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FIVE REMEDIES
FOR NONPROFIT
IT CHALLENGES

How to drive more resiliency
than ever with unified service
and operations management

Common challenges in providing quality IT service delivery and mission services

Nonprofits often face significant IT challenges balancing mission-driven goals with limited resources, creating unique pressures on technology infrastructure. Budget constraints and reliance on volunteers can make it difficult to implement robust IT service management practices, leaving organizations vulnerable to inefficiencies and service disruptions.

These challenges demand creative and resourceful solutions, underscoring the resilience and dedication nonprofits bring to their work. Addressing these challenges requires tailored IT solutions that balance cost-effectiveness, data visibility, strategic alignment, and stakeholder satisfaction within the unique context of nonprofit operations.

See a Demo

Maintaining Critical Services (e.g., Volunteer & Donor Portals)

Ensuring that volunteer sign-up portals and donor contribution platforms remain operational and secure is mission-critical. Any downtime can result in lost donations, reduced volunteer engagement, and damage to the nonprofit's reputation.

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Incident & Problem Management: With out-of-the-box workflows following IT Infrastructure Library best practices, ServiceNow's Incident and Problem Management modules help proactively detect, document, and resolve issues related to volunteer sign-up portals and donor contribution platforms. Rapid resolution reduces downtime and mitigates reputational risk.

Service Portal & Self-Service: A user-friendly service portal allows staff and volunteers to submit requests directly. Automated routing and prioritization ensure mission-critical services receive the fastest response.

Change Management: Structured change processes ensure that any portal enhancements or updates follow a rigorous approval and testing pathway—minimizing accidental outages and maximizing system reliability.

Scalability & Service Availability

Nonprofits often experience seasonal spikes in donation traffic or volunteer applications (e.g., during holiday campaigns). Ensuring systems can scale quickly—without crashing or becoming prohibitively expensive—is a key challenge.

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Cloud-Based Platform: ServiceNow is a fully cloud-hosted solution, providing the elasticity to handle spikes in traffic during holiday campaigns or major fundraising events.

Event Management (via ITOM Integration): While primarily an ITSM offering, ServiceNow's integrated platform allows for seamless extension into IT Operations Management (ITOM). This enables real-time monitoring of infrastructure and services, sending alerts before minor issues become major incidents.

Automated Workflows & Orchestration: Automated provisioning workflows help ensure additional capacity can be spun up as needed. This reduces the risk of bottlenecks when donation volumes surge and protects revenue streams.

Service Management & Process Standardization

Implementing formal IT Service Management (ITSM) frameworks (like ITIL) can be daunting. Standardizing incident, problem, and change processes is crucial for consistency, but requires organizational commitment, training, and stakeholder buy-in.

ITIL-Aligned Processes: ServiceNow ITSM comes with standardized processes (Incident, Problem, Change, Request) out of the box, making it easier to adopt industry best practices without starting from scratch.

Configuration Management Database (CMDB): Having a unified CMDB ensures that all assets, configurations, and dependencies are clearly documented. This transparency is critical for reliable change execution and better incident resolution.

Knowledge Management: A centralized knowledge base allows technicians and staff to access best practices, troubleshooting steps, and standard operating procedures, ensuring consistent service delivery across the organization.

Integration of Disparate Systems

Many nonprofits run on legacy systems or a patchwork of point solutions for fundraising, case management, volunteer tracking, etc. Consolidating and integrating these systems to provide a seamless user experience is complex and time-consuming.

Integration Hub & APIs: ServiceNow's Integration Hub provides pre-built spokes and connectors to seamlessly integrate with CRM, volunteer management, and legacy fundraising systems, consolidating data into a single system of action.

Single System of Record: ServiceNow becomes the central platform for all IT services and processes, eliminating silos and manual re-keying of data between multiple tools.

Workflow Automation: With integrated systems, cross-functional workflows (e.g., volunteer onboarding or donor data updates) can be automated, reducing errors and freeing up staff to focus on high-value tasks.

Reporting & Impact Measurement

Funders, donors, and board members demand clear metrics on the efficiency and effectiveness of programs. IT must provide reliable reporting capabilities to demonstrate impact and guide strategic decision

Performance Analytics: ServiceNow's built-in Performance Analytics provides real-time dashboards and trend reports to measure KPIs (e.g., incident resolution time, SLA compliance). Nonprofits can tailor these metrics to track mission-critical services.

