

WHAT IS SERVICENOW?

>> In order to answer “what”, first we need to know about the “who”, “when”, “why”, “how” & “where”.

Who is ServiceNow?





Employees

- ServiceNow employs over 17,000 people across the globe
- In 2022, ServiceNow was recognized as one of Glassdoor's Best Places to Work in both the United States and the UK.
- In 2021, ServiceNow was one of FORTUNE magazine's World's Most Admired Companies, Future 50 companies, and 100 Best Companies to Work For



- ServiceNow's current CEO is [Bill McDermott](#).
- ServiceNow's founder and current board chairman is [Fred Luddy](#).

When is ServiceNow?

- 2003:  founds the company as GlideSoft
- 2006: Company name changed from GlideSoft to **servicenow**
- 2012:  becomes a publicly traded company
- 2018: ServiceNow #1 on  most innovative companies
- 2019:  named CEO of ServiceNow



Why ServiceNow?

- What if IT services were designed and delivered in a way that allowed businesspeople to solve business problems themselves?
- Is it possible to build a platform where interacting with IT services is intuitive, well-delivered, and enjoyable to work with?



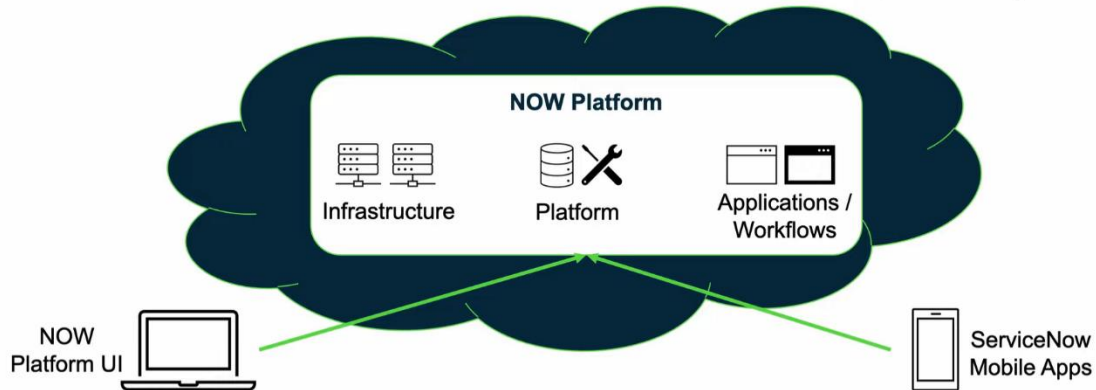
- Let's outsource the entire IT Department to the cloud and say goodbye to the  IT guys of the world!



Over the course of his career, Fred Luddy had witnessed countless situations where information technology, its employees, and processes made smart businesspeople feel embarrassed and ignorant.

How ServiceNow?

Cloud-based Application Platform as a Service (APaaS)



Infrastructure

- Computer resources: datacenters, racks, servers, ports etc.
- Security: The platform is secured via multiple technologies which have been certified by third-party security organizations.
- Service level agreements: paired datacenters provide redundancy and failover.
- Backups: 4 daily full backups per week.

Where ServiceNow?

- **Headquarters:** Santa Clara, California
- **Office Locations & Employees:** Across the globe including North America, Latin America, Europe, Middle-East, Africa, Asia Pacific, Japan
- **Data Centers:**
 - **Asia Pacific Japan:** Australia, Hong Kong, Japan, Singapore, India
 - **Europe, Middle East, Africa:** Germany, Ireland, Netherlands, Switzerland, UK
 - **North America:** Canada, USA
 - **South America:** Brazil

Finally, we can answer that what is ServiceNow as we have got quite a knowledge about it.

ServiceNow is a software company based in Santa Clara, California, founded by Fred Luddy in 2003, to solve problems large enterprises face with traditional IT delivery by providing a robust, simple to use, cloud-based environment in which businesspeople can solve the business problems themselves.

ServiceNow Platform Overview

>>The now platform

The now platform is an **application platform as a service** (APaaS)

- ServiceNow is a cloud-based.
- It provides a platform upon which you can develop your own custom solutions.
- It provides and supports the infrastructure computer resources.
- It provides a robust set of application and workflows to support most common business processes.
- All applications for the entire enterprise are supported by a single, common, data-model and database.

Now Platform Architecture



When you purchase an instance, it is ServiceNow's responsibility to support the IT infrastructure and compute resources needed to enable and secure that instance.

- Enterprise Cloud
 - Most cloud services are built on a multi-tenant architecture in which your platform and data are co-mingled with other companies. ServiceNow is built on a **multi-instance architecture**. You have your own instance of the platform and database.
- Availability & Redundancy
 - All ServiceNow datacenters are paired with another datacenter to provide redundancy and failover. **Redundancy is built into every layer** including devices, power, and network resources.



When you purchase an instance, it is ServiceNow's responsibility to support the IT infrastructure and compute resources needed to enable and secure that instance.



