knowledge16

Experience the Service Revolution



From Geneva To Helsinki – What's New In ITSM

GARRICK A. VANCE
PRODUCT MANAGEMENT
ServiceNow

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servicenow

Welcome to ITSM – What's new in Helsinki

- Geneva, the refresher
  - For the Admins…
    - For the IT Champions…
      - For All…

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Safe Harbor

This presentation contains “forward-looking” statements that are based on our management’s beliefs and assumptions and on information currently available to management. We intend for such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements include information concerning our possible or assumed strategy, future operations, financing plans, operating model, financial position, future revenues, projected costs, competitive position, industry environment, potential growth opportunities, potential market opportunities, plans and objectives of management and the effects of competition.

Forward-looking statements include all statements that are not historical facts and can be identified by terms such as “anticipates,” “believes,” “could,” “seeks,” “estimates,” “expects,” “intends,” “may,” “plans,” “potential,” “predicts,” “projects,” “should,” “will,” “would” or similar expressions and the negatives of those terms, although not all forward-looking statements contain these identifying words. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. We cannot guarantee that we actually will achieve the plans, intentions, or expectations disclosed in our forward-looking statements and you should not place undue reliance on our forward-looking statements.

Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation. We undertake no obligation, and do not intend to update these forward-looking statements, to review or confirm analysts’ expectations, or to provide interim reports or updates on the progress of the current financial quarter. Further information on these and other factors that could affect our financial results are included our filings we make with the Securities and Exchange Commission.

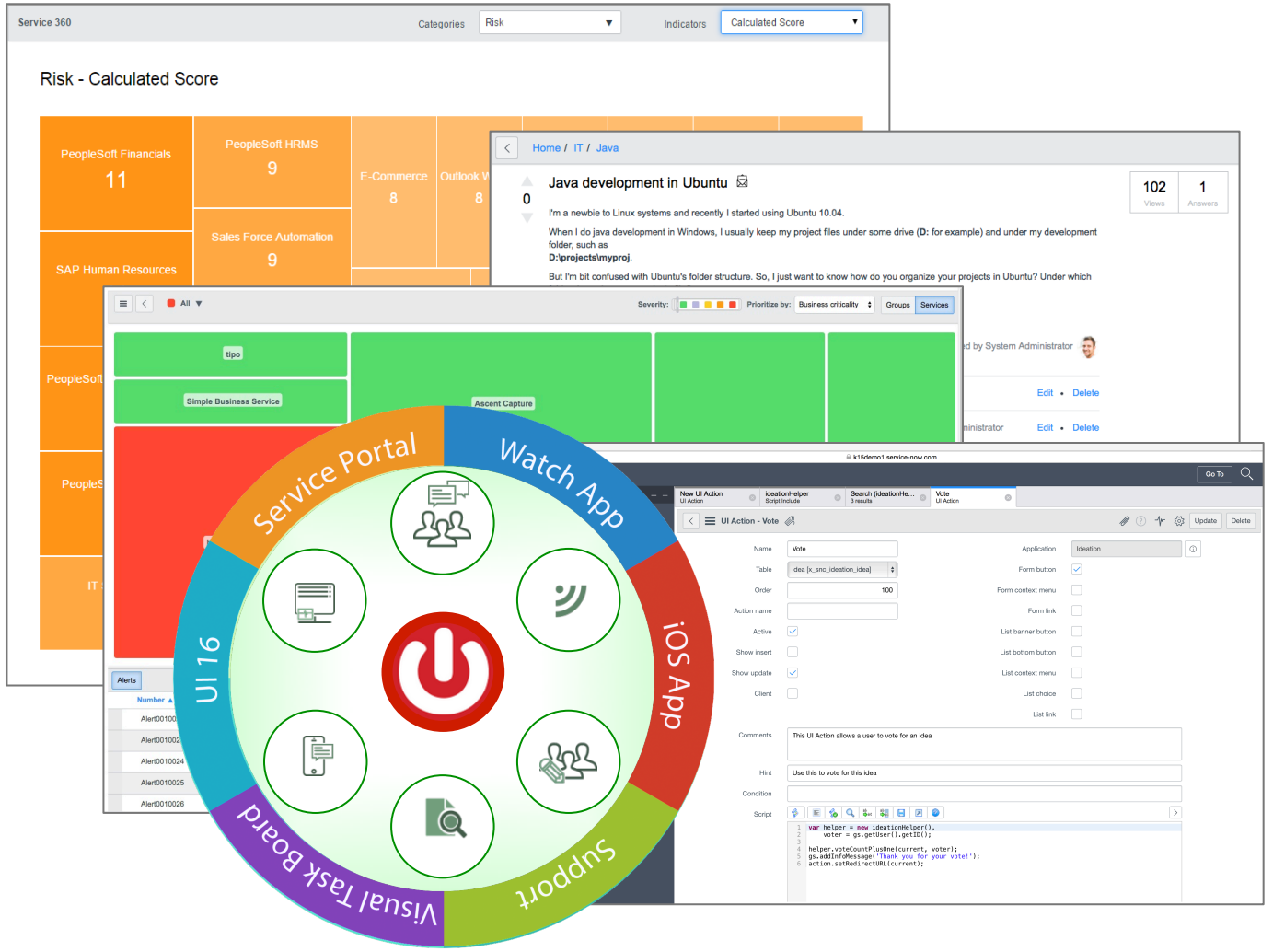
This presentation includes certain non-GAAP financial measures as defined by SEC rules. We have provided a reconciliation of those measures to the most directly comparable GAAP measures in the Appendix.

The information in this presentation on new products, features, or functionalities is intended to outline ServiceNow’s general product direction and should not be included in making a purchasing decision. The information on new products, features, functionalities is for informational purposes only and may not be incorporated into any contract. The information on new products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products are subject to change and remains at ServiceNow’s sole discretion.

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Geneva – Customer-Driven ITSM

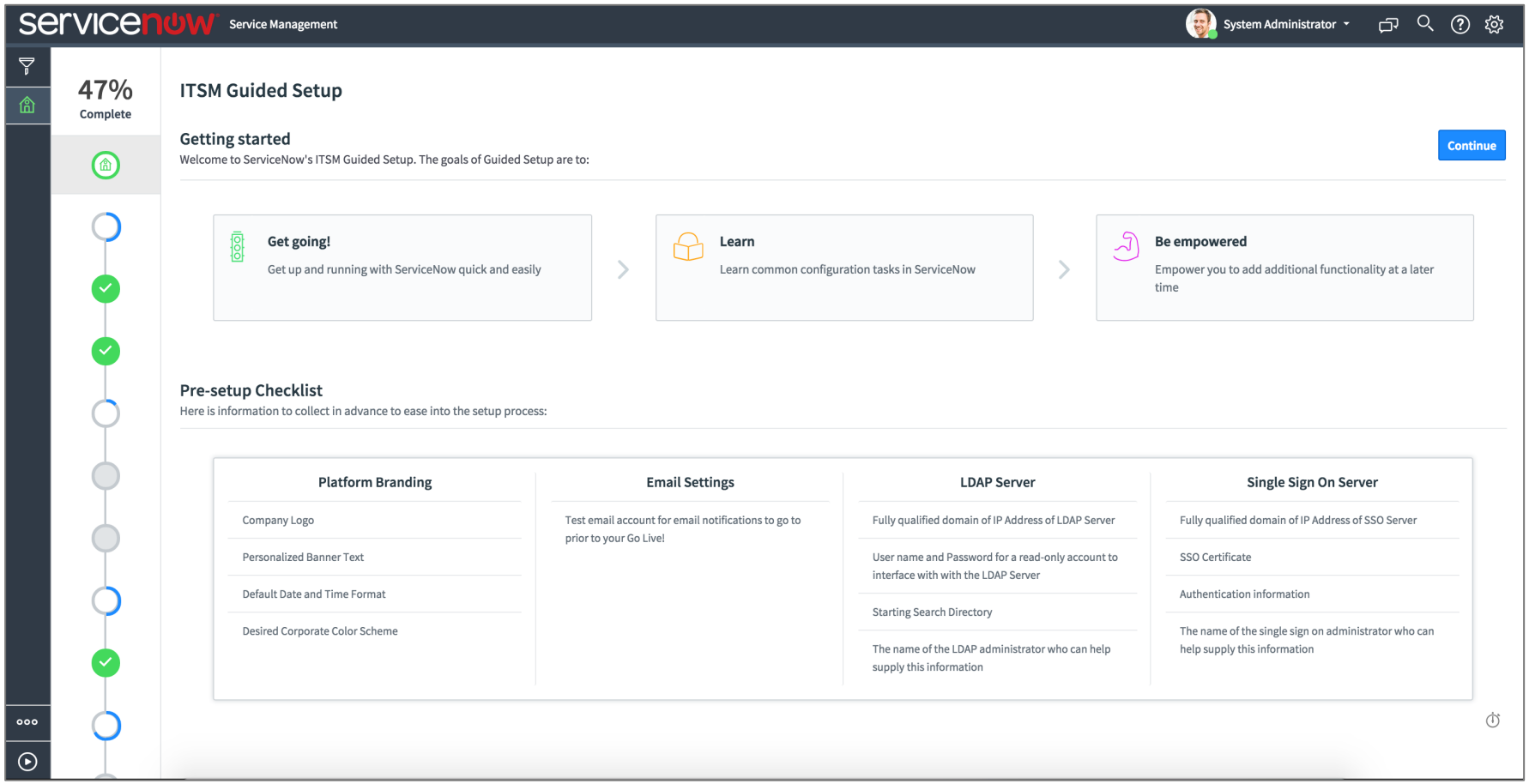
- Service 360
- Crowdsourced Knowledge
- Alert Enhancements
- Advanced Developer Tools
- Connect



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IT Service Management Guided Setup Based On ITIL Best Practices

