

Week-3:

Digital Nurture 3.0 – Deep Skilling

Hands-On:

- What is ServiceNow
- services of ServiceNow
- how to get free SNOW
- instances, how to become
- a SNOW developer
- ServiceNow certification
- training, ServiceNow
- components, modules
- incident module, problem

- module, change module
- List ,Workflow and process
- automation as per the ITIL
- principles, IT, Security, HR
- Service Delivery, Customer
- Service and Business
- Applications, explore
- admin and developer
- major customers
- ServiceNow Growth
- ServiceNow Architecture
- who use ServiceNow, what is catalog
- dashboard Create

What is ServiceNow services of ServiceNow

how to get free SNOW:

1. ServiceNow is a cloud-based platform that offers a wide range of services focused on IT service management (ITSM), IT operations management (ITOM), and IT business management (ITBM). It is designed to help organizations automate and streamline their business processes, improve efficiency, and enhance service delivery across various departments.

2. Key Services of ServiceNow:

3. IT Service Management (ITSM):

4. Automates and manages IT service requests, incidents, problems, and changes.

5. Includes modules like Incident Management, Problem Management, Change Management, and Service Catalog.

6. IT Operations Management (ITOM):

7. Monitors the health of IT infrastructure and services.

8. Provides tools for event management, cloud management, and operational intelligence.

9. IT Business Management (ITBM):

10. Aligns IT with business goals and helps manage portfolios, projects, and financials.

11. Includes modules for Project Portfolio Management (PPM), Financial Management, and Application Portfolio Management (APM).

12. Customer Service Management (CSM):

13. Enhances customer experience by automating and managing customer support processes.

14. Integrates with ITSM to resolve customer issues faster.

15.Human Resources Service Delivery (HRSD):

16.Automates HR processes like onboarding, case management, and employee inquiries.

17.Security Operations:

18.Helps identify, prioritize, and respond to security incidents and vulnerabilities.

19.How to Get Free ServiceNow Access:

20.Developer Instance:

21.Sign up for a free developer instance on the ServiceNow Developer Portal.

22.This gives you access to a personal ServiceNow instance to explore and build applications.

23.Training and Certifications:

24.ServiceNow offers free training modules on its website.

25.Access basic courses and get hands-on experience.

26.Community Edition:

27.Join the ServiceNow Community to participate in discussions, access resources, and find free tools.

28.Open Source and GitHub Repositories:

29.Explore open-source projects and tools related to ServiceNow on platforms like GitHub.

30.These options allow you to learn and practice ServiceNow skills without incurring costs.

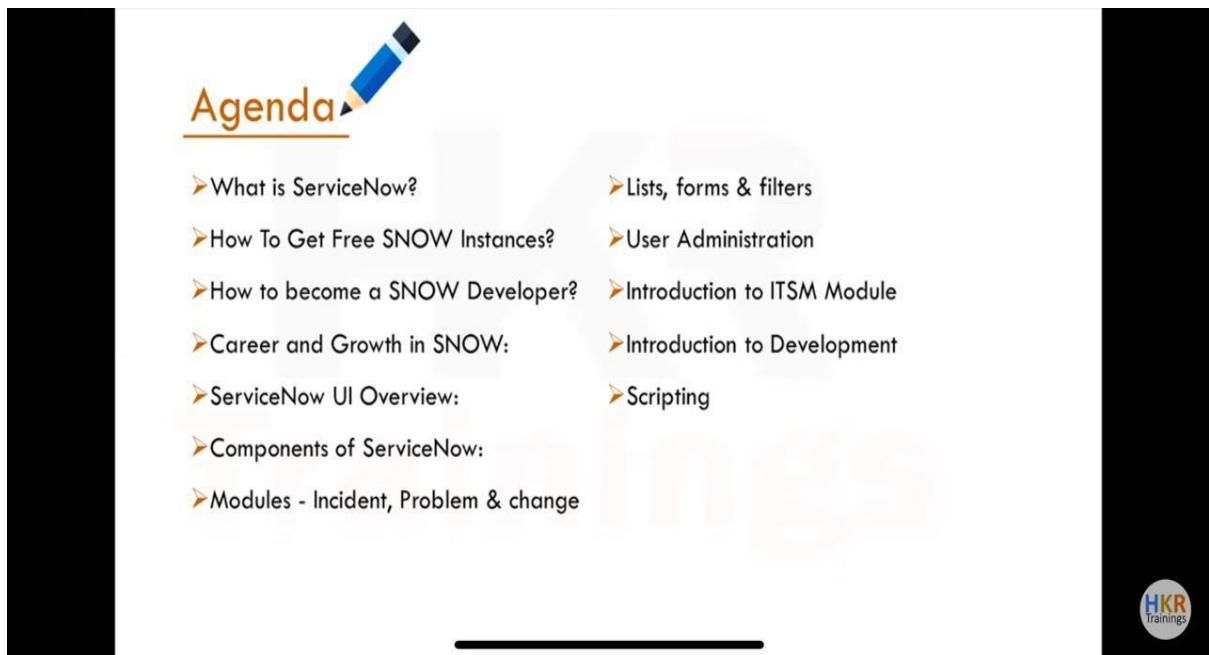
31. Key responsibilities include system upgrades, patch management, troubleshooting, and addressing user issues. Administrators are also tasked with developing and managing forms, reports, and dashboards, as well as implementing security protocols like access control rules and encryption.