- Backups & security
 - ServiceNow provides 4 weekly full data backups and 6 days of daily differential backups.
- Domain separation
 - The ServiceNow platform provides the ability to separate data, processes, and administrative tasks on an instance into logical groupings called domains.

Lesson 2: ServiceNow Platform Overview

Applications and Workflows

ServiceNow comes with a robust suite of applications which are categorized (**functionally**) into 4 primary workflows:



- **IT Workflows:** 79 applications that support internal IT functions
- **Employee Workflows:** 43 applications targeted at the needs of employees
- **Customer Workflows:** 93 applications that support functions related to customers
- **Creator Workflows:** 23 applications designed to enable ServiceNow platform development and operations support

Lesson 2: ServiceNow Platform Overview

Applications and Workflows

IT Workflows	Employee Workflows	Customer Workflows	Creator Workflows
IT Service Management (24)	HR Service Delivery (16)	Customer Service Management (29)	App Engine (15)
IT Operations Management (13)	Workplace Service Delivery (10)	Field Service Management (11)	IntegrationHub (8)
IT Business Management (10)	Legal Service Delivery (10)	Connected Operations (4)	
IT Asset Management (4)	Procurement Service Management (6)	Financial Service Operations (25)	
DevOps (4)	Safe Workplace Suite (1)	Telecommunications Service Management (24)	
Security Operations (8)			
Governance, Risk, and Compliance (13)			
Telecommunications Network Performance Management (3)			

Now platform user-interfaces

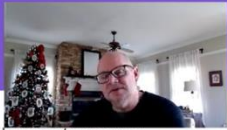
ServiceNow provides 3 user-interfaces for interacting with the now platform.

- The **Now platform UI** is the primary UI. It is the best used on desktop and laptop computers and is accessed via web-browser and the instance URL.
- The **ServiceNow mobile apps** are best used on mobile devices and can be installed from the device's app store.

- The **Service portal** is a user-friendly, self-service, widget-based portal accessed via web-browser and special URL.



Lesson 2: ServiceNow Platform Overview

Role-based Access




Not every member of an organization needs access to all information all the time. ServiceNow uses role-based access to ensure a user can get the information they need, and no more. The primary components include:

- A **User** is an individual that has been given access to an instance. Users are usually assigned to 1 or more groups and can be granted multiple roles. A user with no roles assigned is called a self-service user. They can login and access actions like viewing the homepage, Service Catalog, articles, and surveys.
- A **Group** is a set of users who share a common purpose and need access to similar data. Multiple roles can be assigned to a single group.
- A **Role** is a collection of **permissions**. A role can be assigned to an individual user, a group of users, or another role. Multiple roles can be assigned to a single role. It's best to assign roles to a group rather than an individual user.



Lesson 2: ServiceNow Platform Overview

User Authentication




When a user attempts to login to an instance, ServiceNow validates their identity and enables access to functions and data based upon their related groups and roles. The platform can support several methods of user authentication including:

• Local database authentication	• OAuth 2.0
• External Single Sign-on (SSO)	• Digest Token
• LDAP	• Multi-factor Authentication

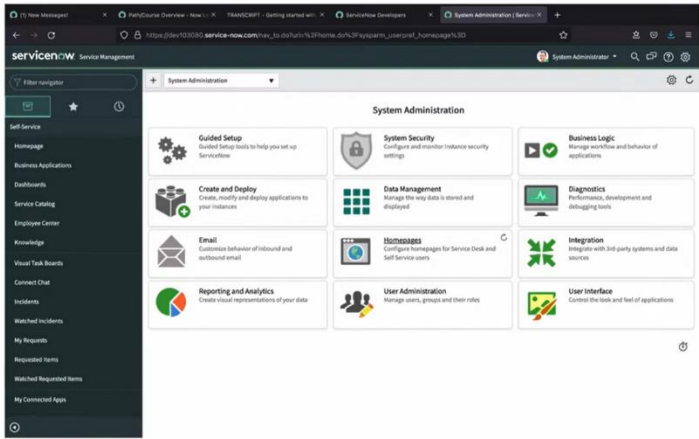
ServiceNow User Interface Overview

Lesson 3



Main Screen Elements

Banner Frame

Application Navigator



Content Frame



Banner Frame: User menu

The user menu provides the following tools:

- Profile: set profile attributes including name, phone, title, email, date format, time zone
- Impersonate user: access the instance as another user; available to users with admin or impersonator role
- Elevate roles: a safety mechanism for high-impact actions; available to system admin
- Logout: logout of the ServiceNow instance

Banner Frame: tools

Tools on the banner frame include:

- Global search: search the entire instance for records matching keywords
- Connect chats: ServiceNow's real-time messaging tool
- Help: displays contextual help as available; a badge on the icon indicates embedded help is available; provides access to user guide; provides access to documentation search tool.

