

## ServiceNow ITSM overview

### Unchain your innovation with our modern, cloud-based, silo-busting ITSM solution

Improved employee and customer experiences are essential for successful digital transformation. However, using multiple, non-integrated IT tools for your digital transformation creates information silos. With disparate data processes and excessive amounts of time and money spent on firefighting, you're left with limited resources to create delightful user experiences. [ServiceNow® IT Service Management \(ITSM\)](#) provides a modern, cloud-based, silo-busting service management solution.

With ServiceNow ITSM and the Now Platform® as your foundation, you can consolidate your IT tools into our single data model to transform the service experience, automate workflows, gain real-time visibility, and improve IT productivity. It also enables you to switch your operational IT costs to strategic investments.

Put IT in the driver's seat for business transformation with ServiceNow ITSM. Increase agility and lower costs by consolidating legacy tools into a modern, easy-to-use service management solution in the cloud.

### Advantages of ServiceNow



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### ServiceNow ITSM customer successes

Don't just take our word for it—see how companies like yours use our IT Service Management to elevate their service experiences.



Experian spends **80%** of their time on innovation.



Machine learning reduces triaging by **35%**.



VSP reduces response times by **40%**.

[Check out our ITSM customer success stories](#) (filter by industry, geography, or solution).

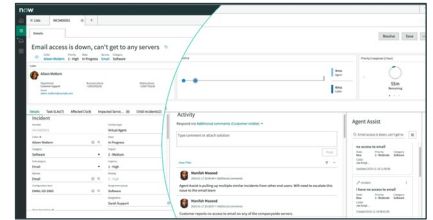
# Transform the IT Experience with ITSM's innovative applications

## Agent Workspace

Service desk agents resolve issues faster than ever before with this purpose-built command center. From a single pane view, service desk agents not only resolve multiple issues concurrently with full context of issue history, SLA, user information etc., but also get AI-assisted recommendations for resolution.

**End User benefit**—Greater productivity due to faster issue resolution

**IT/Business benefit**—Faster issue resolution and greater service desk efficiency

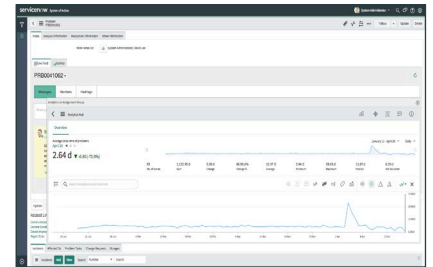


## Incident Management and Problem Management

Restore services fast after an unplanned interruption or major incident by investigating the root cause to quickly resolve critical service disruptions. Use trend analysis and periodic service configuration reviews to minimize and prevent future issues.

**End User benefit**—Rapid service restoration and user-friendly service desk interactions

**IT/Business benefit**—Restore services fast, identify root cause and minimize issue recurrence

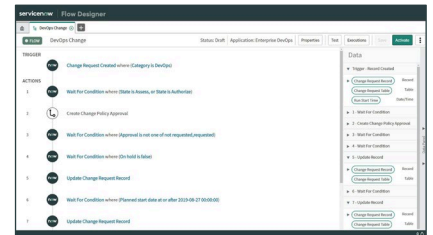


## Change Management

Improve velocity of work while minimizing risks and costs of unplanned changes. Automate standard changes with DevOps capabilities and for more complex changes, automate change advisory board meetings with CAB Workbench to accelerate change management.

**End User benefit**—Greater productivity due to fewer unplanned changes

**IT/Business benefit**—Greater velocity of work, with full governance around changes

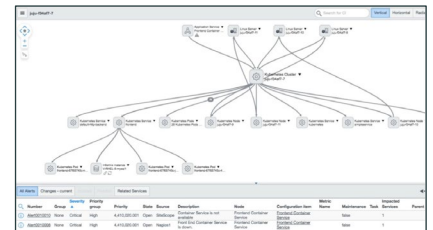


## Configuration Management Database (CMDB)

Get a reliable, single source of truth that cuts across silos and enables IT to see all assets, related services, and how they're functioning. See the relationship between the CIs and services to proactively manage the impact of changes on your services. Monitor and improve the quality of your CMDB data with the CMDB Health Dashboard.