32. In addition, a ServiceNow admin configures business rules, client scripts, UI policies, and scheduled jobs to automate tasks and enhance system

functionality. They ensure that the system is tailored to meet organizational needs while aligning with best practices. Their role requires strong problem-solving skills, knowledge of JavaScript, database management, and a deep understanding of the ServiceNow platform.

33. Effective ServiceNow administration enhances operational efficiency, reduces manual tasks, and ensures that the platform meets an organization's evolving business needs.

SNAPSHOT:



The slide features a white background with a blue pencil icon pointing to the word 'Agenda' in orange. A large, faint 'TRAININGS' watermark is visible in the center. The agenda items are listed in two columns, each preceded by an orange arrow. The HKR Trainings logo is in the bottom right corner.

Agenda

- What is ServiceNow?
- How To Get Free SNOW Instances?
- How to become a SNOW Developer?
- Career and Growth in SNOW:
- ServiceNow UI Overview:
- Components of ServiceNow:
- Modules - Incident, Problem & change
- Lists, forms & filters
- User Administration
- Introduction to ITSM Module
- Introduction to Development
- Scripting

HKR Trainings

Instances, how to become a SNOW developer ServiceNow certification:

1. Becoming a ServiceNow (SNOW) developer involves acquiring specific skills, gaining experience with the platform, and obtaining certifications that validate your expertise. Here's a concise guide to help you get started:

1. Understanding ServiceNow Instances:

- **Developer Instance:**

- ServiceNow provides free personal developer instances through the ServiceNow Developer Portal.
- These instances allow you to practice, build applications, and explore different modules.

- **Sandbox Instance:**

- Larger organizations may provide sandbox instances for internal training and development purposes.

2. Learning the Basics:

- **Training and Documentation:**

- Start with the ServiceNow Fundamentals course available on ServiceNow's learning platform, Now Learning. This covers core concepts and navigation.
- Utilize the extensive documentation and learning paths available in the ServiceNow Developer Portal.

- **Hands-On Practice:**

- Use your developer instance to practice creating custom applications, workflows, and integrating with other systems.

3. Developing Skills:

- **Scripting:**

- Learn JavaScript, which is essential for developing in ServiceNow,

particularly for creating business rules, client scripts, and UI policies.

- **Configuration:**

- Get comfortable with configuring forms, tables, and business rules within the ServiceNow platform.

- **API Integration:**

- Learn how to integrate ServiceNow with other platforms using REST APIs.

4. ServiceNow Certification:

- **Certified Application Developer (CAD):**

- This is a key certification for SNOW developers, validating your ability to build applications and work on the ServiceNow platform.

- **Certified System Administrator (CSA):**

- A prerequisite for other advanced certifications, this ensures you have a solid understanding of ServiceNow's core functionalities.

