Assignment 2: ServiceNow in ITSM

Title: Exploring Service Relationship and ServiceNow Tools

Objective: Understand Service Relationships and perform hands-on activities with ServiceNow feature.

Explain the following with examples

a) Service Offering

➢ A service offering is a specific service made available to users by the IT department or service provider. It defines what the organization provides to its employees or customers.

➢ **Real Time example :**

I. Password reset service offered by IT support.

II. Email account creation for new employees.

III. VPN access for remote workers.

In ServiceNow, a service offering is like a menu item available in the product for users to request.

b) Service Provision

➢ Service provision means the actual delivery of the service once it is requested. This is the stage where the IT team or the service provider fulfills the request.
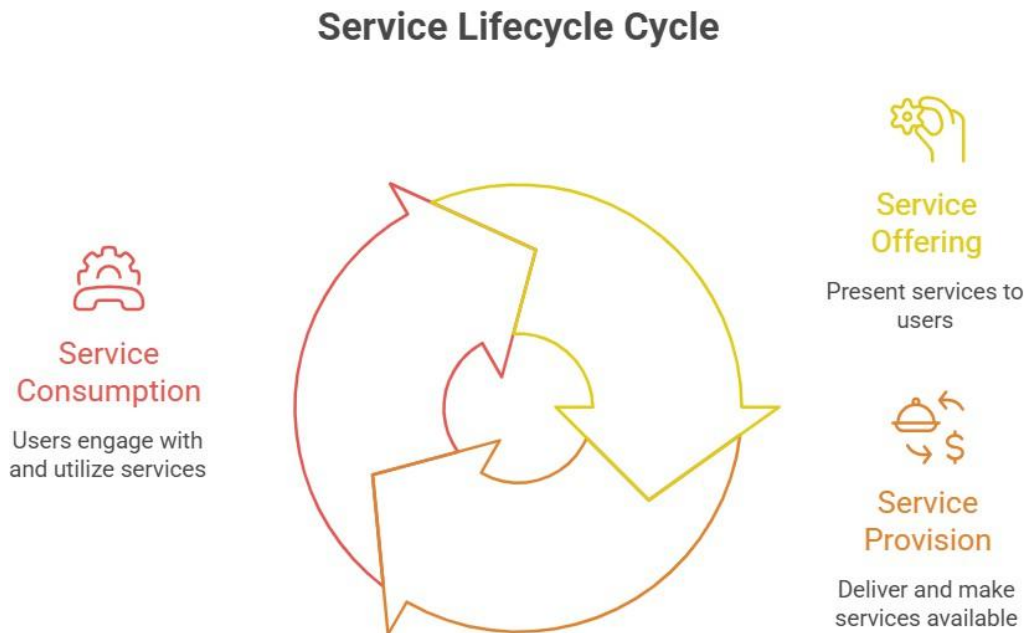
➢ **Real time example :**

i. IT team receives a password reset request and resets the employee's account password.

ii. Network team provides VPN access credentials.
Service provision ensures that the user actually receives the promised service on time.

c) Service Consumption

> Service consumption happens when the end user actually uses the provided service. It is the final stage of the cycle.

> Real time example :

I. Employee logs in with the new password and continues working.

II. Remote worker connects to the VPN to access internal systems.

This stage reflects the value delivered by the service provider to the user.

Service Lifecycle Cycle

Service Offering
Present services to users

Service Consumption
Users engage with and utilize services

Service Provision
Deliver and make services available

2. Mock User Journey

> ➢ A mock user journey explains how a service request moves through different stages in ServiceNow.

Step 1: Incident Reporting

A user is unable to access their email account. They log in to the ServiceNow portal and raise an incident ticket describing the issue.

Step 2: Acknowledgement

The system generates a unique ticket number. The user receives an email/SMS notification confirming that the issue has been logged.

