knowledge17

WORK at LIGHTSPEED™

Engaging Experiences On ServiceNow®

OMID BORJIAN
SENIOR PRODUCT MANAGER
ServiceNow

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servicenow

Agenda

- Introduction
- Challenges
- Solutions
- Showcase
- Roadmap
- Future

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Speaker Introduction



NAME: Omid Borjian

TITLE: Senior Product Manager

FUNCTION: Development

COMPANY: ServiceNow

EXPERIENCE: 3 years in Products, 4 years in design and experience, 6 years in development

EXPERTISE: Platform, UI/UX, Development

ACHIEVEMENTS: ServiceNow® Studio, Community, Developers Site, Service Portal

CURRENT PROJECTS: Product Management Service Portal , Service Portal Designer

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Challenges

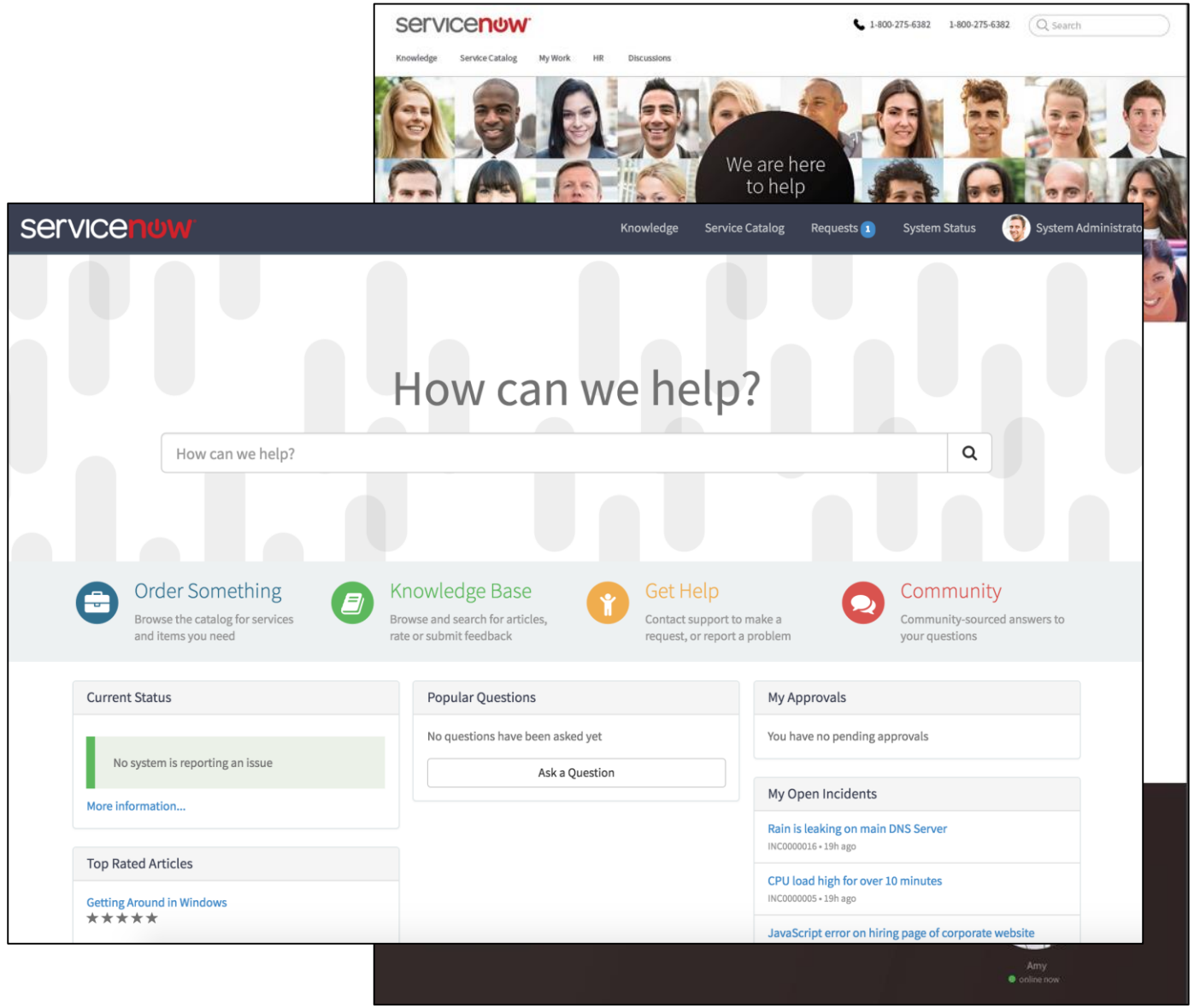
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Solution

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Service Portal – What is it?

- Create Portals Quickly
- Lightweight & Modern Framework
- Modern Technology (Bootstrap, Angular)
- Everything is a Widget
- Responsive Design (Mobile)
- Easily Customize & Brand

