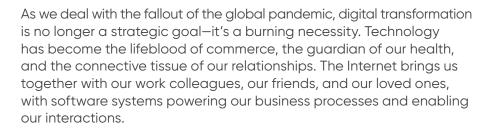# The world just changed, and IT operations is on the front lines. Are you ready?

Proactively predict issues, prevent business impact, and automate resolution with ServiceNow® IT Operations Management

START ≫

As we deal with the fallout of the global pandemic, digital transformation is no longer a strategic goal—it's a burning necessity. Technology has become the lifeblood of commerce, the guardian of our health, and the connective tissue of our relationships. The Internet brings us together with our work colleagues, our friends, and our loved ones, with software systems powering our business processes and enabling our interactions.

One day, this pandemic will be over. But, when it is, the world will be changed forever. We've fast forwarded our journey into the digital economy, and we're never going back. We've always talked about mission-critical systems—but as we face this new reality, the phrase takes on unprecedented significance. We can't afford to have applications go down or communications fail. The price is just too high.

For IT operations, that's an enormous responsibility—and it's also a huge challenge. How do you keep up with increasing volumes, increasing complexity, and increasing business demands while delivering the rock-solid services that keep your business running?

IT operations is on the front lines of the digital economy

Of course, you already know this. Think about how the pandemic has affected your IT organization and what the digital economy means for your team. Ask yourself these questions:

How many people in your business are now working at home?

How much more effort is it now to support and serve your customers and employees? And is that support effort sustainable using the same tools and processes you use today?

Are you under even greater pressure to keep mission-critical services up and running?

Can you just wait for users to report issues, or do you need to find out before they do? When you find a problem, can you fix it before there's a major user and business impact?

Are more of your services becoming mission critical as you work to connect your workforce together?

Are you able to keep pace with expanding user needs, or are you sprinting flat out and still falling behind?

As the number of digital services continues to explode, are you ready?

Can you scale your organization to support these new services, increasing operational efficiency and keeping costs under control? Or are you worried that you're going to be a barrier to innovation?

What's holding you back?

If you aren't concerned about these issues, you're in the fortunate minority. Most IT operations teams are struggling to respond to this accelerated journey into the digital economy, despite making strenuous—and even heroic—efforts. They want to respond and lead, but too many things are holding them back:

- **Siloed tools and disconnected systems create overwhelming noise.** For example, just think about the thousands of alerts coming from multiple monitoring tools. Much of this is secondary noise, making it nearly impossible to see when something is wrong, let alone get to the root cause. And it's a game of swivel chairs. There's no single system of record that brings everything together—just a mass of confusing and conflicting data. It was hard enough to make sense of it in the past. With today's rapidly evolving digital economy, it's next to impossible.

- **The technology stack is becoming more dynamic and complex.** It's not just that there are more services. Services are becoming more connected and distributed. The underlying technologies are evolving at a dizzying pace, with the cloud leading the way. And the pace of change continues to accelerate, now measured in minutes instead of months. Human beings alone just don't have the time and expertise to cope. And yet, that's exactly what they are asked to do—manually knitting together data from too many point tools.

- **IT operations teams lack business and service context.** In today's digital economy, businesses depend on digital services to survive, let alone prosper. Yet, many IT operations teams have limited business and service visibility. When there's an infrastructure failure, they don't know which services are affected—or what this means for their business. How do you decide what's important when you can only see individual components and don't understand the business context of a service? And, even if you can detect service issues, how do you resolve them if you don't know which infrastructure components support a service?

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The digital economy demands digital operations

Here's the bottom line. Many IT operations teams were struggling before the pandemic, and now it's reached a crisis point. Something has to change. We can no longer rely on point tools, manual processes, and human insights alone to deliver an ever-increasing number of mission-critical digital services. This approach doesn't provide the service reliability that the digital economy needs. And it doesn't scale as the number of digital services grows, especially as IT budgets tighten in response to dark economic times.

