

# What is ServiceNow?

**ServiceNow Platform** is a cloud-based platform that provides digital workflow automation to manage various business processes and IT operations. The company's core business revolves around management of "incident, problem, and change" IT operational events..

ServiceNow offers a range of applications that span IT service management (ITSM), IT operations management (ITOM), IT business management (ITBM), and many other business functions such as HR, security, and customer service.

The image shows a presentation slide with a blue cloud logo containing the text "servicenow" in white. To the left of the logo, there is a title "➤ What is ServiceNow?" in orange. Below the title, there are two bullet points in black text. In the bottom right corner, there is a small circular logo for "HKR Trainings".

➤ What is ServiceNow?

- ServiceNow is a cloud based platform, which was mainly developed for workflow and process automation as per the ITIL principles.
- However, it is highly customisable and also can be used for other purposes.

HKR Trainings

## Services offered by ServiceNow

### IT Service Management (ITSM):

- Incident Management: Track, manage, and resolve IT incidents.
- Problem Management: Identify the root cause of incidents and prevent recurring issues.
- Change Management: Ensure controlled changes in IT environments.
- Request Management: Manage service requests from employees or customers.



#### **IT Operations Management (ITOM):**

- Event Management: Monitor infrastructure and services for health and availability.
- Discovery: Automatically discover assets and map out the IT infrastructure.
- Orchestration: Automate repetitive tasks like password resets or server restarts.

#### **IT Asset Management (ITAM):**

- Hardware Asset Management: Track the lifecycle of hardware assets.
- Software Asset Management: Manage software licenses and compliance.

#### **IT Business Management (ITBM):**

- Project Portfolio Management (PPM): Manage IT project portfolios, resources, and costs.
- Financial Management: Align IT costs with business priorities.

#### **Security Operations (SecOps):**

- Security Incident Response: Manage and respond to security incidents.
- Vulnerability Management: Identify and prioritize vulnerabilities.

#### **Customer Service Management (CSM):**

- Manage customer inquiries, automate case handling, and improve customer experience.

#### **Human Resources Service Delivery (HRSD):**

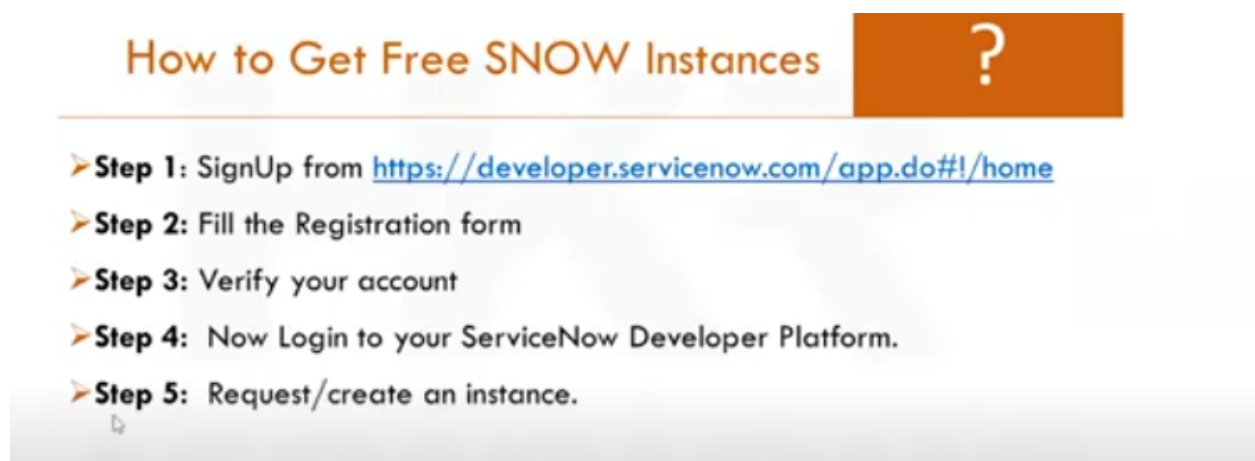
- Streamline HR tasks, like onboarding and benefits requests, with employee self-service portals.

#### **Governance, Risk, and Compliance (GRC):**

- Automate risk and compliance processes, and ensure governance across the enterprise.

## **ServiceNow Instance**

In ServiceNow, a **PDI** stands for **Personal Developer Instance**. It is a free, individual instance of the ServiceNow platform provided to developers for learning, experimentation, and building applications.



We can choose the version of servicenow we want to use, form the available versions

- If the instance is inactive for 10 days, then the instance is released
- If the instance is inactive for more than 24 hours, then instance may go into hibernation state

## **Career and growth in Servicenow**

A career in ServiceNow offers significant growth opportunities due to the increasing adoption of the platform for IT service management, business automation, and enterprise workflow optimization.

