



rate ↓ 5% !!) → Why? → Do anything?

Are we monitoring the right "things" about our business?

What to be able to optimize & perpetuate the good trends & identify & address the negative

Account: monitoring responsibility is distributed, shared. Root cause analysis is the commitment to is needed, available down

Health

Engagement Pricing

Business

member

IT Service Management Blueprint

Define Your Services for Fast and Accurate Service Delivery

MODERNIZE YOUR SERVICE DESK

When it comes to delivering IT services, think about how you would rate your organization on its speed, consistency, and accuracy. Would it earn stellar marks or is there room for improvement? Maybe you recognize your organization in some of the following statements:

- There is no automated intake, approval, or fulfillment of service requests and no automated routing or escalation, even for high-priority incidents
- Your team has difficulty setting, measuring, and meeting service level agreements
- Infrastructure changes result in unintended outages and downtime
- Your IT department lacks accurate and timely reporting for issues, work, demand trends, and IT assets

If any of the above challenges apply to your IT services team, it's time to define your services and automate your service delivery, the second of three phases to modernize your service desk. Read on for guidance—including action plans, best practices, and success metrics—on how to increase IT efficiency, lower costs, and deliver great business value.



The first step in automation consists of defining your services with consistency and capturing them in a single system of record. The ideal platform will provide a single source of truth for an ITSM process, combined with an easy to configure, flexible workflow. Additionally, processes should be integrated and the platform must make it easy for users to collaborate.

ServiceNow combines all of these capabilities to automate as many service desk functions as possible. This drives efficiency and delivery of services across the enterprise with speed, consistency, and accuracy.

Best of all, these capabilities are delivered on the ServiceNow Enterprise Cloud, eliminating costly infrastructure and the related administrative overhead.

It's Time to Take Action

It's nearly impossible to achieve faster, more accurate and effective delivery of IT services if you're relying on manual tasks and don't have clear visibility into your processes and infrastructure.

In addition to the right platform, **you also need the right plan:**



Configuration Management Database (CMDB)

Create a comprehensive, connected view of business services and IT infrastructure with a single, complete CMDB.



Problem Management

Investigate the root cause of an incident through structured problem analysis, then document solutions and workarounds.



Performance Analytics and Reporting

Drive ongoing refinement and optimization of service delivery and inform business decisions with persona-based reporting.



Asset Management

Build an inventory management capability to track the lifecycle of assets. Include asset cost information to begin managing depreciation and the financial lifecycle.



Get There Fast: Rely on Proven Best Practices

Take advantage of the lessons learned by the large and vibrant ServiceNow user community. Here are some of the key best practices for organizing and modernizing IT services with ease:



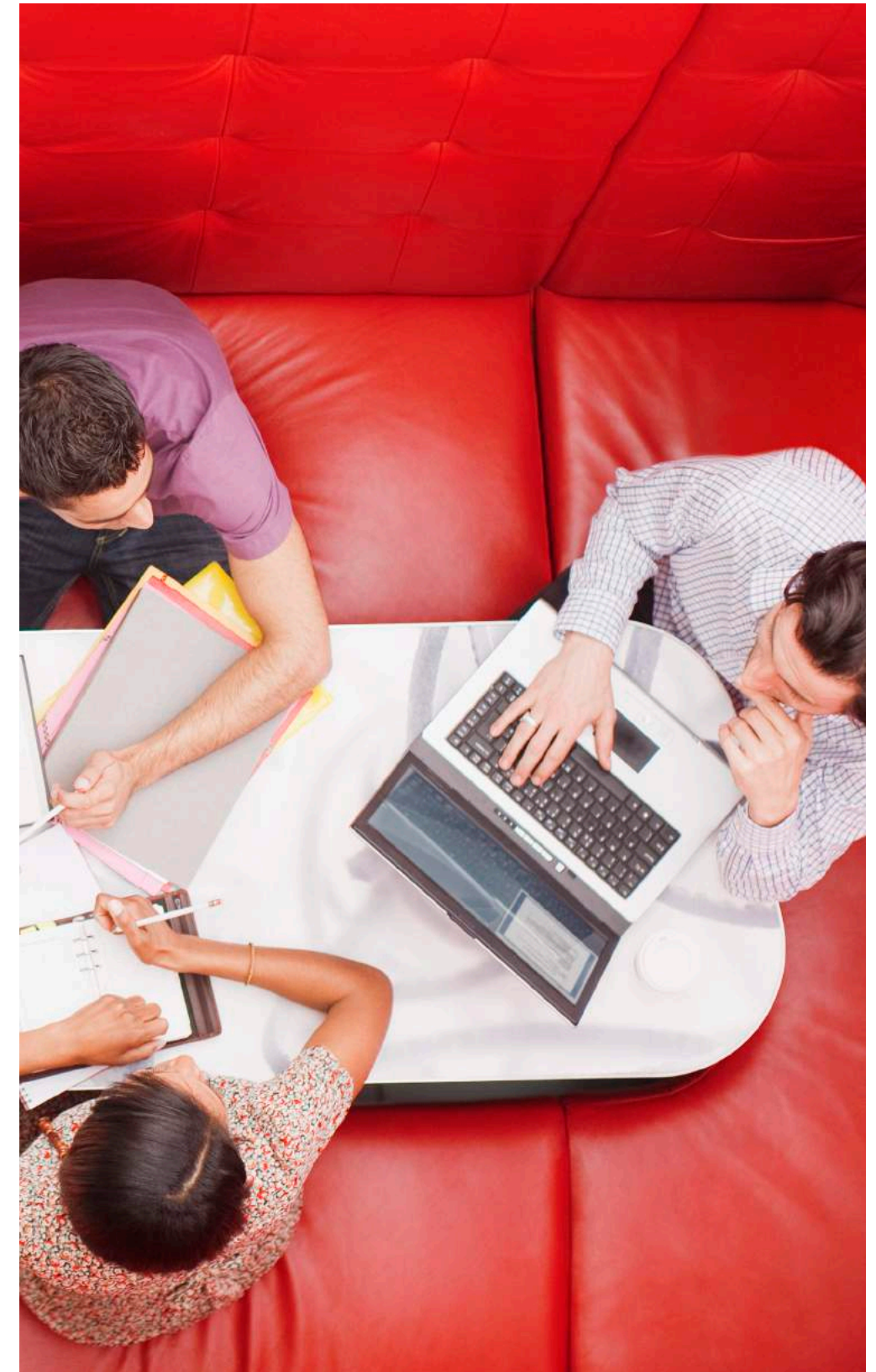
Incident Management

- Define incident categories to drive auto assignment, incident routing, and track trends
- Guide users away from email and into the service portal
- Encourage use of knowledge management by using keywords and descriptions to quickly present relevant information on known issues and resolutions
- Utilize visual task boards to identify incident backlogs and easily rebalance work



Configuration Management Database (CMDB)

- Design the CMDB with your long-term service needs in mind, and take a phased approach to populate it
- Use the CMDB as the foundation of incident, problem, and change
- Populate with ServiceNow Discovery to track the status and reliability of configuration items
- Automate change management from planning through validation
- Track assets throughout their lifecycle

