knowledge17

WORK at LIGHTSPEED™

Eliminate Outages using ServiceNow® Operational Intelligence

Puru Amradkar

Sr. Product Manager
ServiceNow

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servicenow

Agenda

- Introductions
- Challenges
- ServiceNow Operational Intelligence with M/L
- Demo
- Q&A

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Speaker Introduction

NAME: Puru Amradkar

TITLE: Senior Product Manager

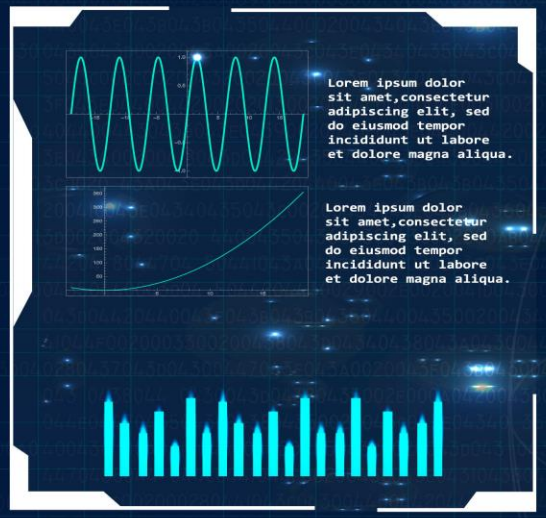
FUNCTION: Product Management - ITOM BU

COMPANY: ServiceNow, Inc.

EXPERIENCE: 20 yrs. in product development. 2.5 yrs. at ServiceNow. Spent most of time building distributed, cloud scale products.

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ServiceNow® Operational Intelligence











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CHALLENGES

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Service Outages Make Headlines and Disrupt the Business

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0 COMMENTS

COMPUTERWORLD
THE VOICE OF IT MANAGEMENT
Verizon hit by an 8-hour email outa
A lot of Verizon's email customers woke up to find that their service was dow
Sharon Gaudin (Computerworld (US)) | 22 May, 2015 02:45
A lot of Verizon's email customers woke up this morning to find that their ser
down. And for many, the problem lasted for about 8 hours.
Verizon customers began tweeting early this morning that their email wasn't
acknowledged on Twitter that there even was a problem, Verizon Support di
messages about the situation.
John Bonomo, a spokesman for Verizon, said in an email to Computerworld
resolved about 10 a.m. ET
"We are investigating the cause. The issue prevented customers (not all) fro
impact customers' ability to use Webmail or login to the Verizon portals," Bo
People from the Pittsburgh area to Massachusetts and Washington state we
"#Verizonoutage What's up Verizon. Are you serious?????? Email servers d
A Twitter user who calls herself Kim tweeted, "Argh @Verizon. Email's down
And Barry Ritholtz noted: "Verizon's deal has not even closed with AOL, and
Earlier this month, Verizon announced plans to buy Internet pioneer AOL for
acquisition will help them build out the company's digital offerings, along with
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THE AUSTRALIAN
STOCK QUOTES | Enter company code | S&P/ASX 200 -0.04% 5660.2000
MARKET | AUD/USD | TOP GAINER CDD | TOP LOSER GEM
S&P/ASX 200 -0.04% 5660.2000 | +0.28% $0.79 | +19.49% $2.82 | -4.11% $3.73
Navitaire booking glitch earns Virgin $20m in compo
TERESA OOI THE AUSTRALIAN APRIL 05, 2011 12:00AM
RESERVATIONS management company Navitaire is understood to have compensated Virgin Blue for up to $20 million for a customer service meltdown that resulted in 130 cancelled flights and delays for more than 60,000 passengers in September.
Both companies declined to comment on the "confidential" settlement.
Several analysts said that Navitaire probably paid Virgin Blue compensation of between $18m and $20m for the glitch. "We are not surprised by the settlement -- our estimate is $18m compensation for Virgin Blue," said Cameron McDonald, aviation analyst from Deutsche.
Following the incident, during which many passengers had to be manually checked in, Virgin Blue said it hoped to recoup between $15m to $20m in costs because of the meltdown.
The airline has faced one of its worst six months in its 10-year history when it forecast it would slip into the red as it battled soaring fuel prices, a series of natural disasters and slowing demand in its core leisure market.
Virgin Blue said on March 23 that it expected to report a full-year pre-tax loss of between $30m and $80m -- its fourth profit warning in the past 12 months.
Yesterday, it said it had reached a "mutually satisfactory agreement" with Navitaire over the reservation system meltdown.
"The forecast financial impact of this settlement was taken into account for the purpose of the guidance issued to the ASX on 23 March," the airline said in a statement.
"The terms of the settlement are confidential."

