

servicenow

MeriTalk

servicenow federal summit

March 4, 2019 • 8:00 am – 5:00 pm
Marriott Marquis • Washington, D.C.

Digital Transformation

The foundation for consumer-like services





Experiences matter

“

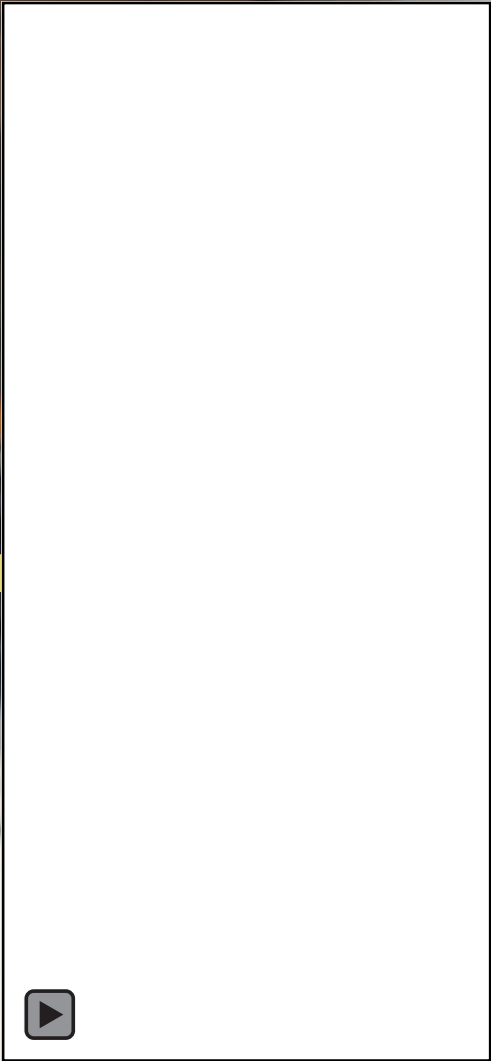
Innovations in citizen engagement, design thinking, and technology-inspired approaches are making the task of government transformation easier and opening up new horizons for better, faster delivery.

From McKinsey research:

<https://www.mckinsey.com/~media/McKinsey/Industries/Public%20Sector/Our%20Insights/Delivering%20for%20citizens%20How%20to%20triple%20the%20success%20rate%20of%20government%20transformations/Delivering-for-citizens-How-to-triple-the-success-rate-of-government-transformations.ashx>



Digital Workflows create great experiences and unlock productivity





“

When I started ServiceNow in 2004, my vision was to build a cloud-based platform that would enable regular people to route work effectively through the enterprise.

Fred Luddy, Founder



ServiceNow purpose

**We make the world
of work, work better
for people.**



The strategic platform to build any digital workflow fast



Now Platform[®]

The intelligent and intuitive platform for work.™

3 Workflow Experiences



IT



Employee



Citizens



Custom Workflows

**App Engine &
IntegrationHub**

Build enterprise workflow apps fast



Partner Workflows

Critical components of the Now Platform



Reimagine your process as digital workflows



Super charge with Intelligence

Reimagine your processes as digital workflows

Form Designer

Anyone can build forms to digitize business process

The screenshot displays the ServiceNow Form Designer interface for a 'Self-Help Case' form. The interface is divided into two main sections: a left-hand 'Fields' panel and a right-hand 'Form Design' canvas.

Fields Panel (Left):

- Fields:** A list of available fields for the form, including: Active, Active account escalation, Active escalation, Activity, Activity due, Actual end, Actual start, Additional assignee list, Approval, Approval history, Approval set, Asset, Assigned to, Assignment group, Business duration, Business service, and Case.
- Field Types:** A tab for selecting field types.
- Filter:** A search bar to filter the fields.

Form Design Canvas (Right):

- Form Header:** Displays 'Self-Help Case [x_pisn_tsh_core_case]' and a '2 Column' layout indicator.
- Form Fields:** A grid of fields arranged in two columns:
 - Number
 - Account
 - Consumer
 - Affected service
 - Symptom
 - State
 - Stage
 - Step
 - Duration
 - Opened
 - Outcome
- Notes Section:** A section titled 'Notes' with a '1 Column' layout indicator, containing:
 - Additional comments
 - Work notes
 - Activities (filtered) (Formatter)
- Automated Testing Section:** A section titled 'Automated Testing' with a '1 Column' layout indicator, containing:
 - Auto-Text Execution->Parent (Embedded List)
- Self-Diagnosis Section:** A section titled 'Self-Diagnosis' with a '1 Column' layout indicator, containing:
 - Self-Diagnosis Response->Case (Embedded List)

Reimagine your processes as digital workflows

Flow Designer

Automate any process as a digital workflow across all departments, apps, and systems

The screenshot displays the ServiceNow Flow Designer interface. At the top, the title bar shows 'servicenow | Flow Designer'. Below this, a breadcrumb trail indicates the current workflow: 'Set Up Contract Collaboration Environment in Box'. The main workspace shows a flow diagram with steps like 'Create User' and 'Add Collaborator'. A search bar for actions is visible, and a list of actions is displayed, including 'Get File Info'. The 'Get File Info' action is selected, and its details are shown on the right side of the interface.