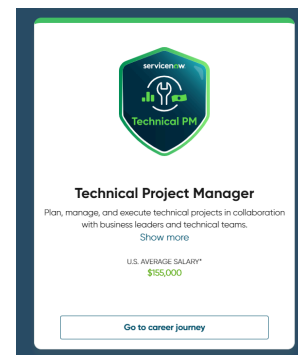
Here are key aspects of career development and growth in the ServiceNow ecosystem:


## 1. Job Roles in ServiceNow:

- ServiceNow Developer:
  - Develop custom applications, configure and implement solutions on the ServiceNow platform.
  - Requires skills in JavaScript, UI design, workflows, integrations, and scripting.
- ServiceNow Administrator:
  - Maintain and support ServiceNow instances, manage configurations, users, and security.
  - Handle upgrades, patches, and troubleshooting.
- ServiceNow Architect:
  - Design large-scale ServiceNow implementations, including system architecture and integration strategies.
  - Lead teams to ensure best practices and system optimization.
- ServiceNow Consultant:
  - Provide advisory services on implementing ServiceNow solutions, optimizing workflows, and integrating with other systems.
- ServiceNow Business Analyst:
  - Gather requirements, define business processes, and align them with ServiceNow features and functionalities.

- ServiceNow Project Manager:

Lead ServiceNow implementation projects, manage timelines, resources, and ensure project goals are met.






### System Administrator

Manage the ServiceNow Platform for companies and partners, including setup, maintenance, and troubleshooting.  
[Show more](#)

U.S. AVERAGE SALARY\*  
**\$102,500**

[Go to career journey](#)




### Support Specialist

You are a good communicator, collaborator, and enjoy providing technical support to your customers to help solve their technical issues.  
[Show more](#)

U.S. AVERAGE SALARY\*  
**\$46,500**

[Go to career journey](#)




### Change Adoption Specialist

You're empathetic, a good communicator, and enjoy working with people to help manage them through the organizational change process.  
[Show more](#)

U.S. AVERAGE SALARY\*  
**\$95,000**

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### Application Developer

Solve problems with creativity and imagination. Understand business requirements and efficiently design, build, and manage technology solutions.  
[Show more](#)

U.S. AVERAGE SALARY\*  
**\$115,200**

[Go to career journey](#)




### Implementer

Work closely with clients to understand their technical needs, business requirements, and processes. Then create solutions and configure ServiceNow.  
[Show more](#)

U.S. AVERAGE SALARY\*  
**\$112,500**

[Go to career journey](#)



### Business Process Analyst

Use data and technology to solve complex business and customer problems. Collect requirements and translate them for the development teams.  
[Show more](#)

U.S. AVERAGE SALARY\*  
**\$94,700**

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## 2. Certifications:

Gaining certifications is key to growth in ServiceNow. Certifications that add value include:

- Certified System Administrator (CSA): Entry-level certification for managing the platform.
- Certified Application Developer (CAD): For custom application development.
- Certified Implementation Specialist (CIS): Specialized certifications in areas like ITSM, ITOM, HR, and SecOps.
- Certified Technical Architect (CTA): Advanced certification for designing complex implementations.

These certifications are highly recognized in the industry and enhance job prospects and salary potential.


## What Credential Do You Want To Earn?

**How can you prove your skills and knowledge?**

Once you have earned a ServiceNow Credential, you can gain industry recognition, competitive differentiation, greater productivity and results, increased user community satisfaction, and a tangible measure of your educational investment.


