

**Deliver smart,
responsive IT
services in
an always
changing world**
with ITSM Pro



Now's the time

Transforming the IT service experience isn't a one-shot sprint, it's an ongoing ultra-marathon.

As your organization becomes more reliant on technology, the demand for IT services is increasing. And now more than ever, your IT teams are being challenged to meet the needs of today's digital business by supporting a hybrid workforce and delivering high quality, always-on services.

As a ServiceNow IT Service Management (ITSM) customer, you are already driving extraordinary business outcomes and are benefiting from powerful, smart capabilities to maximize performance and efficiency for IT and your employees. But now your IT teams can be even more proactive, productive, and responsive by upgrading to ServiceNow® IT Service Management Professional (Pro).

Building on your ServiceNow ITSM foundation and the Now Platform, ITSM Pro adds artificial intelligence (AI), machine learning, and real-time analytics capabilities that help surface information, make predictions, and automate repetitive tasks. Beyond all the standard benefits of ServiceNow ITSM, ServiceNow ITSM Pro empowers your teams with more access to complete and relevant data to gain insights, solve problems, and support strategic decision making. Employees are also able to get answers to common questions and requests without bogging down service teams, while IT can maximize staff productivity with fast issue resolution.

ITSM Pro

ServiceNow ITSM offers out-of-the box capabilities that enable IT organizations to provide stellar 24/7 service experiences and support business continuity even in unpredictable situations.

ITSM Professional adds eight applications to the standard ServiceNow ITSM package:

- **Predictive Intelligence**
- **Virtual Agent**
- **Performance Analytics**
- **Continual Improvement Management**
- **Service Owner Workspace**
- **Vendor Management Workspace**
- **DevOps Change**
- **Dynamic Translation**

Supercharge your IT Service Management (ITSM) with the power of machine learning, chat bots, and analytics

Elevate your service experience with ITSM Pro:

- Digitize service delivery for greater employee productivity and satisfaction
- Accelerate resolution of requests and incidents
- Advance operations with analytics and forward-looking predictions

These applications help:



Harness AI for service excellence



Empower the business with insights



Deliver high quality services



Automate to streamline manual tasks



Harness AI for service excellence

The sheer volume of data being created today from applications and services is too much for teams to intelligently process—with speed. Artificial intelligence (AI) augments your workforces by processing repetitive tasks.

AI can handle data more efficiently than people. Greater volumes of data process faster with fewer errors—and with precise memory to recall data in a single click. It can also spot patterns in complex datasets to contribute to more informed decisions.

In the world of ITSM, these capabilities help transform the entire experience for users and service agents. It also frees up teams to focus on more complex activities.

ITSM Pro allows IT teams to quickly and easily take advantage of two key applications that utilize AI:



Predictive Intelligence



Virtual Agent





Intelligently prioritize and route tasks with Predictive Intelligence

What is it?

ServiceNow Predictive Intelligence incorporates a layer of AI across ServiceNow applications to automate processes, cluster cases to detect patterns and address them collectively, and create resolution recommendations based on information from past incidents. Using machine learning, the system categorizes, routes, prioritizes, and assigns issues with resolution recommendations based on patterns and context. The functionality allows teams to resolve issues faster and reduce time spent on finding solutions for common problems.

When does it help?

Expectations are high for a quality IT experience. Customers demand a quick, seamless process when they submit an IT ticket with consistent service quality and resolution every time. To deliver on this experience, issues need to be correctly assigned, routed, and resolved—in as little time and handoff between team members as is possible. Some teams handle assignments manually or use a semi-automated process based on assignment rules which can deliver on quality at times, but may fall short in replication over the customer lifecycle. Even in the best case scenario, the rules must be created manually and there may be tens or hundreds of assignment groups to manage.

Such processes cause a service team to have a long queue of tickets to triage before they can even start to fix user issues. As volumes increase, it gets more difficult for them to see meaningful patterns, research past solutions to quickly find the best approach and pick the right assignment groups for resolution. Incorrect assignments result in re-routing and resolution delays, which leaves the customer with a fractured, frustrating experience. Before long, response times increase and the backlog creeps up even further.

How does it work?

Predictive Intelligence uses advanced machine learning to automatically categorize, route, and assign IT tickets, as well as surface resolution recommendations for expedited service. When a user raises a ticket, the algorithm scans the description text and assigns it to the most relevant category and then alerts agents to potential resolutions based on past experience data. Values are set automatically without human intervention, which speeds up the whole process and helps reduce long ticket queues.