Get File Info

This action copies the file in a box folder and attaches it to a record in ServiceNow.

Inputs:

- File ID** - Unique ID representing the file to be retrieved, this is also used for the file name.
- File Name** - Name of the file that is attached back in ServiceNow.
- Version ID** - Optional ID to copy (defaults to the current version).
- Record** - ServiceNow record ID to attach the file to.

Outputs:

- Status** - Will be populated when the status is "Error".
- Error Message** - Will be populated when the status is "Error".
- Attachment** - Will be populated when the status is "Error".

Reimagine your processes as digital workflows

IntegrationHub

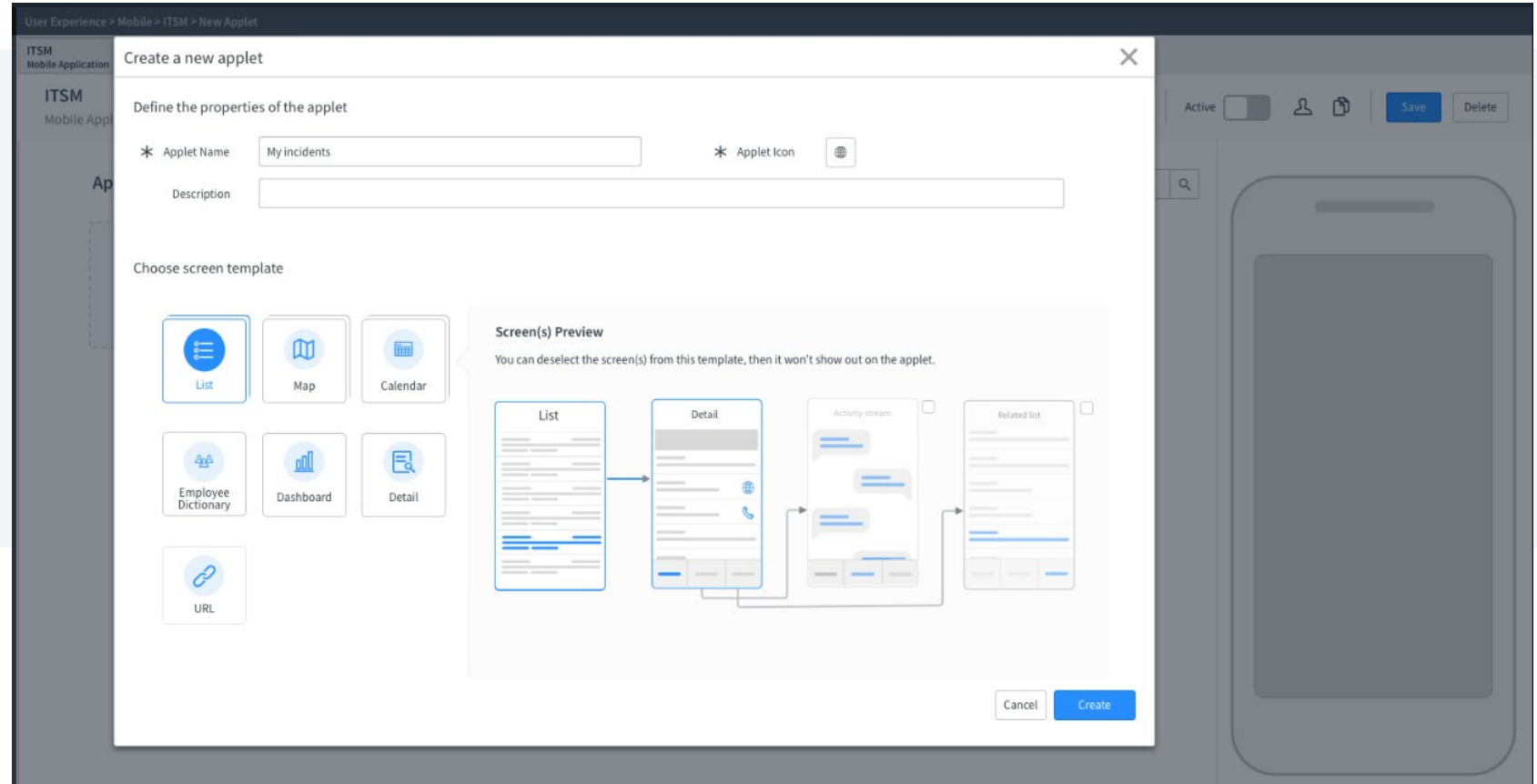
Use out-of-the-box integrations for external services like Azure Active Directory, Active Directory, Slack, Microsoft Teams, and Hipchat

