

servicenow

Deliver more reliable digital services by knowing what supports them

Unlock the power of infrastructure visibility for modern service operations

A technology service operations guide: spotlight on IT operations management



Without modern IT service operations, you're flying blind

Ask yourself honestly: Are your IT service desk agents empowered to succeed? Do they work as a unified team with IT operators to resolve issues across the enterprise or are they isolated and only focused on their own silo?

To enable this collaboration, you must start with a cloud-based ITSM solution that lets you add robust ITOps capabilities on the same platform—a critical first step to modernizing your IT services and operations. When you do that, you eliminate silos, streamline processes, and create a solid, common data foundation. The service operations solution from ServiceNow—an eight-time Gartner Magic Quadrant Leader in ITSM—leads to accelerated service delivery, improved service quality, reduced costs, and staff who are freed up to focus on the most innovative work.

Complete visibility with service context - tied together through a common data foundation - helps your service operations staff better understand the relationships of all IT resources and their dependencies. Because let's face it, your visibility today is likely scattered across multiple tools with different views and has both duplicate and missing data. This is like running through a forest with a blindfold on; it's only a matter of time until you hit a tree or fall into a hole. There's no easy way to get to the root cause of critical service issues, to know which services are affected by infrastructure problems, or to optimize service delivery. In this ebook, we will explore an automated way to rapidly gain comprehensive service visibility that allows your teams to address IT issues preventively and proactively in near real-time.



IT service operations nirvana

One of your critical digital services has gone down and the clock is ticking. You pull up an automated map of the service, and you instantly see all of the applications and infrastructure components that support the service, along with their status. You quickly pinpoint where the issue is and contact the right team to get it fixed. The crisis isn't over, but you've saved hours of investigation—precious time when each minute could be costing your business thousands of dollars.

A far-fetched fantasy? It doesn't have to be. It's a reality for many businesses around the world that rely on a modern solution to create service visibility. They use the solution to automatically create a complete, accurate, and up-to-date record of their IT infrastructure and digital services in a Configuration Management Database (CMDB). And voila, they have up-to-date service information at their fingertips to rapidly remediate the issue.

What is service visibility?

It's knowing how your IT infrastructure delivers your digital services. Every service depends on IT components, such as servers, virtual machines, databases, applications, storage, networks, cloud resources, Kubernetes clusters, and more. And these components talk to each other—they cooperate to deliver a service. Once you know the IT components that deliver a particular service—and the service-specific relationships between these components—you've got service visibility.

To understand service visibility, think about a city bus map. The underlying road map shows all of the city's roads and how they intersect. The bus map then builds on this road map, showing you the specific roads and intersections that make up each bus route. In the same way, discovery identifies your application and infrastructure resources (roads) and how they are related (intersections). Service mapping then builds on this information, showing you how specific services are routed across your digital infrastructure.



How do you create service visibility?

Creating service visibility manually just isn't practical. It can take weeks to map out a single service by hand, and by the time you're done, chances are that the map is already out of date.

Traditional approaches such as application dependency mapping (ADM) don't give you service visibility either. ADM just shows you point-to-point relationships between IT components, without telling you which components and relationships support a specific service. When something goes wrong with a component, you've no idea which service is affected. And when a service goes down, you don't know where to look for the root cause.

So, what's the answer?



