What is ServiceNow?

ServiceNow Platform is a cloud-based platform that enables the automation of digital workflow for various business processes and IT operations of the organization. The actual business of ServiceNow mainly revolves around managing the "incident, problem, and change" events of IT operational activities.

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

Services offered by ServiceNow:
IT Service Management (ITSM):

• Incident Management, manages and resolves IT incidents
• Problem Management and preventing the recurrence of incidents
• Change Management the changes in the IT environment
• Request Fulfilment-Manages the service requests coming from employees or customers

IT Operations Management (ITOM):

- Event Management-Tracking of health and availability of infrastructure and services
- Discovery-Automatic discovery of assets and mapped IT infrastructure.
- Orchestration: Automation of repetitive tasks; e.g., password reset on servers, reset on servers

IT Asset Management (ITAM):

Hardware Asset Management: Life cycle of hardware assets

Software Asset Management: Manage software license and compliance

IT Business Management (ITBM):

Project Portfolio Management (PPM): IT project portfolios, resources, and cost management.

Financial Management: Align IT costs with business priorities.

Security Operations (SecOps): Manage and respond to security incidents Identify and prioritize vulnerabilities

Security Incident Response: Manage and respond to security incidents.

Vulnerability Management: Identify and prioritize vulnerabilities

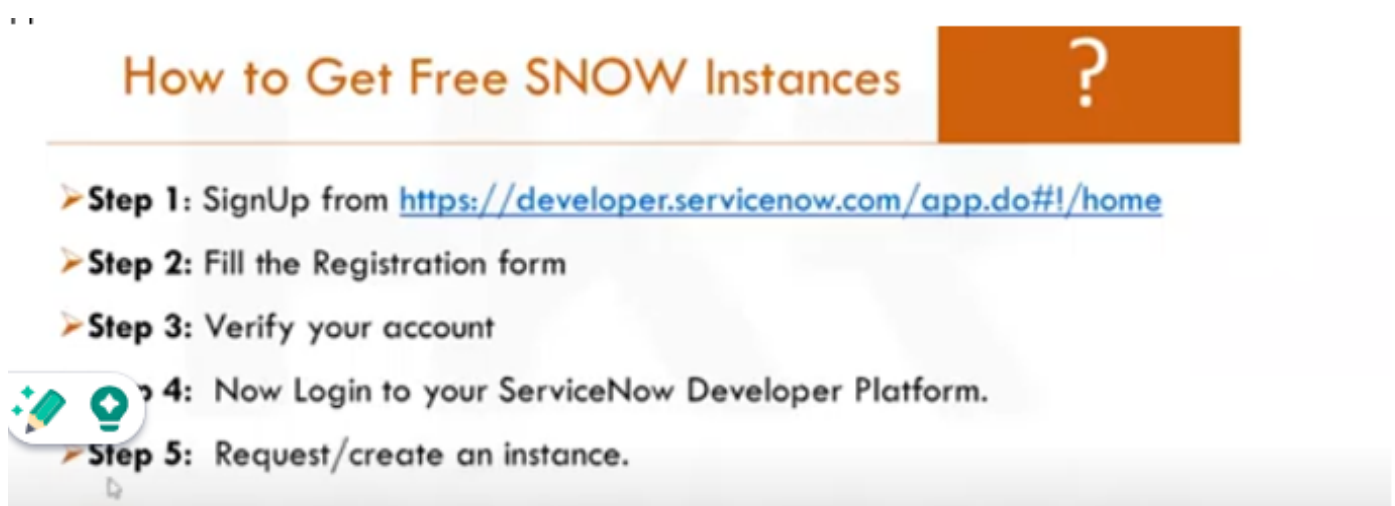**Customer Service Management (CSM)**:

 Manage customer requests, automate case management, and improve the customer experience.

 Human Resources Service Delivery (HRSD) : Streamline worker services like onboarding and benefits requests with employee-self-service portals

Governance, Risk, and Compliance (GRC): Automate risk and compliance workflows while making governance visible in all parts of the organization.

ServiceNow Instance

PDI in ServiceNow is a Personal Developer Instance. A free personal instance of the ServiceNow platform is provided to developers for practice, experimenting, and developing applications.

How to Get Free SNOW Instances   ?

➤ **Step 1:** SignUp from https://developer.servicenow.com/app.do#!/home
➤ **Step 2:** Fill the Registration form
➤ **Step 3:** Verify your account
➤ **Step 4:** Now Login to your ServiceNow Developer Platform.
➤ **Step 5:** Request/create an instance.