The screenshot displays the ServiceNow IntegrationHub interface. At the top, there are three tabs: 'Action' (selected), 'Flow Logic', and 'Subflow'. Below the tabs is a search bar labeled 'Search actions'. On the left side, there is a vertical list of integration categories: 'ServiceNow Core', 'Global', 'Azure AD' (highlighted), 'Connect', 'HipChat', 'ITSM', 'Microsoft Teams', 'ServiceNow eBonding Example', 'Slack', and 'Visual Task Board (VTB)'. To the right of the 'Azure AD' category, a list of actions is displayed under the heading 'Group Management'. The actions listed are: 'Add Owner to Group' (highlighted), 'Add User to Group', 'Create Office 365 Group', 'Create Security Group', 'Lookup Group ID', 'Remove Owner from Group', and 'Remove User from Group'. Below these, under the heading 'License Management', are 'Assign User License' and 'Remove User License'. Under the heading 'User Management', is 'Lookup Groups that a User ID is a...'. On the far right, a detailed description for the 'Add Owner to Group' action is shown. It states: 'This action will add an owner member to the group. The user id and group id are mandatory fields. The group id and user id should exist in Azure AD. The status will be Error in case of a failure while adding owner member to group'. It lists two input fields: 'Group ID' and 'User ID'. It also mentions that the output error message will be one of the following: Unauthorized, Insufficient Permissions, Invalid Connection, Invalid Group ID, Invalid User ID, Owner Member Already Exists in group, or Unknown Error. It notes that to use this action, the corresponding Azure AD connection and credential must be created and associated with the Azure AD Connection & Credential alias, with a link to 'Learn More'. A final note states: 'Note: Requires a subscription for production use. Read More.'

Reimagine your processes as digital workflows

Mobile Studio

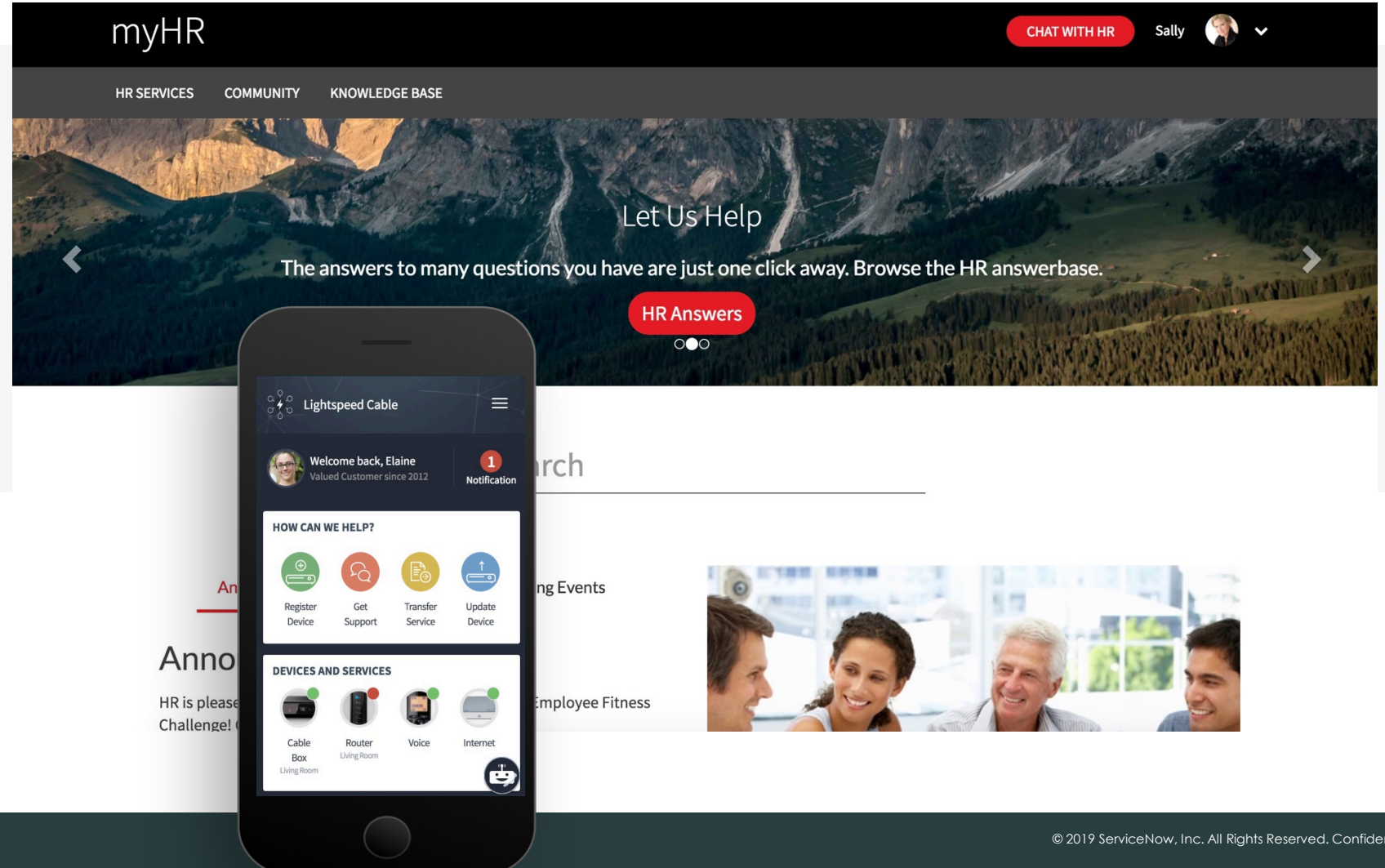
Quickly build and deploy native mobile-first experiences



