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REIMAGINE IT SERVICE DELIVERY & OPERATIONS WITH AI AUTOMATION

Build greater
resilience

Drive
proactivity

Why is now the right time to reshape your service delivery?

Today's business landscape creates opportunities

We're in a complex and dynamic era. Global disruption has increased considerably over the last five years. In fact, 65% of European executives consider today's business environment more challenging than in the past.[1] Yet, recent research from Accenture reveals that many companies use disruption to move ahead and gain an advantage.[2] To sail through uncertainty, the key is to build greater resilience and proactivity.

Navigating the turmoil of the last few years demanded a new level of innovative thinking. It's become clear that traditional methods— especially disconnected systems and manual IT processes—are no longer sustainable. Embracing the shift to unified systems and automation driven by generative AI (GenAI) opens the door to more streamlined and integrated operations, helping your organization operate efficiently and thrive through whatever is to come.

In IT services and operations, an overflow of data without clear context is just as unhelpful as bad data. Entrenched silos within the IT department are a frequent source of this problem. Although dashboards may show a sea of green, in reality, users may be experiencing horribly slow services. The disconnect not only causes user frustration but also damages customer satisfaction.

In IT services and operations, an overflow of data without clear context is just as unhelpful as bad data.

3 advantages of running ITSM and ITOM on a single platform
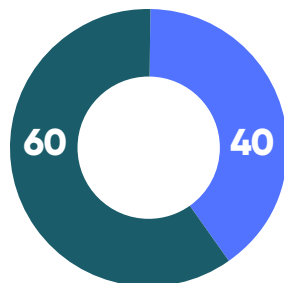
The not-so-hidden perils of the 60/40 approach

In the typical enterprise, approximately 60% of incidents are generated by machines (from servers, storage, network routers, etc.) and 40% of incidents are filed by people. Together, these account for every L0, L1, L2, or L3 incident that your IT teams work on. But incidents from machines and people are disconnected.

What's the risk of having a barrier between your machine-generated and people-generated incidents? For starters, there's the poor user experience that comes from the resulting downtime, plus the loss of productivity from IT staff chasing incidents all day long. When your IT service desk team and your IT operations team both use data spread across separate systems, then the failure to match service desk tickets to operational flags results in a reactive IT approach—where issues are identified late and can take hours to manually resolve.

Uniting IT service management and IT operations management on a single foundational layer with GenAI increases your organization's ability to adapt to change and be proactive, not reactive.

It provides these three advantages:

Drive down costs while swiftly resolving issues

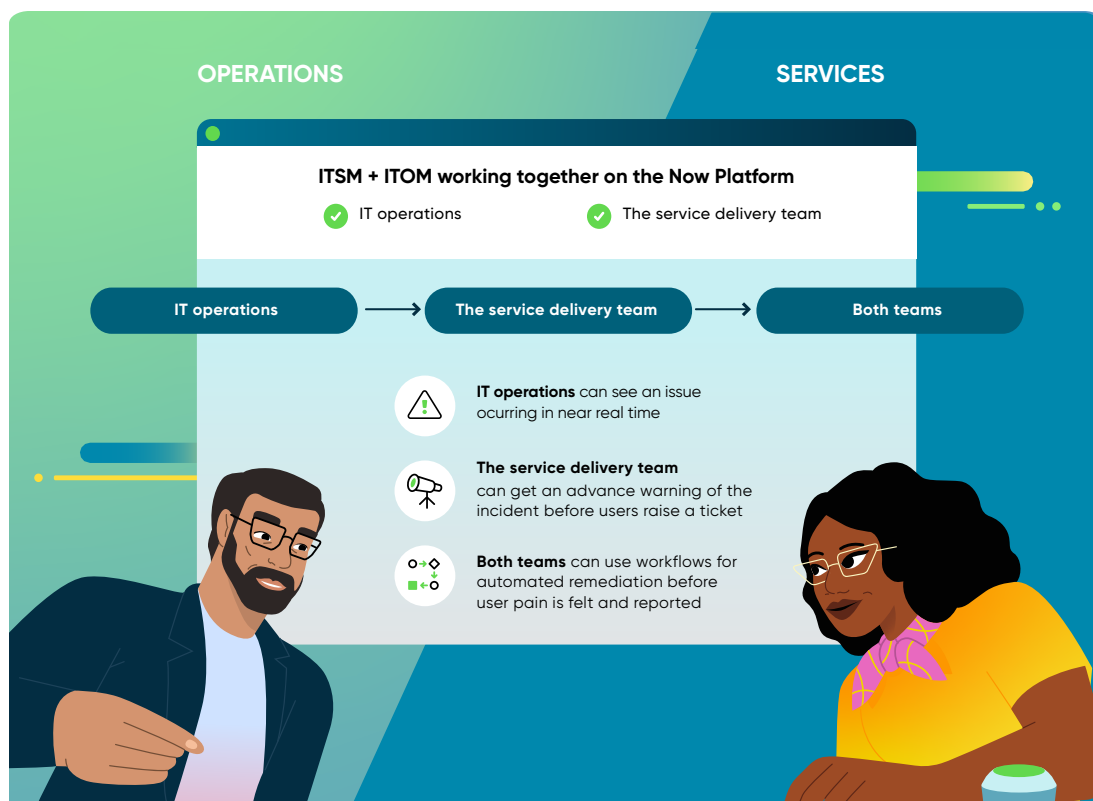**Scale IT to** support business needs and goals