- **Advanced Certifications:**

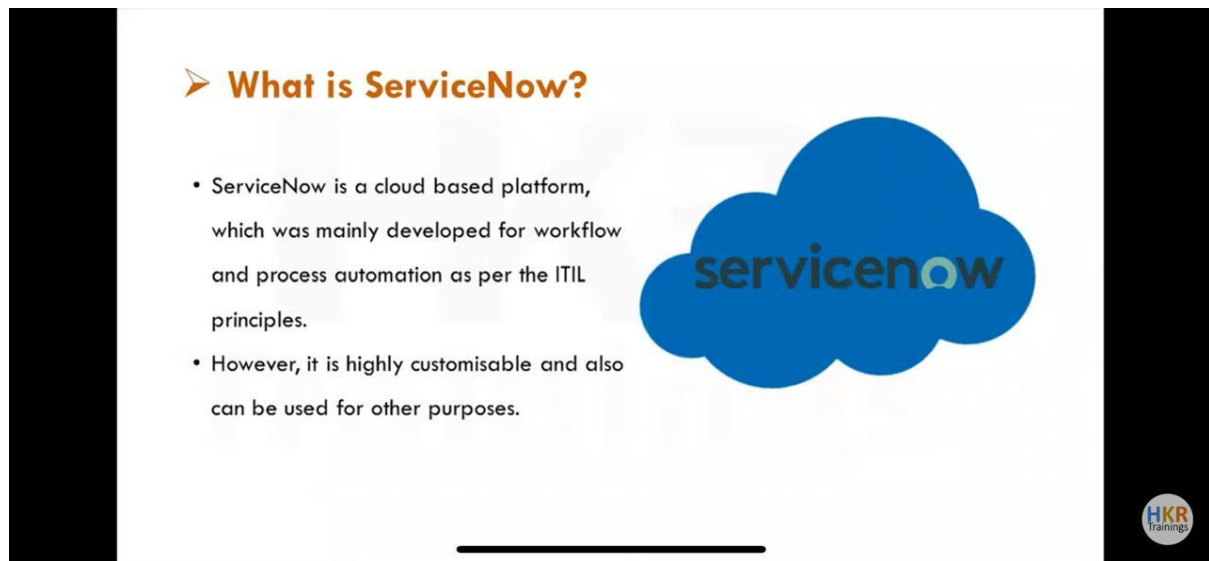
- Consider further certifications such as ITSM Implementation Specialist or HR Service Delivery Implementation Specialist to specialize in certain areas.

5. Joining the Community:

- Participate in the ServiceNow Community, attend webinars, and engage in discussions to stay updated with the latest trends and best practices.

This path will equip you with the knowledge and credentials to become a proficient ServiceNow developer.

SNAPSHOT:



➤ **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.

HKR Trainings

Training, ServiceNow components, Modules, Incident module, problem:

1. ServiceNow is a robust cloud-based platform that provides a wide range of services and modules designed to help organizations automate and streamline their business processes. Understanding its components, key modules, and the training available is crucial for leveraging the platform effectively.

ServiceNow Components:

1. ServiceNow Platform:

- The core framework that supports various applications and modules.
- Provides tools for automation, integration, and development, enabling organizations to build custom applications.

2. ServiceNow Instances:

- **Production Instance:** Used for live operations.

- **Development Instance:** For building and testing new features.
- **Test Instance:** Used for user acceptance testing before deployment.

3. **ServiceNow Store:**

- A marketplace for certified applications and integrations that extend the platform's capabilities.

Key ServiceNow Modules:

1. **Incident Management:**

- A core IT Service Management (ITSM) module.
- Manages the lifecycle of incidents, from logging to resolution.
- Helps restore normal service operations as quickly as possible to minimize impact on business operations.

2. **Problem Management:**

- Focuses on identifying, analyzing, and managing the root cause of incidents.
- Aims to prevent recurring incidents and minimize the impact of those that cannot be prevented.
- Utilizes features like Problem Identification, Root Cause Analysis, and Known Error Database (KEDB).

3. **Change Management:**

- Controls the lifecycle of changes to IT services.
- Ensures that changes are implemented with minimal risk and disruption.

