

Journey to modernizing IT services and operations

Modernizing helps scale so teams accomplish more—and do it better

“

Using ServiceNow ITSM and ITOM together is really powerful in enhancing monitoring and incident management. It would be much more challenging to get that level of visibility if we were using tools from multiple vendors.”

Global Operations and Service Delivery Manager
Leading Branded Food Company

Modernizing helps scale so teams accomplish more—and do it better

Today, 93% of organizations have adopted or have plans to adopt a digital-first business strategy.¹ We know that automating workflows, speeding delivery, and gaining visibility of IT infrastructure can quickly resolve issues. But what does that mean in practice?

A digital-first business strategy results in:

- 1 30% improvement in productivity for service desk request fulfillment²**
Employees get answers when they are needed and can easily act. IT can focus on the toughest challenges and provide service at scale. Everyone wins with AI-powered agents and self-service support.
- 2 68% reduction in service maintenance activities³**
Recommendations assisted by generative AI (GenAI) empower agents to focus on the right solutions to triage cases.
- 3 80% less manual effort to handle change-window blackouts⁴**
A unified view of the IT estate and data offers deeper information to rapidly identify and remedy issues.

The possibilities are enormous but the work to get there doesn't have to be: 78% of organizations are turning to service operations⁵—unifying their IT service management (ITSM) and IT operations management (ITOM)—to help workforces adapt and thrive. So, what are you waiting for?

¹ Foundry, [IT leaders are future-proofing their business with digital strategies](#), 2023

² Forrester, [The Total Economic Impact™ of ServiceNow](#)-validated financial model data: Validated default inputs and benefit metrics, 2022

³ Ibid.

⁴ Ibid.

⁵ EMA, [Automation, AI, and the Rise of ServiceOps](#), March 2023

Service operations modernization journey

- 1 Rapidly consolidate disparate tools:** Harness your shared data with a single system of action.
- 2 Improve IT productivity:** Boost service agent efficiency with GenAI tools.
- 3 Speed root cause analysis:** GenAI technology translates identified issues to plain language to resolve problems faster.
- 4 Accelerate time to value:** Take command of costs, risk, strategic initiatives, and outages.
- 5 Optimize your strategic alignment:** Align to business goals and drive risk-based decision-making.

Step 1: Define your services

The first step toward modernization is to define your services and capture them in a single system of engagement. This allows you to harness a shared data model and single source of truth for technology workflows. Moving to one modern cloud-based platform provides flexibility to dynamically adapt to the business's needs.

What to ask when defining your services:

- What essential technology services do we provide to our organization?
- How do these services contribute value to the employee?
- What specific outcomes will each service support?
- What costs are associated with delivering those outcomes?
- What risks do we need to plan for so we can continually deliver exceptional employee experiences?
- What other services could we offer in a cost-effective way if we free up time using automation and AI-powered agents?

Choosing the right solution to support your IT services is essential. The cloud-based platform powering your single source of truth must deliver an integrated workflow engine, consistent configuration of IT service management processes, access to full platform functionality, and real-time collaboration.

With a combination of all these capabilities to automate service desk functions, you can deliver services across the enterprise with speed, consistency, and accuracy.

“

The consolidation and standardization of our services onto a single platform enables us to continuously improve our capabilities.”

Development Manager, IT Operations
Multinational Banking and Financial Services Corporation

Services definition checklist

Determine whether each offering is a service rather than a feature or part of the infrastructure. Is the service currently being provided? Is it a service you want to offer in the future?

What to include on your checklist:

- Identify roles: sponsor, manager, and team
- Develop materials, in conjunction with the service manager, that describe what the service does, including the service's availability, how to request it, and eligibility considerations
- Confirm the service is operating efficiently
- Document how the service is delivered and how someone gets help

Establish guidelines for continuous improvement:

- Conduct regular service reviews
- Define change management processes, both for normal and emergency changes



Step 2: Gain infrastructure visibility

Achieving faster, more accurate, and effective delivery of IT services is nearly impossible if you're relying on manual tasks without clear visibility into your processes and infrastructure. The right platform provides transparency across infrastructure, cloud resources, applications, and services.

