



Automating and Orchestrating Intelligent Business Workflows with ServiceNow® ITOM

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ServiceNow® IT Operations Management (ITOM) broadens the scope of customers' ServiceNow ITSM investments and reinforces into "service-aware" approach on ITOM. The investments can include CMDB, Incident, Problem, Change, Service Catalog etc. ServiceNow enhances the overall process by strengthening the visibility, availability, and agility of enterprise services. This document gives an overview of how the service health and availability through a service-aware ITOM strategy can be improved and how the same can be optimized to cope-up with today's modern-technology driven IT operations.



STUMBLING BLOCKS OF IT OPS TEAMS

Some of the predominant and typical challenges faced by IT Operations Teams are:



Lack of Service Visibility



Unreliable Service Availability



Slow Response & Solution

The concept of **Service Visibility** boils down to the inter-relationship among the various parts of the IT infrastructure and how it affects the various business segments. Lack of Service Visibility refers to an environment in which there is a lack of adequate comprehension about the inter-connections between the systems and the services.

Service Availability is the potential of the services to be accessible whenever and wherever demanded. Unreliable Service Availability is one of the major challenges as when a specific service is down, the time taken for fault detection can be high.

Slow Response and Solution refers to using up prolonged time to determine the cause, brainstorm the feasible solutions and implement the fitting solution. Response time is directly linked to the extent of satisfaction of the customers.



HERE'S HOW SERVICENOW CAN HELP YOU OUT

ServiceNow can enhance your business functionalities by eliminating service outages. This is achieved by proactively identifying **service issues, pinpointing disruptions, and automating remediation.**

1. Know your service issues at a go

The status of criticality of business services can be viewed in a jiffy – thanks to the dashboard that indicates the impact on services by analyzing the alerts from the monitoring eco-system. This is used as a tool for prioritization by considering various factors such as size, placement and color of the individual tiles.

2. Save yourselves from the hassle of locating disruptions

Service Map is a visual depiction in which the infrastructure and dependencies that are used to power the services are portrayed. This helps in quick identification and location of the problem through which the subsequent steps are taken to resolve them. When a particular CI is selected, the access to the corresponding data such as the history of alerts from across the monitoring eco-system, changes that might've caused the issue etc. can also be viewed.





3. Why remediate manually when you can automate?

Automate remediation of problems and commence the incident process, obtaining approvals as and when needed and recurrently communicating with all the relevant stakeholders through the course of resolution. The Service Map has remediation options that trigger automated workflows that will remediate the problem.

Elimination of service outages with ServiceNow

Initially, the business services to the infrastructure are mapped, which enhances the service visibility.

Besides, it breaks-down to silos and helps better understand the various business services mapped with the underlying infrastructure. The next step involves keeping those service maps current. More often than not, manually updating it has resulted in a catastrophe. ServiceNow is the savior here as once mapped, it is updated automatically. It also picks up changes, and update the map without IT intervention. ServiceNow ingests events from across the IT landscape, which are analyzed and co-related to calculate the possibilities of problems. It's a no-brainer that prioritization of issues is vital; couple it with automating the fixes and you have the perfect recipe for gaining visibility into business services health.



CASE STUDY

About the Customer

Headquartered in New York City, the client is an American multi-national mass media and entertainment organization.

Challenges

The client had multiple disconnected monitoring tools which nurtured an environment of ambiguity. The mails were sent to a shared inbox and the Service desk would dabble through the inbox when scanning for real issues. Once a problem is identified, they had to create manual incidents. Owing to the nature of business of the

client, a plethora of events happened in a week's time (120,000).

The ServiceNow Solution & Results

The ServiceNow implementation was completed and system went live within a span of 2 months. The oodles of events/week - 120,000 was transformed to as low as 1,000; an astounding 92% reduction in events/week was achieved. Not only did it introduce an ability to prioritize, but it also helped in auto-creation of incidents. Besides enabling the feature of tracking back to the CIs, it also eliminated finger pointing.

Customer Speaks

Don't take our word for it; here is the testimony from the Director of the client's organization:



With ServiceNow, we're much more proactive. Because of this, we've actually reduced the number of high-impact incidents, and we're resolving them more quickly.





