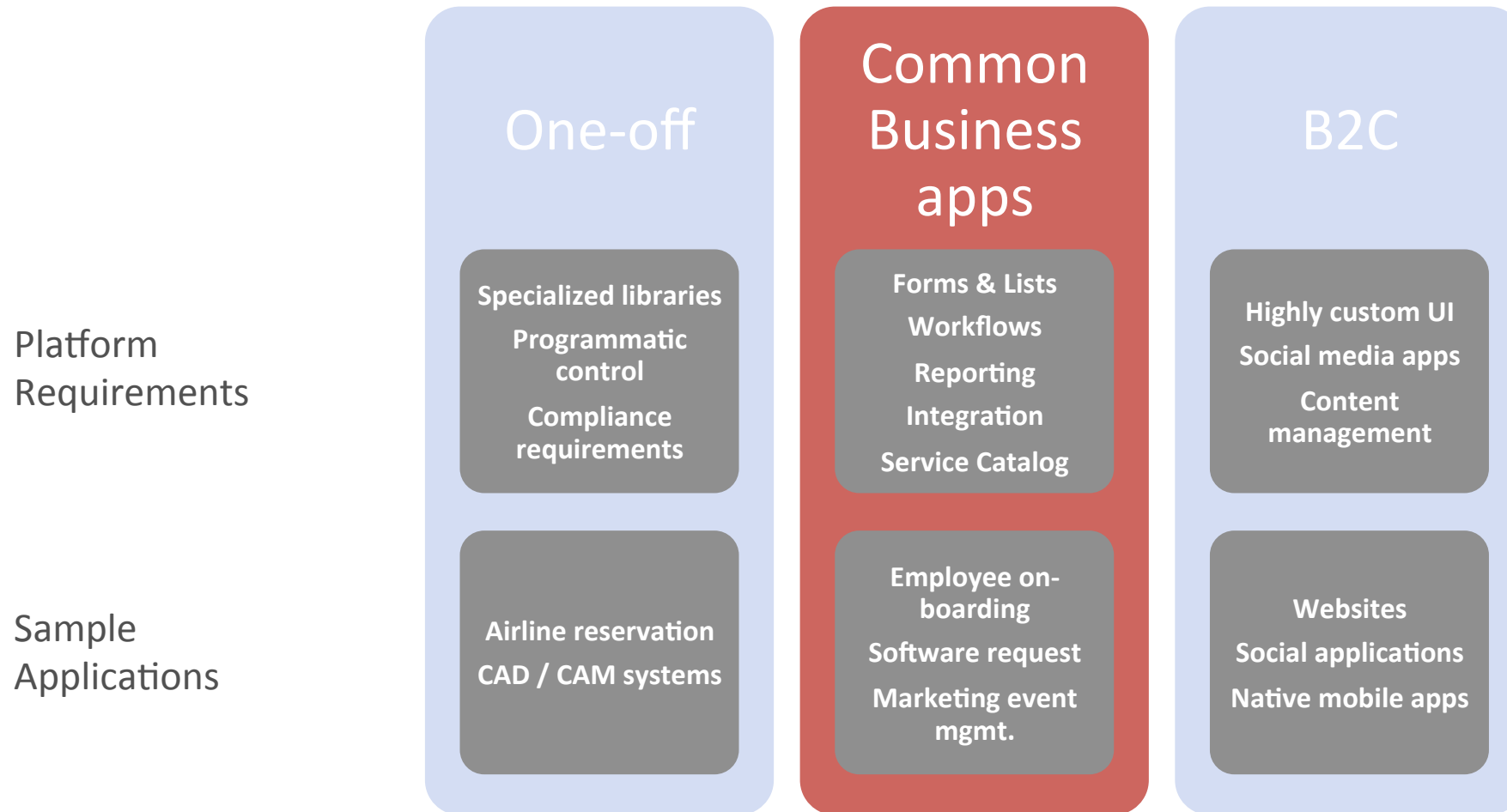
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# Agenda