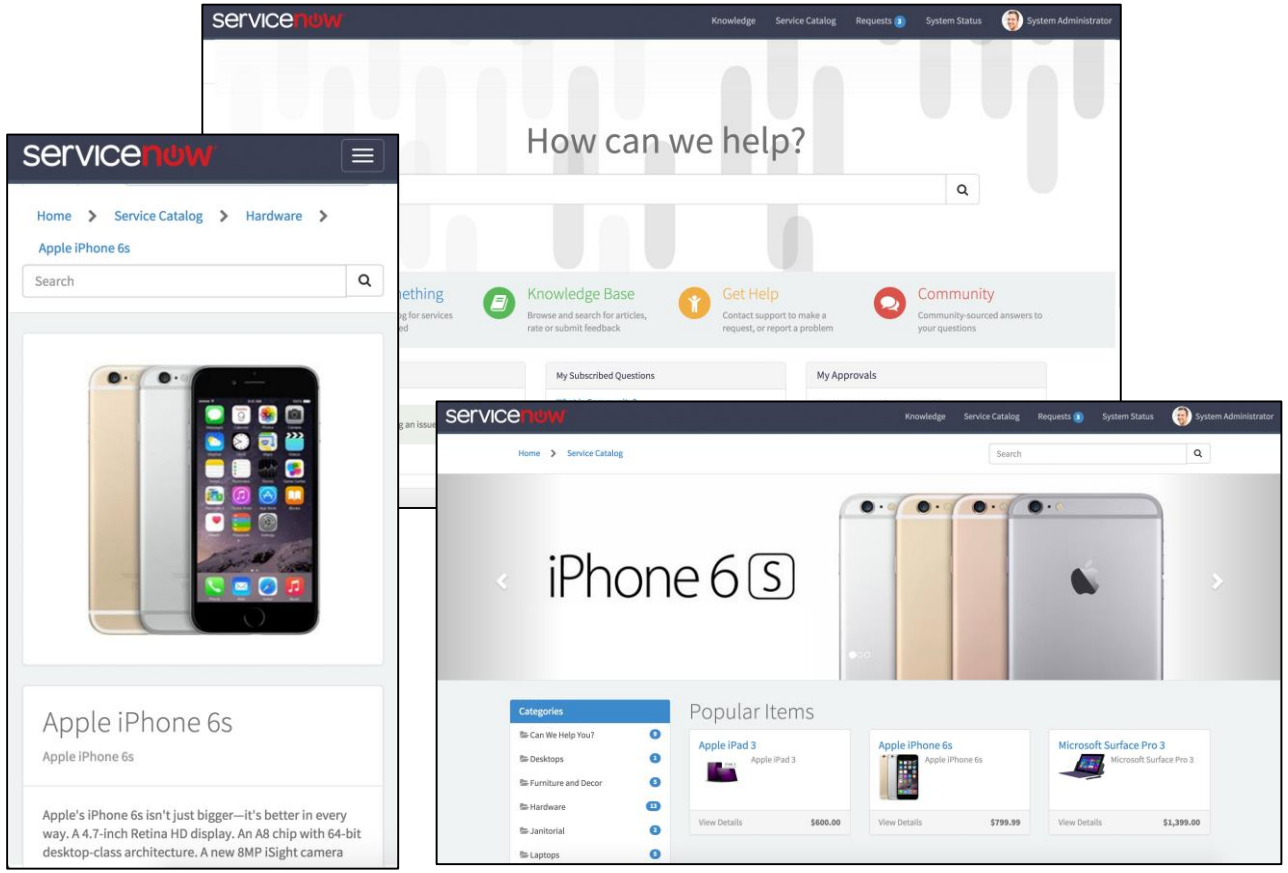


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Easily extend and integrate

Full Integration with the platform

- ServiceNow components
- Flexible APIs, web services for third-party software
- Security
- Authentication
- Internationalization
- Performance

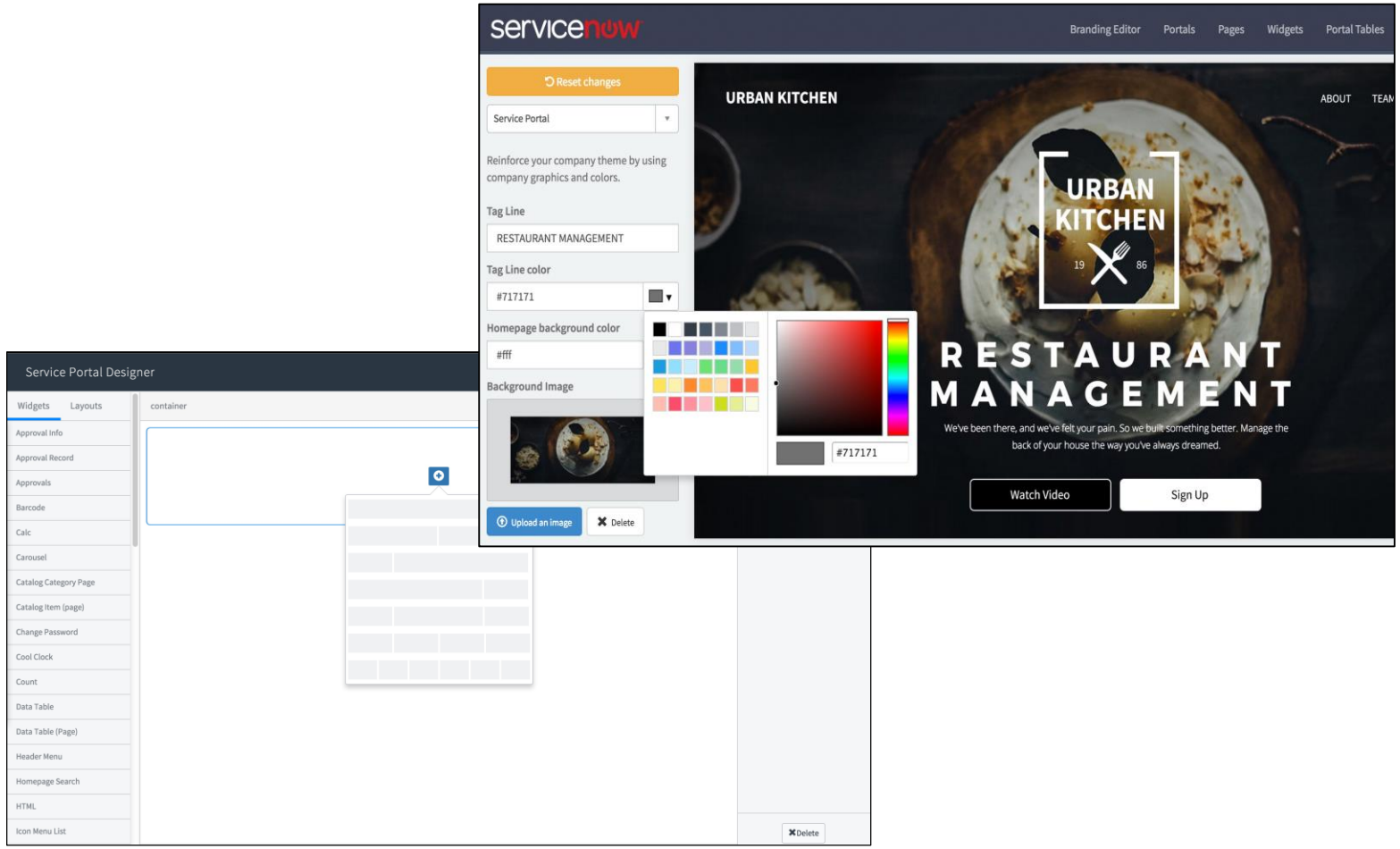


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Quickly Create

Simplified Creation tools

- Branding Editor
- Drag-n-drop designer
- Widget Editor



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Who Can Build with Service Portal Designer?



- Change menu titles and items
- Edits headings
- Add widgets to pages
- Build pages
- Drag-and-drop without code or IT help



- Access at a minimal level to update CSS, JS or HTML
- Content edits within articles, pages or widgets
- Modify widget instance for use within other Portals