Understand everything tied to your services and quickly identify where to focus troubleshooting efforts across the service map:



Start with discovery and service mapping. Gain a holistic view of the operations footprint across on-premises data centers and in the cloud, then map the relationships between IT components and businesses services in dynamic environments.



Show services connected to infrastructure. Create a comprehensive, connected view of business services and IT infrastructure with a single, complete configuration management database.



Make resolutions visible. Store problem resolution information in a system enabled with reporting, analytics, and GenAI to ease root cause analysis, helping prevent similar incidents in the future by showing trends and translating issues into plain language.



Tailor your reporting. Provide clear information to inform business decisions, including reporting based on personas such as executive, service owner, employee, and more.



Access comprehensive asset information. Build an inventory management capacity to cover issued, inventory, and in-transit assets, plus cost information to track the financial lifecycle.



Step 3: Tap community knowledge

Take advantage of experience from the large and vibrant ServiceNow user community. On-the-ground insights can help you easily organize and modernize your IT services.

Incident management insights

- Define incident categories to drive auto-assignment and incident routing and to track trends
- Guide employees away from email and to the AI-powered self-service interface
- Encourage use of knowledge management by using keywords and descriptions to quickly present relevant information on known issues and resolutions
- Use visual task boards to identify incident backlogs and easily rebalance work

Configuration management database (CMDB) insights

- Establish a CMDB leadership team to drive design and prioritize top objectives: service automation, business impact analysis, and asset, change, or configuration management
- Design the CMDB with your long-term service needs in mind, and populate it in phases
- Use automated service discovery and service mapping to populate your CMDB
- Maintain all CMDB data with automation and human ownership
- Manage compliance and risk management effectively, by defining the controls relevant to your services

Access proven expertise

1

Customer Success Center provides anytime, anywhere digital access to leading practices that follow the Now Value methodology, training, communities, and more. Easily get the resources you need with organized, curated content—for wherever you are on your transformation journey.

2

Now Create helps you access the structured processes that drive higher-quality and more predictable results with a faster time to value. Proven methodologies based on thousands of successful projects are available to our customers in an intuitive, simple experience. In fact, there's a Success Pack for Modernize ITSM with product-specific implementation guidance.

3

Customer Success Services give you a direct connection to ServiceNow professionals. Designed around specific focus areas, each offering is intended to integrate with your team, accelerating time to value and the achievement of exceptional outcomes.

“

ServiceNow helps us achieve a high degree of mobile enablement and self-service for our professionals wherever they are.”

Chief Information Officer
Global Consulting Firm

Change management insights

- Use pre-authorized templates to control standard changes
- Minimize subjective risk assessment by using a risk calculator or automated assessment
- Check for conflicts and calculate the risk of changes before they are implemented

Asset management insights

- 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

Problem management insights

- Track problems separately from incidents to drive different goals of root cause and fact resolution, respectively
- Prioritize problems based on impact severity to services, employees, or the business
- Categorize and prioritize problems and incidents in the same way to simplify root-cause identification and clarify overall business impact
- Capture a problem's root cause and resolution to predict trends and prevent similar incidents

Reporting insights

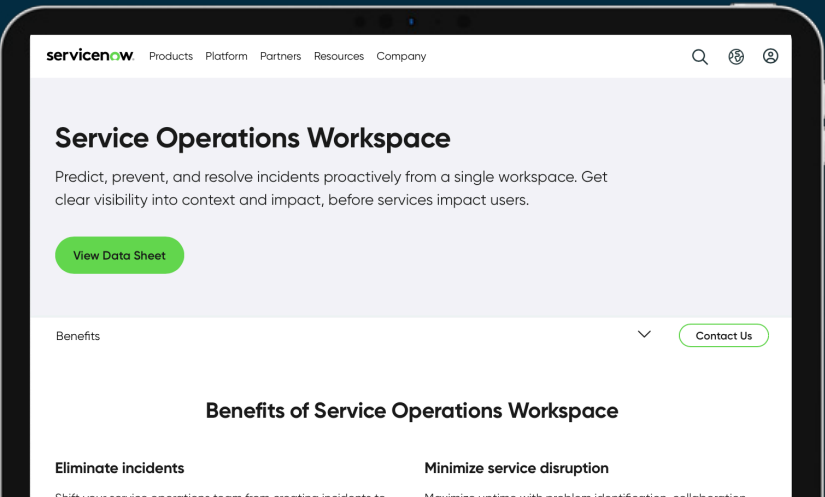
- Design employee alignment into your reporting by asking what information employees need to run the business
- Capture just enough information to support informed decisions and avoid data overload—clear reporting begins with form design
- Test to ensure you have reliable access to all data needed to drive dashboards