Deliver more resilient and personal service experiences

Simply preserving the status quo is no longer a viable strategy

Improving user experiences, raising productivity, and reducing costs are all within your reach. Adopting a single platform so both your IT service delivery and IT operations teams can share data will cut down on incidents, eliminate outages, and improve mean time to repair (MTTR).

A single foundational layer enables smoother access to the information that both areas care about—historical incident, problem, and change data—to ensure issues are caught and resolved proactively.

OPERATIONS

SERVICES

ITSM + ITOM working together on the Now Platform

✓ IT operations   ✓ The service delivery team

IT operations → The service delivery team → Both teams

⚠ **IT operations** can see an issue ocurring in near real time

📢 **The service delivery team** can get an advance warning of the incident before users raise a ticket

Both teams can use workflows for automated remediation before user pain is felt and reported

This ebook explores the benefits of integrating two solutions on the Now Platform®

ServiceNow® IT Service Management (ITSM) and ServiceNow® IT Operations Management (ITOM). There is no overhead for getting ITSM and ITOM solutions working together on the Now Platform. Note that some of the service management functionality this ebook discusses is specific to ITSM Pro.

ADVANTAGE 1:

Drive down costs while swiftly resolving issues

Give users the power to solve their own problems and arm your teams with the immediate information they need to prioritize the most critical issues.

Start with real-time visibility and a common data model

There are many potential discovery and data sources available across on-premises, cloud, and hybrid environments, but the challenge lies in using the glut of information to understand the relationships of all the IT resources their dependencies to business services. Capturing this information in real time and keeping it stored in a common data model on a single platform is the key to keeping down costs while providing the baseline for issue resolution.
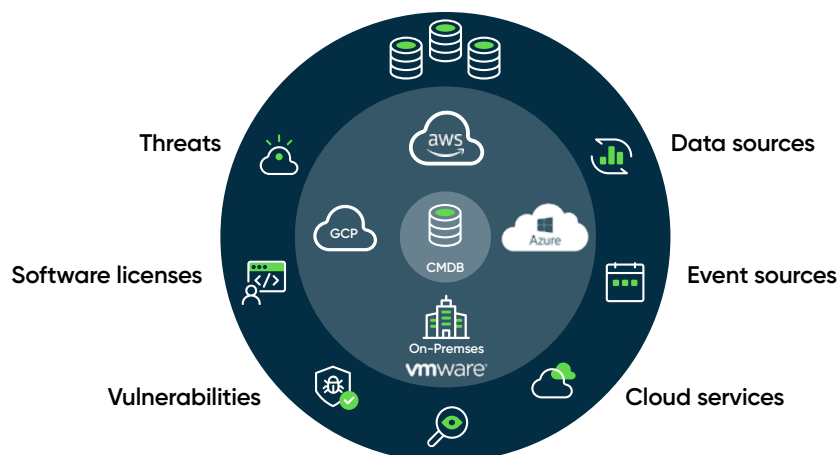
A common data model provides real-time visibility within and across infrastructue stacks

A unified approach in the banking industry

A renowned European bank standardized its IT using the Now Platform and created a scalable foundation for enterprisewide innovation to improve risk management and enhance the employee experience.

