INTRODUCTION :-   
  
Service Now is an American company founded by Fred Luddy in 2003. ServiceNow is a cloud computing platform that offers highly customizable software for IT service management, HR management, and finance operation management.  
  
ServiceNow was originally called "Glide" when it was first founded. The name "ServiceNow" was adopted later as the company evolved and expanded its focus on providing IT service management solutions.  
  
PURPOSE : -  
  
The primary purpose of ServiceNow is to provide a comprehensive platform for managing IT services and automating business processes. It aims to improve efficiency, enhance service delivery, and facilitate better communication within organizations. By centralizing various workflows, ServiceNow helps teams respond to incidents and requests more effectively, ultimately leading to improved customer satisfaction and operational success.  
  
INFASTRUCTURE :-  
  
ServiceNow runs on a multi-instance architecture, which means that each customer has their own separate instance of the platform. This setup is great for ensuring data security and allows for a high level of customization. Since it's built on cloud technology, ServiceNow offers benefits like scalability and reliability, meaning businesses can grow and adapt without worrying about their infrastructure. Plus, users can access the platform from anywhere with an internet connection. One of the best features of this infrastructure is how easy it is to implement updates and upgrades.

PLATFORM FEATURES :-  
  
Comprehensive Features(It is a one step solution for various it management services like incident management , problem management , change management.  
User-Friendly Interface.  
Integration Capabilities.  
Low-Code Development.  
Seamless Upgrades.  
Community Feedback.  
Strong community to interact(service now community is like stack overflow for interaction with World wide service now developers for knowledge and help)  
Patch works versions are released to work on bugs of existing versions.  
We get two versions of Service Now every year at most with updated features and functions.(Service now is releasing new version named Washington DC from old version Vancouver)  
  
  
References :- <https://www.youtube.com/watch?v=a--7VoTBWvA&list=PLe4QSsKLT0SZsLgx2f-tthW_lzBnFpsQ2> (TechWithPri).

ServiceNow Platform Architecture

Layered Architecture:

User Interface (UI) Layer

• Service Portal

• Mobile App

• ServiceNow Platform UI

Application Layer

• Workflows

• Business Rules

• Script Includes

• UI Policies

• UI Actions

ServiceNow Data Layer

• Tables (Core and Custom)

• CMDB (Configuration Management Database)

• Knowledge Base

• Service Catalog

Integration Layer

• REST APIs

• SOAP APIs

• IntegrationHub

• MID Server

Security Layer

• Access Control Rules

• Authentication & Authorization

• Encryption

• Data Policies

Infrastructure Layer

• Database Servers

• Application Servers

• Cloud Resources (Data Center

Applications:-  
  
ServiceNow Applications: Modular applications tailored for various business needs like ITSM, HR Service Delivery, Customer Service Management, etc.

Incident Management: Helps track and manage incidents to restore services quickly.

Change Management: Allows organizations to plan and implement changes with minimal risk.

Problem Management: Focuses on identifying and resolving the root causes of incidents.  
  
**Service Catalog**: It is a crucial application that provides users with a centralized place to request services and products. It enhances user experience by simplifying the request process.  
  
Workflows :-   
  
Task Assignment  
User Notifications  
Automated Processes(ServiceNow automate various processes, ensuring that tasks are completed efficiently and consistently.)  
Approval of Workflows.  
  
User Interfaces :-

**ServiceNow Platform UI**: The main interface where users interact with applications, manage tasks, and perform administrative functions.

**Service Portal**: A customizable portal where users can access services, submit requests, and view their service history.

**Mobile App**: ServiceNow’s mobile application allows users to access the platform on the go, with features optimized for mobile devices.

**UI Customization**: Administrators can customize the UI to match the branding and needs of their organization, including creating custom dashboards and reports.

**Role-based Access Control (RBAC)**: Access to data and features within the platform is controlled by roles assigned to users. Each role has specific permissions that dictate what the user can see and do.  
  
**Authentication:** ServiceNow supports various authentication methods, including Single Sign-On (SSO), Multi-Factor Authentication (MFA), and OAuth, to ensure secure access.

**ServiceNow Platform User Interface Fundamentals:-**

The ServiceNow platform's user interface (UI) is designed to provide a user-friendly experience for navigating and managing various functionalities within the platform. The UI includes essential elements such as the header, content area, and sidebar, which collectively enable users to interact with the system efficiently.

**Identifying Elements of the Interface**

**Header**: Contains navigation options and user profile settings.

**Content Area**: Displays the main information and records.

**Sidebar**: Provides quick access to applications and modules.

**Global Search**

The Global Search feature allows users to perform comprehensive searches across the platform. By entering search queries into the search bar, users can quickly locate records, incidents, and other items. Advanced search operators and filters help refine the search results to find specific information.