**Application Specialist**

Learn More →




**Architect**

Learn More →




**Developer**

Learn More →




**Implementer**

Learn More →




**Pre-sales Expert**

Learn More →




**Sales Expert**

Learn More →



**System Administrator**

Learn More →



**Check out our other credentials**

Micro-Certifications

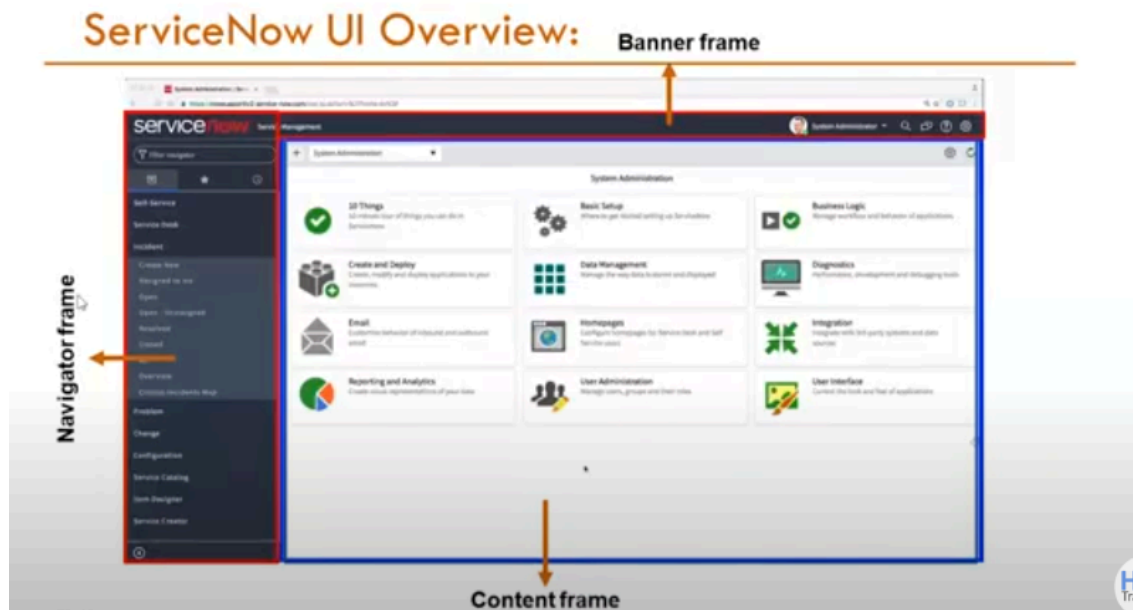
NPI Credentials

### Demand in the Job Market:

The demand for ServiceNow professionals is strong and growing. Organizations across industries like IT, finance, healthcare, and government are adopting ServiceNow for its flexibility in managing IT services and operations. This increases the need for skilled professionals to implement, customize, and maintain the platform.

A career in ServiceNow offers robust growth potential, driven by the platform's increasing adoption across industries. Professionals with technical skills, business process understanding, and ServiceNow certifications can pursue roles that offer both vertical growth (moving into senior and leadership positions) and horizontal growth.

# ServiceNow User Interface Overview



## Banner Frame Contains:

Company Logo , Navigation Menu, Global Search Bar, Discussions sidebar(chat tool) , Show Help, Notifications and User Menu

### Important Things in **User Menu**

1. **Profile** - shows the profile of current user
2. **Impersonate User** - used to login and assume the identity of another user
3. **Elevate Roles** - Available to only base admin to elevate his role to security\_admin

**System Settings** - allows you to access and personalize some settings for your user experience in ServiceNow like themes, Display options, Time zone, notifications.

**Global Search** : Search the entire instance for records matching keywords

**Help** : Displays contextual help as available; a badge on the icon indicates embedded help is available, provides access to User Guide and documentation Search tool

**Discussions Sidebar (Connect Chat)** - Chat tool for real-time messaging

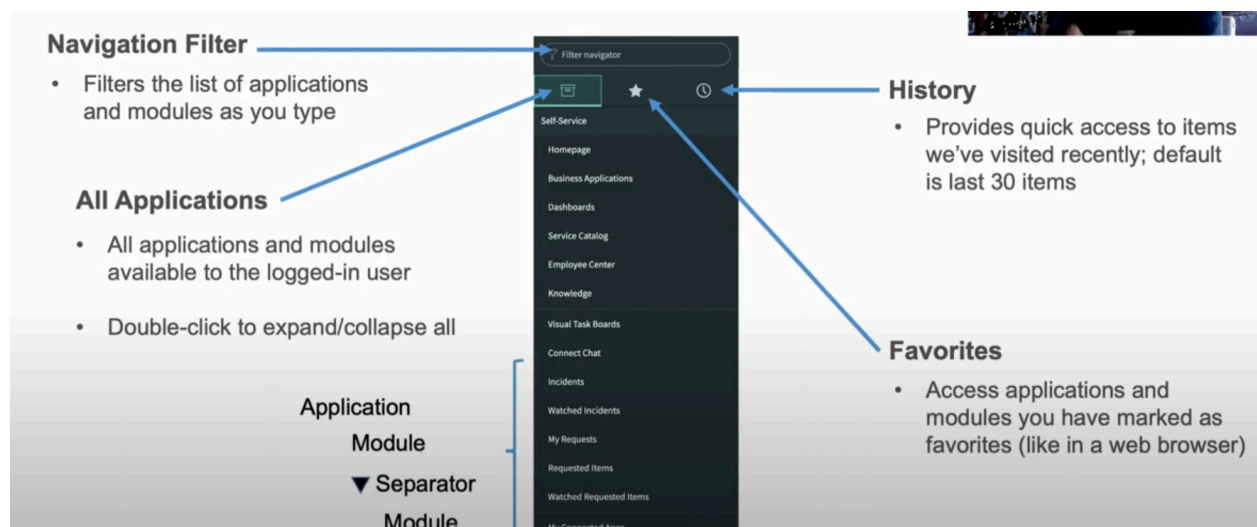
## Content Frame:

The Content Frame is the main area in the ServiceNow interface where the content related to the selected application or module is displayed. This is where users interact with forms, lists, dashboards, reports, and other data.

## Application Navigator:

The Application Navigator in ServiceNow is a component located on the left side of the interface that provides a way for users to quickly access different applications, modules, and functionalities within the platform.

Applications are the Collection of files and data , they serve as the building blocks for delivering services such as IT, HR resource management , Service Desk etc .



