

Reimagining IT service delivery and operations no matter what comes your way

3 powerful ways a combined management approach can drive greater resilience and proactivity

Introduction: Why this is the opportune time for reworking your IT

The light at the end of the pandemic tunnel has also illuminated some continued opportunities

The tragic and challenging times we've lived through have been a catalyst for some brilliant ideas, especially around reimagining operational models.

But the continued fluidity in how your employees work continues to strain the old ways of doing things—namely around broken, manual IT processes and disjointed systems.

A recent IDC global survey¹ showed that the most flexible IT organizations—those with proactive monitoring and resolution, 360 views, and employee self-service—were able to help drive 75% more business success, even at the height of the pandemic.

Let's finally break down the barrier between people-generated incidents and machine-generated ones

In the complex and fast-paced world of IT services and operations, too much information coming at you with no context or understanding is as bad as not enough information. That dichotomy is most often experienced when IT departments operate in silos that have been built up through the years. The isolated dashboards can erroneously make everything look green—all systems go—when in fact users can be experiencing slow services that result in frustration and poor customer satisfaction.



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¹ IDC Agility Assessment: The Competitive Advantage in Adaptability



The three pros of running your IT Service Management and IT Operations Management on a single platform

- 1 Drive down costs while swiftly resolving issues
- 2 Scale IT to support changing employee needs and business goals
- 3 Deliver more resilient and compelling service experiences

The 60/40 split and the 100-percent impact

For an average 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, L2/3 incident that your IT teams work on. What's the risk? For starters, imagine the poor user experience from downtime and the loss of productivity for IT staff from chasing incidents all day long. When your IT service desk team and your IT operations team both use data spread across separate systems, 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.

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The ServiceNow platform enabled transparency and control across Accenture services, applications, and infrastructure, which has improved our critical service reliability and stability.

Rich Palumbo
Managing Director, Internal IT, Accenture

Right now, maintaining the status quo is not the strategic play

There are tremendous opportunities to reduce the number of incidents, eliminate outages, and improve the Mean Time to Repair (MTTR)—resulting in better user experiences and increased productivity, while reducing costs. It takes adopting a single platform for both your IT service delivery and IT operations team to share data across. That 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. For example:

- IT operations can see an issue occurring in near real-time
- The service delivery team can get pre-warning of the incident before users raise a ticket
- Both teams can use workflows for automated remediation before user pain is felt and reported

NOTE:

In this document, we will be exploring the benefits of integrating two solutions on the Now Platform: ITSM Pro and ITOM. While there is no overhead for getting ITSM and ITOM solutions working together on the Now Platform, some of the functionality discussed for service management is specific to the Pro version.

Danske Bank

Standardizing its IT on a single platform, Danske Bank has created a scalable foundation for enterprise-wide innovation that improves risk management and enhances the employee experience.

With ServiceNow, they have enjoyed:

- 93% reduction in high-priority incidents
- 6X improvements in time to restore services
- 1 Platform for ITSM, ITOM, ITBM, and GRC

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ServiceNow offers a platform that removes inefficiencies and gives us significantly better control and visibility. We dramatically improve our internal customer experience when interacting with IT.

Jacob Elfving
Development Manager, IT Operations, Danske Bank

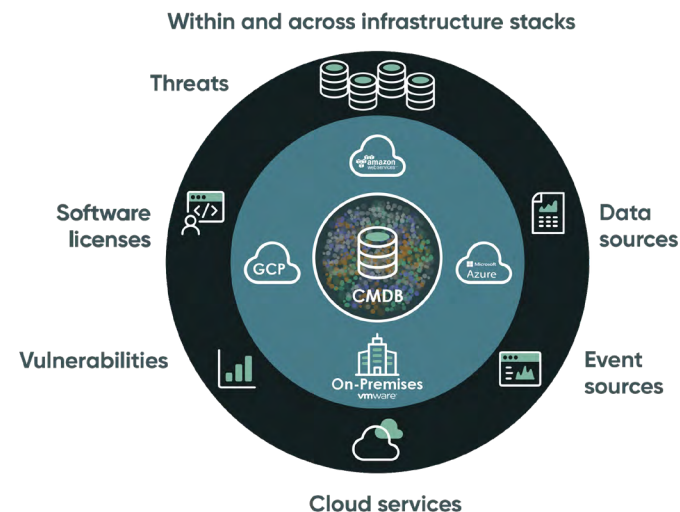
→ [Read full case study](#)

Pro #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

While there are many potential discovery and data sources available, the challenge lies with taking the glut of information and understanding the relationships of all the IT resources and 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 key to keeping costs down while providing the baseline for issue resolution.