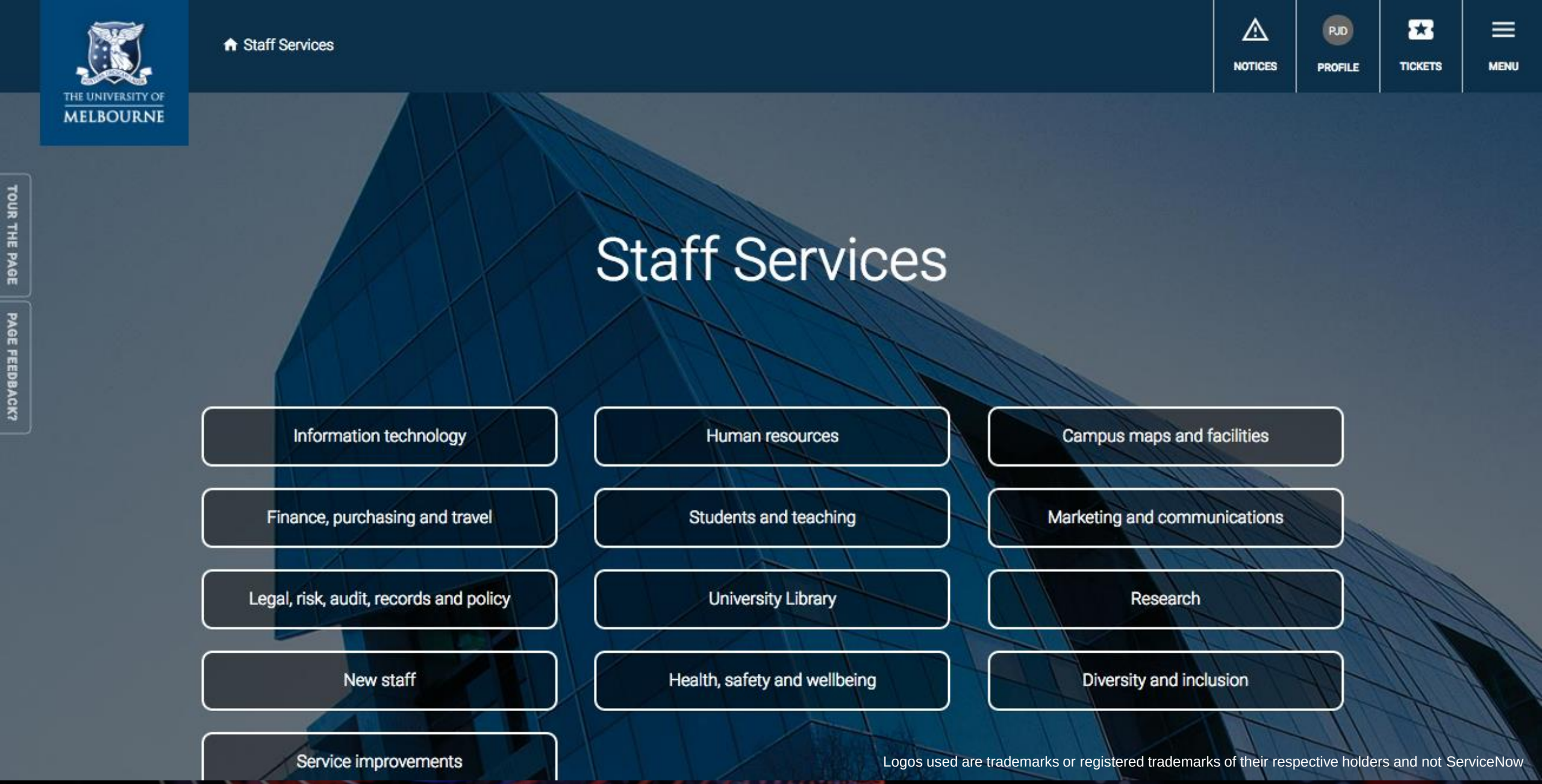


- Deep access to platform functionality and data
- Build widgets with a mixture of service side scripting and Angular JS
- Modify widgets to be used in other Portals

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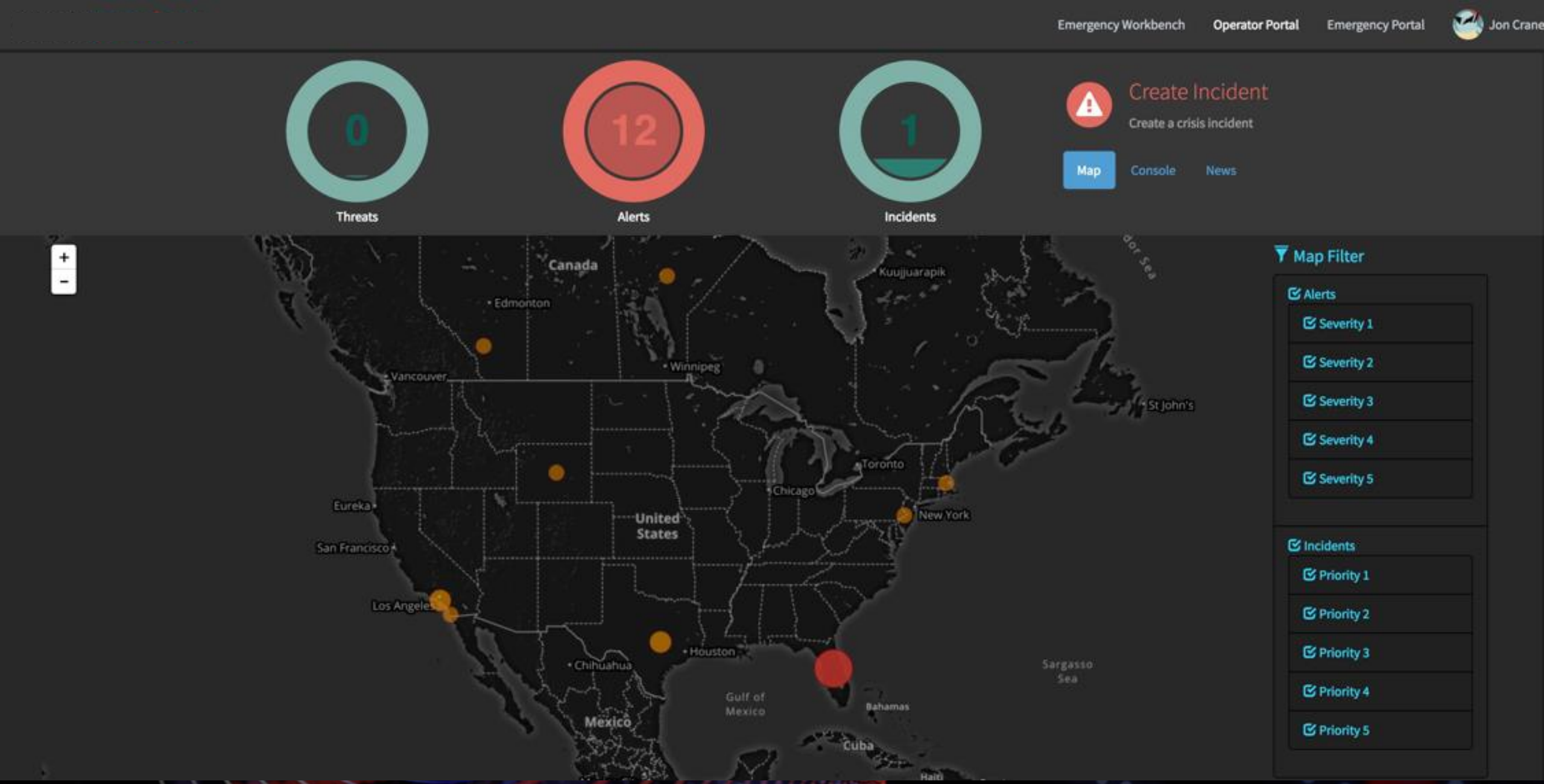
Showcase