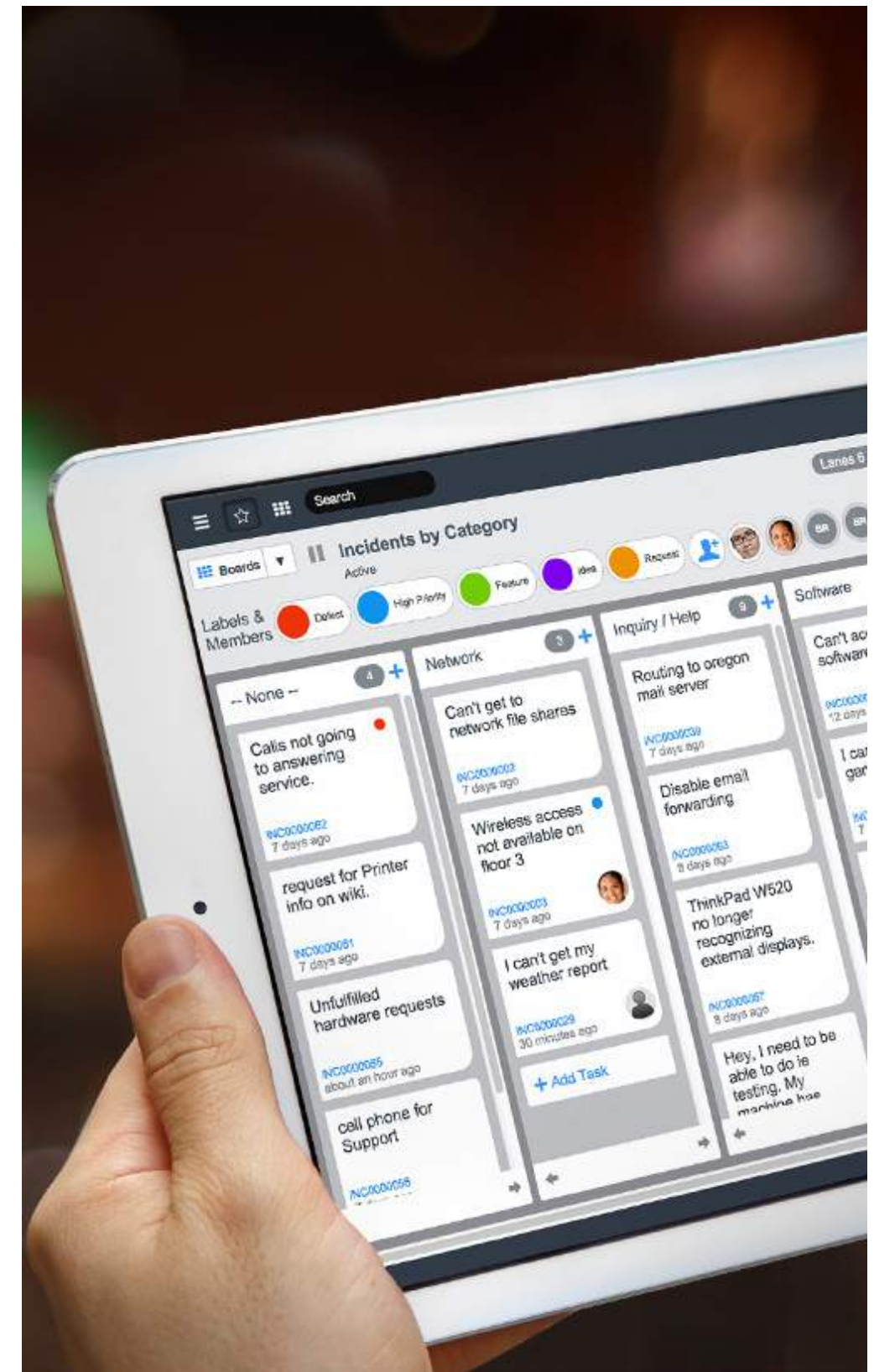


< BACK

NEXT >

Get There Fast: Rely on Proven Best Practices

 <p>Change Management</p>	<ul style="list-style-type: none">• Use pre-authorized templates to control standard changes• Minimize subjective risk assessment by using a risk calculator or automated assessment• Automate time consuming change advisory board meeting planning and execution
 <p>Asset Management</p>	<ul style="list-style-type: none">• Clean data before importing it, or use automatic discovery• Link assets to incident data in your reporting• Reduce costs by removing problematic IT assets, identifying vendor issues, and clarifying warranty coverage
 <p>Problem Management</p>	<ul style="list-style-type: none">• Track problems separately from incidents to drive root cause and fast resolution, respectively• Prioritize problems based on impact severity to services, customers, or the business• Categorize and prioritize problems and incidents in the same way to simplify root-cause identification and clarify overall business impact• Capture problem root cause and resolution to predict trends and prevent future incidents
 <p>Performance Analytics & Report</p>	<ul style="list-style-type: none">• Visualize emerging problems and take action before they impact the business• Drive a performance-based culture with analytics for all—from the strategic to the operational level, even to the individual level• Get insight based on trusted, secure, real-time data• Prioritize work and align with business goals