Predictive Intelligence can also group similar records into clusters—use this to identify patterns across multiple cases, surface larger-scope critical incidents, automate certain resolutions, or just save time by addressing multiple tickets at once.

And it's not just smart—it's teachable. At the heart of Predictive Intelligence is a predictive model that can be trained based on past experience. If the algorithm assigns a ticket to the wrong category and this is corrected by a human, the model learns from the mistake and changes future actions.



Ready out of the box.
No data scientist
needed



Improve incident
response times



Speed incident
resolution



Lower error rates



Do I need a data scientist?

No, you're ready out of the box to start implementing Predictive Intelligence—no PhD in data science required. Anyone who can create a report in ServiceNow can easily create machine learning models. Organizations can get started in as little as eight hours using machine learning models to route work.

Deploy in days

Predictive Intelligence ships with pre-configured solutions that automatically assign an incident category and route work to the right teams. Your organization's historical data is used to train and fine-tune the predictive models so that each machine learning solution is tailored to how your business operates.

The simple setup process allows you to start leveraging advanced machine learning capabilities within just a matter of days—so you and your team can save time and work smarter, faster.

Augment IT teams

With the enhanced capabilities of Predictive Intelligence, your service staff will:

- Increase productivity—no more manual routing or re-routing of tickets
- Require less training on routine tasks like incident categorization
- Focus on higher value tasks





Go from conversation to resolution with Virtual Agent

What is it?

Virtual Agent is an enterprise chatbot solution in the Now Platform that helps teams resolve common requests and issues immediately in a natural language experience without human agents.

When does it help?

Today's workers and customers need their issues resolved quickly. To take the pressure off of service staff, many organizations offer online self-service options.

These knowledge bases can be difficult to navigate, making it challenging for users to quickly find the answers they need. And while some businesses attempt to use chatbots to reduce service desk inquiry volume and triage easy resolution cases, lack of natural language understanding (NLU) makes experiences difficult to navigate in a human, intuitive way. As a result, queries end up coming into the service desk anyway. Agents get overloaded answering routine requests over and over, taking time away from higher value tasks.

How does it work?

Virtual Agents are available 24/7 and resolve common issues immediately in a NLU powered conversational experience without requiring a human agent to intervene.

Launching a Virtual Agent is quick, easy, and doesn't require a PhD in programming either. Out of the box, Virtual Agent gives users access to pre-defined conversation workflows for common requests such as ordering an item, resetting a password, and searching a knowledge base.

It's also easy for IT teams to develop, test, and deploy their own workflows using the ServiceNow Virtual Agent designer graphical tool.

Users can interact with any of these workflows via the web-based agent on Service Portal. But what really drives adoption is making the Virtual Agent available on iOS and Android, as well as collaboration tools such as Slack and Microsoft Teams. Our custom scripting tool makes the setup super easy.

The right agent at the right time

Users can request a transfer to a live agent at any time during a chatbot conversation.

Virtual Agent is integrated with the Live Agent module to ensure transfers happen seamlessly, and you can specify which agent chat queues to use and which chat interactions to transfer.



Respond immediately to user questions and incidents



Reduce human workload



Improve business efficiency and customer satisfaction

Ready to resolve

Virtual Agent provides:

- Automated and cost-effective resolution of common requests and queries
- Natural language understanding, for better chats without speaking fluent "bot"
- Consistent and reliable service information every single time
- A seamless user experience, running on an organization's preferred messaging interfaces
- Analytics to understand how chatbots are improving incident resolution time

**Nationally recognized university:
Health System and School of Medicine**

Created their first Virtual Agent to reinvent the employee experience, service patients and students, and reduce time to resolution in response to the COVID-19 pandemic.

300+

tickets resolved while maintaining business continuity in the first two weeks of the pandemic

20%

employee work from home issues resolved

11%

of impacted customers served, updated, and informed by chatbot during a critical incident

“

It is not an exaggeration to say that ServiceNow was a critical component to our response—from the insights we gained using Performance Analytics, to the speed at which we could deploy new features to help, to the ease it gives us in just managing our daily operations during a crisis.”

– Client Champion



Empower the business with insights

Every organization wants to make better business decisions. But sometimes it's difficult to get visibility into the right data to make the right impact and align with wider business goals.

With real-time visibility on what's happening at the strategic, operational, and individual level within an organization, everyone can access the right information to make better decisions. And agents can utilize in-depth views within each service ticket to see the impact of decisions. Then they can use data-driven insights to make better choices.