THE TRINITY OF SERVICENOW - SERVICE, OPERATIONS AND BUSINESS MANAGEMENT

ITSM:

ITSM enables transforming the speed, visibility and agility of IT. It helps in making astute decisions by automating the manual tasks and improving employee productivity. Quick results can be obtained - Thanks to ServiceNow Nonstop Cloud. ITSM also helps in minimizing the chaos and consequently gaining control over the IT services. Real-Time Analytics enable full visibility and the IT services can be aligned with business objectives.

ITOM:

ITOM accredits to proactively eliminating the service outages and managing hybrid clouds besides enhancing the visibility, availability and agility. Some of the ITOM applications include Discovery, Event Management, Service Mapping, Operational Intelligence and Orchestration.

ITBM:

ITBM validates in operating IT more like a Business. It dives deeper into Demand and Financials to unravel visibility. Besides aiding in optimizing the application portfolio, it also helps ensure that the IT investments are in alignment with business goals. Project Portfolio Management, Demand Management and Resource Management are the predominant ITBM applications.





PROGRESSIVE ADVANCEMENTS - VISIBILITY, AVAILABILITY AND AGILITY

Visibility is the initial phase and the goal is establishing a single system of record for IT. The various aspects covered here are incident, problem, change, configuration, CMDB and discovery across data centers and cloud providers. The service operations covered typically are discovery and service mapping.

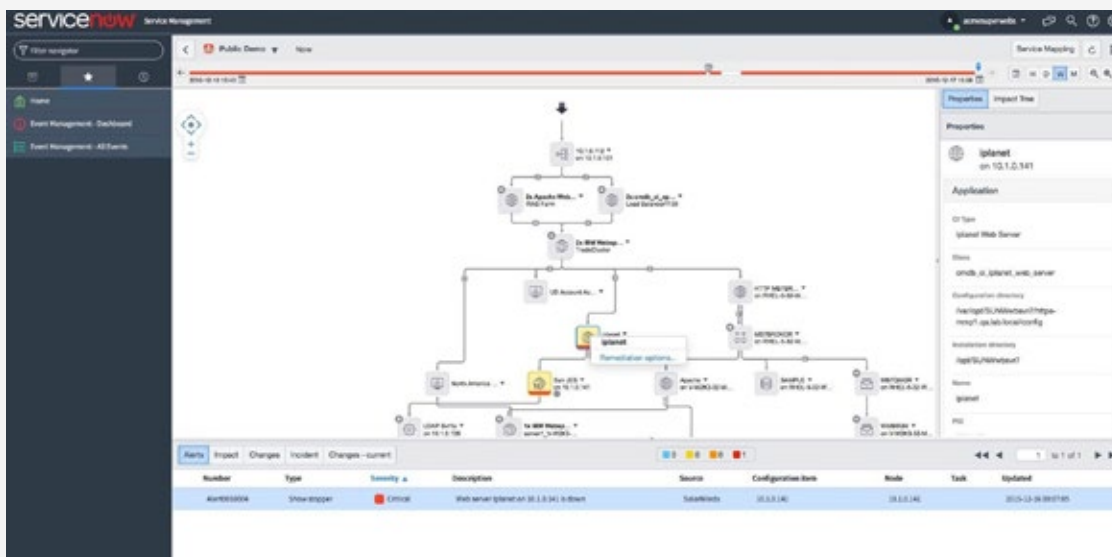
An improvisation on Visibility is the second phase - Availability and the focus is on enabling service-centric operations management. It encompasses various elements like event reduction and

correlation, root cause analysis, service health dash-boarding, automation of IT operations. In addition to the service operations covered in visibility, availability also supports event management.

The final phase is Agility where the emphasis is on improving governance, remediation and it includes automated remediation and self-healing systems. Besides the service operations in availability, it also supports orchestration and cloud management.