Banner Frame: System Settings

System Settings allows the user to customize the UI to their preference. Settings are grouped as follows:

- **General Settings**
- **Theme Settings**
- **Accessibility Settings**
- **List Settings**
- **Forms Settings**
- **Notifications Settings**
- **Developer Settings**



System
Settings

Banner Frame: System Settings (2)

- **General Settings**
 - Enable/disable Compact UI
 - Enable/disable Keyboard shortcuts
 - Set Home link to Homepages or Dashboards
 - Set Date/Time to Calendar, Time Ago, or Both
 - Set Time zone
- **Theme Settings**
 - Choose a color scheme for your UI
- **Accessibility Settings**
 - Set accessibility settings
- **List Settings**
 - Enable/disable wrapping of long text in list columns

Other system settings that exist are:

- Form settings
- Developer settings
- Notification settings

Application Navigator

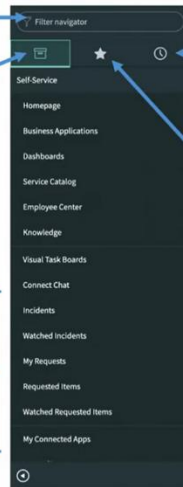
Navigation Filter

- Filters the list of applications and modules as you type

All Applications

- All applications and modules available to the logged-in user
- Double-click to expand/collapse all

Application
Module
▼ Separator
Module



History

- Provides quick access to items we've visited recently; default is last 30 items

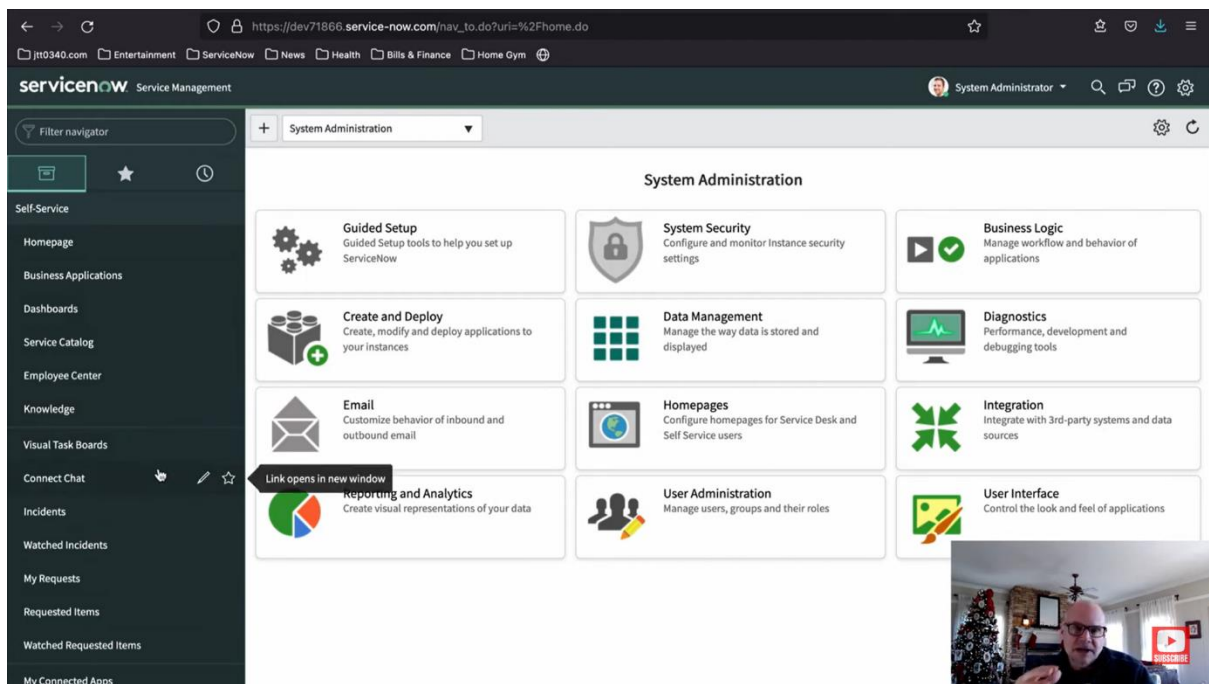
Favorites

- Access applications and modules you have marked as favorites (like in a web browser)

