

## What is ServiceNow?

ServiceNow is a cloud-based platform designed to help organizations manage digital workflows across IT, employee, and customer operations. It integrates business processes, automates tasks, and facilitates collaboration through its powerful tools for service management, project management, and operations management. It's accessible from anywhere, similar to Gmail.

### ➤ What is ServiceNow?

- ServiceNow is a cloud based platform, which was mainly developed for workflow and process automation as per the ITIL principles.
- However, it is highly customisable and also can be used for other purposes.



### Services of ServiceNow:



## Services of ServiceNow

ServiceNow offers a range of services focused on streamlining workflows and improving productivity:

**IT Service Management (ITSM):** Manages IT services, incidents, and requests through an efficient workflow.

**IT Operations Management (ITOM):** Provides real-time monitoring and analytics for IT infrastructure and operations.

**IT Business Management (ITBM):** Aligns IT activities with business goals, including portfolio and project management.

**Customer Service Management (CSM):** Delivers proactive customer support and improves customer satisfaction.

**Human Resources Service Delivery (HRSD):** Automates HR processes like employee onboarding and case management.

**Security Operations (SecOps):** Detects and responds to security threats with automated workflows.

**App Engine:** Allows custom app development for specific business needs using low-code tools.

**Field Service Management (FSM):** Manages on-site services such as technician dispatching and scheduling.

## How to Get Free ServiceNow Instances

To get a free ServiceNow developer instance:

**Sign up on the ServiceNow Developer Portal:** Visit [developer.servicenow.com](https://developer.servicenow.com).

**Request a Free Instance:** After creating an account, request a personal developer instance under the "Manage" section.

**Customize and Explore:** You can use this instance to explore, build, and test applications on the platform.

**How to Get Free SNOW Instances**

- Step 1: SignUp from <https://developer.servicenow.com/app.do#!/home>
- Step 2: Fill the Registration form
- Step 3: Verify your account
- Step 4: Now Login to your ServiceNow Developer Platform.
- Step 5: Request/create an instance.
- Step 6: Choose the ServiceNow Developer Instance Version
- Step 7: Instance Credentials Info
- Step 8: Login into your ServiceNow Developer instance

**How to become a SNOW Developer**

- Get a Bachelor's Degree (In CSE or IT)
- Learn JavaScript & ITIL basics
- Get ServiceNow Course

**Instance Activity**

- If the instance is inactive for 10 days, then the instance is released
- If your instance is inactive for more than 24 hours, then your instance may go into hibernation state.

## How to Become a ServiceNow Developer

Learn **JavaScript**, which is heavily used in ServiceNow scripting.

Complete free training on the **ServiceNow Developer** portal.

Practice with a free **PDI**.

Build and deploy custom apps using ServiceNow's **App Engine**.

## Career and growth in ServiceNow

ServiceNow fits best in industries like:



### Career and growth in ServiceNow

- ServiceNow is expected to continue to grow even in future.
- Currently, Cloud Platform is the Very popular.
- In the cloud platform, ServiceNow is the best tool to use because of its simplicity and ease of use.



### ServiceNow Certification Training:

Are you are a ServiceNow aspirant?

Then, you need to gain knowledge and practical experience on the concepts of ServiceNow to grab the best job opportunity and boost your career.



## ServiceNow Certification Training

ServiceNow offers certification programs like **Certified System Administrator**, **Certified Application Developer**, and **Certified Implementation Specialist**.

Training is available through ServiceNow's **Learning Portal** and third-party partners.

### Voucher Code for SNOW CSA Exam:

serviceNow

AM COURSEWORKS | RECAPS | **RECAPS FOR EXAMS** | AM EXAM VOUCHERS | LOGIN

Please note: Your cart contains voucher only exams. Please enter your Voucher Code below and select "Apply" to view the actual price.

Exam	Details	Price	Actions
Exam: Certified Application Developer Length: 90 minutes	Schedule: Sunday, 28 February 2021 Start Time: 00:00 (UTC+03:30)	300.00	Remove

Please note that you will have to re-apply the promotion code at the time of purchase if you decide to leave this page without completing the current purchase.