Reimagine your processes as digital workflows

Service Portal

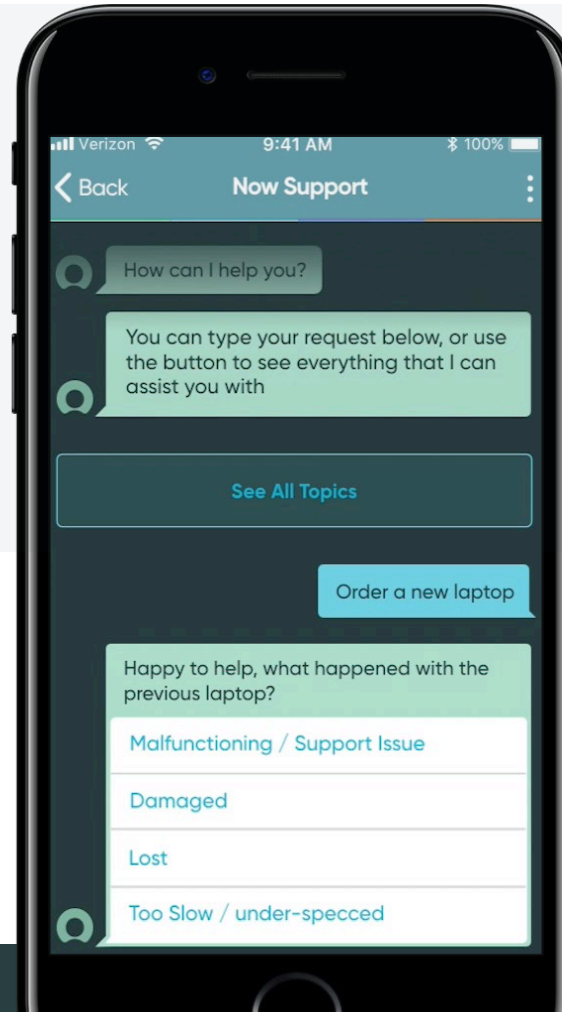
UI design and high control



Supercharge apps with machine learning, chatbots, real-time analytics, and predictive insights

Virtual Agent

Take chat from conversation to resolution



Supercharge apps with machine learning, chatbots, real-time analytics, and predictive insights

Agent Intelligence

Machine learning-powered adaptive intelligence

The screenshot displays the 'ML Solution Definition Task Assignment' configuration page in ServiceNow. The interface includes a top navigation bar with 'Update', 'Update & Retrain', and 'Delete' buttons. The main configuration area is divided into several sections:

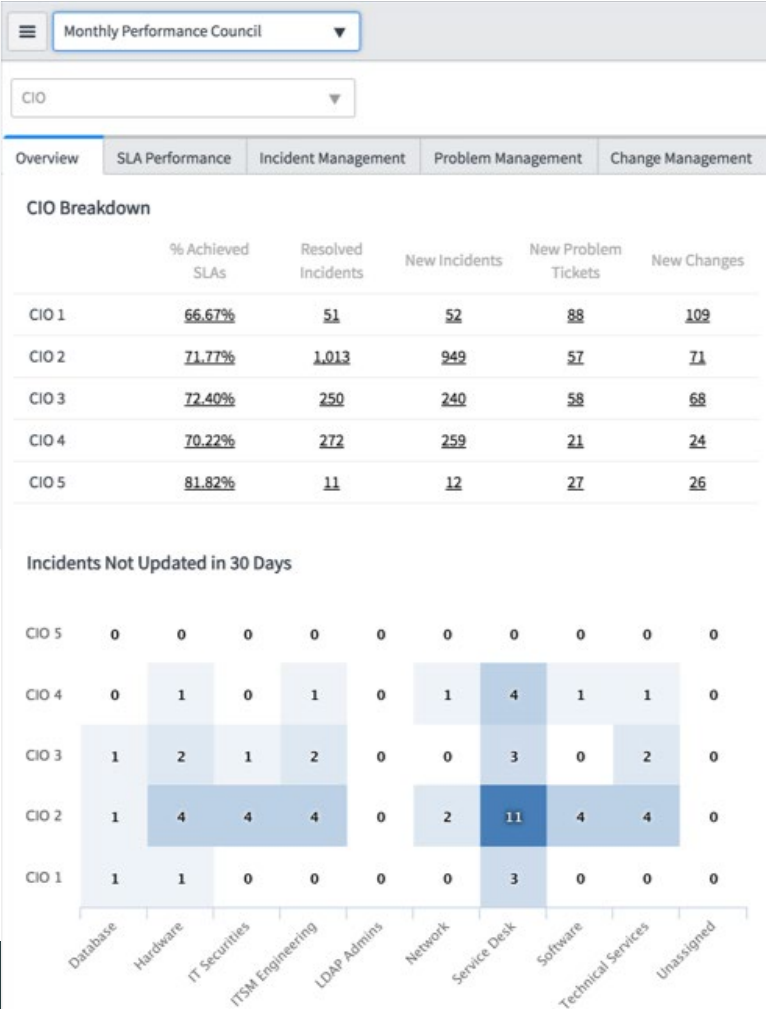
- Solution Template:** Set to 'Task Assignment Template'.
- Table:** Set to 'Task [task]'.
- Label:** Set to 'Task Assignment'.
- Name:** Set to 'ml_task_assignment'.
- Active:** Checked.
- Filter:** Shows '1089 records match condition'. It includes buttons for 'Add Filter Condition' and 'Add "OR" Clause'. Below, it lists conditions: 'Active is false', 'Created on Last 12 months', and 'State is one of Pending, Open, Work in Progress, Closed Complete'.
- Input Fields:** A list of available fields (Active, Activity due, Actual end, Actual start, Additional assignee list, Additional comments, Approval, Approval history, Approval set, Assignment group) and a selected field 'Short description'.
- Output Field:** Set to 'Assignment group'.
- Training Frequency:** Set to 'Every 30 days'.
- Confidence Threshold:** A dropdown menu at the bottom.