4. Knowledge Management:

- Centralizes information and documentation, making it accessible to users and support staff.
- Enhances incident resolution and empowers self-service.

Training in ServiceNow:

1. Now Learning Platform:

- Offers a range of courses, from beginner to advanced levels, covering various modules and development techniques.

2. ServiceNow Certifications:

- Start with the **Certified System Administrator (CSA)** certification to build foundational knowledge.
- Progress to specialized certifications like **Certified Application Developer (CAD)** or **Certified Implementation Specialist (CIS)**.

3. Hands-On Practice:

- Use a free developer instance from the ServiceNow Developer Portal to practice building and configuring modules.

These components and modules, combined with proper training, equip users to effectively manage IT services, reduce downtime, and improve overall service delivery.

SNAP SHOT:



Module, Change module List ,Workflow and Process automation as per the ITIL:

ServiceNow's Change Management module is a critical part of IT Service Management (ITSM) that aligns with ITIL (Information Technology Infrastructure Library) best practices. It is designed to manage and control the lifecycle of changes to IT services, ensuring minimal disruption to business operations.

Change Management Module:

1. Change Types:

- **Normal Change:** Follows a full review and approval process. These are planned changes that require a detailed assessment.
- **Emergency Change:** Expedited changes that address critical issues, such as severe incidents. They undergo a fast-tracked approval process.

- **Standard Change:** Pre-approved changes with minimal risk, like routine maintenance tasks, that follow a streamlined process.

2. Change Request:

- A formal proposal for altering a service, system, or infrastructure component.
- Includes details like the change type, reason, potential impact, and risk assessment.
- Managed through a structured process involving submission, assessment, approval, implementation, and closure.

Workflow and Process Automation:

1. Change Workflow:

- **Submission:** A change request is submitted with all relevant details.
- **Assessment:** The request is reviewed for impact, risk, and resource requirements.
- **Approval:** Depending on the type and risk, the change may require approval from a Change Advisory Board (CAB) or an authorized approver.
- **Implementation:** The approved change is deployed following a detailed implementation plan.
- **Review and Closure:** Post-implementation review (PIR) ensures the change was successful and meets the intended objectives.

2. Process Automation:

- **Automated Approvals:** Utilize workflows to automatically route change requests for approval based on predefined criteria.
- **Notifications:** Automated alerts and notifications keep stakeholders informed at each stage of the change process.
- **Integration with CMDB:** The Configuration Management Database (CMDB) is integrated to provide real-time visibility into the impact of changes on IT assets.

ITIL Alignment:

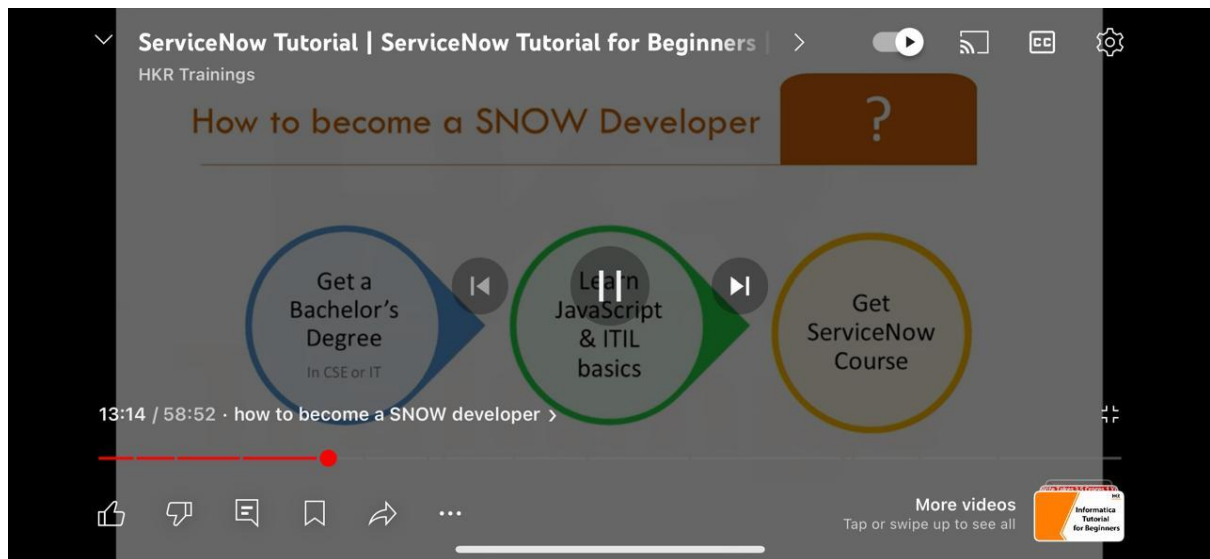
- ServiceNow's Change Management module aligns with ITIL by ensuring changes are managed through a structured, repeatable process.
- This approach minimizes risks, ensures compliance, and improves the reliability of IT services.