CIO
MENU
PlayStation Network recovering after outage
Hacker group Lizard S... laimed responsibility for the outages suffered by Sony's gaming net... soft's Xbox Live

$46 MM
lost from outages per year
BCW

soft issues service credits
d not answer questions regarding the ...
Network World

CMS WiRE
Salesforce Customers Lose CRM Data in 20 Hour Outage
By Dom Nicastro | May 13, 2016

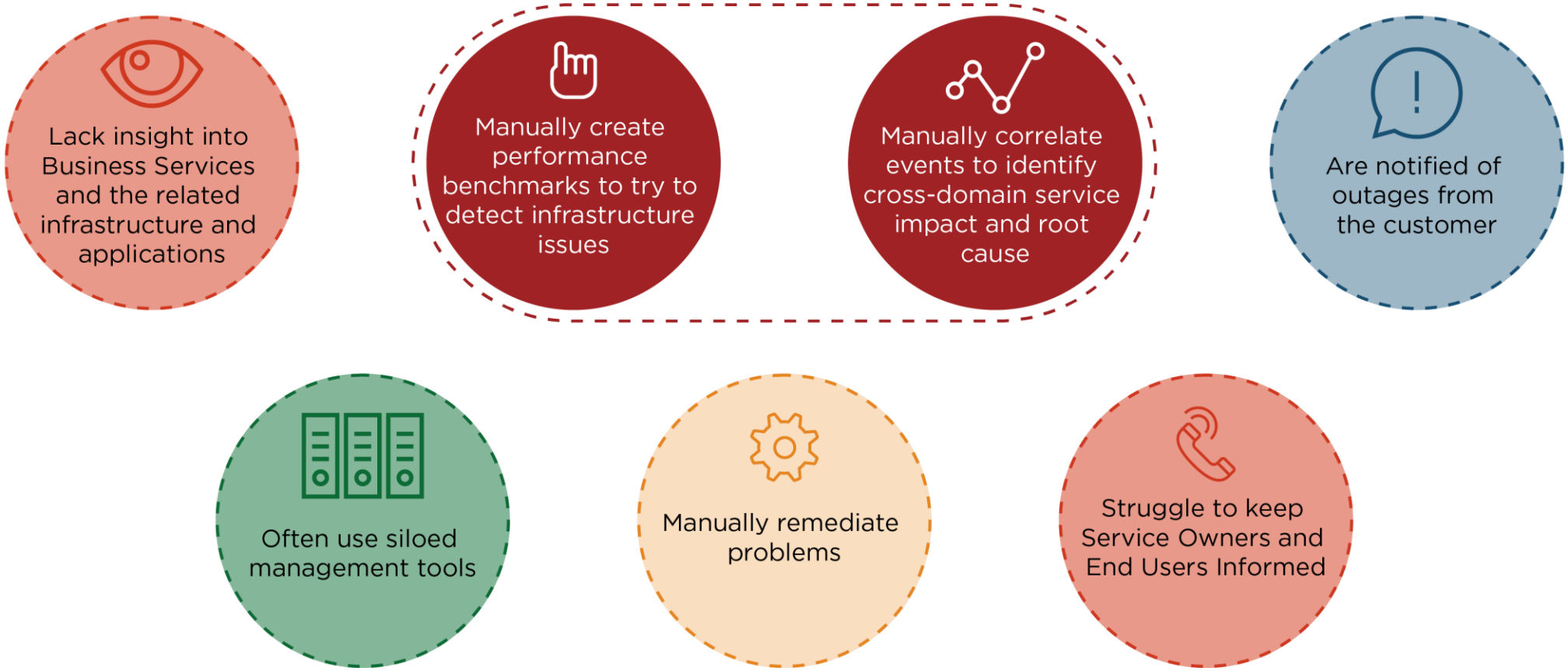

Salesforce customers lost four hours worth of CRM data due to a system failure and outage that lasted over two business days.
The outage set off a social media firestorm from customers of the world's largest Software-as-a-Service (SaaS) customer relationship management provider. The timing of the acknowledgement is worth noting: It occurred during Salesforce Connections, a three-day digital marketing conference in Atlanta, where chatter about the outage was conspicuously absent among the 6,000 attendees.