Here's how ServiceWatch comes into picture

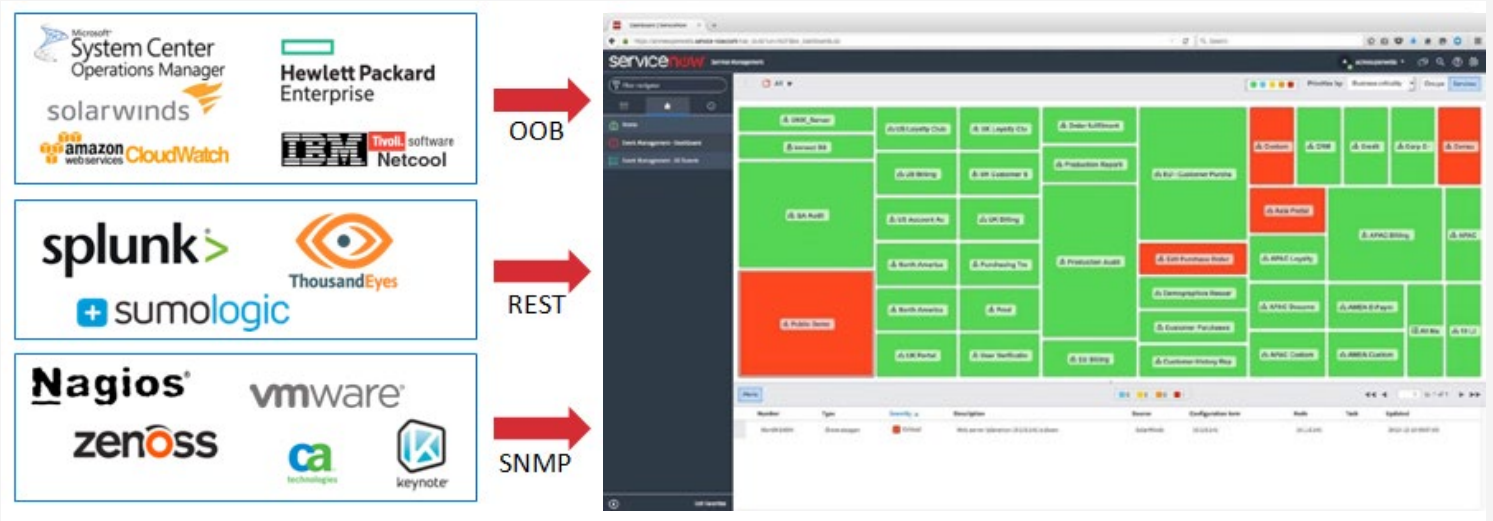
Do you think manual service mapping is going to suffice for all your business needs? Well think again, because, you can't hit if you don't swing it! Manually built and maintained service maps are just not good enough. Besides their unreliable accuracy, any changes in infrastructure will render them obsolete. Worry not, for ServiceWatch is here - Build the maps in an automated fashion. Its dynamicity and self-updating features are the cherries on top.





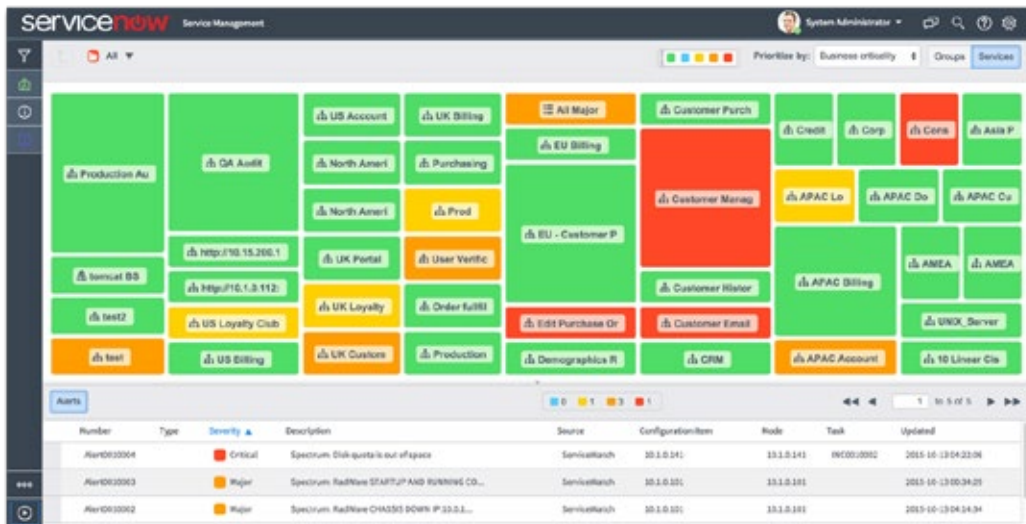
Integration with Multiple Monitoring Tools

ServiceNow Event Management has the ability to integrate with various infrastructure-monitoring tools to collect, filter and analyze the data and grasp the impact that it has on business services by machine learning and AI driven analytics.