The combination of these workflows, process automation, and ITIL alignment ensures that changes are handled efficiently, reducing downtime and enhancing service quality.

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SNAP SHOT:



Principles, IT, Security, HR Service Delivery, Customer Service and Business Applications, explore:

ServiceNow is a comprehensive platform that supports a wide range of business processes across various domains such as IT, security, HR, and customer service. It is built on principles that emphasize automation, integration, and user-centric service delivery, ensuring that organizations can operate efficiently and securely.

Key Principles:

1. Automation:

- ServiceNow automates repetitive tasks, freeing up resources to focus on more strategic initiatives.
- This applies across IT service management, security

operations, HR service delivery, and customer service.

2. Integration:

- The platform integrates with various tools and systems, ensuring seamless data flow and collaboration across departments.
- It also supports third-party applications and custom integrations to extend its capabilities.

3. User-Centric Design:

- ServiceNow prioritizes a user-friendly experience, making it easy for employees and customers to request services, report issues, and access information.

IT and Security:

1. IT Service Management (ITSM):

- Automates the management of incidents, problems, changes, and requests.
- Ensures efficient service delivery and improves IT service quality.

2. Security Operations:

- Integrates security tools and processes to detect, prioritize, and respond to threats quickly.
- Includes modules for incident response, vulnerability management, and threat intelligence.

HR Service Delivery (HRSD):

- **Employee-Centric Services:**

- Automates HR processes like onboarding, case management, and employee inquiries.
- Provides a unified employee portal for easy access to HR services.

Service Delivery and Customer Service:

1. Service Delivery:

- Ensures that services are delivered according to agreed-upon service levels, improving customer satisfaction.
- Involves managing service requests, incidents, and changes to ensure reliable service delivery.

2. Customer Service Management (CSM):

- Automates customer support processes, integrates with ITSM, and enables proactive issue resolution.
- Enhances the customer experience by providing self-service options and reducing response times.

Business Applications:

1. ServiceNow Business Applications:

- ServiceNow offers various business applications like ITBM (IT Business Management), which aligns IT with business goals, and FSM (Field Service Management) to manage field operations.
- These applications help streamline operations, improve

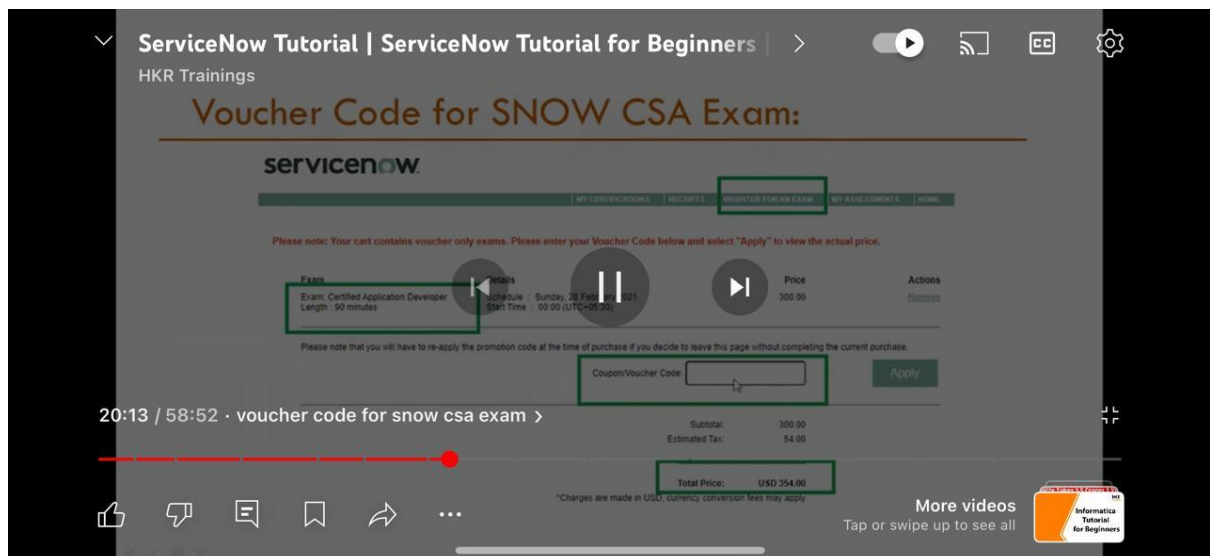
decision-making, and drive business outcomes.