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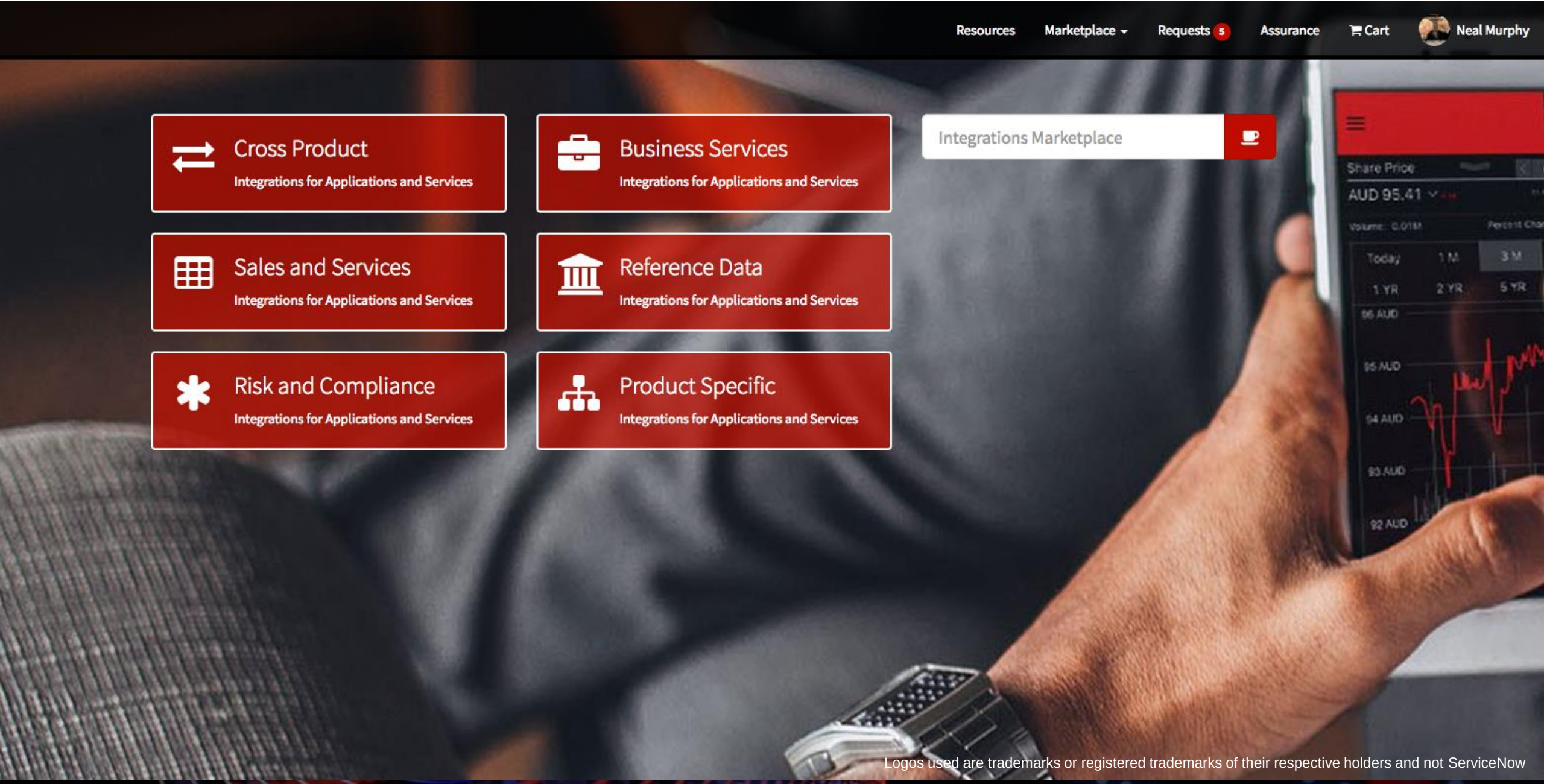


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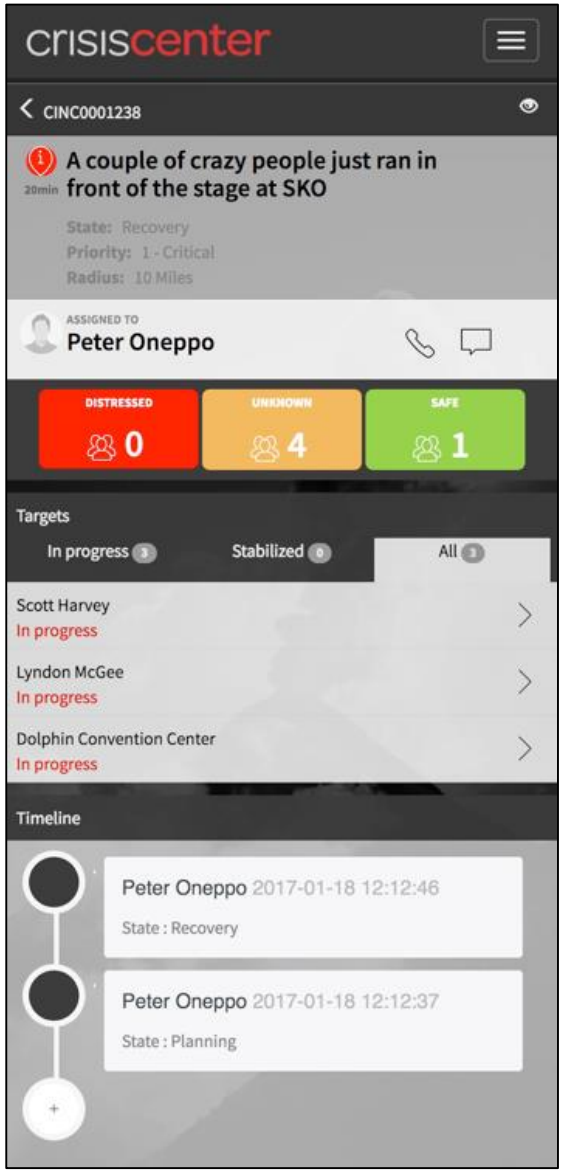