Introduction

Common ServiceNow App Characteristics

Examples

Questions to ask to help determine technical fit

Questions

# ServiceNow Platform Well Suited For Common Business Apps

|  | One-off | Common Business apps | B2C |
|---|---|---|---|
| **Platform Requirements** | Specialized libraries<br>Programmatic control<br>Compliance requirements | Forms & Lists<br>Workflows<br>Reporting<br>Integration<br>Service Catalog | Highly custom UI<br>Social media apps<br>Content management |
| **Sample Applications** | Airline reservation<br>CAD / CAM systems | Employee on-boarding<br>Software request<br>Marketing event mgmt. | Websites<br>Social applications<br>Native mobile apps |

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# Determining Technical fit for ServiceNow apps

ServiceNow Application Characteristics

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# Application Characteristics – Enterprise Grade



**COMPLIANT**

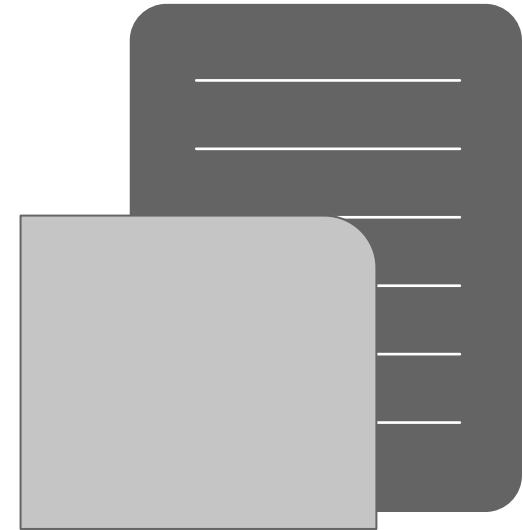**REAL AVAILABILITY**

**SECURE**

# Application Characteristics - Data

- Structured data

- Relationships between data captured

- Leverage inheritance via table extensions

- Search, filter, sort and link
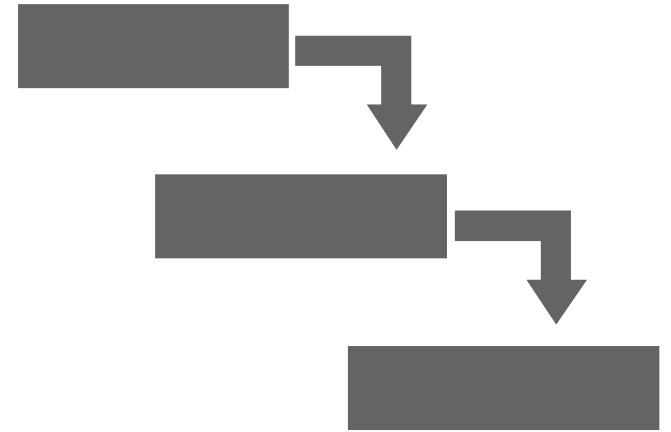
- Reporting included

# Application Characteristics - UI

- Web Interface

- Mobile access, but not primary user interface

- Primarily form and list based

- Service Catalog

- CMS

- Limited custom UI

# Application Characteristics - Logic

- Task based model – request, problem

- Asset model – asset, configuration items, state management

- Workflows & approvals

- Notifications via e-mail, SMS

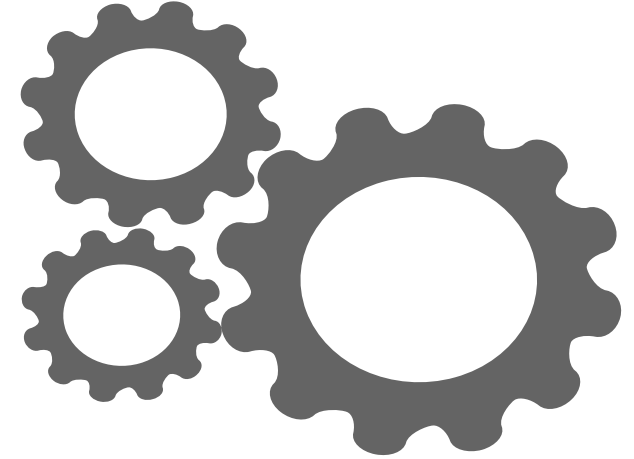- Data validation, client and server side

