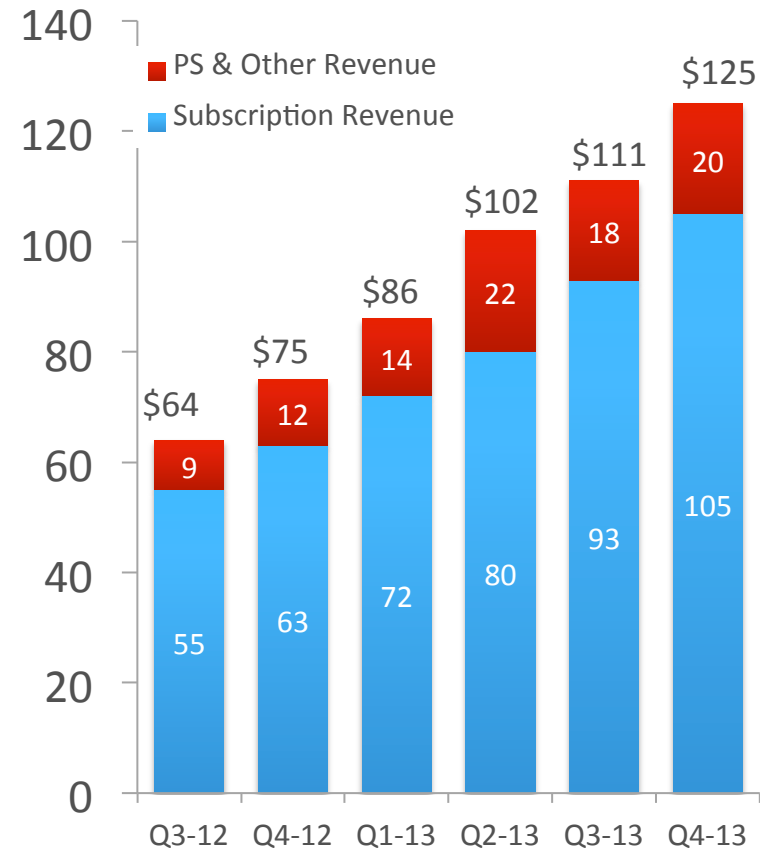# Introduction to Servicenow

DAVID GRIFFITHS

Regional Director Eastern Europe & Turkey

servicenow

ServiceNow – The Enterprise IT Cloud Company

- NYSE: NOW

- 1,830 employees

- Trailing 12-Month Revenue $425M

- 2,060 enterprise customers
  - 20% Penetrated in Global 2,000

- Platform designed to manage service relationships in the enterprise

- Cloud-hosted delivery; SaaS business model

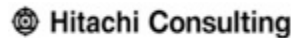- Major sites in Silicon Valley, San Diego, Seattle, Amsterdam and London

PS & Other Revenue
Subscription Revenue

Quarter	Subscription Revenue	PS & Other Revenue	Total
Q3-12	55	9	$64
Q4-12	63	12	$75
Q1-13	72	14	$86
Q2-13	80	22	$102
Q3-13	93	18	$111
Q4-13	105	20	$125

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You're in Great Company

Financial Services	Consumer	IT Services	Healthcare	Technology
American Express	Johnson & Johnson	Capgemini	Ascension Health	AMD
AIG	Kimberly-Clark Corporation	CompuCom	BlueCross BlueShield Association	DOLBY
BARCLAYS	Kodak	DELL	cdh Central Dupage Hospital	facebook
citi	liz claiborne	Dimension Data	CHRISTUS Health	intel
CREDIT SUISSE	Payless ShoeSource	FLEXTRONICS	FAIRVIEW	NetApp
ING	PHILIP MORRIS	Hitachi Consulting	HealthPartners	QUALCOMM
Morgan Stanley	Shaw Where Great Floors Begin	Orange Business Services	NHS	twitter
NYSE EURONEXT	Steelcase	SUNGARD	Ohio State University Medical Center	
UBS	Timberland	2e2	Saint Luke's Health System	
			WellMed	