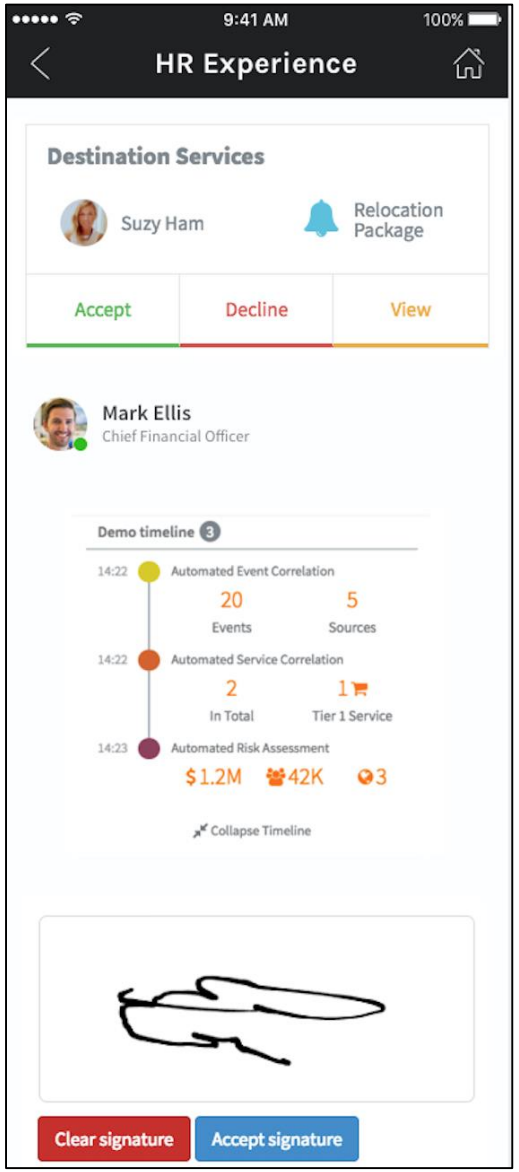
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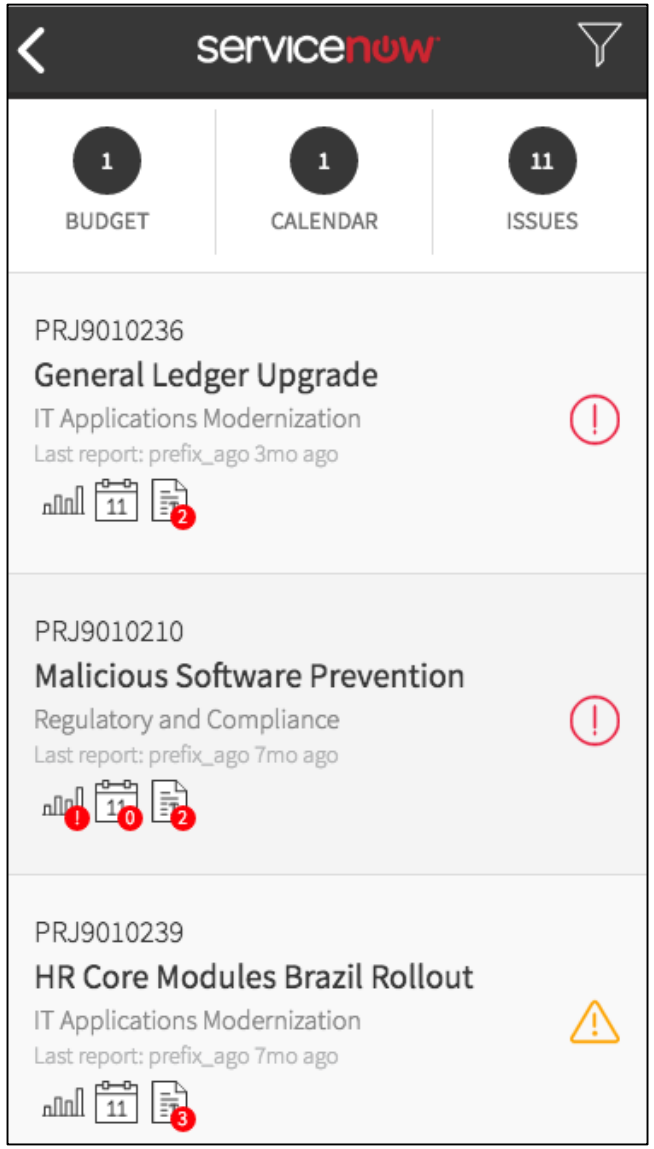


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Key Areas of Focus for Service Portal



INTUITIVE user experience



ROBUST Performance and platform support



DELIGHTFUL development experience

- Productivity & responsiveness
- Lower cost of operation
- Customer satisfaction

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Roadmap

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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.

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Service Portal Investment in Istanbul & Jakarta

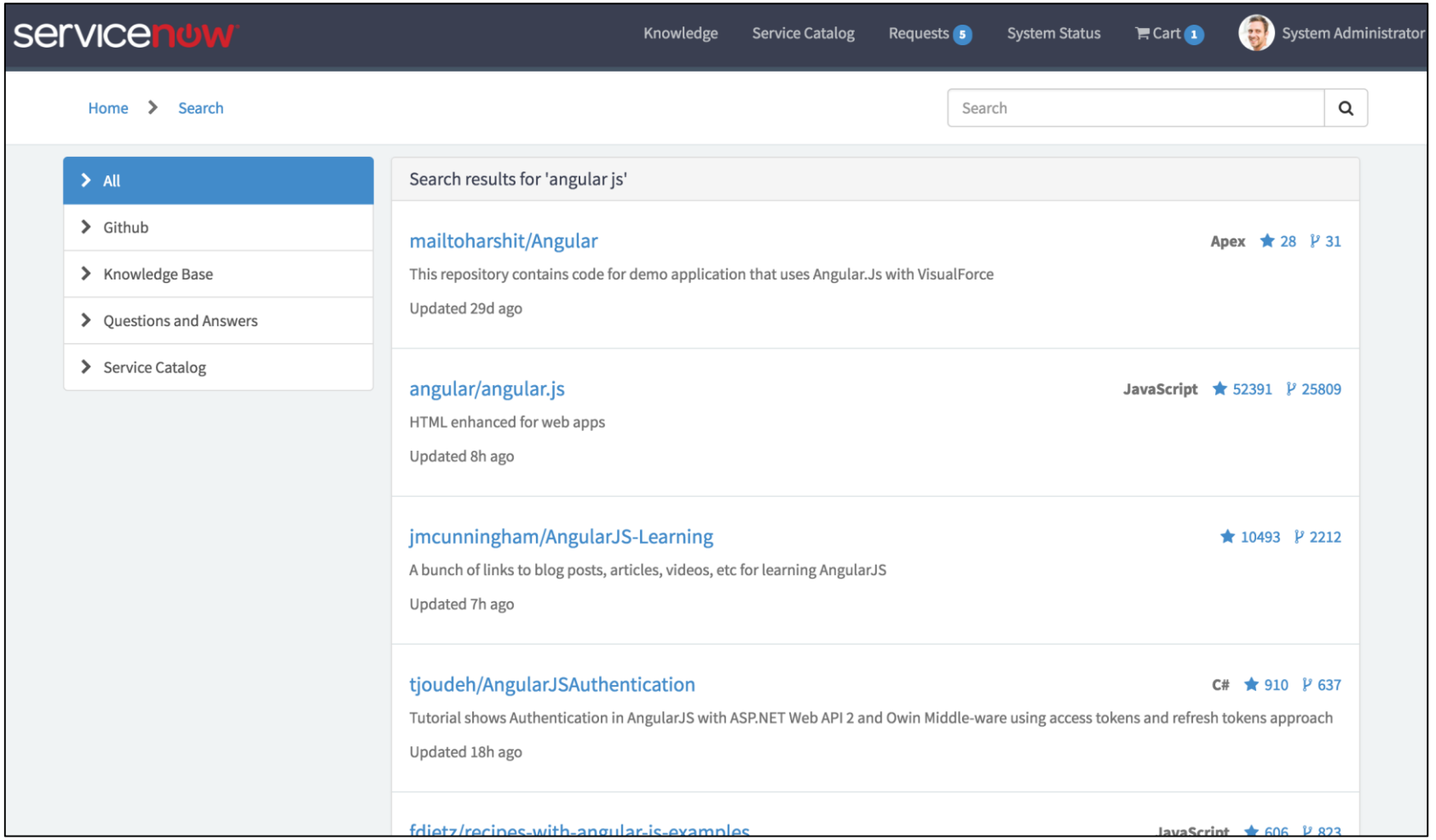
- I want to show search multiple Catalogs, Knowledge Bases and even training videos on my YouTube Channel
- I want to personalize users' experience based on their department, location and apps they use!
- I'm not allowed to launch a project unless it supports accessibility!
- Hey I love the fact that I can show results from my external community. How do I limit it for different contexts?

