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Evolution of On-Call at Scale

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SENIOR SERVICENOW DEVELOPER
Yahoo Inc.

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servicenow

Speaker Introduction



NAME: Aman Gulati

TITLE: Senior ServiceNow Developer

FUNCTION: Design / Architecture / Development

COMPANY: Yahoo Inc.

EXPERIENCE: 4 years as Senior ServiceNow Developer

EXPERTISE: ServiceNow Administration and Development, Integration, Javascript, AJAX

ACHIEVEMENTS: Incident Management Rollout / Customizations using ServiceNow as the Central system and Integration with OpsGenie / Twilio to automate On-Call engagement / Voice Bridge Creation

CURRENT PROJECTS: Hardware Asset Management, Network Provisioning Ticket Management

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Speaker Introduction



NAME: Ron Friedline

TITLE: Director, Workflow Solutions

FUNCTION: Design / Architecture / Management

COMPANY: Yahoo Inc.

EXPERIENCE: 10+ years Software Development and Product / Engineering Management

EXPERTISE: Corporate Systems, Custom Development and Integrations with SaaS Platforms

ACHIEVEMENTS: Led On-Call Implementation with ServiceNow / OpsGenie, Led development of several solutions (custom and SaaS) for Global Information Systems @ Yahoo

CURRENT PROJECTS: Hardware Asset Management, Network Provisioning Ticket Management

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My Company



NAME: Yahoo Inc.

INDUSTRY: Technology

MARKET FOCUS: To be digital guide to the world

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS: Yahoo.com, Finance, Mail, Search

COMPANY-WIDE INITIATIVES: Cost efficiency, Speed of execution, Responsiveness to customers/partners/other teams

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Solution – Strategy

- Multiple round of improvements based on feedback from business
- Agile
- Working closely with Business
- Evaluate options (Buy vs Build)

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Agenda

- Challenges
- Solution and Timeline
- Benefits
- Lessons Learned
- What's next

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Challenges

- No central system to manage Incidents and lack of escalation policies
- Twiki and spreadsheets used to manage On-call with no ability to publish schedules
- Identifying the right teams and On-call responders was based on tribal knowledge and tedious
- Existing system did not scale for 2000+ On-call engineers and 500+ diverse teams
- Teams were using expensive point solutions to improve productivity

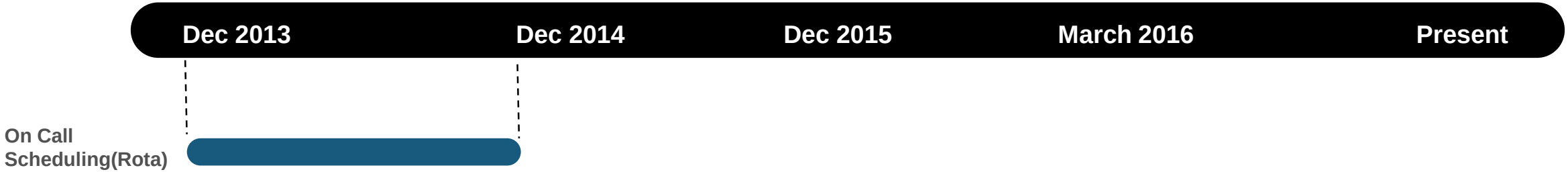
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Incident Management Process