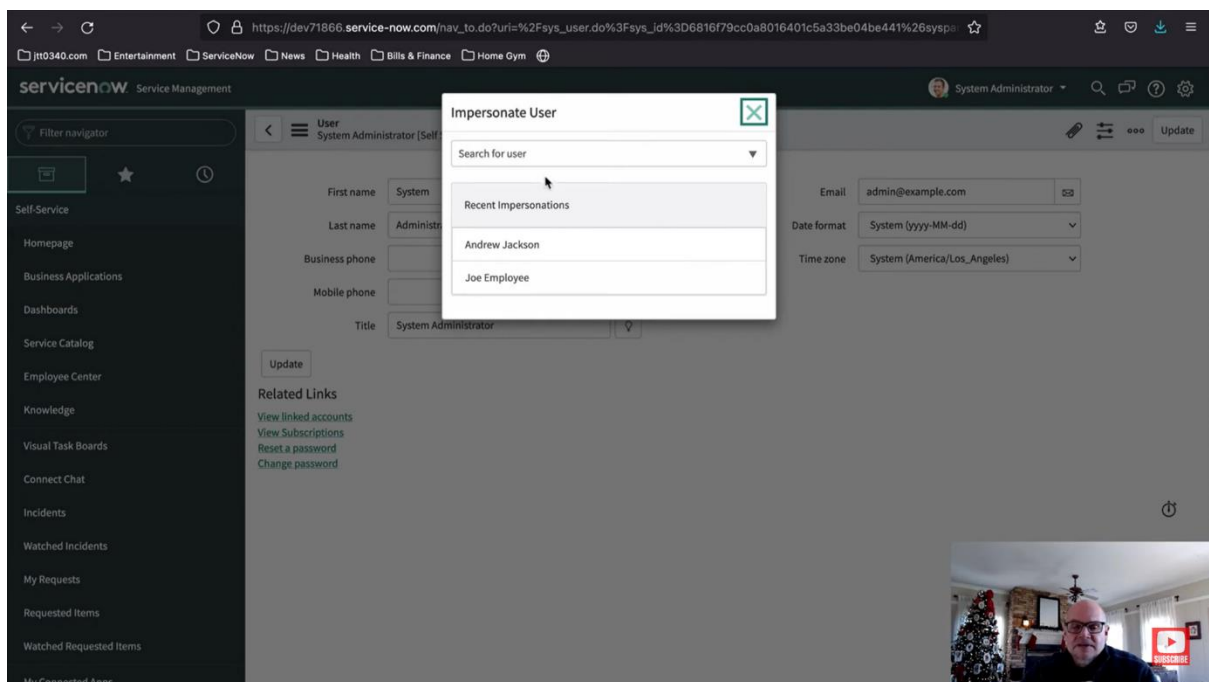
Application Navigator (Demo)

1. Login to your Personal Developer Instance (PDI)
2. Locate the three Application Navigator tabs (All Applications, Favorites, History)
3. Test out the Navigation Filter
4. Expand and collapse an Application or Section
5. Select a Module to open its content
6. Expand / collapse all Applications and Sections by double-clicking the All Applications tab
7. Mark an Application or Module as a favorite by clicking its star
8. Mark a filtered list as a favorite by dragging its breadcrumb to the Favorites list
9. Mark an individual record as a favorite by dragging it to the Favorites list
10. Access the Favorites tab to view your favorites
11. Edit a favorite via the pencil icon
12. Checkout the History tab

Further we will see the actual website and use of its various features and settings that help make the ServiceNow website very handy and useful.

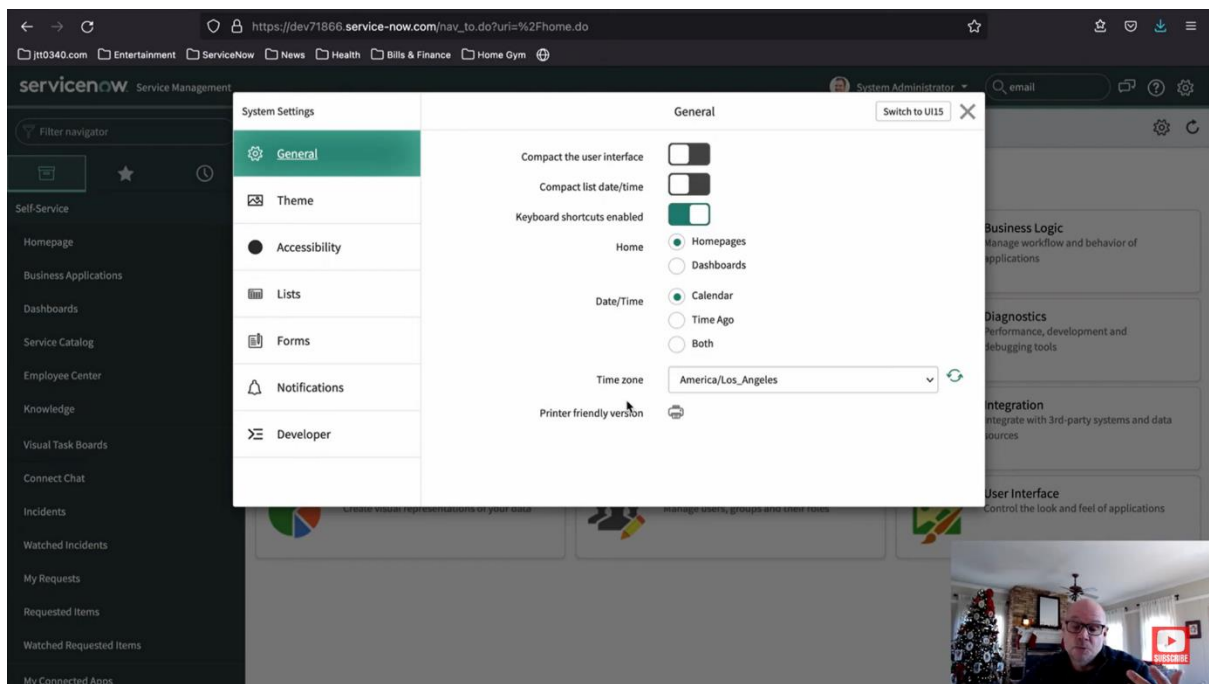


This is the homepage of ServiceNow service management web browser.