We can select which version of serviceNow we like, among

● If the instance is idle for 10 days, then the instance is released

● If the instance is idle for more than 24 hours then the instance might go into the hibernation state

Career and growth in ServiceNow

A career in ServiceNow is incredibly challenging with a wide scope because the platform is increasingly being implemented by organizations in IT service management, business automation, and enterprise workflow optimization.

The following are essentials of career development and growth in the ServiceNow environment-

1. Job Roles in ServiceNow

ServiceNow Developer-

● Develop applications customized and configure and implement solutions on the ServiceNow platform.

● Requires experience in using JavaScript, UI design, workflows, integrations, and scripting.

ServiceNow Administrator

● Manage setup of ServiceNow instance and ongoing maintenance in configurations, user to security.

● Manage Upgrades, patches, and troubleshoots

ServiceNow Architect

● Design large-scale implementation of ServiceNow; this includes the system architecture and integration strategy.

- Leads teams for best practices and optimized systems.

ServiceNow Consultant

● Advisory services on the implementation of ServiceNow solutions, workflow optimization, and integration with other systems.

ServiceNow Business Analyst

- Collection of requirements, definition of business process, and alignment with ServiceNow features and functionalities.

ServiceNow Project Manager:

- Lead ServiceNow implementation projects, and manage timelines along with resources, to ensure that project goals are met.

2. Certifications:

Growth in ServiceNow is primarily through certifications. Of so many valuable ones, those adding up are:

Certified System Administrator (CSA) : Entry level to manage the platform

Certified Application Developer (CAD) : For any type of custom application

Certified Implementation Specialist (CIS): ITSM, ITOM, HR, SecOps

Certified Technical Architect (CTA): Advanced Level certification for building complex implementations.

Demand in the job market

There is an ever-increasing demand for ServiceNow professionals. Various organizations belonging to the IT, finance, healthcare, and government sectors choose this as it is flexible and helpful to manage the entire IT services and operations. This increases the job prospect

for a professional with skills for the implementation, customization, and maintenance of the platform.

This type of career in ServiceNow is largely dependent on the growth of adoption of the platform across sectors, with healthy growth opportunities consisting of vertical growth which entails offering individuals opportunities to move into senior and leadership positions and horizontal growth.

ServiceNow User Interface Overview:
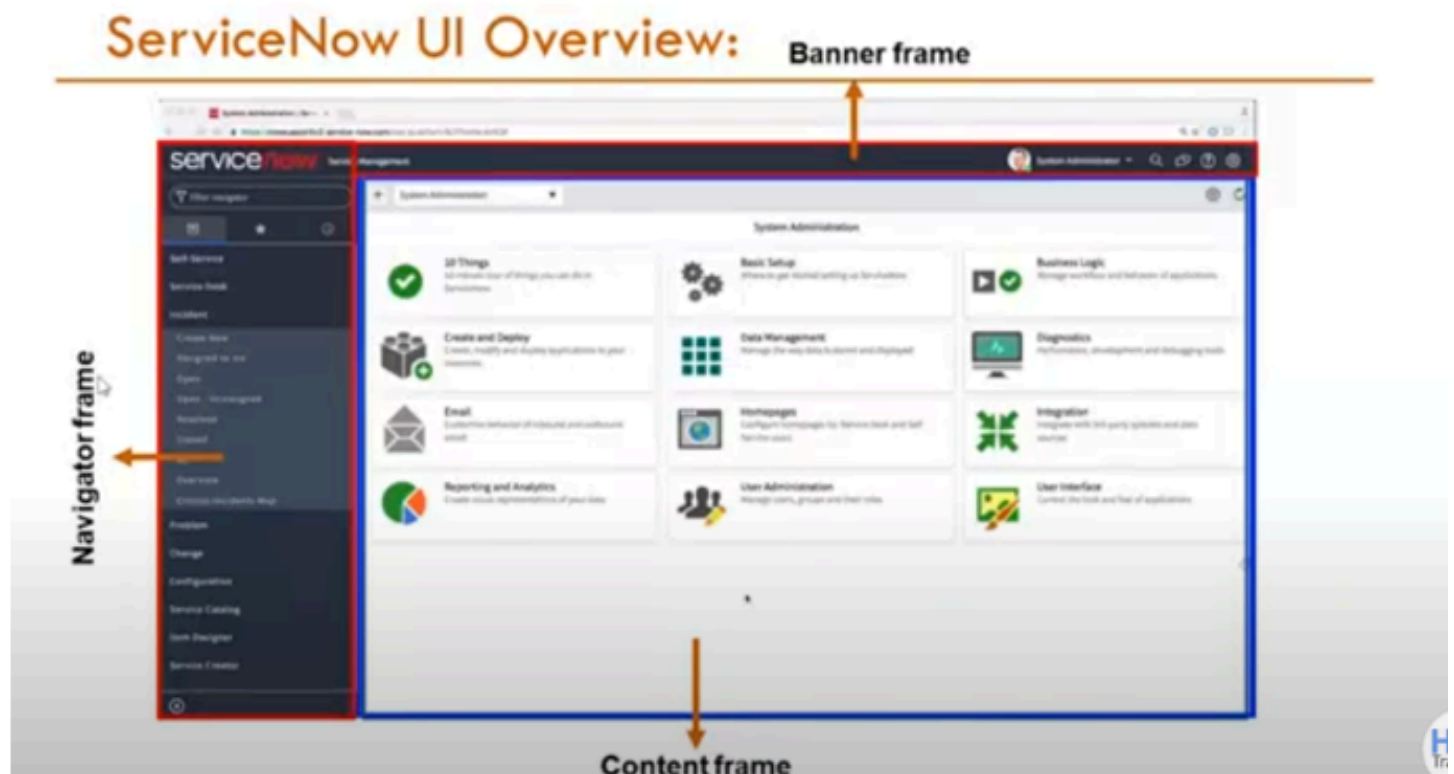
Banner Frame Has:

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

Things to Remember when Using User Menu:

1. Profile - Shows the profile of the logged-in user

2. Impersonate User - To log in and act like another user

3. Elevate Roles - Only for base admin to elevate his role to security_admin

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

Assistance: Context-sensitive help is available; an icon is tagged with a badge to identify that a help text is available. Provides access to User Guide and documentation Search too

Content Frame:

The Content frame is the center body of the ServiceNow interface that graphically illustrates what is inside an application or module that is going to be opened. Here the user works with forms, lists, dashboards, reports, and other information.

ServiceNow Modules

Modules are the building blocks that make up the ServiceNow application navigator. Module:

Abstraction of a particular application menu function or activity, for example, to see a list of, create a new or report on

All- system definition-application menus-module

Application Menu-

Application Menu is a navigational object that collates and catalogs groups of modules that are related.

(font functionalities) under the canopy of the platform allows the user to discover and access tools and features quicker and easier than any needed to do certain things.

Application Menu: Logically organize modules using common headings hence developing a self-explanatory user interface

Module: A specific activity or operation in an application menu. Such as listing a record, creating a new record, or printing a report.

Visualizing the Relationship-

Application Menu: Think of it like a folder on your computer

Modules: What's inside the folder? Each file inside represents a specific function

List: If you open a file/module that just shows information, for example an Excel spreadsheet, what you're looking at (the rows and columns) is like a list in ServiceNow

Example Exercise-

Application Menu: "Incident"

Module: "Open"

o When you click on this module, you get a listing of all open incidents .

Module: "Assigned to Me "

o When you click here, you will get a list of incidents assigned to you.

Incident Module

The Incident module of ServiceNow is used for the administration of unplanned interruptions to re-establish as soon as possible normal service operations. The incident control thus encompasses all aspects of managing incidents from logging and classification up to prioritization and assignment to appropriate support groups.

Tracking incidents until resolution and closure ensures disruption to business operations is kept at the minimum as possible, and SLAs are therefore met.

Incident management relies on rapid resolution in order that any disturbance to an organization can carry on smooth functioning.

Application Navigator > Incidents > All Incidents or My Incidents.

Incident Lifecycle:

Logging : Details regarding the incident are logged.

Categorization : Incidents are categorized into two types namely Hardware and Software.

Prioritization: Based on Urgency and Impact.

Task: Escalated to relevant support team.

Solution and Resolution: Incident is resolved, and the incident is closed.

Problem Management

The Problem module resolves the causes of the recurrent incidents. It aspires to perform root cause analysis (RCA) that is able to identify and eliminate the causes of problems that are not

expected to cause the incidents to occur again.

In this chapter, problems may be identified reactively by incident trends or proactively by trend Analysis. After known workarounds may be used as remedial measure of a long-term resolution.

The module manages repeated issues in a structured way to create an overall better environment for IT.

Application Navigator>Problems > All Problems or Open Problems.

Change Lifecycle:

- Request: Requests made for change.
- Assessment and Approval: Accept and approve the change
- Implementation: Implement the change as planned
- Review and Closure: Review the request after implementation and close

Change Management

The Change module automates controlled changes towards IT infrastructure, services, or processes. In this module, the change is planned and assessed, then in return, implemented to ensure that it affects business operations minimally .