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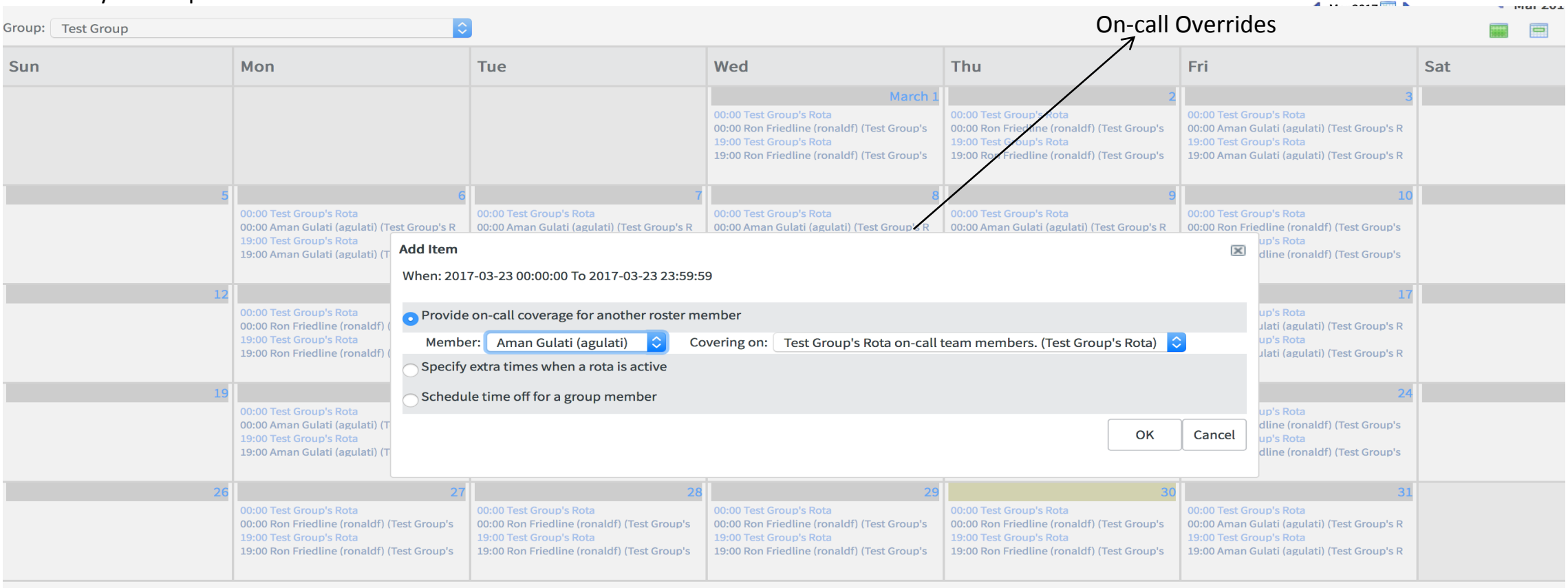
Solution – Timeline



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On-Call Scheduling (Rota)

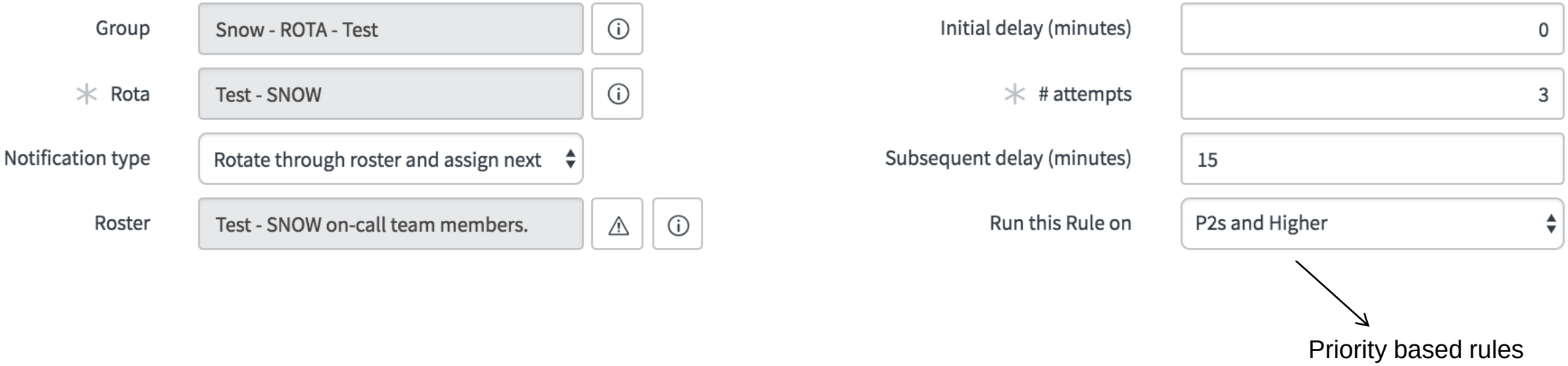
- IMPROVEMENTS
  - Central Repository for On-Call schedules ✓
  - Calendar Based UI ✓
  - Easy to setup Rotations and overrides



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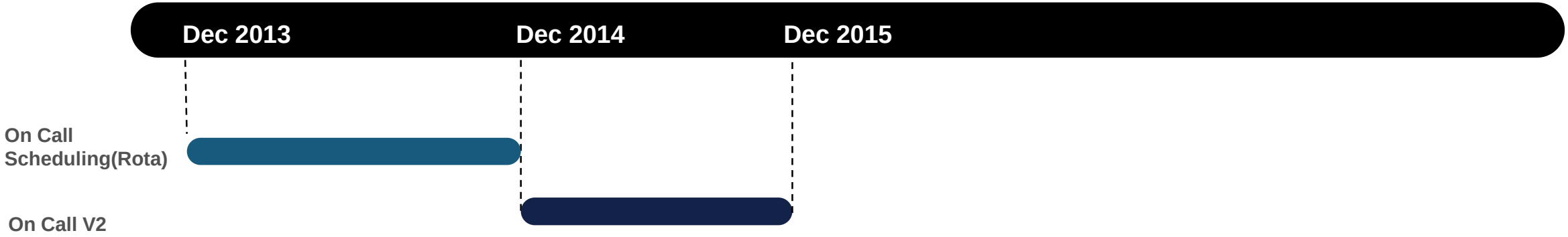
On-Call Scheduling (Rota)

