1.What is ServiceNow:

Service Now is a cloud-based platform that provides a suite of applications designed to automate and streamline various business processes, with a primary focus on **IT Service Management (ITSM)**. Founded in 2004, Service Now has evolved into a comprehensive enterprise service management solution that extends beyond IT, encompassing areas such as human resources, customer service, security operations, and more.

2.Purpose in IT Service Management:

Incident Management: It deals with the quick restoration of normal service operation by investigating and resolving incidents.

Problem Management: The purpose is to identify and manage the root cause of incidents so that recurrence can be avoided.

Change Management: Manage the lifecycle of changes to minimize impact on service quality. Service Catalog: Provide a centralized repository of available IT services that are to be requested by the users.

Asset and Configuration Management: It tracks and manages IT assets and their relationships accordingly. Hence, automation of these processes with ServiceNow increases the efficiency of processes, reduces manual labor, enhances the quality of services, and aligns IT services with business objectives.

3.Core Components:

ServiceNow Applications: Out-of-the-box modules for performing ITSM, ITOM, HR Service Delivery, Customer Service Management, etc. ServiceNow Studio: This is an integrated development environment to build and customize the different applications.

Flow Designer: An interface used to create workflows by dragging and dropping into no-code/low-code.

Service Portal: A customizing interface that provides an interface between users and ServiceNow services.

IntegrationHub: Provides integration with external systems and services.

4.Architecture:

Multi-Tenant Architecture: Allows multiple customers to share the infrastructure while keeping respective data private.

Java/AngularJS: Used for both server- and client-side development.

CMDB: Configuration Management Database is a centralized repository that keeps data regarding IT assets and their relationships.

REST/SOAP API: To interface and integrate the system with other applications.

Security Model: Based on Role-Based Access Control Model, enforcing rights to access and manipulate the data.

The architecture is scalable, flexible, and robust, thus enabling the customer to customize and extend the platform to meet their needs.

5.ServiceNow User Interface Overview

This chapter provides a concise overview of the ServiceNow user interface, focusing on key components and navigation tips.

Main Screen Elements:

Banner Frame: Contains the logo (home page), user menu (profile settings, impersonate users, elevate roles, log out), tools (global search, Connect Chat, Help Tool), and system settings (UI customization, themes, accessibility, notifications, developer tools).

Application Navigator: Features a navigation filter for quickly finding applications and modules. It includes tabs for All Applications (listing available applications and modules), Favorites (frequently used items), and History (recently accessed items). The navigator also organizes content hierarchically by applications and modules.

Key Features:

- The **User Menu** allows modification of personal settings, user impersonation, role elevation, and logout.
- **Global Search** enables cross-instance searches, while **Connect Chat** manages internal communication. The **Help Tool** provides contextual assistance.
- **System Settings** offers options for UI customization, including general settings, themes, accessibility, list/form configurations, notifications, and developer preferences.
- The **Application Navigator** ensures efficient navigation through filters, favorites, and history for quick access to essential items.

6.ServiceNow Branding Overview

Introduction to Branding in ServiceNow

This section covers how to customize the out-of-the-box ServiceNow user interface to align with your company's branding. The goal is to apply corporate elements like logos, colors, and fonts to create a personalized experience.

Lesson Recap

Branding in ServiceNow aims to reflect your company's identity, enhancing user comfort and adoption. Customization includes logos, colors, fonts, and other visual elements. While branding terminology may have limited relevance in certification exams, it's highly useful in practical applications.

Guided Setup Overview

ServiceNow provides Guided Setup Wizards to assist with various configuration tasks.

- **ITSM Guided Setup** includes company branding, connectivity, foundational data, and other ITSM components.
- **ITOM Guided Setup** focuses on IT Operations Management tasks like configuring MID servers and cloud provisioning.

Branding Steps in Guided Setup

Accessing Guided Setup:

Use the Application Navigator to search for "Guided Setup."

Navigate to the ITSM Guided Setup module.

System Configuration:

Tasks include configuring default settings (e.g., time zones, date formats), uploading your company logo, and customizing the banner frame, browser tab text, background colors, and text separator colors.

A demo might involve changing the page header caption, browser tab title, and updating other visual elements.

Welcome Page Customization:

- Modify the login page with custom messages or alerts.
- Add new items, set their display order, and enter message content.
- A demo could include creating a new welcome message and adjusting its display order.

Final Notes

The primary goal of branding in ServiceNow is to personalize the interface to reflect your company's branding, which improves user experience and adoption. Additional tools like the **Service Portal** (a customizable widget-based interface) and **UI Builder** (for advanced screen design and customization) can further enhance the user experience. Guided setup wizards streamline the process of applying branding and other configurations.