With ITSM Professional, data and insights are accessible. Insights can be brought to life using scorecards, time charts, and dashboards. This allows managers and executives to visualize how their decisions impact the business. Agents can also drill down into individual tickets to take immediate action at the point of impact.

By choosing the ITSM Professional package, IT teams can uncover real-time service insights and focus on initiatives that drive the most impact through:



Performance Analytics



Continual Improvement Management





Get powerful insights with Performance Analytics

What is it?

Having complete analytics visibility provides the foundation on which to drive continuous improvement in IT service delivery. Performance Analytics puts the power of data into the hands of service agents and managers, so they can make smarter decisions and deliver great experiences.

When does it help?

IT teams routinely categorize, assign, and route service desk tickets—and even resolve routine requests. But there are always issues that require the support of live agents. Because everyone has different knowledge and experience, decisions are made in different ways. Often there's no single or shared view on the best or fastest way to resolve an issue.

Providing managers with an objective way to help agents make fact-based decisions would be helpful, but it needs to be easy to understand, efficient to use, and still keep pace in a fast-changing service world.

How does it work?

Performance Analytics embeds analytics into the platform that agents use every day, giving them real-time visibility and 360° insight into past, present, and future performance.

Agents get access to trusted, actionable data within their existing service platform—insights that improve decision making and service quality.

Managers get a secure and simple view of agent performance against key metrics and KPIs. This information can be used to optimize IT processes and align with overall enterprise goals.

Boost the power of Performance Analytics with KPI Composer

Often analytics projects fail or run over budget because the stakeholders who were supposed to use the analytics dashboards failed to agree on what indicators to measure. KPI Composer, which is a free add-on to Performance Analytics, visually maps organizational objectives and business outcomes to measurements. KPI Composer ensures that an organization's performance management strategy aligns with business goals and has support from executive sponsors before beginning any technical configurations.

Time to up analytics results

In a traditional analytics system, business intelligence software runs on top of a data warehouse. Users have to switch from the operational system to the analytics system to get the insight. When they switch back, that information is immediately out of date and no longer actionable.

Performance Analytics is different. It's embedded directly within the Now Platform for always-on, real-time, personalized, and relevant insights.



Anticipate trends to prioritize resources



Unlock potential with detailed analytics



Pinpoint areas for improvement

Know it now

Performance Analytics helps:

- Prioritize resources to areas of highest demand or value
- Diagnose and eliminate inefficiencies and bottlenecks
- Identify and fix emerging issues before they become a problem
- React quickly to change and take advantage of new opportunities
- Validate decisions by seeing how they affect performance

KAR Auction Services

is using Performance Analytics to make trusted business decisions, leading to measurable gains in performance across IT.

96%

drop in maintenance time

60%

drop in critical response time

70%

reduction in incident backlog

“

With smart metrics and real-time visibility, ServiceNow Performance Analytics is helping us to create a high-performance IT culture. That's good for IT—but it's even better for our business.”

– Jason Hagen, KAR Auction Services



Drive higher service efficiency with Continual Improvement Management

What is it?

Continual Improvement Management leverages the Now Platform and Performance Analytics to provide a structured framework that brings people, processes, and data together in one place to automatically initiate and track service improvements over time.

When does it help?

The best businesses always want to improve. Rather than reacting to a performance dip flagged in a quarterly report, everyone can access real-time feedback so problems can be fixed right away.

However, making it happen is difficult across a large service environment. Insights and ideas need to be gathered in one place and improvements prioritized. It's also important to measure the effort and outcomes of each initiative to justify it back to the business.

How does it work?

Continual Improvement Management helps embed the concept of rolling improvements into everyday business activities.

The data for each improvement initiatives displays in a single view so it's easy to see the current status, time to completion, and resource allocation.

Initiatives are ranked based on ROI and effort, so budget and resource decisions can be validated. If enterprise goals change, it's easy to drag and drop improvements so they stay aligned with overall objectives. Users can then track how initiatives deliver against expected business outcomes. For example, they can see how the "mean time to resolution" KPI is contributing to the business goal of raising employee productivity.

Continual Improvement Management also includes a virtual coach for service agents, which sends best practice tips, videos, and guidelines during critical moments. It then follows up with more guidance to build agent confidence and skills over time.

Make it happen

When an IT team member spots an improvement opportunity, they want an easy way to take action. Continual Improvement Management works right within the applications they use on a daily basis.