Supercharge apps with machine learning, chatbots, real-time analytics, and predictive insights

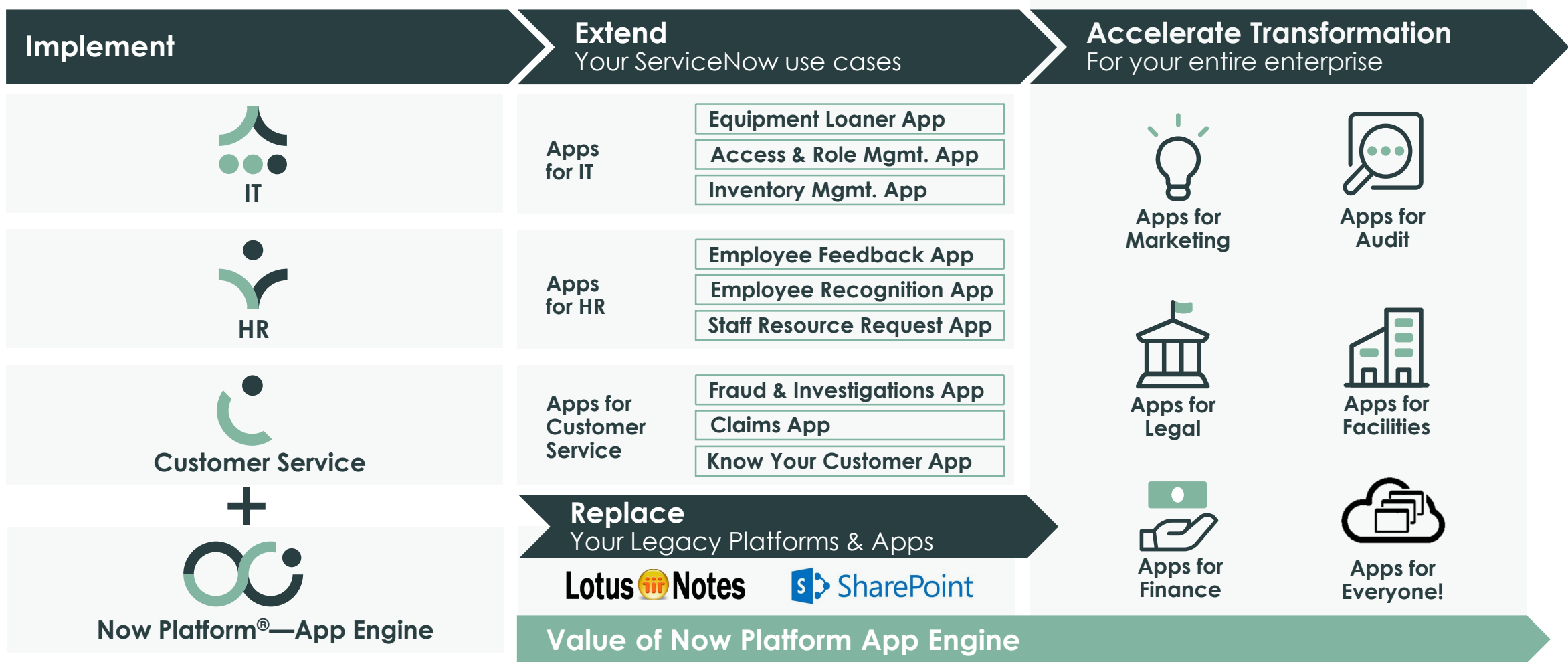
Performance Analytics

Align data, people, and goals to drive business





The Value Journey on Now Platform





State Department

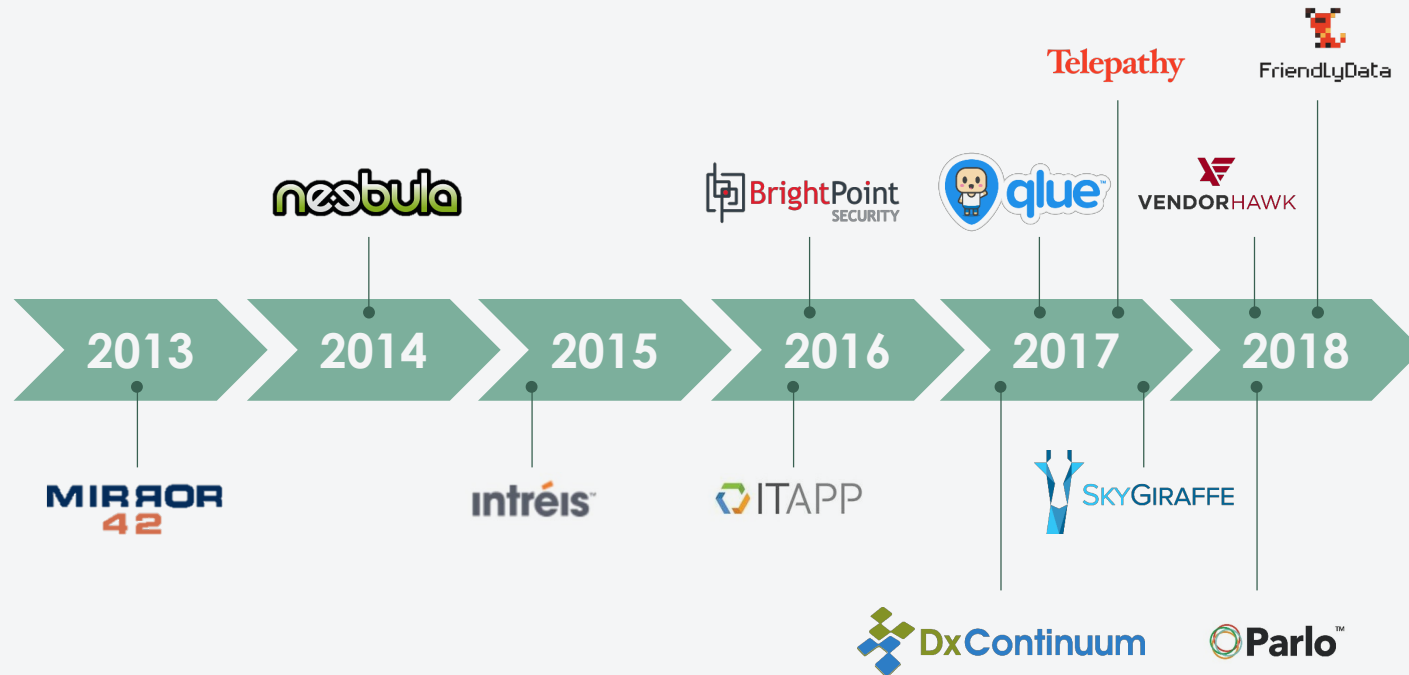
- This is a placeholder for their slides
- Share how they built Workflows for any embassy worker
- Talk about where they are headed next in developing apps on the platform



Department of Labor

- This is a placeholder for their slides
- Talk about the potential they see and what their plans are

Acquisitions for technology and talent



Replatformed and available in:

- DxCcontinuum Kingston, 12 mo
- Qvue: London, 15 mo
- SkyGiraffe: Madrid, 17 mo
- VendorHawk: Madrid EA*, 11 mo
- Parlo: New York*, 16 mo
- FriendlyData: Orlando*, 17 mo

Innovation schedule for application developers & builders

M

Madrid

Q1-19

- Mobile Studio
- No Code Tooling, with Flow Designer and Integration Hub



N

New York

Q3-19