We can Pin the Applications and modules to favorites for quick access

We can use the Favourites to mark the application that we frequently use and have quick access to it. We also have a History option to look at our recent actions. Default is last 30 items we have accessed

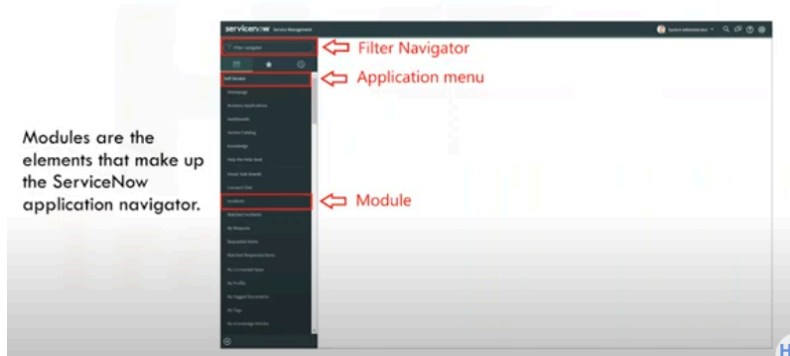
## Modules in ServiceNow

Modules are the elements that make up the Servicenow application navigator . Module: Represents a specific function or task within an application menu, such as viewing a list of records, creating new records, or accessing a report.

All - system definition - application menus - module



## Modules:



## Modules:

Some of the modules in ServiceNow are:

- Incident Management
- Problem Management
- Change and Release Management
- Request Management
- Asset and Cost Management
- Walk-Up Experience
- Agent Workspace
- Now Mobile, etc.

## Application Menu

Application Menu is a navigational element that organizes and groups related modules (functionalities) within the platform, making it easier for users to find and access the tools and features they need to perform their tasks.

- Application Menu: Organizes related modules under a common heading, providing a structured and intuitive interface.
- Module: Represents a specific function or task within an application menu, such as viewing a list of records, creating new records, or accessing a report.

## Visualizing the Relationship:

- Application Menu: Imagine it as a folder on your computer.
- Modules: These are the files inside the folder, each representing a specific function.
- List: When you open a file (module) that shows data, like an Excel spreadsheet, the content you see (rows and columns) is similar to a list in ServiceNow.

## Example Scenario:

- Application Menu: "Incident"
- Module: "Open"
  - When you click on this module, you see a list of all open incidents.
- Module: "Assigned to Me"
  - Clicking here shows a list of incidents specifically assigned to you.

# 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.**

	Number	Active	Category	State	Caller	Configuration Item	Priority	Short description
<input type="checkbox"/>	INC0011575	true	Inquiry / Help	New	Paul Shafer	(empty)	5 - Planning	Demo
<input type="checkbox"/>	INC0011569	true	Inquiry / Help	New	A Snow	(empty)	5 - Planning	DEmo
<input type="checkbox"/>	INC0011536	true	Network	In Progress	Prakash Dhongade	(empty)	5 - Planning	Using Assignment Rule
<input type="checkbox"/>	INC0011535	true	Software	New	Prakash Dhongade	(empty)	5 - Planning	Test
<input type="checkbox"/>	INC0011532	true	Software	In Progress	Prakash Dhongade	(empty)	5 - Planning	Demo
<input type="checkbox"/>	INC0011524	true	Software	In Progress	Randall Klueemper	(empty)	5 - Planning	Demo Sla Concept
<input type="checkbox"/>	INC0011521	true	Software	New	System Administrator	(empty)	5 - Planning	Demo Notify user
<input type="checkbox"/>	INC0011519	true	Software	New	Ramon Amaral	(empty)	5 - Planning	Demo GlideDateTime

## Incident Lifecycle:

1. **Logging:** Incident details are recorded.
2. **Categorization:** Incidents are categorized (e.g., hardware, software).
3. **Prioritization:** Based on urgency and impact.
4. **Assignment:** Sent to the appropriate support group.
5. **Resolution and Closure:** Issue is fixed, and the incident is closed.

# Problem Management

The **Problem module** addresses the underlying causes of recurring incidents. By conducting root cause analysis (RCA), it aims to identify and eliminate the root causes of issues, preventing incidents from happening again.

Problems can be detected either reactively through incident patterns or proactively through trend analysis. Once identified, workarounds may be applied as temporary fixes while a long-term resolution is developed.

The module ensures that recurring problems are systematically handled to improve the overall stability of the IT environment.

**Application Navigator > Problems > All Problems or Open Problems.**

The screenshot displays the 'New' problem form in the Problem Management application. The interface includes a top navigation bar with a back arrow, a menu icon, and the text 'Problem PRB0040185'. On the right side of the top bar are icons for a pencil, a checkmark, a list, and a search icon, followed by buttons for 'Follow', 'Assess', 'Update', and 'Delete'. Below the top bar is a blue notification bar that reads 'Problem PRB0040185 created' with a close button. The main form area is divided into two columns. The left column contains fields for 'Number' (PRB0040185), 'First reported by' (HNC0011576), 'Category' (None), 'Service' (empty), 'Service offering' (empty), 'Configuration item' (empty), 'Problem statement' (Demo), and 'Description' (Test123). The right column contains fields for 'State' (New), 'Impact' (3 - Low), 'Urgency' (3 - Low), 'Priority' (5 - Planning), 'Assignment group' (empty), and 'Assigned to' (empty). Each field has a search icon next to it. At the bottom of the form, there is a button labeled 'Related Records & History'.

