



Digital Nurture 3.0



# **Cognizant ServiceNow Program**

## **Weekly Report**

**Week 1**

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# 1. ServiceNow Overview

## What is ServiceNow?

ServiceNow is a powerful cloud-based platform designed to streamline and automate **IT Service Management (ITSM)**. It provides organizations with a single system of record for IT services, enabling efficient management of incidents, service requests, problems, and changes.

## Features:

- ITSM
- Service catalogue
- Asset management
- Configuration management database (CMDB)
- Automation and orchestration
- Intelligent workflows
- Service level management (SLM)
- Reporting and analytics

## ServiceNow can also help organizations:

- Improve operational efficiency
- Track assets
- Control the approval process
- Track activities using an activity dashboard
- Improve operational tracking
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- Improve operational tracking

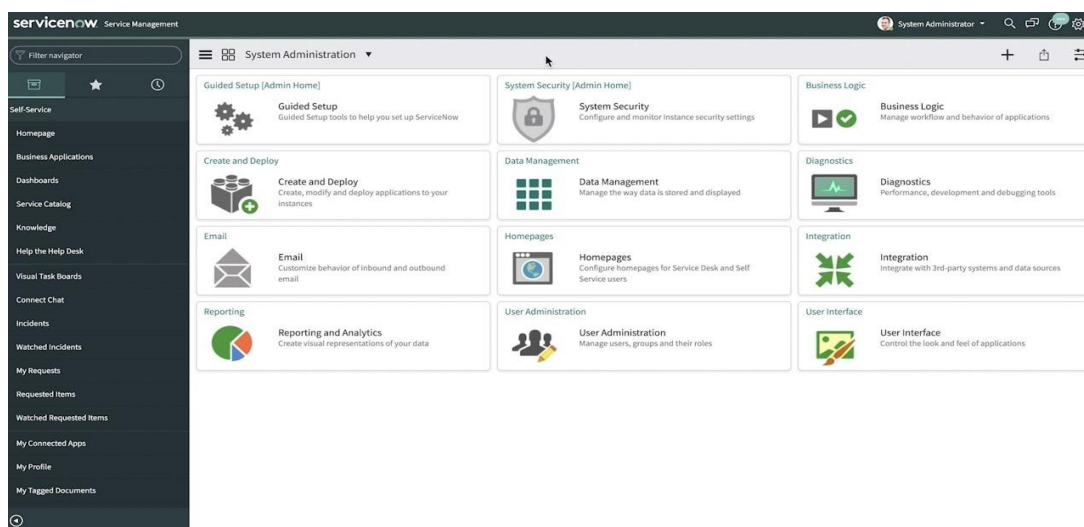


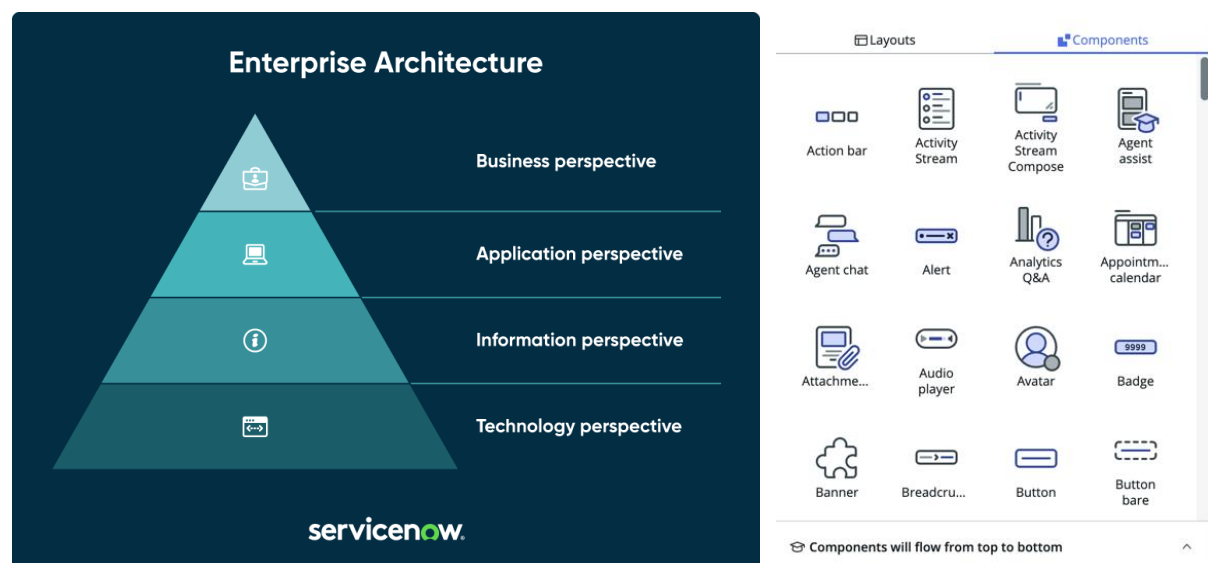
Fig. 1 ServiceNow UI

## 2. Core Components and Architecture

The architecture of ServiceNow is built around several core components:

- **Instances:** Each organization has its own isolated, customizable environment.
