

## Week\_1 - ServiceNow – Hands \_ On

### 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 adoption. 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.

The screenshot displays the ServiceNow ITSM Guided Setup interface. The top navigation bar shows the user is logged in as 'System Administrator'. The left sidebar contains the 'Guided' menu with options like 'App Engine', 'Configuration', 'Guided Setup', 'Conversational Interfaces', and 'Guided Tour Designer'. The main content area shows the 'ITSM Guided Setup' progress, which is 7% complete. The 'Company' task is 100% complete, with a status of 'Completed'. The 'Connectivity' task is 0% complete. The 'Company' task details include instructions to transform the ServiceNow instance by configuring company name, logo, and color theme, and to configure default system settings like time zone and date/time formats. The 'Connectivity' task details include instructions to configure inbound and outbound email notification and integrate with existing LDAP and single sign-on (SSO) solutions. The right sidebar shows the progress of tasks: '2 / 2 Tasks completed' for Company (System Configuration, Welcome Page) and '0 / 3 Tasks completed' for Connectivity (Email Properties, LDAP Integration, SSO Integration).