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Consistency is Key

1

SECURITY MODEL

API

WEB SERVICE INTERFACE

DATA STORE

JOB SCHEDULER

USER INTERFACE

DEVELOPMENT APPROACH

LIST OF USER TASKS

TECHNOLOGY

ARCHITECTURE

SYSTEM OF RECORD

Enterprise service automation

	IT Operations		Business Operations	
CONSOLIDATION	Globalization & standardization of service management			Custom applications for line of business and IT
SELF SERVICE	Service catalog for IT storefront			Enterprise shared services for business storefront
AUTOMATION	IT process automation			Business process automation
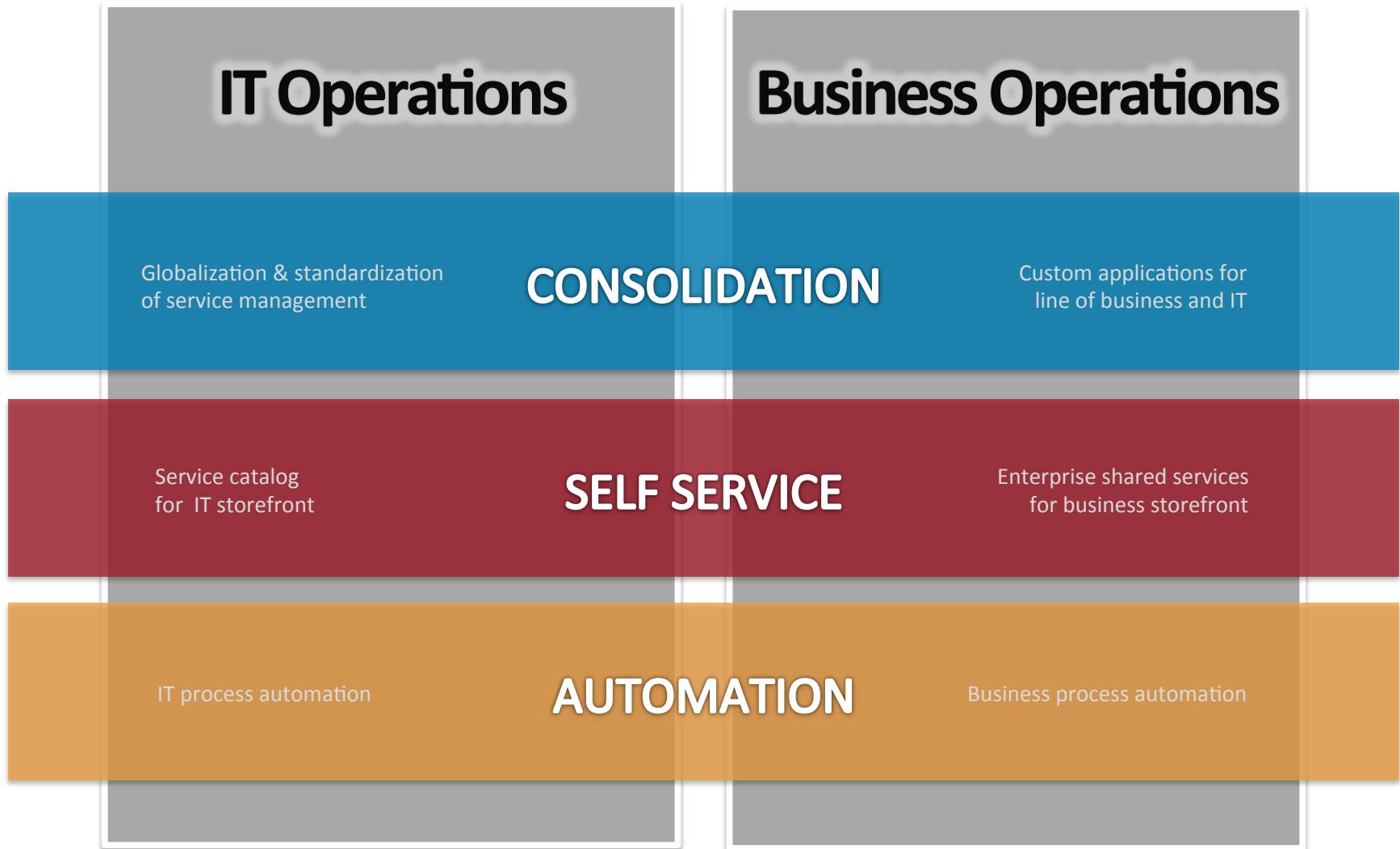
Consolidation enables single system of record