From Zero to Go Live in Record Time

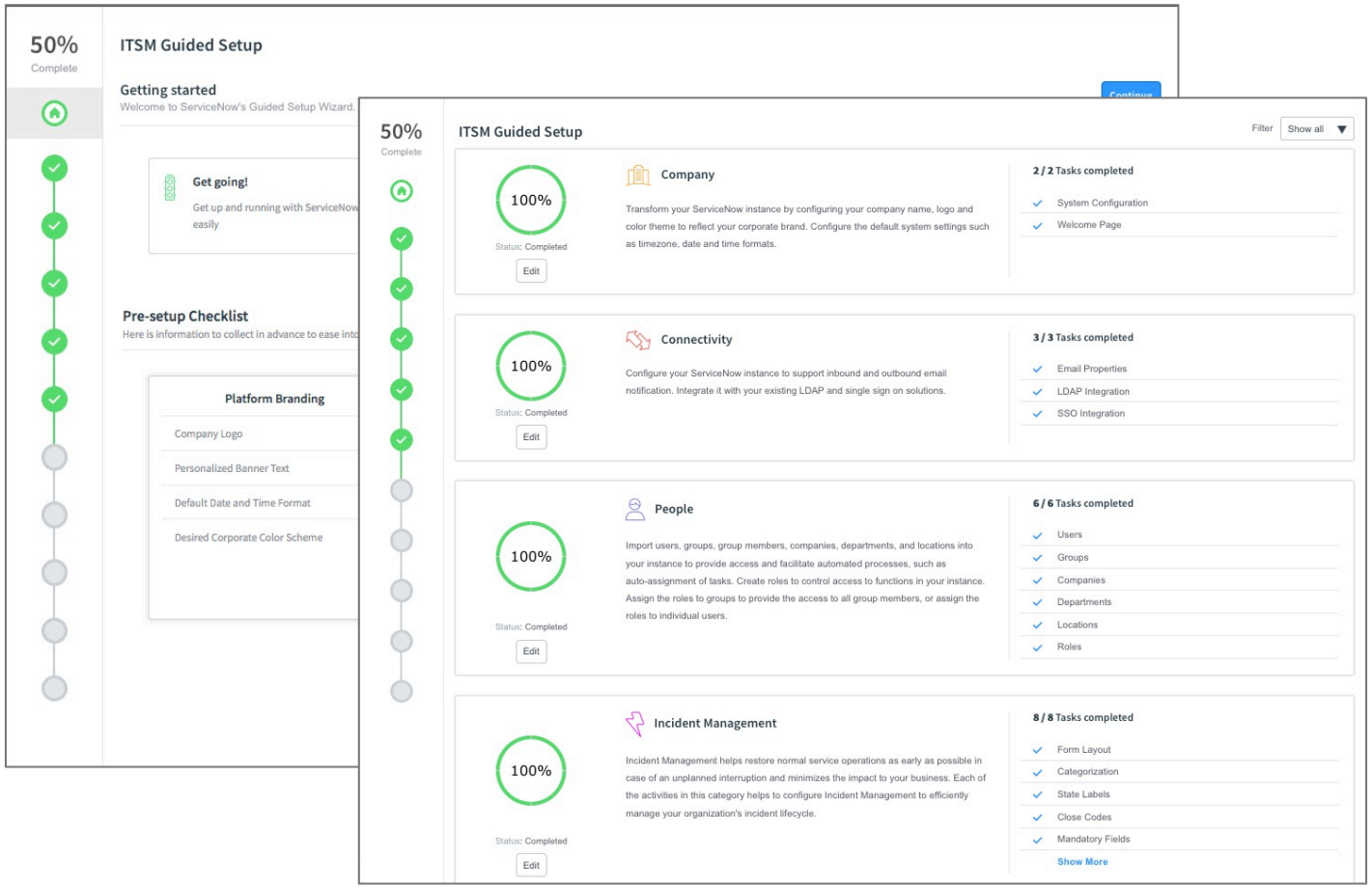


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IT Service Management Guided Setup Based On ITIL Best Practices

Up to 30% Faster Time-to-Value, using Wizard

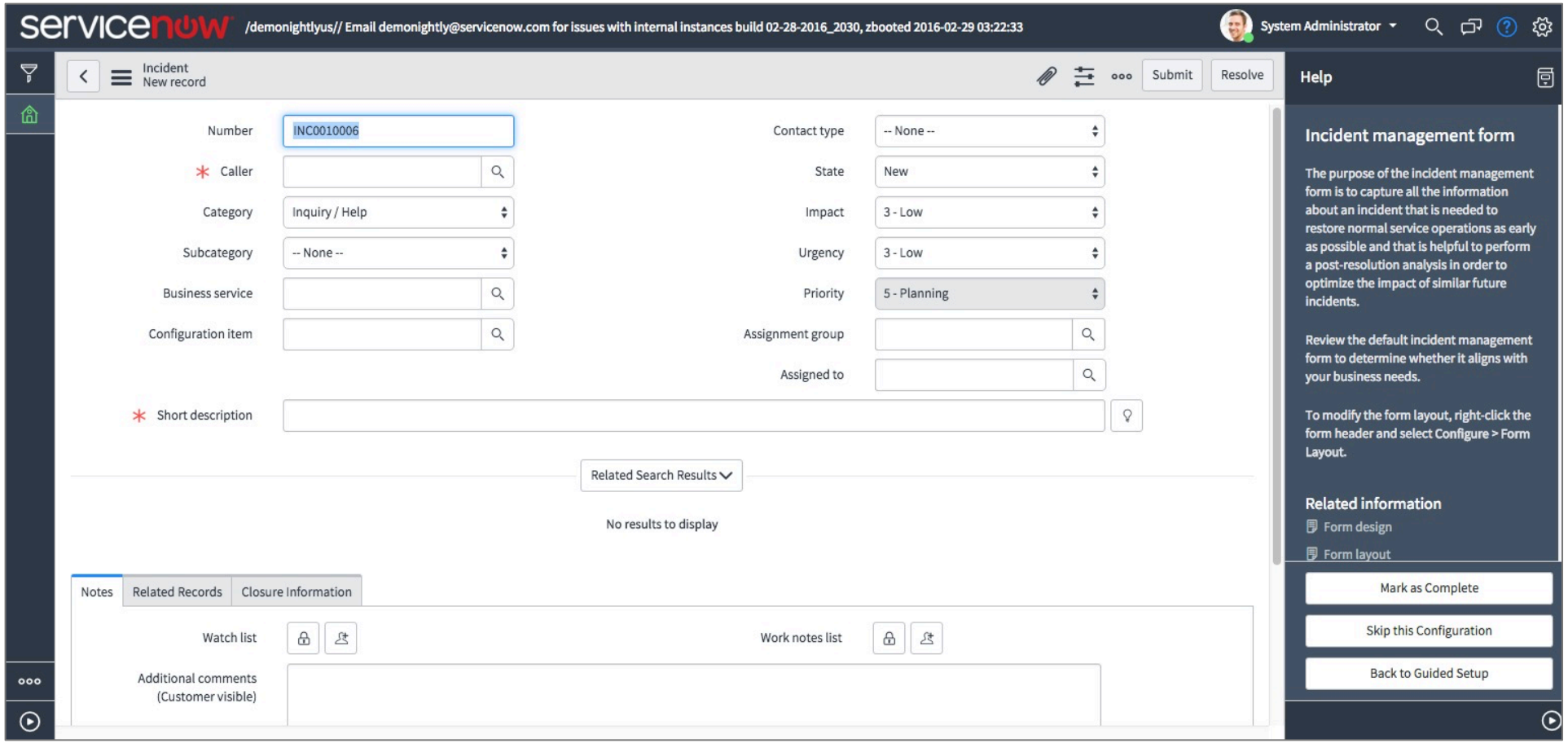
- Simplifies ITSM application configuration
- Leads administrator through ordered list of configuration activities
- Seamless integration with Embedded Help
- Visual progress indication throughout setup process



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IT Service Management Contextual Help

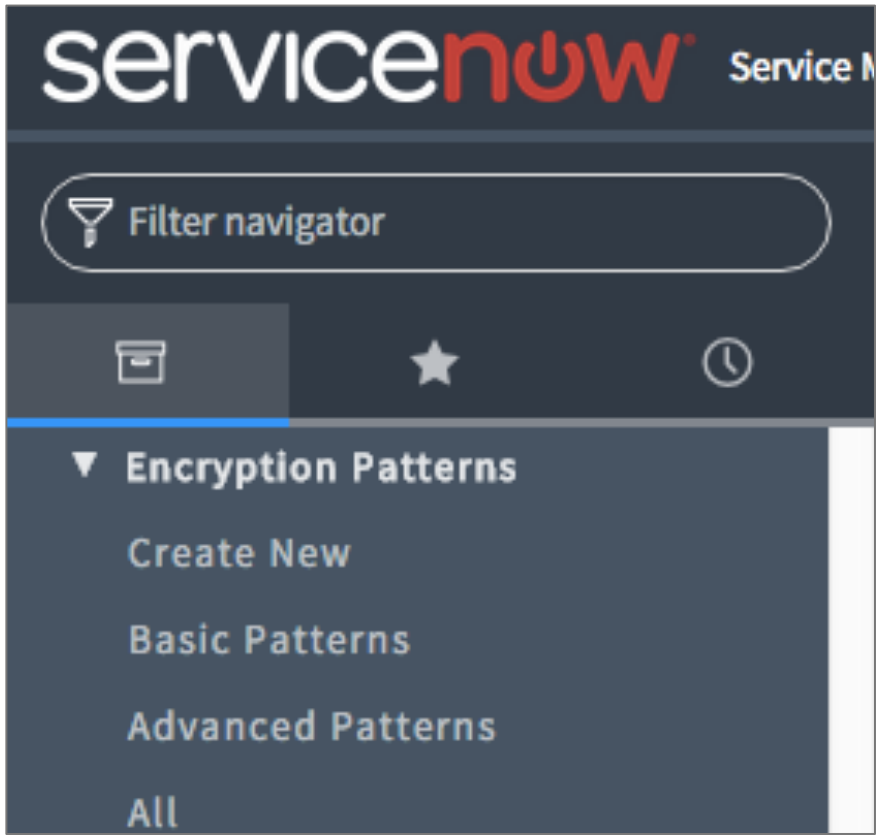
Get Immediate Assistance When and Where You Need It



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ServiceNow Edge Encryption Tokenization

Identifies and Encrypts a Pre-Defined Pattern of Characters while Leaving Remaining Data within the Same Field Unencrypted



What customer sees behind the proxy

Number ▼	Opened	Short description	Caller	Priority	State
INC0010002	2016-01-06 14:41:04	Purchase order 89-23456 should be charged against Visa 4916 8699 9572 5861, not AMEX 377660611382710.	ITIL User	5 - Planning	New
INC0010001	2016-01-06 14:39:48	Please help Joe Smith (SSN: 123-45-6789) with his tax software installation.	ITIL User	5 - Planning	New