Custom Dashboards for Stakeholders: ServiceNow's configurable dashboards allow leaders, board members, and donors to see key insights—such as the number of volunteers onboarded, uptime for donor portals, or response rates for service requests—enabling data-driven decisions.

Historical & Predictive Insights: By analyzing historical data, Performance Analytics can predict potential service bottlenecks, allowing IT to plan proactively and ensure continuous service improvement.

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Real results you can expect

By studying the challenges and successes of thousands of customers who manage IT services and operations, ServiceNow has identified the major areas to help organizations achieve the following tangible outcomes:

Fewer submitted issues requiring human intervention

- Predictive intelligence incident routing saves IT agents 12% of their time through machine learning-based automatic assignment.
- Intuitive, employee self-service means 30% fewer agent ticket assignments. Automated resolution of common issues deflects 16% of incidents.

Greater knowledge sharing and diagnosis information

- A single view powered by shared monitoring and data offers deeper information needed for a 75% reduction in resolution times.

Delivering scalable IT services on a single cloud platform

- Leverage the advantages of common data sources, seamless integration between all aspects of IT, and automation to adjust services more effortlessly as needed to increase CMDB accuracy by up to 50%.

Real results for service management

75% Reduction in resolution times

30% Fewer agent ticket assignments due to intuitive, employee self-service

16% Number of incidents deflected due to automated resolution of common issues

12% Improvement in time saved by IT agents using predictive intelligence incident routing

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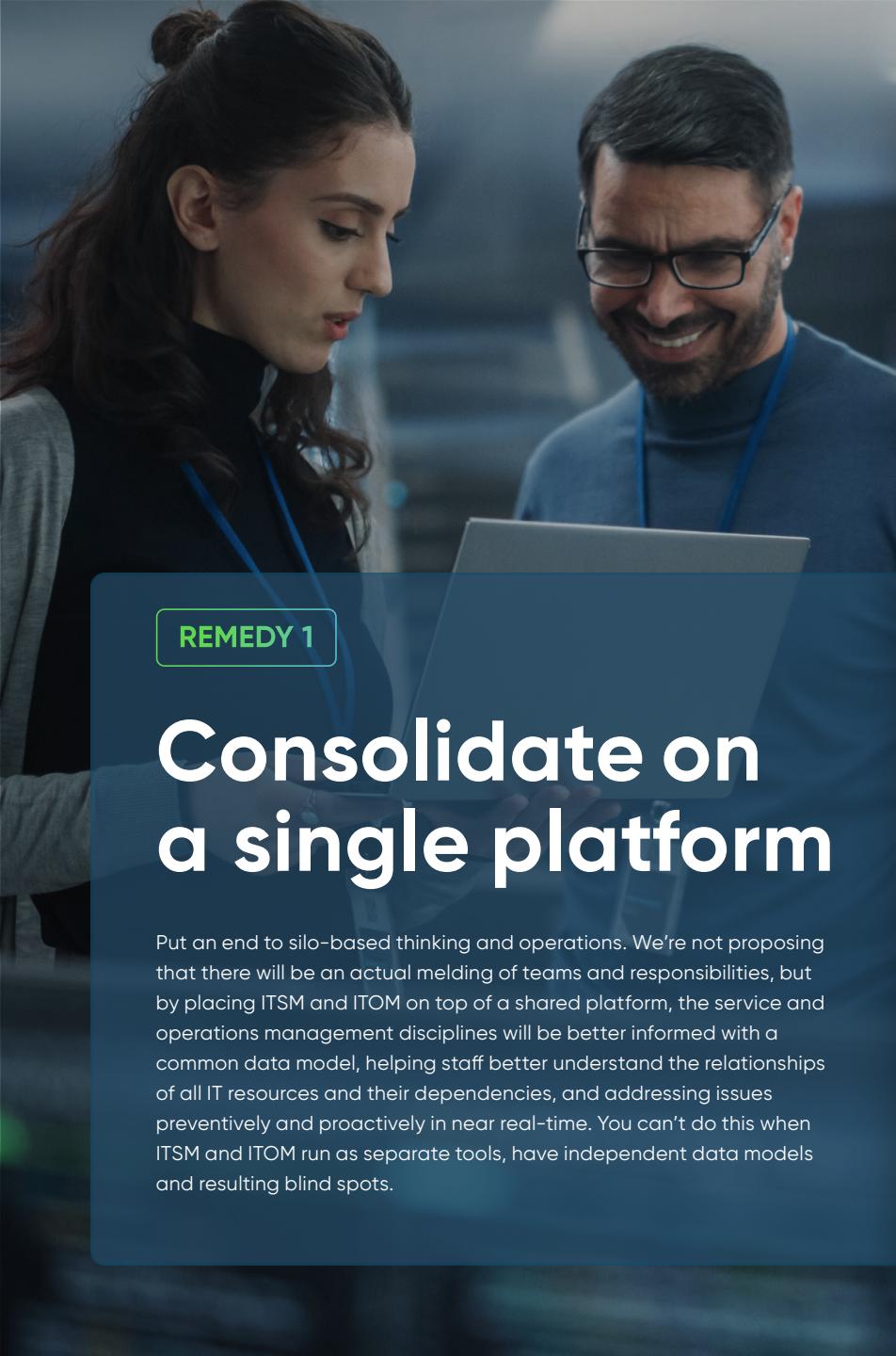
Consolidate on a single platform