- Easier application creation experience for no-code builders
- Expanded Mobile App building capabilities
- Streamlined configuration for team development
- New UI framework
- More powerful integrations



O

Orlando

Q1-20

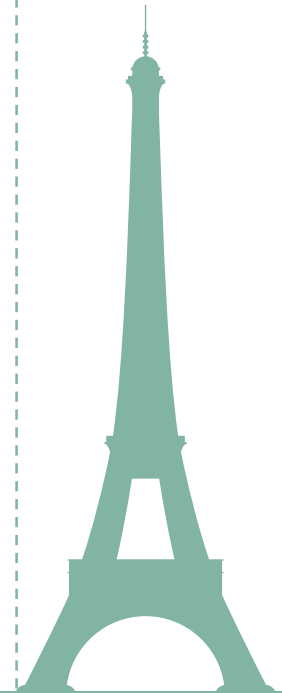
- Integrated developer experience
- Even easier no and low code developer experience from UI, to business logic and integrations



P

Paris

Q3-20



2019

2020

Introducing, Guided App Creator

Available in
New York

Hi, Audrey! Welcome to the new way to set up your apps

We're going to help you set up the same apps you know and use, but in a different, faster way than you may be used to. [Learn more](#)

Here's what's coming up:



Choose a name and app format



Create a table and add data



Customize the details

[Can I still use Studio?](#)
[What is this?](#)

[Let's get started](#)

The new, faster, and more guided experience for creating apps

Introducing, More Powerful Integrations

Available in
New York

FLOW Jira eBonding Status: Draft Application: Global Properties Test Executions Save

