

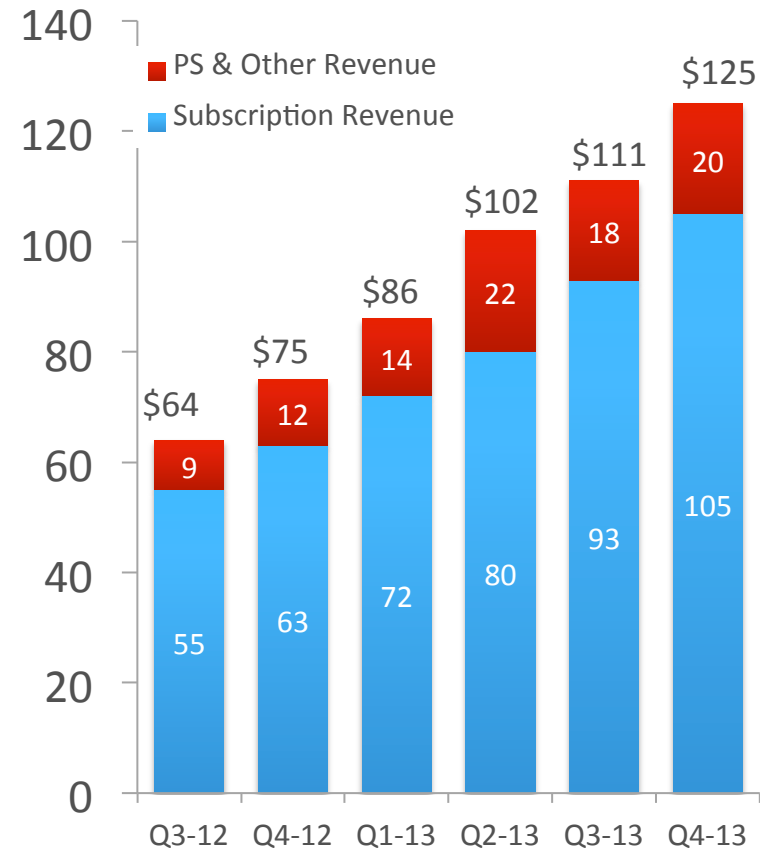
Introduction to ServiceNow

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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



