ServiceNow –The best thing that can happen to your ITSM

aspire
SYSTEMS

attention. always.

Introduction

ITSM and ServiceNow– Two sides of a Coin

The ITSM (IT Service Management) space is growing at a rapid pace as organizations plan to scale-up their IT staff-support. ITSM is management of IT infrastructure, delivery of business services and providing support for agile development, DevOps and cloud services. ITSM also helps in reducing manual work, which in-turn increases employee productivity. The market available ITSM products have built-in applications performing different set of tasks such as Incidence Management, Problem management Change Management, Request Management, Release Management and Reporting etc. The capabilities of an ITSM product has increased with increasing challenges in this sphere. However, one product which stands apart from rest of the ITSM products is ServiceNow.

ServiceNow is an American cloud-computing company founded in 2003. ServiceNow, over the years has transformed itself into a SaaS (Software as a Service) provider which provides IT workflows such as ITSM (IT service management), ITOM (IT Operations Management), ITBM (IT Business Management), ITAM (IT Asset Management), DevOps (Development Operations), SecOps (Security Operations) and GRCM (Governance, Risk and Compliance Management). Furthermore, ServiceNow is an Industrial leader in ITSM, which has quite a range of applications bundled in the package.

ServiceNow – Changing the ITSM Landscape

Every organizations face challenges regarding IT services and ServiceNow offers unique solutions for various pain points.

High Cost- The presence of global centers and costs associated with location specific IT support centers are high.

Welding Changes- Introduction of changes to infrastructure at a global level is challenging and impact assessment is considered as a tedious process.

Central Monitoring of all IT services- The reporting of IT services becomes difficult with distributed centers and bringing visibility to all the services is a challenge here.

Management of IT staff- Absence of single ITSM system stops the specialists from extending their services during outages.

From No to Now solution:

Integration of all IT services- ServiceNow ITSM, on a high level has major offerings such as IPCR (Incident, Problem, Change, Request), CMDB (Configuration Management Database), KM (Knowledge management) and Service Catalogue.

- **Incident Management** is used by the employees to track and fix issues. The ServiceNow's IM system is equipped with self-service or virtual agents powered by Natural Language Understanding. This also ensures swift assignment and resolution by bringing in right specialists for right problems.

- **Problem Management** reduces the business impact during outages and ensures business continuity using ITIL practices. Its root cause analysis method helps in minimizing service disruptions and better resolution management.

- **Change Management** reduces the change impact with risk assessment and conflict management. The Change Advisory Board (CAB) allows organizations to integrate Change processes across all IT through scheduling, planning and managing CAB meetings from one place.

- **Request Management** allows employees to request services, align service-level agreements from any device. The mobile feature sends employees the timely status updates to ensure deadlines are met. This system also increases end user satisfaction and automates the manual tasks.

- **Configuration Management database** ensure any changes to IT environment, whether hardware, software or services, goes smoothly through a single configuration management Database, even if the configuration items are in different IT centers across the globe. This also helps in better understanding of the IT environment.

- **Knowledge Management** is a self-service system, where users try to understand and solve issues through a knowledge repository solution. This helps to reduce the resolution time and costs and increases user satisfaction.

- **Service Catalogue** uses a defined system to procure items through stores by the user himself. This contains a customized portal which contains products and service offerings. This helps in increasing operational efficiency and gamification of the manual process.

Study shows CMDB impact analysis leads to

40%

reduction in corrective actions and

180%

Return on Investment

Now Mobile- The major highlight in ServiceNow New York release is Now Mobile. Now Mobile is an application for every IT needs of employees across all functions such as IT, HR, Finance, Facilities. The feature of Now mobile includes, To-dos and approvals, Global Search, Service Catalog, Knowledge articles, Virtual Agents and live chats, Dynamic menu and landing pages and Siri Shortcuts. Benefits of having Now mobile application are as follows:

- Faster resolution and turnaround time which helps in increasing employee productivity.
- Single point approvals and integration of all departments in one place.
- Irrespective of the location, finding information has become easier than ever before.
- The mobile interface is designed in such a way that the user feels like a consumer and brings in lot of self-help features in the application.

Add−on features in ServiceNow ITSM

1. **How CMDB goes together with ITSM -** Configuration management Database is a repository of information involving Configuration items (CI) and asset related information. Each CI has information of roles and relationships with other CI that supports the services you deliver. The backbone of an ITSM lies in the CMDB, where the impact is assessed during a business halt or failure of a CI. CMDB allows you to take an impact analysis report of the failure and impact of any change in the workflow. The CMDB Health Dashboard is an important way to measure and manage the health of relationships among the CI's.

2. **ServiceNow Discovery and ITSM** - The ServiceNow Discovery helps in finding Devices and Application on your network and updates the CMDB with the information. This also helps in setting-up relationship between applications and devices. ServiceNow Discovery uses agentless interface to detect virtual and physical changes across the systems. As soon as the ServiceNow Discovery is setup, it not only identifies the Configuration Items but also creates a dependency chart showing how each CI are related to each other.

