What Is ServiceNow?

The six – Who, When, Why, What, How and Where, would help us know better about the definition of ServiceNow.

Who is ServiceNow? ServiceNow is a global company with over 17,000 employees, known for its innovative work environment. Key figures include CEO Bill McDermott and founder Fred Luddy. Its customers are large enterprises like AT&T and Microsoft.

When Was ServiceNow Founded? Founded in 2003 by Fred Luddy as Glidesoft, it rebranded to ServiceNow in 2006 and went public in 2012. It has since become a leader in IT innovation.

Why Was ServiceNow Created? Fred Luddy created ServiceNow to solve inefficiencies in traditional IT departments, aiming to empower business users to independently address IT challenges through a user-friendly platform.

What Does ServiceNow Do? ServiceNow offers the Now Platform, a cloud-based service that supports IT and business workflows, providing infrastructure, security, and customizable applications for various business needs.

How Does ServiceNow Operate? The Now Platform operates as a Application-Platform-as-a-Service (APaaS), accessible from PCs and mobile devices, offering security, redundancy, and seamless data integration.

Where is ServiceNow Located? Headquartered in Santa Clara, California, ServiceNow has a global presence with offices and data centres worldwide.
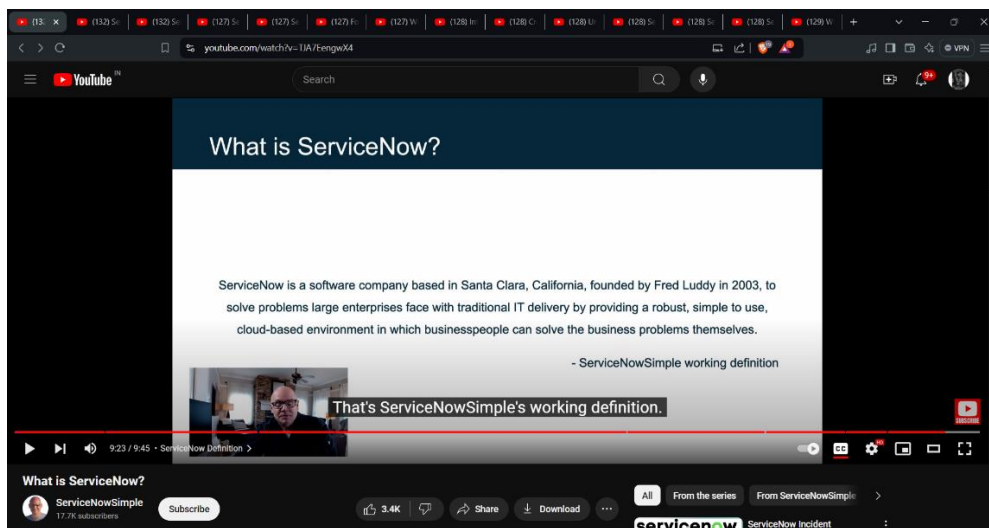
ServiceNow Platform Overview

The founder, Fred Luddy, in one of his interviews, said that it infuriated him that the IT guys made the business people look foolish and ignorant trying to explain their requirements, so he came up with the idea about how awesome it would be if the business people, who actually know about their business could be able to solve their problems with technology that was straightforward and intuitive and built simple to use. So he decided to build of suite of software that would allow the business people to solve their own problems. The suite of applications are categorized into 4 primary workflows:-

- IT Workflows: 79 applications that support internal IT functions
- Employee Workflows: 43 applications targeted at the needs of employees
- Customer Workflows: 93 applications that supports functions related to customers
- Creator Workflows: 23 applications designed to enable ServiceNow platform development

ServiceNow is built on a multi-instance architecture. You have your own instance and platform to work with, from the application servers down to the database. Your data in not inter-mingled with other companies' data as there are independent databases/instances of every client/company. Redundancy is built into every layer including devices, power and network resources. ServiceNow provides 4 weekly full data backups and 6 days of daily differential backups. ServiceNow provides 3 different ways to interact with the now platform:

- Now platform UI
- ServiceNow Mobile Apps
- Service Portal

ServiceNow uses role-based access to ensure that a user can get the information that it needs, and no more. The primary components include:

