

# Keeping digital services running 24/7

## Business situation

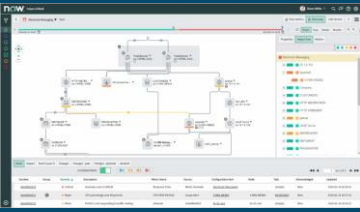
The pace of digital transformation is growing exponentially as are the demands for IT operations to deliver resilient and secure services. Traditional IT approaches are often reactive when problems occur. Successful digital services require proactive and predictive operations.

## IT operations management challenge

The reactive break-fix model of finding and fixing problems after they impact users no longer works for IT operations. Cloud and DevOps create agility but also add complexity due to their dynamic nature. Without the proper tools, IT and service operations are stuck in a constant reactive mode. The processes of identifying issues and correlating events or incidents are too slow and error prone. Too much day-to-day operations noise and lack of business service visibility limit potential success. Manual processes and repetitive tasks sap productivity for IT staff. Too often, IT teams are just trying to keep the lights on and are unable to add business value.

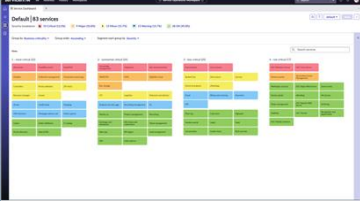
## Solution – single platform for IT Operations Management

With ServiceNow®, the IT organization has full control over resources, both on-premises and in the cloud. With comprehensive AIOps capabilities built seamlessly on the Now Platform®, IT teams can run proactive operations. ServiceNow IT Operations Management (ITOM) paired with IT Service Management (ITSM) helps you improve your IT maturity from reactive and responsive to proactive and self-healing. Break down silos, eliminate friction, improve process automation, and enable continuous improvement with the power of AIOps and machine learning.



**ITOM Visibility**

- Discover:** Automate IT inventory
- Prioritize:** Understand business context
- Unify:** Leverage consolidated platform



**ITOM Predictive AIOps**

- Predict:** Detect anomalies proactively
- Correlate:** Pinpoint root cause faster
- Remediate:** Solve issues faster with automation



**ITOM Governance**

- Plan:** Assess cloud migration strategy
- Automate:** Tag compliance, config actions
- Secure:** Ensure cloud config governance

**The power of actionable information**

ServiceNow ITOM Visibility discovers your end-to-end IT infrastructure and automatically maps it to your digital services, creating a complete, accurate, and up-to-date record in your ServiceNow CMDB. And it's built to keep pace with dynamic cloud and containerized environments while still providing support for on-premises infrastructure. ITOM Visibility delivers this comprehensive visibility through a set of targeted features that work seamlessly together:

- **Discovery** identifies physical and logical infrastructure configuration items (CIs) (and their dependencies) such as containers, Kubernetes clusters, virtual machines, servers, cloud and on-premises storage, databases and other middleware, applications, and more.
- **Service Mapping** builds on this discovered infrastructure data, automatically creating end-to-end maps of your application and technical services leveraging machine learning and cloud-based tagging.
- **Certificate Inventory and Management** automatically discovers TLS/SSL certificates, creating a comprehensive inventory in your CMDB. It also provides digital workflows to renew expired and soon-to-be-expired certificates.
- **Firewall Inventory and Audit** lets you manage your firewall policies in the same place with your infrastructure. You see your firewalls along with their policies, versions, and other attributes, creating a centralized inventory in your CMDB.
- **Service Graph Connectors** provides a certified approach to importing 3<sup>rd</sup> party data into the CMDB with guardrails to ensure consistency and accuracy.

**A healthy CMDB results in greater excellence:**

**38%**  
Faster incident resolution

**82%**  
Fewer failed changes

**604%**  
More incidents resolved with problem management

IT, software, and security data

now CMDB

Remediate enterprise-wide issues faster with digital services

This comprehensive data is stored in the CMDB and can be shared across your IT teams ranging from service agents to security operators to risk managers and more. A healthy CMDB enables the entire organization to be more successful and ensures a great user and customer experience.



**Challenges**

- Time-consuming manual IT management processes
- Lack of visibility and inaccuracy caused by use of disparate tools
- Excessive event noise caused confusion across teams

**Solutions**

- IT Operations Management
- IT Service Management
- Now Platform/CMDB

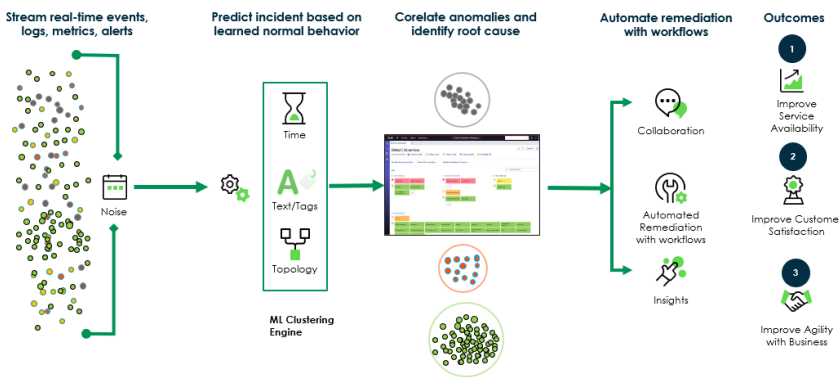
**Results**

- 1 hour for deployment instead of three days previously
- 30+ teams use notification services based on Event Management
- 5 staff moved from 24/7 support tasks to focus on more business-impacting projects

