

SERVICENOW WEEK-1

1. Who is ServiceNow?

- ServiceNow is a company with a workforce exceeding 17,000 employees.
- It caters to mid-to-large enterprises, including prominent names like Deloitte, Delta, McDonald's, Microsoft, Overstock, and Wayfair.
- The company is led by CEO Bill McDermott, while Fred Luddy, the founder, serves as the Board Chairman.

2. When is ServiceNow?

- Founded in 2003 by Fred Luddy, the company was initially known as GlideSoft.
- In 2006, the company was renamed ServiceNow.
- ServiceNow went public in 2012, trading under the ticker symbol "NOW."
- It was ranked number one on Forbes magazine's list of the most innovative companies in 2018.
- Bill McDermott took over as CEO in 2019.

3. Why ServiceNow?

- ServiceNow is designed to interact with IT services and address business challenges.

4. How ServiceNow?

- ServiceNow operates as a cloud-based Application Platform as a Service (APaaS), offering the infrastructure, platform, applications, and workflows necessary to meet business IT requirements.
- Business users can connect to and utilize the platform from their PCs or mobile devices.
- **ServiceNow Infrastructure:**
 - **Compute Resources:** Includes data centers, racks, servers, ports, network resources, fans, and more.
 - **Security:** The platform is protected through multiple security technologies, all certified by third-party security organizations.
 - **Service Level Agreements:** ServiceNow ensures redundancy and failover through paired data centers, with redundancy integrated into every layer, including devices, power, and network resources.
 - **Backups:** ServiceNow performs four full backups weekly and six days of daily differential backups.
 - **Platform:** The platform is built on a single, enterprise-wide data model, database, and set of tables, capable of supporting most IT functions. It also allows the creation of custom workflows and applications, all running on a unified data source seamlessly integrated into the platform.

Application and Workflows:

- **IT Workflow (79 applications):** Covers Service Management, Operation Management, Business Management, Asset Management, DevOps, Security Operations, Risk, Compliance, Telecommunications Network, and Performance Management.

- **Employee Workflow (43 applications):** Includes HR Service Delivery, Workplace Service Delivery, Legal Service Delivery, Procurement Service Management, and Safe Workplace Suite.
 - **Customer Workflow (93 applications):** Involves Customer Service Management, Field Service Management, Connected Operations, Financial Service Operations, and Telecommunications Service Management.
 - **Creator Workflow (23 applications):** Features App Engine and IntegrationHub.
5. **Where ServiceNow?**
- **Headquarters:** Santa Clara, California
 - **Office Locations & Employees:** Global presence across North America, Latin America, Europe, the Middle East, Africa, Asia Pacific, and Japan.
 - **Data Centers:** Located in Canada, USA, Brazil, Germany, Ireland, Netherlands, UK, Australia, Hong Kong, Japan, Singapore, and India.

Definition:

ServiceNow is a software company based in Santa Clara, California, founded by Fred Luddy in 2003 to address the challenges large enterprises face with traditional IT delivery. It provides a powerful, easy-to-use, cloud-based platform where business users can solve problems and automate workflows across their organizations.

SERVICENOW PLATFORM OVERVIEW

- **Now Platform Architecture:**
 - **Multi-instance architecture:** Each customer has their own instance of the platform and database.
 - **Availability & Redundancy:** All ServiceNow data centers are paired with another for redundancy and failover. Redundancy is built into every layer, including devices, power, and network resources.
 - **Backups & Security:** ServiceNow performs four full data backups weekly and six days of daily differential backups. The platform is secured with multiple technologies, certified by third-party organizations.
 - **Domain Separation (multi-tenancy):** The platform supports domain separation, allowing data, processes, and administrative tasks to be logically grouped within an instance. Users can see global records, but only domain-specific users can access domain-specific records.
- **Now Platform User Interfaces:**
 1. **Now Platform UI:** Best suited for desktops and laptops, accessible via a web browser and instance URL.
 2. **ServiceNow Mobile Apps:** Available for mobile devices. Includes ServiceNow Agent (for request fulfillment), Now Mobile (for employee needs), and ServiceNow Onboarding (for new-hire needs).
 3. **Service Portal:** A user-friendly, self-service, widget-based portal accessed through a web browser and a special URL.
- **Role-based Access:**

- **User:** An individual with access to an instance. Self-service users, with no assigned role, can log in and access basic features like homepages, Service Catalog, Articles, and Surveys.
- **Group:** A set of users with a common purpose, often assigned multiple roles for shared data access.
- **Role:** A collection of permissions assigned to users, groups, or other roles. It's best to assign roles to groups rather than individuals.
- **User Authentication:**
 - ServiceNow uses various methods to validate user identity, including Local Database Authentication, External Single Sign-On (SSO), LDAP, OAuth 2.0, Digest Token, and Multifactor Authentication.