- Users
- Groups
- Roles

When a user attempts to login to an instance, ServiceNow validates their identity and enables access to functions and data based on their related roles and groups. Few ways for validation are:

- External single sign-on (SSO)
- Local database authentication
- OAuth 2.0
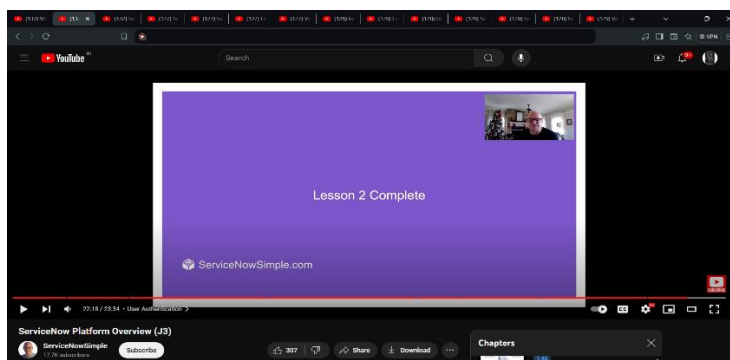
ServiceNow User Interface Overview

The UI is a web-based interface that offers a variety of features to help users navigate and interact with the platform.

Key Features of the ServiceNow UI:

- Layout and Screen Elements: The UI has a consistent layout, with common elements such as the user menu, global search, and application navigator.

- Common Tools: The UI provides a range of tools for users, including:
  - User Menu: Allows users to access their profile, preferences, and other personal settings.
  - Global Search: Enables users to search for records, applications, and other items within the platform.
  - Connect Chat: Provides a platform for real-time communication with other users.
  - Contextual Help: Offers in-line assistance and guidance for specific tasks.
  - System Settings: Allows users to configure various system settings.
  - Application Navigator: Provides a list of available applications and modules.
  - Favourites: Enables users to bookmark frequently used items.
  - History: Keeps track of recently accessed items.
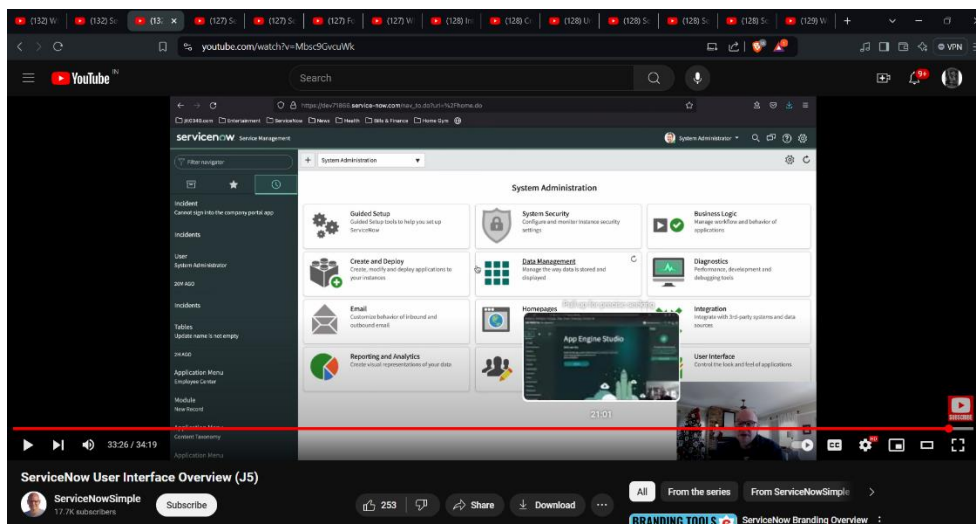
# ServiceNow Branding Overview

What is branding in ServiceNow?

➢ Applying your distinct corporate identity across the Now Platform UI to create a shared identity, build trust, and speed adoption.

ServiceNow provides guided setup wizards to help with branding, including the company guided setup wizard. Guided setup provides a System Admin step-by-step instructions to configure various Applications and modules within your instance to suit the needs of the users. To access the guided setup, locate the guided setup application in the Application Navigator.