3. **Service Catalog in ITSM** - The store interface of the ServiceNow Service Catalog enables users to purchase items from a range of products and services through a user-friendly interface. Here, users range from Customers, Employees and suppliers. Service Catalog has a search box through which users can search and order items. The interface also allows you to track the status of ordered items
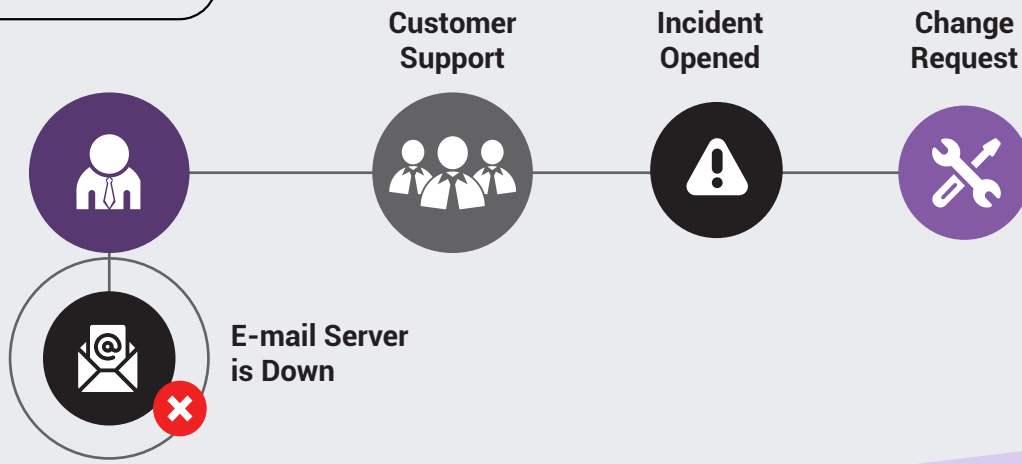
Benefits of ServiceNow Discovery in ITSM:
1. **Enables Impact Analysis**
2. **Access to whole IT infrastructure**
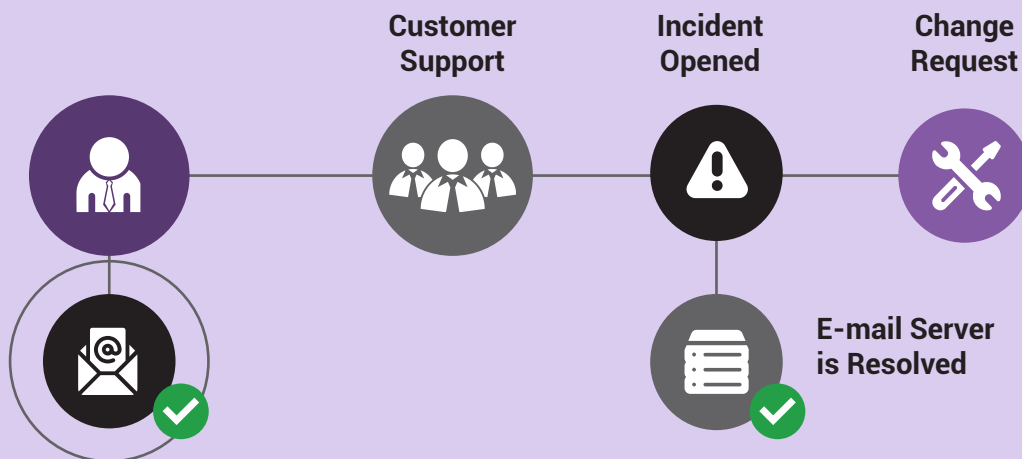3. **Smoothening of change process**

Below is a sample illustration how CMDB integration with ITSM helps in quick resolution.

Without CMDB:

Customer Support · Incident Opened · Change Request

E-mail Server is Down

With CMDB:

Customer Support · Incident Opened · Change Request

E-mail Server is Resolved

Comparative Analysis with other Market Players:

Before getting into the competitor analysis of ServiceNow, the ServiceNow is itself is an Industrial leader in ITSM space. In Garter's 2019 magic quadrant for software asset management tool, ServiceNow has debuted as a visionary. Furthermore, ServiceNow is also positioned the highest for its ability to execute for six years in a row. ServiceNow was specifically recognized for two parameters: Ability to Execute and Completeness of Vision.

