Project Design Phase

Problem – Solution Fit Template

1. CUSTOMER SEGMENT (CS)

- **Who is your customer?**

    - **Network Operations Teams:** Overwhelmed by high volumes of routine tickets.

    - **DevOps/Application Owners:** Need rapid provisioning of network resources (VLANs, Firewalls) to meet deployment deadlines.

    - **Compliance/Audit Officers:** Require 100% accuracy in change records.

2. JOBS TO BE DONE / PROBLEM (JBP)

- **What jobs is the user trying to do?**

    - Initiate network access changes or firewall rule updates.

    - Maintain a secure and stable network environment.

    - Ensure all network changes are documented for compliance and "audit-readiness."

3. TRIGGERS (TR)

- **What triggers customers to seek a solution?**

    - Long lead times (SLAs) for manual network provisioning stalling business projects.

    - Outages caused by human error during manual CLI (Command Line Interface) configuration.

    - Failed audits due to missing or inconsistent change documentation.

4. EMOTIONS BEFORE / AFTER (EB/EA)

- **Before:** Frustrated by "red tape," anxious about configuration errors, and feeling unproductive due to manual backlog.

- **After:** Empowered by self-service capabilities, confident in the accuracy of the network state, and relieved by the automated audit trail.

5. CUSTOMER CONSTRAINTS (CC)

- **What prevents customers from solving the problem?**

  - **Legacy Infrastructure:** Older hardware that lacks modern API support.

  - **Budget/Skill Gaps:** High cost of specialized standalone automation tools.

  - **Security Policies:** Rigid change management processes that require manual approval gates.

6. AVAILABLE SOLUTIONS (AS)

- **How do customers solve this today?**

  - **Manual Ticketing:** Traditional ServiceNow tickets assigned to engineers who manually log into switches/firewalls.

  - **Siloed Scripts:** Individual engineers using local Python/Ansible scripts that aren't integrated into the enterprise ITSM.

  - **Spreadsheet Tracking:** Tracking IP/Port allocations in Excel files.

7. PROBLEM ROOT CAUSE (RC)

- **What is the real reason for the problem?**

  - **Process Disconnect:** The gap between the "System of Record" (ServiceNow) and the "System of Action" (Network Devices).

  - **Human Bottleneck:** Reliance on manual data entry leads to inconsistent configuration and delayed fulfillment.

8. YOUR SOLUTION (SL)

- **How does your solution address the problem?**

  - **End-to-End Automation:** A ServiceNow-native workflow that takes a user request, validates it, and pushes the change directly to the network.

  - **Standardized Workflows:** Replaces manual CLI tasks with pre-approved, automated Flow Designer templates.

- o **Real-time CMDB Updates:** Automatically updates the Configuration Management Database after every change.

9. CHANNELS OF BEHAVIOR (CH)

- **Digital:** ServiceNow Service Portal (requesting), Slack/Teams (approvals), and automated email notifications.

- **Physical/Process:** Infrastructure Review Board (IRB) meetings where automated reports are presented.

10. UNFAIR ADVANTAGE (UA)

- **Why is your solution better?**

  - o **Platform Synergy:** It lives entirely within ServiceNow, eliminating the need for third-party software overhead.

  - o **Scalability:** The framework can be extended from simple firewall rules to complex load-balancer configurations without changing the user experience.