

What is ServiceNow

ServiceNow is a cloud-based solution that puts a focus on the automation of digital workflows for efficiently managing IT and business operations. Its core functions are to help organizations streamline functions by tying all those disparate functions into one system, focusing on IT operational management events, such as incidents, problems, and changes.

Main Services of ServiceNow

1. IT Service Management (ITSM):

Incident Management: Follows up on, manages, and resolves IT incidents to restore normal conditions as quickly as possible.

Problem Management: It identifies root causes of incidents and adopts measures to help prevent their recurrence.

Change Management: Manages changes in the IT environment in a manner that helps minimize associated risks.

Request Management: deals with and follows up on the requests made by employees/customers to provide effective and efficient delivery of services.

2. IT Operations Management (ITOM):

Event Management: The health and availability of infrastructure and services are monitored, and reacting to events that may impact operation.

Discovery: It automatically discovers and maps all the IT assets and their relations within the infrastructure that can have an updated inventory.

Orchestration: Automation of repetitive and routine tasks like password reset and server restart with an increased efficiency.

3. IT Asset Management (ITAM):

Hardware Asset Management: Manages the life cycle of hardware assets from procurement up to disposal, ensuring accurate tracking and optimal use.

Software Asset Management: Manages software licenses and ensures licensing agreement compliance to protect against legal and financial exposures.

4. IT Business Management (ITBM):

Project Portfolio Management (PPM): IT projects portfolio management; it manages the resources and cost involved and thus achieves alignment in IT projects towards business goals and priorities.

Financial Management: This aligns the IT spend to business objectives, providing an overview of the financial components of IT functions.

5. Security Operations, or SecOps:

Security Incident Response: It takes care of security incidents and ensures the effective management of the same to provide secure organizational assets and data.

Vulnerability Management: It detects security vulnerabilities and then builds a plan based on their priorities to reduce or minimize the risks and improve the overall security standing.

6. Customer Service Management, or CSM:

Customer Service Management: Customer services, case handling automation, and all goes for the betterment of the customers' experience through streamlined processes.

7. Human Resources Service Delivery (HRSD):

HR Service Delivery: Transformation HR, Onboarding, Benefits, and Employee Self-Service through dedicated portals to increase HR efficiency and improve employee satisfaction.

8. Governance, Risk, and Compliance (GRC):

Governance, Risk, and Compliance: Automate the risk management and compliance process in order to make sure that the organization has effective governance in areas of the enterprise and the regulatory requirements.

ServiceNow offers a full range of applications that help make things more efficient while improving decision-making and business operation. It helps to improve the efficiency of an organization's functions.



ServiceNow Instance

Personal Developer Instance (PDI):

Definition: PDI is the acronym for Personal Developer Instance. A free, individual instance of the ServiceNow platform which is used by developers to learn, try and develop applications.

Features:

Version Selection: One could choose the available versions of ServiceNow in your instance.

Instance Management:

If the instance goes untouched for more than 10 days, the instance will be released.

The instance can go to sleep if the case becomes idle for more than 24 hours.

Career and Growth in ServiceNow

ServiceNow is one platform which offers an even greater opportunity because it uses IT service management, business automation, and all aspects of enterprise workflow optimization. Here is an overview of career development and growth prospects in the ServiceNow ecosystem:

1. Job Roles in ServiceNow:

ServiceNow Developer:

Responsibilities: Design custom application development, configuring, and solution implementation.

Skills Required: Requires core competence in JavaScript, UI design, workflows, integrations, and scripting.

ServiceNow Administrator:

Responsibilities: Administration of ServiceNow instances, configuration management, users, and security; upgrades, patches, and troubleshooting.

ServiceNow Architect:

Responsibilities: Drive the design of large-scale ServiceNow implementations - system architecture and integration strategy. A ServiceNow Consultant

Responsibilities: Advisory services to customers for the implementation of ServiceNow solutions, workflow optimization and other systems integration.

ServiceNow Business Analyst:

Responsibilities: Gathering requirements and establishment of business processes from which alignment with ServiceNow features and functionalities is done

ServiceNow Project Manager:

Responsibilities: ServiceNow implementation projects that encompass management timelines, resources and ensuring that project goals are achieved

2. Certifications:

Certified System Administrator (CSA): An entry point in the management of the platform

Certified Application Developer (CAD): For custom application development.