Put an end to silo-based thinking and operations. We're not proposing that there will be an actual melding of teams and responsibilities, but by placing ITSM and ITOM on top of a shared platform, the service and operations management disciplines will be better informed with a common data model, helping staff better understand the relationships of all IT resources and their dependencies, and addressing issues preventively and proactively in near real-time. You can't do this when ITSM and ITOM run as separate tools, have independent data models and resulting blind spots.

Centralizing and modernizing your CMDB

Have modern IT systems evolved beyond the need for a Configuration Management Database (CMDB)? Not in the least.

With IT complexities and the number of data sources exploding (think IoT), this centralized place to track your IT components and their relationships is more vital than ever.

Modernizing and merging your CMDBs will better support solutions beyond just ITIL functions such as your service desk.

Systems must be moved out of the on-premises datacenter and into the cloud to enable faster scaling and greater interoperability across multiple cloud-based systems. This gives rise to tools for understanding relationships and dependencies.

A new, consolidated CMDB, should be built to support both service and operations management as well as all IT functions.

It will power a wider spectrum of ITSM and ITOM capabilities that contribute to these business outcomes:

• Near real-time visibility into true operational state of organization services

• Vulnerability remediation based on institutional service priority

• Understanding the impact of making a change

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Broadening your visibility across the entire IT landscape

Visibility from services and operations must be centralized to highlight cross-dependencies. We'll use the ServiceNow CMDB solution as an example. With it in place, our customers are creating clean repositories for:

Infrastructure data (aka, horizontal discovery)

The CMDB records the IT-asset makeup of your organization's environment and identifies all infrastructure. This discovery spans both the physical and virtual assets in your data center as well as the different types of assets available from cloud service providers such as Amazon Web Services (AWS) and Microsoft Azure.

Vertical data

ServiceNow's service-aware approach provides a top-down discovery method that maps your organization's business services. This living service map tracks the infrastructure on which the business services rely, giving your IT organization clarity on how changes to, or issues with, infrastructure can impact a business service.

Cloud mapping

ITOM Discovery facilitates tag-based mapping of public and hybrid cloud elements. These include LaaS, PaaS, FaaS, and CaaS instances as well as containers, Kubernetes service pods or volumes, and virtual machines.

Intelligent traffic-based mapping

Ideal for bulk mapping of less critical services, this approach leverages machine learning to identify significant service-level relationships from traffic flow data. The traffic data is collected by ServiceNow Discovery, and you can also import VPC and NetFlow logs.

R N I B

See differently

Royal National Institute of the Blind

Managing compliance and professional standards across over 100 UK residential properties was challenging for RNIB due to reliance on email and manual processes. **To address this, they implemented ServiceNow IT Service Management** and Employee Center streamlining operations and enhancing employee engagement.