Coupon/Voucher Code:

Apply

Subtotal: 300.00  
Estimated Tax: 54.00

**Total Price: USD 354.00**

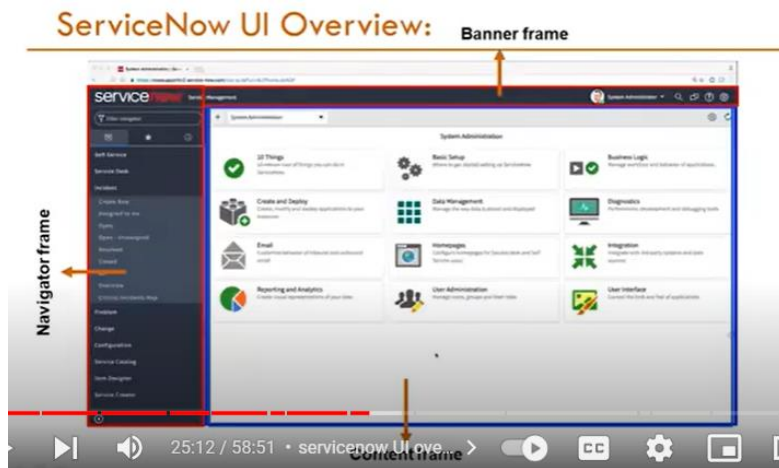
\*Changes are made in USD, currency conversion fees may apply

### Voucher Code for SNOW CSA Exam:

- You may purchase a voucher when you complete your course
- Follow a paid virtual instructor led course, on completion of your course you will receive a voucher.

## ServiceNow UI Overview:

- We interact with the application and modules of the ServiceNow platform through the user interface using a web browser.
- The version of the user interface that accompanies the Istanbul version of ServiceNow is called UI16.



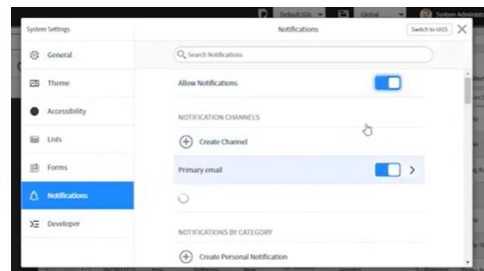
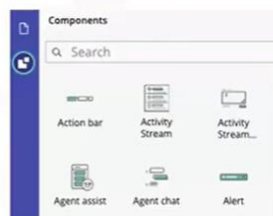
**Banner Frame:** The top section of the ServiceNow user interface, containing system-wide features such as the instance logo, search bar, user profile, and global search. It also has important features like the application picker and update set picker.

**Navigator Frame:** The left-hand side panel where users can search for and access different modules and applications. It contains favorites, a history of visited applications, and a filter for easier navigation.

**Content Frame:** The central part of the user interface where the main content of selected applications is displayed. This frame updates depending on the application or module you interact with.

## ServiceNow Components:

- The Components are the basic elements of your page.
- Components range from the basic elements like labels, and buttons to more complex experience components like lists and forms.
- These components can be added to your page to create or personalize your workspace or portal.



## ServiceNow Components

**Forms:** Interface for viewing/editing individual records.

**Lists:** Display sets of records (tables) in a grid format.

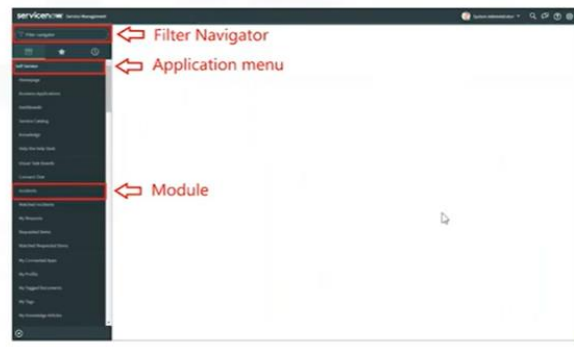
**Dashboards:** Provide visual summaries of data.