Certified Implementation Specialist (CIS): Specialized certification in areas like ITSM, ITOM, HR, and SecOps.

Certified Technical Architect (CTA): Advanced level of certification to design complex implementations.

Certification Prestige:

ServiceNow especial area expertise and an improved chance in terms of job opportunities and salary.

3. Demand in the Job Market:

Growing: The necessity for ServiceNow professionals is strong and rising day-to-day, cutting across all industries - from IT to Finance to Healthcare to Governments.

Why? Organizations are implementing ServiceNow in order to be more agile and responsive towards their services and operations; thus, they will demand that experienced professionals install, configure, and maintain the platform.

Career Growth and Advancement

Horizontal Growth: Seek other career opportunities within the ServiceNow universe that can be useful for expanding the breadth and depth of one's skills and expertise. Overall, a ServiceNow career has immense growth prospects as the platform grows and expands across industries, while offering multiple roles and certifications to be pursued.

ServiceNow User Interface Overview

Banner Frame: The Banner Frame at the top of the ServiceNow interface has some very key components as shown below:

Company Logo:

Organization logo that is used throughout the application, if one exists.

Navigation Menu:

Links to multiple applications and modules, including outside of IT. Navigation items include Module All /only, Application Navigator, IT Home Manager Group Header, Service Catalog Shopping Cart, Personal Center info with Linked Services, and Labels, Variables, and Fields recent items

Global Search Bar:

Search for records, applications, and all other data records in the instance

Discussions Sidebar (Connect Chat):

Real-time messaging solution for communication within the service now platform.

Show Help:

Path to contextual help, user guides, and other documentation.

Shows notifications regarding system events, updates and activities by users.

User Menu:

Some very important options are included:

Profile: Shows the profile of the logged-in user currently.

Impersonate User: Allows the administrators to log in and impersonate another user for debugging purposes

Elevate Roles: Log in as authenticated base admins to elevate their role to security_admin to access a higher level

System Settings: The user can personalize the look-and-feel, themes, display options, time zone and also adjust notifications

Content Frame:

Description: Content Frame is the middle region which users navigate to access and interact with core content like forms, lists, dashboards, and reports. In an application or module chosen it shows the comprehensive information .

Application Navigator

Description: The application navigator appears on the left hand side of the UI. There is a hierarchical view of applications, modules in the ServiceNow platform. Features:

PIN Apps and Modules to Favorites: Quickly access commonly used items .

History: Shows the last items you accessed (default is the last 30 items).

Modules in ServiceNow :

Definition: Modules are functions or tasks, and they fall under an application menu. They enable users to view lists, create records, run reports, etc.

Navigational Structure:

Application Menu: Provides a common name for organizing related modules together, similar to a folder on your computer.

Module: An Application Menu that is tailored to a specific functionality or purpose.

Visualizing the Relationship:

Application Menu: A folder comprising several functions

Modules: Files in the folder express particular functionalities

Lists: As you open a module that renders display data, it's a list, like the rows and columns of an Excel spreadsheet

Example Scenario:

Application Menu: "Incident"

Module: "Open"

Tapping the module opens a list of open incidents.

Module: "Assigned to Me"

Clicking this will bring up a list of specific instances assigned directly to the current user.

This will allow them easily to roam and interact with various aspects of the ServiceNow interface when managing IT and business processes.

Incident Module

The Incident module in ServiceNow is designed to handle unplanned interruptions and restore normal service operations as quickly as possible. It manages incidents from logging and categorization to prioritization and assignment to the correct support teams.

The goal is to minimize impact on business operations by tracking incidents through to resolution and closure, ensuring adherence to Service Level Agreements (SLAs).

Incident management focuses on quick resolutions, allowing organizations to maintain smooth operations even when disruptions occur.

Application Navigator > Incidents > All Incidents or My Incidents..

Problem Management

Objective: The Problem Management module identifies and addresses root causes of recurring incidents with a view to eliminating causes so that problems do not recur in the future, improving the overall stability of the system.

Root Cause Analysis (RCA): Carry out detailed analyses to discover the underlying causes of recurring incidents

Workarounds: Work through temporary fixes while you find a final correction

Trend Analysis: Analyze data to proactively find potential problems before these turn into incidents

Navigate to:

Application Navigator > Problems > All Problems or Open Problems

Problem Lifecycle:

Detection: Find problems either reactively through incident patterns or proactively through trend analysis.