Business Service Health Dashboard

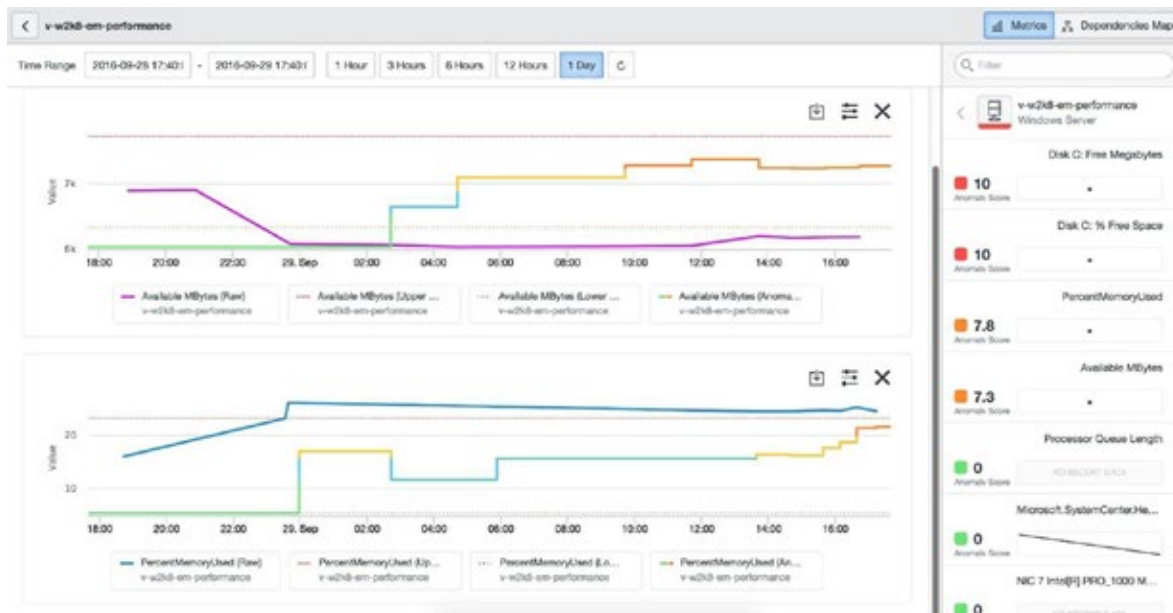
It provides a pictorial representation of business service health and monitors it in near real-time. Thanks to automated business service mapping - The visibility of business services can be gained. It also supports integration with external monitoring tools to measure the business service health. Besides, it seamlessly enhances ITSM operations like alert handling, change validation etc.