**End User benefit**—Greater productivity due to better service availability

**IT/Business benefit**—Greater transparency and better management of IT assets

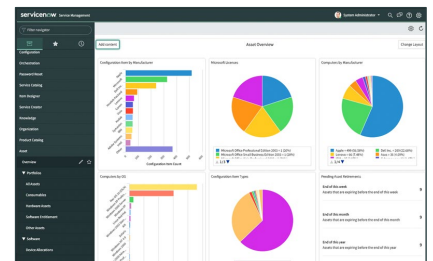


## Asset Management

Avoid unnecessary asset purchases, cut software licensing and support costs and eliminate waste by tracking the financial, contractual, and inventory details of hardware, devices, and virtual assets from purchase through disposal. Mitigate risk by knowing how every system is configured, what it costs, who has access to it, and what's installed on it.

**End User benefit**—Greater productivity due to better availability of IT resources

**IT/Business benefit**—Eliminate waste and optimize spending on IT assets



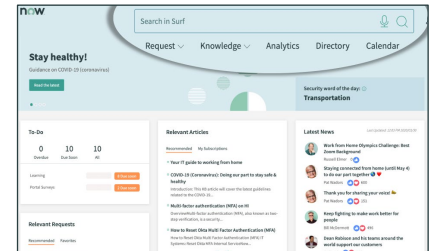
# Modern consumer-like work experiences with ITSM applications

## Request Management and Knowledge Management

Give users a modern, omni-channel way to interact 24/7 with IT and other shared services groups using any device—enable self-help, collaboration, request items or services. Share, manage, and use knowledge from across the organization and make it readily available for shared or private use by IT and employees.

**End User benefit**—Easy self-service capabilities with anywhere, anytime access through a single portal

**IT/Business benefit**—Streamline service delivery, reduce costs, and automate workflows

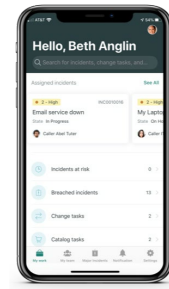


## Mobile Agent

Unchain IT service agents from their desks by enabling them to move work forward through any mobile device of their choosing. Agents update records, collaborate with coworkers, and reassign tasks as needed with simple swipes and gestures.

**End User benefit**—Enables greater employee productivity as requests get resolved faster

**IT/Business benefit**—Provides greater IT productivity with agents able to connect to work anywhere, anytime

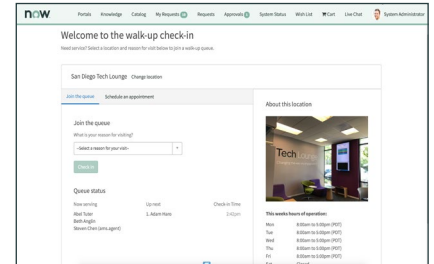


## Walk-up Experience

Get a streamlined method for capturing and managing face-to-face IT support requests. Walk-up Experience's online check-in, real-time queue estimates, and automated notifications help users manage their time, improving service experience and customer satisfaction. End users check in through the web or the Now Mobile app.

**End User benefit**—Boosts customer satisfaction by providing efficient face-to-face support

**IT/Business benefit**—Solve user issues efficiently in real-time with a more human face-to-face interaction

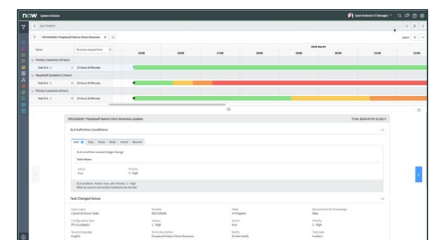


## Service Level Management

Set business expectations and gain visibility into your IT team's service commitments and performance with Service Level Management. Manage SLAs with the visual SLA Timeline to see individual SLA progress and events triggering stage changes. Prioritize tasks, check statuses, reassign ownership, and escalate issues, allowing you to always provide your best service.