Step 3: Assignment

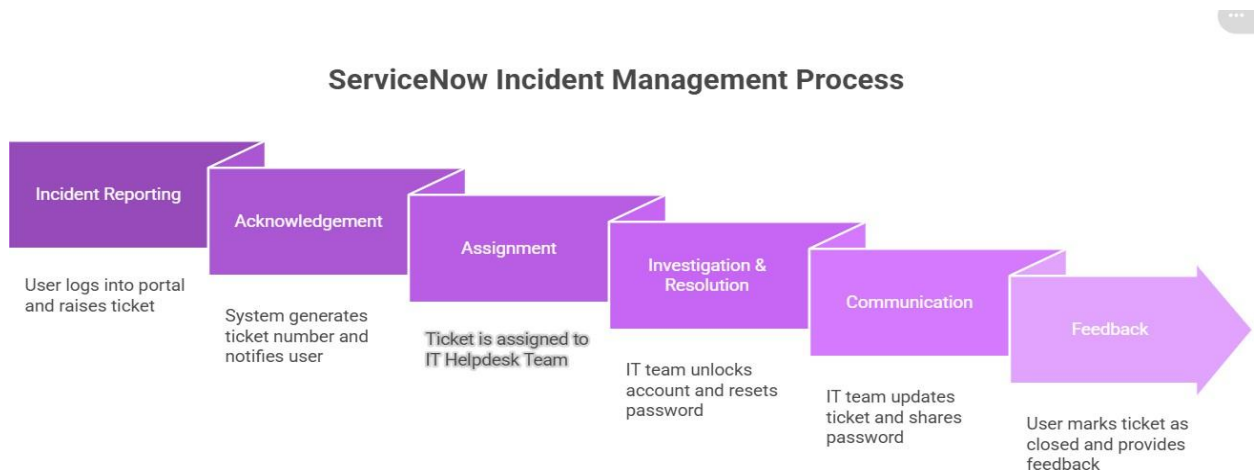The ticket is automatically assigned to the IT Helpdesk Team based on predefined rules in ServiceNow.

Step 4: Investigation & Resolution

The IT team checks the email server and finds that the account was locked due to multiple failed login attempts. The team unlocks the account and resets the password.

Step 5: Communication

The IT team updates the ticket status to "Resolved" and shares the new password with the user.

Step 6: Feedback : The user logs in successfully and marks the ticket as "Closed." They also give feedback (e.g., "Service was quick and helpful").

ServiceNow Incident Management Process

Incident Reporting	Acknowledgement	Assignment	Investigation & Resolution	Communication	Feedback
User logs into portal and raises ticket	System generates ticket number and notifies user	Ticket is assigned to IT Helpdesk Team	IT team unlocks account and resets password	IT team updates ticket and shares password	User marks ticket as closed and provides feedback

3. Short Notes

a) Two Advanced Administration Features in ServiceNow

1. **Workflow Automation**

    i. ServiceNow allows administrators to automate repetitive tasks.

    ii. Example: Approvals, escalations, and notifications can be automated.

    iii. This saves time and reduces errors.

2. **Role-Based Access Control (RBAC)**

    i. Ensures users only see what they are allowed to.

    ii. Example: A normal employee can only see their tickets, while a manager can see their whole team's requests.

    iii. Helps in maintaining security and privacy.

b) ServiceNow's Integration and Reporting Capabilities

1. **Integration**

    i. ServiceNow connects with external applications like Slack, Microsoft Teams, Jira, Zoom, etc.

    ii. Example: A user can raise a ticket directly from Slack, and it will appear in ServiceNow.

    iii. This makes collaboration easy.

2. **Reporting**

    i. ServiceNow provides dashboards and reports in real time.

ii. Example: IT managers can see how many tickets are open, average resolution time, and team performance.

iii. Helps in decision making and continuous improvement.

Conclusion

In this assignment, we studied how IT services are managed using ServiceNow. We learned what service offering, service provision, and service consumption mean with real-life examples. We also looked at the steps of a user's request in ServiceNow and some helpful features like automation and reporting. These tools make IT work easier and help users get better service.