In addition to the guided setup wizard, you can also use the service portal (Widget-based tool) and UI builder to customize the user interface.

Steps to Brand Your ServiceNow Instance:

- **Access the Guided Setup Wizard:** Navigate to the guided setup application and select the company guided setup wizard.

- **Configure System Settings:** Customize settings such as time zones, date and time formats, logos, banner frames, and browser tab text.

- **Customize the Welcome Page:** Add a welcome message or other content to the welcome page that appears when users log in.

- **Mark as Complete:** Once you have completed the branding process, mark the steps as complete in the guided setup wizard.
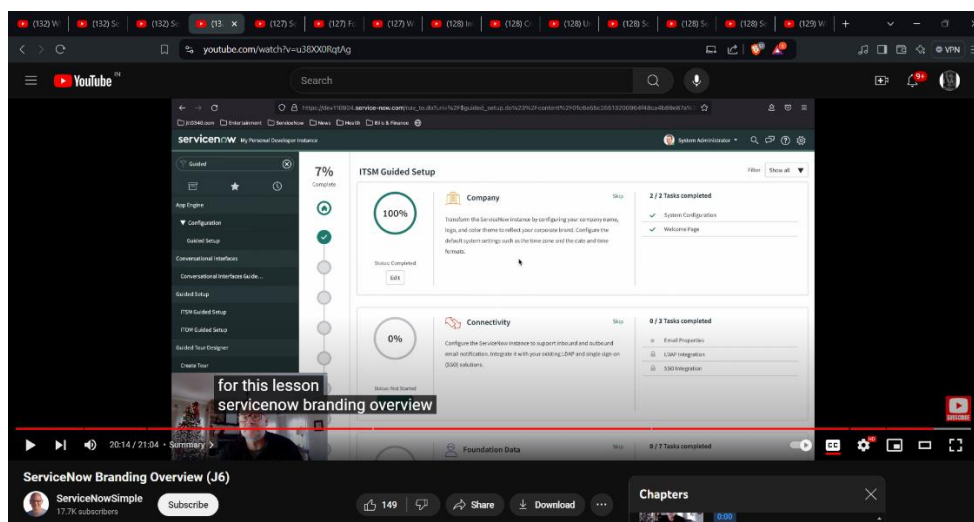
ServiceNow Lists and Filters

Lists are essential tools in ServiceNow for displaying and managing data from database tables. They provide a visual representation of information, making it easier to understand and analyse.

Accessing Lists:

There are two primary methods to access lists in ServiceNow:

- **Application Navigator:** The application navigator is the main navigation menu where lists are typically located. Users can click on a list name to open it.

- **Dot List Command:** For more advanced use cases, the dot list command can be used to create lists programmatically. This is often used in scripts and workflows.

Filtering and Sorting:

ServiceNow offers various tools for filtering and sorting lists to refine the displayed data:

- **Condition Builder:** This powerful tool allows users to create complex filter conditions using operators like AND, OR, and NOT. It's useful for finding specific records based on multiple criteria.

- **Column Search Row:** Each column in a list has a search row where users can enter text to quickly filter the data within that column.