Consolidate, globalize and standardize

remove **redundancy**

remove **fragmentation**

increase **transparency**

Self-service creates an IT storefront

Put knowledge in the hands of the business

Automation eliminates manual processes

Management is only for the things you can't automate

remove **manual, error-prone** processes | decrease **cost**, improve **service**
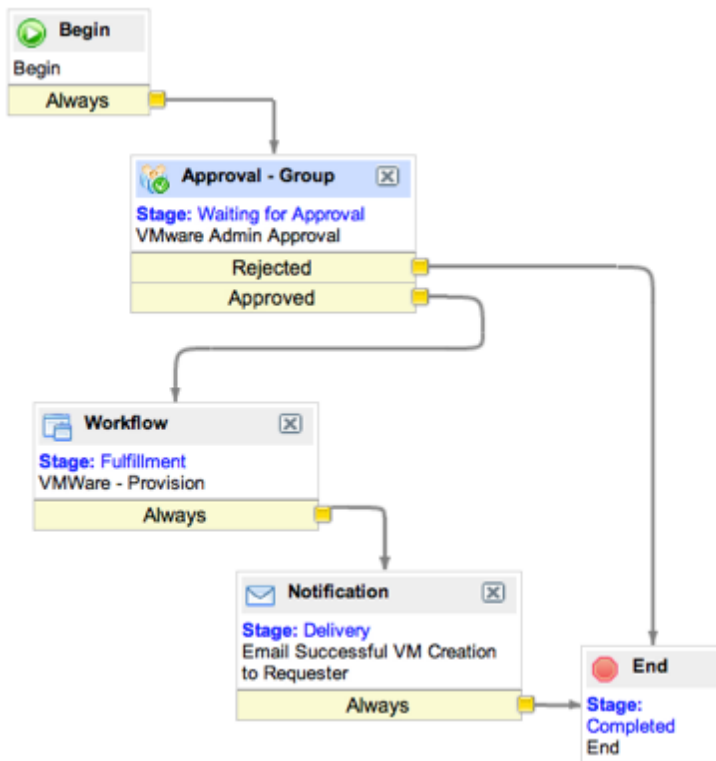
Customers use ServiceNow automation for:

- Rebooting servers and restarting services
- VM provisioning & lifecycle management
- On-boarding and off-boarding employees
- Product requests and installations
- Continuous integration and code releases
- Software environment migrations
- Automated outage remediation