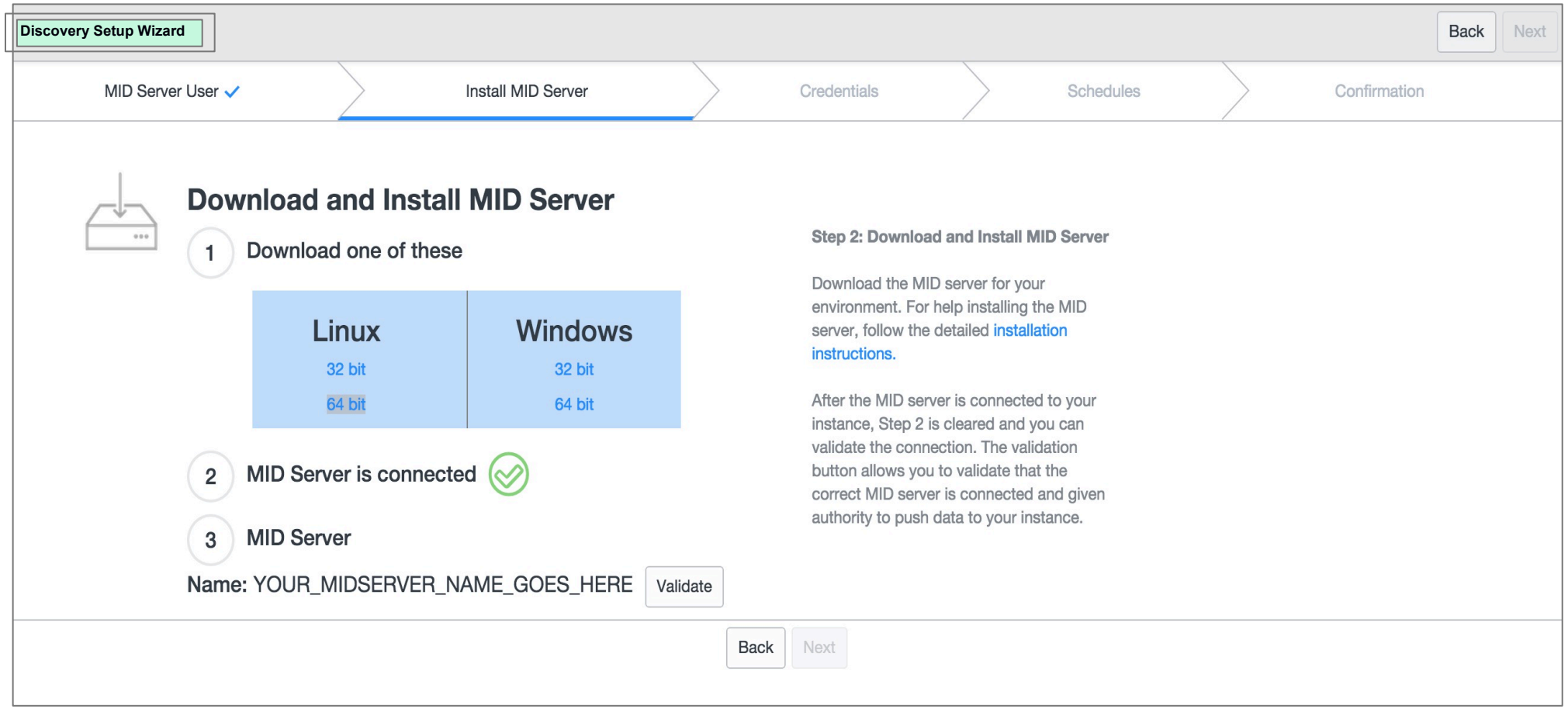
What we see

Number ▼	Opened	Short description	Caller	Priority	State
INC0010002	2016-01-06 14:41:04	Purchase order 89-23456 should be charged against Visa FDDotox3wbhy56jipm50FDD, not AMEX FDDnj87mm9cz6ajzFDD.	ITIL User	5 - Planning	New
INC0010001	2016-01-06 14:39:48	Please help Joe Smith (SSN: FDDb0ch8lgvuFDD) with his tax software installation.	ITIL User	5 - Planning	New

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Discovery – Setup Wizard

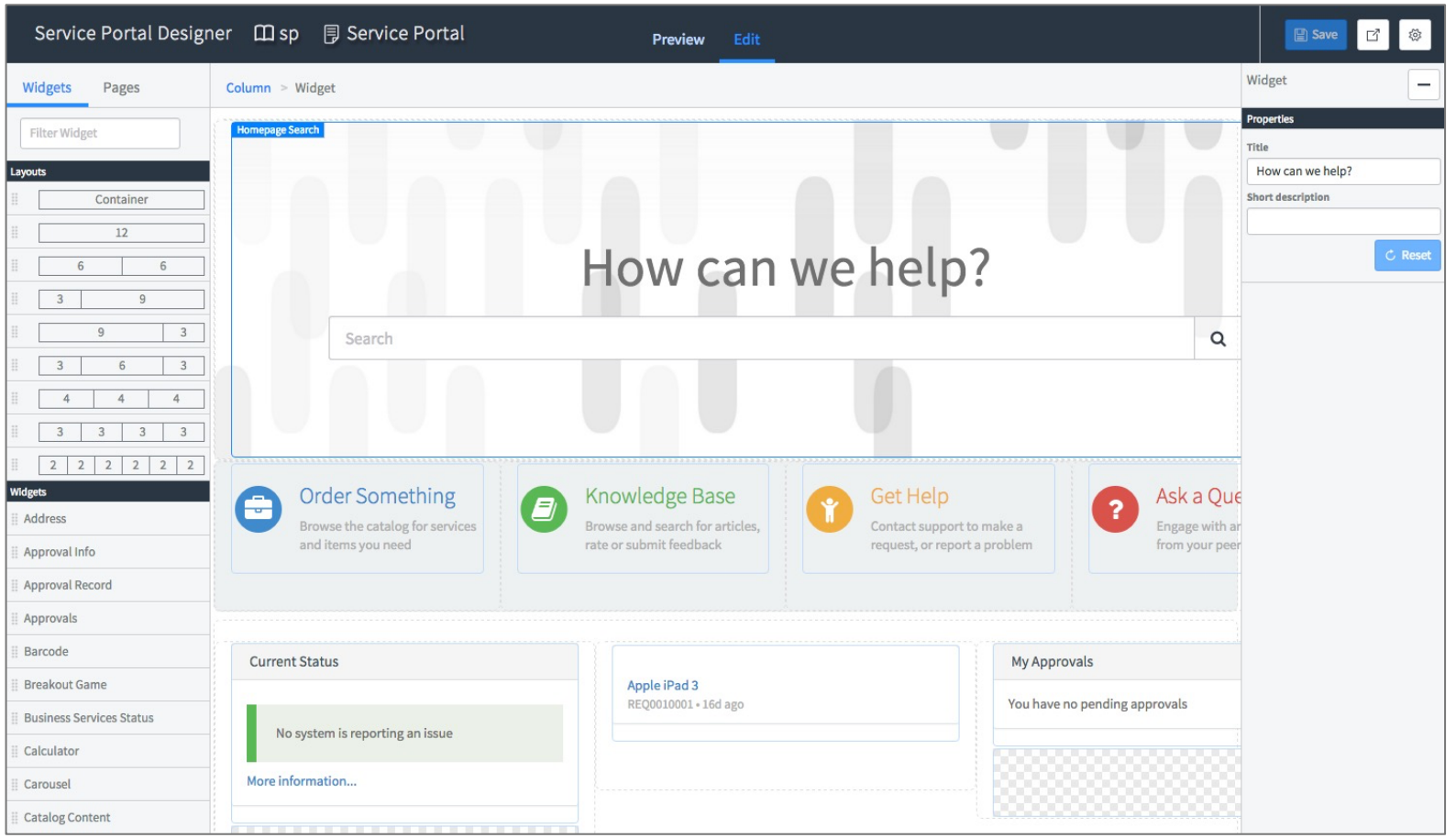
Quickly Configure Discovery by Following Simple Steps to Deploy a MID Server, add Credentials, and Create a Schedule



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Service Portal – The Canvas For Delightful User Experiences

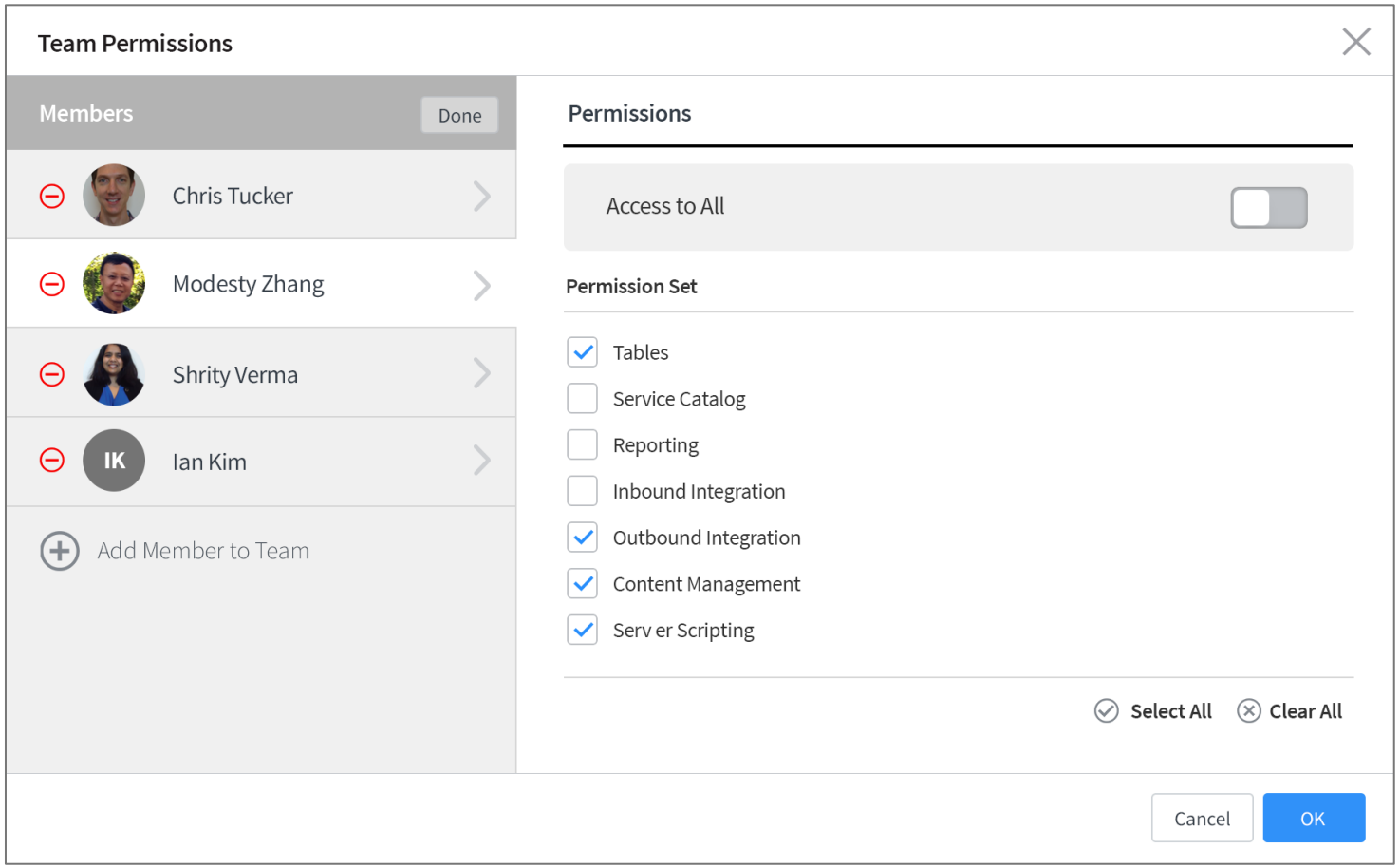
Standards Based Canvas to Easily Deliver Insanely Great Applications



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Many Teams, One Platform, Zero Problems