- **Breadcrumbs:** Breadcrumbs provide a navigation trail at the top of a list, showing the current context and allowing users to navigate back to previous levels.
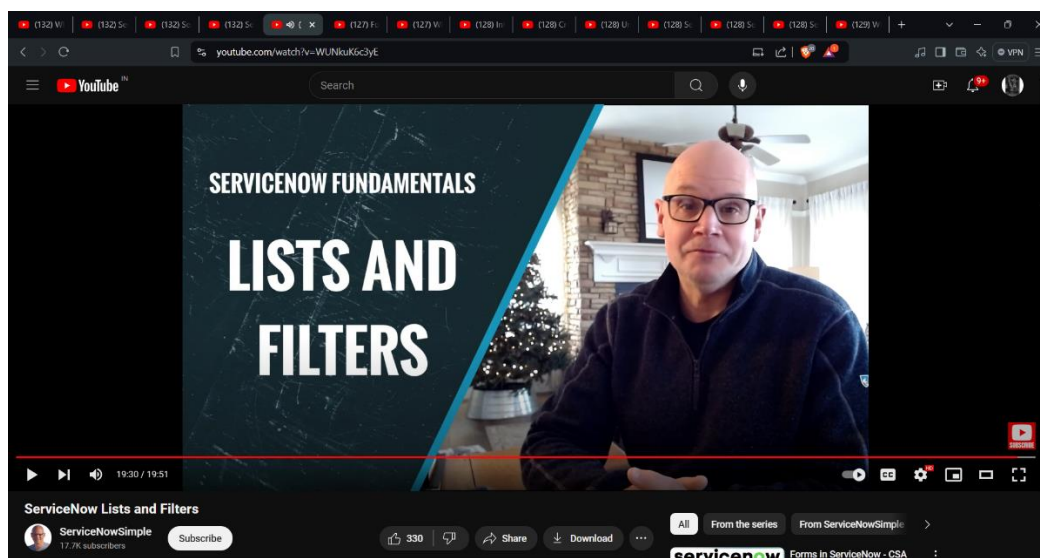
Forms in ServiceNow

A form in ServiceNow is a common set of tools and user-interface elements used to view and update a single record from the database.

Forms are made up of Sections that organize the fields and other data.

Sections can be viewed as tabs or expandable sections, depending on the preference of the user.

A related list is a special form element that displays a list of records from another table that is related to the current record (a one-to-many relationship).

A formatter is a special form element that displays information that is not a field in the record.

Form views provide the ability to display and organise fields, related lists, and formatters in different ways to meet the needs of specific users.

Form personalisation allows the user to select which fields are displayed on a particular form view. These changes do not impact any other users.

Form templates are used to simplify the process of creating new records by populating some form fields automatically. Any user can toggle on/off the template bar and create templates. The templates a user can access are dependent on the access controls set within each template. Templates can set the value of fields regardless of their visibility in the form view. The template bar provides shortcuts to apply, edit, and create templates for the current form.

Two tools exist for creating and managing form views:

- **Form Design**: GUI method of creating views and laying out sections and fields.
- **Form Layout**: Simpler method of creating views and adding or removing fields.
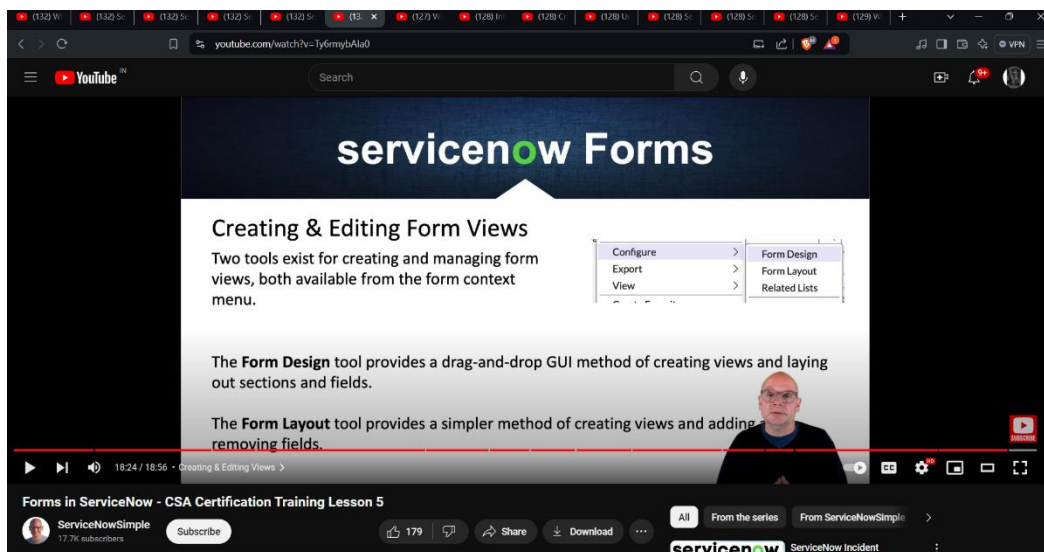
A Hands-on ServiceNow Tool Demo

The process of logging into a ServiceNow instance is that you need a user account and appropriate roles to access the platform.