Extending business and IT service delivery
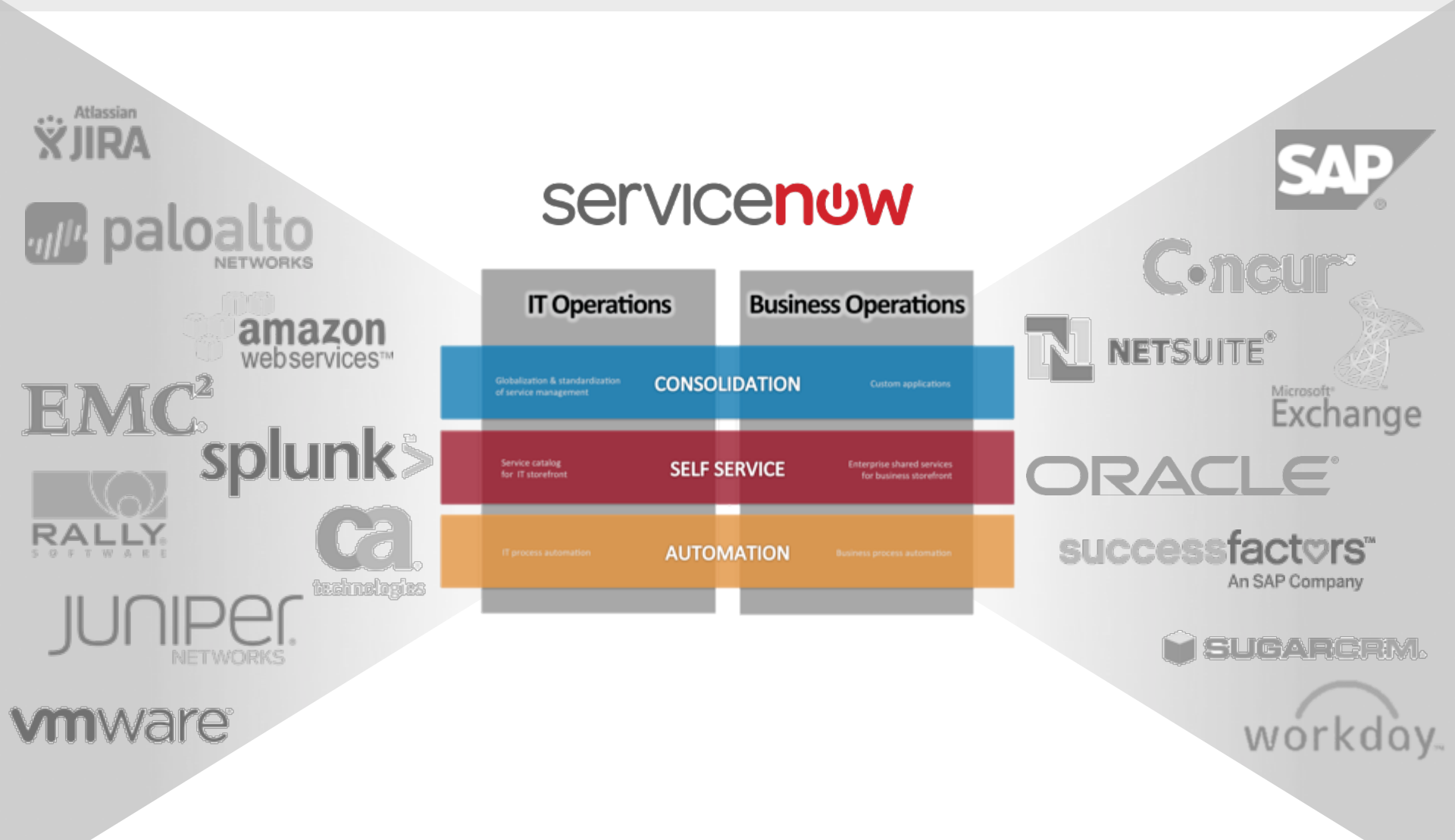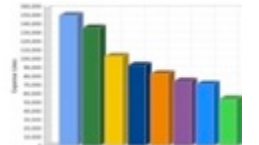
ServiceNow Portfolio

Management Applications

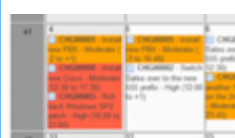| Project Portfolio	IT GRC	IT Cost	Performance Analytics	Vendor Performance

Operational Applications

Incident	Change	Service Catalog	Work	Resource	HR Service Automation
Problem	Release	Config / CMDB	SDLC	Password Reset	

