Improving User Experience in ServiceNow Platform

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Abstract - Information Technology Infrastructure Library (ITIL) is widely used framework for IT Service management (ITSM). The framework choosing is mainly depends on the needs of the business and industry specification, which is important to generate the productive outcomes.

SeviceNow (SNOW) is validation tool and it is described as a cloud based enterprise application platform, which offers Software as a service (SaaS). It has a many services including platform as a service, marketing, Finance, field operation and many more it act has a major role in the marketing of it services, IT Business management (ITBM) and IT Operation management (ITOM) applications. Service management offers a feature by a service desk, which manages the ITIL process that includes Incident management along with many features like reporting and administration, which extend across feature as well.

Key Words: ITIL, ITSM, ServiceNow, Saas, ITBM, ITOM.

1. INTRODUCTION

ITIL is one of the commonly used and widely adopted approach to IT service management available and gives a collective set of guidelines for ITSM, which is developed by the british office of Government commerce. Choosing a framework depending on the business needs and industry specifications is important to generate productive outcomes. ITIL has always been dynamic - evolving over time to reflect changes to the way IT organizations work, incorporating new service management concepts and the industry's evolving understanding of the different capabilities required to deliver value.

ITIL V1- The Beginning

The first version of ITIL discussed processes involved in service support such as help desk management, change management, and software distribution and control. It also covered topics such as capacity management, contingency planning, availability management, and cost management.

ITIL V2- The first major revision

The second version focused on the elimination of duplicate entries, improvement in the consistency of topics and inclusion of new IT concepts. Some of the topics covered in ITIL v2 were problem management, release management, incident management, and financial management of IT assets, security management, and service continuity management. These are some of the most enduring and popular pieces of ITIL today. ITIL v2 also introduced the concepts of call centers and help desk discussing and comparing three kinds of service desk structures: local service desks, central service desks, and the virtual service desks.

ITIL V3- Introduction of Service Lifecycle

(i)   Service Strategy
(ii)   Service Design
(iii)   Service Transition
(iv)   Service Operation
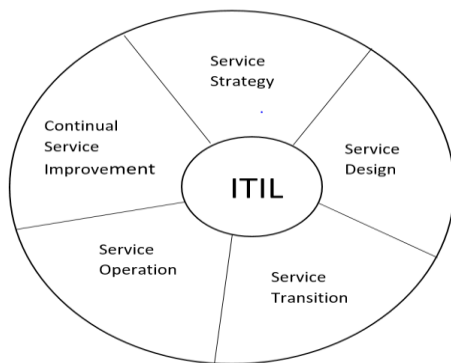(v)   Continual Service Improvement.

Fig 1: ITIL Framework

2. Introduction to ServiceNow tool

ServiceNow is an application which addresses most of your operational problems in IT, to explain the previous statement at application level, it is a collection of many small applications which are dedicated to different processes.

ServiceNow provides application developers the capability to create a desired application at a faster pace, which makes ServiceNow most powerful and preferred to the customers. Taking this as an advantage many IT and Non-IT companies are replacing their legacy service management suites with cloud-based ServiceNow.

Why ServiceNow tool?

- It provides the centralized service catalog for personnel to request for technology services or information about applications and processes that are being used in the system.
- It offers many ways to get help including forms, questionnaires, chat, email, etc.
- ServiceNow will help you work very quickly which makes your work process smarter and faster.
- Helps you to replace unstructured work patterns with intelligent workflows

Various areas of ServiceNow tool
- IT Service Management (ITSM)
- IT Business Management (ITBM)
- IT Operation Management (ITOM)

- Security operation & Governance, Risk & Compliance
- HR Service Management (HRSM)
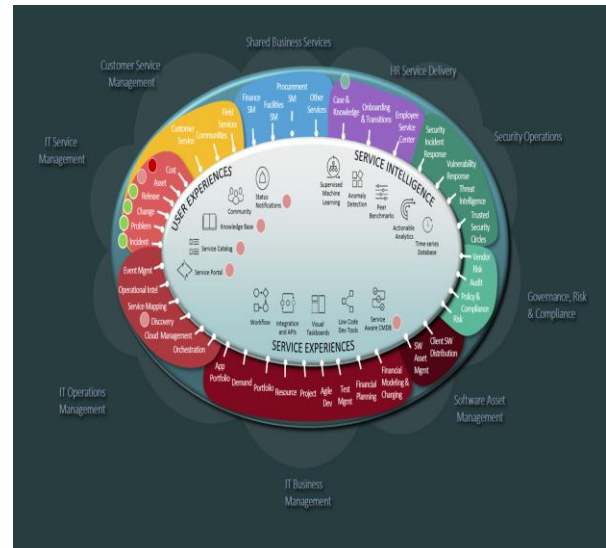- Customer Service Management

Fig 2: Various areas of ServiceNow tool

IT Service Management

IT service management (ITSM), it is a set of processes, procedures, and policies for handling the implementation, development, and support of customer-oriented IT services. ITSM encompasses multiple IT management frameworks that can be applied to centralized and decentralized systems. There are many number of frameworks, which come under the ITSM discipline, and some address specific IT needs, including those in government, healthcare or technology. Many business using ITSM consider IT as a service, with an aim to deliver valuable services to customers, rather than a department that manages technology.