...istomers about
...TE outa
...strated
...million ...ontributed to Bank of America Outage
...ahoo Mail suffers outage; users react

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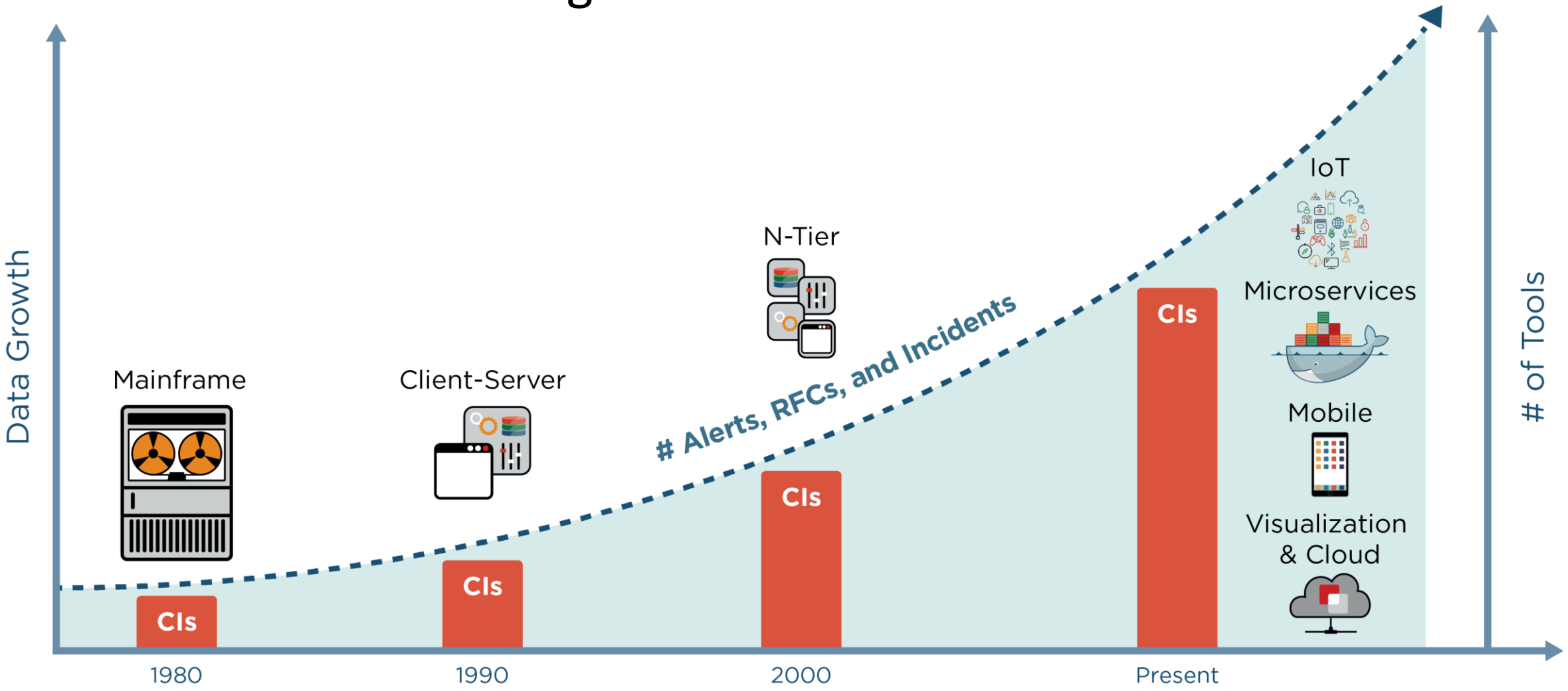
Business Service IT Operations Challenges

When problems occur, IT operations teams…



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Evolution of IT Technologies



