servicenow.

Why stellar IT services start with automated infrastructure visibility

Know what maps to digital services to prevent downtime and rapidly resolve issues

Empowering your IT services teams to deliver stellar results

There are many signs that IT services teams are struggling to meet the needs of an organization and its employees. These include work backlogs, low employee feedback scores (and a high volume of complaints), decreasing productivity, a growing number of escalations with urgent tasks, and poor performance against agreed-upon service delivery metrics.

You can empower your teams to overcome these challenges by implementing a solution that supports a robust IT service management (ITSM) strategy, and can scale and adapt to your business journey. The ServiceNow® ITSM offering is a nine-time Gartner® Magic Quadrant Leader. Its extensive capabilities have helped it stand apart from the competition.

ServiceNow also lets you to combine ITSM with IT operations management (ITOM) on the same cloud platform. This ensures these two functions have shared access to a common data model—helping staff better understand the relationships of all IT resources and their dependencies, and quickly prevent issues. You can't do this when ITSM and ITOM run as separate applications, with independent data models and resulting blind spots.

Danske Bank

Danske Bank wanted to standardize its IT services and operations on a single platform that would scale across the enterprise. With ServiceNow, Danske Bank created a foundation for enterprise-wide innovation that improves both risk management and the employee experience. **This resulted in:**

93%
less high-priority incidents

6X
accelerated time to restore services

"
"The consolidation and standardization of our services onto a single platform enables us to continuously improve our capabilities."
– Jacob Elfving, Development Manager,
IT Operations, at Danske Bank.

Automated discovery and service mapping for the win

To populate this common data model, you can take advantage of ServiceNow ITOM Visibility. This unique product discovers your end-to-end IT infrastructure and speeds mapping it to your digital services, creating a complete, accurate, up-to-date, and consistent record in your ServiceNow CMDB. This data has intrinsic value, but to drive high-impact business outcomes, it must be connected to your operational and business processes. That's why we've also incorporated CMDB data into many ServiceNow applications, including ITSM, helping you to improve service availability and performance, reduce operational risk, lower service delivery costs.

Helping teams thrive with strategic automation

47%

of IT departments believe strategic automation will have a broad impact, generating operational efficiencies across the organization.[1]

Consider when a notification comes from an end user or employee that a critical service is degraded. In today's dynamic and complex technology environment, it's very difficult to know all components that could affect that service. But 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.

Another example is change management. We all know change is the number one cause of problems across IT. Instead of guessing what change caused a problem, imagine if you could easily see the change, view what asset was affected, and quickly identify which business service (or services) would be impacted.

Let's look at the three top ways ITOM Visibility can modernize and transform your ITSM.

1 Quickly identify and resolve service issues

To diagnose and resolve service issues quickly, you need to know which IT components support a service and how they're related. Without this information, it's difficult to identify the root cause of service issues or tell which services are affected when a component fails. Service context is also critical for prioritization, allowing you to focus on issues with the biggest business impact.

ITOM Visibility gives you this view, fueling ServiceNow Predictive AIOps to help you identify and fix service issues faster. Predictive AIOps uses this infrastructure and service information to correlate events from multiple monitoring sources, identify affected services, and automatically identify likely root causes and related symptoms. And because these alerts are associated with CIs in your CMDB, Predictive AIOps can also give you additional operational context to help you resolve issues even faster, such as recent changes and previous incidents.

TransAlta is Canada's largest publicly traded power generator and wholesale marketer of electricity and renewable energy. The company was struggling with poor visibility across infrastructure silos, leaving it reacting to user-reported service outages. By leveraging the combined power of ITOM Visibility and AIOps, the company has now **reduced service outages by 80%**.

"
"By the time users notice a service issue, we're already working on a fix."
– Jamie Duncalf, IT Operations, Manager at TransAlta

The opportunity

IT teams with greater automation report significantly fewer problems with key tasks, increasing their productivity.[2] **Despite this, only...**