## Change Lifecycle:

1. **Request:** A change is requested.
2. **Assessment and Approval:** The change is evaluated and approved.
3. **Implementation:** Change is made following the plan.
4. **Review and Closure:** Post-change review and closure of the request.

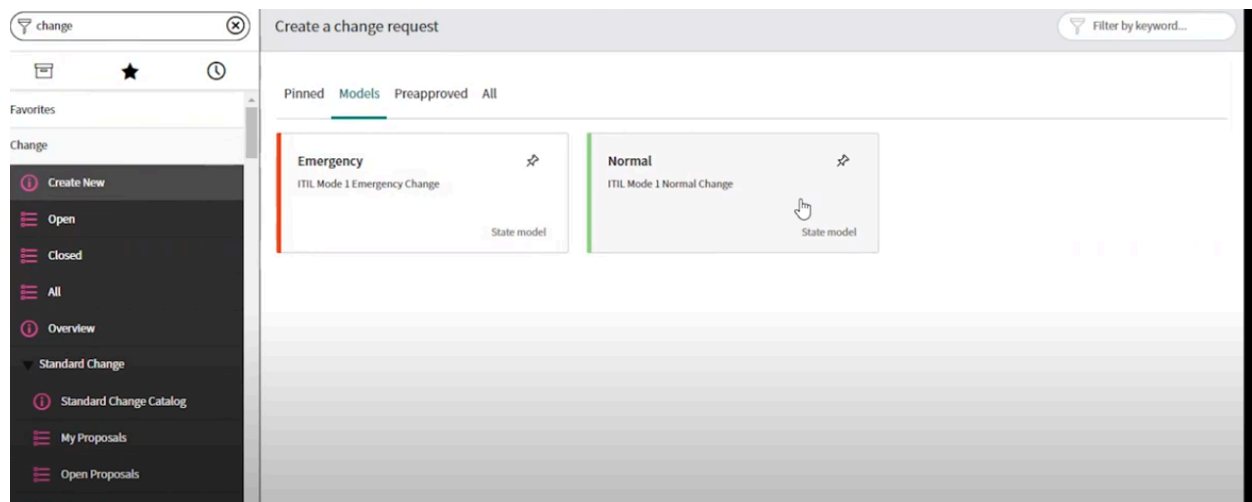
## Change Management

The **Change module** facilitates the process of making controlled changes to IT infrastructure, services, or processes. This module ensures that changes are planned, assessed, and implemented with minimal disruption to business operations.

Different types of changes, such as standard, normal, and emergency, are managed through approval workflows to assess their risk and impact. Standard changes are pre-approved and low-risk, while normal changes require planning and approval.

Emergency changes are fast-tracked to address critical issues. After implementation, changes undergo a post-implementation review to ensure success and avoid new problems.

**Application Navigator > Changes > My Changes or All Changes**



### Change Lifecycle:

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# ServiceNow Lists and Filters

Lists in serviceNow are a type of interface that displays a set of records from a table in a grid or tabular format. Lists provide a way to view, filter, sort and interact with multiple records at once.

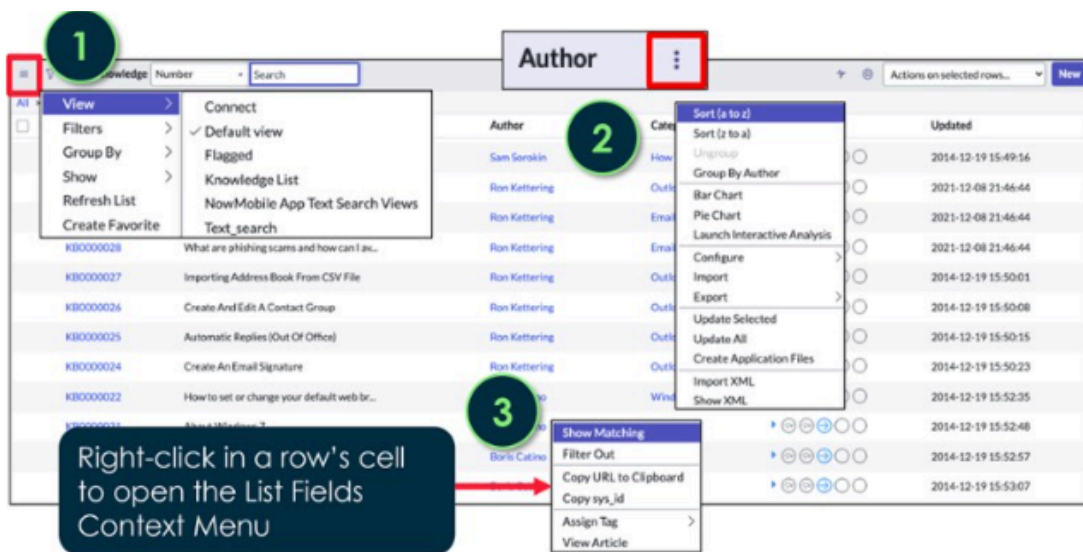
**Table\_name.list** is used to display the list view of a table. **Table\_name.LIST** opens list in new tab

