

Predict, prevent, and automate across IT to enable proactive digital operations

Business situation

The pace of digital transformation is growing exponentially as are the demands for IT operations to deliver resilient services. Traditional IT approaches are often reactive when problems occur. Digital services require proactive digital operations, or you'll likely fail.

IT operations challenge

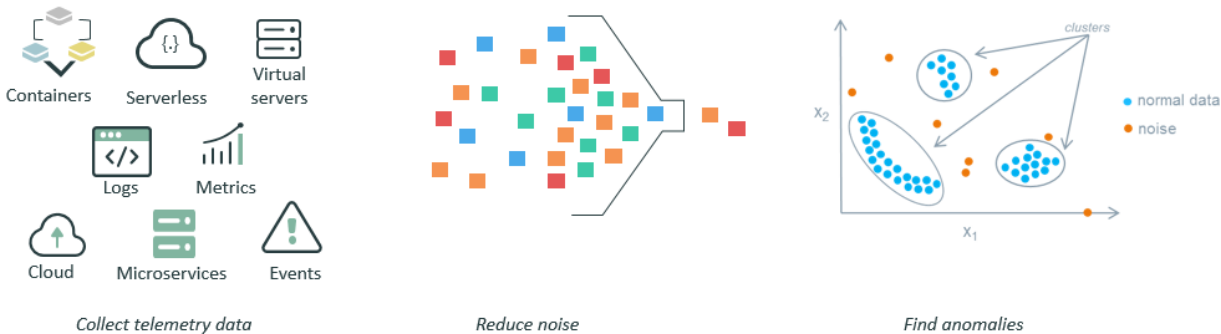
The typical break-fix model no longer works for digital IT operations because most problems are found after the fact. Cloud and DevOps create agility but also add management complexity due to their dynamic nature. Without the proper tools, IT operations are stuck in a constant reactive mode. Manual identification of issues and correlation of events to problems are too slow and error prone. Too much day-to-day operations noise and lack of business service visibility limits potential success. Manual processes and repetitive tasks sap productivity for IT staff. Too often, IT operations is just trying to keep the lights on and is unable to add more value.

Solution

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

Predict issues proactively before they occur

ServiceNow ITOM collects and interprets telemetry data across your IT estate within a single system of record. Data includes IT infrastructure, cloud and complex container-based resources, logs, metrics, and events. AIOps and machine learning helps you reduce noise, stop chasing false positives, and find anomalies with less guesswork. These capabilities allow you to predict issues proactively before they occur.



Benefits to IT Operations:

- Eliminate siloed point tools and understand the impact of change
- Reduce noise by 90% or more for easier problem identification
- Predict 35% of incidents before they happen and focus on the true problem

NATS

Customer example: The UK-based National Air Traffic Services (NATS) provides mission-critical and life-impacting air traffic control services. Before ServiceNow, NATS had over 170 different tools and screens for managing their ultra-critical IT infrastructure. Service availability and compliance were challenges in its environment. With ServiceNow and AIOps, NATS achieved impressive results to insure resilient services.



Minutes required for incident resolution



Faster engineer validation process



Unified service view enables faster incident resolution

“ We can take rectification actions before controllers even know an incident is occurring. If an event happens, ServiceNow will be commanded to remediate and orchestrate it before it affects services.

Jamie Mead
Service Delivery Manager
National Air Traffic Services (NATS)

Prevent issues before they impact users

In a perfect world, there would never be downtime or degraded services, but alas, IT teams deal with these issues every day. With ServiceNow ITOM, you can prevent some issues before they even happen. And when issues do occur, ITOM helps minimize the impact to end users by solving issues faster. By correlating changes and incidents, you find root cause more quickly with improved accuracy. In addition, you can leverage actionable insights to collaborate across teams in real time. Most importantly, you can trigger actions based on guided recommendations to eliminate outages and empower your staff.

Benefits to IT Operations:

- Shrink time for root cause analysis by 50% or more with machine learning and AIOps
- Reduce time and effort for day-to-day management by 2/3rds by sharing insights across IT
- Minimize unplanned outages by 90% with guided recommendations and pre-built actions



Customer example: The University of North Texas (UNT) supports over 38,000 students and 10,000 employees across three campuses. The IT organization was challenged to meet their user's requirements including higher competition and expectations from students and potential students. To help meet these requirements, UNT implemented a new system supporting over 60 shared services including recruiting, admissions, and financial aid. However, their disparate tools across the different services needed a centralized system to properly get the value expected. With ServiceNow ITOM, UNT had fantastic improvements across its shared services.