The primary UI for the applications and the platform is called the Next Experience UI. This is where you'll spend most of your time working. Other UIs include mobile applications and a service portal.

The various components of the ServiceNow UI:

- **Navigation bar:** This bar at the top of the screen contains menus for accessing common functions like the user menu, contextual help, application scope picker, global search, workspaces, history, favourites, and the All menu.

- **Contextual app pill:** This section shows the current location within the platform.

- **Star:** This icon allows you to add screens to your favourites list for quick access.

- **Admin menu:** This menu contains tools for administrators.

- **Workspaces:** Workspaces are customizable screens with widgets for specific tasks.

- **History:** This section keeps track of recently accessed screens.

- **Applications:** This menu lists all available applications.

Other key aspects of ServiceNow:

- **Forms:** Forms are used to view, create, and edit records. They consist of a header bar, main section with fields, and additional sections for related lists and formatters.

- **Attachments:** Documents can be attached to records.

- **Templates:** Templates can be used to pre-populate fields when creating new records.

- **Form design tools:** These tools allow you to create and modify form views.

- **Database:** ServiceNow uses a single database to store all data. The core of the database is the configuration management database (CMDB).
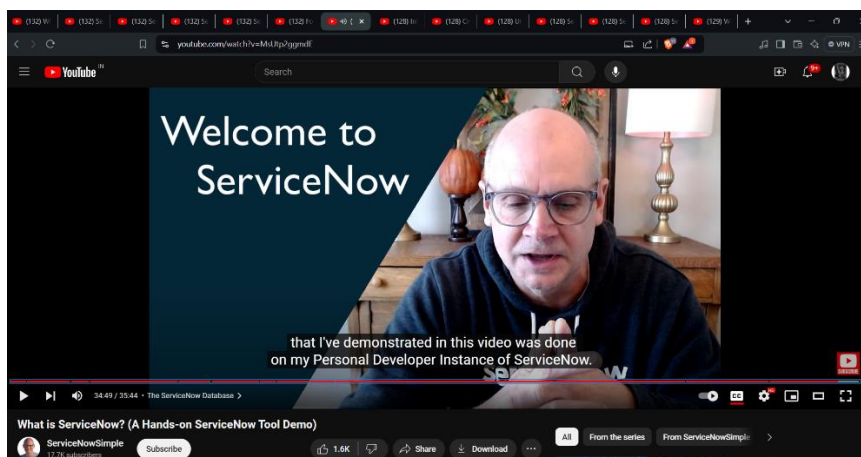
Introduction to Importing Data in ServiceNow

The process of importing data normally involves pulling data from a source data entity and loading it into a target data entity.

In ServiceNow, the import process introduces an intermediary data entity between those two steps, known as Staging (called as Import set table).

Three data entities involved in a ServiceNow import

Creating a Data Source in ServiceNow

A data source defines the location and format of the source data used in data import processes.