2 **Post a Message**

3 **Create Issue**

Action: Create Issue

* Project Key: TES fx

* Summary: Trigger -> Incident Record -> Short description fx

Description: Trigger -> Incident Record -> Description fx

* Issue Type: Bug fx

Assignee: fx

* Priority:

```
1 switch(data.trigger.incident_record.priority){
2   case 1:
3     return "high";
4   case 2:
5     return "medium";
6   return "low";
```

fx

Label: fx

Update History: ☐ fx

Parent Key: fx

Delete Cancel Done

Data

▼ Trigger - Record Created or Updated

- Incident Record Record
- Incident Table Table
- Run Start Time Date/Time

▼ 1 - Create Channel

- Status Choice
- Channel ID String
- Channel Name String
- Error Message String

▼ 2 - Post a Message

- Status Choice
- Error Message String

▼ 3 - Create Issue

- Status String
- Error Message String
- Issue ID String

Data Panel

Scripted integrations and dynamic discovery for enterprise applications

ServiceNow IntegrationHub connector roadmap

Available OOB in Madrid:

- Slack
- MS Teams
- HipChat
- SCCM for Client Software Distribution
- AD
- Azure AD

March

Available on the Store (April*)

- Docker
- AdobeSign
- MS Teams v2
- InfoBlox
- One Drive

April

May

Available on the Store (June*)

- LinkedIn
- Coupa

June

Q3 2019

Available on the Store (March*)

- Box
- Jira
- Jenkins
- FB Workplace
- Okta
- F5
- DocuSign
- Kubernetes
- MS SharePoint Online (Stretch)

Available on the Store (May*)

- Google Drive
- Exchange Online

Available on the Store (New York, Q3 2019*)

- Salesforce (Introspection Based)
- Jira v2 (Introspection, bi-directional)
- Password Reset on IntegrationHub
- Client Software Distribution on IntegrationHub

*All futures subject to change

Innovation schedule for platform intelligence (PA, AI, VA)

M

Madrid

Q1-19

- Analytics Hub
- Similarity Framework
- Expanded OOTB Analytics content
- OOTB Virtual Agent conversations



N

New York

Q3-19

- NLU for Virtual Agents
- Analytics: new visualizations embedded in Workspaces
- Shared prediction service for Machine Learning
- Machine Learning Auto Trainer for faster modeling



O

Orlando

Q1-20

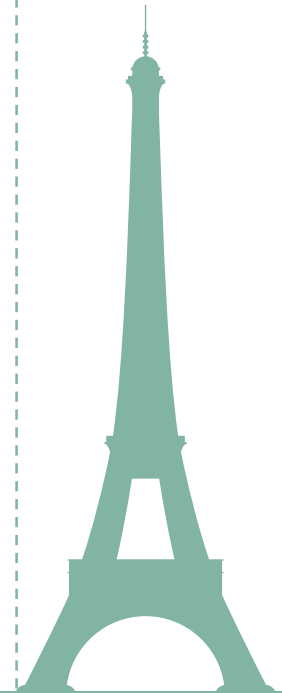
- Natural Language Query in Analytics
- Machine Learning clustering for auto discovery of Virtual Agent conversations
- Machine Learning applied to Knowledge (auto-identify dupes, gaps, update needs)