Delegated Development Safely Distributes Control of Application Development

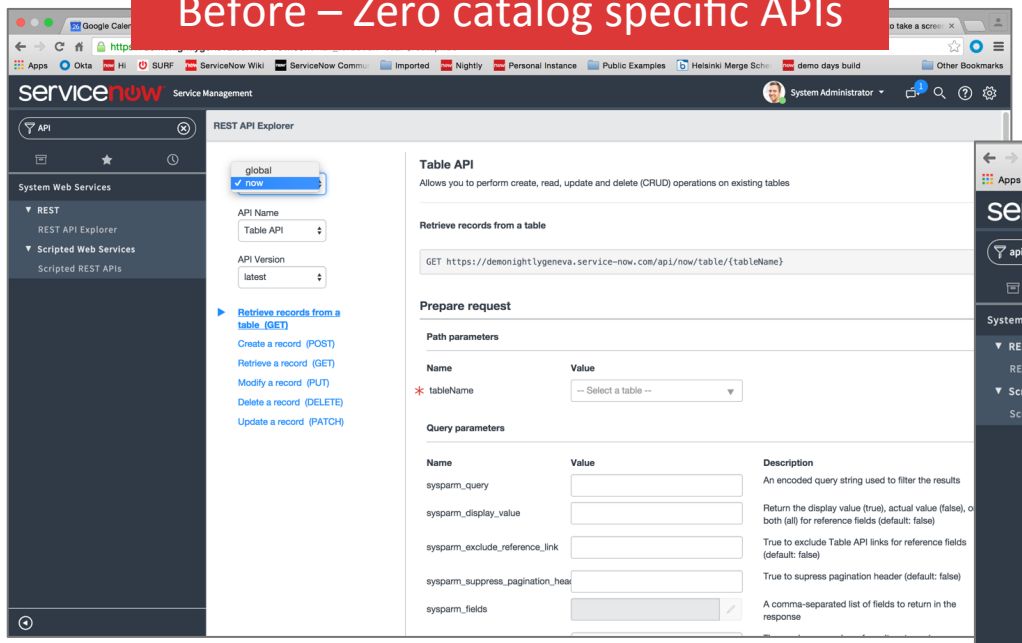


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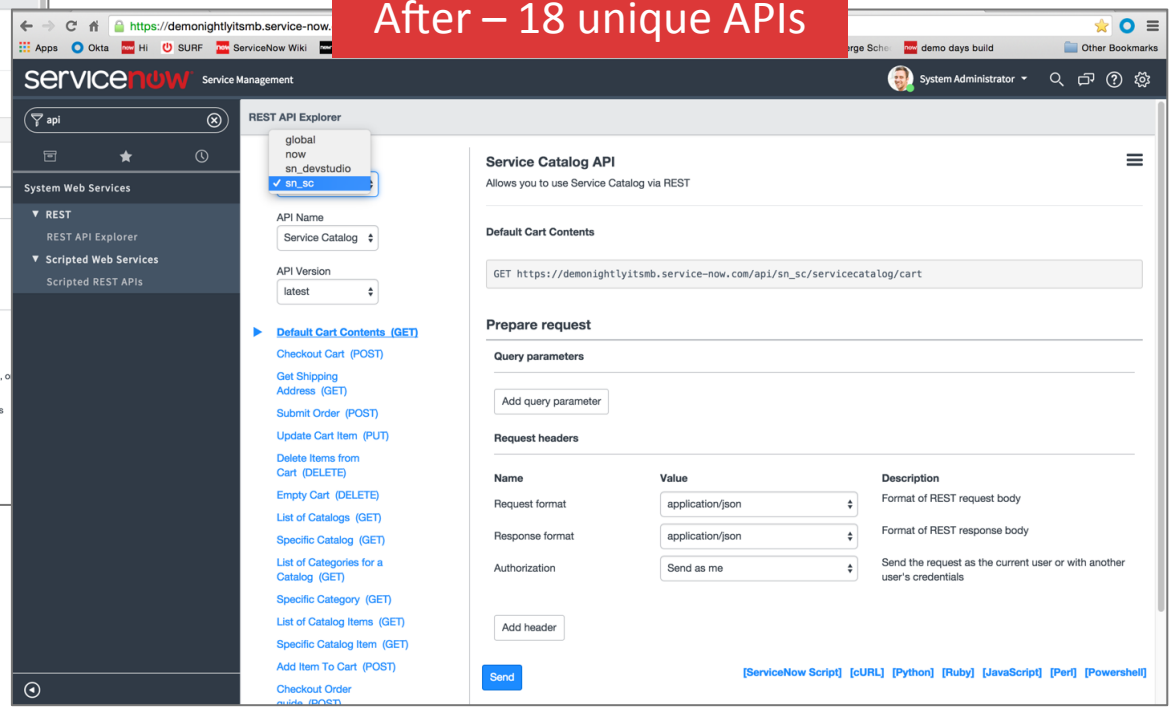
Service Catalog – APIs

Unique APIs for Service Catalog makes it Easier to Setup the Service Portal

Before – Zero catalog specific APIs



After – 18 unique APIs

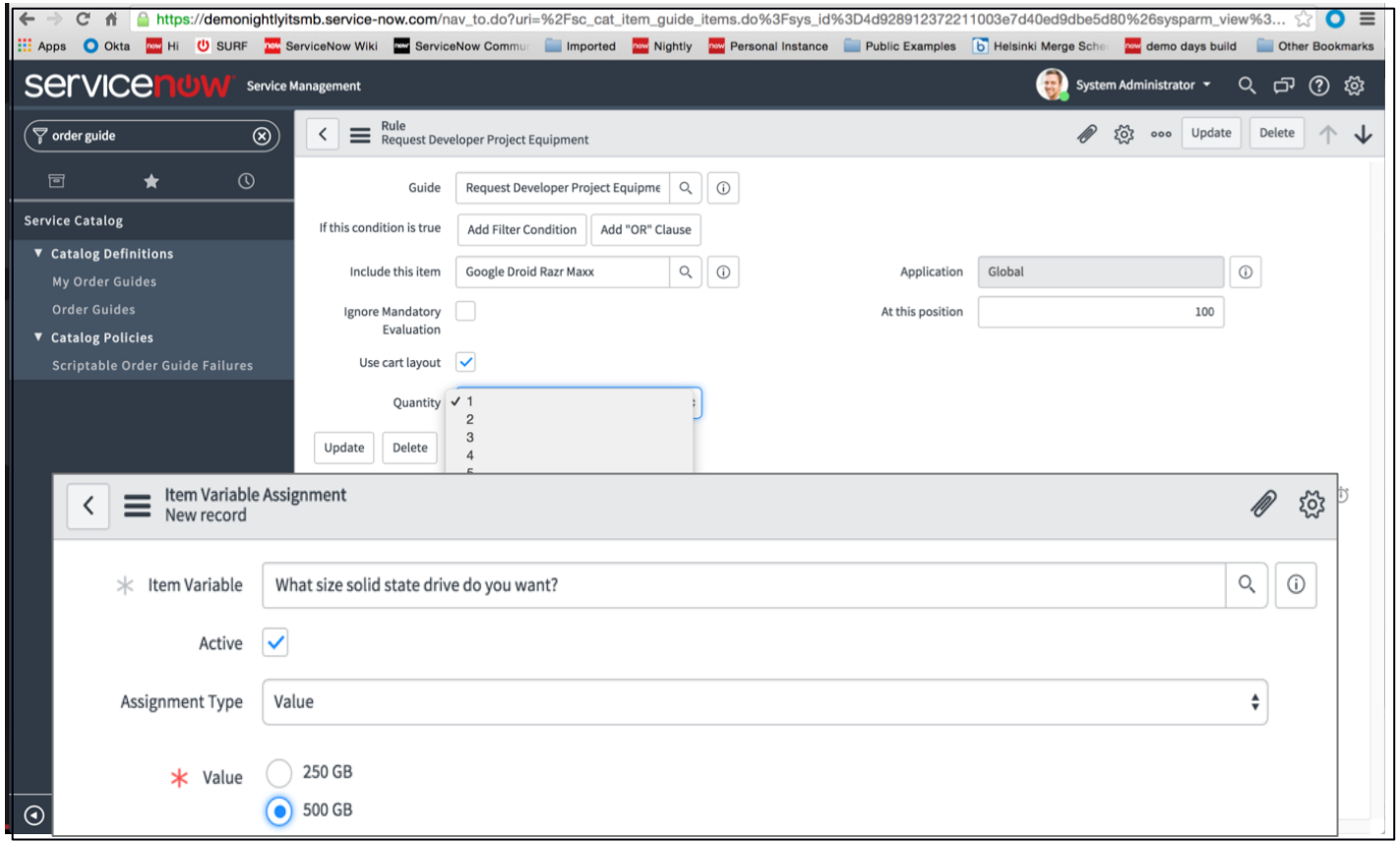


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Service Catalog – Simplification

Greater user experience with Service Catalog

- Admins get the ability to set a predefined quantity in the catalog
- Admins can set cascading variables at multiple levels
- Users have ability to ‘Order Now’ without checking out all items within the cart

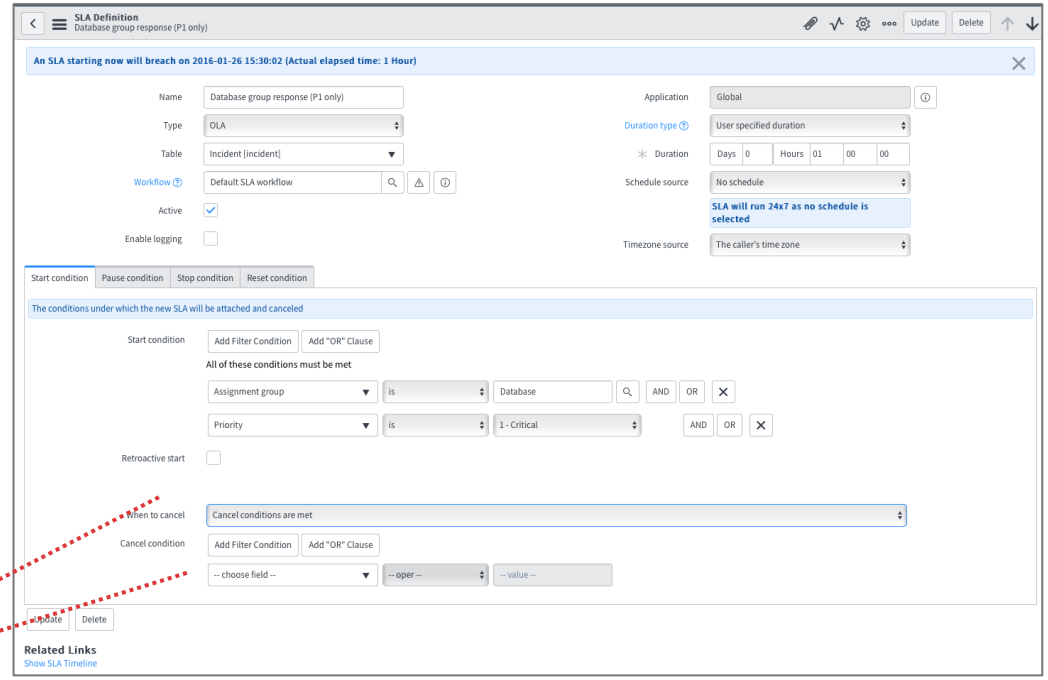


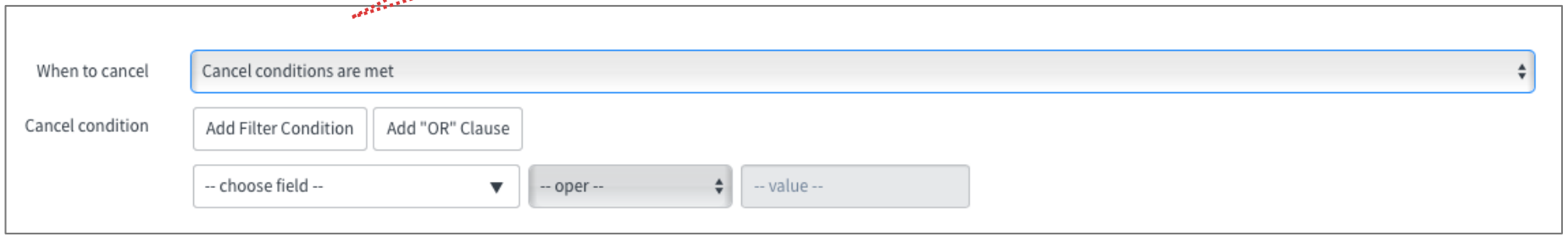
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Service Level Management