**Service Catalog:** Offers a list of services for users to request.

**Reports:** Generate insights and analytics from data.

## Modules:

Modules are the elements that make up the ServiceNow application navigator.

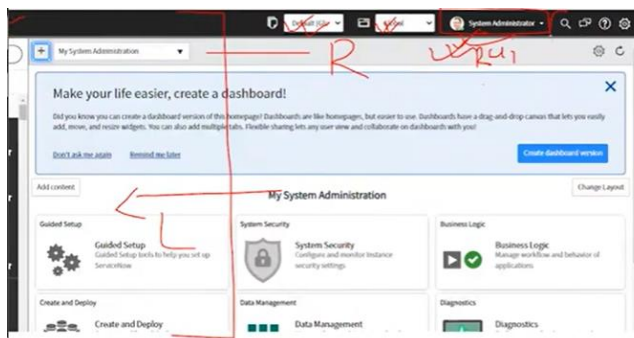


## ServiceNow Modules

**Incident Module:** Manages disruptions in services (incidents), allowing users to create, update, and resolve incidents.

**Problem Module:** Focuses on addressing the root cause of recurring incidents. It includes identifying issues, fixing them, and preventing future occurrences.

**Change Module:** Manages system changes through requests that undergo risk analysis, approval, and implementation processes.

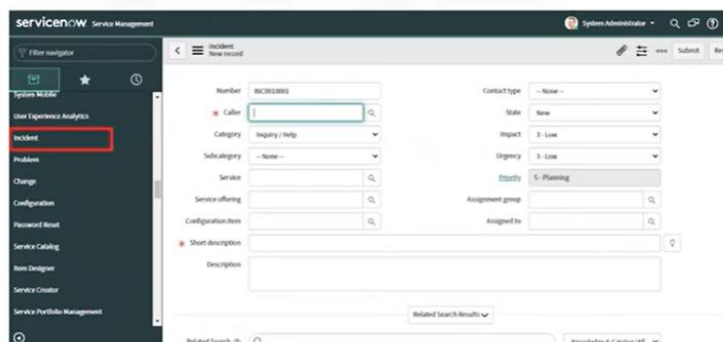


## Modules:

Some of the modules in ServiceNow are:

- Incident Management
- Problem Management
- Change and Release Management
- Request Management
- Asset and Cost Management
- Walk-Up Experience
- Agent Workspace
- Now Mobile, etc.

## Incident Module:



## Incident Module

Handles incidents that disrupt normal services.

Users log incidents, track their status, and resolve them using a workflow.

Involves stages like new, in-progress, resolved, and closed.

The **Incident Module** is crucial for handling service interruptions and ensuring that normal operations are restored.

**Incident Creation:** When a service is disrupted (e.g., network issue, hardware failure), an incident is logged by a user or the service desk. Details like caller information, category, impact, and urgency are captured.

**Assignment Group:** The incident is assigned to a specific team (e.g., Network Team, IT Support) based on the nature of the problem.

### Incident States

**New:** The incident has been created but not yet assigned.

**In Progress:** The assigned team is actively working on the incident.

**Resolved:** The issue has been fixed.

**Closed:** The incident is fully resolved, and the case is closed.

**Resolution Process:** Once the incident is resolved, a detailed resolution note is added. Notifications are sent to users to confirm that the issue is resolved.