P

Paris

Q3-20

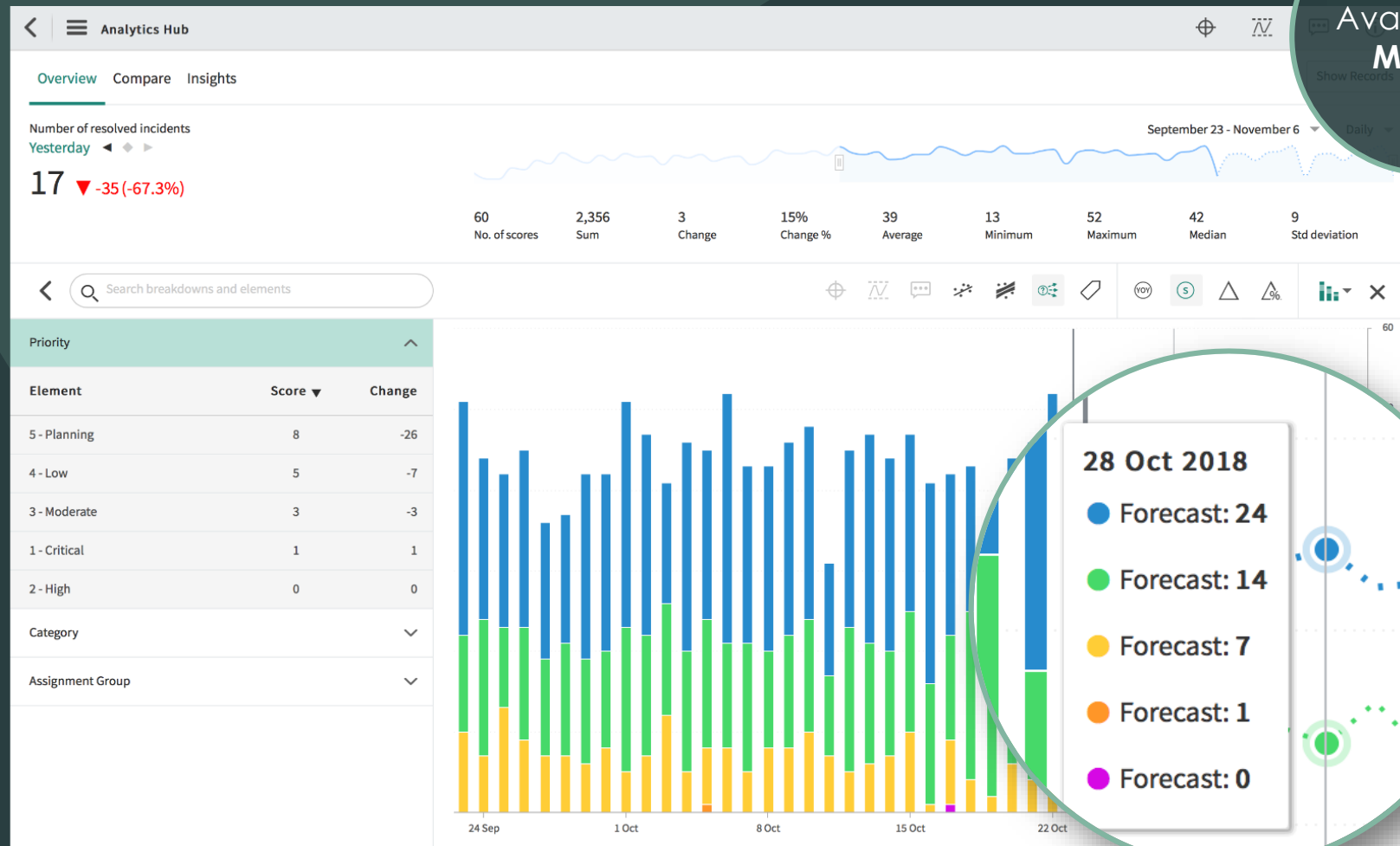


2019

2020

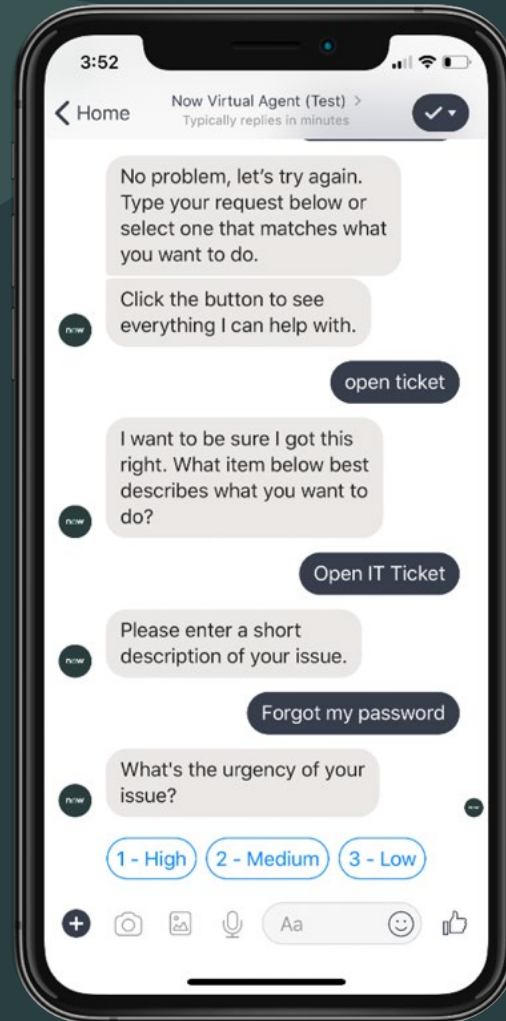
Introducing, Analytics Hub

Available in
Madrid



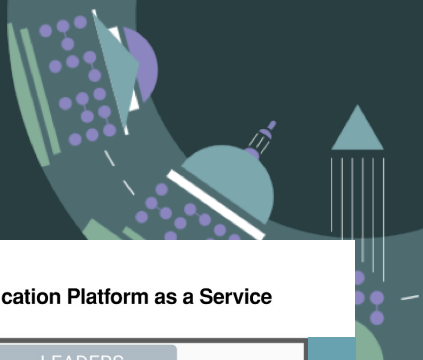
Explore trends and reveal the important insights from your data

Introducing, Natural Language Understanding



Available in
Madrid

Intuitive NLU-powered conversations within Virtual Agent



ServiceNow named a Leader in the 2018 Gartner Magic Quadrant for Enterprise High-Productivity Application Platform as a Service



[READ REPORT](#)

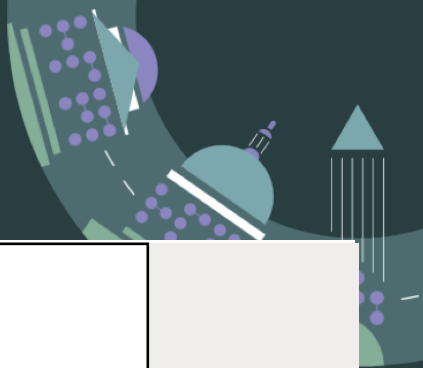
This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from ServiceNow. Gartner does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Source: Gartner, Inc., Magic Quadrant for Enterprise High-Productivity Application Platform as a Service, Paul Vincent, Van L. Baker, Yefim V. Natis, Kimihiko Iijima, Mark Driver, Rob Dunie, Jason Wong, Aashish Gupta, April 26, 2018

Figure 1. Magic Quadrant for Enterprise High-Productivity Application Platform as a Service



Source: Gartner (April 2018)



Thank you