You're in Great Company

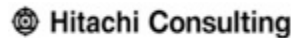
Financial Services



Consumer



IT Services



Healthcare



Technology



Consistency is Key

1

SECURITY MODEL

API

WEB SERVICE INTERFACE

DATA STORE

JOB SCHEDULER

USER INTERFACE

DEVELOPMENT APPROACH

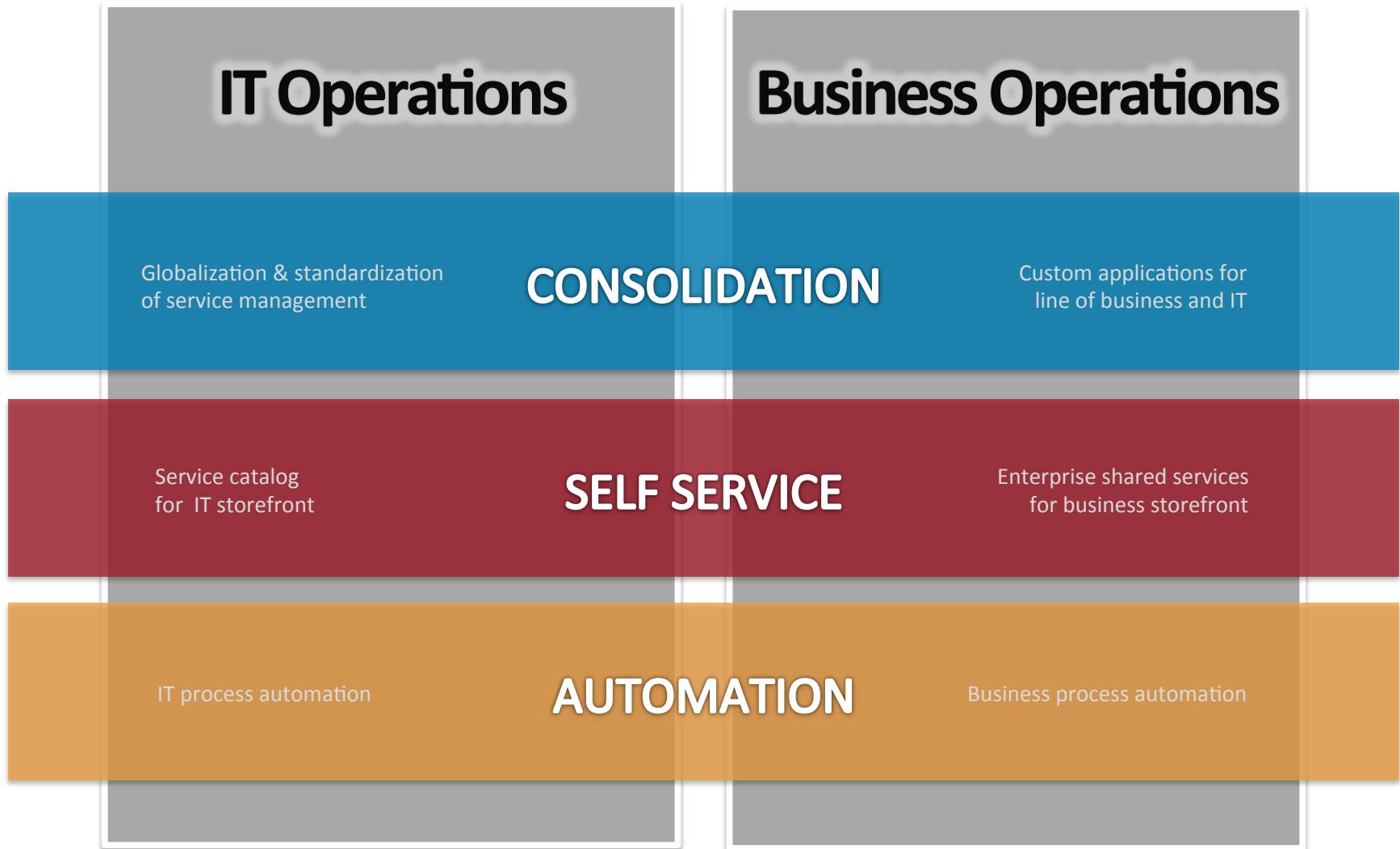
LIST OF USER TASKS

TECHNOLOGY

ARCHITECTURE

SYSTEM OF RECORD

Enterprise service automation



Consolidation enables single system of record

Consolidate, globalize and standardize

remove redundancy

remove fragmentation

increase transparency

A screenshot of a ServiceNow dashboard showing various service health metrics. A magnifying glass is positioned over the "Central Office" section. The dashboard includes sections for "Americas Messaging (North and South)", "AsiaPacific Messaging", "Branch Office", "Business", and "Business Web Hosting". Each section displays availability percentages and status indicators (e.g., "Available", "Degraded").

Section	Status	Availability	Last 7 days	Last 30 days	Last 12 months
Americas Messaging (North and South)	Unavailable since 2011-02-16 13:06:11	98.2% Availability (24x7)	79.21%	95.15%	99.55%
AsiaPacific Messaging	Available	99% Availability (24x7)	100%	100%	100%
Branch Office	Planned Outage restore time unknown	98.2% Availability (24x7)	97.62%	99.64%	99.95%
Business	Available	98.2% Availability (24x7)	100%	100%	100%
Business Web Hosting	Degraded since 2011-02-16 13:06:25	99% Availability (24x7)	100%	100%	100%