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Today: Life of IT Operator



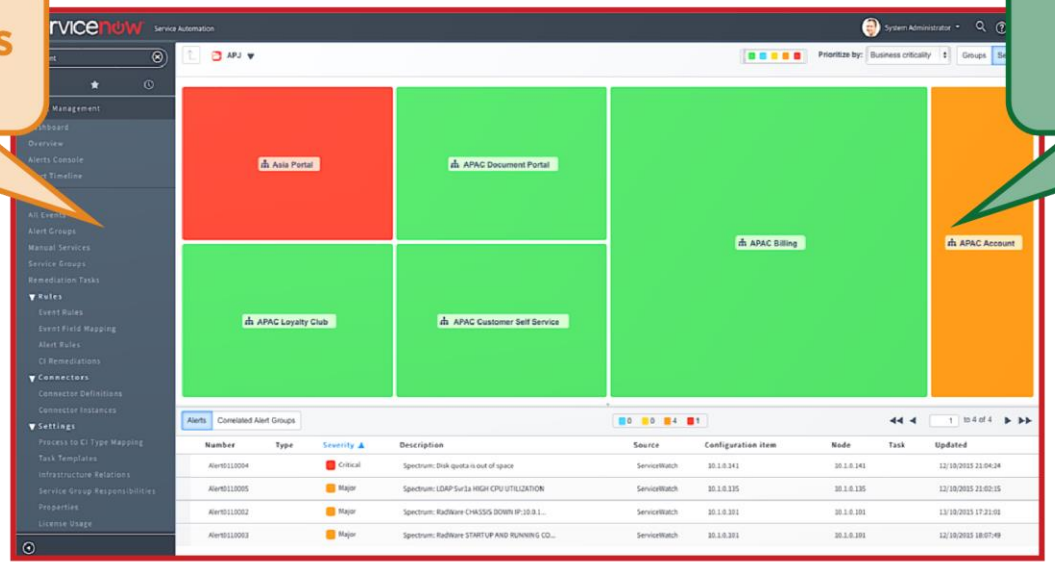
Challenges:

- Must understand the impact on 100s of services
- Must prioritize 1000s of events
- Must determine how to quickly restore services
- Understand the changes made to the environment

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Life of IT Operator with ServiceNow

Only handle root cause alerts



Engage Required SMEs

IT Operator

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Key Customer Use Cases





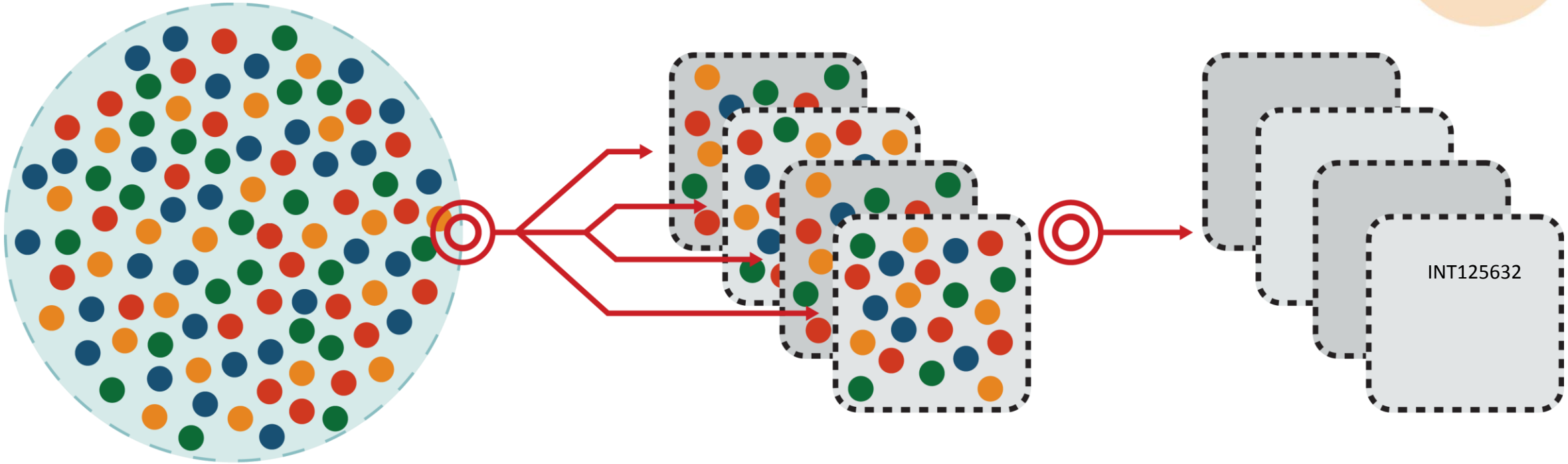




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Alert Correlation/Aggregation