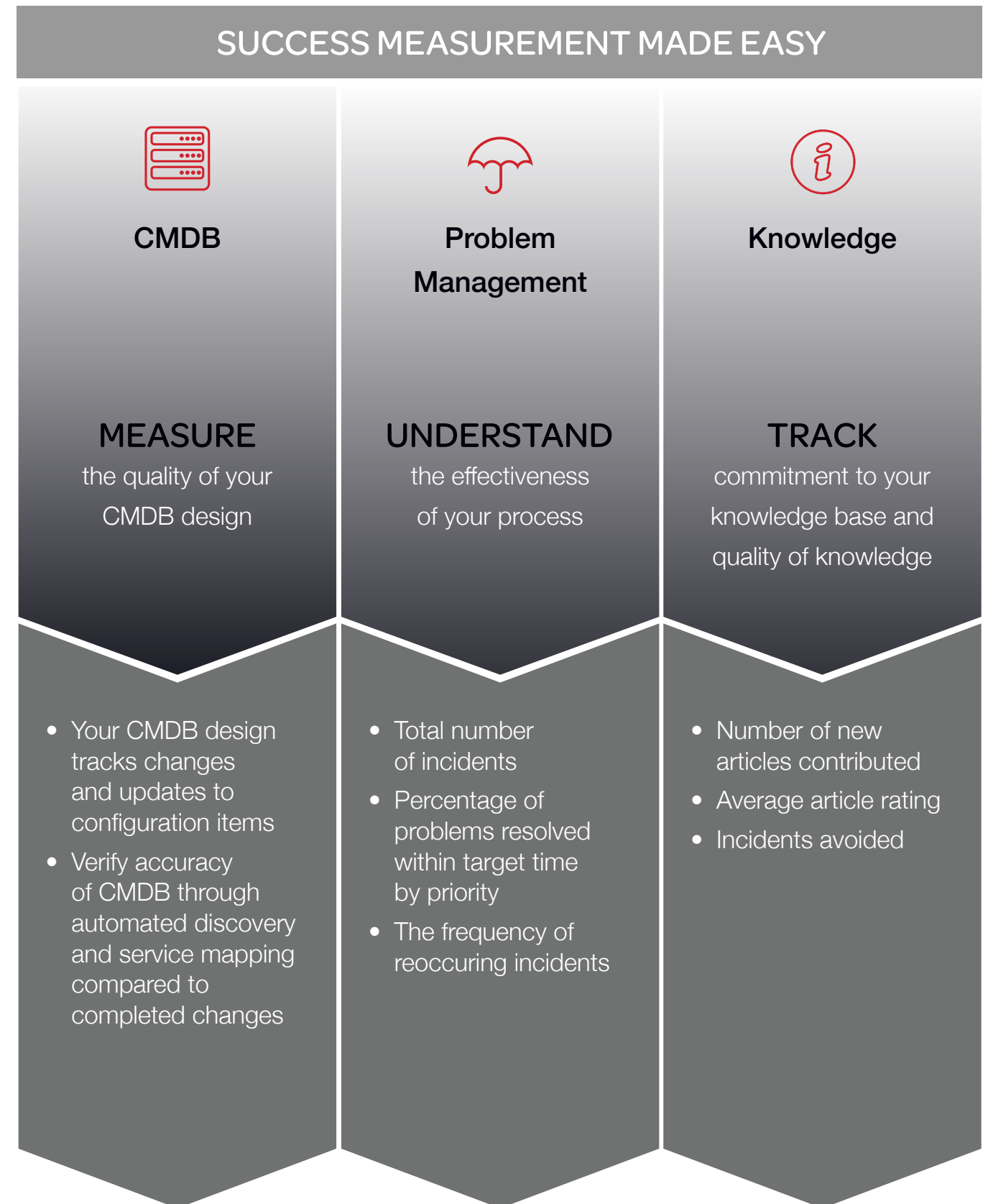


< BACK

NEXT >

The Right Platform Makes Measuring Success Easy

Provide a single system of record that enables interactive dashboards, trending, key performance indicators and more to deliver the insight you need to organize and optimize processes, meet and exceed SLAs, and manage business goals. With performance analytics, you can easily measure and track key performance indicators (KPIs) that demonstrate your service desk performance and guide decisions to improve service delivery as you modernize.



< BACK

NEXT >

Check Out These Real-World Successes

“ Using ServiceNow massively increased transparency and helped us to understand what our support organization is delivering to our customers. ”

[Ashish Agarwal](#)

Vice President and Head of IT Application Product Management, Swiss RE

“ The dashboards have improved our IT and business transparency by providing a single source of truth about our service operations. They have helped us to successfully allocate resources to meet challenging SLAs. ”

[Eric Fisch](#)

Senior Applications Release Manager, Equinix

“ IDC projects that Equinix will realize benefits from the ServiceNow IT Service Management solution worth an average of \$850,120 per year...this results in a five-year ROI of 365%. ”

[IDC Expert ROI Spotlight](#)





Take the Next Step in Your ITSM Journey

With the right ITSM platform, you're best equipped to define and automate your IT services. You'll have a single source of truth that lets you meet and exceed your service level commitments and fix problems once, not over and over again. You'll be able to automate workflows to speed service delivery, increase accuracy, eliminate manual processes, and save money. And you'll be able to have real-time reporting to guide your attention to trouble spots as well as demonstrate your value to the business.

What's next? It's time to start helping users help themselves and free up your time with a consumer-like self-service experience. With a self-service portal, you can empower your customers and give them the same easy, people-friendly experience at work that they get in their personal lives.

Continue Your Journey to [IT Modernization](#)

[< BACK](#)

[NEXT >](#)

© 2016 ServiceNow, Inc. All rights reserved.

ServiceNow believes information in this publication is accurate as of its publication date. This publication could include technical inaccuracies or typographical errors. The information is subject to change without notice. Changes are periodically added to the information herein; these changes will be incorporated in new editions of the publication. ServiceNow may make improvements and/or changes in the product(s) and/or the program(s) described in this publication at any time. Reproduction of this publication without prior written permission is forbidden. The information in this publication is provided "as is." ServiceNow makes no representations or warranties of any kind, with respect to the information in this publication, and specifically disclaims implied warranties of merchantability or fitness for a particular purpose. ServiceNow and the ServiceNow logo are registered trademarks of ServiceNow. All other brands and product names are trademarks or registered trademarks of their respective holders.

< BACK