**Steps to create a Data Source:**

- **Specify Data Source Type:** Select the appropriate type of data source based on the source data's location and format (e.g., CSV, Excel, database).
- **Define Location and Format:** Provide details about the location of the source data (e.g., file path, URL) and its format.
- **Map Fields:** Map the fields in the source data to the corresponding fields in the ServiceNow staging table.
- **Attach File (Optional):** If the source data is a file, attach it to the data source.
- **Create Staging Table:** ServiceNow automatically creates a staging table (import set table) to temporarily store the imported data.
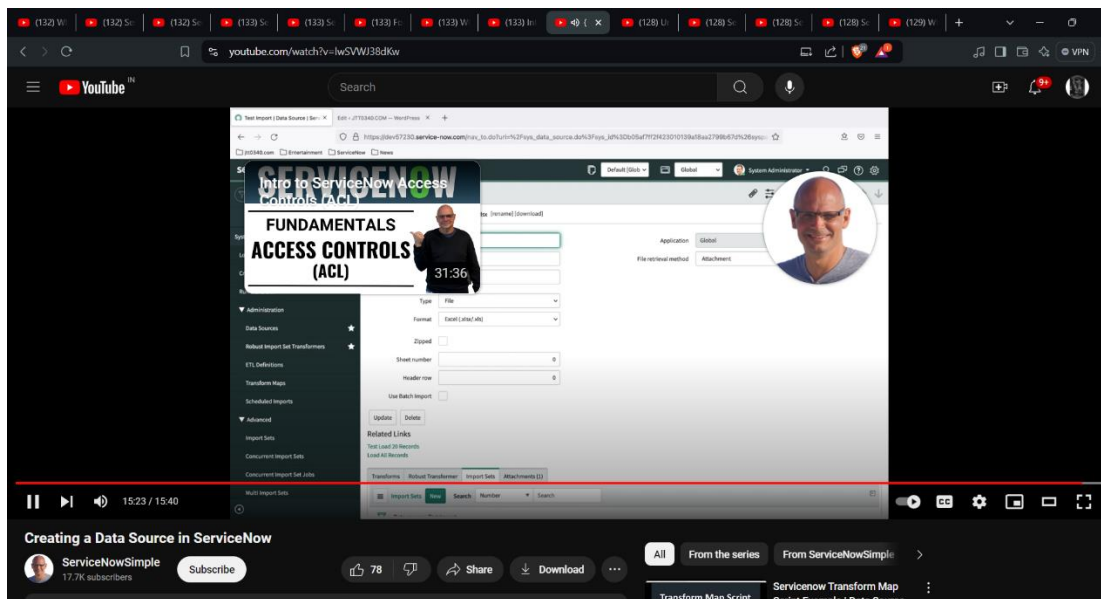
Understanding Import Sets in ServiceNow

Import sets are staging tables used to temporarily store data during the import process in ServiceNow. They play a crucial role in ensuring data integrity and tracking import runs.

- **Staging Table Creation:** ServiceNow automatically creates a staging table based on the parameters specified in the data source record.
- **Import Set Table:** The import set table tracks import runs and associates records with specific runs.
- **Testing Data Source:** It's essential to test the data source to ensure the connection works and data is loaded correctly into the staging table.
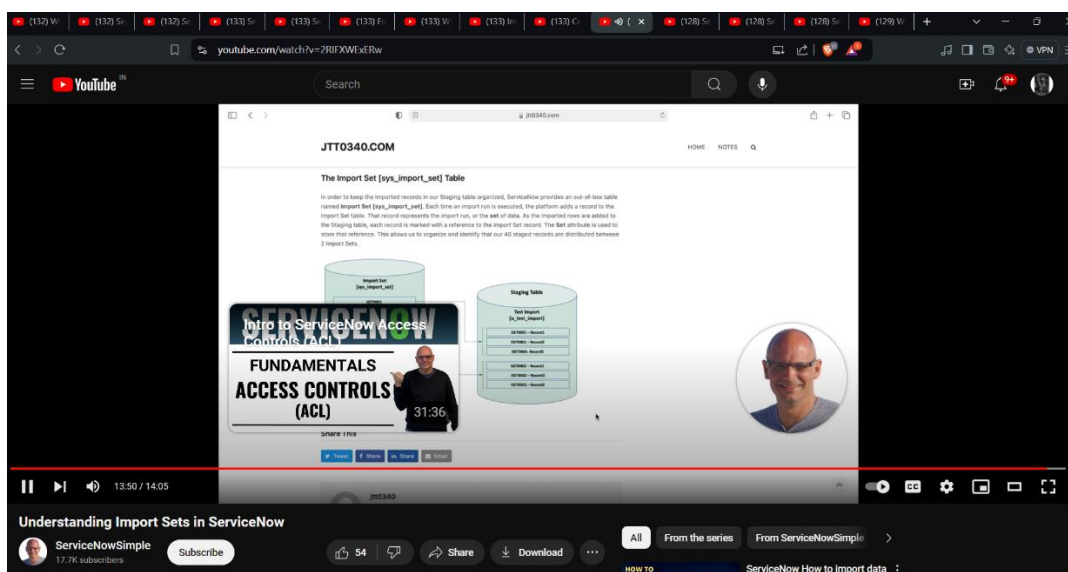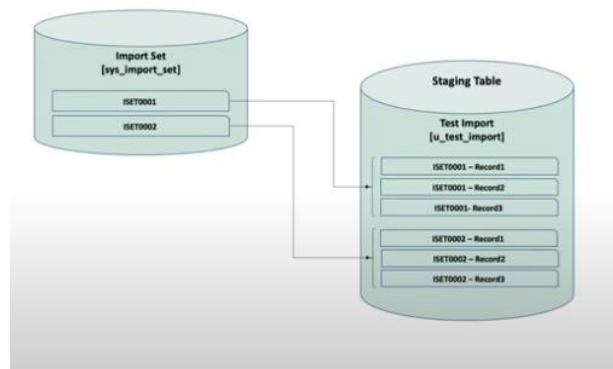
ServiceNow Transform Maps & Field Maps