2.1 Applications of ITSM
Incident Management
Problem Management
Change Management
Asset Management

3. Problem Definition

Service Now Istanbul version is out of support and heavily customized platform. Therefore, that industry conceptualize to go on industry standard out of the box ITIL platform that is Service Now Madrid version.

And increase the quality of data by doing a data validation/Master data cleaning in Madrid of SNOW.

4. ServiceNow Architecture

Discovery: Discovery finds applications and devices on the network, and then updates the CMDB with the information it finds. Discovery is available as a separate subscription from the rest of the ServiceNow platform.

Ping Federate: It is an enterprise federation, which enables the authentication and single sign on. The employee, customer and partner can securely access all the applications they need from any device so this way it is call it as a global authentication security.
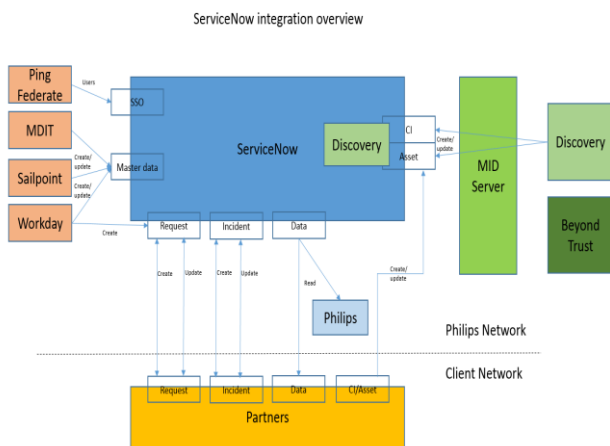

Fig 3: ServiceNow architecture

Sailpoint: The Sailpoint, service catalog integration application provides the following functionality within ServiceNow:

- Manages the account
- Enable/unlock/disable/delete the user accounts.
- Access the request
- Request password changes
- Track the request

Workday: Workday is the primary source of all employee data.

- Employee information, such as user name, first and last name and email address.
- Location
- Department
- Job profile

Partner: Partner means the other company who support the parent company for the specific process/work.

MID Server: The MID Server facilitates communication and movement of data between the ServiceNow instance and external applications, data source and services.

5. Work Flow of data validation/Master data

Step 1: External offering services of ServiceNow platform

Initially starts with the external offerings of common service model in Madrid version of SNOW. Because external service offering has performed by the individual service provider and also has a legal, tax, accounting and professionals advisory service.

Step 2: Finding the data in each services

Open each record of the services in external service offering and check which are the fields are missing or which fields are mandatory for the service. Because some fields are must provide in the service.

Step 3: Generating report for each service

Create a report for each service in create report catalogue by choosing a required column. The report creation is very useful for accessing each service. And report conversion is helps in accessing the data easily by the end user.

Step 4: Convert report into excel sheet/spread sheet.

Export each report of the service into excel sheet and which helps the end user can easily understand what the user required. The spread sheet conversion also helps to contact the required service manager/ domain lead for the requirements.

Step 5: Contact service manager/domain lead

Collect all the required data from the domain leads/service manager through mail. The required data are System ID (Clarity ID), Supported by (Person behalf of the service manager for the service), SOX and many other mandatory information for the services.

Step 6: Update the data in the IT portal

Update all collected data in the company IT portal using ServiceNow Add/change/retire service model catalogue.

Step 7: Update the data using the template.
Update all the data using a template in the portal and also specify the type of the request and data in the field and click the order button.

Step 8: Generation of RITM number
The RITMXXXXXX number is generated for the each service change by clicking order now button. This RITMXXXXXX will check in the SNOW tool for further process this is handled by the businessperson in the company.

6. Conclusion

Madrid version of SNOW has a high availability of IT service by enabling full capacity of the event management and also provides a zero touch provisioning of catalogue and automate the IT process. Data validation process helps to get the data up to date in the SNOW, this also helps to access contains of the service easily by the end users.

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