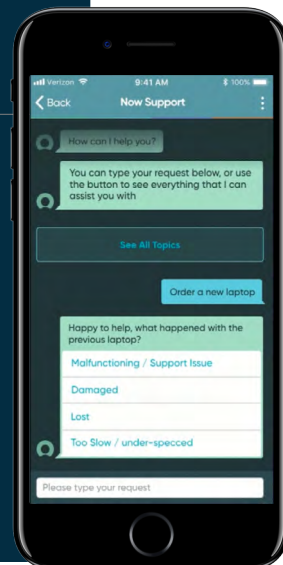
ServiceNow

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

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

- 1,000+ frustrating hours saved for employees annually
- 50% reduction in MTTR
- 78% reduction in VPN outages

→ [Learn more here](#)



Empower your users to address issues quickly

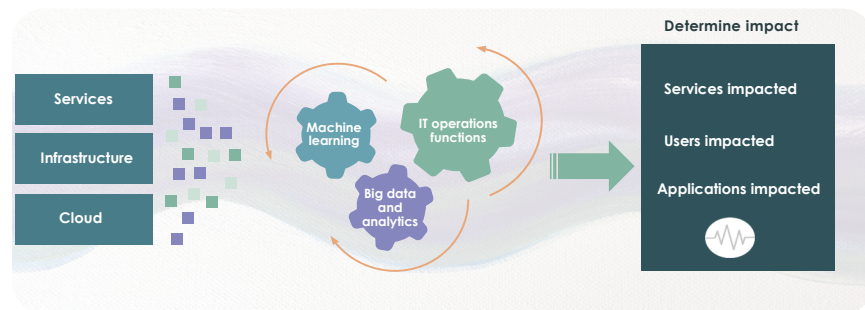
Self-service has been a game changer for all employees. Both those who need help and those who give it. And you can further enhance the productivity of your valuable IT staff by automating the entire self-service experience using ITSM Pro Virtual Agents and resolving upwards of 50% of your employee-generated incidents, before a live agent is even needed.

Everything looking critical can make nothing look critical

All too often network operations center consoles can make everything look dire, listing most every issue as "critical." Is it fair to risk prioritization decisions and time to resolution estimates on the intuition of the manager on duty or a first in first out method? Additionally, the massive amounts of detected anomalies may be accelerating before anyone notices other than extremely frustrated shared drive or VPN users.

Calling out the highest priority issues first

When machine language (ML) is applied to IT operations functions we call this AIOps. In a typical IT operations environment, the team is literally bombarded with thousands of events coming in from siloed monitoring tools across their IT estate—on premises and in the cloud. It takes hours to work through all the events when using manual processes and siloed IT tools, and it takes even longer to determine the impact of an issue on critical business services. AIOps filters out all the noise. It literally turns the thousands of events into the few critical alerts and presents only high priority alerts and impacted services that IT operations should focus on first.



Eliminating outages and reducing the impact of high priority incidents

In near real-time, current and historical incident, problem, and change data from ServiceNow ITSM is used by ServiceNow ITOM to determine last changes made related to the issue in question or the last resolution that was applied to a similar issue. All of this information is presented to the IT operations team in a single console to quickly determine the impact of the previous change and the best resolution to the issue in question. Instead of taking hours it happens in near real-time where P1 and P2 issues can be shut down before the user experiences the impact.

Benefits snapshot:

- 99% reduction in noise saving your team hours of time to manually work through the thousands of events
- \$3M reduction in impact of high priority incidents
- 6X average reduction in outages



Pro #2: Scale IT to support employee needs and business goals to realize the ultimate in proactivity—self-healing

Realize self-healing and proactive IT through logic-driven automation across the estate: from the time the issue is identified in near real-time all the way to applying a prescribed resolution.

What does proactive mean to you?