- FEATURE REQUESTS
  - Lack of Historical snapshots
  - Future updates changes historical data
  - Repetition of Priority based rules for each Rota rather than being defined as part of group configuration



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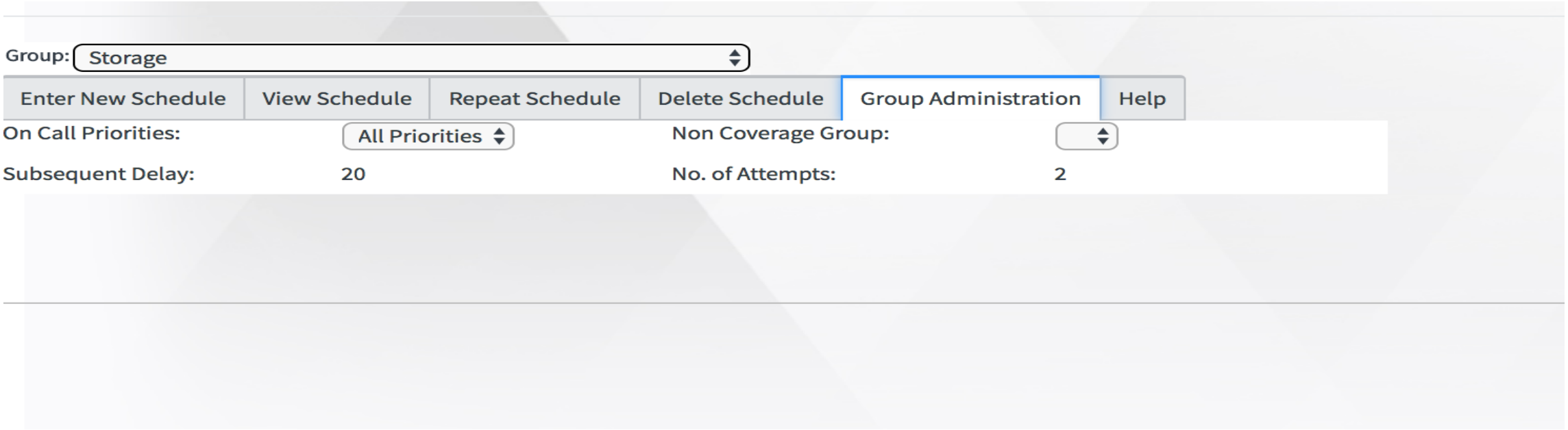
Solution – Timeline



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On-Call V2

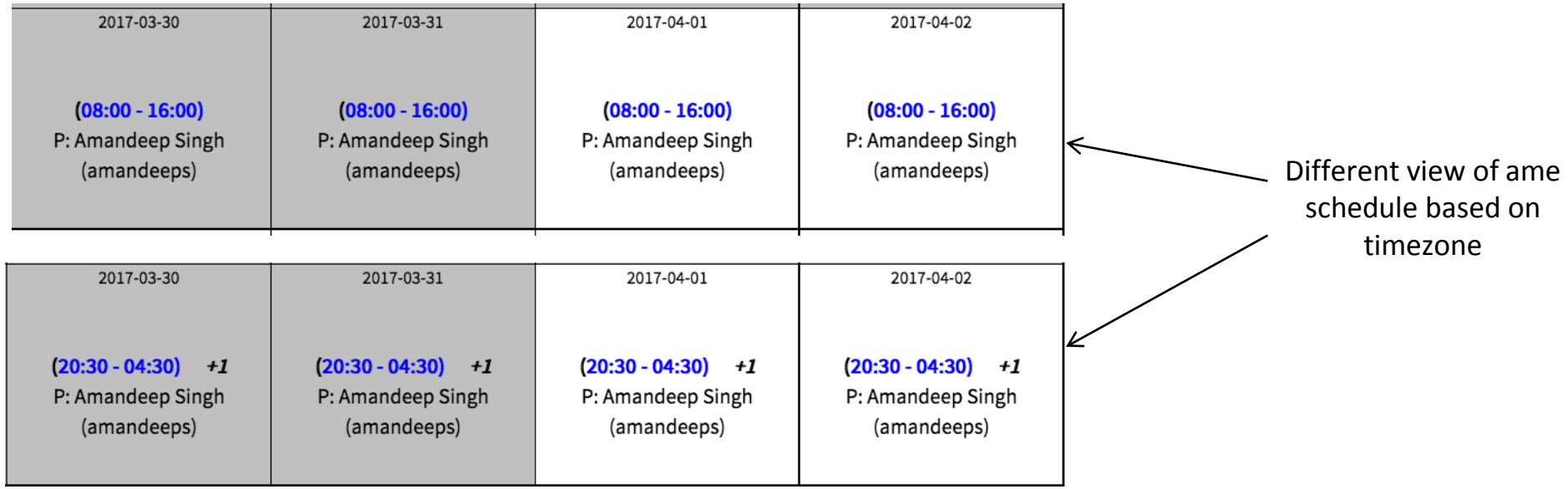
- IMPROVEMENTS
  - Preserve historical data to be used for On-Call pay calculation ✓
  - Group Configuration to support Priority based rules ✓
  - Repeat / Copy functionality
  - Expiration for Schedule expiration to managers