The screenshot displays the ServiceNow Incident Management interface. The top navigation bar includes 'Incident', 'New record', and buttons for 'Assign Me button', 'Submit', and 'Resolve'. The main form contains fields for 'Number' (INC0011577), 'Caller' (Adrian Mutton), 'Category' (Network), 'Subcategory' (Wireless), 'Service' (SAP Enterprise Services), 'Configuration item' (mobile PhoneBooks), 'Contact type' (Phone), 'State' (New), 'Impact' (1 - High), 'Urgency' (1 - High), 'Priority' (1 - Critical), 'Assignment group' (Network), and 'Assigned to'. A 'Short description' field contains the text: 'Since 2 days I am facing issues regarding wireless connection. Please fix the issue'. Below the form, there is a 'Related Search Results' section and a 'Knowledge & Catalog UIE' section. On the right, a 'Resolution Information' panel shows 'Resolved by' (Quinn Isacson), 'Resolved notes' (Wire Need to be changes. We have changed the wire), and a 'Resolution code' (Solved (Permanent)). Below this, a 'Resolution notes' section contains the text: 'Wire Need to be changes. We have changed the wire'. At the bottom, there are two email templates. The left one is titled 'An incident has been assigned to Network.' and the right one is titled 'INC0011577 - My Internet is not working'. Both templates include a 'Your incident has been resolved' message and a 'Take me to the incident' link.

### Incident Module:

- An incident is a situation where normal service operations are interrupted, disrupted or degraded.
- In ServiceNow, an open incident indicates that the customer is strongly affected or it represents a business risk.
- The process of managing the incident lifecycle is called as an Incident management.



## Problem Module

Manages recurring issues that cause multiple incidents.

Key stages include problem identification, root cause analysis, fixing, and closure.

Helps prevent future incidents.

The screenshot displays the Problem Module interface. On the left, a problem record is shown with fields for Number (P00000001), First reported by (user), Category (None), Severity (Low), Urgency (Low), Priority (Planning), Assignment group, Assigned to, Problem statement, and Description (Text223). On the right, a 'Fix in Progress' window is open, showing a list of fixes. The first fix is 'Routers causing an issue' with a priority of 'P'. The second fix is 'Router need to be change' with a priority of 'P'.

### Problem Module:

- A problem is a cause of one or more incidents.
- The process of managing the lifecycle of all the problems that arises or could arise in an IT service is called as Problem management

The screenshot displays the Change Management interface. On the left, a sidebar shows a list of change requests: Create New, Open, Closed, All, Overview, Standard Change, Standard Change Catalog, My Proposals, Open Proposals, and All Proposals. The main area shows a 'Create a change request' form with tabs for Pinned, Models, Preapproved, and All. The 'Models' tab is selected, showing two change request models: 'Emergency' (ITL Model 1 Emergency Change) and 'Normal' (ITL Model 1 Normal Change). Both models are labeled as 'State model'.

The **Problem Module** focuses on identifying the root causes of recurring incidents. The module ensures that:

**Problem Identification:** After several incidents related to the same issue, a problem is logged.

**Problem Analysis:** The team conducts root cause analysis to find out the underlying cause.

**Problem Resolution:** Once identified, solutions or workarounds are applied to prevent future incidents.

## Change Module:

- A change request contains detailed information regarding the change, like the reason for the change, the risk, the priority, the change type, and the change category.
- A systematic approach for controlling the life cycle of all changes, making it easier to make beneficial changes with less disruption to the IT services is called ServiceNow Change Management.

## Change Module

Manages system changes (e.g., code deployments).

Types include **Emergency Changes** (urgent), **Normal Changes** (require approval), and **Standard Changes** (pre-authorized).

Change requests go through risk analysis, approval, and scheduling.

The screenshot shows the 'Change Request' form in ServiceNow. The form is divided into several sections: 'New', 'Assess', 'Authorize', 'Scheduled', 'Implement', 'Review', 'Closed', and 'Cancelled'. The 'Assess' section is currently active. It includes fields for 'Number' (CH0000001), 'Requested by' (System Administrator), 'Category' (Other), 'Configuration items' (empty), 'Priority' (4 - Low), 'Risk' (Moderate), 'Impact' (3 - Low), 'Type' (Emergency), 'State' (New), 'Conflict status' (Not Run), 'Conflict test run' (empty), 'Assignment group' (empty), 'Assigned to' (empty), and 'Skills' (empty). There are also buttons for 'Submit', 'Cancel', and 'Save'.