Field Maps: Field maps specify how individual fields in the staging table should be mapped to fields in the target table.

Transform Maps: Transform maps group field maps together and define the overall import process. To create a transform map, you need to specify the source table (staging table), target table, and field mappings.

Coalesce Fields: Coalesce fields are used to identify matching records during the import process to prevent duplicates.

After creating transform maps and field maps, it's important to test the import to ensure data is moved correctly.
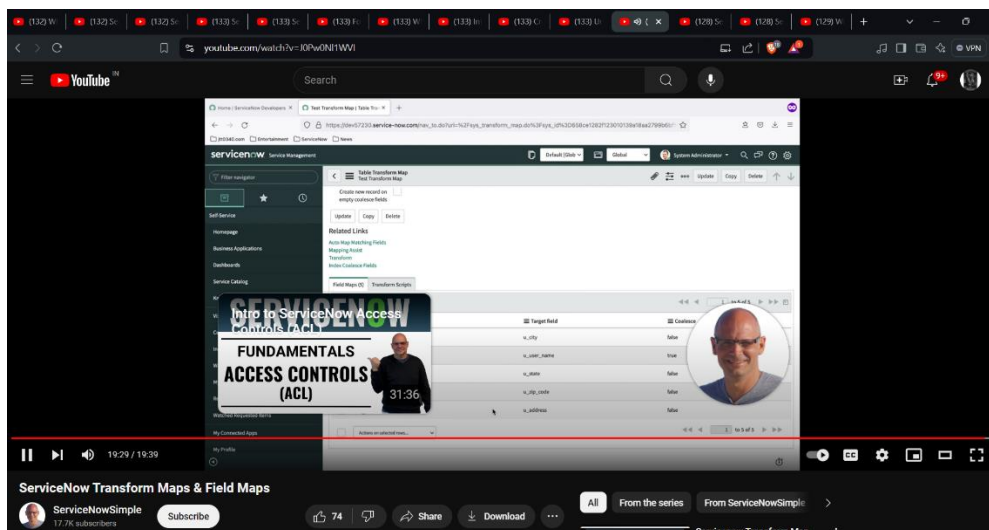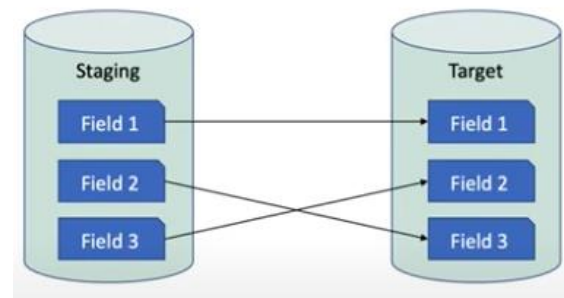
ServiceNow Incident Management Tutorial and Task Administration

Task Table: Tasks are stored in the task table, which is a core component of the ServiceNow platform. Common task types include change requests, incidents, and problems.

Assigning Tasks:

- Tasks can be assigned to users or groups using the assigned to and assignment group fields.

- Assignment rules can automate the assignment process based on specific conditions.

Visual task boards provide a visual representation of tasks, allowing for easy management and tracking.

There are three types of task boards: **guided, flexible,** and **freeform**.