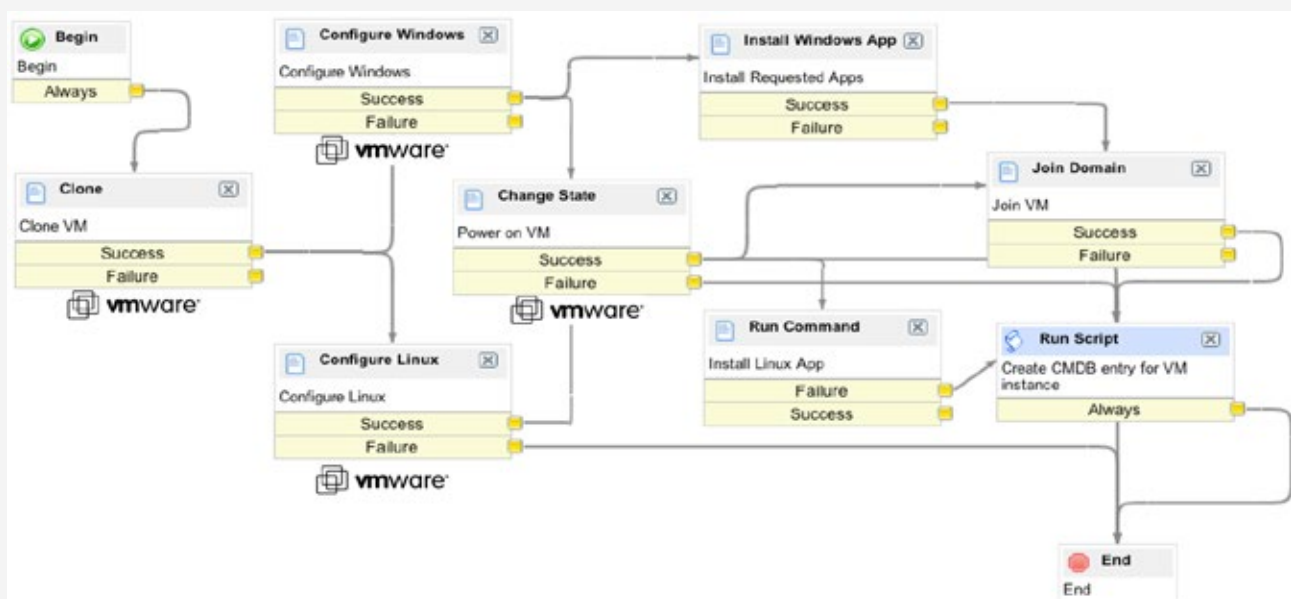
Anomaly Metrics Identifying Outliners

The anomaly alerts generated by operational metrics can be viewed. They indicate the deviations from projected metric values for monitored CIs. like alert handling, change validation etc.



Automated Remediation

Auto Remediation is a self-healing process, which, in response to alerts or events, executes actions that fix the issues.





BENEFITS ACHIEVED BY AUTOMATING ALL ASPECTS OF THE SERVICES LIFECYCLE

Visibility

It transforms the ServiceNow CMDB to truly become the enterprise services repository to provide an accurate, reliable, real-time store for services and infrastructure