- **Relational Database:** ServiceNow uses a robust relational database to store and organize data across tables and records.
- **Applications and Modules:** The platform includes various built-in applications for ITSM, ITOM, HRSD, and more, along with custom apps.
- **Scripting:** JavaScript is used extensively for customization and automation of workflows.
- **Integration Capabilities:** REST and SOAP APIs enable seamless integration with other enterprise systems.

The architecture supports a multi-instance environment, ensuring security, flexibility, and scalability for organizations of all sizes.

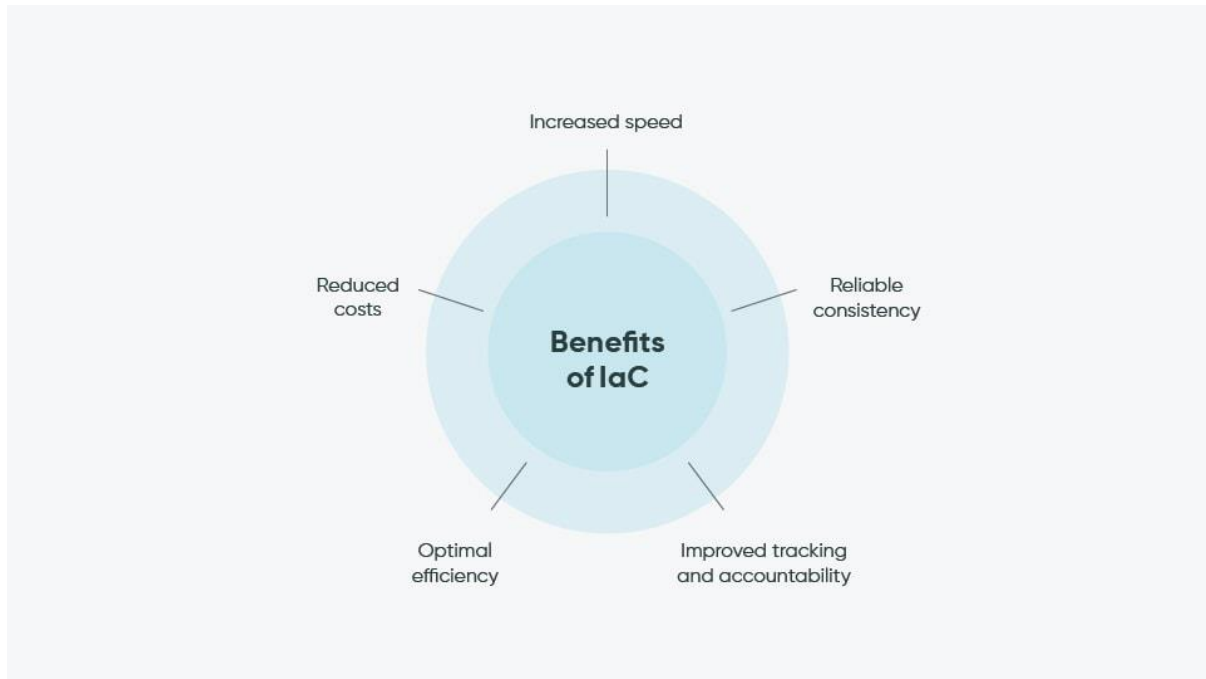


**Fig. 2:** Enterprise Architecture and Components

## 3. ServiceNow Deployment Infrastructure

ServiceNow operates on a global, cloud-based infrastructure under the Software-as-a-Service (SaaS) model. The infrastructure is designed for high availability and disaster recovery, with multiple data centres worldwide ensuring continuous service. Security is paramount, with features like encryption, role-based access controls, and regular audits. The deployment of

ServiceNow services leverages this robust infrastructure to deliver scalable and reliable performance.



