
WELCOME TO **servicenow**®

AN INTRODUCTION



OVERVIEW

- Intro to ITSM
- ITIL
- What is Service Now?
- SNOW Architecture
- SNOW Docs & Community
- Personal Developer Instance
- Plugins

INTRO TO ITSM

- ITSM stands for **Information Technology Service Management**
- It is an approach to handling end-to-end IT delivery
- ITSM assists IT teams in the provisioning of all relevant IT services
 - This includes the planning, designing, building, implementing, deployment, improvement, and support for customers, employees, and stakeholders
- It helps ensure that services are aligned with business needs
- ITSM is about the ongoing lifecycle of IT services, not just the design or deployment
- The key objectives of ITSM are:
 - Improve service quality of IT services delivered
 - Align IT services with current and future needs of the business and its customers
 - To reduce long-term cost of service provision

ITSM (CONT.)

- ITSM acts as a bridge for connecting IT professionals (like you developers!) to end users that require IT services
- Benefits of ITSM for businesses include:
 - Increased agility
 - Improved response
 - Lower costs
 - Easy compliance
 - Better service
- Some popular ITSM tools include **Service Now**, Jira Service Management, Freshservice, and Zendesk
- Core ITSM disciplines are service support and service delivery

ITIL

- ITIL is one of the many possible frameworks of ITSM
- ITIL stands for **Information Technology Infrastructure Library**
- Considered the most widely-recognized ITSM framework that offers a set of best practices for ITSM
- The ITIL service lifecycle is broken down into 5 stages:
 - **Service strategy** – includes analyzing market requirements, identifying customer needs, and determining the services to be offered
 - **Service design** – IT services are designed, taking into consideration the org's resources, technology, and capabilities
 - **Service transition** – involves planning and managing the introduction of new services or changes to existing services; ensures that changes are implemented smoothly with minimal disruption to business operations
 - **Service operation** – focuses on day-to-day IT service delivery and support
 - **Continual service improvement** – involves regularly assessing service performance, identifying areas for improvement, and implementing measures to enhance service quality and efficiency

ITIL(CONT.)

- ITIL emphasizes a number of standard roles include, most importantly:
 - **Service Owner:** Accountable for the overall design, performance, integration, improvement and management of a single service.
 - **Process Owner:** Accountable for the overall design, performance, integration, improvement and management of a single process.
 - **Service Manager:** Accountable for the development, performance and improvement of all services in an environment.
 - **Product Manager:** Accountable for the development, performance and improvement of the entire product.

WHAT IS SERVICE NOW?

- A provider of cloud-based services that automate IT processes and operations
- An ITSM tool
- Can be considered SaaS, PaaS, or IaaS, depending on how you look at it
- ServiceNow Inc is the American company that built the Now Platform and was founded in 2004
- The Now Platform is an intelligent, low-code platform that allows companies to build custom workflows using pre-built templates



SERVICE NOW SOLUTIONS

- There are 5 main categories of solutions made possible with the Service Now platform:
 - **Technology Excellence** – leveraging the power of AI, automation, and machine learning to achieve speed and agility while driving growth and innovation
 - **Customer Experience** – AI capabilities allow customers to self-serve, driving down case volumes and increasing response times
 - **Operational Excellence** – create transparent, trustworthy, and effective processes across every part of the workday
 - **Hyperautomation & Low Code** – modernize legacy processes using low-code and no-code development tools
 - **Finance and Supply Chain Management** – deliver innovation while cutting costs by automating manual processes

KEY BENEFITS OF SERVICE NOW

-
- Simplified experiences
 - Empower everyone inside and outside the organization using a simplified layer of engagement with data unified from any system
 - Purposeful automation
 - We can take the digital sprawl across the enterprise and deliver an automated, intelligent System of Action
 - Organizational agility
 - A low-code and intelligent platform helps meet business needs and is able to pivot and adapt quickly in today's changing environment

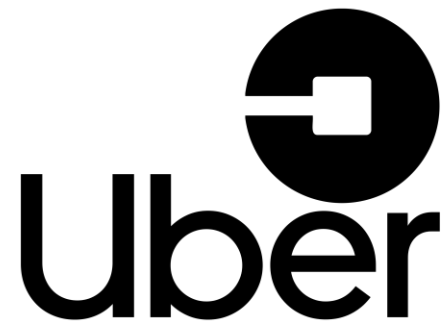
FEATURES OF SERVICE NOW

- Key features of ServiceNow are:
 - Simple and Consistent
 - Flexible
 - Secure
 - Lower Total Cost
 - Easy to Integrate
 - Speed Time to Production

WHAT IS SERVICE NOW SUITABLE FOR?

