ServiceNow Overview
ServiceNow is a cloud-based platform offering IT service management (ITSM) and business process automation solutions. It helps organizations manage IT workflows and offers tools for automating various business functions.

Key Services of ServiceNow:

- **IT Service Management (ITSM)**: Manages incidents, problems, and changes.
- **IT Operations Management (ITOM)**: Automates IT infrastructure management.
- **IT Business Management (ITBM)**: Aligns IT operations with business goals.

Free ServiceNow Instances:

To get a free ServiceNow instance, you can register on the ServiceNow Developer Portal. It allows access to a personal development instance for testing and learning.

ServiceNow Components & Modules:

- **Components**: Tables, Business Rules, UI Policies, Forms, and Lists.
- **Modules**:
  - **Incident Module**: Manages IT service disruptions.
  - **Problem Module**: Identifies and manages root causes of incidents.
  - **Change Module**: Manages changes to the IT environment.

Additional Modules:

- **Knowledge Management**
- **Service Catalog**
- **Asset Management**

ServiceNow helps businesses automate workflows, streamline IT services, and align operations with strategic goals.

Some of the modules are :

1. Incident Management Module:

- **Purpose**: Manage and resolve IT service disruptions. It allows IT teams to log, track, and resolve incidents (service interruptions) to minimize downtime.
- **Features**: Incident creation, assignment, prioritization, and resolution.

2. Problem Management Module:

- **Purpose**: Focuses on identifying and managing the root causes of incidents. It helps prevent future incidents by addressing the underlying issues.
- **Features**: Problem logging, root cause analysis, workaround documentation.

3. Change Management Module:

- **Purpose**: Manages and controls the lifecycle of changes in IT infrastructure. It ensures that changes are systematically planned, tested, and implemented without causing unnecessary disruption.
- **Features**: Change request submission, approval workflows, risk assessments, and change scheduling.

4. Request Management Module:

- **Purpose**: Automates the handling of service requests (e.g., user access, hardware/software purchases).
- **Features**: Service catalog management, automated approvals, and fulfillment tracking.

5. Knowledge Management Module:

- **Purpose**: Provides a centralized repository for managing and sharing knowledge across teams. It improves service resolution times by providing employees and customers access to documented solutions.
- **Features**: Knowledge base creation, articles, search capabilities, and feedback mechanisms.

6. Configuration Management Database (CMDB):

- **Purpose**: Acts as a central repository to store information about IT assets (configurations). It tracks relationships between assets to help in impact analysis during incidents and changes.
- **Features**: Asset discovery, relationship mapping, and configuration item (CI) management.

7. Asset Management Module:

- **Purpose**: Tracks the lifecycle of IT assets from procurement through decommissioning.
- **Features**: Asset tracking, inventory management, and cost management.

8. Service Catalog Module:

- **Purpose**: Provides a user-friendly interface for employees and customers to request IT and business services.
- **Features**: Customized service offerings, request automation, and approval workflows.

Each of these modules contributes to different aspects of IT service management, ensuring streamlined workflows, enhanced collaboration, and overall improved operational efficiency.

1. Workflow & Process Automation (ITIL Principles):

ServiceNow automates IT workflows based on ITIL (Information Technology Infrastructure Library) principles to improve service efficiency. ITIL includes Incident, Problem, and Change management, enhancing service delivery through standard processes.

2. IT, Security, HR Service Delivery, and Customer Service:

- **IT Service Delivery**: Manage IT services (ITSM) for faster issue resolution.
- **Security**: Automates threat response and incident management.
- **HR Service Delivery**: Streamlines HR processes like onboarding and requests.
- **Customer Service**: Handles customer requests, issues, and service levels.

3. Business Applications:

ServiceNow provides business apps that automate operations in various sectors, such as legal, marketing, finance, etc., offering flexibility for creating custom workflows.

4. Admin and Developer Roles:

- **Admin**: Manages platform settings, modules, users, security, and overall system health.
- **Developer**: Creates custom apps, workflows, and integrations using ServiceNow's development tools (Scripting, UI development, etc.).

5. Major Customers & Growth:

Companies like Coca-Cola, NASA, and Deloitte use ServiceNow. ServiceNow is rapidly growing due to its wide adoption in industries ranging from healthcare to finance, largely driven by digital transformation needs.

6. ServiceNow Architecture:

ServiceNow is built on a multi-instance architecture that offers each customer their own isolated instance for better security, flexibility, and performance.

7. Who Uses ServiceNow?:

IT professionals, HR teams, customer service departments, security operations, and business leaders all use ServiceNow to streamline their operations and automate processes.

8. Catalog:

The ServiceNow catalog is a repository of available services and goods that employees or customers can request. It organizes items (software, hardware, services) into categories.

9. Dashboard Creation:

Module 3
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Dashboards in ServiceNow provide real-time insights into key performance indicators (KPIs) through reports and visualizations. They help track incidents, changes, requests, and overall service health, customizable by users.