**Fig.** Development Infrastructure (Iac)

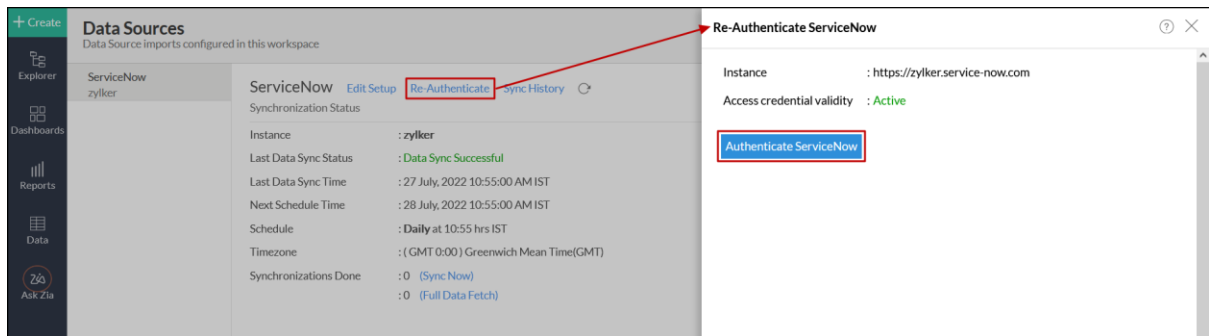
## 4. Navigating ServiceNow

The platform's user interface is designed for ease of use:

- **Navigation Pane:** Provides access to different applications and modules.
- **Content Frame:** The main workspace where forms, lists, and dashboards are displayed.
- **Banner Frame:** Contains global search, user profile, and settings.
- **Forms and Lists:** Core elements used to input and manage records, with forms allowing data entry and lists displaying multiple records.

## 5. Data Imports, Integrations, and Reporting

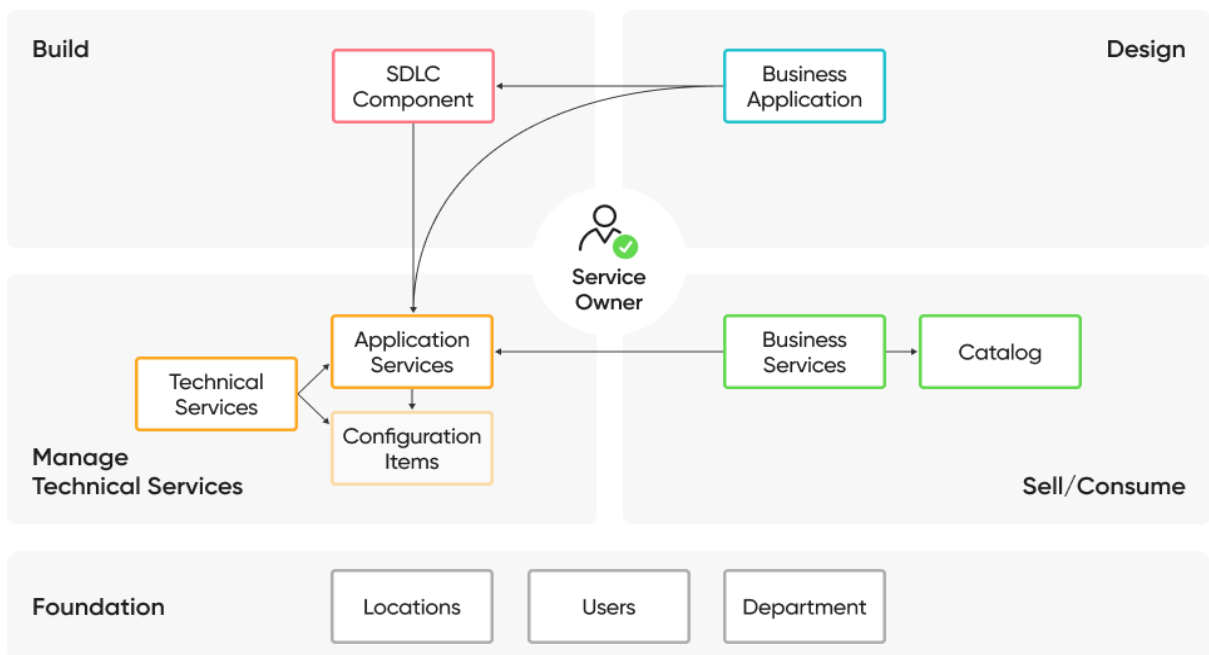
ServiceNow's capabilities extend to importing data from different formats (CSV, Excel, XML) and integrating with external systems via APIs. This enables the platform to serve as a central hub for organizational data, supporting comprehensive reporting. The Report Designer tool allows users to create, manage, and visualize reports, making it easier to monitor key performance indicators and share insights across the organization.