**Connect Chat**

Connect Chat facilitates real-time communication within ServiceNow. Users can initiate and manage chat sessions for collaboration, ask questions, and share information. Chat history can be accessed to review past conversations.

**Contextual Help**

Contextual Help provides assistance relevant to the current task or page. Users can access help documentation and resources directly from the UI to troubleshoot issues or gain a better understanding of the platform’s features.

**Application Navigator**

The Application Navigator is a central tool for accessing different applications and modules within ServiceNow. Users can search for specific applications, customize their navigation view, and easily switch between different areas of the platform.

**Favorites**

Favorites allow users to bookmark frequently used applications and modules for quick access. By adding items to Favorites, users can streamline their workflow and improve efficiency.

**History**

The History feature shows recent activity and accessed items. Users can view their recent actions and revisit previously accessed records or modules, making it easier to track and manage their work.

**Access Control Lists (ACLs)**

Access Control Lists (ACLs) are used to secure data and control user access within ServiceNow. ACLs define permissions for various users and roles, ensuring that sensitive information is accessible only to authorized individuals. Configuration of ACLs involves setting rules that determine which users can view, create, or modify records.

**UI Policies**

UI Policies automate field behaviors and visibility based on specific conditions or user actions. For example, UI Policies can be used to make fields mandatory, read-only, or hidden based on the values of other fields. This helps enforce business rules and improve the user experience.

Business Rules

Business Rules are server-side scripts that automate processes and workflows within ServiceNow. They can be used to trigger actions based on certain conditions or events, such as creating notifications, updating records, or performing calculations. Business Rules enhance the functionality and efficiency of the platform by automating repetitive tasks.

**Client Scripting**

Client Scripts are scripts that run on the client-side (in the user's browser) to enhance the interactivity and responsiveness of the ServiceNow user interface. They allow for real-time validation, manipulation of form data, and user interface changes without requiring server-side processing.

**Types of Client Scripts**

**OnLoad**: Executes when a form is loaded. It can be used to set default values or hide fields.

**OnChange**: Executes when a field's value changes. It can be used to dynamically update other fields or perform validation.

**OnSubmit**: Executes when a form is submitted. It can be used to validate data or prevent form submission based on certain conditions.

**OnCellEdit**: Executes when a cell in a list is edited. It can be used to dynamically update data or trigger actions.

Client Scripts are written in JavaScript and can be added through the ServiceNow UI by navigating to the Client Scripts module. Scripts are typically used to manipulate the DOM, interact with field values, and control form behavior based on user actions.

**Client Scripts are commonly used for:**

**Form Field Validation**: Ensuring data entered by users meets certain criteria before submission.

**Dynamic Form Updates**: Changing field values or visibility based on user input.

**User Experience Enhancements**: Improving the overall user experience by providing real-time feedback and updates.

1. **Introduction to ServiceNow Branding**

ServiceNow branding covers how to customize the out-of-the-box ServiceNow user interface to reflect a corporate brand, including colors, logos, and fonts, to make users feel comfortable and confident in the tool.

2. **ServiceNow Company Branding**

This involves applying the company’s brand elements across the ServiceNow instance. It ensures that all users interacting with the platform experience a consistent brand identity, reinforcing the company’s visual presence and speed adaptation and build trust.

3**. Guided Setup for Branding**

Guided Setup provides a System Administrator step-by-step instructions to configure various Applications and Modules within your instance to suit the needs of the users.

To access Guided Setup, locate the Guided Setup application in the Application Navigator and select the ITSM Guided Setup or ITOM Guided Setup module.

ITSM Guided Setup includes the following categories: Company, Connectivity, Foundation Data, CMDB, Incident Management, Major Incident Management, Problem Management, Change Management, Service Catalog, Knowledge Management, Continual Improvement Management, Project Communication, Go Live

ITOM Guided Setup includes the following categories: MID Server, Discovery, Event Management, Operational Intelligence, Cloud Provisioning and Governance  
  
**Service portal and UI Builder are two additional tools that can be used to brand the interface.**

4. **ServiceNow Portal Branding**

ServiceNow Portal allows for extensive customization to match the company’s brand guidelines. Administrators can change the portal’s design to reflect the company’s style, including modifying headers, footers, and page layouts. This ensures a seamless brand experience for users interacting with the portal.

5. **UI Builder for Branding**

UI Builder in ServiceNow is a powerful tool that allows for custom branding and UI design. It provides a drag-and-drop interface for creating and editing pages, allowing administrators to apply the company’s branding elements easily. UI Builder makes it possible to create a tailored user experience that aligns with the organization's brand.