Central Office	Available	99% Availability (24x7)	100%	100%	100%

Self-service creates an IT storefront

Put knowledge in the hands of the business

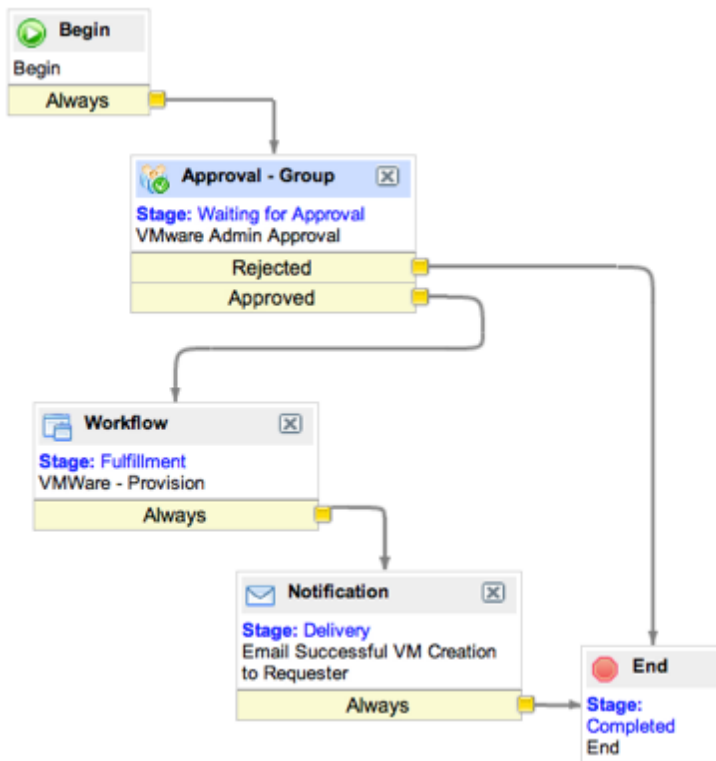
The screenshot displays the ServiceNow Self-Service Portal interface. At the top, it shows a user login for 'System Administrator' and a 'Help Desk Chat' button. The main navigation bar includes 'HOME', 'ORDER THINGS', 'GET HELP', 'BUSINESS SERVICES', 'KNOWLEDGE', and 'REPORTING'. The central banner reads 'Self-Service Portal' and states 'The CMS system allows complete control over look of the data within the system.' Below the banner are several content blocks: 'Order Things' (Request Application Infrastructure, Mobile Devices and Tablets, Computers and Hardware, Software and Access), 'Knowledge' (Today's News, Common Answers, Highest Rated, Most Read), 'Get Help' (Something Broken, Ask a Question, Issue Status), 'Quick Links' (Billing, Approvals, Your Profile, Get Help Status, Feedback Survey, Employee Onboarding, Service Change Catalog), 'Business Services' (Desktop Computing), 'Featured Services' (Role Delegation), and 'Reporting' (Billing). A 'Twitter Feed Netbank' is also visible. On the right side, seven red callout boxes with white text point to specific features: 'Search' (top right), 'Chat' (top right), 'Familiarity' (top right), 'Catalog' (top right), 'Knowledge' (middle right), 'Request' (middle right), and 'Collaboration' (bottom right).