Greater Control Over Service Level Agreements

- This feature provides enhanced control and flexibility with Cancel and Resume conditions
- The feature allows selection of time zone sources per Service Level Agreement



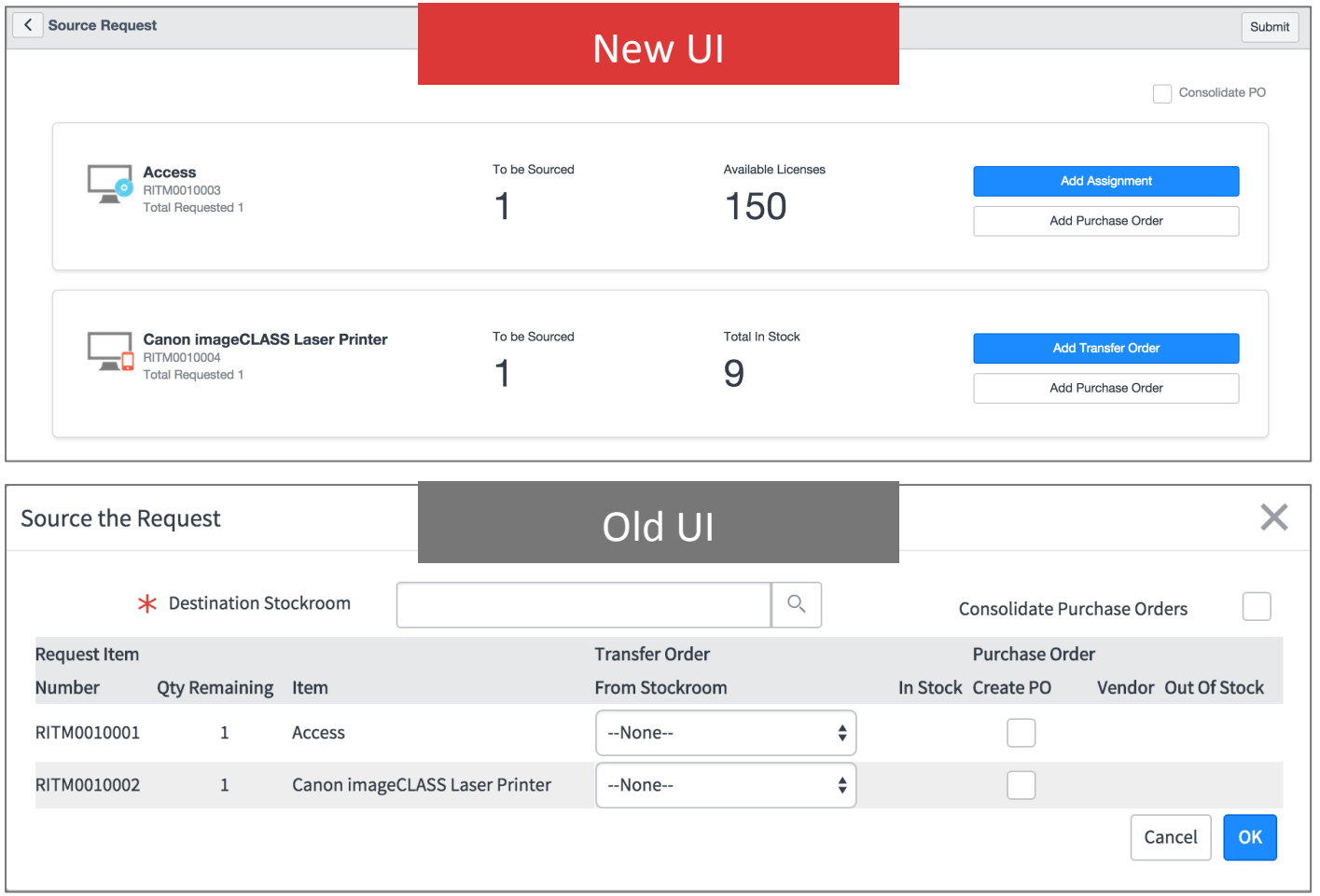


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Asset Management

Enhanced Usability for Asset Management Improves Software & Hardware Sourcing Requests

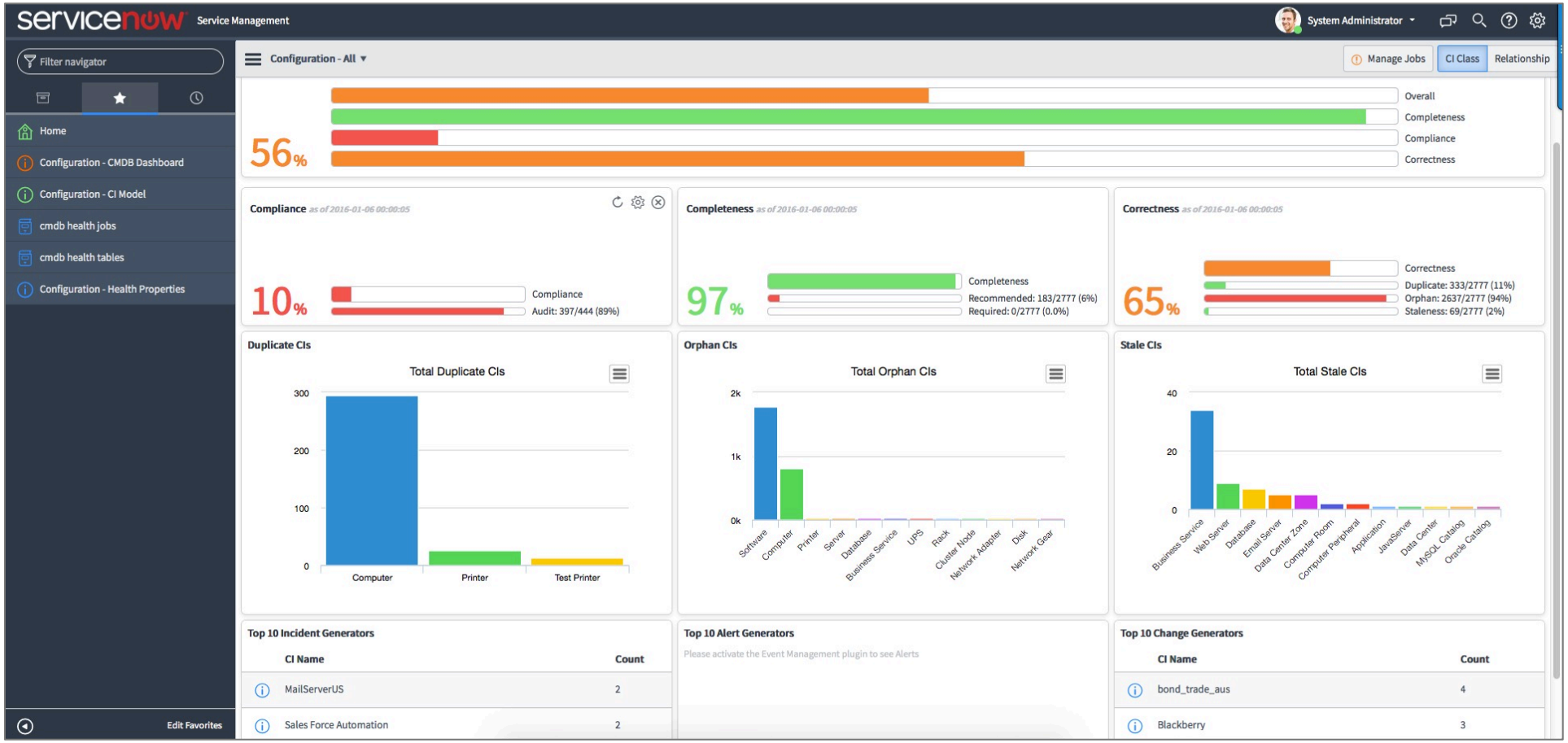
- Ability to create assignments for Software Models
- See available license count without having to go into software counters
- Ability to receive more than 10 asset tags/serial numbers



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Confidently Visualize and Manage Your CMDB

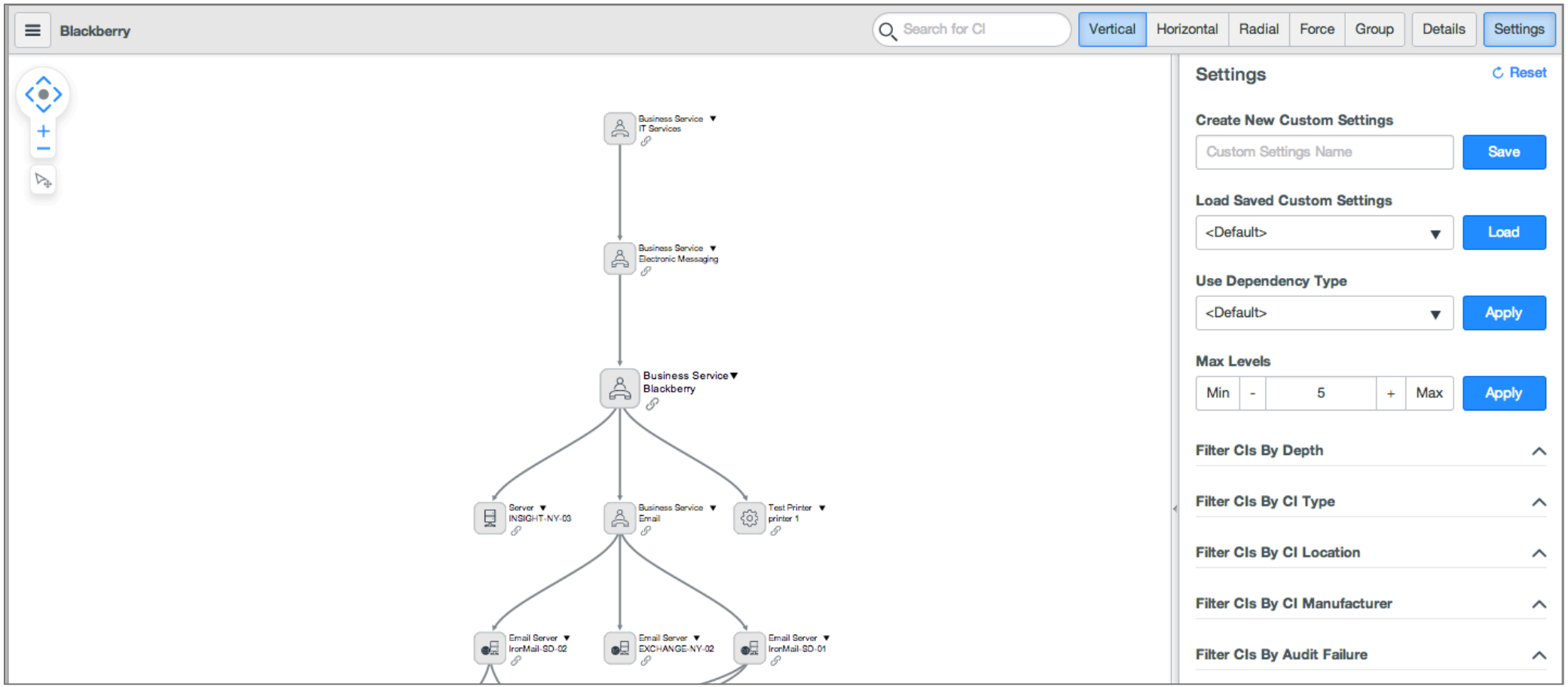
Manage your CMDB with 3 Key Levers: Compliance, Completeness and Correctness