This project has demonstrated how great technology like ServiceNow can be transformative for an organization like RNIB.
Anila Mistry, Technical Project Manager, RNIB

70% Of requests raised through the portal

100+ Ticket categories reduced to 10

75% Increase in tickets compared to previous system

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Choosing a solution that supports your ITSM strategy

The ServiceNow ITSM Offering is an 8-time Gartner Magic Quadrant Leader. Its extensive capabilities have helped it stand apart from the competition.

Service Operations Workspace

Brings together IT Operations and Service Management capabilities to provide a unified experience and reinvented workflows that enable modern best practices to automate and improve service reliability and deliver a seamless experience.

Incident Management and Problem Management

Restore services faster with intelligent routing after an unplanned interruption or major incident by investigating the root cause to quickly resolve critical service disruptions and eliminate recurring incidents.

Change Management

Accelerate change management by leveraging automated change frameworks to reduce friction between IT and DevOps. For more complex changes, the Change Advisory Board (CAB) Workbench is a single, auditable repository of all planned changes.

REMEDY 2

Reconsider your IT service management (ITSM) strategy

Gut check here. Are your service desk agents empowered to succeed? Do they work as a unified team solving issues across the organization or are they isolated and only worried about their own fenced-off area? It is critical that your organization implements a solution that supports your ITSM strategy and can scale and adapt along with your organizational priorities.

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READ STORY

HJF drives IT efficiencies toward research excellence

While the Henry Jackson Foundation had grown in scope, it's IT department had not. It needed to modernize internal IT infrastructure in order to provide a great user experience, and allow the organization to meet the ever-changing demands of staff and research partners alike. They partnered with ServiceNow to transform IT operations, including the deployment of a new employee portal "Compass" built on HR Service Delivery, as well as facilitating bookings for its new state-of-the-art auditorium through Workplace Service Delivery.

> ServiceNow allows HJF to fulfill the needs of both our employees and our research partners in a measurable way that delivers efficient execution.
> Marc De Serio, Chief Information Officer, HJF

70% Call deflection rate

Virtual Agent

This automated, conversational chatbot provides volunteers 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.

Digital Portfolio Management

A unified workspace that allows owners to holistically view and collectively manage their services and applications through the full lifecycle. Manage roadmaps, prioritize backlogs and promote new ideas while optimizing portfolio performance and making more informed budgetary decisions.

Request Management and Knowledge Management

This gives users a modern, omnichannel 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.

Predictive Intelligence

Automatically categorizes and routes issues to the right resolution team, while empowering technicians with AI-assisted answers for faster resolutions.

Mobile Agent

Release IT service agents from their desks by enabling them to triage, address, and resolve requests on the go, through any mobile device of their choosing.

Walk-up Experience

A streamlined method for capturing and managing face-to-face IT support requests to help boost employee and volunteer satisfaction.

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REMEDY 3

Let the machines do more to power automated remediation

For common ITSM and ITOM issues—simple to complex—the same data used to detect, analyze, and remediate the problem can power machines to take care of it with no human intervention. For example, take an issue with a web application where, through prior analyses, our ITOM solution knows that recycling the server will fix the issue 98% of the time. The server reboot can be initiated automatically while still following all prescribed ITIL processes and maintaining an accurate and complete record of the issue. Plus, there's also complete activity logging for IT to evaluate in the context of future issues and/or root cause analysis within a problem management scenario.

ServiceNow IT Operations Management (ITOM) features

ITOM Visibility

Provides visibility across infrastructure, cloud-resources, applications, and services.

Discovery

Gives a holistic institutional view of operations footprint across on-premises data centers and cloud.

Service Mapping

Maps the relationships between IT components and organizational services in dynamic environments.

ITOM Health

Deliver organization business service health and detect, diagnose, and remediate issues with Predictive AIOps.

AIOps Event Management

Reduces the flood of events from monitoring tools and presents the critical few alerts in near real-time. This helps determine the root cause and impact on organizational business services and presents historical incident, problem, change, and resolution associated with the identified issue, dramatically reducing resolution time.

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ITOM Governance

Puts all cloud-related tasks in one place where teams can take action and correct course without halting application development and productivity. Drill down to discovered servers to see the real utilization and how they may impact the migrations. Teams can scan the configurations, raise attention about non-compliant policies in minutes, and offer suggestions to fix them. IT teams need to see and address issues end-to-end with broad insight into IT and business impact; without that visibility, users are frustrated and satisfaction levels plummet.