With ServiceNow, the bank now enjoys:

93% Reduction in high-priority incidents

6x Improvements in time to restore services

1 Platform for ITSM, ITOM, strategic portfolio management, and governance, risk, and compliance

## 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 GenAI to help you automate the resolution of more than 50% of your employee-generated incidents before a live agent is even needed.[3]

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.

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.
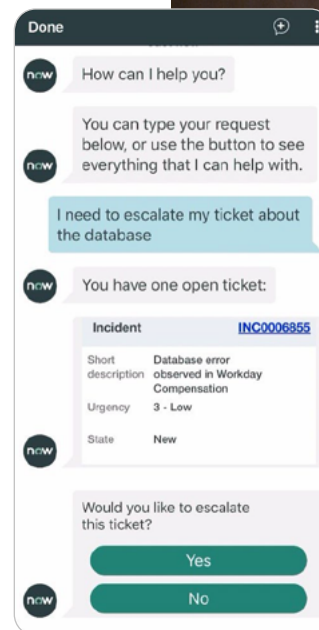
Call out the highest-priority issues first

In a typical IT operations environment, the team is bombarded with thousands of events coming in from siloed monitoring tools across the IT estate, both on premises and in the cloud. When using manual processes, a team takes hours to work through all the events and siloed IT tools and even longer to determine the impact of an issue on critical business services.

Applying machine learning (ML) to improve and automate IT operations functions is known as AIOps, or AI for IT operations. AIOps filters out the noise. It turns thousands of events into a few critical alerts and only presents high-priority notifications and impacted services that IT operations should focus on first.

AIOps turns thousands of events into a few critical alerts to help IT operations teams quickly determine impacted services.

Services   Infrastructure   Cloud

Machine learning

IT operations functions

Big data and analytics

Services impacted   Users impacted   Applications impacted

Eliminate outages and reduce the impact of high-priority incidents

In near real time, ServiceNow ITOM uses current and historical incidents, problems, and change data from ServiceNow ITSM to determine if the last changes related to the issue in question or the last resolution applied to a similar issue. All of this information is presented to your IT operations staff in a single console, so the team can quickly discover the impact of the previous change and the best resolution to the issue in question.

Instead of taking hours, decisions happen in near real time, and priority one and two issues can be shut down before users experience the impact. The net results can include up to:

98%
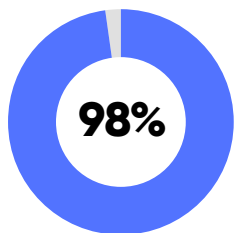
Reduction in noise— saving your team hours of manually sorting through thousands of events[4]

20%
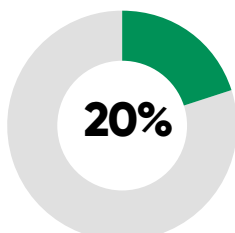
Average decrease in outages[5]

$7.5M

In productivity gains from automation and orchestration[6]

A unified approach at ServiceNow

At ServiceNow, our internal IT operations teams were struggling with VPN service outages, a real risk to employee productivity and sentiment. The time associated with identifying and fixing issues via manual intervention was costing an estimated 1,800 hours in lost productivity.

AIOps as part of an ITSM Pro/ITOM solution resulted in:

25k+ **Frustrating hours eliminated annually for employees**

67% **Decrease in P1 and P2 incidents**

28 **Reduction in MTTR**

→ **Learn more here**

Source: ServiceNow, Now on Now: How ITOM and ITSM made our IT operations service-aware

ADVANTAGE 2:

Scale IT to support business needs and goals

Logic-driven automation across your IT estate helps you realize self-healing and proactive IT, starting when an issue is identified in near real time and all the way to applying a prescribed resolution.