This is how we use impersonate user or elevate role using user profile. This also have options for log out.

This is a very simple and handy platform where ever feature is very useful and serves a specific purpose.



This pop-up helps to customize the platform by giving us various options in the field of general, theme, accessibility, lists, forms, notifications, developer

	Number	Opened	Short description	Caller	Priority	State	Category	Assignment group	Assigned to	Updated
	INC0009009	2018-08-30 01:06:16	Unable to access the shared folder.	David Miller	4 - Low	New	Inquiry / Help	(empty)	(empty)	2018-12 23:30:24
	INC0009005	2018-08-31 21:35:21	Email server is down.	David Miller	1 - Critical	New	Software	(empty)	(empty)	2018-12 23:18:51
	INC0009004	2018-09-01 06:13:30	Defect tracking tool is down.	David Miller	3 - Moderate	Closed	Software	(empty)	(empty)	2021-09 19:08:54
	INC0009003	2018-08-30 02:17:32	Cannot sign into the company portal app	David Miller	3 - Moderate	Closed	Inquiry / Help	(empty)	(empty)	2018-12 23:39:51
	INC0009002	2018-09-16 05:49:23	My computer is not detecting the headphone device	David Miller	3 - Moderate	Closed	Hardware	(empty)	(empty)	2021-09 19:08:54
	INC0009001	2018-09-11 20:56:26	Unable to post content on a Wiki page	David Miller	3 - Moderate	New	Inquiry / Help	(empty)	(empty)	2018-12 23:32:41
	INC0008112	2019-07-29 11:48:43	Assessment : ATF Assessor	survey.user	5 - Planning	New	Inquiry / Help	(empty)	(empty)	2019-07 11:49:21
	INC0008111	2019-07-22 14:04:57	ATF : Test1	System Administrator	5 - Planning	New	Inquiry / Help	(empty)	(empty)	2019-07 11:49:21
	INC0008001	2021-01-15 13:04:14	ATF:TEST2	survey.user	5 - Planning	New	Inquiry / Help	(empty)	(empty)	2021-01 13:04:14
	INC0007002	2018-10-16 22:47:51	Need access to the common drive.	David Miller	4 - Low	New	Inquiry / Help	(empty)	(empty)	2018-10 22:47:51
	INC0007001	2018-10-16 22:47:10	Employee payroll application server is down	David Miller	1 - Critical	New	Hardware	(empty)	(empty)	2018-10 22:47:10

This shows the incident page here all the activity is recorded in the form of lists..this list has column (fields) and row (records).

We can create, remove, personalize, filter, search, etc... the incident list according to our needs.

The screenshot displays the ServiceNow Incident form for incident INC0009003. The form is organized into several sections. The top section contains fields for Number, Caller, Category, Subcategory, Service, Service offering, Configuration item, Short description, and Description. The right section contains fields for Contact type, State, Impact, Urgency, Priority, Assignment group, and Assigned to. The bottom section includes tabs for Notes, Related Records, and Resolution Information, with a list of activities showing one activity by System Administrator. A video feed of a person is visible in the bottom right corner.

This is a form that is used to record data that is entered in the form. this is used to create various records in the ServiceNow platform .

ServiceNow Branding Overview

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.

It is one of the many reasons to which this makes the developer portal of ServiceNow more useable.

Lesson

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

 ServiceNowSimple.com 



Lesson

Service Portal, UI Builder

Service Portal and **UI Builder** are two additional tools that can be used to brand the interface.