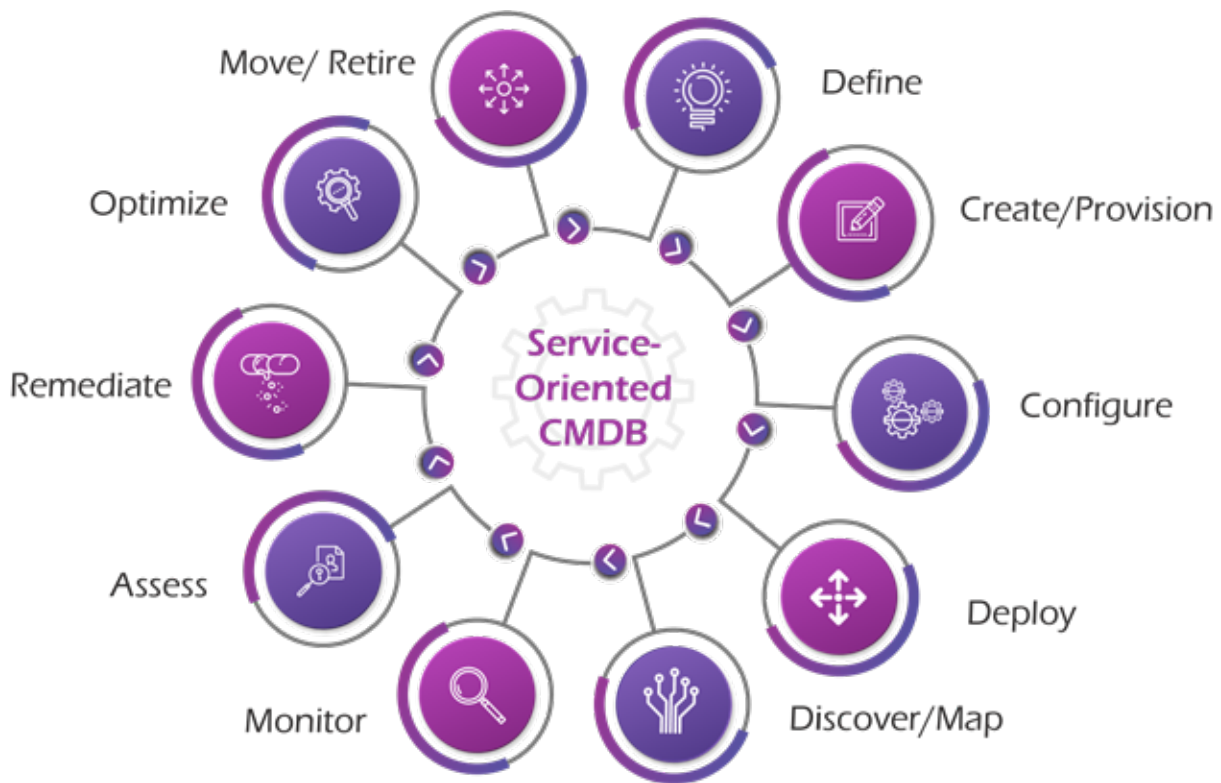
Availability

It radically improves the service availability by

forecasting the issues before they happen and reduce MTTR for outages through automated RCA and remediation

Agility

It accelerates enterprise adoption of the cloud and DevOps through intelligent cloud management and DevOps automation without any significant compromise on cost and quality



The following customers made the right choice by choosing ServiceNow to transform their Operations Management and so should you. A few of ServiceNow's 1750+ customers are: **e-Bay,**

Whirlpool, Delphi, Symantec, Zillow, Nielsen, TimeWarner, USAA, EMC, NetApp, Danske Bank, Fico, Westjet, etc.



USE CASE

Business Issue

High cost (financial and reputation) associated with unreliable service performance

Anxiety Question

Have you ever been concerned about your job because of a major service outage?



Problem

- Manage data center by infrastructure and technology orientation rather than business service orientation
- Cannot connect infrastructure events to services and potential outages/problems
- Cannot prioritize incidents and immediately remediate when an issue occurs
- Cannot understand the impact of change in environment (both historical and future state)
- Unreliable service availability and not meeting SLAs impact business productivity and revenue



Solution

- By means of a single system of record, all business services and processes can be co-related
- The events from different tools can be co-related automatically into a real service issue and service health can be visualized in a dashboard
- The impact of changes to infrastructure on service availability can be seen through the Service Health UI
- An alert stream from an external source can be taken and acted upon immediately on that information
- The outages can be prevented altogether by identifying anomalous infrastructure behavior

Value

- It would add a lot of value to you if you can reduce the time spent manually co-relating issues to impacted services in your environment
- A measurable improvement in Mean-Time-To-Recovery (MTTR) would have a direct impact on operating expense (OpEx)
- A reduction in the impact of (unplanned) change to your environment would have a positive impact to your availability efforts
- It would be worth it when you can automatically connect alerts, incidents, and automated remediation options to drive rapid recovery
- The extent of impact of meeting or exceeding your SLAs (This would improve customer satisfaction/loyalty/Net Promoter)





WHY PARTNER WITH ASPIRE SYSTEMS?

Aspire Systems is a global ServiceNow solution provider. We offer consulting, implementation and enhancement of ServiceNow Platform for Enterprises and ISVs. Aspire's Implementation Maturity Model enables its customers achieve a streamlined practice to manage Enterprise Service Management across the organization using ServiceNow platform.

Over the last 8 years, we have been continuously streamlining our approach to implement

ServiceNow for our customers. Today, we have shifted from a traditional IT service management delivery approach to a service oriented approach that covers the entire IT life cycle in an organization to meet their ITSM, ITOM and ITBM needs. Our excellence portfolio includes: Orchestration, Hybrid cloud management, DevOps, Customer Service Management, SecOps, PPM, HR Management, and so on.

 <p>Global Solution Provider</p>	 <p>Bronze Services Partner</p>	 <p>Implementation Maturity Model</p>	 <p>100+ Successful Projects</p>
 <p>Diversified Customer Portfolio</p>	 <p>24*7 Managed Services</p>		
 <p>Onsite/Offshore and Near Shore Delivery Models</p>	 <p>CSAT Score – 8.9 out of 10</p>	 <p>Certified ServiceNow Experts</p>	

ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Aspire Systems' services include Product Engineering, Enterprise Solutions, Independent Testing Services, Oracle Application Services, Digital Services and IT infrastructure & Application Support Services. We are currently over 2100+ employees and work with 200+ customers globally. We are headquartered in Singapore and have a growing presence in the US, UK, Middle East and Europe. For the ninth time in a row, Aspire has been selected as one of India's "Best Companies to Work For" by the Great Place to Work® Institute, in partnership with The Economic Times.