For many of your peers, it is pre-emptively driving down the number of issues submitted by employees. For others, it is identifying and remediating issues before your users even know there is a problem. Regardless of the definition, we've seen customers bring about true proactivity through our ML capabilities. In either case, it generates cost savings from a single platform for IT, along with capabilities such as self-service chatbots.



Enter ServiceNow ITOM Visibility

This solution not only provides the ability to discover your resources on premises and in the cloud, but more importantly, also will map in context with the business. In addition, the service maps produced can be enhanced with data from third-party monitoring sources such as application performance tools, which understand and map application environments.

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

Benefits snapshot:

- Obtain near real-time visibility into the true operational state of business services
- Prioritize vulnerability remediation based on business service priority
- Understand the impact of making a change

Accenture

With the ServiceNow platform, Accenture now has transparency and control across their services, applications, and infrastructure, which has provided some incredible results including:

- A 41% reduction in MTTR by having more visibility and identifying problems faster
- A 90% reduction in time from when an event occurs to when a ticket is created
- A 50% improvement in configuration item accuracy which leads to less problems down the road

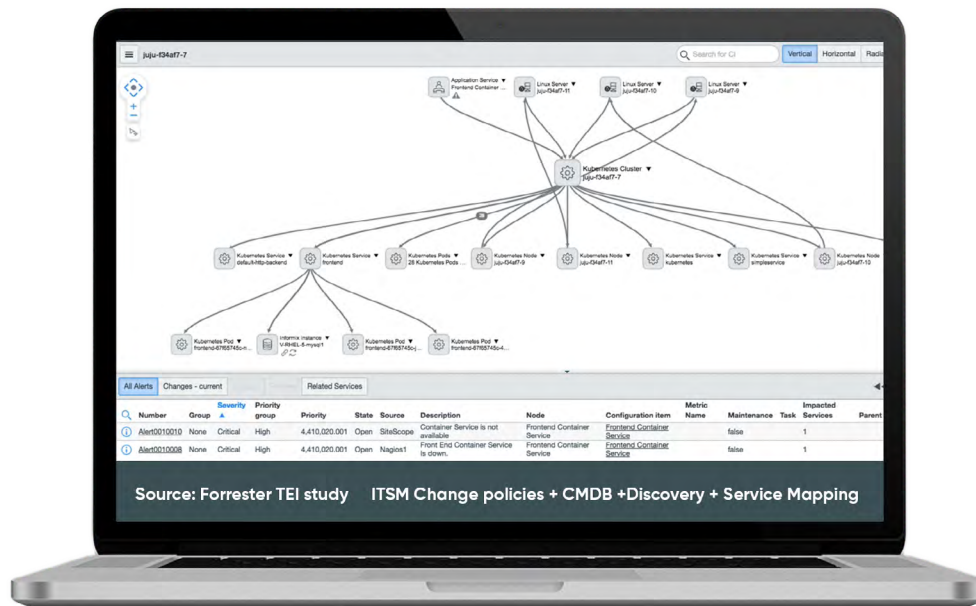
Next, establish a single source of truth for automating and scaling IT

This is critical to creating a foundation that can deliver benefits such as:

- The ability to discover regularly traditional and modern IT resources and infrastructure as well as newer containerized applications
- Allowing IT to track and manage the operational state for both on-premises applications and cloud services
- Identifying service history associated with a configuration item (CI) such as recent changes along with any relationship a CI may have with the business service to ensure prompt action

The business-aware data layer

This ITOM service map shows your services in context with the business. The ultimate goal is to bring sources together to provide the most accurate, real-time view of everything you care about.



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We reduced human error by automating human touch points for Alert Monitoring, Incident Create/Prioritize/Assign/ Escalation by automating: 80% of email alerts and 100% of server alerts.

Aaron Snook
Product Manager, Williams Sonoma, Inc.

Some bonus pro stats:

- 53% reduction in high-priority incidents
- 20% agent efficiency boost
- 25% improvement in employee satisfaction



Driving faster resolution with Predictive Intelligence

This ITSM Pro function automates the actual assignment of an issue to the right resolution group. Your employee simply submits a simple description of their issue they are having and Predictive Intelligence 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 to eliminate human error and speed time to incident resolution.