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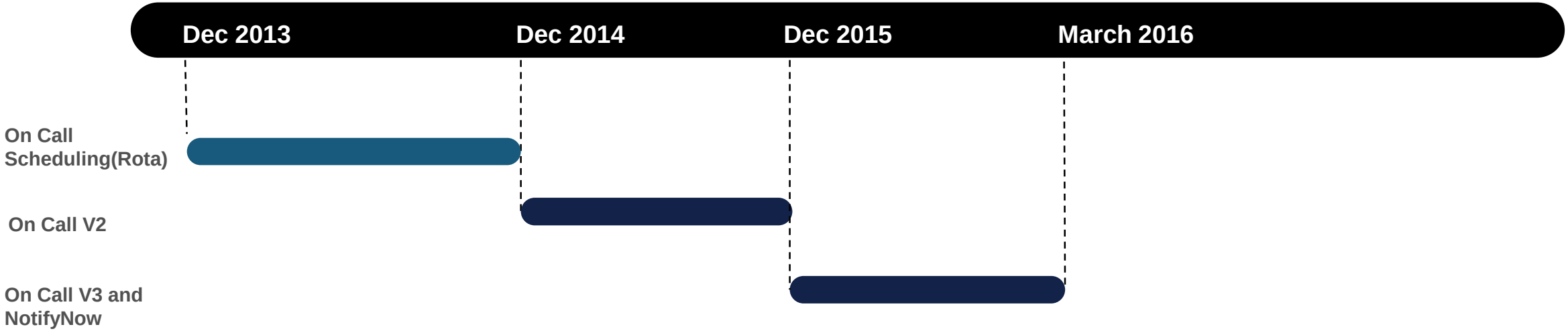
On-Call V2

- FEATURE REQUESTS
  - Limited calendar functionality
  - Different timezones causing entries to be split
  - Complex overrides and un-manageable number of entries
  - No concept for rotation. Start and end date to be specified always
  - Lack of support to share schedules



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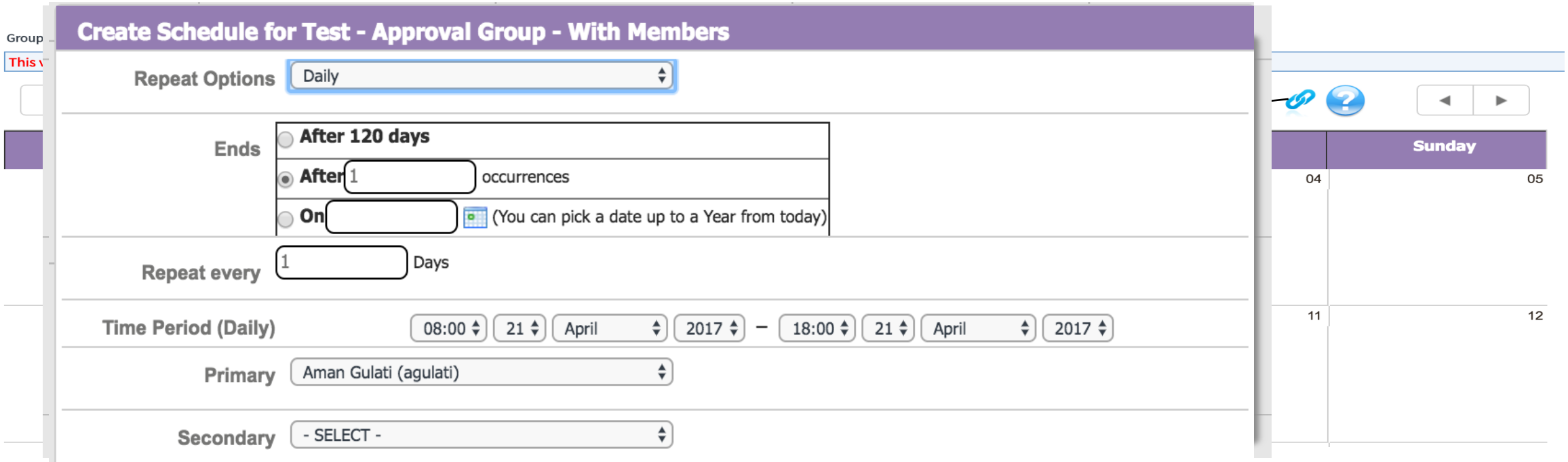
Solution – Timeline