- Education
- Energy and utilities
- Financial services
- Government
- Healthcare
- Logistics
- Manufacturing
- Retail
- Service providers
- Telecommunications, media, and technology

SOME SERVICE NOW CUSTOMERS



SERVICE NOW ARCHITECTURE

- As previously stated, SNOW can be considered a Paas, laas, or Saas
 - **Paas** – platform as a service
 - To the developer, it is a platform for developing applications
 - **laas** – infrastructure as a service
 - To the business, it is infrastructure maintained by Service Now
 - **Saas** – software as a service
 - To the customer, it is a software to interact with
- There are 4 pillars of Service Now architecture:
 - **ServiceNow Datacenters** – this is where all our data and database tables live
 - **ServiceNow Firewall** – think of this as backend security
 - **Customer Firewall** – think of this as frontend security
 - **User Interface** – this is how users interact with the application/platform

SERVICE NOW INSTANCES

- When developing an application, development will happen on a separate instance from testing and production
- Service Now uses this separation of environments as well
- Typically, development exists in a dev instance and a dev instance cannot be used as a production instance (it cannot be published)
 - <https://<xxxdev>.service-now.com/>
- A test environment will allow for various tests to take place, such as load testing, regression testing, and QA (Quality Assurance)
 - <https://<xxxtest>.service-now.com/>
- A UAT (user acceptance testing) environment will ensure that the application meets quality standards and best practices for users
 - <https://<xxxuat>.service-now.com/>
- Finally, a production environment is where the live application lives
 - <https://<xxxprod>.service-now.com/>



BREAK

- Stop Here

SNOW DOCS & COMMUNITY

- Training will provide the core principles, but YOU are responsible for ensuring a deep understanding
- The SNOW documentation site will be your reference guide for finding information about SNOW products, apps, and releases
 - [Product Documentation | ServiceNow](#)
- The SNOW community site is great for asking questions, getting/giving advice, and connecting with other SNOW professionals
 - [Home - ServiceNow Community](#)
- The SNOW Learning site provides asynchronous learning modules that will be great for supplementing your learning!
- Use this in conjunction with training to solidify your knowledge and better prepare for your certification exam
 - Bookmark the Certified System Administrator (CSA) learning path for a quick link

PERSONAL DEVELOPER INSTANCE

- To start building applications and get hands-on with the platform, you will need to spin up a personal developer instance
- Go to the SNOW Developer site to spin up your instance
 - [Home | ServiceNow Developers](#)
- This is where you will access your instance each day
- Exists entirely on the cloud
- You will also receive an email with a link to your instance along with a dev instance password
 - It should look something like this: `https://<<customdevinstancename>>.service-now.com/login`
 - SAVE YOUR DEV INSTANCE PASSWORD SOMEWHERE SAFE
- Each day you will need to wake up your instance and this may take a few minutes, so get it up and running first thing each day

SNOW PLUGINS

- Plugins are software components that provide features and functionalities within a ServiceNow instance
- Plugins add features or extend the functionality of the Now Platform
- Applications are standalone pieces of code that implements a collection of features on the Now Platform that may include a number of active plugins
- All plugins are provided by ServiceNow
 - A set of plugins are active by default, but you can activate additional plugins if needed
 - Some plugins require activation by ServiceNow personell

HANDS-ON DEMO

- Tour the Service Now Platform
- Let's add a custom logo to our platform that will span across all of our applications

YOUR TASK

- Read through this document on Plugins
 - [ServiceNow plugins](#)
- Practice navigating the SNOW platform in your developer instance

TERMINOLOGY

- ISTM – IT Service Management is a set of practices, policies, and processes designed to manage and deliver IT services to meet the needs of an organization and its customer
- ITIL – IT Infrastructure Library that serves as an ITSM framework with a 5-stage lifecycle
- Banner – Contains the app logo, contextual app pill, global search bar, and logged in user that spans the top of the page in the SNOW platform
- Contextual App Pill – A user interface element that dynamically changes to show the name of the current page that the user is on
- Global Search – A search bar user widget that searches the entire platform
- Filter Navigator – allows us search and filter the list of applications and modules under 'all' to quickly find the one we need