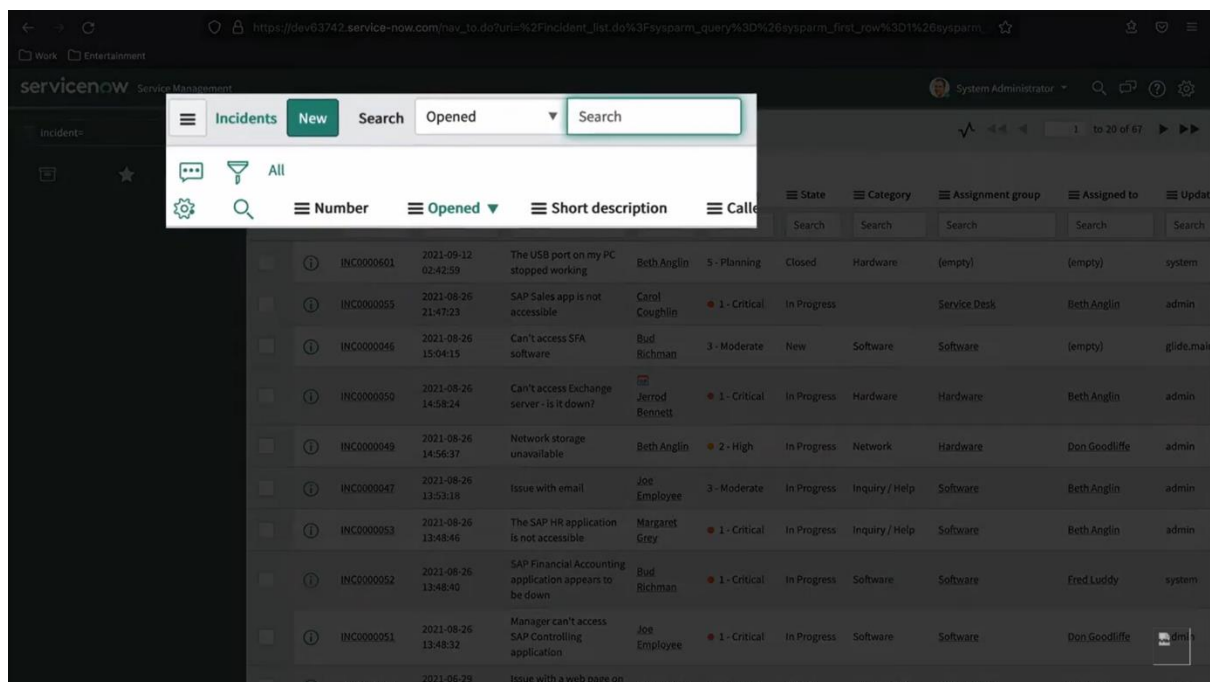
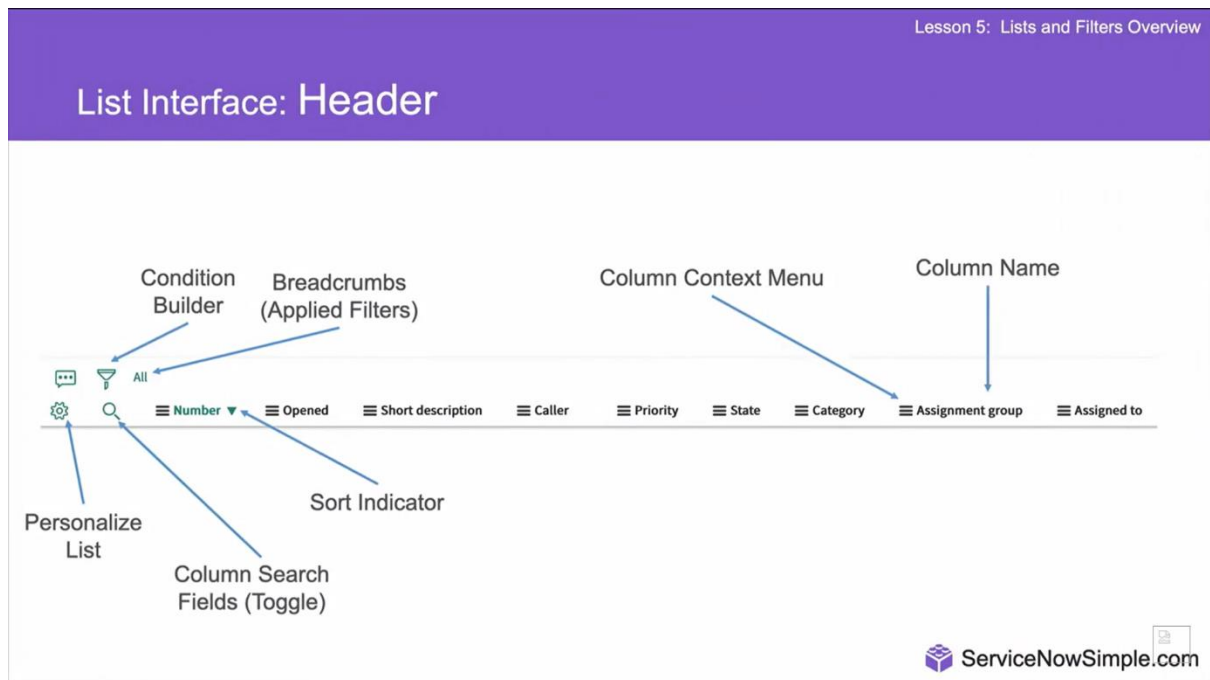
Service Portal is a widget-based tool that allows creation of intuitive, user-friendly interfaces to the Now Platform.

UI Builder allows you to build-out a functional page by choosing from a library of components (buttons and data visualizations) and layouts.

 ServiceNowSimple.com 

ServiceNow Lists and Filters

Here are some image of the list and its features and structure that is provided by the ServiceNow portal.