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On-Call V3 and NotifyNow

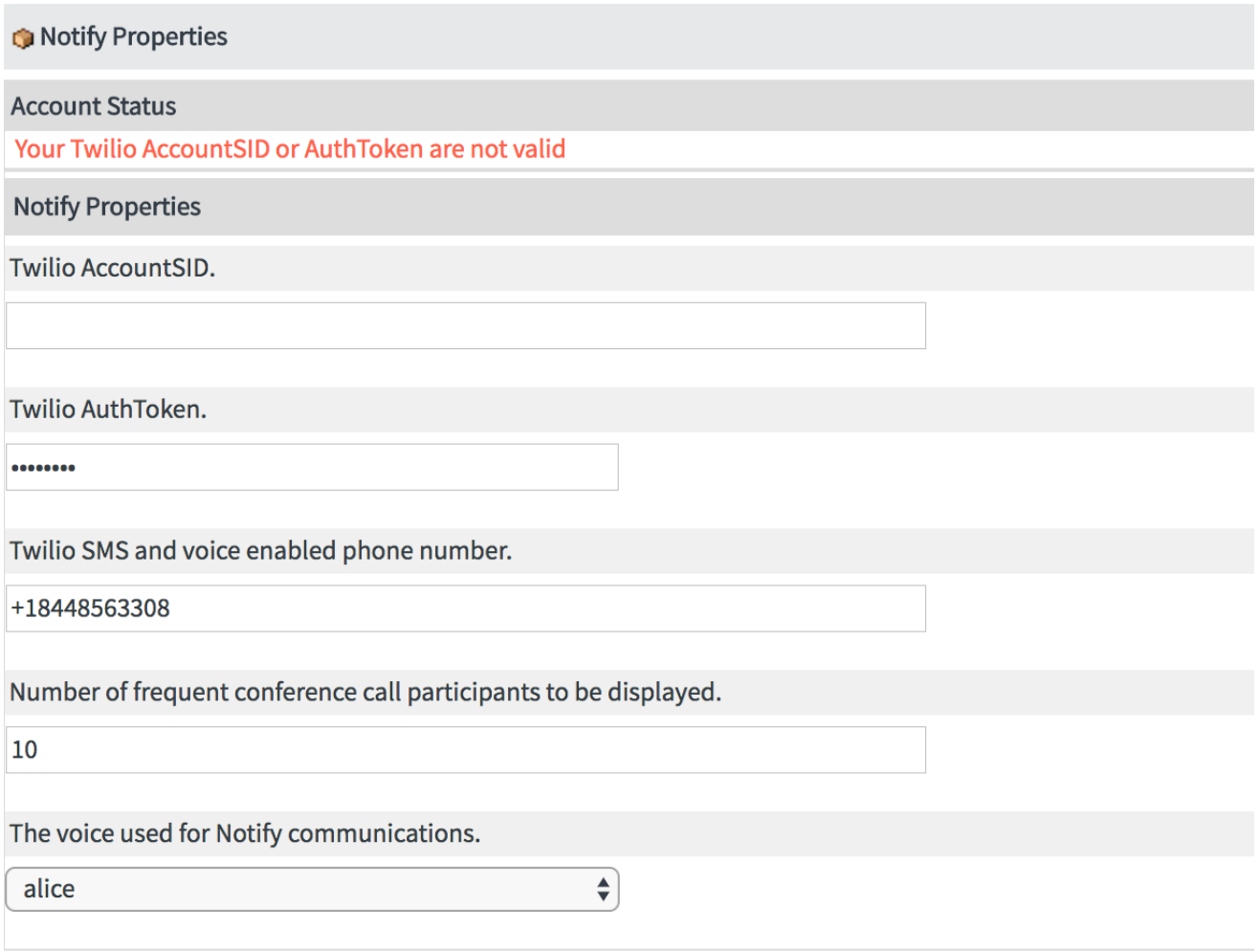
- IMPROVEMENTS
  - Rich Calendar UI with fewer clicks and day / month views ✓
  - Non-Repeat / Repeat Options ✓
  - Support for sharing schedules ✓
  - SOAP , XML API support for creation of complex schedules
  - Actionable Phone / SMS Notifications