SERVICENOW USER INTERFACE OVERVIEW

- **3 Main Screen Elements:**
 1. **Banner Frame:** Contains the logo, User Menu (profile, Impersonate User, Elevate Roles, Logout), and Tools (Global Search, Connect Chat, Help, System Settings).
 2. **Application Navigator:** Includes Navigation Filter, All Applications, History (up to 30 items), and Favorites.
 3. **Content Frame:** Displays the main content based on the selected application or menu.

SERVICENOW BRANDING OVERVIEW

- **Branding in ServiceNow:**
Branding applies your corporate identity across the Now Platform UI, creating a unified experience, building trust, and promoting adoption.
- **Guided Setup:**
Guided Setup provides step-by-step instructions for System Administrators to configure various applications and modules in an instance according to user needs.
 - **Application Navigator > Guided Setup > ITSM Guided Setup:** For configuring System Configuration, Welcome Page, Connectivity, Foundation Data, CMDB, Incident Management, Problem Management, Change Management, Service Catalog, Knowledge Management, and more.
 - **Application Navigator > Guided Setup > ITOM Guided Setup:** For configuring MID Server, Discovery, Event Management, Operational Intelligence, Cloud Provisioning, and Governance.
- **Service Portal and UI Builder:**
Tools for branding the interface include the widget-based Service Portal and UI Builder for creating functional pages, buttons, and layouts.

LISTS AND FILTERS

- **Lists:**
Lists are user interface pages designed to present records from database tables, allowing

users to sort, search, filter, and analyze data. Lists provide the ability to select items for detailed viewing via form view.

- Common ways to access lists include Application Navigator (e.g., Incident > All) and the dot-list command (e.g., Task.list, Incident.list). The sys_db_object.list command opens the table's table, storing records for each table in the ServiceNow database.

ServiceNow Platform Overview

- **Architecture:** Features multi-instance architecture, redundancy, backups, and domain separation.
- **User Interfaces:** Includes Now Platform UI, ServiceNow Mobile Apps, and Service Portal.
- **Role-Based Access:** Manages access through Users, Groups, and Roles.
- **User Authentication:** Supports various authentication methods like SSO, OAuth 2.0, and MFA.

Branding

- **Branding in ServiceNow:** Tailoring the platform's UI to reflect corporate identity and improve user adoption.

Lists and Filters

- **List View:** Includes tools for filtering, grouping, and customizing views
 - **Key Tools:**
 - **Hamburger Icon:** Access list control menu for views, filters, and more.
 - **Column Search Row:** Toggle on/off for search filters.
 - **Breadcrumbs:** Indicate and manage applied filters.
 - **List Paging Controls:** Navigate through records.
 - **Column Context Menu:** Options like sort, filter, and copy URL/sys_id.

Forms in ServiceNow

- **Form Components:** Tools and elements like fields (string, boolean, choice, reference) for viewing and updating records.
- **Field Types:** Includes Journal fields, Onhold fields, and UI policies.
- **Saving Changes:** Requires proactive saving through submit, update, or save options.

Introduction to Importing Data in ServiceNow

Creating a Data Source in ServiceNow

1. **Datasource (sys_data_source):**
 - Navigate to **Administration > Datasources**.
 - Click on **New** to create a new data source.
 - If the data source type is JDBC, you will need to configure the format options accordingly.
 - If the data source type is a file, select the appropriate format options.
2. **Load Data:**
 - Once the data source is set, proceed to **Load Data**.
 - After loading the data, make sure to **Save** and **Update** the settings.

Understanding Import Sets in ServiceNow

- Access the import set by navigating to **All > Importset Table Name** (e.g., `u_test_import.list`) to open the loaded data.
- Use **Transform Maps** and **Field Maps** (found at `sys_transform_entry.list`) to map the imported data to the appropriate tables and fields in ServiceNow.
- The **Coalesce** option is used to act as the primary key during the transformation process, ensuring that records are correctly matched and updated.

ServiceNow Incident Management Tutorial and Task Administration

- **Visual Task Boards:** Provides a more intuitive, drag-and-drop interface for managing tasks. This visual approach is particularly useful for identifying bottlenecks and organizing work efficiently.

ServiceNow Reporting Fundamentals

- ServiceNow supports **23 different types of reports**, categorized as follows:
 1. **Data:** Reports based on data from tables.
 2. **Type:** Choose the type of report, such as pie charts, bar graphs, etc.
 3. **Configure:** Customize and configure report settings.
 4. **Style:** Apply styling options to enhance report visuals.

What is Low-Code/No-Code Development?

Low-code/no-code development refers to creating applications with minimal or no traditional coding. These platforms provide user-friendly interfaces with drag-and-drop features, pre-built templates, and visual workflow tools. This approach enables non-technical users (citizen developers) and professional developers to quickly build and deploy applications, reducing the development time and technical expertise required.