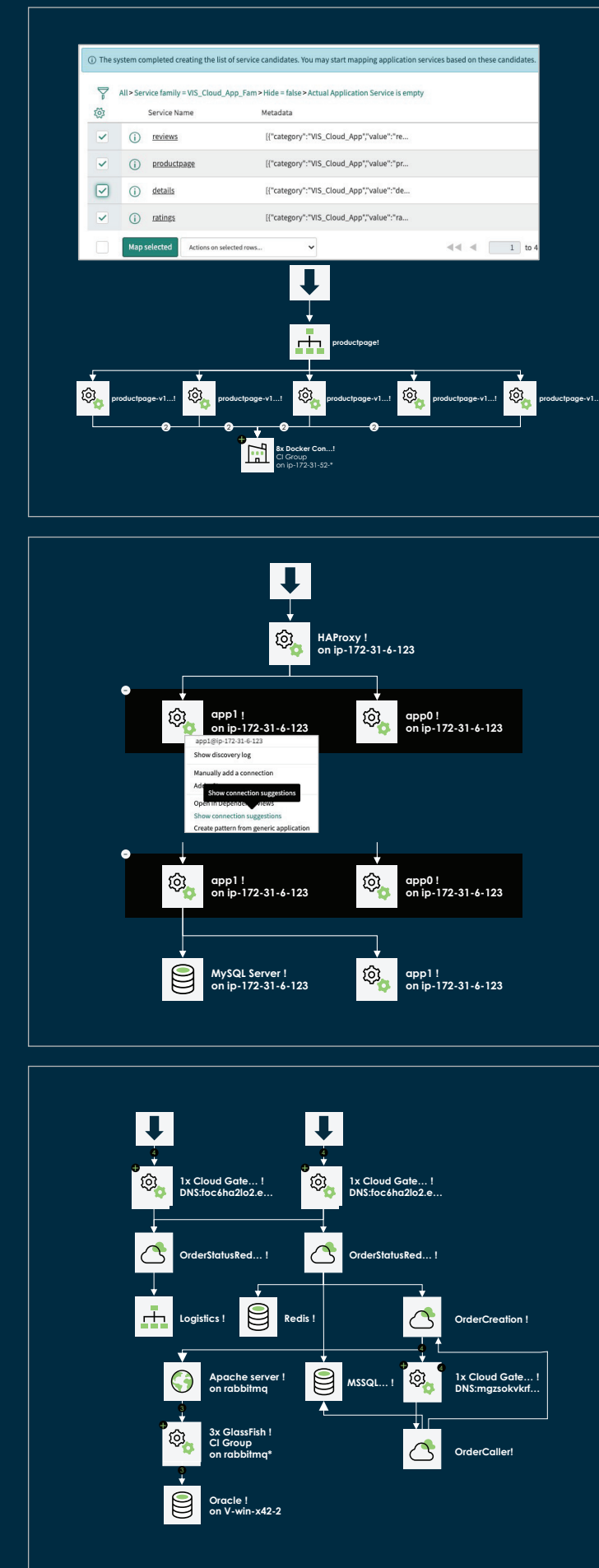
Automated service visibility at the speed of your business

ServiceNow ITOM Visibility discovers your end-to-end IT infrastructure and automatically maps it to your digital services, creating a comprehensive, current, and consistent record in the ServiceNow CMDB—the foundation for maintaining critical services.

It's designed to keep pace with rapidly changing IT environments, including multi-cloud environments, and it also gives you the tools you need to benefit from service visibility data, including interactive drill-down service maps, dashboards, and advanced reporting tools.

And it can do this in days, not weeks or months. It provides multiple service mapping capabilities, ranging from rapid techniques that take just a few days to provide component-level mapping of all of your virtualized and cloud-based services, as well as comprehensive methods that give you deep service visibility, including application-to-application data flows. What results is a unified, connected view of your entire IT network and the services it supports.

To learn more about each of these techniques and how they complement each other, click [here](#).



Service Mapping methods support your entire eco-system

Tag-based

Gain business context at scale by harnessing metadata from virtualization, cloud, container technologies

Intelligent traffic-based

Build high-accuracy service maps quickly by adding meaningful traffic-based connections from ML

Top-down

Deep dive surgical approach for mapping mission-critical services



What can you do with service visibility?

We've already talked about how service visibility helps you to resolve critical service issues faster and more accurately. And that's where most ServiceNow customers start. However, because the ServiceNow CMDB is a single system of record for your IT infrastructure and services, it works seamlessly with other ServiceNow solutions to unlock the benefits of service visibility across your entire IT organization.

Here are some examples of how service visibility can help across your organizations:

- 1 Prevent change-related service outages by factoring service impact into risk assessment and change approval decisions.
- 2 Manage cloud costs by understanding which cloud resources support mission-critical digital services, and which are delivering little or no business value.
- 3 Optimize service delivery by identifying candidates for service rearchitecting or retirement based on delivery costs, service quality, and other factors.
- 4 Prioritize risks such as security vulnerabilities and vendor issues, mapping these risks to specific services so you know what to focus on first.
- 5 Strengthen business continuity by keeping your business continuity plans up to date with accurate, real-time service and infrastructure data.

For a deeper dive into how ServiceNow Discovery and Service Mapping work seamlessly with other ServiceNow solutions to deliver benefits across IT and beyond, check out this [white paper](#).

Let's recap

ServiceNow gives you the service visibility you need in as little as days. It discovers your IT infrastructure and maps this to your digital services, creating a complete, accurate, and up-to-date record in the ServiceNow CMDB. The result? You fix service issues faster, improve service quality, reduce risk, strengthen business continuity, and lower service delivery costs.



Real-world example: Finastra accelerates IT issue resolution

Having deployed ServiceNow IT Service Management as the foundation of its operational infrastructure, Finastra opted for ServiceNow IT Operations Management (ITOM) to improve visibility across infrastructure and apps as well as maximize the health of its systems. To achieve these goals, the IT team has focused on the Discovery, Service Mapping, and Event Management features of ITOM.

“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.” – Gary Collins, Director, ServiceNow Platform, Finastra

Results:

100%

of IT assets identified and fully audited

115

office locations worldwide gaining Discovery visibility

\$350K

annual savings with ServiceNow solutions

Learn more:

For details about ITOM Visibility, visit our [website](#).



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™.

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