The **Change Module** handles requests for changes to IT services or systems. The change process typically includes:

**Change Request:** Users can submit requests for changes, which are assessed based on potential risks.

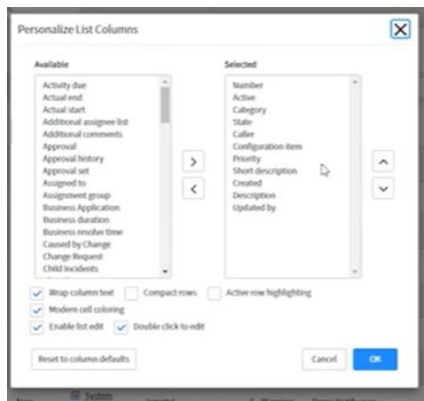
**Approval Workflow:** The requested changes go through multiple approval stages, ensuring that no risky changes are made without proper review.

**Change Implementation:** Once approved, the change is implemented in the system, followed by a review to confirm the success of the change.

The screenshot shows the ServiceNow Change Request interface. On the left, there is a 'Details' panel for a specific change request (CH0000001). It includes fields for 'Number', 'Category', 'Subcategory', 'Service', 'Configuration item', 'Short description', and 'Description'. The 'Details' panel is currently showing the 'Details' tab. On the right, there is a 'List' panel showing a table of change requests. The table has columns for 'Number', 'Active', 'Category', 'State', 'Cater', 'Short description', and 'Created'. The table contains several rows of data, including change requests for 'My Internet is not working', 'Using Assignment Rule', 'Update Selected', 'Create Application Files', and 'Import Data'.

Number	Active	Category	State	Cater	Short description	Created
CH0000001	True	Network	Closed	Admin/Network	My Internet is not working	2022-07-24
CH0000002	True	Network	New	Prod/Support	Using Assignment Rule	2022-07-22
CH0000003	True	Network	In Progress	Admin/Network	Update Selected	2022-07-22
CH0000004	True	Network	New	Admin/Network	Create Application Files	2022-07-22
CH0000005	True	Network	In Progress	Admin/Network	Import Data	2022-07-22
CH0000006	True	Network	Closed	Admin/Network	Import Data	2022-07-22





## List:

- A list displays a set of records from a table.
- Users have the ability to search, sort, filter and edit data in lists.
- Users can search, sort, filter, and edit data in lists. Lists can be integrated into forms and can have sublists.
- The list interface includes a title bar, breadcrumbs and filters, columns of data, and a footer. Every column in a list represents a field in the table.

## List

Displays multiple records from a table in ServiceNow.

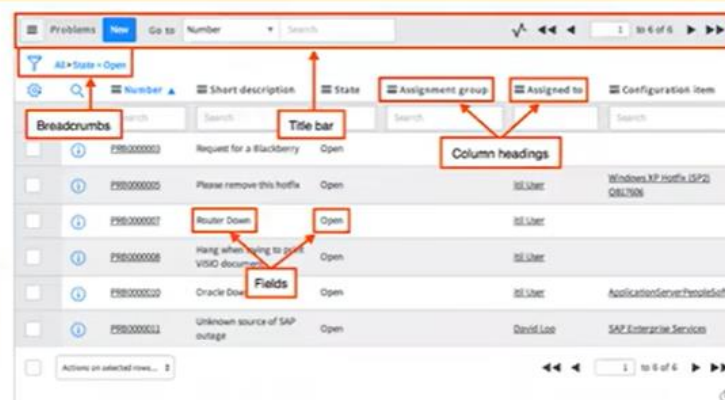
Allows filtering, sorting, and grouping data.

Two main views:

**List View:** Displays all records.

**Form View:** Shows detailed information about a specific record.

## List:



## List Components

**Main List:** Displays the list of records for a specific table (e.g., Incidents, Problems).

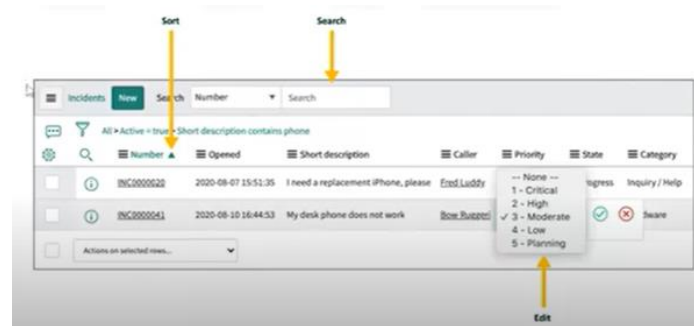
**Title Bar:** Displays the name of the table and provides quick access to functions like New, Save, and Export.