Exploring ServiceNow:

- **Explore and Innovate:**
 - ServiceNow encourages continuous exploration of its platform through the ServiceNow Developer Portal and the Now Learning platform.
 - Users can experiment with new applications, workflows, and integrations to innovate and improve business processes.

By adhering to these principles and utilizing its robust capabilities, ServiceNow enables organizations to deliver high-quality services, enhance security, and drive business success.

SNAP SHOT:



Admin and Developer major customers ServiceNow

Growth ServiceNow Architecture:

1. ServiceNow has rapidly grown into a leading cloud-based platform, widely used for automating and managing IT services, operations, and business processes. Its success is driven by a robust architecture, a strong customer base, and a clear distinction between the roles of administrators and developers.

Admin and Developer Roles:

1. Administrator:

- **Responsibilities:**

- Manages and configures the ServiceNow platform, ensuring it aligns with business needs.
- Handles user management, access controls, data imports, and instance health.
- Configures workflows, forms, and dashboards to optimize platform usage.

- **Skills Required:**

- Strong understanding of ServiceNow modules, administration console, and platform features.
- Familiarity with ITIL best practices, as ServiceNow is heavily aligned with ITIL.

2. Developer:

- **Responsibilities:**

- Develops custom applications and solutions within the ServiceNow platform.

- Writes scripts (primarily in JavaScript) to extend platform functionalities, such as business rules, client scripts, and UI policies.
- Integrates ServiceNow with external systems using REST APIs and other integration tools.
- **Skills Required:**
 - Proficiency in JavaScript and web technologies.
 - Knowledge of ServiceNow's development environment, including the ServiceNow Studio and Flow Designer.

Major Customers:

ServiceNow serves a wide array of customers across various industries, including:

1. Financial Services:

- Large banks and financial institutions use ServiceNow for IT service management, risk management, and regulatory compliance.

2. Healthcare:

- Hospitals and healthcare providers use it for incident management, asset tracking, and patient service management.

3. Retail:

- Retail giants leverage ServiceNow for IT operations, customer service management, and supply chain optimization.

4. Public Sector:

- Government agencies use ServiceNow to streamline operations, manage incidents, and deliver citizen services.

ServiceNow Growth:

ServiceNow has seen rapid growth since its founding, driven by its focus on innovation, customer success, and expanding its product offerings:

1. Market Expansion:

- From its initial focus on IT service management, ServiceNow has expanded into other areas like HR service delivery, customer service management, and security operations.

2. Revenue Growth:

- ServiceNow consistently reports strong financial growth, with substantial increases in subscription revenue and customer base.

3. Acquisitions:

- ServiceNow has strategically acquired companies to enhance its platform capabilities, such as AI-driven analytics and cloud-native technologies.

ServiceNow Architecture:

ServiceNow's architecture is designed to be scalable, flexible, and secure, supporting its various modules and applications:

1. Cloud-Native Architecture:

- Built on a multi-instance architecture, each customer has a unique instance, providing strong isolation, customization, and security.

- ServiceNow operates on the cloud, offering high availability, disaster recovery, and global scalability.

