

The ServiceNow Service Automation Platform

Enabling Better Business Applications



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Executive Summary

Your organization, like every other, must grow to survive, and is dependent upon its IT infrastructure to do that. Your organization, like every other, is also dependent upon some custom-built applications, since none can survive or grow by relying solely on unmodified off-the-shelf solutions. And custom applications require IT guidance and resources to be built, deployed and maintained. But your organization must also curb or eliminate growth in IT-related costs and operational challenges.

Taken together, these facts mean that every enterprise's IT infrastructure either enables and supports business growth... or impedes it. There really is no other choice. This also means that IT decision makers who seek to maintain the status quo are, in fact, impeding growth. And anything that impedes organizational growth is a candidate for replacement.

Your enterprise therefore needs the ability to create, deploy and manage custom applications without consuming or expanding the need for scarce, expensive IT resources.

Introduction: Four Growth-Defying Business Dilemmas

Today, growing organizations are at a significant crossroads, challenged by multiple, simultaneous dilemmas.

Dilemma #1: Business leaders see their IT infrastructures, resources and teams as critical to the enterprise's survival, growth, agility, responsiveness and innovation. But those same business leaders increasingly demand that IT do more with less, and rein in spiraling costs and complexities.

Dilemma #2: Business users are increasingly familiar with popular, easy-to-use applications and services such as Facebook, LinkedIn and Twitter. But

those users are increasingly frustrated by business applications that are the polar opposites of such services in terms of accessibility, flexibility and usability.

Dilemma #3: IT teams and their leaders want to deliver more modern, mobile, social and usable applications and services. However, they are forced by circumstance and legacy technologies to focus most of their resources and efforts on infrastructure maintenance. They are also stymied by the integration and innovation challenges presented by the complex middleware "stacks" of current applications.

Dilemma #4: Modern technologies can enable business users to create new applications with relative ease. However, such applications must be created and deployed in ways that conform to requirements and standards set and enforced by IT. And IT just doesn't have the time or resources available to oversee many (or any) such efforts directly, without sacrificing its abilities to address the other challenges outlined above.

Thus, enterprise workers demand more and better applications faster than IT can deliver them. The resulting application backlog frustrates both IT leaders and the users and customers

What's needed to address all of these challenges effectively is a platform that enables business users to build and deploy effective purpose-built applications.

they support – and impedes business growth and competitive success. Gartner estimates that worldwide, what it calls “IT debt,” or the money it would take just to bring all enterprise applications current, will top \$1 trillion by 2015. Forrester estimates that for every dollar allocated to IT budgets, approximately 72 cents is spent on maintaining and operating the organization, systems and equipment already in place.

**Key Requirements:
What You Need to Succeed**

What's needed to address all of these challenges effectively is a platform that enables business users to build and deploy effective purpose-built applications. That platform must also enable IT to deliver its full guidance and support of those applications without requiring IT's direct intervention, increasing IT-related costs or complexities, or contravening any business-critical governance or compliance requirements.

What specific characteristics should such a platform have? More than 60 percent of the hundreds of enterprises that acquired ServiceNow for ITSM are also using the platform to enable business users to build and run custom applications. Their experiences provide useful guidance to those seeking to answer that question.

- The platform should have broader uses beyond custom applications support, for maximum business value.
- The platform should already be known, validated and approved by IT decision makers and their teams, for rapid adoption and effective support by IT.
- The platform should embrace the cloud, and include integrated support for mobile and social applications, features and services.
- The platform should include features that make applications easy for non-technical business users to build and deploy, in hours to days, not weeks to months. Examples of such features include integrated database support, user interface customization, workflows and approvals, and content management.

- The platform should also include specific features that let IT decision makers and their bosses sleep well at night. Examples include exemplary security, high availability and fault tolerance, Web services support for integration with hundreds of third-party applications and resources, standards support, compliance with the IT Infrastructure Library (ITIL) recommendations and multiple “out-of-the-box” services.
- The platform should be offered by a proven, committed provider of enterprise-class, cloud-based solutions, and supported by comprehensive professional services and a broad ecosystem of helpful knowledge, partners and users.

Any platform that meets all of these requirements is worthy of your organization's careful consideration.

**Proof Points: Select ServiceNow
Customer Success Stories**

Several other vendors are positioning offerings as “Platform as a Service” (PaaS) and “Infrastructure as a Service” (IaaS) solutions. Unlike these, ServiceNow already enjoys widespread, proven use in some of the most demanding business computing environments on the planet. It was ServiceNow users who led the adoption of the ServiceNow platform for applications beyond ITSM. And that continuing and growing adoption is a testament to the power, reliability and security of that platform.

Those savvy users understand that everything in business, not just IT, relies on workflows, processes and the discovery and management of the elements and information that matter most. These are all features that ServiceNow has delivered to IT decision makers and their teams since its inception. And like their IT colleagues, decision makers in accounting, human resources (HR), legal and other corporate departments are using ServiceNow to deliver effective, innovative services to their enterprises. They are doing this by building applications that automate business processes previously conducted manually at their organizations, and that enable user self-service for a variety of frequently performed business tasks.