**Filters:** Allows users to filter records by specific criteria.

**Breadcrumbs:** Shows the applied filters.

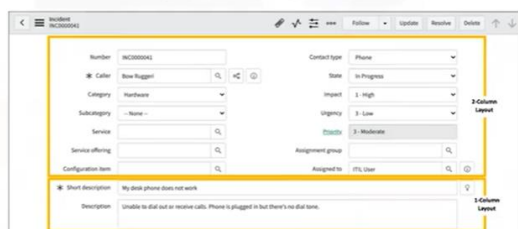
**List Context Menu:** Provides options for interacting with the records (e.g., Edit, Delete).

**List Title Menu:** Allows for actions like exporting data or customizing the list.



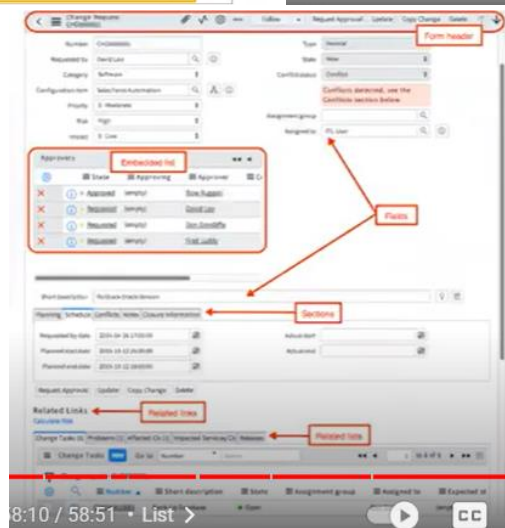
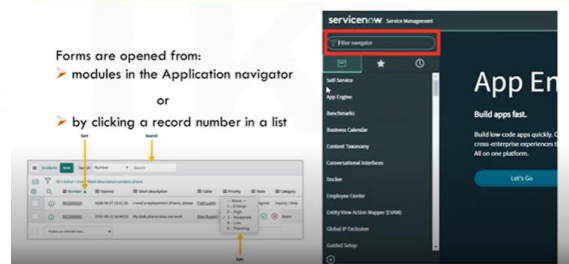
## Forms:

- A form is a content page that displays the fields and values of a single record in a database table.
- Forms have a 1-column layout, a 2-column layout, or a blend of both.



## Forms:

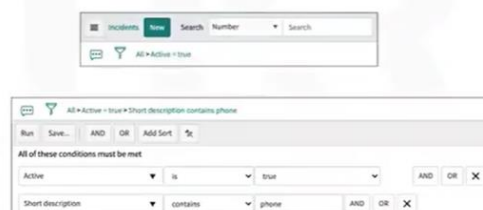
- Forms are opened from:
  - modules in the Application navigator
  - or
  - by clicking a record number in a list



## Filters:

- A filter limits the records that appear in a list by giving a set of conditions that every record must meet in order to be included in the list.
- The condition includes the field, operator, value and grouping.