Increase scalability through proactive capabilities

Being proactive can mean preemptively driving down the number of issues submitted by employees, or it can be identifying and remediating issues before users even know there is a problem. In both cases, you can make true proactivity possible by taking advantage of GenAI and automation to capture cost savings and open the door to game-changing capabilities such as self-service chatbots. Plus, on the Now Platform—with common data sources, seamless integration between all aspects of IT, and automation—you can flex and adjust services as needed to quickly adapt to change.

A unified approach in the travel industry

A popular international resort operations company created a chat-based, primary support channel using ServiceNow to enhance agent productivity and improve customer service. Very quickly, the company achieved:

16% Incident deflection rate within 2 months of launch

2x Increase in agent productivity

5 Second response time for live agent chat

See and understand your service landscape to focus business efforts

ServiceNow ITOM not only helps you discover your resources both on premises and in the cloud, but it also maps in context with your business. You create service maps that can be enhanced with data from third-party monitoring sources such as application performance tools, which understand and map application environments.

When an end user or employee sends a notification that a critical service is degraded, knowing all the components that could affect the service may be difficult. With ServiceNow® ITOM Visibility, you can immediately understand everything tied to that service and quickly identify where to focus troubleshooting efforts across the different components highlighted in the service map.

With ITOM Visibility, you:

Obtain near real-time visibility into the true operational state of business services

Understand the impact of making a change

**Reduce the risk** of unplanned outages by prioritizing business-impacting services

Establish a single source of truth to automate and scale IT

Shared data across operations and services—tapping a common configuration management database (CMDB) on the Now Platform—helps your team intelligently prioritize and distribute work to solve issues faster, speed up major incident identification and resolution steps, and drive automation. This is critical to building a foundation to help you:

Discover traditional and modern IT resources and infrastructure as well as newer containerized applications

Track and manage the operational state for both on-premises applications and cloud services

Identify the service history associated with a configuration item (CI), such as recent changes or any relationship a CI may have with the business service
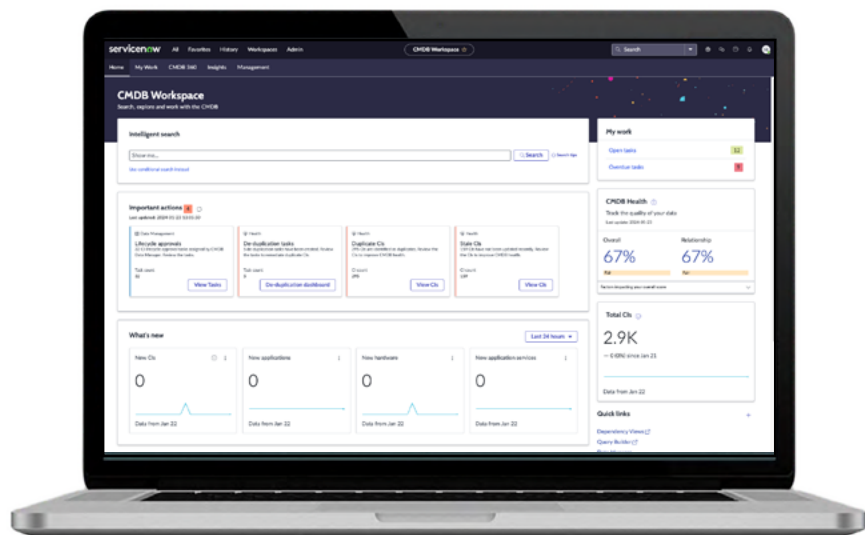
A unified approach in the professional services industry

Using the Now Platform, a well-known U.S. professional services company captured transparency and control across their services, applications, and infrastructure.

