

ServiceNow ITOM Enterprise

The IT challenge

Effective IT Operations Management (ITOM) requires an integrated, service-centric approach, one that maximizes business service quality, drives efficient processes, enables innovation, and ensures robust governance. However, many IT teams still wrestle with multiple, unintegrated ITOM tools. As a result, they suffer from service outages and cloud complexity. Despite investing in new tools, companies continue to experience business service outages, which negatively impact customers, partners, and employees—resulting in financial losses and damage to company reputation.

IT teams continue to manually stitch together disconnected data from multiple monitoring tools rather than have a clear, real-time view of business service and IT infrastructure health. They struggle to detect, diagnose, and resolve service issues, and the result is yet more frequent and more severe service outages. Moreover, as the demand for cloud resources grows, so does the complexity to manage them. Cloud challenges include having different systems to manage each cloud environment, inconsistent service catalogs, limited cost and usage visibility of cloud resources, and high expectations from users and businesses that want immediate results.

The ServiceNow solution

ServiceNow® ITOM Enterprise delivers a comprehensive and integrated set of ITOM capabilities that build seamlessly on your existing ServiceNow® IT Service Management (ITSM) investment. ServiceNow® Discovery helps create a single system of record for IT infrastructure spanning data centers and clouds. ServiceNow® Event Management reduces event floods from monitoring tools and provides a single dashboard to proactively identify service issues.

ServiceNow® Operational Intelligence proactively identifies anomalous behavior in the IT infrastructure before it causes service outages. ServiceNow® Orchestration automates IT processes, eliminates manual tasks, and remediates service issues. ServiceNow® Service Mapping maps the relationships between IT components and business services in dynamic environments. ServiceNow® Cloud Management delivers cloud resources through self-service, reducing business risk and managing costs. With ITOM Enterprise, IT can proactively eliminate service outages and manage hybrid clouds.

Applications	Standard	Professional	Enterprise
Discovery	•	•	•
Event management	•	•	•
Operational intelligence		•	•
Orchestration		•	•
Service mapping			•
Cloud management			•

ServiceNow IT Operations Management packages of applications

Benefits

Enhance service visibility

Understand how IT infrastructure across data centers and cloud providers works together to deliver business services.

Improve service availability

Proactively detect, quickly diagnose, and automatically remediate service issues.

Increase service agility

Automate IT processes and initiate remediation actions to proactively address problematic conditions affecting business services.

Manage hybrid clouds

Provide self-service access to cloud resources, automatically enforce good governance and compliance, and gain visibility into cloud costs.

Leverage ITSM investment

Seamlessly add comprehensive, integrated ITOM capabilities to ServiceNow IT Service Management to form a complete solution for eliminating service outages and managing hybrid clouds.

Discovery

ServiceNow Discovery lets you create a single system of record for IT infrastructure, both on-premises and in public clouds. It identifies IP-enabled configuration items (CIs), maps their interdependencies, and populates and maintains them in the ServiceNow® Configuration Management Database (CMDB). It also discovers applications across your environment and, when used with Service Mapping, adds the ability to connect the applications and supporting CIs to show what infrastructure supports those services. Discovery helps ensure the accuracy of the CI data underpinning ServiceNow applications across your enterprise.

Event Management

ServiceNow Event Management consolidates, correlates, and analyzes data from all of your monitoring tools to deliver real-time information about the health of business services and IT infrastructure. It also uses machine-learning techniques to predict knock-on effects of critical alerts, so IT can prevent service outages. Intuitive service health dashboards show the status of all business services at a glance, and powerful event visualization helps IT staff to drill down into interactive service maps to find the root cause of issues.

Event Management integrates with a broad range of industry-standard monitoring tools through out-of-the-box connectors, REST API, SNMP, or JavaScript custom connectors. When used with ServiceNow Operational Intelligence, it can also generate alerts from infrastructure anomalies that may indicate service outages. ServiceNow® Performance Analytics reports with various key performance indicators (KPIs) give IT insight into alert activity and response effectiveness. With Event Management, IT can reduce event noise generated by third-party monitoring tools, monitor service health, prevent outages, and easily take action to eliminate outages.

Operational Intelligence

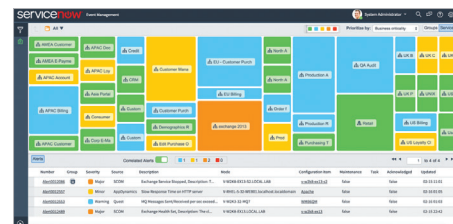
ServiceNow Operational Intelligence—an add-on application to ServiceNow Event Management—lets IT proactively analyze IT infrastructure to spot issues and prevent service outages. Using advanced machine-learning to analyze information about IT infrastructure, both on-premises and in public clouds, the application automatically determines dynamic thresholds and identifies anomalies that may indicate potential service outages. An anomaly heat map displays the infrastructure items with the highest operational metrics anomaly scores for easy prioritization. Instead of waiting for monitoring tools to generate events to indicate something is wrong based on a set rule, IT can start seeing trends and anomalies based on operational metrics in real-time before services fail.

Orchestration

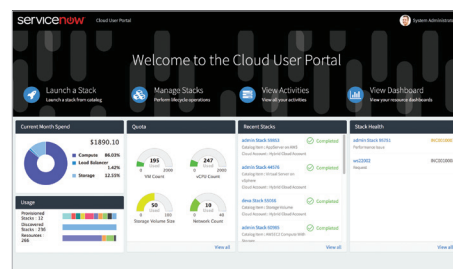
ServiceNow Orchestration automates IT and business processes for operations management, including orchestrating fast remediation of service issues. It includes codeless automations of third-party products, activity packs, and automation applications. With Orchestration, IT can reduce tasks, improve productivity, and automate and accelerate processes.

Service Mapping

ServiceNow Service Mapping creates and maintains service maps that show the associated mix of IT components and dependencies. A top-down approach, which includes network traffic, discovers and maps the relationships between components, even in dynamic, virtualized environments. Service Mapping continuously monitors the hybrid IT infrastructure for service affecting changes and updates service maps in real time. With Service Mapping, IT can easily analyze service-impacting changes, pinpoint outages, and proactively identify issues.



Event Management provides a single dashboard to proactively identify service issues and eliminate service outages



Cloud Management provides self-service access, governance, and cost visibility for cloud resources spanning public and private cloud providers

Cloud Management

ServiceNow Cloud Management solution gets you to the cloud faster by extending our service management approach to your cloud operating model so you can deliver enterprise-class services faster, without runaway costs, user complexity, or increased risks. It creates an on-demand service environment that optimizes cloud utilization, drives down resource costs, and automates service requests, approvals, and the provisioning of cloud resources. IT can manage its multi-cloud environment consistently and efficiently, and ensure compliance and security. ServiceNow delivers cloud management for Amazon Cloud®, Microsoft Azure®, and VMware environments out of the box. Cloud Management can be extended to other public and private cloud environments as well, providing a common operating model for service excellence.

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