Instead, IT teams need to break down data silos and work hand-in-hand with machines to transform their operational capabilities, creating the new world of digital operations that the digital economy demands. ServiceNow® IT Operations Management (ITOM), with its advanced machine learning and AIOps capabilities, gives you the intelligent, unified system of record you need to lead your business forward in this new reality. With ITOM, you can:

- **Predict service issues proactively before they occur,** improving service quality and reducing operational costs by shifting diagnosis and remediation to the left.

- **Prevent service issues from impacting users,** leveraging the power of artificial intelligence to find the root cause of issues more quickly and identify solutions faster.

- **Automate workflows across teams,** lowering MTTR and increasing productivity—creating a virtuous circle that allows you to drive continuous service improvement.

And ITOM gives you the service context you need to make better decisions, focus on what's important for your business, and create a robust foundation for digital service growth.

Let's look at each of these three areas—predict, prevent, and automate—in a little more detail.

REDUCE NOISE BY

90%+

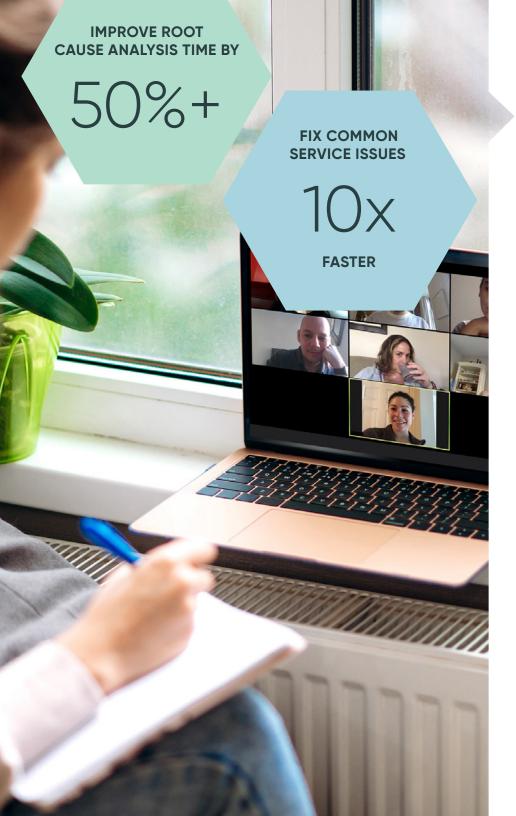**PREDICT**

35%

**OF INCIDENTS BEFORE
THEY HAPPEN**

Predict issues before they happen

ITOM delivers the real-time insights you need to identify and avoid potential issues before they happen.

It starts by collecting and consolidating logs, events, and metrics from across your entire IT estate, including traditional on-premises infrastructure, public and private cloud resources, containerized microservices, and serverless technologies. This eliminates swivel-chair operations, giving you a single system of record for your data.

Then, ITOM uses the power of machine learning to radically reduce event noise. The result? Instead of drowning under a torrent of raw data, you identify real issues faster, focus on what's important, and stop chasing false positives.

Critically, ITOM pinpoints anomalies, intelligently identifying behaviors that can lead to future service failures and degradations. Instead of reacting to service issues—or trying to guess what your metrics mean—you can now predict 35% of incidents before they happen and take proactive steps to address them. And you can start predicting in hours—there's no need for months of initial collection and analysis.