The company saw substantial results, including:

41% Decrease in MTTR by having more visibility and identifying problems faster

67% Reduction in time from when an event occurs to when a ticket is created

50% Improvement in CI accuracy, leading to fewer problems down the road

Eliminate human error and speed up incident resolution

Automate the assignment of an issue to the right resolution group by using ServiceNow® Predictive Intelligence. With this ITSM Pro function, your employee begins by submitting a simple description of the issue. Predictive Intelligence then taps months of history and potentially thousands of previous incidents to accurately categorize the incident, prioritize it, and assign it to the right team—helping eliminate human error and speed up incident resolution.

Give your agents a consolidated view with agent-assisted remediation actions

With a workspace built to facilitate resolutions, agents can solve issues faster and scale their ability to support more employee needs. ServiceNow Service Operations Workspace for ITSM provides a single-view layout to give agents better visibility into updates and activities already in process in support of an employee. This view is then coupled with the power of Now Assist for ITSM, which uses GenAI to provide AI-assembled recommendations to help accelerate the resolution of incidents, proactively identify major incidents, and increase agents' overall productivity.

ITSM Pro boosts operations by using GenAI

2x Increase in agent productivity[7]

1.2K Hours of triage eliminated monthly[8]

ADVANTAGE 3:

Deliver more resilient and compelling remote service experiences

Provide a dependable and trusted means for employees to help themselves and quickly escalate issues for staff intervention if needed.

Tap into the power of ML to provide intuitive self-service

With an integrated, single-platform approach for both ITSM and ITOM, data can be shared freely to enable your team to determine the impact and priority of an issue more intelligently. Plus, an issue can be automatically assigned to the right resolution group using ML-based intelligence.

Deflect incidents with intelligent, interactive chat on a unified employee portal

As in their personal lives, your employees are eager to quickly fix issues on their own—as long as the answer is easy to find, available at any time, and reliably effective. ITSM Pro provides a unified portal that gives employees one place to get the help they need. And for additional assistance, the virtual agent is available on every form factor.

The ServiceNow natural language virtual agent taps a knowledge base informed by both service and operations. Employees can easily request common services 24 hours a day, seven days a week. The need for live agent intervention is curtailed, and routine tasks can be handled quickly. The virtual agent:

- **Understands simple human language**
- **Focuses on the employee's intent and provides more helpful responses**
- **Comes with out-of-the-box topics for common IT requests, such as password reset, Wi-Fi access, and application/folder access**

ITSM and ITOM use an integrated, single-platform approach

31%

25%
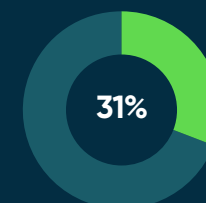
Resolve incidents faster[9]
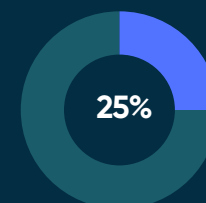
Resolve major outages faster[10]

A unified approach in the healthcare industry

With ServiceNow, an established U.S. healthcare company automated much of the ticketing process, improved self-service, and simplified the resolution process. Now, the company experiences:

50% Reduction in workload through self-service

30% Fewer ticket reassignments

**28** Hours per week of redundant support work eliminated

Use analytics to help deliver resilient service experiences

Make smarter real-time decisions at scale with ITSM Pro's Performance Analytics. With this capability, your leadership team can instantly recognize trends for improvements, adjust service coverage based on prior performance, and validate service metrics with business goals. The benefit of these insights can be significant: ServiceNow® Performance Analytics has helped companies like yours achieve a 60% reduction in critical incident resolution times.[11]

Optimize your service portfolio and vendor service delivery from a single destination

Third-party vendors are increasingly becoming integral to service delivery. They often play a big part in delivering the services that make your employees happy and productive. Yet, tracking service and vendor performance with silos of information, no automation, and multiple disparate systems is not a simple task.