This module approval workflow of managing changes occurs in two styles: standard, normal, and emergency. Within this module, the risk type the change presents is identified; due to this, the module determines how the change will be treated according to its risk and level of impact of the said change.

Standard kinds of changes are usually pre-approved and low-risk in nature. Standard changes occur and become authorized at scheduled times.

Emergency changes speed up the process when there is a serious problem. Changes

are monitored after implementation for the purpose of analysis whether they are a success and not a new source of issues.

Change Life Cycle:

1. Request: A change is requested.

2. Evaluation and Approval: The change is assessed a

3. Implementation: Tnd approved.

he change is implemented according to the change request.

4. Review and Closure: After changes, review and close request.

Lists and Filters in ServiceNow

Lists are another type of interface in ServiceNow. In Lists, the records from a table can be accessed in a grid or tabular structure. The lists enable multiple records to be viewed, filtered, sorted, and interacted with.

Table_name.list: This will show you list view of the table. Table_name.LIST: opens list in new tab

List Header Contains Many Useful Things:

1. List Controls

2. List Filters

3. Search bar on top of the table

4. Customize Icon

List Controls

In ServiceNow, lists have various context menus that enable users to perform an action that can be performed on list items, also referred to as records, or the list in its entirety.

On lists, three types can be found-

1. List Control menu - contains 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 Users can easily display the same list or form in different ways. System Administrators are allowed to create views for lists and forms. You can create a view by selecting Control options menu-configure-List Layout-select fields, using list Collector-scroll Down to select view-new-enter the name of the view then save You can view from List Control Menu-views-filters in the list.

Filter A filter is a set of conditions applied to a list of records in a table.

A filter condition consists of three parts:

1. Field: A picklist based on the table and user authorizations. The picklist includes fields on related tables by dot-walking.

2. Operator: A picklist 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

In the classic list, click Run to display the results of your filter in the list.

To save a filter, click Save. A new field will appear where you can name your filter. You have given the name to the filter, choose whom it will be viewable to, then click the Save button to the right of the name and visible to options. Once you've done that, then the new filter will be available by choosing Filters from the list context menu

Breadcrumbs

Conditions that filter the list are summarized in the breadcrumbs, which are displayed in blue letters

across the top of the list. In addition to giving you a "quick glance" on how conditions influence the filter, you can modify conditions as required.

For example, clicking the greater-than symbol before a condition will delete that condition,

or you can click on a breadcrumb to delete all the conditions that come after that one.

List Personalization

● Personalize changes the look and feel of a list for a single user. The platform's default is not changed.

● Personalization are best used when you have one-time-only events. Global changes will not be included in a personalized list

ServiceNow Workflows

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

4 Primary Workflows of ServiceNow

IT Workflow

This has the aim of automating IT service management processes, for example incident, change and request management.

In other words, it refers to all means of solving an IT incident or even processing a change request.

Employee Workflow

The employee workflow is all about internal automation towards optimizing the employee experience. It involves such service delivery from HR, employee center as well as employee onboarding.

Example: Automate onboarding of new employees, process HR requests, etc.

Customer Workflow

Improves customer service and support. Under this module are Case Management, Field Service Management, and Customer Service Management.

Examples: Handling a customer inquiry or field service appointment.

Creator Workflow

This module is for customization of applications based on the requirements of building needs of a business. It has an App Engine and Integration Hub.

Examples: Creating a custom application that automates activity involved in the business process.

Workflow and Process Automation based on ITIL principles

ITIL Compliance - ServiceNow follows the best practices in IT service management based on ITIL.

Benefits of automation - Most of the workflows of IT, security, HR, and customer services are automated.

It ensures that the process has efficiency, low levels of hand effort at work, better delivery of services, and all processes standardized.

Areas of Service Delivery

IT: Tracks incidents, changes, problems, and requests related to IT services

Security: Manages security incidents and follows vulnerability management

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

Customer Service: Manages customer incidents and interacts with other departments for better customer experience

Business Applications: Creates custom applications on the ServiceNow platform for the automation of business workflows and processes.