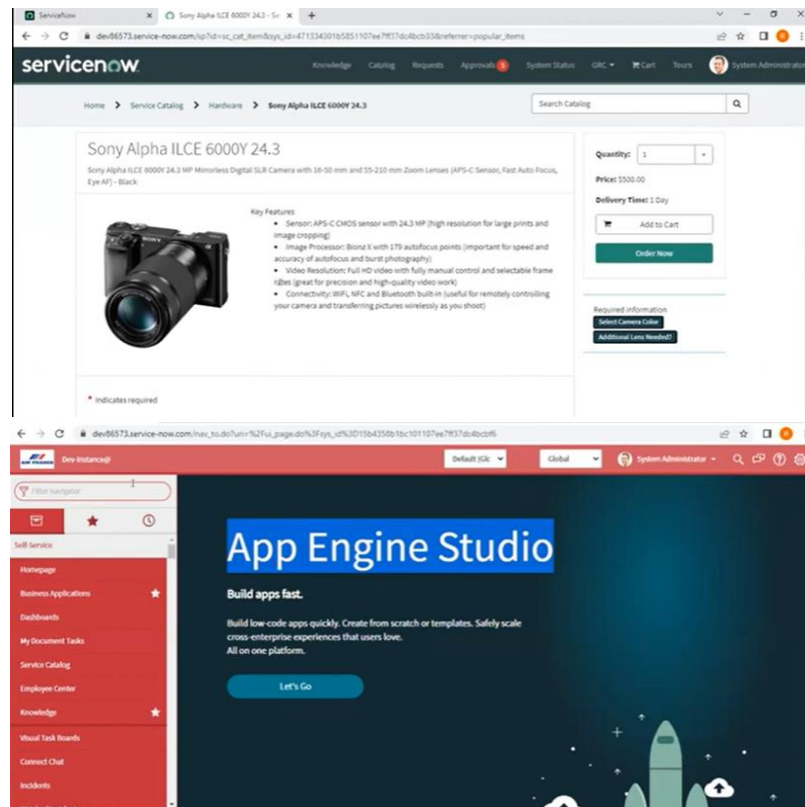
## Filters:



## Workflow and Process Automation as per ITIL Principles

**ITIL Principles:** ServiceNow aligns with ITIL (Information Technology Infrastructure Library) principles to streamline IT services. Key ITIL processes include Incident Management (restoring normal service operation), Problem Management (identifying root causes), and Change Management (handling changes with minimal risk).

**Automation:** ServiceNow automates workflows by defining processes, routing tasks, and enforcing policies to improve efficiency and compliance.



## IT, Security, HR Service Delivery

**IT Service Delivery:** Manages IT operations and services through modules like Incident, Problem, and Change Management. It ensures the delivery of consistent IT services and support.

**Security Service Delivery:** Includes modules for managing security incidents and vulnerabilities, ensuring that security policies are enforced and compliance is maintained.

**HR Service Delivery:** Automates HR processes such as onboarding, offboarding, and employee requests, improving HR efficiency and employee experience.

## Customer Service and Business Applications

**Customer Service Management (CSM):** Enhances customer support with features for case management, service requests, and problem resolution, improving customer satisfaction.

**Business Applications:** Allows organizations to build custom applications for various business needs using the App Engine Studio, which enables no-code/low-code development.

## Explore Admin and Developer

**Admin Role:** Focuses on configuring and maintaining the ServiceNow platform, including user management, data configuration, and workflow automation.

**Developer Role:** Involves creating custom applications, building workflows, and integrating with other systems using scripting and development tools provided by ServiceNow.

## Major Customers



ServiceNow is used by a wide range of major organizations across various industries. Key customers include:

**Netflix:** For managing operations and customer service.

**American Express:** For IT service management and customer support.

**Airbus:** For handling complex IT and business processes.

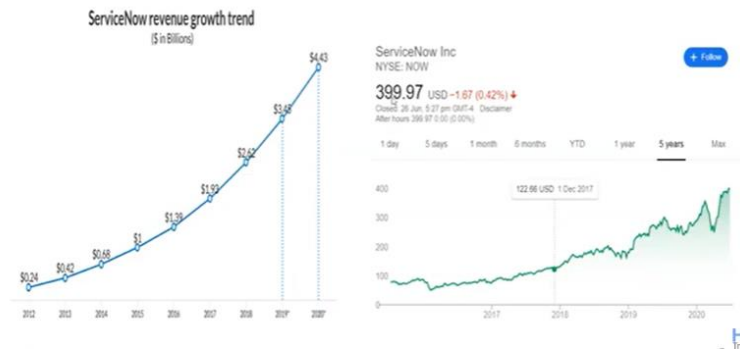
**Johnson & Johnson:** For HR and IT service management.