IMPROVE ROOT CAUSE ANALYSIS TIME BY

50%+

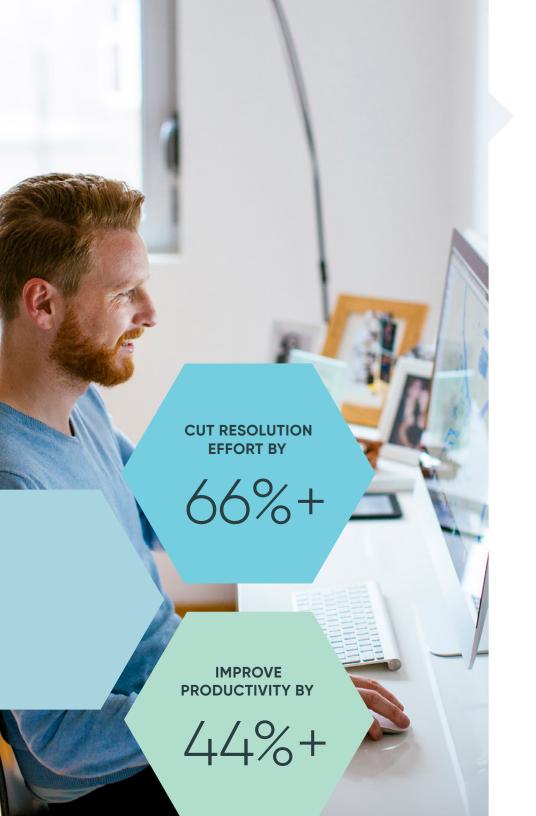**FIX COMMON SERVICE ISSUES**

10x

FASTER

Prevent issues from impacting users

When a service issue does strike, ITOM helps you to resolve it before your users are affected. It correlates alerts, using both temporal patterns and service topologies to help you identify the root cause quickly and easily. And, because ITOM runs on the Now Platform®, it leverages your incident and change history to get to the root cause even faster. Using these capabilities, most IT operations teams improve the time they need for root cause analysis by at least 50%.

However, ITOM does more than just help you pinpoint the root cause of an issue. It also helps you to fix the issue faster. It provides guided recommendations on how to resolve service issues. This can reduce service outage duration by 90% for common issues and frees up your experts to work on more complex service problems.

These aren't just static recommendations drawn from a predefined knowledge base. ITOM learns from your human expertise, tracking and analyzing your actions so it can suggest appropriate solutions the next time a similar issue occurs.

Automate workflows across teams

With ITOM, intelligence and automation go hand in hand. Machine intelligence gives you insights that help you to make better decisions, predicting and preventing service outages and degradations. Automation helps you to work faster and smarter, turning these insights into actions that deliver fast results.

When you do have a complex service outage, ITOM lets multiple teams collaborate in real time to restore service. It comes with built-in collaboration tools—including actionable insights—that can cut resolution effort by 66% or more. And, once you have got to the bottom of an issue, you can automatically remediate it using ITOM, accelerating resolution even further.

With ITOM, you can also simplify and automate repetitive tasks using playbooks and drag-and-drop workflows. Not only can this improve your productivity by 40% or more, it also frees up your team's valuable time, helping you to scale to meet digital service growth.

CUT RESOLUTION EFFORT BY

66%+

IMPROVE PRODUCTIVITY BY

44%+

Don't take our word for it

IT teams around the world are using ITOM to power their digital operations. Here are just three examples.

Moved to a zero-incident culture using AIOps with ServiceNow and now resolves incidents in 5 minutes or less.

Used ServiceNow to create transparency and control across services, applications, and infrastructure. As a result, Accenture reduced MTTR by 41%.

Unlocked value and spurred innovation with ServiceNow, driving a 6x improvement in service restoration times.

Let's recap

The world has changed, and digital transformation is now a burning necessity, not a long-term strategic objective. We've dramatically accelerated our journey into the digital economy, and we're not going back. IT operations is now on the front lines, responsible for delivering the robust digital services that businesses need to survive and prosper.

It's a huge responsibility—and a huge challenge. IT operations teams are held back by siloed tools that create overwhelming noise, an increasingly complex and dynamic technology stack, and lack of business and service context.

What's the answer? The digital economy demands digital operations—humans and machines working hand-in-hand to deliver robust digital services at scale. By digitizing your IT operations, you can radically increase service availability, minimize service degradations, increase productivity, and enable digital innovation across your business.

ServiceNow ITOM delivers the digital operations capabilities you need to succeed in the digital economy. With ITOM, you can:

- **Predict** service issues proactively before they occur.

- **Prevent** service issues from impacting users.

- **Automate** workflows across teams, lowering MTTR and increasing productivity.

And, with ITOM, you get the business and service context you need to make better decisions and focus on what's important.

Are you ready to accelerate your digital future with ServiceNow IT Operations Management?

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