- Search Sources
- User Criteria
- WCAG Level AA Support
- Contextual Search

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Features – Search Sources

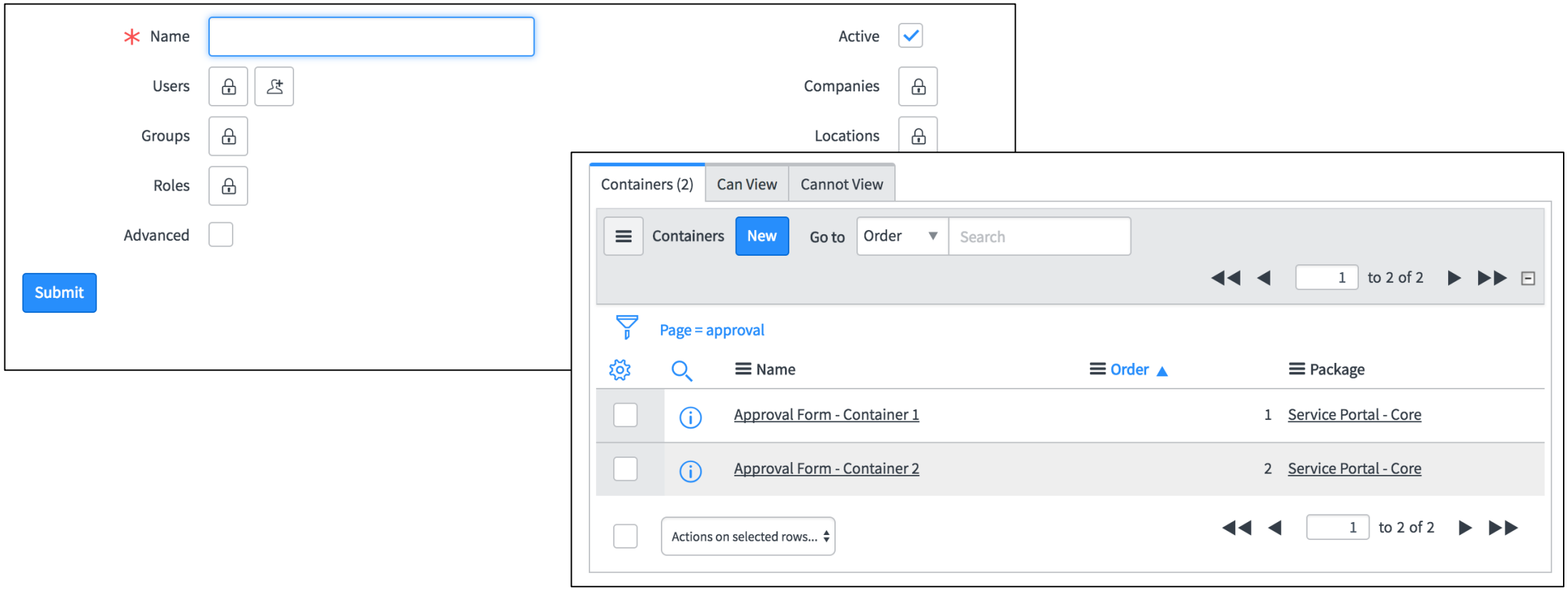
Search sources allow our customer to easily enable searching multiple sources and presenting results through configuration



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Features – User Criteria

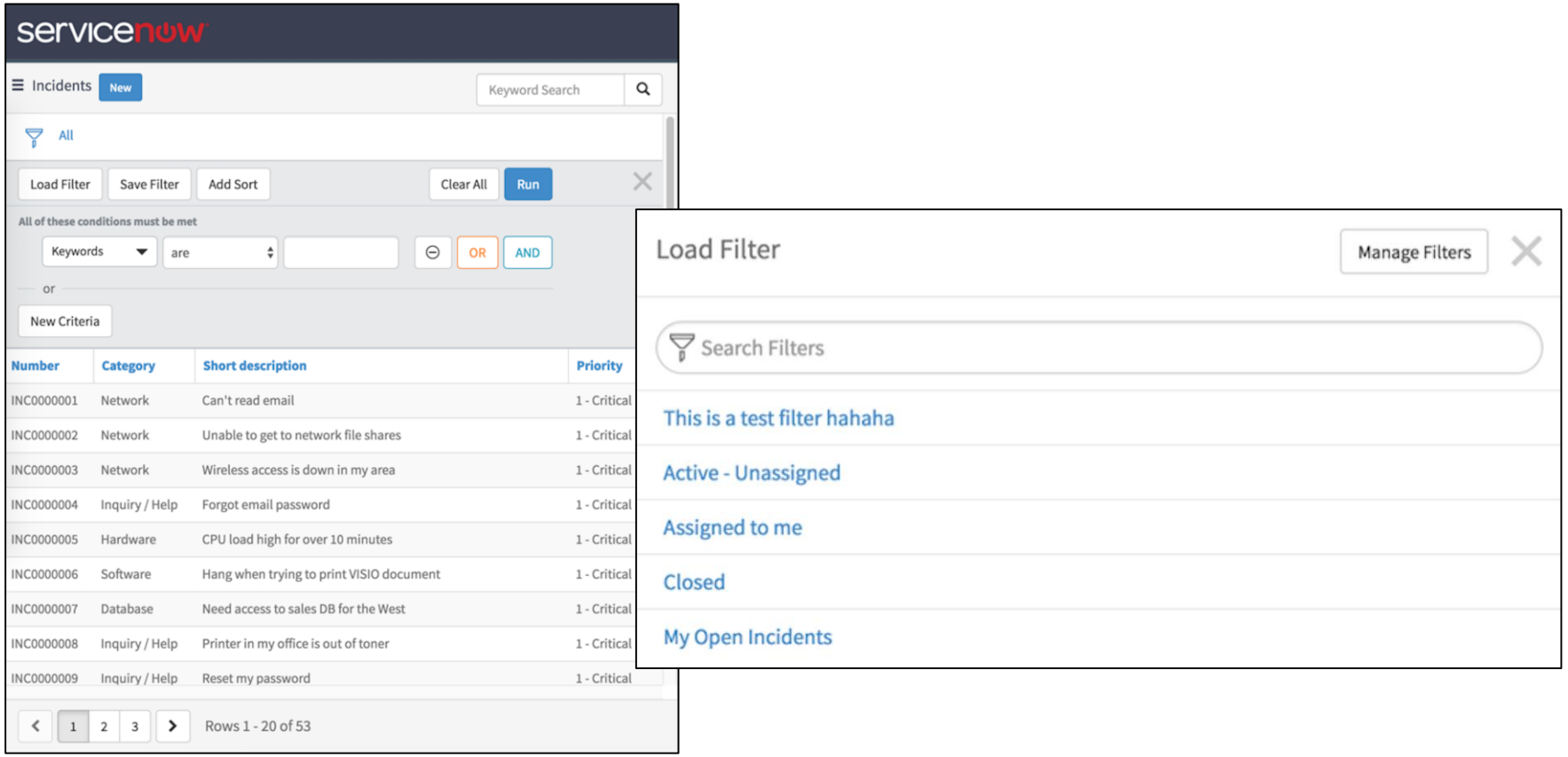
User criteria allows our customer to personalize their self-service portal experiences on a more granular level then user roles