**Fig. Migrations in ServiceNow**

## 6. ServiceNow Data Model for Reporting

The data model in ServiceNow is relational, with data organized into tables and fields. This structure is fundamental to the platform's reporting capabilities, enabling users to create detailed and accurate reports by querying and aggregating data from various tables. The model supports complex data relationships, ensuring that reports are reflective of real-time data and operational metrics.



## 7. Creating and Managing Reports

Creating reports in ServiceNow involves selecting appropriate data sources, applying filters, and choosing a report type. The platform supports various report types, such as bar charts, pie charts, and lists, catering to different visualization needs. Reports can be organized into folders, managed for access permissions, and shared via dashboards, email, or export options like PDF and Excel, ensuring that stakeholders have timely access to critical data.

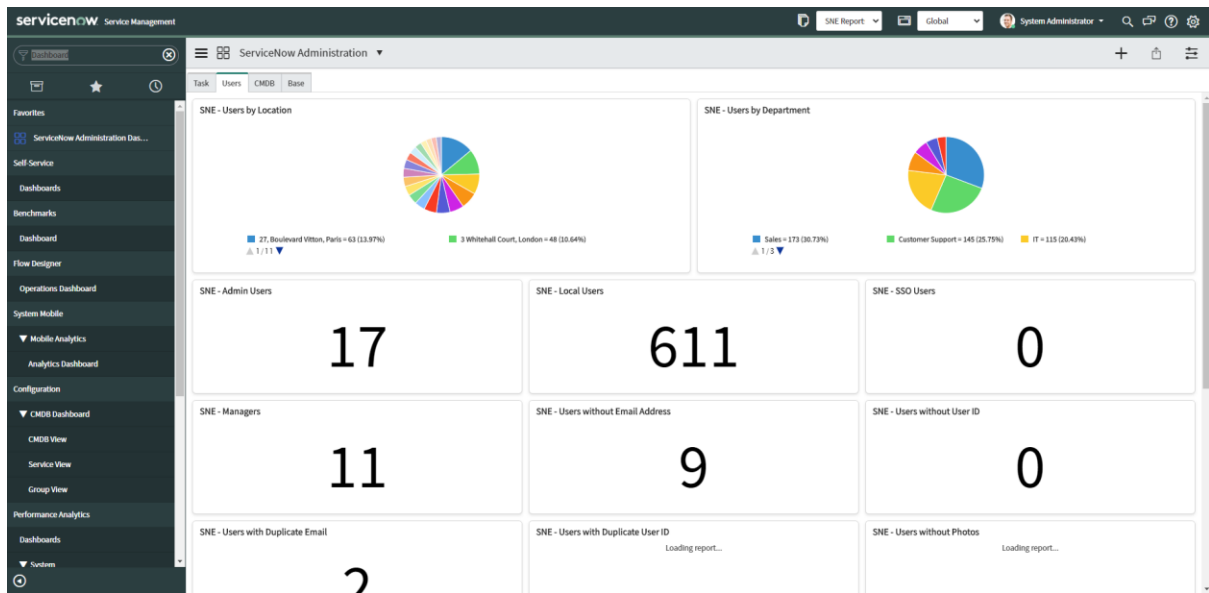


Fig. Reports Dashboard - ServiceNow

## 8. Importance of Data Visualization

Data visualization is essential for transforming complex datasets into intuitive visual representations. In ServiceNow, visualization tools help decision-makers quickly identify trends, patterns, and outliers, enabling more informed and effective decisions. Visual reports are integral for monitoring performance metrics, tracking service levels, and aligning operations with organizational goals.