**Industries**: IT, Healthcare, Finance, Government, and Retail.

Global Customers: ServiceNow provides its implementation and deployment to Fortune 500 companies in almost every part of the world, leveraging it in the management and automation of 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 that the platform lives in the cloud. Businesses are no longer required to purchase and maintain the hardware which would be required to support these applications.
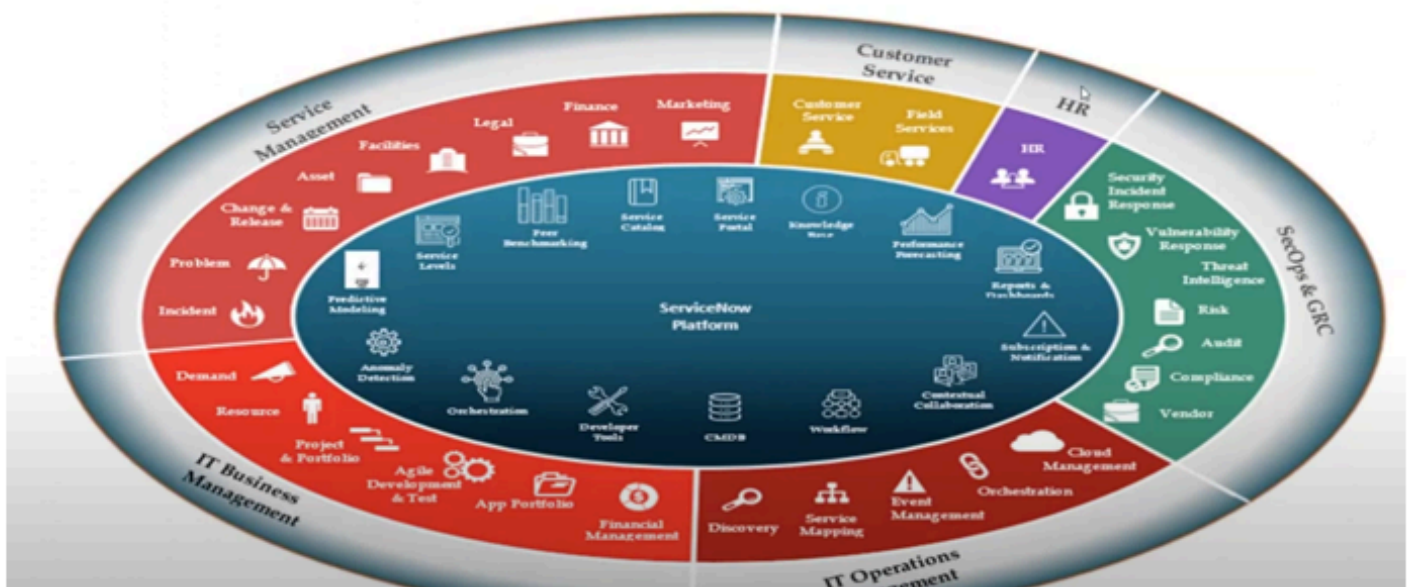
- ServiceNow uses a sophisticated, multi-instance, single-tenant architecture as its base product for customers, thereby meaning an instance has a uniquely isolated database that holds data, applications, and customizations

● ServiceNow provides services to its end-users through a flexibly configurable, web-based user interface, built on top of a flexible database schema.

● The Platform and the applications running on it leverage a system of record that integrates the business functions of an organization.

● The Platform is integrated with other enterprise systems and is designed to be plug-and-play for a broad range of applications.

DashBoards in ServiceNow

A dashboard is a customized layout of widgets that lets you view several

Performance analytics and also reports on one screen.

Go to Self Service > Dashboards to view all of your available dashboards in the instance.

Dashboards allow us to put several Performance Analytics, reporting, and other widgets on one page. Use dashboards for telling a data-based story that you can share. Dashboards can either be responsive or non-responsive. Responsive dashboard functionality is on by default. Non-interactive dashboards have some limitations on who can create, view, and edit them.

Benefits-

● Display Performance Analytics and Reporting visualizations natively within both Workspaces and classic dashboards

● Build and edit Performance Analytics reports and other widgets directly from the dashboard

● Leverage the Add Widgets pane to quickly discover and preview the widgets, adding them to the dashboard

● Share dashboards easily through the built-in sharing pane

● Leverage quick layouts to put widgets into a familiar configuration, then send it to what you want

● Make your dashboards your home page so you can get the information you use Frequently

To see dashboards in the ServiceNow Platform go to All > Self-Service > Dashboards.

Service Catalog in ServiceNow

The Service Catalog application of the Platform allows users to view, request and shop around

for services and products.

● Surf around the interface of Service Catalog

● Capturing and restocking carts of catalog items

● Lists for Requests, Requested Items, and Tasks

The Service Catalog in your instance enables 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.

As we scroll down, the categories classify catalog items into: .

After we've ordered a catalog item (requests, requested items, and/or tasks), we can find the status of the item by opening All > Service Catalog > Open Records select Requests, Items, or Tasks