Root Cause Analysis: Identify the root cause and the best possible solution to be provided to resolve it.

Workaround: Apply temporary fixes if feasible while working on a long-term resolution.

Resolution: Implement a permanent fix towards the root cause of failure.

Closure: Confirm the problem is resolved and close the problem record.

Change Management

Purpose: The Change Management module provides control and a systemic approach to doing changes in the IT infrastructure, services, or processes. This should minimize the impact on business and provide benefits that do not introduce new problems.

Key Features:

Types of Change. List the various types of standard, normal, or emergency change.

Standard Changes. These are pre-approved, low-risk standard changes typically following a standard procedure.

Normal Changes. Normally require assessment and approval before implementation.

Emergency Changes: It follows the urgent issues that need to be attended in short notice.

Assessment and Approval: It assesses the impacts and risks associated with the change and attains approval on the change as required.

Implementation: Proceed according to a planned approach to execute the change.

Review and Closure: Carry out a post-implementation review to confirm that the change is an achievement and then close the request for a change.

Navigation:

Application Navigator > Changes > My Changes or All Changes

Change Lifecycle:

Request: Request for a change.

Assessment and Approval: Assess the change request and get an approval

Implementation: Implement the change as planned

Review and Closure: Review for successful change and close the request

These modules facilitate IT practices with effective problem resolution and easy change management, which supports the smooth running of business processes.

The screenshot displays the 'Problem' management interface for problem PRB0040185. At the top, a navigation bar includes a back arrow, a hamburger menu, the problem ID 'PRB0040185', and action buttons: 'Follow', 'Assess' (highlighted in blue), 'Update', 'Delete', and a refresh icon. Below the navigation bar, a blue banner states 'Problem PRB0040185 created'. The main content area features a horizontal workflow with stages: 'New' (active), 'Assess', 'Root Cause Analysis', 'Fix in Progress', 'Resolved', and 'Closed'. The 'New' stage form contains the following fields:

- Number:** PRB0040185
- State:** New
- First reported by:** INC0011572 (with a search icon and an information icon)
- Impact:** 3 - Low
- Category:** -- None -- (dropdown menu)
- Urgency:** 3 - Low
- Service:** (with a search icon)
- Priority:** 5 - Planning
- Service offering:** (with a search icon)
- Assignment group:** (with a search icon)
- Configuration item:** (with a search icon)
- Assigned to:** (with a search icon)
- * Problem statement:** Demo
- Description:** Test123

At the bottom, there is a 'Related Search Results' section with a downward arrow.

Service Delivery Areas

IT: Manages incidents, changes, problems, and requests for IT services.

Security: Handles security incidents and vulnerability management.

HR Service Delivery: Automates onboarding, case management, and employee inquiries.

Customer Service: Manages customer cases and integrates with other departments for a seamless experience.

Business Applications: Custom applications built on the ServiceNow platform to automate business-specific workflows.

Industries: IT, healthcare, finance, government, and retail.

Global Customers: ServiceNow is used by major enterprises worldwide to manage and automate IT and business processes.

Notable Customers: Coca-Cola, Deloitte, Accenture, and Unilever

Major Customers



Dashboards in Servicenow

A dashboard is a custom arrangement of widgets and enables you to display multiple performance analytics and reporting on a single screen.

Navigate to **Self Service > Dashboards** to view the different dashboards in your instance.

Dashboards enable us to display multiple Performance Analytics, reporting, and other widgets on a single screen. Use dashboards to create a story with data that can be shared. Dashboards can be

responsive or unresponsive. Responsive dashboard functionality is enabled by default. Non-responsive dashboards have limitations including who can create, view, and edit them.

Advantages

- Share Performance Analytics and Reporting visualizations on both Workspaces and classic dashboards
- Create and edit Performance Analytics reports and other widgets directly from the dashboard
- Use Add Widgets pane to quickly find and preview widgets, then add them to the dashboard
- Easily share dashboards with other users from the integrated sharing pane
- Use quick layouts to snap widgets into a predefined layout, then adjust the layout as desired
- Set dashboards as your homepage so you can quickly access information that you use frequently

Navigate to All > Self-Service > Dashboards to view dashboards in the ServiceNow Platform. View recent dashboards, dashboards owned by you, shared with you, or all available dashboards in your instance