Ready to learn more? For a deeper understanding of ITSM and ITOM at ServiceNow, we recommend the following resources:

Service Operations Workspace

See how IT service agents and operators can break down silos and collaborate to predict, prevent, and resolve incidents proactively with shared visibility into issue context.

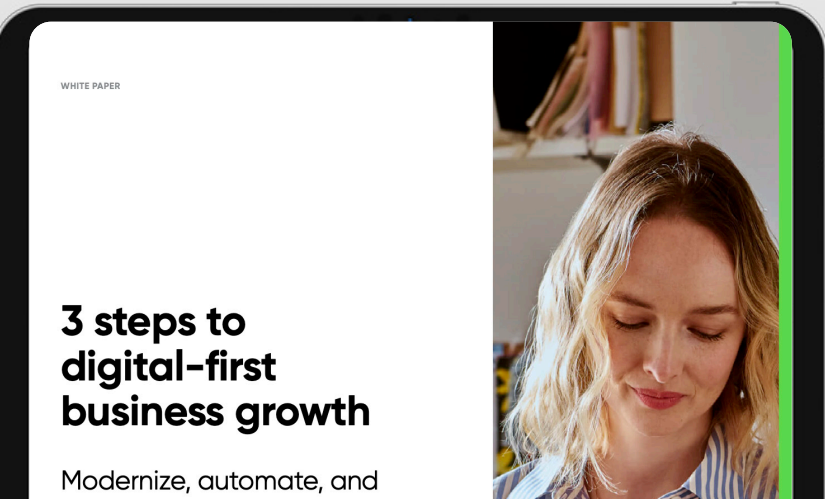
Visit Page



3 steps to digital-first business growth

Discover how unifying IT services and operations on a single cloud platform allows you to scale for growth and deliver excellent digital services—while still maintaining effective governance.

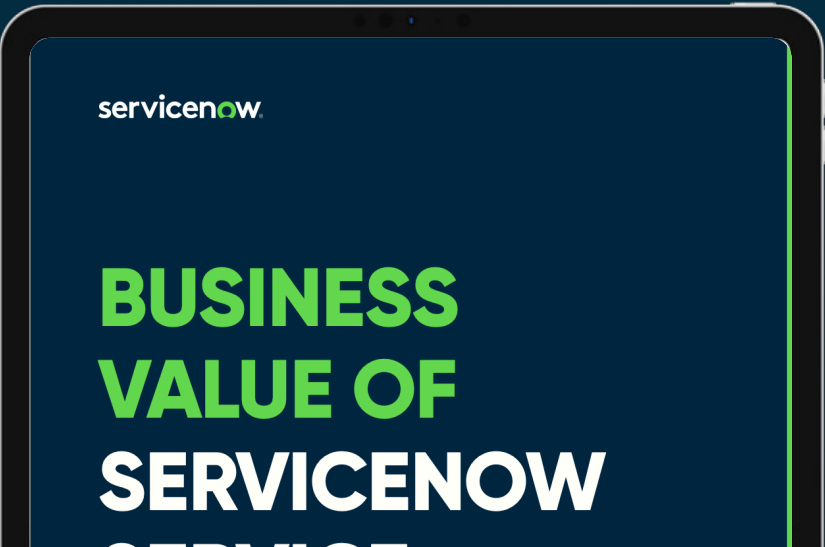
Get White Paper



Business value of ServiceNow service operations

The path to providing stellar, always-on service can be clouded by the challenges of governance, scalability, and budgets. This ebook reveals how service operations and technology excellence can light your way.

Read Ebook



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.