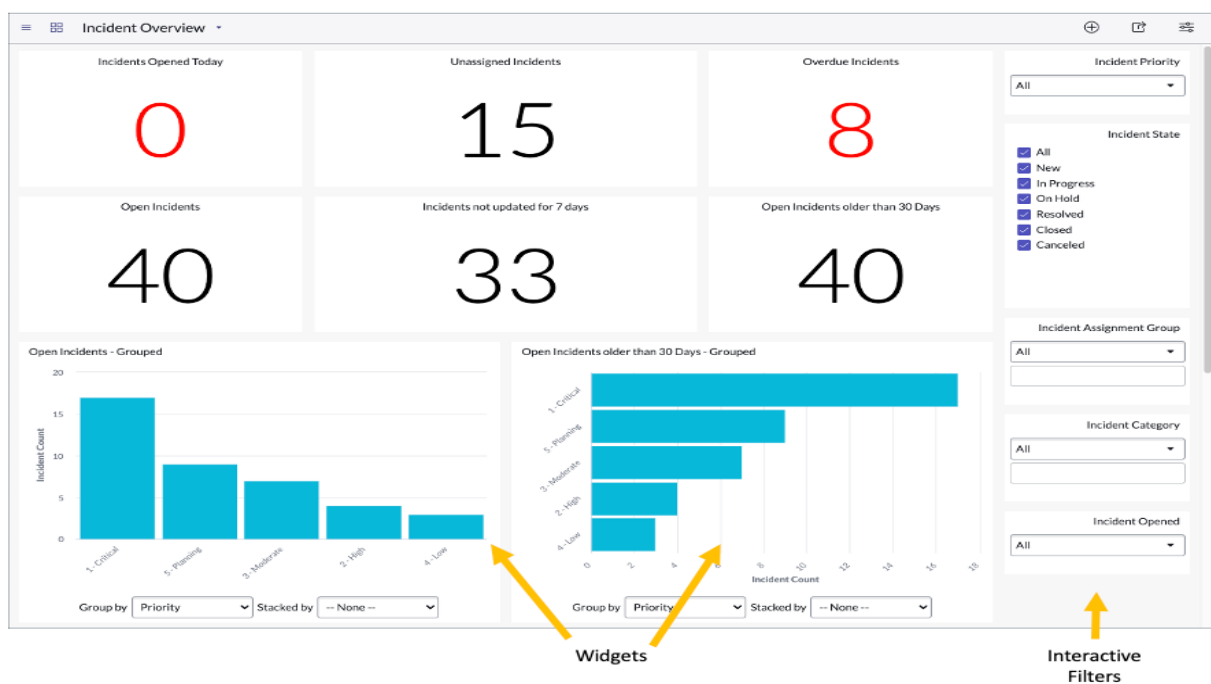


Fig. Dashboard - Report

## 9. ServiceNow Branding and Customization

Customization in ServiceNow allows organizations to tailor the platform's appearance to align with their corporate identity. This includes modifying the user interface with company logos, color schemes, and themes. Branding tools, such as Company Guided Setup and UI Builder, provide a straightforward way to apply these customizations, ensuring a cohesive and professional user experience.