Reduction in number of service incidents



Reduction in time to resolution



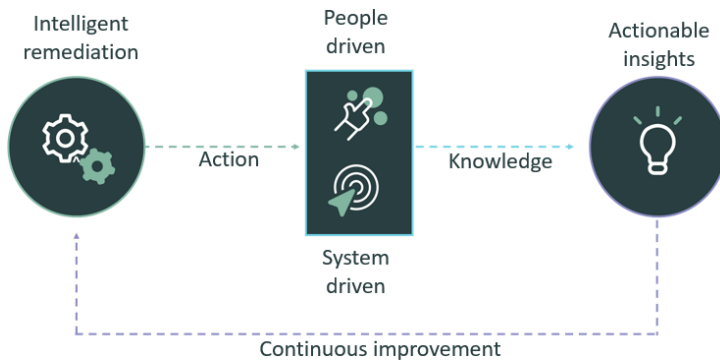
Unified CMDB and platform for IT operations

“ We have matured from infrastructure-type incident management to business processes management. The UNT System fosters an environment where innovation can thrive, so it makes sense for us to lead by example. ServiceNow helps us support our students on their journey to greatness.

Nassos Galiopoulos,
Director of IT Service Management
University of North Texas System

Automate cross-team workflows

Insights alone are not enough to derive value – you must be able to take actions on those insights. And the required actions typically go between different teams, departments, and tools. With ServiceNow ITOM, you can automate cross-team workflows which eliminate unnecessary manual processes and multiple handoffs which empowers your staff. The learned knowledge base can shorten recovery times and you can simplify repetitive tasks with pre-built playbooks and no-code/low-code workflows. Now you can take action on insights with powerful service-oriented context.



Drive automatic actions across teams based on past activities

Benefits to IT Operations:

- Reduce mean time to repair (MTTR) by 50% or more with learned knowledge base
- Improve productivity by 40-70% by leveraging pre-built workflows
- Shorten incident resolution time by 60% or more with service-oriented context



Customer example: Danske Bank is a 145-year old Danish institution focused on delivering competitive financial solutions through deep knowledge, skills, and technologies. In the financial sector, companies must provide continuous improvement or risk losing customers to upstarts or technology leaders. Built over time, Danske Bank had a wide set of legacy tools across IT operations and service management which led to an inefficient patchwork of data, processes, and tools. With ServiceNow ITOM paired with ITSM, ITBM, and GRC, Danske Bank’s improvements led to more innovative services and improved customer support.

“ ServiceNow is at the forefront of industry innovation, including DevOps, AIOps, and service mapping. We are increasing adoption of the platform’s capabilities to implement new digital workflows.

Jacob Elfving
Development Manager
IT Operations
Danske Bank

93%

Reduction in high priority incidents

6x

Improvement in time to restore services

1

Platform for ITSM, ITOM, ITBM, and GRC

The ServiceNow difference

ServiceNow helps make proactive operations a reality by transforming how your IT teams work together. At a high-level, there are three key aspects that makes ServiceNow different.

- 1) **The most actionable insights across your IT estate:** Instead of you trying to cobble together and interpret data across a plethora of tools, ServiceNow can help. By collecting and correlating the rich telemetry data, tracking past actions and changes, monitoring real-time data, and providing service context in an easy to consume format, you have a complete understanding of your IT operations world. ServiceNow is unique with AIOps capabilities that include historical data/actions, real-time views, and business service context.
- 2) **Leveraging pre-built capabilities to speed time to value:** Too often, AIOps vendors focus on unrealistic goals that force users to invest in expensive projects that require in-house data scientist expertise and heavy customization to get any value. ServiceNow focuses on providing powerful, out-of-the-box capabilities that provide results faster with less cost and customization.
- 3) **Delivering the Data Platform for Digital Service across all of IT:** While other departments like finance or HR have a single system of record, IT organizations often cobble together tens or hundreds of different tools and create custom, brittle integrations in an attempt to make them work together. With ServiceNow, all of the integration occurs out of the box and uses a single data model for all of IT. The power exponentially increases when you consider how your IT operations, service management, security, risk, and DevOps teams can all leverage the same information and context in a single platform.

That is the power of ServiceNow and what drives great outcomes for organizations like yours.

Want to quantify your potential savings with ITOM?

Read and customize your savings using the Forrester-certified [IT Value Calculator](#).

Typically, companies start with the improvements including:

- Increase in IT productivity
- Faster support resolution
- Implement fully automated services
- Fewer major outages
- Lower development costs