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CMDB – Enhanced Dependency Views

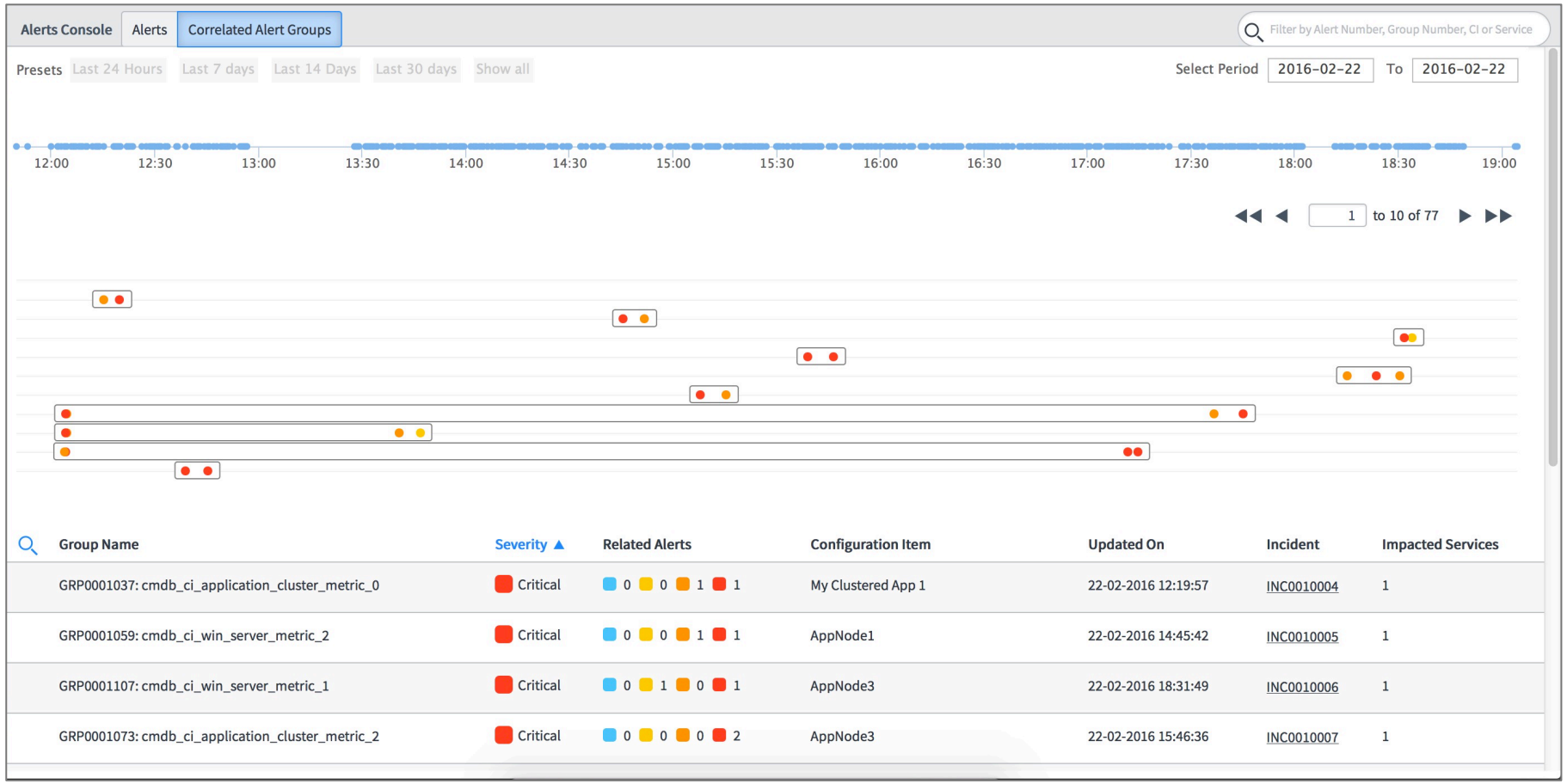
Easily Visualize Infrastructure Dependencies Not Stored in the CMDB, such as which Applications are Dependent on a Network Device



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Event Management – Enhanced Alert Aggregation

Remediate Service Outages Faster by Visualizing Alert Groups Over a Timeline and Creating Incidents for Alert Groups

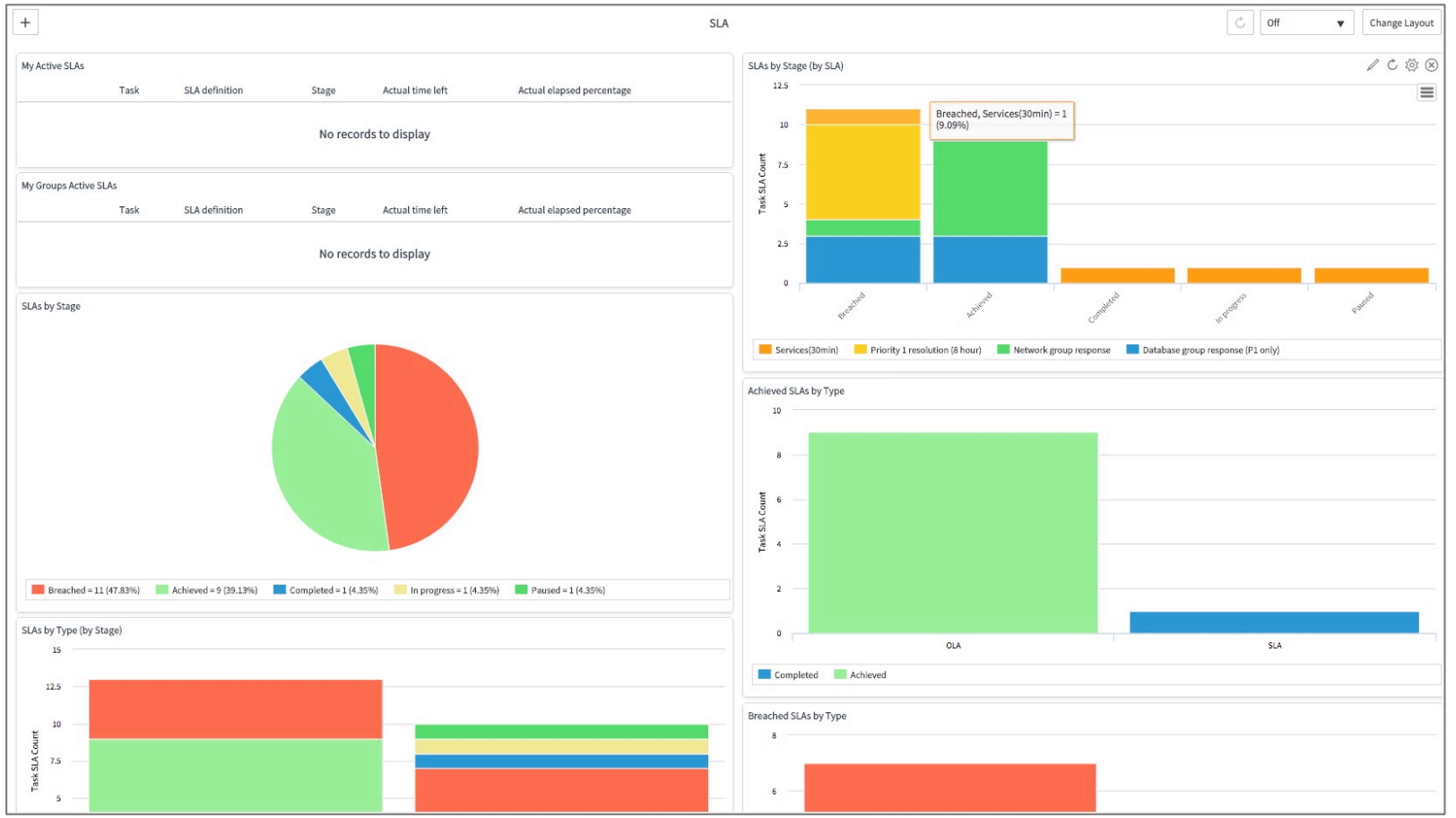


Group Name	Severity ▲	Related Alerts	Configuration Item	Updated On	Incident	Impacted Services
GRP0001037: cmdb_ci_application_cluster_metric_0	Critical	0 0 1 1	My Clustered App 1	22-02-2016 12:19:57	INC0010004	1
GRP0001059: cmdb_ci_win_server_metric_2	Critical	0 0 1 1	AppNode1	22-02-2016 14:45:42	INC0010005	1
GRP0001107: cmdb_ci_win_server_metric_1	Critical	0 1 0 1	AppNode3	22-02-2016 18:31:49	INC0010006	1
GRP0001073: cmdb_ci_application_cluster_metric_2	Critical	0 0 0 2	AppNode3	22-02-2016 15:46:36	INC0010007	1

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Event Management – SLA (And Service360) Integration

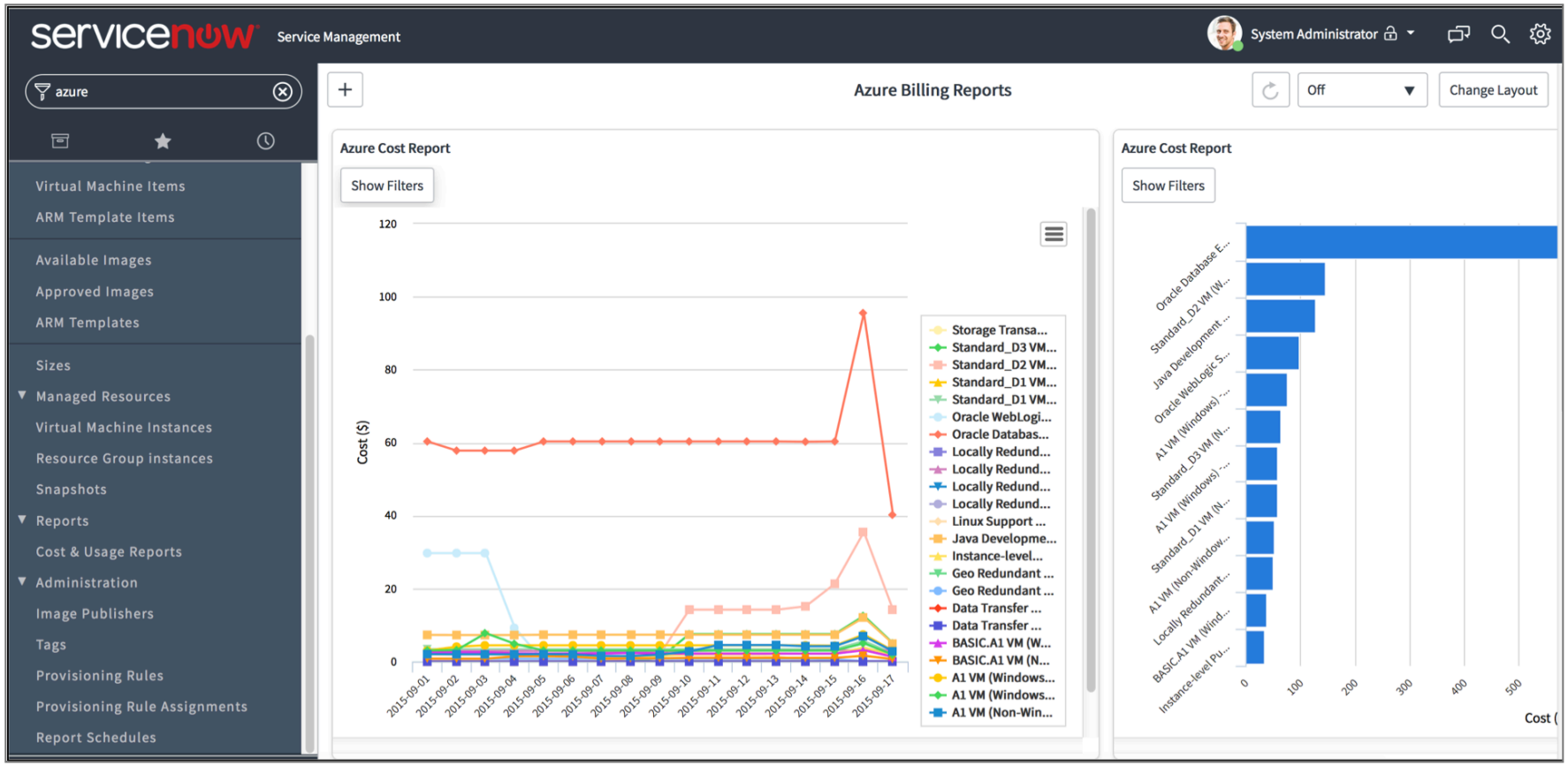
Define SLAs for Business Services and CI Statuses and Measure the Availability of Services and Cis