ServiceNow Lists and Filters

servicenow Service Management

System Administrator

Filter navigator

Incidents New Search Category

View Default view

Filters Indicators Panel

Group By Major incidents

Show Mobile

Refresh List Portal

Create Favorite Self Service

Workspace

				Short description	Caller	Priority	State	Category	Assignment group	Assigned to	Updated
				SAP Sales app is not accessible	Carol Coughlin	1 - Critical	In Progress		Service Desk	Beth Anglin	admin
				Can't log into SAP from my laptop today	Joe Employee	2 - High	In Progress		(empty)	Fred Luddy	admin
				Sales forecast spreadsheet is READ ONLY	Taylor Vreeland	1 - Critical	In Progress		(empty)	ITIL User	admin
				Having problems with Sales Tools performance	Luke Wilson	4 - Low	On Hold		(empty)	ITIL User	admin
				Need access to sales DB for the West	Joe Employee	1 - Critical	On Hold	Database	(empty)	David Loo	admin
				Need Oracle 10GR2 installed	Fred Luddy	4 - Low	Closed	Database	Database	Don Goodliffe	admin
				Rain is leaking on main DNS Server	Bow Ruggeri	1 - Critical	In Progress	Hardware	Hardware	ITIL User	admin
				Need to add more memory to laptop	Don Goodliffe	1 - Critical	In Progress	Hardware	(empty)	ITIL User	admin
				Seem to have an issue with my hard drive...	Rick Berzle	5 - Planning	Closed	Hardware	Hardware	Don Goodliffe	admin
				Lost connection to the wireless network	Rick Berzle	5 - Planning	Closed	Hardware	Network	David Loo	admin
				My computer detecting the headphone	David Miller	3 - Moderate	Closed	Hardware	(empty)		system

Scroll for details

ServiceNow Lists and Filters

servicenow Service Management

System Administrator

Filter navigator

Incidents New Search Short description

Show activity stream in a flyout window

				Number	Opened	Short description	Caller	Priority	State	Category	Assignment group	Assigned to	Updated
				INC0008112	2019-07-29 11:48:43	Assessment : ATF Assessor	survey.user	5 - Planning	New	Inquiry / Help	(empty)	(empty)	admin
				INC0008111	2019-07-22 14:04:57	ATF: Test1	System Administrator	5 - Planning	New	Inquiry / Help	(empty)	(empty)	admin
				INC0008001	2021-01-15 13:04:14	ATF:TEST2	survey.user	5 - Planning	New	Inquiry / Help	(empty)	(empty)	admin
				INC0000050	2021-08-26 14:58:24	Can't access Exchange server - is it down?	Jerrold Bennett	1 - Critical	In Progress	Hardware	Hardware	Beth Anglin	admin
				INC0000046	2021-08-26 15:04:15	Can't access SFA software	Bud Richman	3 - Moderate	New	Software	Software	(empty)	glide.mail
				INC0000019	2021-06-05 16:44:39	Can't launch 64-bit Windows 7 virtual machine	Fred Luddy	2 - High	In Progress	Software	(empty)	Bud Richman	admin
				INC0000044	2021-06-18 17:47:08	Can't log into SAP from my laptop today	Joe Employee	2 - High	In Progress		(empty)	Fred Luddy	admin
				INC0000001	2021-06-16 16:09:51	Can't read email	Fred Luddy	1 - Critical	Closed	Network	Service Desk	Charlie Whitherspoon	admin
				INC0009003	2018-08-30 02:17:32	Cannot sign into the company portal app	David Miller	3 - Moderate	Closed	Inquiry / Help	(empty)	(empty)	admin
				INC0000005	2021-06-12 16:06:52	CPU load high for over 10 minutes	Alejandro Mascall	1 - Critical	Closed	Hardware	Hardware	Bud Richman	system
				INC0000012	2021-06-01 16:07:00	Customer didn't receive eFax	Don Goodliffe	5 - Planning	Closed	Software	Database	David Loo	admin

	Number	Opened	Short description	Caller	Priority	State	Category	Assignment group	Assigned to	Updated
<input type="checkbox"/>	INC0008112	2019-07-29 11:48:43	Assessment : ATF Assessor	survey user	5 - Planning	New	Inquiry / Help	(empty)	(empty)	2019-07-29 11:49:28
<input type="checkbox"/>	INC0008111	2019-07-22 14:04:57	ATF : Test1	System Administrator	5 - Planning	New	Inquiry / Help	(empty)	(empty)	2019-07-22 14:05:48
<input type="checkbox"/>	INC0008001	2021-01-15 13:04:14	ATF:TEST2	survey user	5 - Planning	New	Inquiry / Help	(empty)	(empty)	2021-01-25 15:31:42
<input type="checkbox"/>	INC0000050	2021-08-26 14:58:24	Can't access Exchange server - is it down?	Jerrold Bennett	1 - Critical	In Progress	Hardware	Hardware	Beth Anglin	2021-09-12 12:49:40
<input type="checkbox"/>	INC0000046	2021-08-26 15:04:15	Can't access SFA software	Bud Richman	3 - Moderate	New	Software	Software	(empty)	2021-08-26 15:37:27
<input type="checkbox"/>	INC0000019	2021-06-05 16:44:39	Can't launch 64-bit Windows 7 virtual machine	Fred Luddy	2 - High	In Progress	Software	(empty)	Bud Richman	2021-09-12 12:46:13
<input type="checkbox"/>	INC0000044	2021-06-18 17:47:08	Can't log into SAP from my laptop today	Joe Employee	2 - High	In Progress	(empty)	(empty)	Fred Luddy	2021-09-12 12:52:03
<input type="checkbox"/>	INC0000001	2021-06-16 16:09:51	Can't read email	Fred Luddy	1 - Critical	Closed	Network	Service Desk	Charlie Whitherspoon	2021-09-13 13:16:07
<input type="checkbox"/>	INC0009003	2018-08-30 02:17:32	Cannot sign into the company portal app	David Miller	3 - Moderate	Closed	Inquiry / Help	(empty)	(empty)	2018-12-12 23:39:53
<input type="checkbox"/>	INC0000005	2021-06-12 16:06:52	CPU load high for over 10 minutes	Alejandro Mascall	1 - Critical	Closed	Hardware	Hardware	Bud Richman	2021-09-19 08:50