So if the team member is in the Incident Management app and notices a consistent breach of the company SLA, they can instantly create an improvement initiative. An opportunity record is then automatically fed into the central system for review and approval.

Improve with insight

Continual Improvement Management allows you to:

- Prioritize and rank improvement opportunities based on effort and outcome
- Improve agent performance with real-time training
- View improvements in relation to business goals
- Create improvement opportunities from any application



Consistently deliver exceptional services



Align with business goals



Enable smart decision making



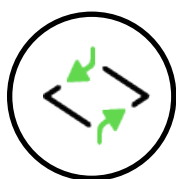
Deliver high quality services with purpose-built workspaces

IT is expected to not only drive a great service experience, but also show service value back to the business. Until now, service owners needed to mine various sources to gather detailed information about the service portfolio—performance metrics, customer satisfaction with specific services, what services roll up to the parent service taxonomy, estimated spend, and much more. Trying to unify data from many sources makes it extremely difficult to truly quantify service value—and near impossible to pinpoint any underlying issues in service performance.

The challenge becomes exponentially more complicated for organizations that use multiple external service vendors yet want a comprehensive view of performance. Individual vendor managers need to mine various data sources and spreadsheets to assess the performance of specific vendors against business goals. And then trying to unify this information for overall service performance is extremely complicated—and data insights severely lag actual events making them immediately outdated. Whether provided by external vendors or internally by IT, users expect always-on, high quality services.

Enterprises need an efficient and unified view of IT services to optimize and drive greater value to the business—regardless of who is providing the service. Our purpose-built workspaces provide clear visibility into service portfolio performance as well as vendor services.

Our ITSM Professional package helps teams report on the performance and value of services with:



Service Owner Workspace



Vendor Management Workspace





Integrated view of the service lifecycle with Service Owner Workspace

What is it?

Service Owner Workspace provides a single, unified view of all data related to a service portfolio. Service owners use the workspace to get consolidated information on the services they own—monitoring that they are performing as designed. Teams can report on the performance and value of services while monitoring SLAs, availability, and performance. They can also monitor customer satisfaction to help ensure services deliver the best experiences—all from the same workspace.

When does it help?

Tracking and analyzing how services are performing, identifying which services need attention, and reporting on the value a service provides to the business can be challenging because the information comes from many different sources. And while a service owner is trying to pull this information together, it almost immediately is out of date.

How does it work?

Service Owner Workspace integrates data from Vendor Management Workspace, Contract Management, SLA Contracts, Risk Management, and Continual Improvement Management (CIM) applications, driving greater value with more integrated processes.

Organizations can use pre-defined metric definitions or create new ones tailored to their environment. It's easy to assign metrics to service portfolios and define weights for every metric at an offering level to provide more granularity into performance. Performance scores are calculated for each service offering and intelligently roll up to parent services and other associated taxonomy nodes. Overall, Service Owner Workspace makes it easy to monitor the value services deliver to an enterprise and track the metrics needed for success.

Demonstrate the value of services

IT teams need an easy way to gather detailed information about the service portfolio—performance metrics, customer satisfaction with specific services—to demonstrate service value back to the business.

Now, they can go to one source to gather accurate, consolidated information about the services they own and can easily monitor that the services are performing as designed.

Optimize service delivery:

- Manage the performance of services
- Evaluate performance against value to ensure services merit the investment
- Analyze service performance metrics using a comprehensive layout of all information related to a service and its offering
- Use aggregated data from multiple applications and measure service performance using qualitative and quantitative metrics



Single unified view of service portfolio



Proactively solve service issues



Report on the performance and value of services



Single destination to optimize vendor services with Vendor Management Workspace

What is it?

Vendor Management Workspace enables your teams to easily view and manage all vendor services from a single destination. With consolidated insights into vendor performance, organizations can make decisions that drive greater transparency, improve vendor performance, and deliver greater value to the business.

When does it help?

When managing vendors, IT teams want to be sure they are getting the value and outcome they expect from the relationships. But tracking specific metrics, monitoring performance overall and against specific goals, and identifying areas for improvement can be difficult. The information usually lives in many different locations making it difficult to provide reports—and almost impossible to report real-time information.

How does it work?

Vendor Management Workspace consolidates information about service offerings, contracts, vendor improvement initiatives, SLA definitions, and risk management. Metric models can be tailored to an organization's specific requirements and indicators monitor performance, compliance, risk, and much more. Vendor managers can associate the metric model with multiple vendors to standardize performance measurement and governance.