"I want to **improve** operator productivity"



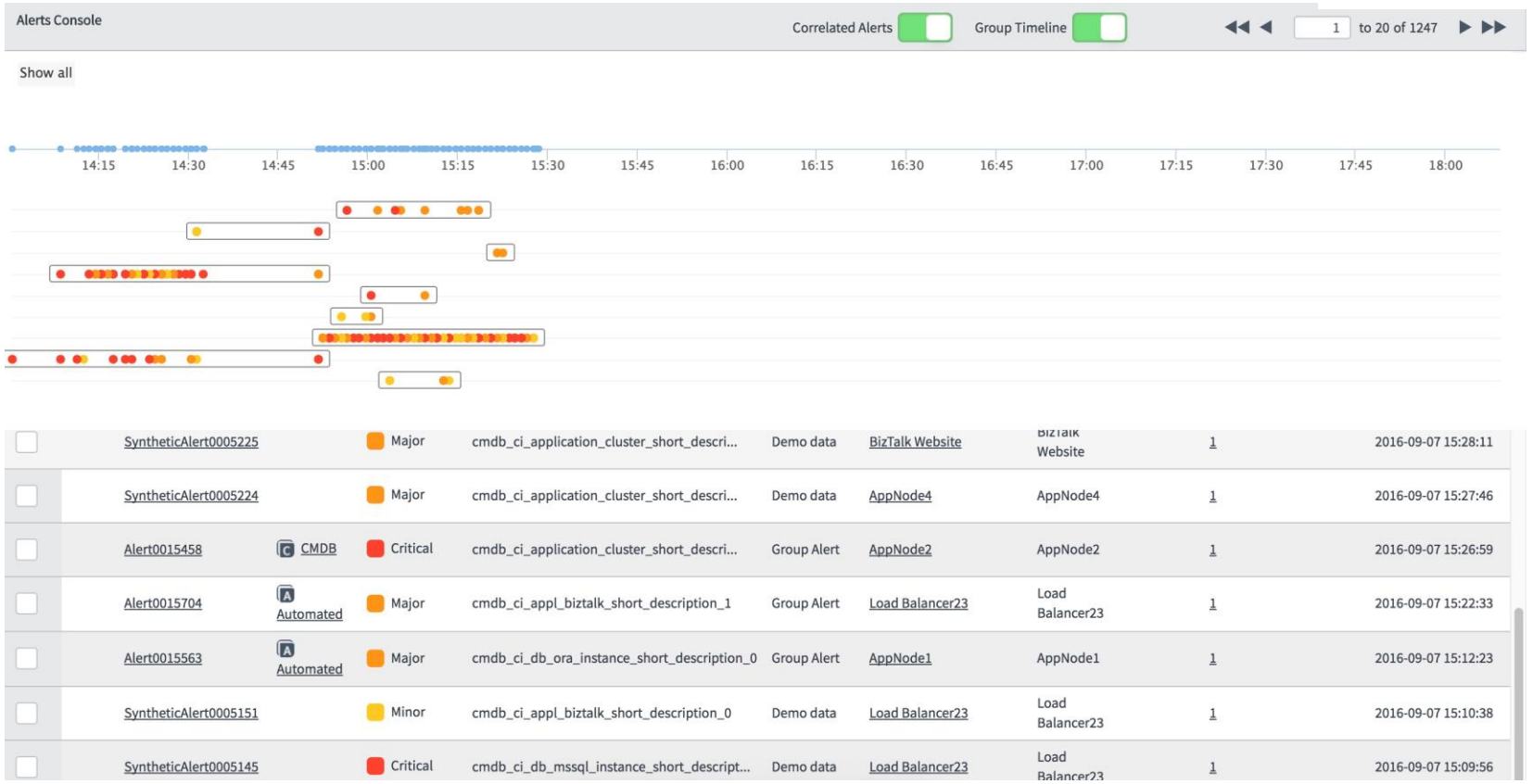
IT Alerts Alert Correlation Incidents

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Alert Correlation/Aggregation