# Application Characteristics - Security

- Fine grained access control via roles and ACLs

- IP address ACLs

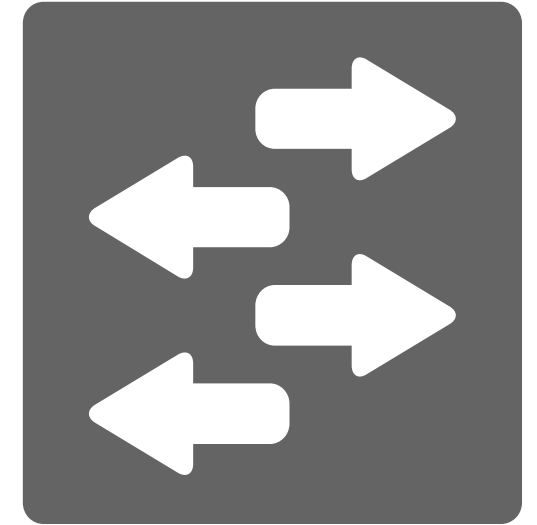- Application scoping

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# Application Characteristics - Workload

- Business applications with fairly predictable and regular workloads

# Application Characteristics - Integration

- Bulk data import from legacy applications, external systems

- Data export for audit and advanced reporting

- Web Services / Web APIs for transactional data exchange (SOAP, REST)

- Authentication (LDAP Import, LDAP Auth, SSO, etc...)

- Orchestration

- Outbound Messaging (HTTP, REST, SOAP)

# Application Characteristics - Reporting

- List

- Charts and graphs:
  - Line
  - Column
  - Donut
  - Histogram
  - To name a few…

- Formats

- Delivery

- Performance Analytics

# Determining Technical fit for ServiceNow apps

Sample Applications

# Example – Rental Car Fleet Management

- Features
  - Track vehicles status and properties
  - Reservation entry and lookup
  - Customer and reservation tracking
  - Integration with mobile attendant devices
  - Customer notifications (Email and SMS)
  - Reservation entry and routing via Service Catalog

# Example – Rental Car Fleet Management

- Data
  - Structured data that can be modeled in relational tables
  - Relationship between data need to be captured

- UI
  - Primarily web user interface
  - Form and list based representation of data
  - Service Catalog for capturing requests

- Workload
  - Predictable

- Integrations
  - REST API for data exchange w/ mobile application

- Logic
  - Task & Asset model
  - Workflows & approvals
  - Notifications via email & SMS

- Reporting
  - List based
  - Simple bar & pie charts

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# Example – Telecom Equipment and Expense Management

- Features
  - Track telecom equipment and connections
  - Track contracts with telecom providers
  - Generate invoices (PDF, REST API)
  - Reporting via Excel-like filter and sort
  - Import data from multiple legacy applications
  - Leverage existing domain data (CMDB) enhancing single record of truth

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# Example – Telecom Equipment and Expense Management

- Data
  - Structured data that can be modeled in relational tables
  - Relationship between data need to be captured

- UI
  - Primarily web user interface
  - Form and list based representation of data
  - Service Catalog for capturing requests

- Workload
  - Predictable

- Integrations
  - REST API for integration w/ Vendors

- Logic
  - Task & asset model
  - Workflows & approvals
  - Notifications and reports via email

- Reporting
  - List based

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# Example – Marketing campaign for mayoral candidate

- Features
  - Primary functionality is delivery of streaming video via custom web and mobile user interface
  - Provide tie ins to social media

# Example – Marketing campaign for mayoral candidate

- Data
  - Streaming video

- UI
  - Highly custom web UI
  - Native mobile UI

- Workload
  - Small windows of very high peak and very low load

- Integrations
  - Integration with Social media to track track demographics

- Logic
  - Asset model, tracking meta data regarding video content

- Security
  - Fine grained access control via roles and ACLs

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# Determining Technical fit for ServiceNow apps

Asking the right questions

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# Determining Technical Fit – Asking the right questions

- How will users access the application (UI)?
  - Web
  - Mobile
  - Desktop
  - Hybrid
- What is data model?
  - Task based
  - Asset based
  - Media based

# Determining Technical Fit – Asking the right questions

- What is nature of data?
  - Compliance and regulatory requirements (e.g., Federal, Medical)