## ServiceNow Growth

**Market Evolution:** Since its inception in 2004, ServiceNow has grown significantly, evolving from a simple ticketing tool to a comprehensive platform for IT, HR, and business services.

**Stock Performance:** ServiceNow's growth is reflected in its stock price, showing substantial increases over the years, indicating its expanding market presence and adoption.

### ServiceNow Growth



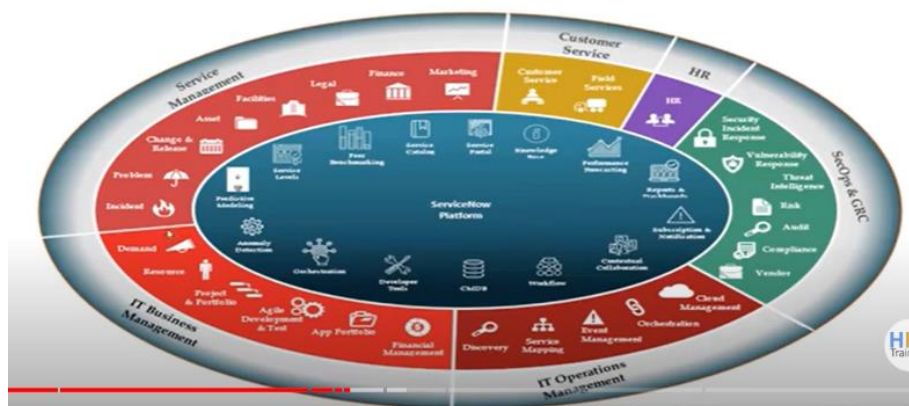
### ServiceNow Architecture

**Cloud-Based:** ServiceNow operates on a cloud-based architecture, meaning users access it through a web browser without needing to install local software.

**Multi-Tenant Model:** Each customer has a separate instance, ensuring data privacy and customization.

**Modules:** It includes various modules for ITSM, HR, CSM, and custom applications, each designed to manage specific business processes.

### ServiceNow Architecture



### Who Uses ServiceNow?

ServiceNow is used by a broad spectrum of professionals and organizations, including:

**IT Professionals:** For managing IT services and infrastructure.

**HR Teams:** For automating HR processes and improving employee experience.

**Security Teams:** For handling security incidents and vulnerabilities.

**Business Analysts and Developers:** For creating custom applications and workflows.

### What is ServiceNow?

- ServiceNow is cloud based IT management tool, which is used to automate business process and provides best service to customers and encourages best practices in managing all services as a business.
- **ServiceNow** was first introduced as ITSM tool used for various IT activities such as asset management, incident management, change management, problem management, Knowledge management, CMDB etc.
- But, now ServiceNow becomes huge and serves lots of ITOM, ITBM applications like Project Portfolio management, Demand Management, Financial Management, Governance Risk and Compliance, HR, Agile Development etc.
- Who founded ServiceNow?
  - **Fred Luddy** founded ServiceNow in 2004.
- CEO and president of ServiceNow is **Bill McDermott** from 2019.



### Who uses ServiceNow?

Following stakeholders use Snow to achieve their business goals:

- **Employees** - Use it to request their related IT business services.
- **IT support Team** - Use it to manage service requests or incidents.
- **Administrators** - ServiceNow helps administrators user access, roles & privilege management
- **Implementers** - Use it to deploy process applications and platform features which fulfills an organization business needs.
- **Developers** - Create new functionality with scripts to extend standard configurations.



## What is Catalog?

**Service Catalog:** A user-friendly portal in ServiceNow where users can request services and products, such as IT support or office supplies. It organizes available items and services in a structured manner, similar to online shopping catalogs.



## Dashboard Creation

**Purpose:** Dashboards in ServiceNow provide visual insights into key metrics, performance indicators, and workflow statuses.

**Features:** Users can create interactive dashboards with widgets and reports to track and analyze data effectively, aiding in decision-making and performance monitoring.