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Cloud Management – Multi-Cloud Cost Management

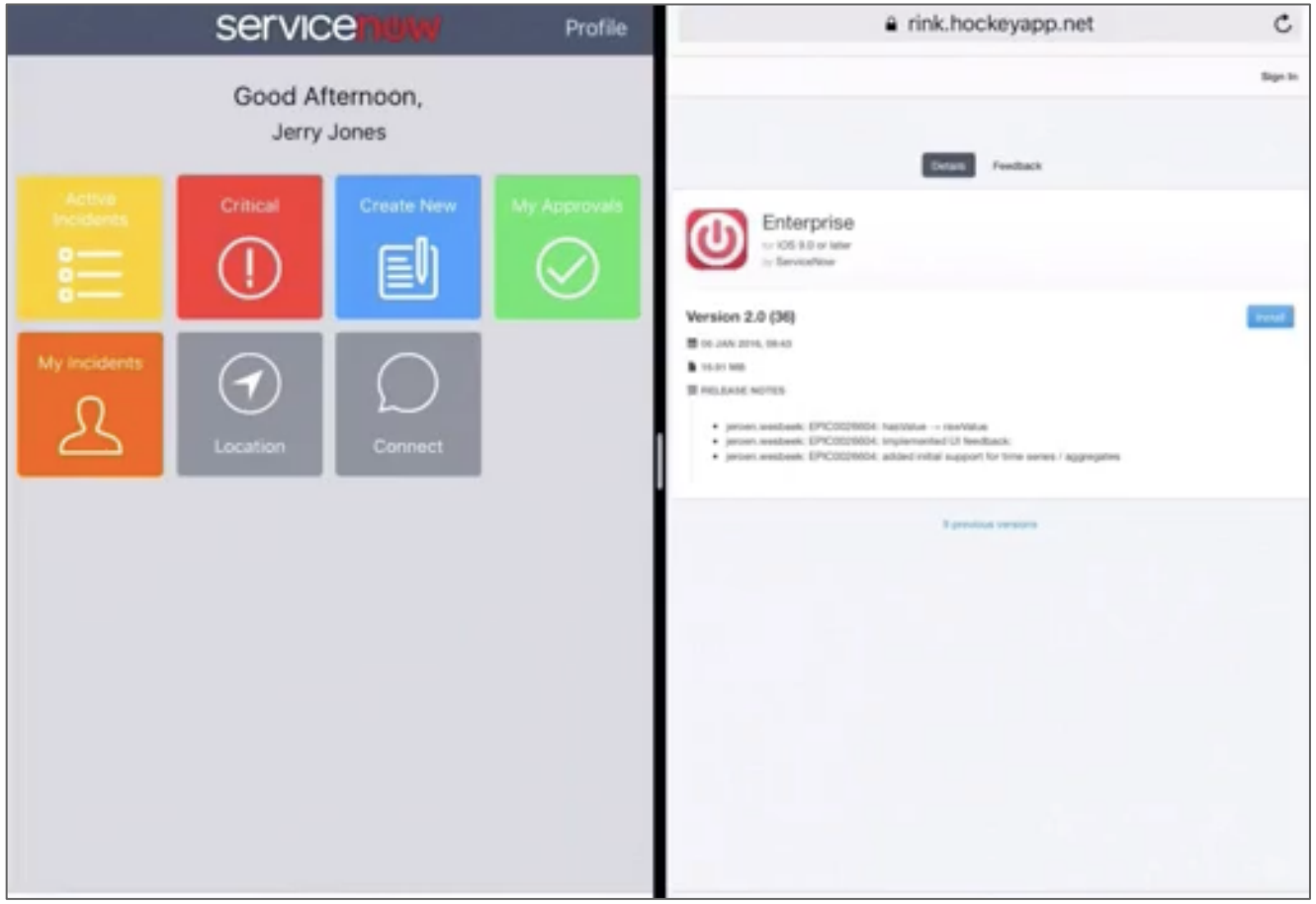
Show a Comprehensive Cost Report for all Clouds, and Drill Down Based on Multiple Criteria. Provides the Ability to Ingest Bills on a Daily Basis from Public Cloud Providers, and Generate Reports for Improved Visibility Across the Organization

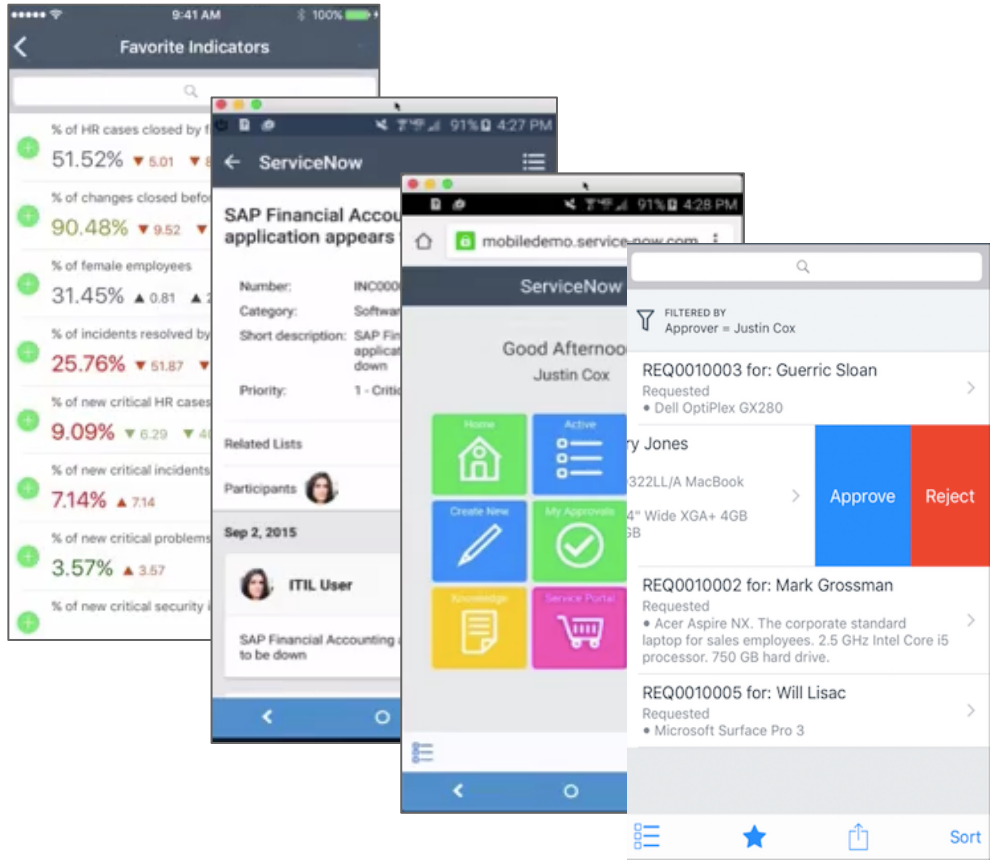


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Native Mobile Platform Support

New iPad, Android and Mobile Web Experience with Performance Analytics Integration for a Device Agnostic Experience