The operations team is now empowered to:

- Proactively identify service issues with Predictive AIOps–Predictive AIOps includes Event Management and Health Log Analytics.

- See the impact of a proposed change in advance, updates, and alterations with Change Management.

- Significantly reduce the time it takes to repair an issue with informed incident response. Because the speed of response is even more vital in major incident management scenarios.

- Identify past historical incident, problem, change, and resolutions in near real-time using ITSM data and apply automated remediated.

OCLC

OCLC giving more value to staff and members with automation

This global library cooperative sought to automate internal processes to accelerate the delivery of shared research services and programs to members. **ServiceNow helped OCLC safeguard system availability and streamline IT service delivery to easily handle search requests and provide shared technology services to users.**

> ServiceNow automation gives us an edge over the competition by eliminating slow, manual processes and the risks of human error.
> Steve Driscoll, Lead Software Engineer, OCLC

40M+ Search requests processed each day

16K+ Change requests and 19K+ IT requests processed annually

15M+ Configuration items with 98% automated data entry rate

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Build your digital foundation with an AI platform for service operations with Now Assist

Cut through the noise to identify what's truly critical

All too often, network operations center consoles can make everything look dire, showing almost every issue as critical. Is it prudent to risk prioritization decisions and time-to-resolution estimates on the intuition of the manager on duty or using a first in, first-out method? The massive amounts of detected anomalies may be surging before anyone notices—other than extremely frustrated users on a shared drive or VPN.

Empower your users to quickly tackle their own issues

Self-service has been a game changer for all employees, both those who need help and those who give it. You can further enhance the productivity of your IT staff across the entire self-service experience. Now Assist in ServiceNow ITSM Pro uses the power of Gen AI to help you automate the resolution of more than 50% of your employee-generated incidents before a live agent is even needed.

Now Assist for ITSM and ITOM

Accelerate IT service productivity with GenAI experiences. Now Assist helps every person—from agents to employees—who touches the Now Platform to accelerate productivity, increase agility, and transform experiences.

**Experience**
Modernize **employee experience** with the AI platform

Productivity
Unleash **IT productivity** and talent while acceleration innovation

Resilience
Supercharge **service resilience** with automation and predictive AI

Service Operations
with Now Assist

Chat

Now Assist

⏰ Avoid being locked out again. Your Okta access will expire in 2 days.

Don't let password lockouts steal a few hours of your productivity like last month.

Are you ready to refresh your Okta credentials now? Let's make sure your account stays secure and snappy. How about updating it now?

Yes

Awesome, let's set your new Okta password. Pick something you'll remember but keep it strong.

Information. Advice. Power.

These are the things that drive greater satisfaction from IT staff, beneficiaries and employees they serve. With ServiceNow ITSM and ITOM working in tandem, ServiceNow users consistently enable the following:

Volunteers and employees needing help can connect from anywhere by:

- Accessing a self-service portal on mobile or desktop, 24/7, to find and trigger automated resolutions for common issues

- Exploring a rich, contextual knowledge base for self-help

- Interacting with an AI agent that understands natural human language

Help desk agents can count on resolving issues faster by:

- Getting the right cases assigned to the correct person with the right skill sets, via intelligent routing

- Accessing a specialized Service Operations Workspace with a single view of the real-time and historical information they need to quickly resolve multiple incidents, problems, and change requests; managing issues via their mobile device

- Having accurate data and insights into the root causes of issues which facilitates collaboration