Available

Time worked
Transfer reason
Universal Request
Updates
Upon approval
Upon reject
Urgency
User input
Watch list
Work notes
Work notes list
Updated by
Updated
Assigned to

Selected

Number
Opened
Short description
Caller
Priority
State
Category
Assignment group

☒ Wrap column text
☐ Compact rows
☐ Active row highlighting
☒ Modern cell coloring
☒ Enable list edit
☒ Double click to edit

Cancel
OK

Forms in ServiceNow

Here is some of the understandings regarding the form in servicenow.

servicenow Forms

A form in ServiceNow is a common set of tools and user-interface elements used to view and update a single record from the database.

Incident Record

The screenshot shows the 'Incident Record' form in ServiceNow. It includes fields for 'Number' (INC0009005), 'Caller' (David Miller), 'Category' (Software), 'Subcategory' (Email), 'Service' (Email), 'Service offering' (Email server status), 'Configuration item' (Email server status), 'Channel' (None), 'State' (New), 'Impact' (1-High), 'Urgency' (1-High), 'Priority' (1-Critical), 'Assignment group' (ITIL), and 'Assigned to' (David Miller). The 'Short description' is 'Email server is down.' and the 'Description' is 'Unable to send or receive emails.' The form also has a 'Watch list' and 'Work notes' section.

User Record

The screenshot shows the 'User Record' form in ServiceNow. It includes fields for 'User ID' (David Miller), 'First name' (David), 'Last name' (Miller), 'Title' (Product Manager), 'Department' (Product Management), 'Email' (david.miller@servicenow.com), 'Language' (None), 'Calendar integration' (Outlook), 'Time zone' (Pacific Standard Time), 'Date format' (MM/DD/YYYY), 'Business phone' (555-555-5555), and 'Mobile phone' (555-555-5555). The form also has a 'Watch list' and 'Work notes' section.

servicenow Forms

The screenshot shows the 'Incident Record' form in ServiceNow with several annotations. The 'Header Bar' is at the top, showing the incident number 'INC0009005'. The 'Fields' are the input areas for the form, including 'Number', 'Caller', 'Category', 'Subcategory', 'Service', 'Service offering', 'Configuration item', 'Channel', 'State', 'Impact', 'Urgency', 'Priority', 'Assignment group', and 'Assigned to'. The 'Required' fields are indicated by an asterisk (*). The 'Read-only' fields are indicated by a lock icon. The 'Sections' are the different parts of the form, including 'Short description', 'Description', 'Watch list', and 'Work notes'. The 'Related Lists' are the lists of related records, including 'Related Records', 'Resolution Information', and 'Work notes list'. The 'Buttons' are the 'Update', 'Resolve', and 'Delete' buttons.

servicenow Forms

Form Field Types

String field

User ID

Boolean (true/false) field

Password needs reset ☐

Choice field

Language -- None -- 

Reference field

Department  








servicenow Forms


Form Field Types

List field

Watch list

System Administrator	   
Abraham Lincoln	
Megan Burke	

Select target record 

Enter email address 

Journal field

Additional comments
(Customer visible)

Work notes

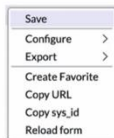


servicenow Forms

Saving Changes

As changes are made on a form, they are NOT automatically saved.

Users must proactively save changes by using the Save menu item or Submit/Update button



If you attempt to leave a form with unsaved changes, the system will provide notification.



servicenow Forms

Form Related Lists

A related list is a special form element that displays a list of records from another table that is related to the current record (a one-to-many relationship). For example, a User form might contain a related list displaying all Roles that have been associated with the user.

A screenshot of the 'Roles' related list in ServiceNow Forms. The list is titled 'Roles (2/9)' and has tabs for 'Entitled Custom Tables', 'Groups (1)', 'Delegates', and 'Subscriptions'. The list has columns: Role, State, Inherited, and Inheritance Count. The data rows are: user_criteria_admin (Active, true), evam_admin (Active, true), and sn_template_admin (Active, true). A video inset shows a man speaking.

Role	State	Inherited	Inheritance Count
user_criteria_admin	Active	true	
evam_admin	Active	true	
sn_template_admin	Active	true	