The Enterprise IT Cloud Company
Introduction to ServiceNow

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ServiceNow – The Enterprise IT Cloud Company

Enterprise IT Cloud

Cloud-based Service that Modernizes and Transforms Enterprise IT

- Highly Secure and Available Enterprise Cloud
- SaaS Business Model

NYSE: NOW

- 2,360+ Enterprise Customers
- 2,300+ Global Employees

Major Sites

San Diego, Silicon Valley, Seattle, Amsterdam, London, Sydney

Strong Revenue & Growth

- $542M Trailing 12-Month Revenue
- FY12: $13M, FY08: $13M
- FY13: $28M, FY09: $28M
- FY14: $306M, FY10: $64M
- FY13: $424M, FY11: $128M
- FY14: $652M to $657M
- FY12: $128M, FY10: $64M

*Expected 2014 Revenues

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Gartner / IDC MarketScape

Figure 1. Magic Quadrant for IT Service Support Management Tools

Source: Gartner (August 2014)
Latin America...
Service Relationship Management

- Service Catalog
- Search Knowledge
- Collaborate
- Service Record
  - Help
  - Order
  - Change
  - Info
- Service-Oriented Workflow
- Approvals & Notifications
- Update Service Status
- Assign & Track Work
- KPI Dashboards
- Reporting & Analytics
- Business Dashboards
Four Pillars of Service Relationship Management

- SERVICE EXPERIENCE
- RECORD KEEPING
- PROCESS AUTOMATION
- BUSINESS MANAGEMENT
ServiceNow – Service Automation Platform

ENTERPRISE SERVICE MODEL

BUSINESS MANAGEMENT
- Governance
- Vendor
- Resource
- Cost
- Demand
- Project
- Analytics

SERVICE MANAGEMENT
- Release
- Pass Reset
- Problem
- Incident
- CMDB
- Catalog
- Change
- Field Svc
- Asset
- HR
- Facilities

APPLICATION DEVELOPMENT
- SDLC
- App Creator
- Service Creator
- ‘Citizen’ Creators

OPERATIONS MANAGEMENT
- Discovery
- Config Auto
- Orchestration
- Svc Map
- Cloud Mgmt
- Event

SERVICE AUTOMATION PLATFORM
- Single Architecture
- Shared Resources
- Single Data Model
- Custom App Dev
ServiceNow – Operations Management

SERVICE MANAGEMENT

SERVICE AUTOMATION PLATFORM

Single Architecture  Shared Resources  Single Data Model  Custom App Dev

HR Service Automation  Password Reset  Problem Management  Change & Release Mgmt  Field Service Automation  Facilities Service Automation
ServiceNow – Business Management

BUSINESS MANAGEMENT

Governance, Risk & Compliance

Vendor Management

Cost Management

Demand Management

Project Management

Analytics

SERVICE AUTOMATION PLATFORM

Single Architecture  Shared Resources  Single Data Model  Custom App Dev

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Enterprise IT Service Model

Internal

Providers

Customer Support  Marketing  Human Resources  Finance  Facilities  Legal

Service Taxonomy  Service Experience  Service Delivery  Service Assurance  Service Analytics

REQUESTER

Internal Providers

Enterprise Service Management

PROVIDER

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ServiceNow – Transforming Service Management into an Enterprise Discipline

Enterprise Service Management

IT Service Automation
Built by ServiceNow

HR Service Automation
Built by ServiceNow

Facilities Service Automation
Built by ServiceNow

Enter Service Domains Here
Built by Customer or Partner

Any enterprise service or anything that requires a service model
ServiceNow – Service Automation Platform Services and Features

Included in All ServiceNow Suites and Custom Apps

**PLATFORM FEATURES**

**Collaborate**
- Chat
- Live Feed
- Visual Task Boards

**Manage Resources**
- Service Catalog
- Time Cards
- CMDB
- Skills Management
- On-Call Scheduling

**Intelligence**
- Reporting
- Surveys
- Business Service Maps
- Visualizations

**Design**
- Forms Designer
- Content Mgt System

**PLATFORM SERVICES**

**Shared Data**
- Mobile
- Scripting
- Templates
- Role-based Security

**Workflow**
- Approvals
- Alerts / Notifications

**Search**
- Email
- Forms and Lists

**SERVICE AUTOMATION PLATFORM**

- Single Architecture
- Shared Resources
- Single Data Model
- Custom App Dev
There’s an App…

There’s An App for That!

Custom Apps on the ServiceNow® Platform to Extend Enterprise Service Delivery

Recognizing the value of the ServiceNow platform, MetroPCS created 15 customized line-of-business apps to:

- Leverage a single system of record
- Consumeritize the service experience through an intuitive self-service portal
- Automate service delivery to increase productivity and accountability
- Enable collaboration and transparency across business units

Central HR Repository
Before, fielding requests for 3,500 employees was manual and email-based. Now, requests can be tracked, reported on and managed

Consolidated Legal Contract Repository
All IT contracts, statements of work and NDAs are now centrally stored and accessible to manage status, expiration and negotiations

Streamlined Management of Engineering Projects
All requests, projects & change management initiatives are now stored centrally

Network Operations Request Management
Automates and routes all requests and communications between engineering and network operations, the most important business area in a telecom organization

Outage Management
IT can now manage and automate SLAs, perform root-cause and preventative analysis – keeping employees better informed
Thank you

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