REMEDY 4

Focus on what your agents, volunteers, employees, operations, and service team members really need
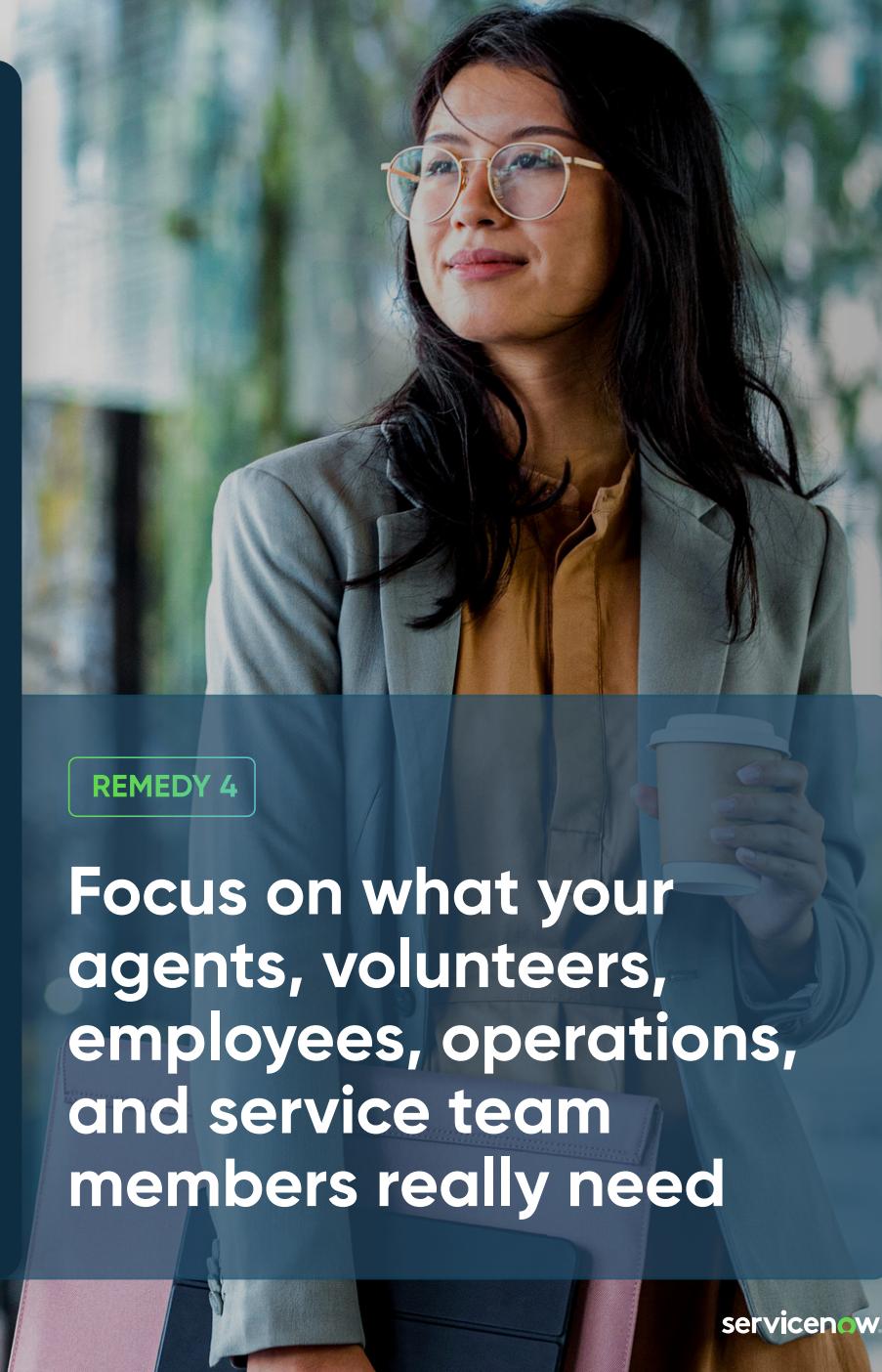
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READ STORY

vitos:

Vitos gGmbH boosts IT efficiency and transparency with ServiceNow

For Vitos, high levels of visibility are a core element of maintaining an effective IT environment, strengthening operational capabilities, and meeting vital efficiency requirements. However, the platform Vitos previously used for this was struggling to meet its needs. **Vitos established ServiceNow as the central platform to optimize work across people, processes, and systems.**

We no longer manually compile monthly or quarterly spreadsheets in IT. With the ServiceNow platform, we get transparency just as we want it.
Gerrit Traupe, CIO and Head of Group IT, Vitos gGmbH

100%   **Overview of all employee IT requests**

100%   **IT budget transparency**

50%   **Faster ticket assignment to the right agent**

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A single view shows you:

- All incidents, events, and problems

- Ways to boost team productivity with real-time insight into work items, escalations, and KPIs

- Optimization opportunities to increase efficiency and streamline workflows by quickly finding and removing costly variants in core processes

- Discovered assets, cloud resources, and service data changes and their effects–including historical changes which are critically important

- DevOps data to ensure governance of CI/CD process and increase the number of automated changes

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Not only does this provide insight into what's happening in terms of the effectiveness of operational activities and service performance. It also provides a gauge of organizational efficiency to enable administrators, managers, and staff to better align operations to organizational goals, identify and remediate process issues, and build high-performing teams to complement these optimized processes.