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Features – Filter Builder

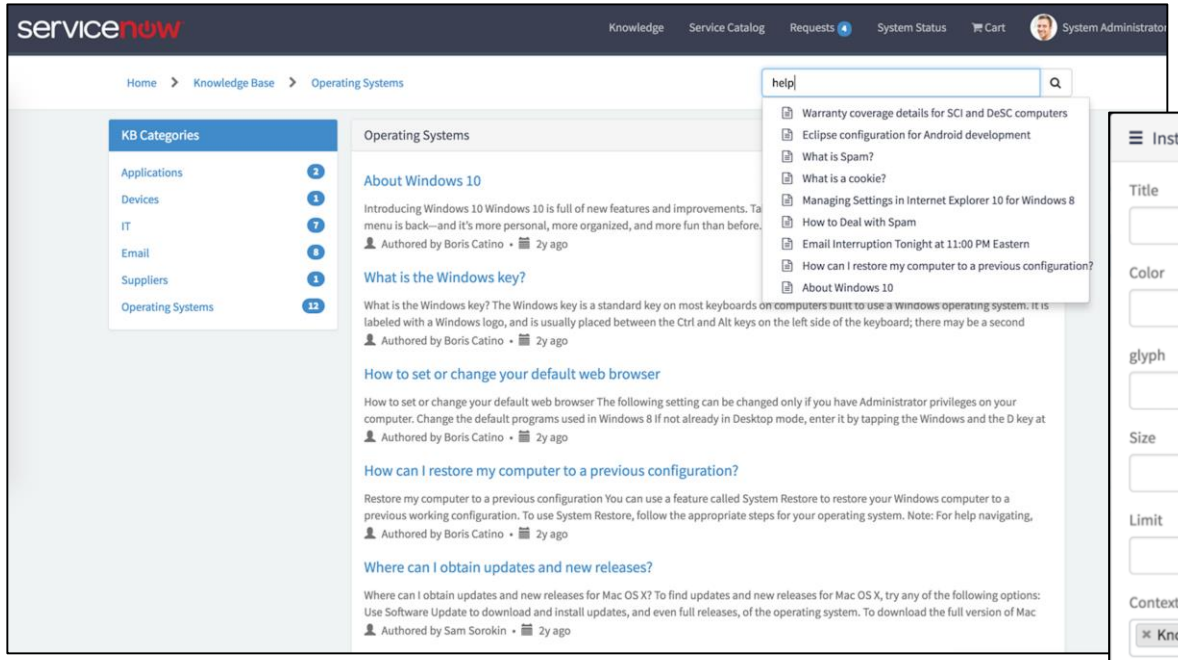
The Filter or Query Builder allows end-users of a portal to filter a list in Service Portal

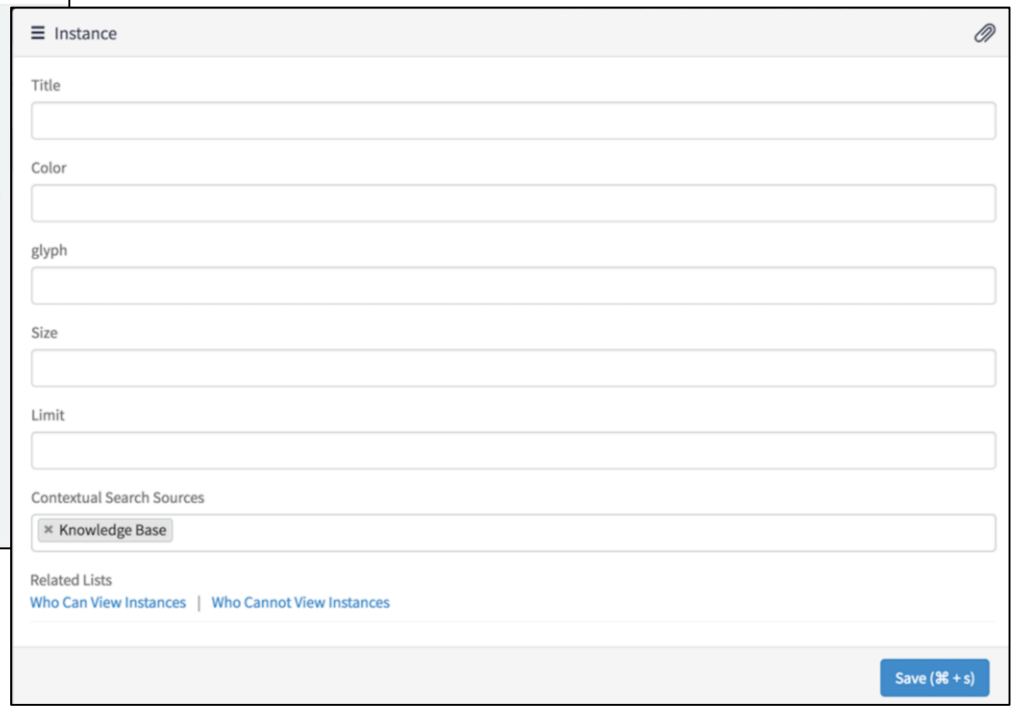


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Features – Search Sources : Contextual

Search Sources allow customers to limit the search results for an instance of a search widget