Through its service owner and vendor manager workspaces, ServiceNow ITSM includes a single destination to optimize your service portfolio and vendor service delivery. You can drive service excellence by consolidating all vendor information in one place, automating performance tracking, and standardizing metrics.
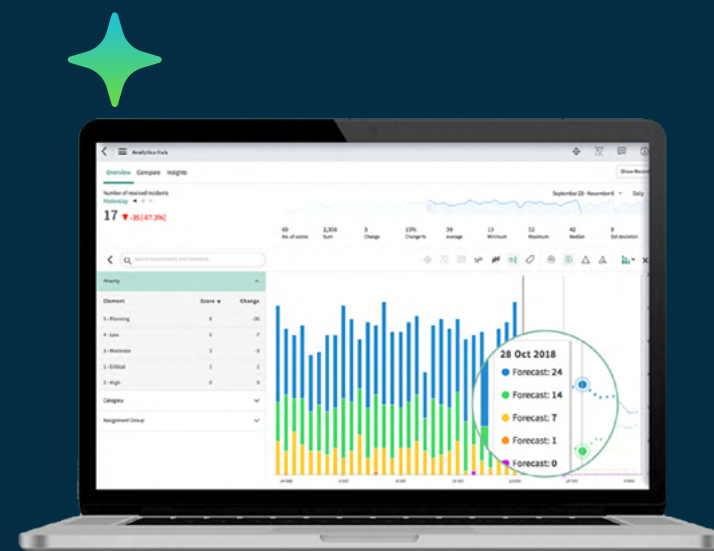
Now is an opportune time to build resilience and proactivity

In light of business disruptions over the past few years, IT organizations may be tempted to retreat to reactionary day-to-day operations. However, the risks of sticking to the old status quo are clear when it comes to the intake, management, and resolution of both machine-created and employee-generated support requests. Now is a great time to take advantage of the capabilities of new technologies to build resilience and proactivity for today and into the future.

Shared data on a single platform is vital

By tapping into the ServiceNow platform, you can use GenAI, automation, and predictive intelligence to significantly reduce both machine-generated incidents (with ITOM) and people-generated incidents (with ITSM). With ITOM and ITSM operating in tandem, you always know the who, what, where, when, and why. By adding in AIOps recording, analyzing, and categorizing processes, you empower ML to automatically deliver an ever-growing selection of proven answers, augmenting human experience and intelligence.

Not only does fast, intuitive self-service resolution create greater employee satisfaction, but companies like yours can also anticipate significant savings and improved IT and employee productivity.

For a deeper exploration of ServiceNow solutions, we recommend the following content:

The ServiceNow commitment to responsible AI and how we deliver responsible GenAI solutions

With an increasing number of companies jumping on the GenAI bandwagon, ethics concerns are increasing. This white paper explains the responsible approach ServiceNow takes toward AI on the Now Platform.

Read White Paper

ServiceNow IT Service Management (ITSM) overview

Disparate data and processes and siloed teams make digital transformation a challenge. This solution brief describes how to unburden your IT staff and boost productivity by 30% with ServiceNow ITSM.

Read Brief

IT Operations Management - Keeping digital services running 24/7

Always-on digital services require predictive, proactive operation—not reactive. This solution brief shows how to become proactive and self-healing by pairing ServiceNow IT service and operations management.

Read Brief

ServiceNow Virtual Agent

Customers and employees don't have the patience to navigate portals or struggle to find what they need in knowledge bases. This solution brief shares seven ways ServiceNow Virtual Agent improves experiences.

Read Brief

Notes:

[1] Accenture, Accelerating Europe's path to reinvention, 2023

[2] Accenture, Reinventing for resilience, 2023

[3] ServiceNow, Now on Now: How ITOM and ITSM made our IT operations service-aware

[4] Ibid

[5] Forrester Consulting, Business value of ServiceNow service operations, 2023

[6] ServiceNow, Now on Now: How ITOM and ITSM made our IT operations service-aware

[7] ServiceNow, ServiceNow ITSM Pro and Enterprise Overview

[8] Ibid

[9] ServiceNow, The Total Economic Impact™ of ServiceNow–Validated Financial Model Data: Validated default inputs and benefit metrics for ServiceNow solutions, 2022

[10] Ibid

[11] ServiceNow, Performance Analytics: The blueprint for success, 2022

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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**.