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As Ovum analyst Roy Illsley said via Twitter during ServiceNow's Knowledge12 conference in May 2012, "ServiceNow has taken the IT out of ITSM, it is all service management and should be shared with other functions." Examples of this growing trend include the following:

- **CERN**, the European Organization for Nuclear Research, hosts more than 10,000 visiting scientists from around the world each year. (Tim Berners-Lee created the foundations of the World Wide Web while at CERN.) CERN uses applications they created atop the ServiceNow platform to manage more than 650 services, ranging from office and laboratory infrastructures, safety services including medical services and the fire brigade, computing infrastructure and hotel reservations.
- **Key Energy** well services company, with more than 8,500 employees spread around the world. Key Energy uses ServiceNow to manage everything from truck maintenance to safety response incidents in the field, in ways that improve equipment uptime, promote safety and environmental health, and increase crew productivity.
- **Latham & Watkins LLP** is a worldwide law firm with more than 2,000 lawyers in 31 offices in 14 countries. The firm manages more than 60 international practice groups and industry teams. Latham & Watkins created an application on the ServiceNow platform that displays user availability, shift types and logged-in status.
- **VeriSign** is a leading provider of Internet infrastructure services. The company manages two of the world's 13 so-called "Internet root servers," considered national IT assets by the US federal government. VeriSign has created multiple applications built atop the ServiceNow platform to manage power and space in their data centers around the world. VeriSign also uses those applications to allocate and manage more than 125,000 Internet Protocol (IP) addresses and 1,800 IP subnets, and to integrate with other tools that update those addresses and subnet data.

More examples of companies building and running effective, innovative business applications with ServiceNow are available at www.servicenow.com/platform.do.

Next Steps: A Roadmap for Success

To ensure that every application delivers maximum value to your business, you need a strong plan. Based on the successes of ServiceNow users, here are some key steps your plan should include.

- Assess your current applications portfolio. Determine which applications your company is really using, what they cost, and which can be consolidated, which can be migrated, and which can be retired.
- Assess your current IT service management (ITSM) and application development tools and resources. Ensure that they are ready and able to support modern applications and business users as application builders while maintaining or improving governance, manageability, scalability, security and other requirements. (A common platform for ITSM and support of custom application development support can mean easier and better support by IT for those applications and their creators.)
- Implement policies, processes and solutions that embrace, enable and support the things your business needs to succeed. These include mobility and social features, plus the ability for business users to create applications.
- Identify and pursue specific initial opportunities to deliver on the promise of enabling and empowering business users as application creators, within the larger context described above. Then, build upon these in ways that extend and expand the initial benefits achieved. Wherever possible, implement metrics that demonstrate and quantify what's working and what's not, and that keep you and your enterprise on track.
- Ensure that your chosen platform can support all of the above, and what's likely to follow.

The platform you select is a critical success factor in your efforts to support business users as application creators.

Making the Call: Selecting the Best Platform – And Platform Vendor

The platform you select is a critical success factor in your efforts to support business users as application creators. Once you've narrowed your candidates to those that meet the requirements described above, you will need to ask the right questions to make the best choice for your organization. Again, the experiences of ServiceNow customers can provide useful guidance as you compare and contrast available alternatives. Below are some questions you should ask every vendor you consider.

1. Does the vendor offer a written service level agreement (SLA)?
2. Does the vendor's offering require proprietary development tools or languages, for which available skills may be expensive and scarce?
3. Is the vendor's offering based on modern, cloud-based technologies for maximum flexibility and economy?
4. Do any essential functions rely upon premise-based hardware or software?
5. Are upgrades to the vendor's technologies straightforward and non-disruptive to your business operations?
6. Does the vendor's solution make it easy to create and tailor applications and their interfaces to meet specific business requirements and user preferences, to maximize adoption and minimize training?
7. Is the vendor's offering proven in the real world at enterprises with requirements at least as demanding as those at your organization?
8. Is the vendor's offering known to and supported by IT decision makers at your organization and elsewhere?
9. Does the vendor's solution incorporate support for mobility, social networking and other features that make applications more usable and popular?
10. Is the vendor's solution supported by a broad ecosystem of partners, users and readily available knowledge, online and in person at user groups and industry events?

The Bottom Line

When e-mail was new at most enterprises, business users had to go to their IT departments to request the creation of simple distribution lists. IT, in turn, had to devote time and resources to creation of these lists, and to training users to use them effectively without breaking anything. Today, users create and use e-mail distribution lists with no help from IT, making those users more productive and freeing up IT people for more strategic tasks and services.

A similar evolution is spurring development of custom applications by business users. IT decision makers who act now to enable and empower those users can make their teams more efficient and effective and their enterprises more agile and competitive. The right platform can transform IT from "the department of 'no'" to "the department of now" by giving them the power to support business users as application builders in ways that are manageable, maintainable, scalable and secure. The ServiceNow platform is that platform.



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