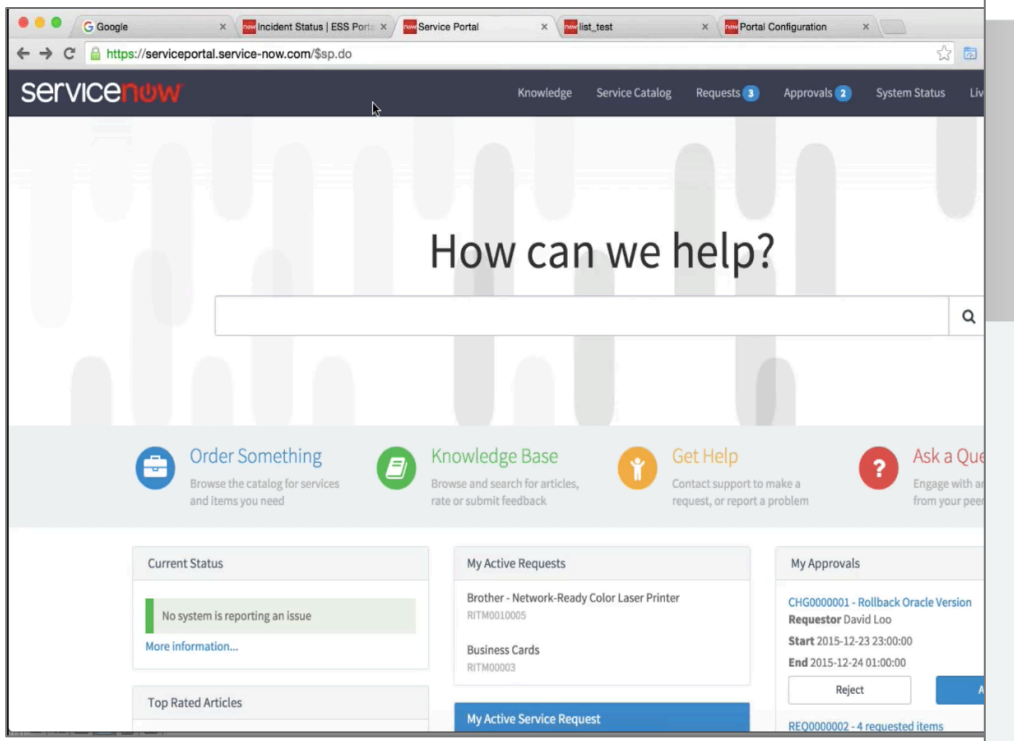


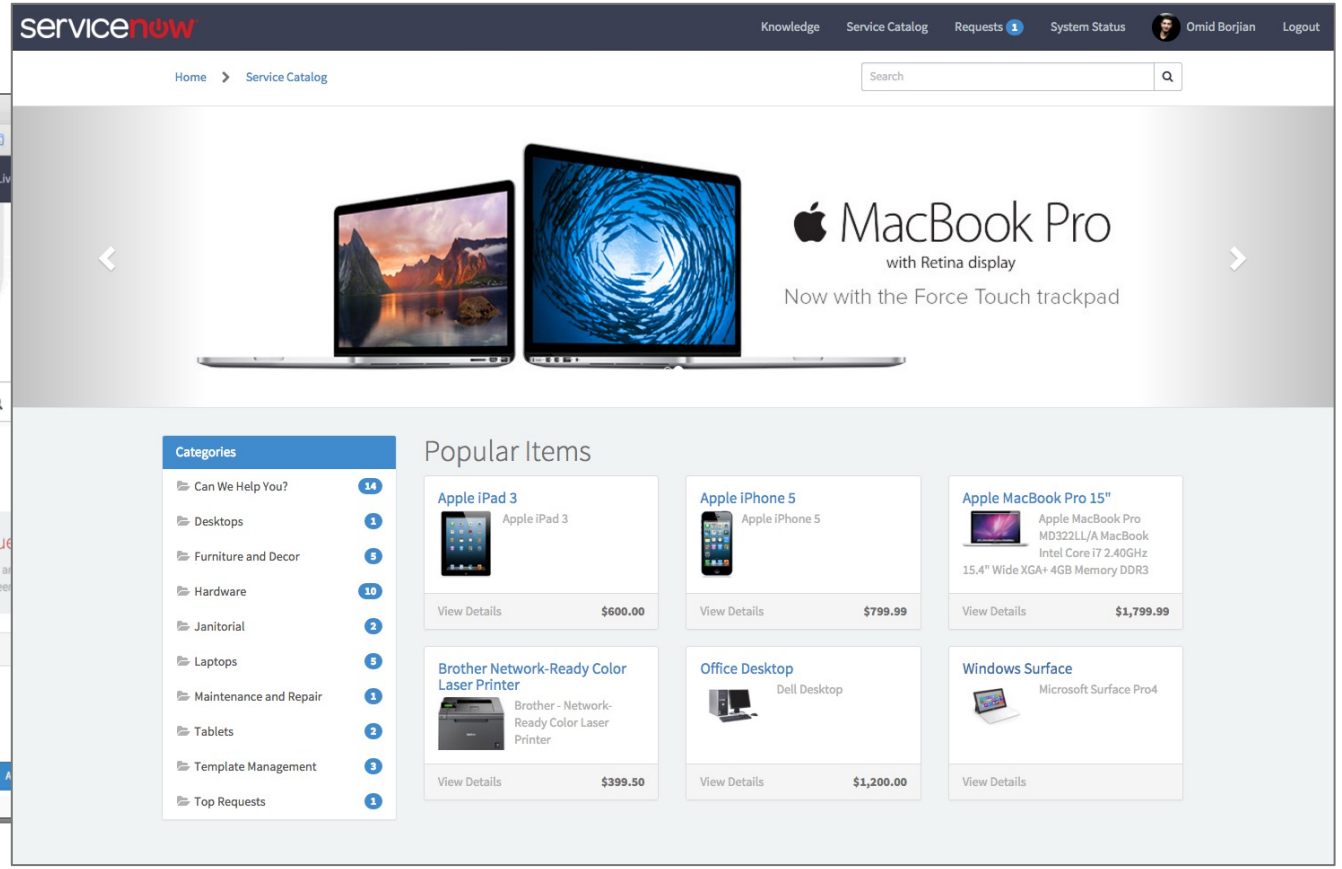


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Service Portal & Catalog

Easily Create Engaging and Modern Experiences to the ServiceNow Platform with Simple Drag-and-Drop Designer Capabilities

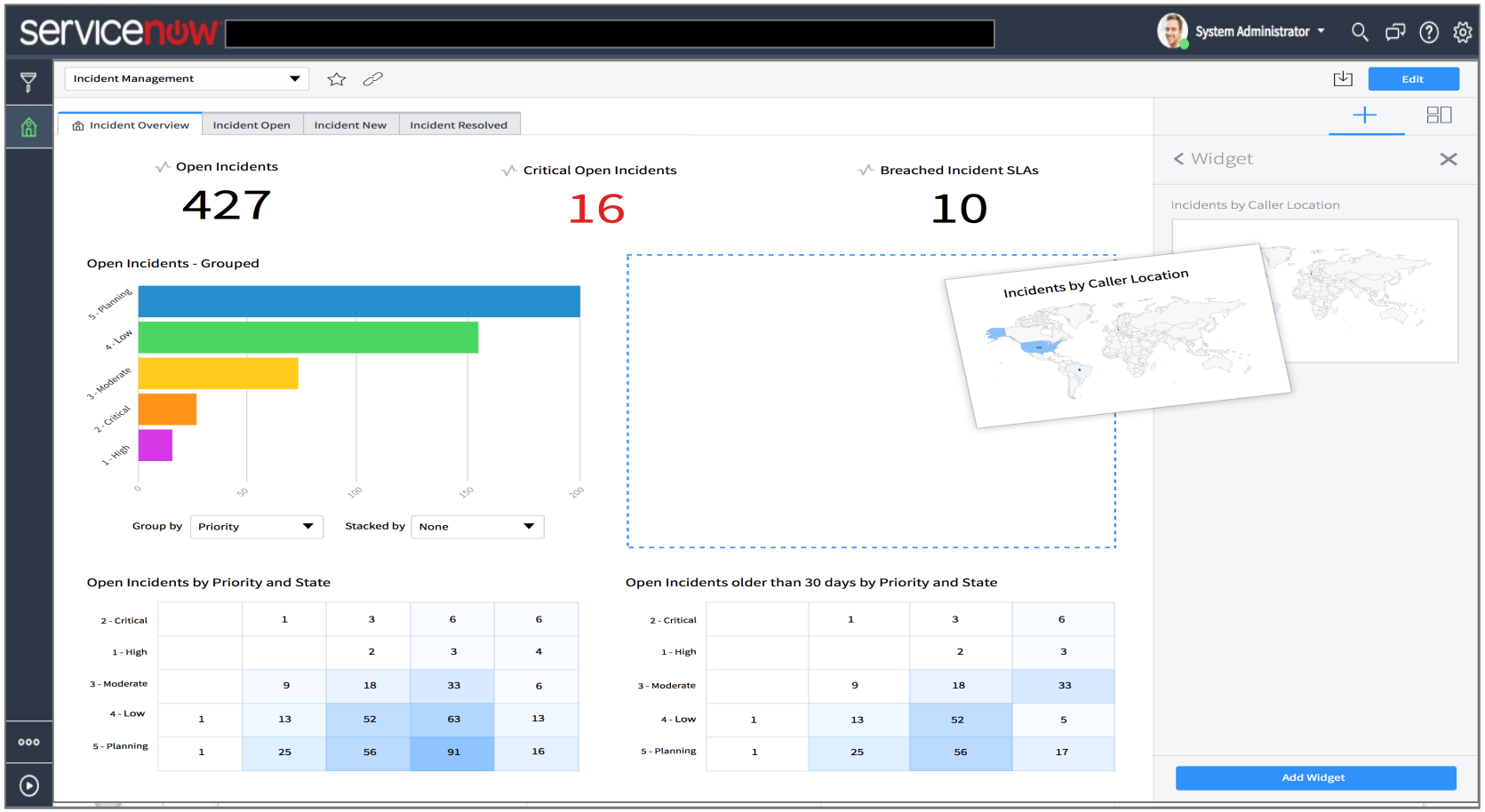




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Report Canvas

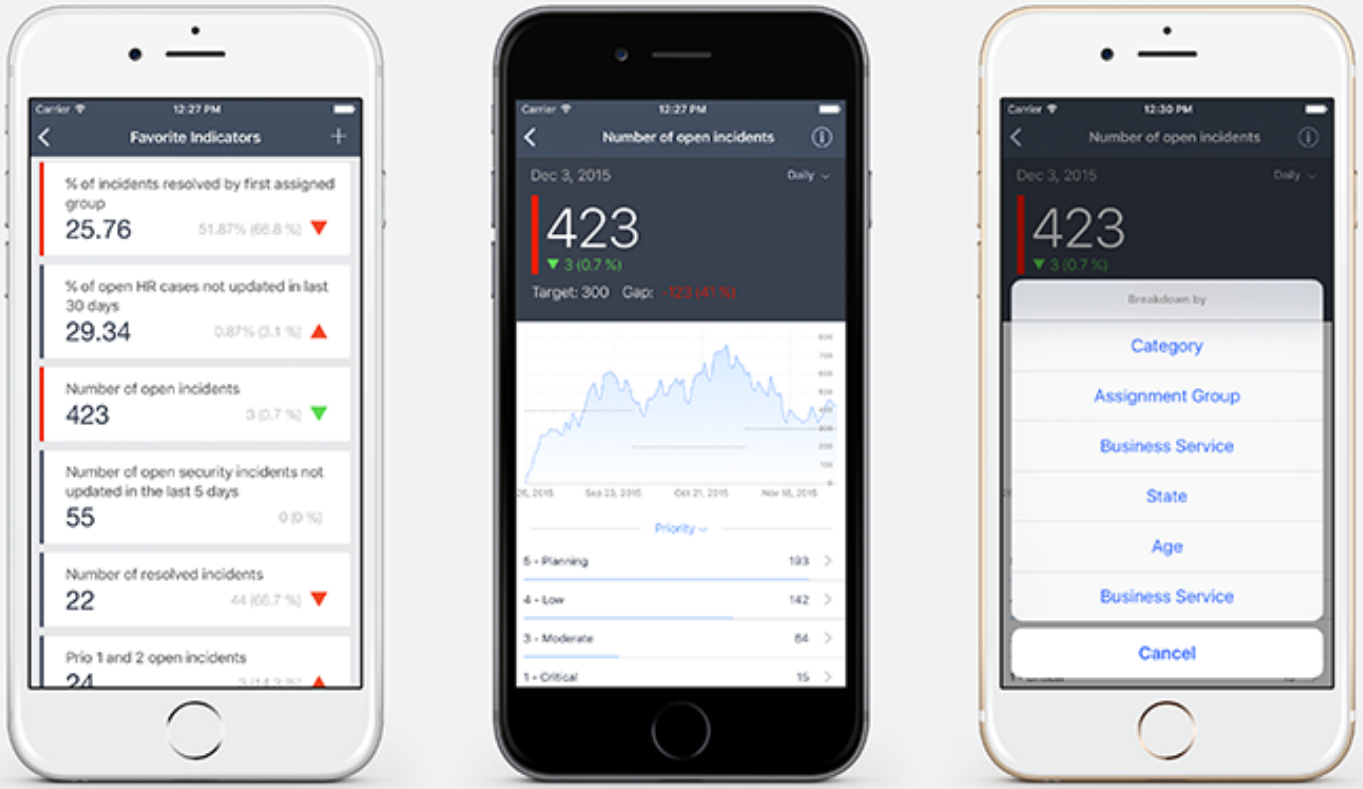
Easily Create Eye-Catching Dashboards with Drag and Drop Widgets



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Integrated Mobile UI

Monitor Service Performance From Your Phone



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Top Takeaways

1. Fantastic new Service Portal & Mobile Apps enable a rich, satisfying user experience

2. Our Guided Setup allows for rapid return on investment

3. Powerful and Simplified Reporting & Analytics ensure you get the most from ITSM

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Take the Survey

Please take a moment to complete a session survey in the Knowledge16 app.

Thank You

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Product Management

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