47%
of IT departments have automated major incident escalation

53%
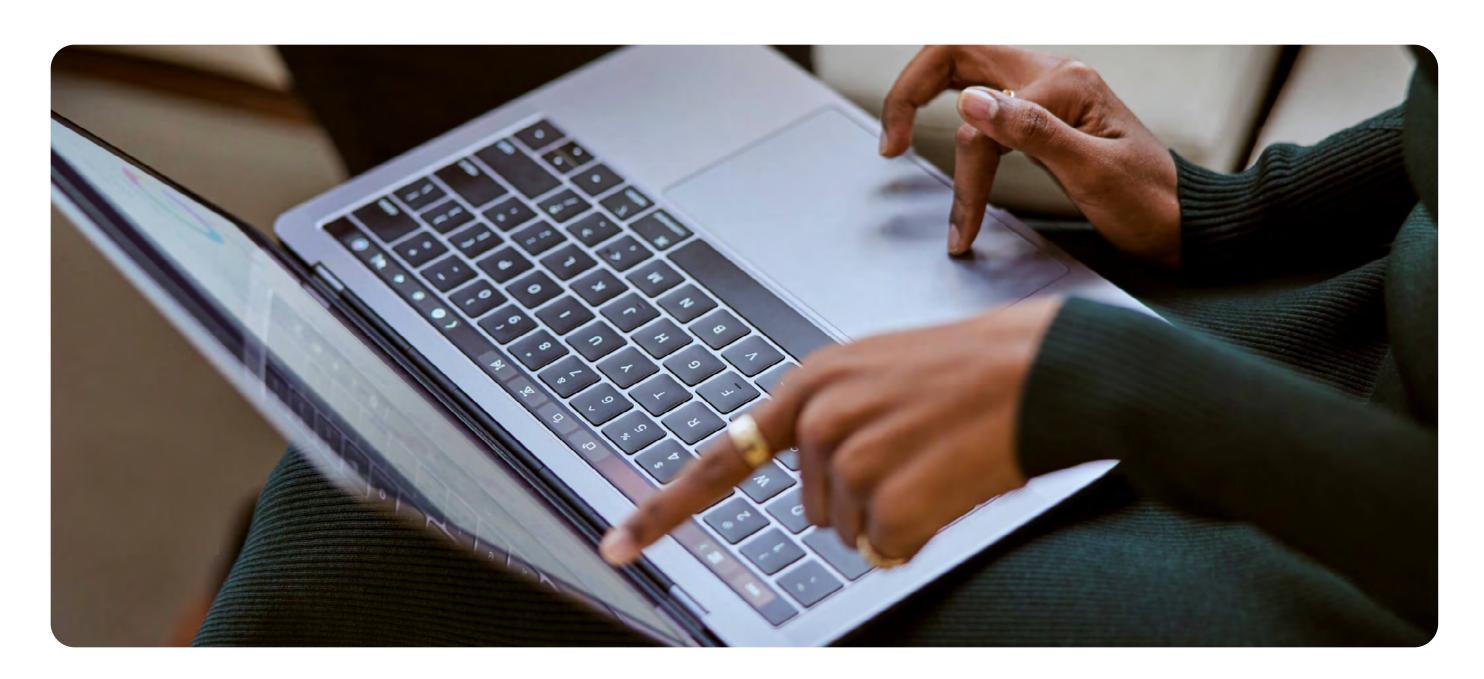of IT departments have automated incident management

2 **Prevent change-related service outages**

The majority of outages are caused by changes. Change one component of a service, and you can affect the entire service— or even cause a service outage. With ITOM Visibility, you proactively avoid this risk. Because it shows you how IT components are related and which services they support, you can analyze the impact of a proposed change and take remedial action as part of your ITIL change management process. For example, you can now make changes during scheduled service maintenance windows—or upgrade related components together to avoid version compatibility issues.

ITOM Visibility also highlights unplanned changes as it discovers them, creating change records for each change. This allows you to quickly identify, review, and— if necessary—undo unplanned changes, strengthening your change management processes and increasing the stability of your IT environment.

FLIGHT CENTRE™

With operations in 23 countries, Flight Centre is one of the world's largest travel agency groups. The company was struggling to document its legacy infrastructure, couldn't accurately track changes to its digital services, and lacked visibility of its cloud environment. **With ServiceNow ITOM Visibility and ITSM, the company has made a:**

50%
cut in incident volumes
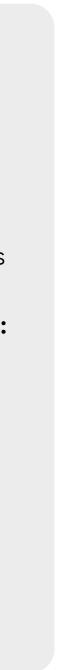
80%
decrease in MTTR for the remaining incidents

The opportunity

Today, only:

46%
of IT departments have automated analytics and reporting. It's time to act.[3]
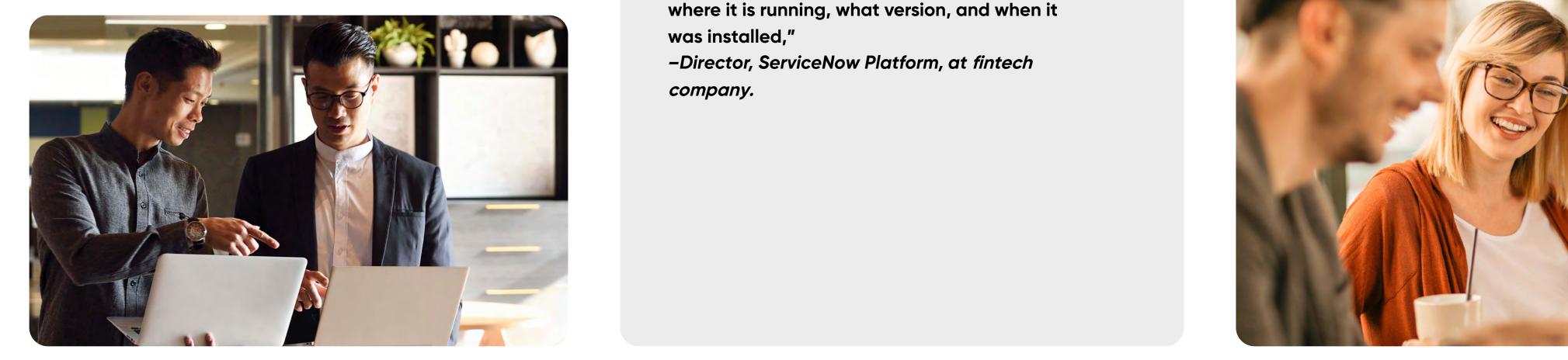
3 Diagnose and fix endpoint issues faster

When one of your employees has an issue with their laptop or desktop, where's the first place they contact? Your service desk. But diagnosing and fixing endpoint issues is time-consuming, particularly when service desk staff have to manually connect to the device and investigate.

ITOM Visibility addresses this problem. It includes embedded agents for credentialless discovery, and these agents can also run commands on endpoints—for example, to collect information or reconfigure the device—and can be embedded into ServiceNow workflows. This allows you to automate standard diagnostic and remediation actions, so that service desk staff resolve incidents faster. ServiceNow also plans to integrate this functionality directly into ITSM playbooks.

Having deployed ServiceNow ITSM as the foundation of its operational infrastructure, a global financial software company opted for ServiceNow ITOM to improve visibility across infrastructure and apps and maximize the health of its systems. To achieve these goals, the IT operations team focused on the Discovery, Service Mapping, and Event Management features of ITOM. The company can now identify and fully audit 100% of IT assets and it saves $350K every year with ServiceNow solutions.

"Not only can we audit every single piece of hardware, but we can also see all our software, where it is running, what version, and when it was installed,"
—Director, ServiceNow Platform, at fintech company.

The opportunity

Automation is key to unlocking greater efficiency in diagnosing and fixing endpoint issues. **Despite this, only...**

37% of IT departments have automated ticket creation and routing.[4]

ITSM + ITOM Visibility = better employee experiences

Combining ITSM and ITOM visibility allows you service operations teams to prioritize and fix critical issues faster, avoid mistakes, and reduce redundancy.

References:

1. Future Workforce Insights: Why Strategic Automation Empowers Employees in IT, September 2022, Author: Angela Salmeron, Research Director, European Future of Work, IDC #EUR149378222, An IDC eBook, sponsored by ServiceNow
2. ibid
3. ibid
4. ibid

Learn more:

For details about ITOM Visibility, read our solution brief.

About technology service operations

For technology-driven organizations, providing dynamic digital services for hybrid workforces has become mission-critical. Burdened with legacy tools, talent shortages, and disparate data silos, IT is overwhelmed and struggles to support organization-wide innovation.

As an industry leader, ServiceNow offers a solution to unlock development and innovation by automating and optimizing technology service operations on a single cloud platform. In synchronizing IT services and operations, teams gain complete visibility to best deliver modern, cost-effective services—across hybrid and multi-cloud environments. Teams can also scale with AI to resolve common employee requests and predict, then remediate issues to keep digital services running 24/7, all resulting in the ability to govern and deliver extraordinary technology experiences with high productivity.

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.

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The world works with ServiceNow™.

For more information, visit: www.servicenow.com.