2. Core Components:

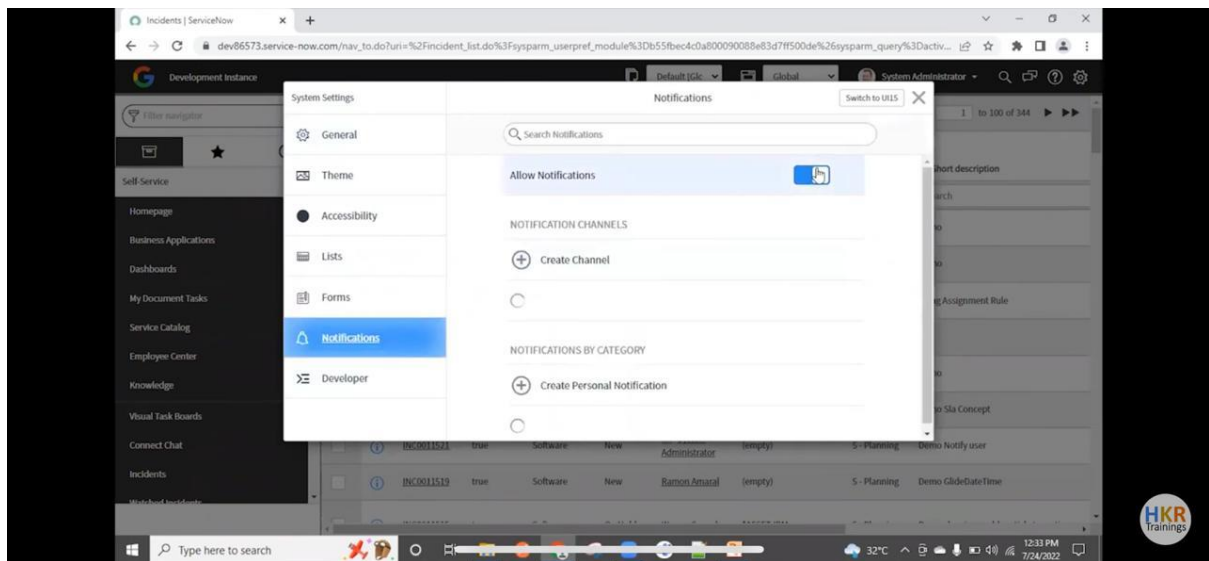
- **ServiceNow Platform:** The backbone that supports various applications and services.
- **CMDB (Configuration Management Database):** Central repository for all IT assets, configurations, and relationships.
- **Workflow Engine:** Automates business processes and workflows across the platform.
- **IntegrationHub:** Enables seamless integration with external systems through APIs and connectors.

3. Data and Security:

- ServiceNow provides robust data security, encryption, and compliance features to protect sensitive information.
- Role-based access controls ensure that users have appropriate permissions, aligning with organizational policies.

ServiceNow's architecture and strategic growth have solidified its position as a critical tool for organizations seeking to improve efficiency, service delivery, and innovation.

SNAPSHOT:



Who use ServiceNow, What is catalog dashboard create:

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CONCLUSION:

ServiceNow's success is rooted in its powerful cloud-based platform, which supports a wide range of business processes across IT, security, HR, and customer service. The roles of administrators and developers are crucial in managing and extending the platform, with administrators focusing on configuration and maintenance, and developers creating custom solutions and integrations.

ServiceNow's growth is driven by its ability to evolve beyond IT Service Management (ITSM) into other areas like HR Service Delivery, Customer Service Management, and Security Operations. This expansion has attracted major customers across industries such as finance, healthcare, retail, and the public sector, solidifying its market leadership.

The platform's cloud-native architecture ensures scalability, flexibility, and

security, with features like a multi-instance architecture, a robust CMDB, and powerful workflow automation. ServiceNow's focus on innovation, customer success, and strategic acquisitions has further fueled its rapid growth, making it an indispensable tool for organizations aiming to enhance efficiency and service delivery.

In conclusion, ServiceNow's comprehensive capabilities, supported by a robust architecture and a clear distinction between administrative and development roles, make it a critical asset for businesses looking to streamline operations and drive digital transformation.