**Prevent customer impact and automate resolutions**

ServiceNow ITOM Predictive AIOps uses powerful automated workflows to predict issues before they impact users, correlate the growing number of noisy signals, and remediate incidents faster. ServiceNow leverages a single platform to support traditional monitoring tools as well as cloud-first observability monitoring through intuitive integration of Lightstep. You can reduce P1/P2 incidents, improve MTTR, and increase customer satisfaction through a set of capabilities within a single interface:

- **Health Log Analytics** often identifies anomalies before users are impacted by automatically tracking data patterns – without requiring you to set specific thresholds. With detailed log analytics and anomaly alerts feeding an intuitive dashboard, IT operators can identify problem areas faster and start remediation.
- **Event Management** helps you reduce event floods from monitoring tools and provides insight into business service health. It takes thousands of alerts you receive from different tools across your IT environment, correlates them and eliminates all the noise; you're presented with only a few actionable alerts. This saves you significant time in resolving the issue.
- **Metric Intelligence** analyzes your IT infrastructure proactively to spot service degradation by pinpointing performance anomalies. Intuitive data visualization highlights hotspots. You can reduce the chance of similar problems happening again with postmortem analysis.



How Predictive AIOps works with outcomes

**One platform from multiple users**

ServiceNow helps to bridge the gap between traditional IT operations and the DevOps and SRE community. Instead of having multiple point tools that generate recurring work, you can create a single actionable incident. In addition, you can correlate changes in real time to understand their true impact.

With the single platform, you can harmonize modern SRE, DevOps, and IT operations practices. This improves reliability of cloud environments with greater monitoring and visibility.

While most organizations are increasing cloud deployments, most aren't yet cloud exclusive. For those organizations with both traditional and cloud deployments, ServiceNow provides similar end-to-end visibility across hybrid environments.



**Challenges**

- Siloed infrastructure management platforms
- Disconnected ITSM processes with too many noisy alerts
- Unable to predict issues before users impacted

**Solutions**

- IT Operations Management
- IT Service Management Pro
- Now Platform/CMDB

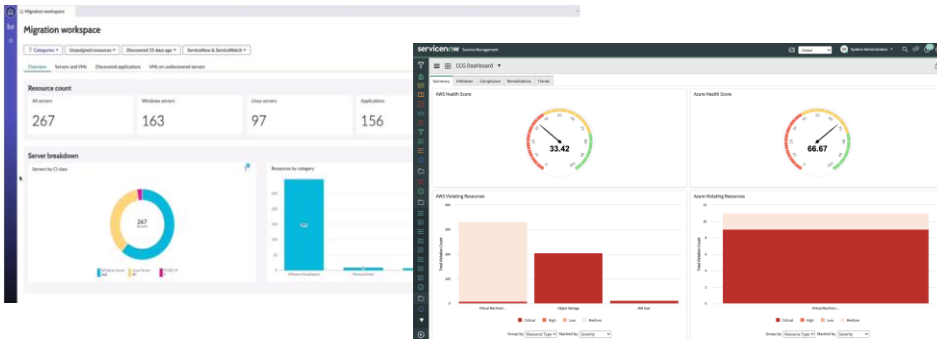
**Results**

- 45% reduction in MTTR
- <1 minute from alert to incident
- 97% of discoverable assets managed by Discovery

**Simplify your move to public cloud**

ServiceNow ITOM Governance helps cloud operations teams create and enforce guardrails related to cloud deployments also referred to as Day 1 and 2 operations. ITOM Governance packages common cloud-related tasks in one place where teams can take actions and correct course without halting application development and productivity. Key capabilities:

- **Cloud Migration Assessment** takes the guesswork out of migrating on-premises resources to the cloud. By understanding the real utilization of services, costs, and capacity, you can make better decisions when moving workloads to the cloud.
- **Tag Governance** helps reduce the risk of inconsistency with cloud sprawl when multiple groups deploy resources. You can ensure compliance with your specific organizational tagging policies for existing and newly deployed resources.
- **Cloud Action Library** helps you eliminate manual processes by automating common tasks to fix configuration, tagging, and onboarding issues.
- **Cloud Configuration Guidance** closes configuration loops that lead to data breaches. With powerful cloud configuration visibility and automated remediation options, you can minimize security risks



ServiceNow ITOM Governance examples

**The power of Service Operations**

As hybrid workforces and dynamic digital services grows, legacy tools and disparate silos create friction and increased costs, stagnating innovation. Automate and optimize technology service operations on a single platform to unlock development, innovation, and resilient, cost-effective services – even in hybrid or multi-cloud environments - while delivering extraordinary employee and customer experiences and productivity.

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Using ServiceNow ITSM and ITOM together is really powerful...It would be much more challenging if we were using tools from multiple vendors.

– Dennis Piper, Conagra