Give your agents the power of a consolidated view of information with agent-assisted remediation actions

With a workspace built to facilitate resolutions, agents are able to solve issues faster and scale their ability to support more and more employee needs. The agent workspace provides a single view layout to give them better visibility into updates and activities already occurring in support of an employee. This view is then coupled with the power of agent assist included in ITSM Pro that provides AI-assembled recommendations to help them speed resolution of incidents, proactively identify major incidents and increase their overall productivity.

Novant Health

With ServiceNow, Novant Health automated much of the ticketing process, improved self-service, and simplified the resolution process. Now they enjoy:

- 50% reduction in workload through self-service
- 30% fewer ticket reassignment
- 28 hours of redundant support work eliminated per week

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Team members can now focus on helping with chat or the service desk. We're creating flexibility and adding value.

Franck Nkashama
 Process Architect, Novant Health

→ [Read full case study](#)

Pro #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.

Tapping machine learning (ML) for intuitive self-service

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

Benefits snapshot:

- Improved agent productivity by 30%
- Improved IT productivity by 30%
- 35% reduction in time to triage incidents with AI and ML

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

As in their personal lives, your employees are eager to fix issues quickly on their own; as long as the answer is easy to find, available at any time, and always effective. The unified employee portal provides them with one place to get the help they need. And when they need to ask for additional assistance, the virtual agent is there—on every form factor—to meet their needs.

The ServiceNow Virtual Agent taps a knowledge base informed by both service and operations to provide employees the ability to easily request common services 24 hours a day, seven days a week. **Routine tasks can be handled quickly without live agent intervention.**

Virtual agents:

- Understand simple human language
- Focus on intent means more helpful responses
- Come with out-of-the-box topics for common IT requests such as: password reset, Wi-Fi, application/folder access

MGM

By using ServiceNow Virtual Agent, MGM created a chat-based, primary support channel, which enhances agent productivity and helps improve customer service. Within just 2 months of launch, they had generated a 16% deflection rate.

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With chat, our agents can handle multiple interactions at the same time. That increases our efficiency, allows us to prioritize more quickly, and decreases our response time.

Alex Ding
Director of Application Services, MGM MACAU

→ [Read full case study](#)

KAR Auction services

By using ServiceNow Performance Analytics, KAR created a high-performance IT service delivery model to improve IT service quality and measure them against consistent, up-to-date KPI's.

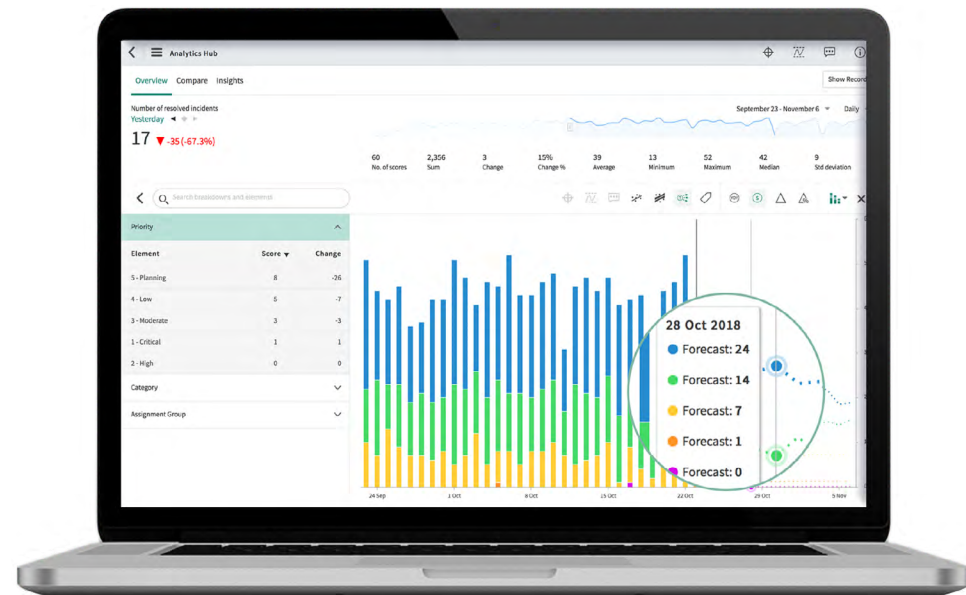
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With smart metrics and real-time visibility, ServiceNow Performance Analytics is help us to create a high performance IT customer.