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NotifyNow

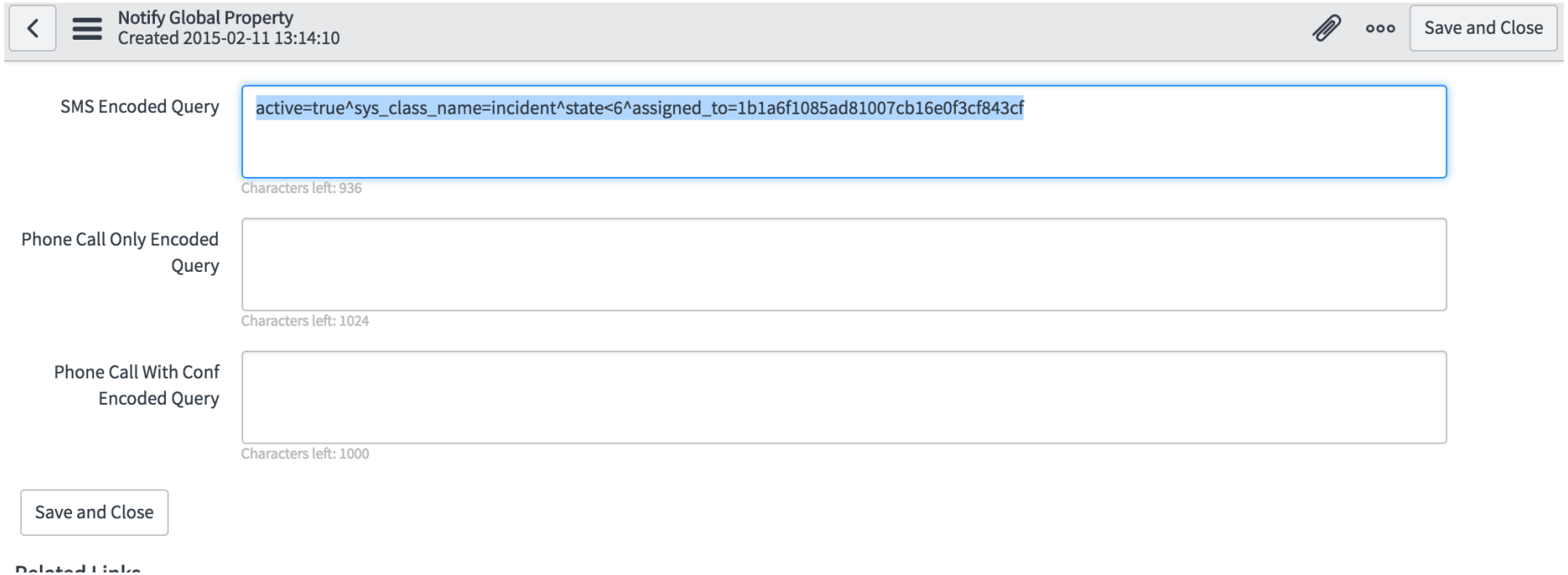
- NotifyNow Configuration



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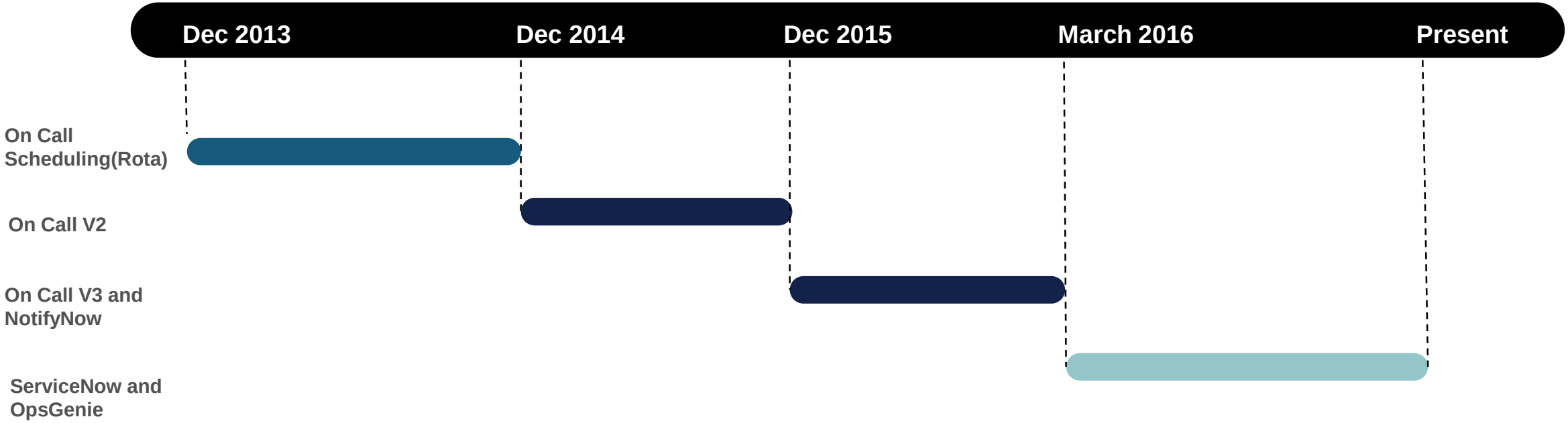
On-Call V3 and NotifyNow