- What type of access control is required?
  - Level of granularity

- What is the required performance profile?
  - Web application (e.g., Amazon store)
  - Real-time data delivery and update from external sources
  - Media streaming

# Determining Technical Fit – Asking the right questions

- How will application need to scale?
  - Increased concurrent users
  - Increase or change to expected workload

- What type of notifications required?
  - Email
  - SMS
  - Mobile
  - Integrations

# Good Fit – Common Business apps

- Processes historically tracked in Excel, Access or other legacy business application
- Form and list user interface
- Request and approval tracking
- Integrations
- Workflow
- Simple Reporting
- Process automation and orchestration
- Leverage existing domain data and single system of record
- Global accessibility
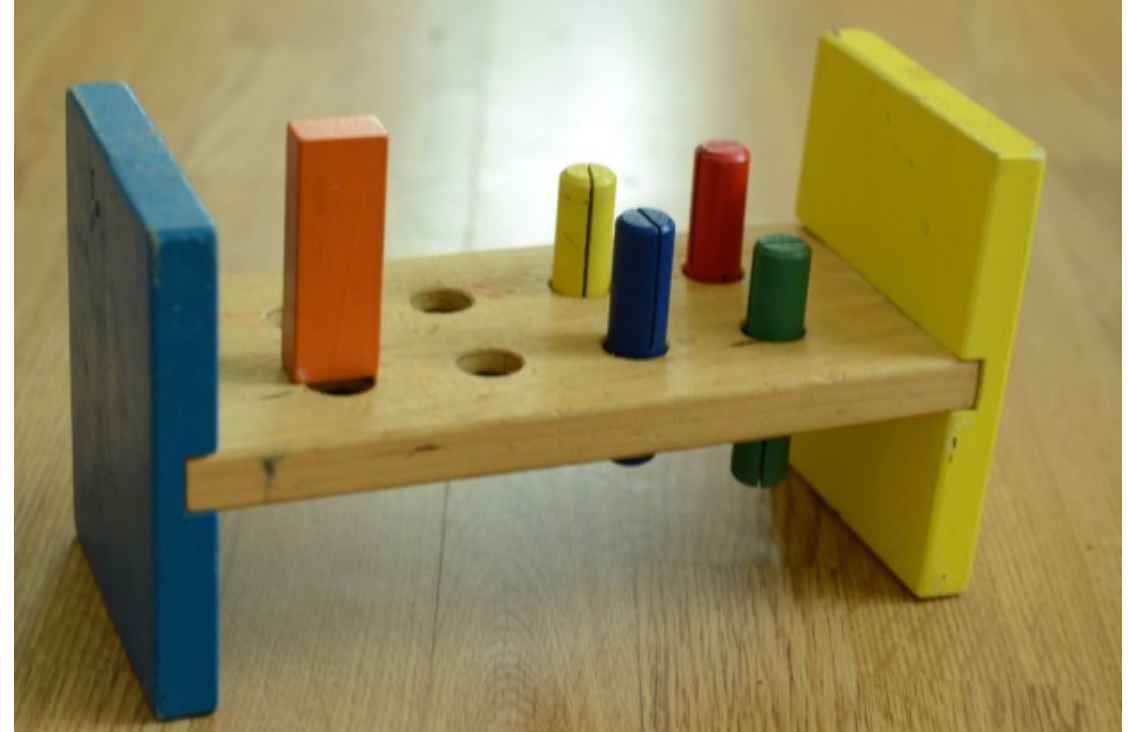- Mobile access
- Notifications

# Not a Good Fit

- Primary user interface not web
- Highly custom UI
- Content management system (WordPress)
- Streaming content delivery
- Unpredictable workload spikes
- Hardware level fine tuning
- Web site hosting
- Real-time data delivery from external sources

# Partial Fit

- Require specialized components
  - Highly custom UI
  - Big data high performance computation engine

- Can benefit from tie in to ServiceNow providing familiar interface to users and relational data
  - Leverage ServiceNow workflow and orchestration for job execution and scheduling
  - Leverage ServiceNow Web Services for transaction (status updates, work)

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# Thank you

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