Infrastructure Applications

Discovery	Asset	Orchestration	Cloud Provisioning	Config. Automation

Platform

Service Automation Platform — **Single architecture and single data model** - Social IT • Reporting • Survey Management • Content Management System • Knowledge Management & Managed Documents • Service Level Management • Graphical Workflow • App Creator • Team Development • Mobile – tablet & phone

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The Makings of a **Modern City**

IT is increasingly playing a role in supporting business processes covering many functions of companies and organisations – HR and Finance to name just a couple. IT offers the means to create supporting tools for services that enable employees or customers to accomplish routine tasks, get information or deal with problems. And, once the framework and platform is available, tools to support the business no longer always require the IT team for implementation. Busi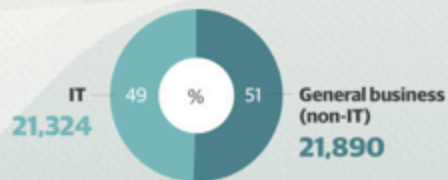ness units are increasingly implementing their own solutions but IT Service Automation can act as the ideal system to manage the communication with the users and tie business function requests together.

CERN is one of the most innovative organisations in the world and runs its entire city on ServiceNow. In the first 12 weeks of 2013, ServiceNow technology powered a range of requests across the CERN city:

Total Requests and Incidents:

IT
21,324
49 % 51
General business (non-IT)
21,890

How to Run a Modern City:

- Define your services
- Clearly list them in a Service catalogue
- Understand the processes involved to accomplish the goal of each requests
- Put them together in a workflow using IT Service Automation
- Convince your teams how to utilise the workflow modality
- Allow users to make a self-service request
- Ensure visible updates on status of enquiries
- Happy end-user, smooth running process

Buildings and tunnels repair and maintenance
1702
requests and incidents

Recruitment Office
1,891
requests and incidents

Emergency service
176
requests and incidents

Housing operation
1,785
requests and incidents

Supplier invoice and payment service
988
requests and incidents

Visitor access card
1,294
requests and incidents

Sanitary and drinking water service
242
requests and incidents

WATER

Waste management service
433
requests and incidents

Print device support
1,113
requests and incidents

Vistor and new car registration service
2540
requests and incidents

JOBS

PRINT

Car pool and rental service
227
requests and incidents

Locks and keys
611
requests and incidents

WE BUILT THIS CITY ON **SERVICE AUTOMATION**

Cleaning service
201
requests and incidents

Roads and drainage services
40
requests and incidents

Entrance control and guards
785
requests and incidents

*A request and incidents are instances of an enquiry form being logged on the CERN portal by an end-user (employee, applicant or visitor to CERN)

Closing thoughts:

It's time for IT to focus on business services rather than infrastructure management. In order to drive efficiency and innovation, businesses and IT teams need to apply service automation to create self-service environments for employees, partners and customers, such as that delivered by ServiceNow.

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Industry leading cloud infrastructure

Service Automation
Applications

Service Automation
Platform

Service Automation
Cloud Infrastructure

- **Advanced High Availability**
  - Combining the concepts of DR and HA

- **Mirrored datacenter pairs**
  - US, Canada, Europe, Switzerland, Australia, US Federal

- **Secure, multi-instance model**
  - No co-mingling of data, improved customer control

Consolidate to a single system of record

Provide a consumer-like self service experience

Automate as much as possible

Extend IT value with forms-based workflow

knowledge14™

San Francisco, CA • Moscone Center • April 27 – May 1, 2014

"The best conference I have ever attended - and I have been to a lot of conferences in my career."

"My team learned a lot. More importantly, they can apply what they learned to current projects."

"Just what I needed. Excellent! Excellent!"

"I wish we had more time to interact with the CIO attendees."

"Excellent presentations! Content and presenters were engaging and thorough."

"Really took my team outside of their comfort zone."

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