The List Header contain many useful things to perform action on list

1. List Controls
2. Filter Lists
3. Table Search bar
4. Personalize Icon

## List Controls

In ServiceNow, **context menus in lists** provide users with quick access to actions that can be performed on list items (records) or the list itself.



For lists there are three types

1. List Control menu - Has Views, Filters, GroupBy, Refresh List, Create Favorite
2. Column option men - Has Configure, import, Reporting, Sorting
3. List field menu - used to copy sys\_id

## Views

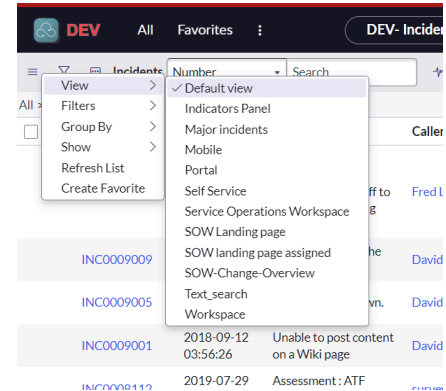
Views enable users to quickly display the same list or form in multiple ways. System administrators can create views for lists or forms.

You can create view by selecting

Control options menu - configure - List Layout - select the fields using list Collector - Scroll Down to select view - new - enter the view name - save

You can see the created view from

List Control Menu - views



## Filters in List

A filter is a set of conditions applied to a table list to isolate a subset of the data.

The three parts of a filter condition are:

1. Field: A choice list based on the table and user access rights. The choice list includes fields on related tables by dot-walking.
2. Operator: A choice list based on the field type.
3. Value: A text entry field or a choice list, depending on the field type.

### Wildcard conditions Used in column search row

\*value contains

!\*value does not contain

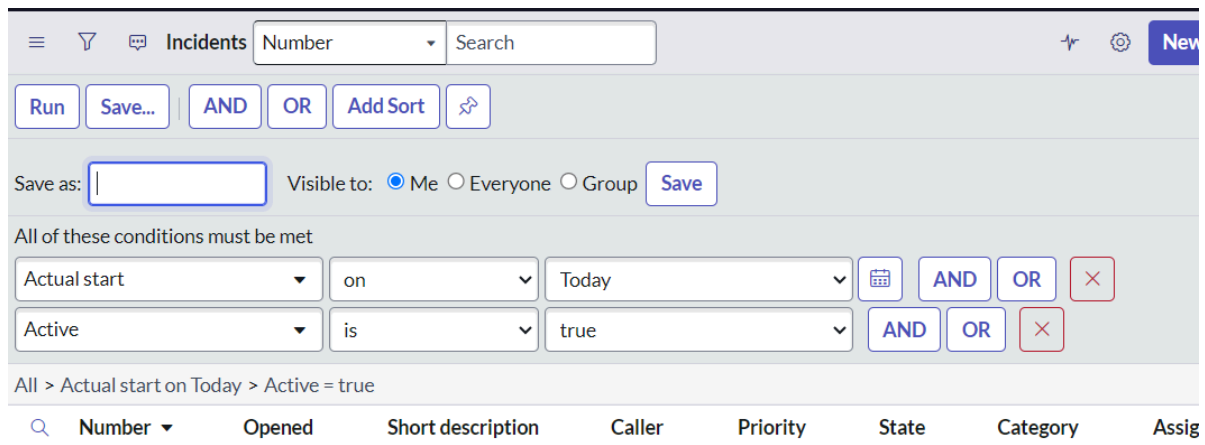
=value equals

!value does not equal

Value % starts with

% value ends with

Add filters to your Favorites by clicking the List Controls icon and selecting Create Favorite



The screenshot shows the top of a list interface for 'Incidents'. It includes a search bar, a 'Run' button, a 'Save...' button, and logical operators 'AND' and 'OR'. Below these is a 'Save as:' field and 'Visible to:' options (Me, Everyone, Group). A filter rule is shown: 'All of these conditions must be met' followed by two conditions: 'Actual start on Today' and 'Active is true'. The breadcrumb 'All > Actual start on Today > Active = true' is displayed. The list header shows columns: Number, Opened, Short description, Caller, Priority, State, Category, and Assign.

In the classic list, select **Run** to see the results of your filter displayed in the list.

To save a filter, select **Save**. A new field will appear where you can name your filter. After naming the filter, select who it will be visible to, then select the Save button to the right of the name and visible to options.