Magic Quadrant for IT Service Management Tools
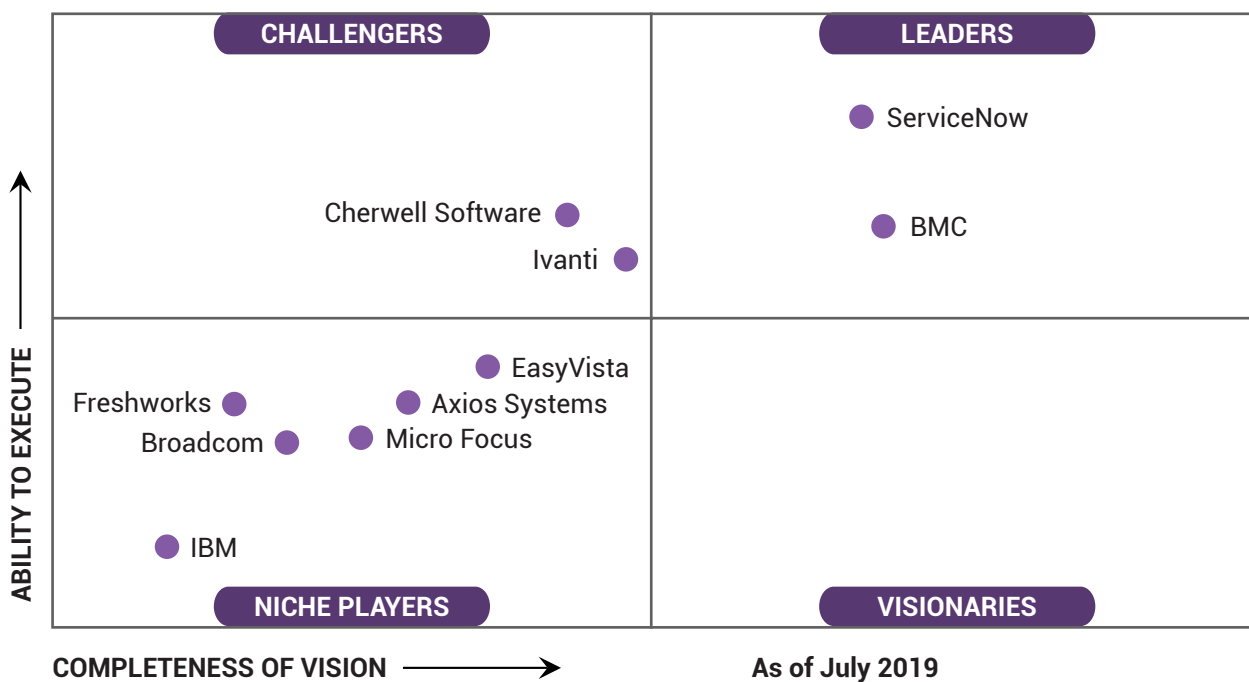
Source: Garner (August 2019)

Other major players in the Magic Quadrant BMC Software, Ivanti and Cherwell Software. Ivanti and Cherwell Software are recognized as Challengers in the Magic Quadrant. Whereas, many other competitors such as Freshworks, EasyVista, Axios System, IBM, Micro Focus, and Broadcom are recognized as Niche Players in the Magic Quadrant.

What value does ServiceNow bring to Business and Business Owners?

Now that you know ServiceNow is an Industrial leader in ITSM, adding it to your business can have ample benefits and gives you high returns on investment. Apart from increased productivity, gamifications of processes and Reduction in Time and Costs, ServiceNow adds much more values as follows-

1. **Improved Management of Staff and vendors-** The agentless and virtual support allows IT specialists to provide solutions to problems irrespective of the location. Further, the resolutions provided by the specialists can be updated in the global knowledge base and a quicker resolution can be provided for future problems.

2. **Robust Change Management-** The CMDB for Configuration Items will help you leverage change in a smooth and hassle-free manner. As impact analysis is also done in the CMDB, the risk of unexpected consequences is avoided.

3. **Better View of IT Infrastructure**- With ServiceNow Implementation, the IT infrastructure is transparent across all the locations and helps in better reporting which in turn helps in reducing downtime and a quicker turnaround in resolution time.

4. **Efficient Cost and Budgeting**- With better financial management, the cost on IT support and service desk is cut-down marginally. Further, the cost associated with downtime is also cut down exponentially. This cut down in costs can be used for IT upscaling and other value additions for the business.

servicenow

FITS BEST:

COMPANY SIZE

500+ EMPLOYEES

Financial Services and Accounting

IT Product Companies

Insurance

Retail Estate

Banking

Aviation and Aerospace

Healthcare and Pharmaceuticals

Transportation

Manufacturing

Non-profit Organizations

Marketing and Advertising

Legal Services

Public Services

Retail

Hotels and Accommodation

Oil and Energy

Customer Testimonial:

"With Aspire, we felt very well guided through the whole project and received immediate response and assistance from our SPOC that ensured smooth delivery of the project. Aspire Systems was able to deliver new ITSM solutions well in time"

IT Director,
A leading public biochemicals company

ServiceNow ITSM in a nutshell—

As a business owner, it would be a wise decision to choose ServiceNow which acts as a single ITSM package. ServiceNow in popular culture is called the Swiss Army tool for the IT service desk and it lives true to its name. The capability of ServiceNow is further expanded from IT department to HR, Sales and Marketing, Legal and Research and Development. Many business owners have been using ServiceNow ITSM and are successfully able to see constructive changes in their day-to-day business operation.

References

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