**End User benefit**—Greater CSAT due to consistent, timely service delivery by IT

**IT/Business benefit**—Greater IT-business alignment with full transparency on service expectations and delivery

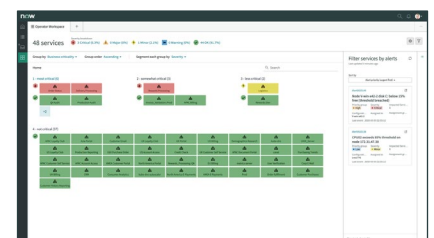


## Reports and Dashboards

Combine the power of the Now Platform® with a single data model to generate and distribute real-time information on demand. Choose from predefined or customized reports and create eye-catching, role-based dashboards in a flash.

**End User benefit**—Greater CSAT due to IT's ability to measure and improve

**IT/Business benefit**—OOB and configurable dashboards and reports for stakeholders at all levels

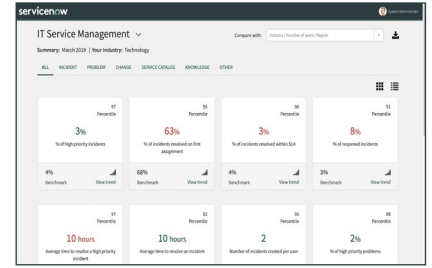


### Benchmarks

Benchmarks uses anonymized customer data to bring you the industry's largest and most up-to-date benchmarks. This allows you to compare your service management performance to the industry averages of your peers. Now, you can analyze and optimize your own performance against the best in the industry.

**End User benefit**—Continual improvement in services as IT raises the bar

**IT/Business benefit**—Compares your service's performance to industry peer averages



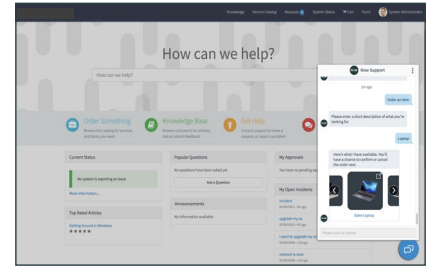
## Drive digital transformation with ServiceNow ITSM Professional apps

### Virtual Agent

Get instant resolution to repetitive IT service tasks and requests via Virtual Agent—an automated, conversational chatbot. Virtual Agent provides customers and employees with 24/7 self-service, freeing IT staff to work on more meaningful tasks and allowing for greater scalability and smarter resource spend.

**End User benefit**—Provides consistent, self-service with faster resolutions

**IT/Business benefit**—Deflects incidents, augments support, lowers costs, and removes the burden of repetitive work

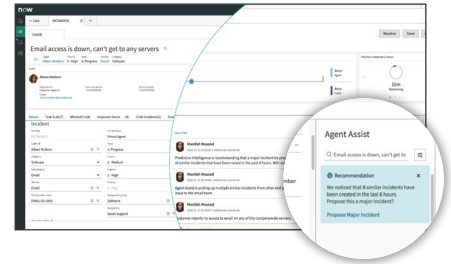


### Predictive Intelligence

Use this to automatically categorize and route issues to the right resolution team, while empowering technicians with AI-assisted answers for faster resolutions. Predictive Intelligence applies machine learning to historical request patterns, allowing it to become increasingly accurate in its predictive recommendations.

**End User benefit**—Greater CSAT and productivity due to rapid issue resolution

**IT/Business benefit**—Greater agent productivity due to auto-assignment of issues and instant resolution recommendations

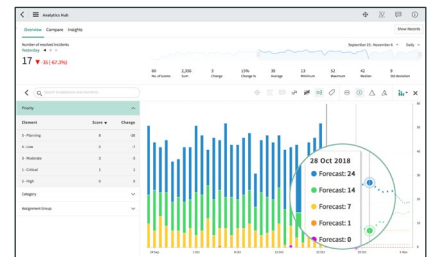


### Performance Analytics

Enable stakeholders and subject matter experts—workers, owners, and executives—who are responsible for successful service delivery to make smarter, real-time decisions based upon Performance Analytics. With Performance Analytics, you can use data visualizations to anticipate trends, prioritize resources, and drive alignment with business goals.