Guided boards use predefined values for lanes, while flexible boards allow for custom lane definitions.

Freeform boards are not tied to specific task records and can be used for general work management.

ServiceNow Reporting Tutorial

Data Model: The underlying data model for reports includes the sys_report table, report_source table, scheduled_email_of_reports table, report_users_and_groups table, and dashboard table.

ServiceNow supports various report types, including list reports, chart reports, pivot table reports, and KPI reports.

Report Creation: Reports can be created using the report designer or by starting from a data source.

Field Mapping: Field mapping defines how data from the source is mapped to fields in the report.

Filtering and Grouping: Filtering and grouping allow users to refine the data displayed in reports.

Formatting: Reports can be customized with various formatting options to enhance readability and presentation.

Sharing and Publishing: Reports can be scheduled for automatic execution and emailed to users, shared with individual users or groups, and added to dashboards for easy access and visualization.
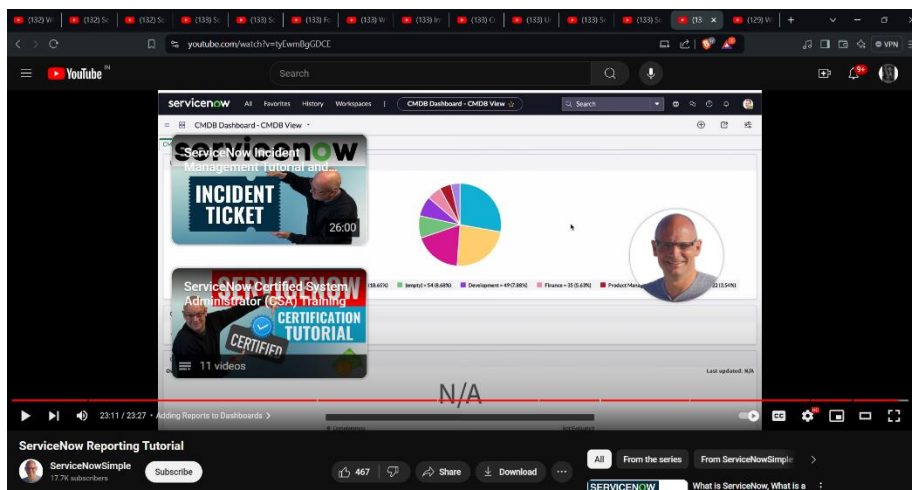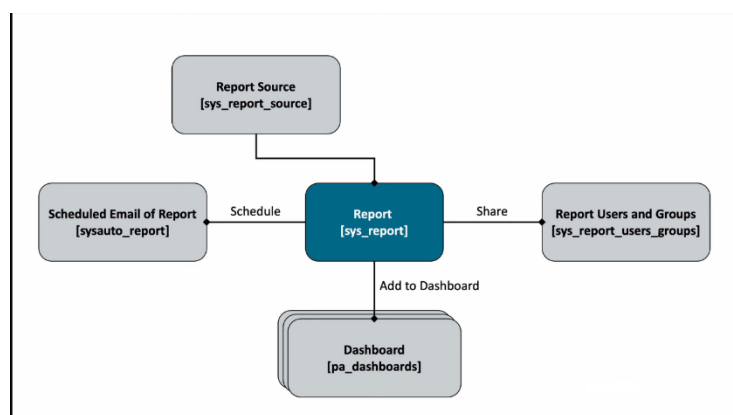
What is Low Code No Code Development?

Low-Code/No-Code Platforms provide a visual interface and pre-built components, allowing users to assemble applications without writing extensive code. Individuals with limited technical expertise who can use low-code/no-code platforms to create applications.

How Low-Code/No-Code Works:

- Visual Interface

- Pre-built Components

- Configuration

- Integration

Low-code/no-code development offers benefits such as faster development time, reduced costs, increased agility, and improved collaboration between business and IT teams.

While low-code/no-code platforms are powerful, they may have limitations in terms of customization and flexibility as it requires generalisation.

Career Opportunities:

- Citizen Developer

- Low-Code/No-Code Developer

- Low-Code/No-Code Architect