Each vendor can be measured consistently against the same metrics. Because vendor managers can provide transparency to vendors around performance both overall and at a service offering level, this helps foster high-performing relationships that drive value for the business.

Vendor value

IT teams want to be sure they are getting the value and outcome they expect from vendor relationships, and they need easy access to the latest metrics to support a trusted and high-performing vendor connection. Vendor Management Workspace consolidates data about service offerings, contracts, vendor improvement initiatives, SLA definitions, and risk management for valuable insights and better decisions.

Optimize service delivery:

- View vendor profiles for all of a company's vendors in one unified location
- Analyze historical vendor health using a comprehensive layout of all information related to a vendor and its services
- Use aggregated data from multiple applications and measure vendor performance using qualitative and quantitative metrics



Easily view and manage all vendor services from a single destination



Gain consolidated insights into vendor performance



Make better decisions

Now On Now at ServiceNow

We're using the latest ServiceNow capabilities to provide frictionless IT service delivery for our employees—and saving time and money doing it.

\$42M

in annual savings

215K+

hours saved for employees from self-service automation

85%

adoption of IT self-service

“

With Agent Intelligence, we don't waste time manually triaging and routing incidents. It's less effort, and we respond faster to employees. In fact, we resolve 77% of our incidents on first assignment.”

– Mirza Baig, Director, IT Service Management



Incorporate automation to eliminate manual tasks

In today's digital economy, an organization's competitive advantage centers on its software applications. To differentiate in the marketplace and respond more rapidly to business demands, developers need to deploy applications better and faster. But many still struggle with silos between engineering teams creating an application or service, and those responsible for running that service in production. There is a real need to adopt automation to eliminate manual repetitive tasks like change tickets and help teams develop and deploy at speed while reducing costs and risk.

ITSM Pro allows engineering teams and IT teams to work together more efficiently with:



DevOps Change





Adopt a new and better way to build and deliver software with DevOps Change

What is it?

DevOps is a relatively new and innovative method for building and delivering quality software.

When does it help?

ServiceNow DevOps Change leverages the power of the Now Platform to tie your entire DevOps toolchain together while delivering streamlined reporting, actionable insights, and automated control and governance. This accelerates change and minimizes friction between IT operations and development by enabling developers to keep working in their development tools of choice while sharing data for use in ServiceNow workflows.

How does it work?

Developers typically spend 15–30 minutes of their day in some aspect of a change management process—including creating a change request, working with a change manager on the request, attending a Change Advisory Board meeting, or taking part in an audit. By connecting to multiple steps in the development toolchain, DevOps Change enables developers to make changes and updates in minutes instead of days or weeks.

With the connection to tools developers are already using, DevOps Change can gather the necessary data to automatically create, track, and approve a vast majority of change requests—so you can deliver innovation at the pace your enterprise needs without compromising quality



Improve team efficiency



Enable development and deployment at speed while reducing costs and risk



Resolve issues fast



Provide deep insights across pipelines and tools

Accelerate change and minimize friction between IT operations and development

ServiceNow DevOps Change:

- Breaks down silos.
- Delivers innovation faster
- Gains end-to-end insights
- Ensures continuous compliance

DNB is using ServiceNow DevOps Change to reconcile differences between developers and change managers and reduce time to market for innovative products.

20 hours

a week saved on change tickets.

See the value for yourself

To help you build a business case for ITSM Professional, head over to our [value calculator](#).

Simply fill in the form with details about your current ITSM setup. We'll then run your figures through a financial model that Forrester Research has developed.

You'll get a customized business case that you can share with colleagues and stakeholders, which includes:

- **Analysis of the total value that your business could achieve with ServiceNow**
- **A breakdown of the potential savings by four key IT value drivers**
- **Additional ways you can increase business value**

It takes no more than five minutes to complete the form. [Access it here](#).

Interested in more?

To get further insights on how ITSM pro can elevate your service experience:

- [Learn how to make ITSM Pro an indispensable part of your company's digital strategy](#)
- [Learn how to automate and optimize IT and resolve issues fast with built-in AI](#)
- [Read more about ServiceNow ITSM Pro](#)

“

ServiceNow was the key. We said to developers that we would automate all change tickets for them and use ServiceNow to remove any manual steps for them, if they just complied with some basic rules.”

– Anne Kristine Naess, Enterprise Architect for Now Platform, DNB