**End User benefit**—Greater CSAT due to the business' ability to measure and improve

**IT/Business benefit**—Anticipates trends, prioritizes resources, drives IT's performance

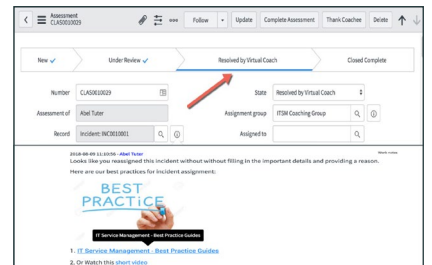


### Continual Improvement Management

Align your data, people, and business goals for managing and measuring your strategic roadmap for IT investments by using Continual Improvement Management (CIM). With a structured framework and workflow, CIM enables cross-team collaboration and ensures all improvements are efficiently reviewed and prioritized.

**End User benefit**—A culture of excellence due to continual improvement in processes

**IT/Business benefit**—Allows cross-team collaboration to manage and measure IT improvements

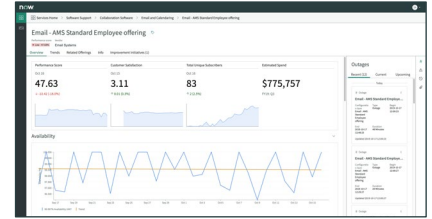


### Service Owner Workspace

Track and analyze how your services are performing and which services need attention from a unified place. Integrate data from a host of ServiceNow as well as third-party applications. Proactively solve service issues, lower service costs, and deliver great service experiences with a consolidated view of service portfolio and performance.

**End User benefit**—Greater CSAT due to highly available services that meet user needs

**IT/Business benefit**—Visibility that drives high service availability and quality at lower costs

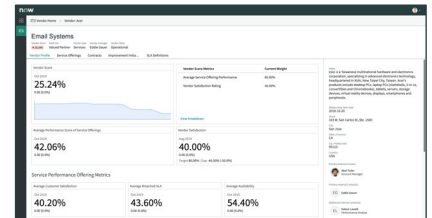


### Vendor Manager Workspace

Manage all vendor-related information from a single destination using the ServiceNow® Vendor Manager Workspace. Track and analyze how your vendors are executing on their goals and which areas need attention. With consolidated insights into vendor profile and performance, you can make decisions that maximize value for your organization.

**End User benefit**—Seamless delivery of high-quality vendor services

**IT/Business benefit**—Greater vendor service satisfaction and trust, lower service costs

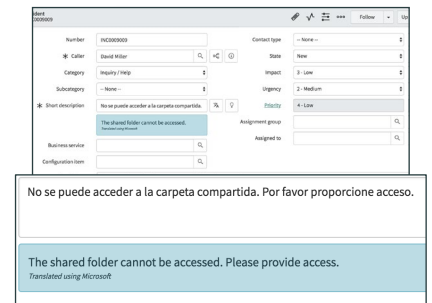


### Dynamic Translation

Use Dynamic Translation to remove language barriers in delivering outstanding services to your end users. Dynamic translation is part of the Now Platform and enables support staff to view/respond to foreign language queries in their own native language with the click of a button. Enable your support staff to scale globally without the need for having native language speakers on shift.