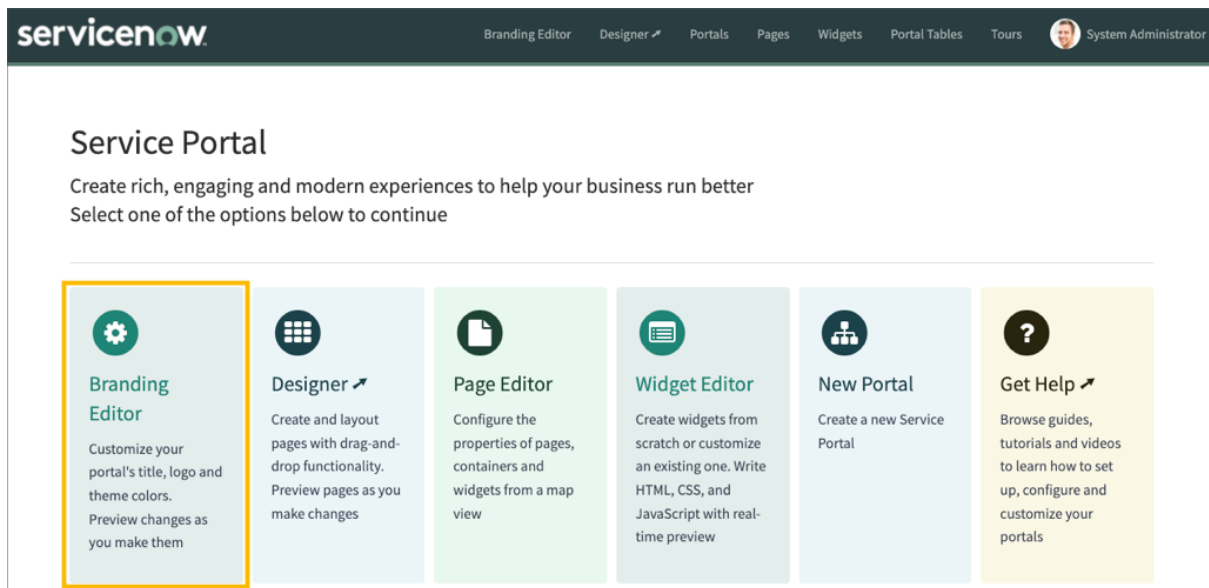
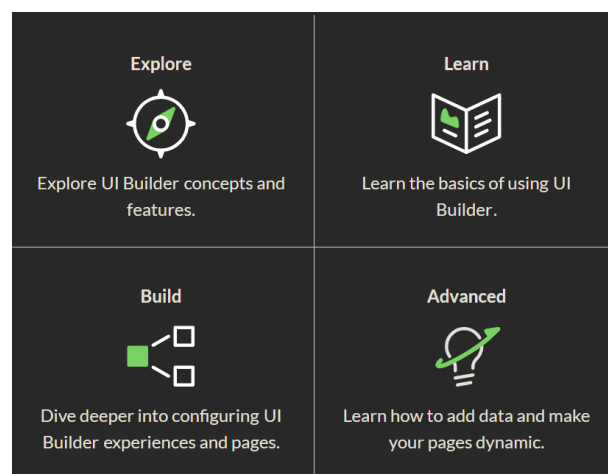


Fig. Branding in ServiceNow

## 10. Customizing ServiceNow UI

Customization tools in ServiceNow, such as the Theme Builder and UI Policies/Actions, enable users to modify the interface to meet specific requirements. These tools allow for changes in forms, lists, and other UI elements, ensuring that the platform aligns with organizational needs.



## 11. Applying Corporate Identity

With **Company Guided Setup** and **UI Builder**, ServiceNow facilitates the application of a company's branding to the portal. This ensures that the portal reflects the organization's corporate identity, providing a cohesive user experience.

## 12. Low Code No Code Development

Low Code No Code development is a key aspect of ServiceNow, particularly in the context of digital transformation. This approach allows users with minimal programming knowledge to create applications and workflows, speeding up development cycles and reducing costs. In ServiceNow, these tools empower users to automate processes and build solutions quickly, making them an asset in dynamic business environments.

## 13. Benefits and Limitations of Low Code No Code

The Low Code No Code approach offers several benefits:

### Benefits:

- Speeds up development processes.
- Lowers costs by reducing the need for extensive coding.
- Empowers non-technical users to create applications.

### Limitations:

- May not be suitable for highly complex applications.
- Can lead to vendor lock-in if reliant on specific LCNC platforms.
- May face scalability challenges as application complexity grows.



**Fig.** Low Code vs No Code



## 14. Career Opportunities in Low Code No Code Development

The rise of Low Code No Code platforms like ServiceNow has opened up new career opportunities in software development, process automation, and digital transformation. Roles such as Low Code Developer, Process Automation Specialist, and ServiceNow Administrator are increasingly in demand as organizations seek to leverage these platforms for operational efficiency and innovation.