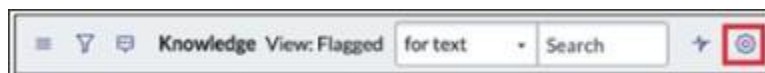
The new filter will be available by selecting Filters from the list context menu.

## Breadcrumbs

Filter conditions applied to the list are summarized in the breadcrumbs, shown in blue letters across the top of the list. Not only do the breadcrumbs provide an “at-a-glance” view of the filter’s conditions, but they allow you to modify conditions as necessary.

For example, you can select the greater than sign before a condition to remove that condition, or select a breadcrumb to remove all of the conditions that follow.

## List Personalization



- Personalize List modifies the layout of a list for an individual user. It does not affect the platform default.
- Personalization should be used for temporary situations. Global changes will not be reflected in a personalized list

If the system administrator configures a list view a user has personalized, they will not see those newly added default changes until they choose Reset to Column Defaults.

## **ServiceNow Workflows**

A workflow is a set of activities or tasks that automate a business process. Workflows help streamline processes, enforce business rules, and reduce the need for manual intervention.

### **4 Primary Workflows of ServiceNow**

#### **IT Workflow**

Focuses on automating IT service management processes. Includes Incident , Change and Request Management.

Example: Resolving an IT incident or processing a change request.

#### **Employee Workflow**

Streamlines internal processes to enhance the employee experience. Includes HR Service Delivery, Employee Center, and Employee Onboarding.

Example: Automating new employee onboarding or handling HR requests.

#### **Customer Workflow**

Enhances customer service and support functions. Includes Case Management, Field Service Management, and Customer Service Management.

Example: Managing customer inquiries or scheduling a field service appointment.

#### **Creator Workflow**

Allows custom app development to meet unique business needs. Includes App Engine, Integration Hub.

Example: Building a custom application to automate a specific business process.

### **Workflow and Process Automation as per ITIL Principles:**

- **ITIL Alignment:** ServiceNow aligns with ITIL standards for IT service management.
- **Automation Benefits:** Automates workflows in IT, security, HR, and customer service.
- **Efficiency:** Reduces manual efforts, improves service delivery, and ensures consistency across processes.



# 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.

## Major Customers



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

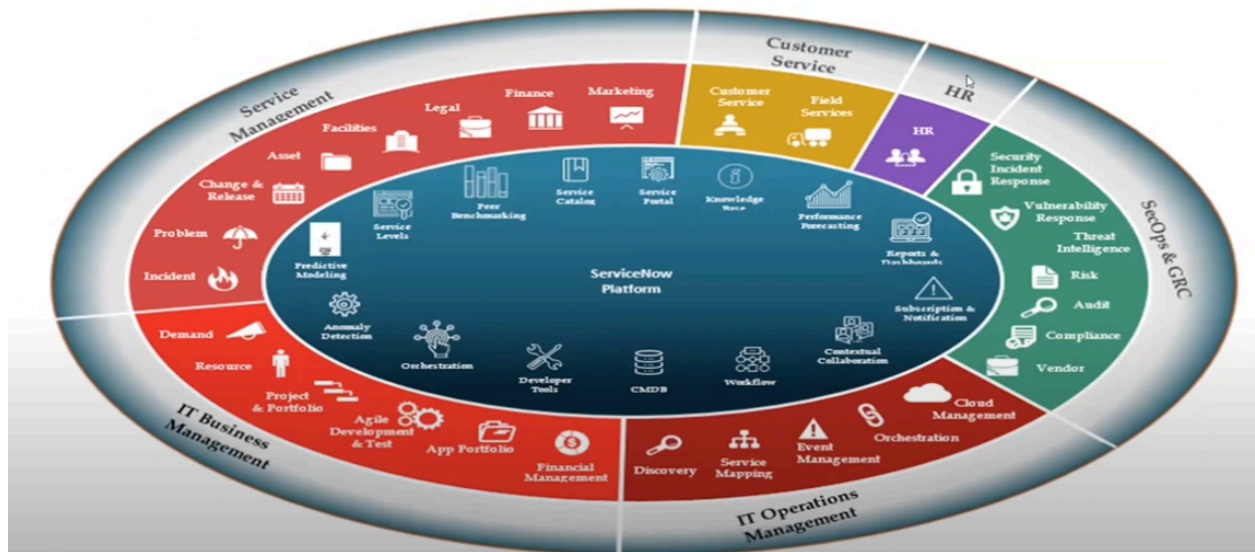
**Global Customers:** ServiceNow is used by major enterprises worldwide to manage and automate IT and business processes.

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

# ServiceNow Architecture

The ServiceNow Platform is an **Application Platform-as-a-Service**. This means the platform resides in the cloud. Companies no longer have to buy and manage the equipment necessary to host these applications.

