WEEK-1

What is ServiceNow?

Imagine ServiceNow as a super-smart assistant for your company. It's like having a digital helper who keeps track of everything—whether it's sorting out tech issues, handling customer questions, or managing employee requests. It's there to make sure everything runs smoothly and nothing gets lost in the shuffle.

Who is ServiceNow?

ServiceNow is a big player in the tech world with over 17,000 people on its team. They work with a variety of large companies like Deloitte, Delta, McDonald's, Microsoft, Overstock, and Wayfair. The company is led by CEO Bill McDermott, while Fred Luddy, who started it all, is the Board Chairman.

When Did ServiceNow Start?

ServiceNow was founded in 2003 by Fred Luddy, originally called GlideSoft. It rebranded to ServiceNow in 2006 and went public in 2012 under the ticker symbol "NOW." In 2018, Forbes named it the most innovative company, and Bill McDermott took over as CEO in 2019.

Why Use ServiceNow?

ServiceNow is all about helping businesses manage their IT services and solve problems more efficiently. It's like having a super-smart assistant that makes sure everything in your tech world runs smoothly.

How Does ServiceNow Work?

ServiceNow is a cloud-based platform, meaning you don't need to worry about physical servers or hardware. It's like having a digital office in the cloud that you can access from anywhere, whether you're on a computer or mobile device. Here's how it's set up:

- Infrastructure: Think of this as the backbone of ServiceNow, with data centers storing all your important info, security measures to keep things safe, and regular backups to make sure nothing is lost.
- **Platform:** ServiceNow runs on a single, powerful system that can handle most IT functions and can also be customized to fit your needs.
- Applications and Workflows: It includes various tools for different tasks, like managing IT issues, handling employee requests, serving customers, and even building custom apps.

Where is ServiceNow?

ServiceNow is based in Santa Clara, California, but it has a global presence with offices and data centers around the world, including places like Canada, the USA, Brazil, Germany, and many more.

ServiceNow Platform Overview

- **Architecture:** ServiceNow uses a multi-instance setup where each customer has their own version of the platform. This means your data is kept separate from others. It's also designed with built-in redundancy and backup systems to keep everything running smoothly.
- User Interfaces: You can access ServiceNow through:
 - Now Platform UI: For desktops and laptops.
 - ServiceNow Mobile Apps: For smartphones, including apps for requests and onboarding.
 - Service Portal: A user-friendly website where you can handle various tasks and requests.
- Role-Based Access: Access to features and data is controlled by assigning roles to users or groups, ensuring everyone only sees what they need to see.
- **User Authentication:** ServiceNow uses various methods to ensure secure access, including Single Sign-On (SSO), LDAP, and Multifactor Authentication.

Branding in ServiceNow

You can customize the look of ServiceNow to match your company's branding. This includes adjusting the user interface and using tools like the Service Portal and UI Builder to create a personalized experience

Lists and Filters

Lists in ServiceNow are like digital spreadsheets where you can view, sort, and filter data. These are accessed through various commands or the Application Navigator, and you can customize how you view and manage records.

Forms in ServiceNow

Forms are used to view and update records in ServiceNow. They have different types of fields (like text boxes, dropdowns, and checkboxes) and allow you to save changes as you work

Importing Data in ServiceNow

To get data into ServiceNow:

- 1. **Create a Data Source:** Set up where your data is coming from (like a file or database).
- 2. Load Data: Import the data and make sure it's saved correctly.
- 3. **Transform Data:** Use tools like Transform Maps to map your data to the right fields and tables in ServiceNow.

Visual Task Boards and Reporting

- **Visual Task Boards:** These are like digital whiteboards where you can drag and drop tasks around to manage them more easily.
- **Reporting:** ServiceNow allows you to create various types of reports, from pie charts to bar graphs, to analyze and visualize your data.

Low-Code/No-Code Development

Low-code/no-code development means creating applications with minimal coding, using user-friendly tools like drag-and-drop features. It allows both tech-savvy and non-tech-savvy people to build and deploy apps quickly and easily.

In summary, ServiceNow is like a digital assistant that helps manage various business tasks efficiently, with tools and features designed to make IT, employee, customer, and workflow management easier.