Automation eliminates manual processes

Management is only for the things you can't automate

remove manual, error-prone processes

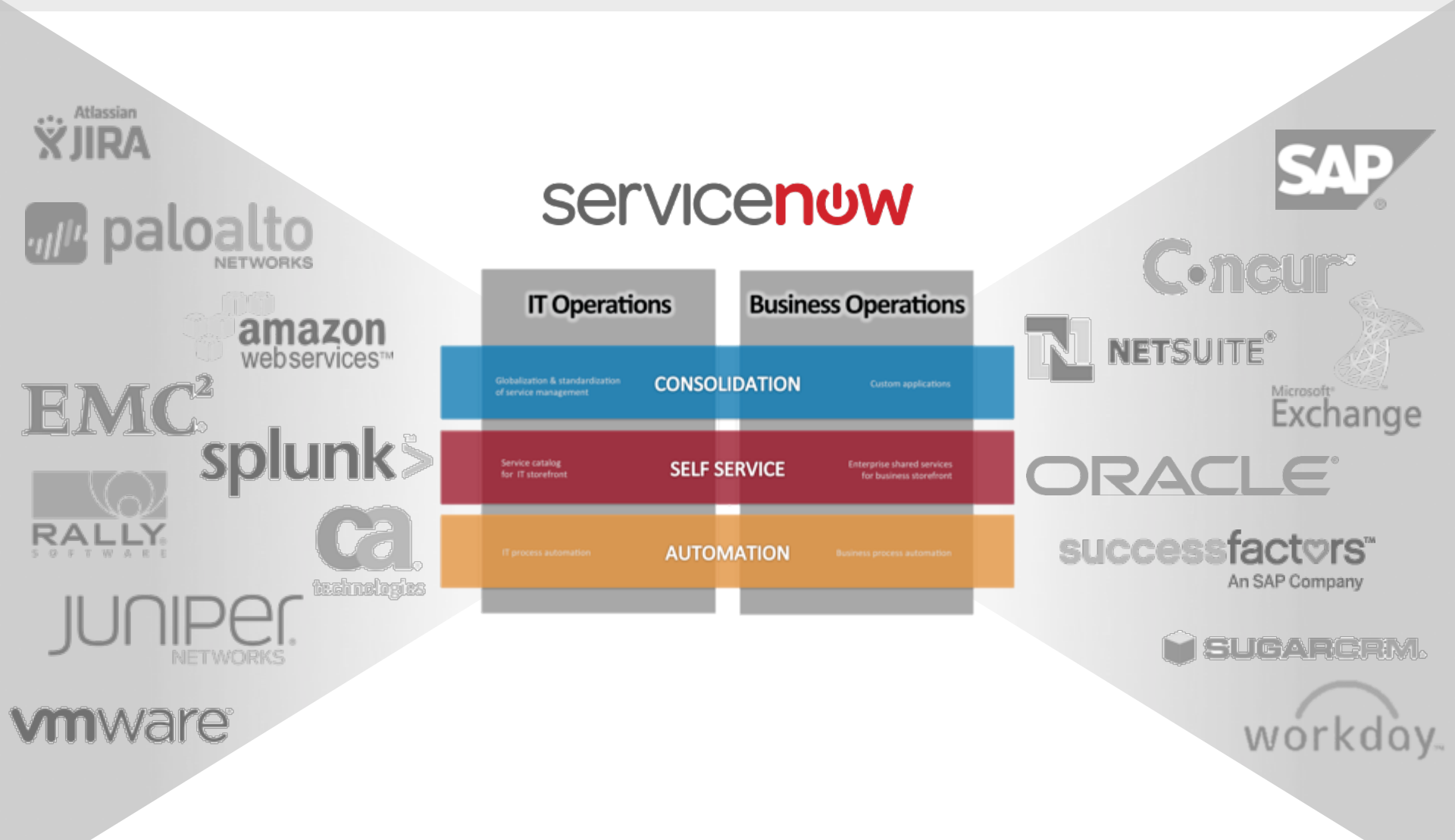
decrease cost, improve service



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

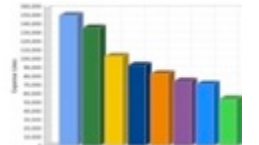
Project Portfolio



IT GRC



IT Cost



Performance Analytics



Vendor Performance

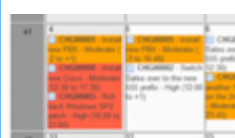
	2014	2015	2016
Overall Rating	4.5	4.5	4.5
Costing Score	4.5	4.5	4.5
Company Alignment	4.5	4.5	4.5
Compliance Score	4.5	4.5	4.5
Performance Rating	4.5	4.5	4.5
Procurement Rating	4.5	4.5	4.5
Technology Rating	4.5	4.5	4.5
User Satisfaction	4.5	4.5	4.5

Operational Applications

Incident

Number: INC0000017
 Caller: Joe Employee
 Location:
 Category: Hardware
 Subcategory: ...

Change



Service Catalog

Order Things
Browse the Service

Computers and Hardware

Work



Resource

Resource	7/1-7/6
Eliot Emami	20 / 20
Rajesh Singh	25 / 15
Barjay Gandhi	20 / 20
Vishnu Gupta	30 / 10

HR Service Automation

General HR requests
Request a vacation from your Human Resources by

Benefits questions
Ask a question about your benefits

Vacation / Leave questions
Ask a question about vacation or leave

Payroll questions
Ask a question about payroll

Employee relations questions
Ask a question about employee relations

HR Systems questions
Ask a question about HR systems

Problem

Problem Summary Counts

Critical Problems
Open Problems that have Critical priority

Overdue Problems
Open Problems that have attained an overdue escalation of

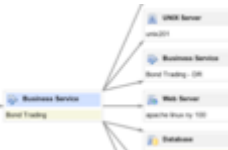
Problems Opened > 1 Week
Problems that have stayed open for longer than a week

Release

Release Summary

Number: R00000001
 Priority: Low
 State: Open
 Short description: Windows 7 Rollout

Config / CMDB



SDLC

SPNT0000005

Stories [1 of 2 Lists] New

Sprint = Sprint 5

- STRY0000005 Add modul
- STRY0000013 Amend dat
- STRY0000014 Amend syst

Password Reset

Email address: that.tully@example.com

Type the characters you see in the image below.

password

Confirm password

Click here to return to the login page

Infrastructure Applications

Discovery

Related Items: Backup done by - Groups, DR provided by - Business Services, Bond Trading - DR, Depends on - Linux Servers, Inux100

Asset

Display name: APC 42U 3100 SP2 NetShelter Rack
 Manufacturer: APC
 Short description: APC AR1100P2 42U NetShelter SX 800
 Model categories: Rack
 Asset tracking strategy: Lease to category
 Acquisition method: ...

Orchestration



Cloud Provisioning

VM Provisioning

VMware

Config. Automation

Configuration Automation

Ansible

Platform

Service Automation Platform

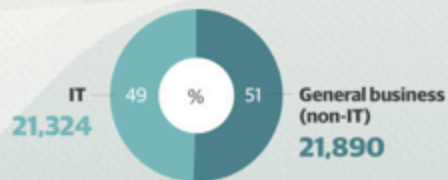
Single architecture and single data model - Social IT • Reporting • Survey Management • Content Management System • Knowledge Management & Managed Documents • Service Level Management • Graphical Workflow • App Creator • Team Development • Mobile – tablet & phone

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. Business 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:



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

Sanitary and drinking water service
242
requests and incidents

WATER

Visitor access card
1,294
requests and incidents

Car pool and rental service
227
requests and incidents

Waste management service
433
requests and incidents

Print device support
1,113
requests and incidents

Visitor and new car registration service
2540
requests and incidents

Cleaning service
201
requests and incidents

Roads and drainage services
40
requests and incidents

WE BUILT THIS CITY ON SERVICE AUTOMATION

Locks and keys
611
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)

How to Run a Modern City:



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.

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

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“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.”