- FEATURE REQUESTS
  - Lack of Notifications preferences per user
  - No rotations support
  - ServiceNow mobile App did not support On Call



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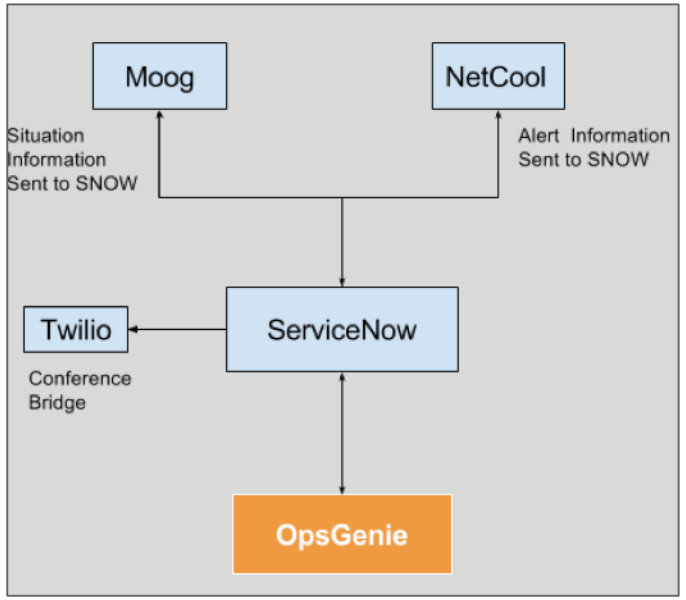
Solution – Timeline



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ServiceNow and OpsGenie

- Improvements
  - Simple Scheduling UI and Customizable User Notifications ✓
  - iOS, Android and Apple Watch App ✓
  - Add Multiple teams to Alerts
  - Simple Onboarding process
  - Alert De-duplication
  - Multiple Integration point with tools like HipChat, Email
- Feature Requests
  - Migration Portal and Copy functionality
  - Training and Support



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Solution at a Glance

Combining multiple point solutions to effectively manage complex and high priority Incidents



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Qualitative Benefits

- Tiered escalation model for Yahoo properties
- Automation of Incident Notification and response
- Give On-Call Responders the control on Notification personalization
- Reduce Mean Time to Respond (MTTR) for Incidents
- Single Repository for On Call Schedules

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Lessons Learned

- Globalization challenges
- Leverage tools and technologies
- Integration frameworks in ServiceNow
- On-call engineers love Mobile Apps
- Integration between multiple tools is essential for collaboration on different channels (SMS, Email, Phone and Chat)
- Training and Support is key

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What's Next

- Portal for viewing and managing Conference Bridges
- Single System to View all On Calendar Schedules
- OpsGenie User and Team management consolidation
- Custom Actions in OpsGenie
- Offline Copy of OpsGenie Schedules

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Top Takeaways

1

Understand the business needs and work closely with end users

2

Constant evolution and improvements

3

Harness the power of platform

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Thank You

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Q & A

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Thank You

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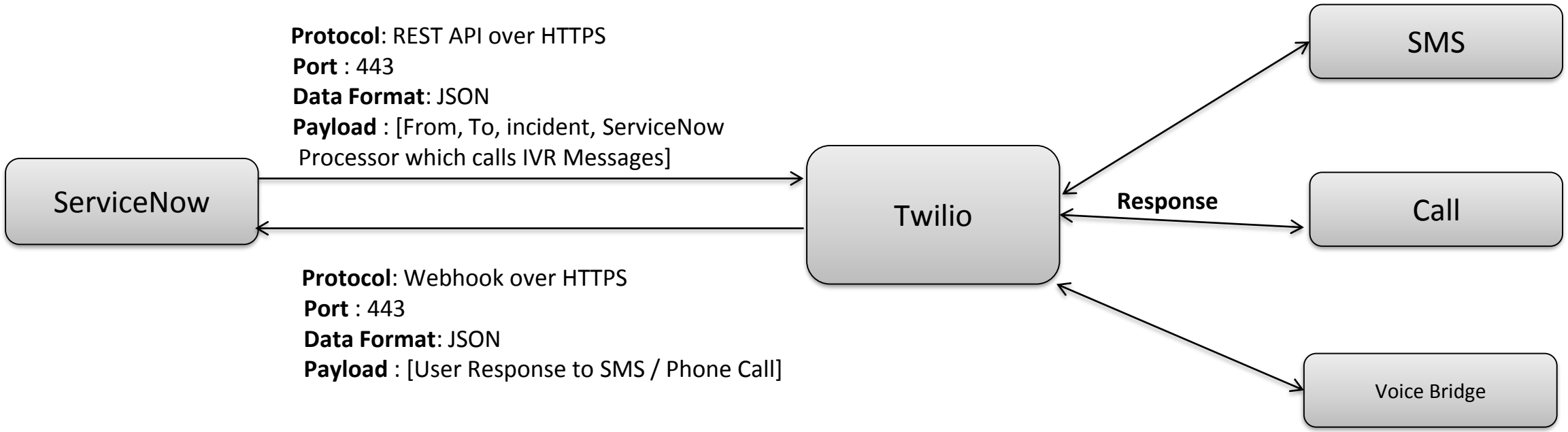
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Appendix