## ServiceNow Architecture



- ServiceNow utilizes an **advanced, multi-instance, single-tenant architecture** as the default offering for customers, meaning an instance features an individually isolated database containing data, applications, and customizations.
- ServiceNow provides services to its users from a configurable **web-based user interface, built on top of a flexible database schema**.
- The Platform and the applications that run on it use a **single system of record** to consolidate an organization's business processes.
- The Platform integrates with other enterprise systems and supports a wide variety of **plug-and-play** applications.

# 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.

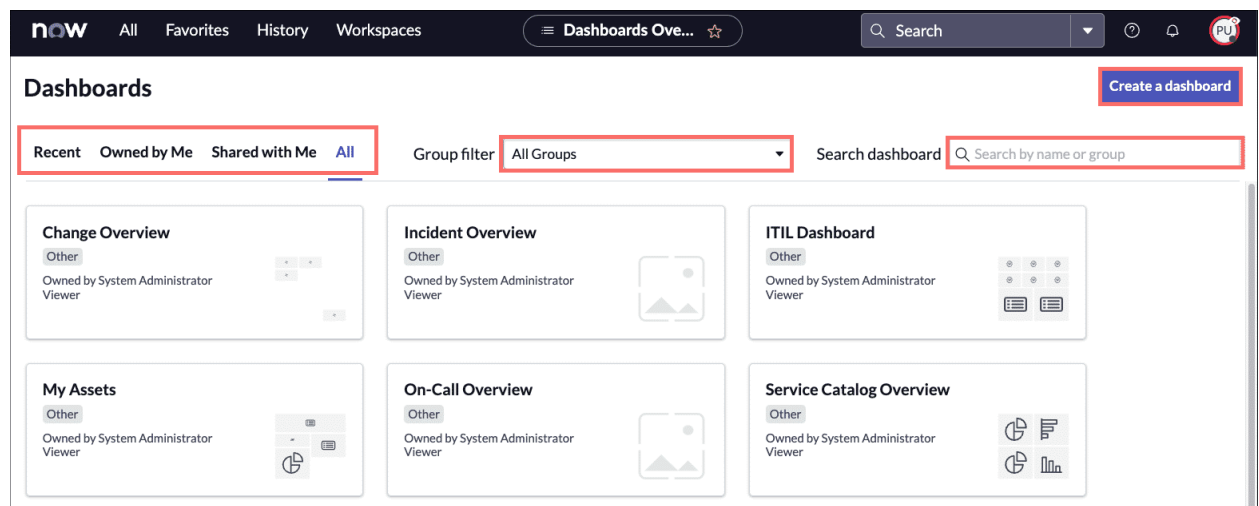
Navigate to **Self Service > Dashboards** to view the different dashboards in your instance.

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.



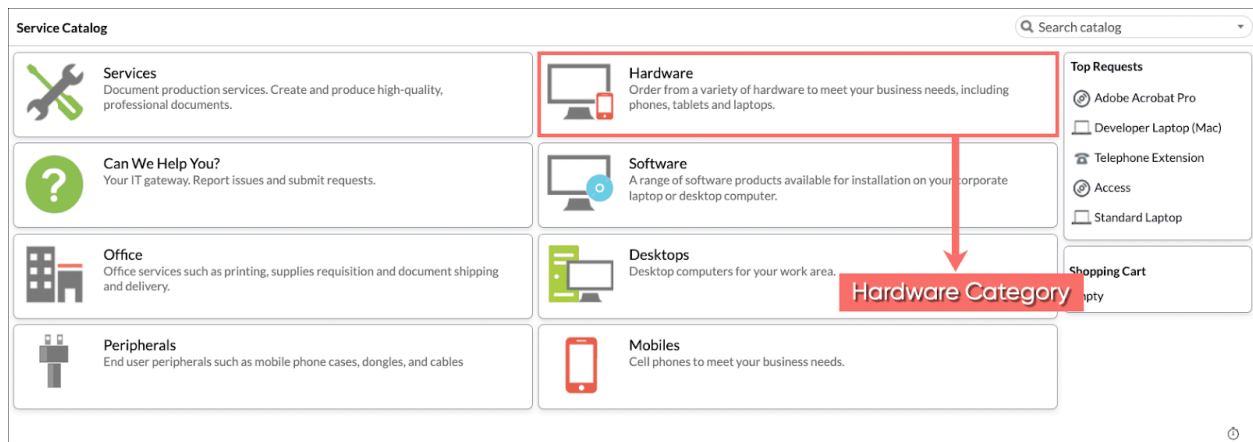
## Service Catalog in ServiceNow

The Service Catalog application in the Platform allows users to view, request, and shop around for services and products.

- Browse around the Service Catalog interface
- Practice ordering and filling carts with catalog items
- Explore lists for Requests, Requested Items, and Tasks

The Service Catalog in your instance allows us to request IT Services, report issues, order office supplies, request accessories for hardware, request hardware and software for your work area, and request mobile devices to help you get work done.

The different categories we will see below, organize catalog items into logical groups.



Once a catalog item (requests, requested items, and/or tasks) has been ordered, we may check on the status of the item by navigating to

All > Service Catalog > Open Records

select Requests, Items, or Tasks.