**End User benefit**—Prompt resolution of issues from around the globe, without language barrier

**IT/Business benefit**—Support staff capable of handling issues from countries that speak foreign languages

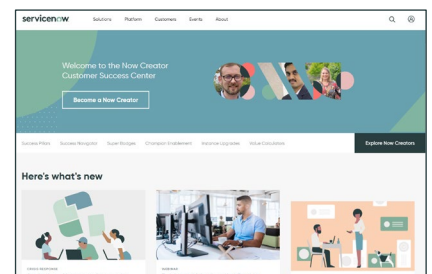


## Continuing Learning

### Customer Success Center

Customer Success Center (CSC) is the one place to find the most insightful tools, content, and resources to support your objectives and get to your desired outcomes faster. CSC's resources were created by ServiceNow experts and show you:

- How to overcome common obstacles in your ServiceNow journey
- Proven activities to accelerate and increase the value you get from ServiceNow
- Access to the Success Navigator, Value Calculators, and best practices



### Forrester Total Economic Impact™

Learn how to improve your IT productivity, service levels, and costs. Read the Forrester Total Economic Impact™ of ServiceNow study to see how you can:

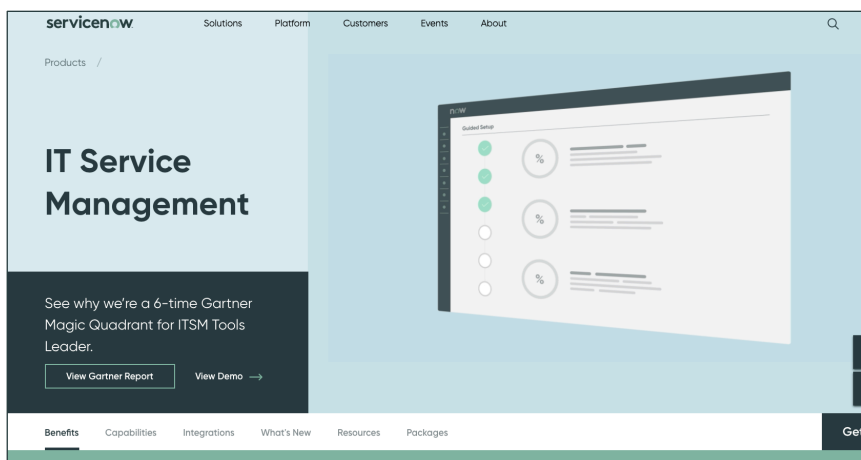
- Achieve 20% increase in IT fulfiller efficiency
- Reduce high-priority incidents by 25%
- Enjoy higher employee productivity and see a 15-point rise of CSAT scores
- Increase project performance and automation by 20%
- Avoid \$4.2M legacy solution costs (over three years) and get 229% ROI within seven months

## ServiceNow® Global Services

ServiceNow® Global Services is comprised of both ServiceNow® Professional Services and ServiceNow® Education Services. This is the “secret sauce” that drives business transformation and allows you to thrive and achieve your business goals.

## To learn more

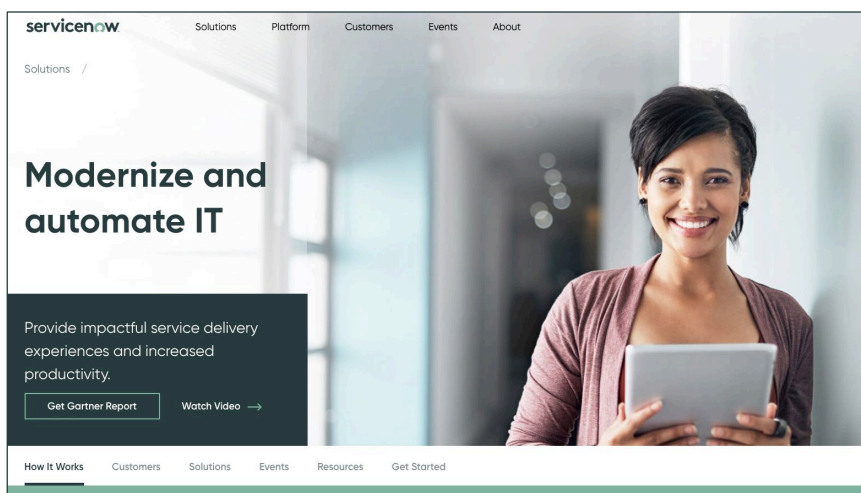
Visit [ServiceNow ITSM](#) to learn more:



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Visit [Modernize and automate IT](#) to learn how to digitally transform your organization:



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