Jason Hagen
Process Manager, KAR Auction Services

→ [Read full case study](#)

Analytics to help deliver resilient service experiences

With ITSM Pro's Performance Analytics, IT leaders can make smarter real-time decisions at scale. By enabling this type of capability, the leadership team can instantly recognize trends for improvements, adjust service coverage based on prior performance, and validate service metrics with business goals. ServiceNow Performance Analytics has helped your peers bring about a 60% reduction in critical incident resolution times.

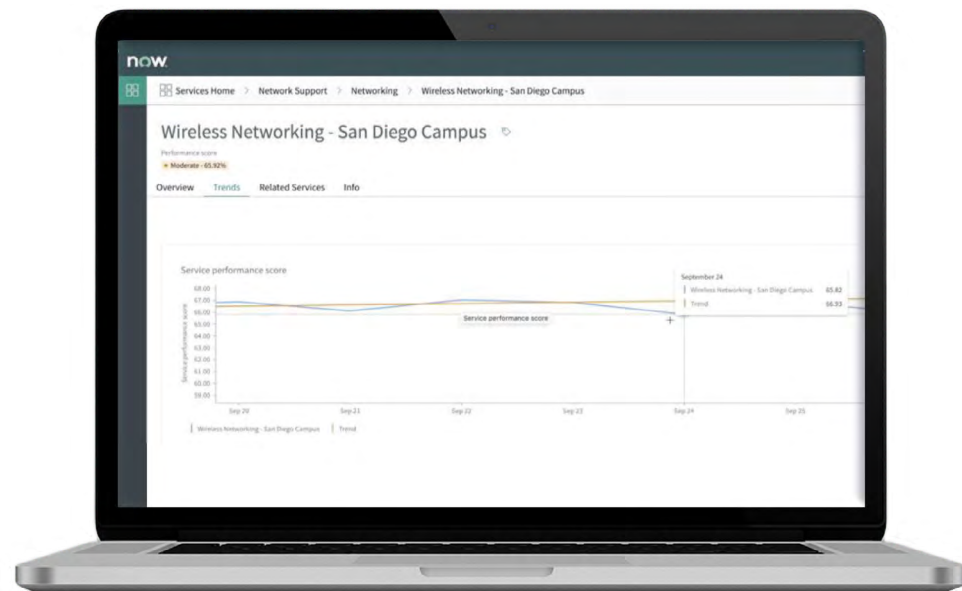


ServiceNow Performance Analytics



Drive better services with visibility into service delivery metrics

On the one hand, you always want to make your services more enjoyable for your employees. On the other, your third-party vendors are increasingly becoming integral to your service delivery. This means they often own a big part of delivering the services that makes your employees happy and productive. Yet tracking service and vendor performance with silos of information, no automation, and multiple disparate systems to track it is not a task for the lighthearted. ITSM includes a single destination to optimize your service portfolio and vendor service delivery with its Service Owner and Vendor Manager Workspaces. With these, you can drive service excellence, consolidate all vendor information in one place, automate performance tracking and standardize metrics to ensure you are providing the services you really intend to deliver to your employees.



In conclusion: It is a trying time—but not the moment to stop innovating

Unfortunately, the fast-changing global work situation has forced many IT organizations to retreat to reactionary, day-to-day operations. But the challenges revealed from work-from-home and rapid new collaboration tool deployment has only further exposed risks and issues when it comes to intaking, managing, and resolving both employee-generated and machine-created support requests. Distressing? Yes. But this can also be an opportune time to consider improvements through greater automation and ML.

Why shared data on a single platform is vital

By leveraging the ServiceNow platform, you can use automation and predictive intelligence to significantly reduce both people-generated incidents (with ITSM Pro) and machine-generated incidents (with ITOM). With ITSM Pro and ITOM operating in tandem you know 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 the human experience and intelligence.

The returns are both tangible and anecdotal

Not only does fast, intuitive self-service resolution create greater satisfaction, the average company can expect an \$11.4 million total annual value, as well as tens of millions of dollars on present value benefits and improved IT and employee productivity.²

² [Total business value of ServiceNow IT apps](#)

Some helpful resources:

[Comparison of ITSM packages](#)

[Infographic: Winning the day with ITSM Pro and Enterprise](#)

[ITSM Standard to ITSM Pro evolution](#)

[ITOM solution brief](#)