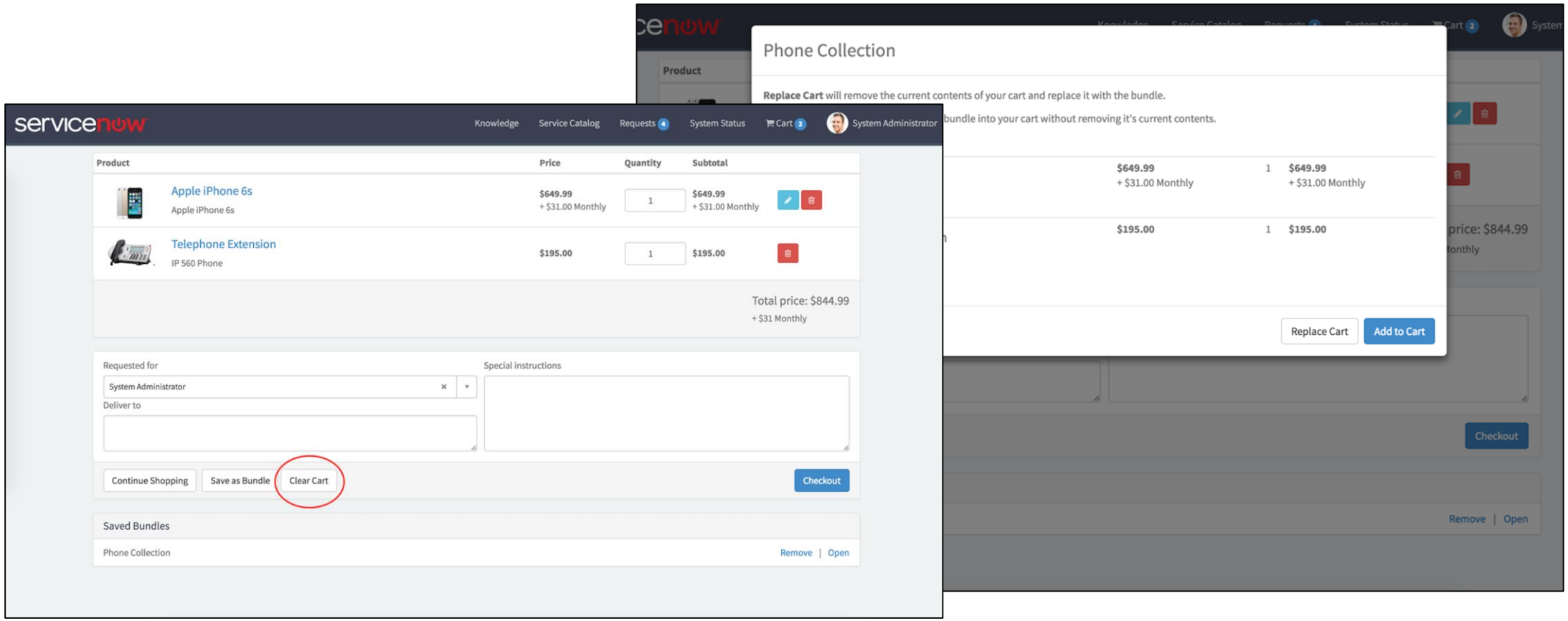




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Features – Shopping Cart

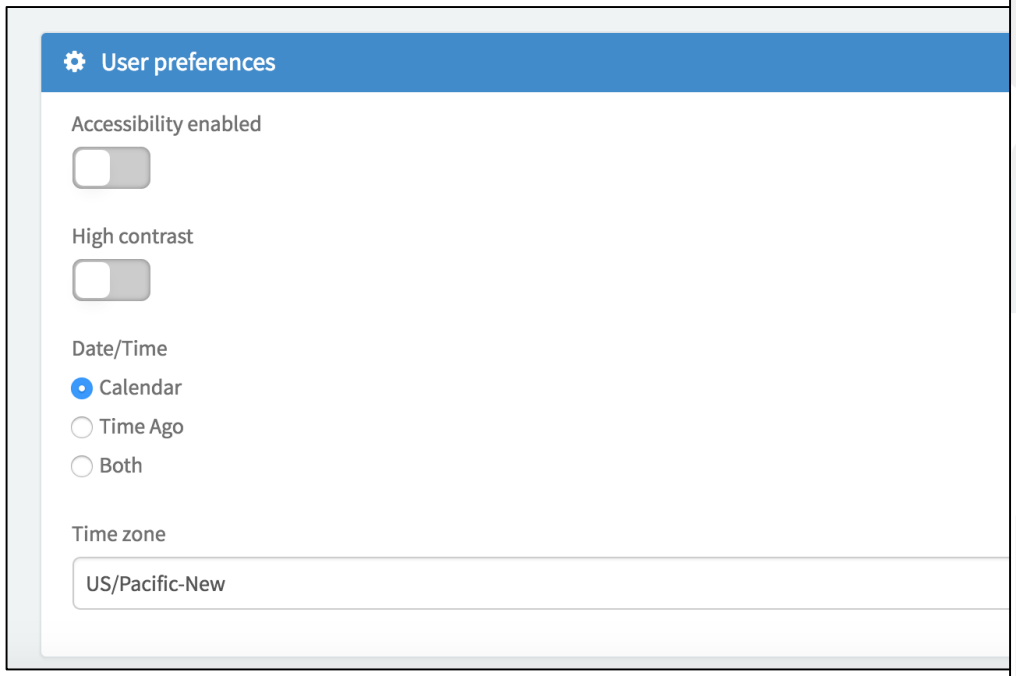
Clear Cart allows users to empty the content of the cart. Bundles can either append to replace the content of the cart.

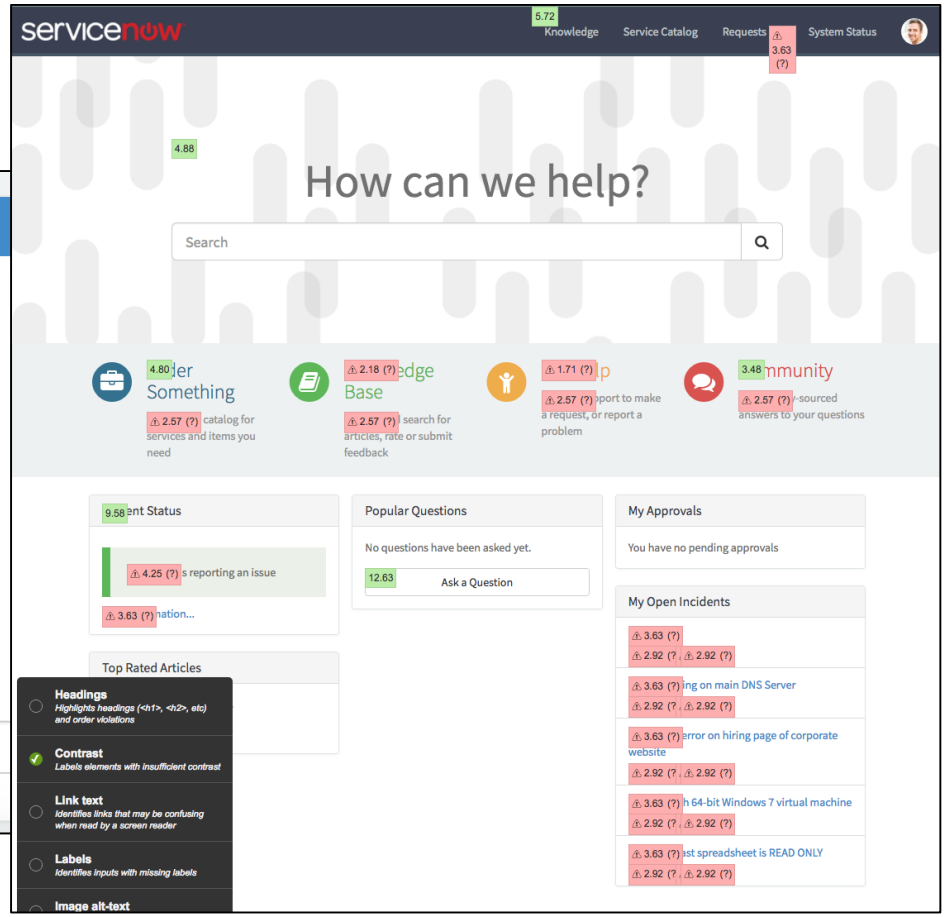


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Accessibility

Enterprise Service Portal supports Web Accessibly Standards of Level AA



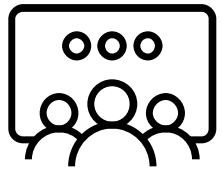


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Future

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Investment Considerations in Kingston & Beyond



- We need more on the Service Portal
- I want to created pre-defined layouts
- I don’t want to customize widgets or deal with upgrade pitfalls.
- Widgets, Widgets, Widgets
- Improved Service Portal Designer
- Support multiple Catalogs and Knowledge Bases

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Top Takeaways

1

Deliver INTUITIVE user experiences with drag-n-drop

2

Create with a DELIGHTFUL development experience

3

Build with ROBUST performance and enterprise horsepower

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Thank You

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Q & A

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Thank You

Omid Borjian

Senior Product Manager

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