REMEDY 5

Deliver a single view across IT to better optimize campus effectiveness and processes

With a single system of record, common data model, and in-platform analytics, ServiceNow users can get real-time visibility into ITSM and ITOM activities and shared data at the strategic, operational, and individual levels. There is true visibility into the end-to-end activities that span across both services and operations management. It is through this visibility, optimizations of your workforce and processes can then be made to boost efficiency, improve skills, and increase customer satisfaction.

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Choose a solution with capabilities to improve visibility and facilitate optimization.

Performance Analytics

Make smarter real-time decisions at scale. With powerful dashboards, users can see trends for improvements, adjust service coverage based on prior performance, and validate service metrics with business goals. ServiceNow Performance Analytics has helped your peers bring about a 60% reduction in critical incident resolution times.

Workforce Optimization

Build high-performing workforces by intelligently optimizing schedules and work assignments. Via a single workspace, you can forecast service demand, determine staffing levels, and optimize work assignments across multiple service channels—including routing work to agents based on skills, availability, and other factors. Using the same workspace, grow team skills by monitoring and assessing customer interactions, identifying skills gaps using AI-powered skills recommendations, providing real-time coaching, and managing training programs.

Process Optimization

Work faster and smarter by optimizing the processes running on the Now Platform. Process Optimization mines your operational data to discover, visualize, and evaluate your processes using AI-powered root-cause analysis to help you identify and remediate process issues. You can also compare processes to ensure consistency and best practices, and measure fine-grained process performance to spot bottlenecks and set improvement objectives.

STScI | SPACE TELESCOPE SCIENCE INSTITUTE

Transforming customer service by embracing automation

Manual, paper-based processes, email, and disconnected legacy systems were time-consuming, costly, and inefficient, and did not match the science mission supported by leading-edge technology. **The home of the Hubble Telescope, STSI deployed an agile IT infrastructure and automation to transform support for its people, delivering fast and responsive services on a rapidly expanding scale.**

Our working group of scientists, astronomers, engineers, and IT people all agreed that ServiceNow was the game-changer we needed. Susan Reed, Deputy Division Head of IT, Space Telescope Science Institute

1
Platform to streamline IT and service, and connect systems

215
Active published workflows in production

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Embrace the benefits of unified service and operations management

The one thing that has always been constant in IT is change, whether driven by internal needs or global developments. The constant shifts in demands, workforces, and processes offer opportunities for nonprofits to rethink how they operate and many have leveraged.ServiceNow solutions to consolidate, scale, and optimize their service and operations management to great success.

Maintaining Critical Services

- Expensive disruptions are proactively dealt with before they can cause harm or they are resolved more quickly (an average of 50% reduction in time to resolve).

- Predictive AIOps ensures you can predict and prevent issues and eliminate outages for greater employee and customer satisfaction.

Scalability & Service Availability

- Automation powers AI agents, eliminates bottlenecks from manual triggering, can be personalized for each customer.

- Enable employees to help themselves on common IT service desk requests.

- Collaboration across services and operations helps reduce time to solve major incidents by 53% and helps to proactively identify and resolve issues before users ever experience a problem.

Service Management & Process Standardization

- Automation can deflect, on average, 16% of incidents to help IT workers focus on high-impact projects and can save 12% service desk time per month.

- Meet employees where they are with omnichannel service to find answers, make requests and get help, on desktop or mobile (has brought about an average 25 point increase in CSAT scores).

Integration of Disparate Systems

- Contextual search and AI assist puts relevant results in front of agents, reducing effort by 66%.

- ITSM change policies, CMDB, discovery, and service mapping accessible from a single place help reduce average change timelines from 23 days to 2.5 hours.

Reporting & Impact Measurement

- Tools are consolidated across services and operations on a single cloud platform for better dollar usage.

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When your business works, your mission works.

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About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit: www.servicenow.com.

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