TOPIC : 4

ServiceNow Branding Overview :

Service Branding in ServiceNow

What is Branding in ServiceNow?

Applying your distinct corporate identity across the Now Platform UI to create a shared identity, build trust, and speed ad option Now Branding Introduction, Company Guided Setup, ServiceNow Portal, and UI Builder.

Guided Setup

- 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, UI Builder

- Service Portal and UI Builder are two additional tools that can be used to brand the interface.
- Service Portal is a widget-based tool that allows creation of intuitive, user-friendly interfaces to the Now Platform.
- UI Builder allows you to build-out a functional page by choosing from a library of components (buttons and data visualizations) and layouts.