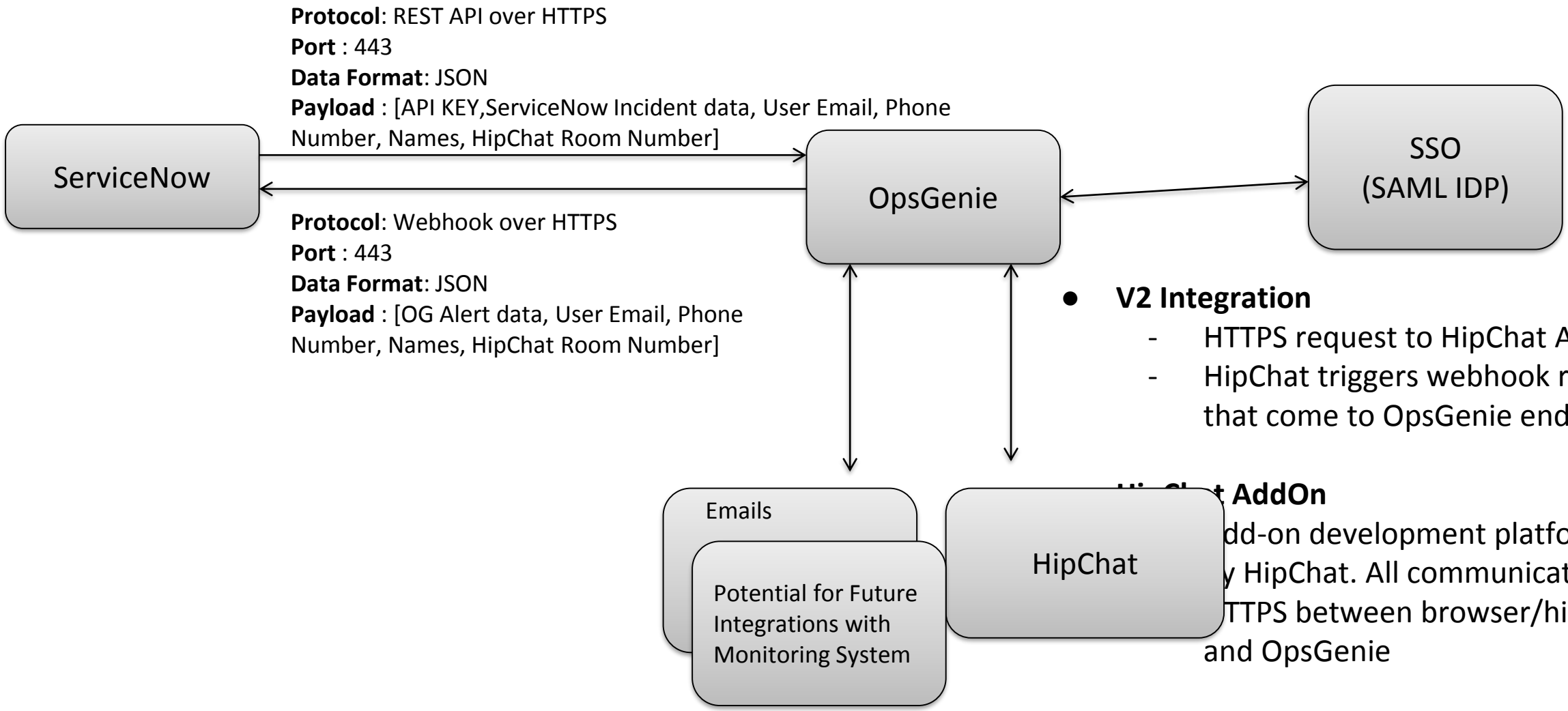
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ServiceNow- Twilio Architecture



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ServiceNow- OpsGenie Architecture



- **V2 Integration**
  - HTTPS request to HipChat API
  - HipChat triggers webhook requests that come to OpsGenie endpoint

t AddOn

dd-on development platform provided
y HipChat. All communications over
TTPS between browser/hipchat client
and OpsGenie

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