"I want to **improve** operator productivity"

- Temporal analysis
- Topological analysis
- Rule based correlation
- Semi-supervised learning

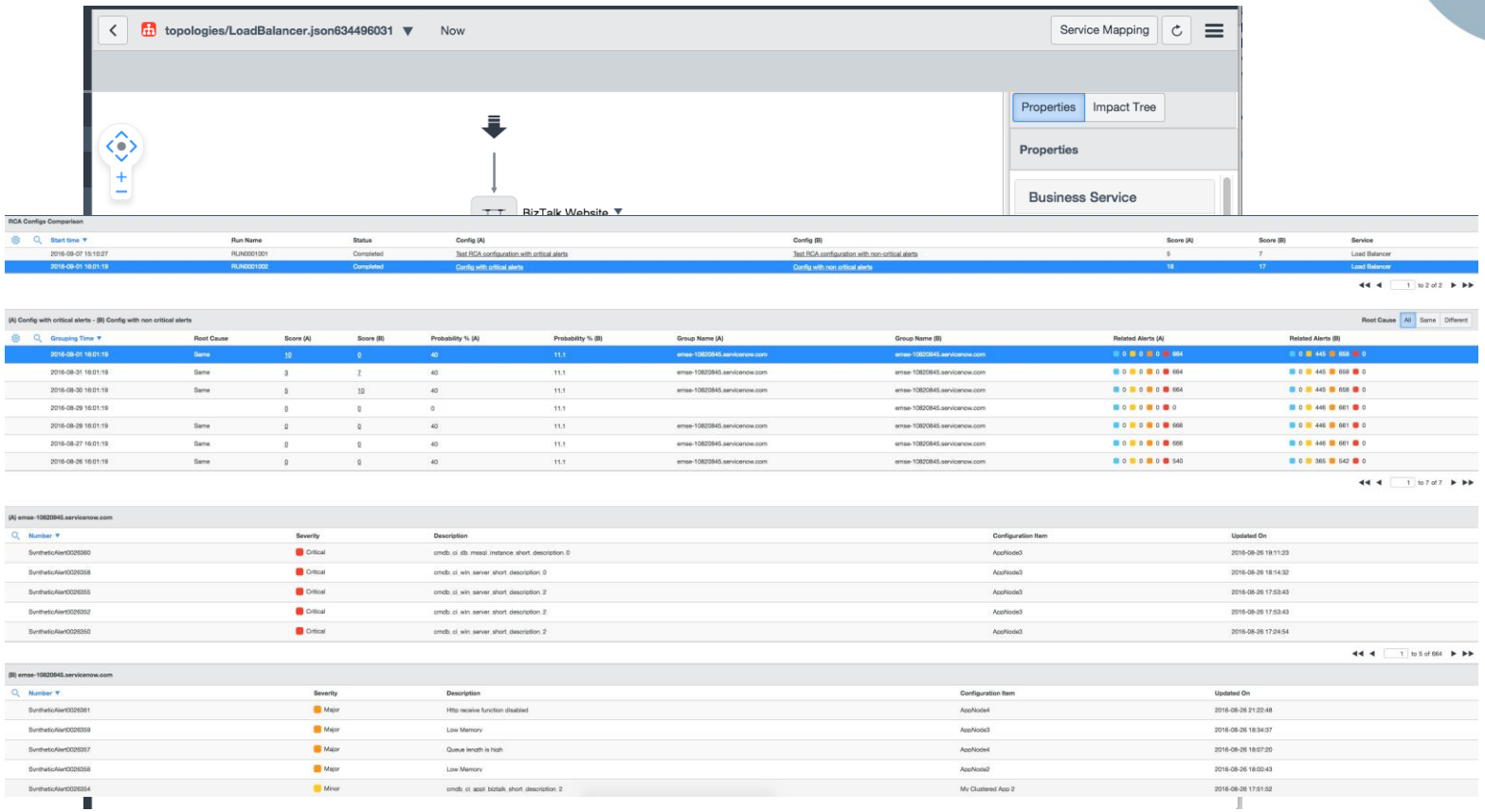


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Root Cause Analysis



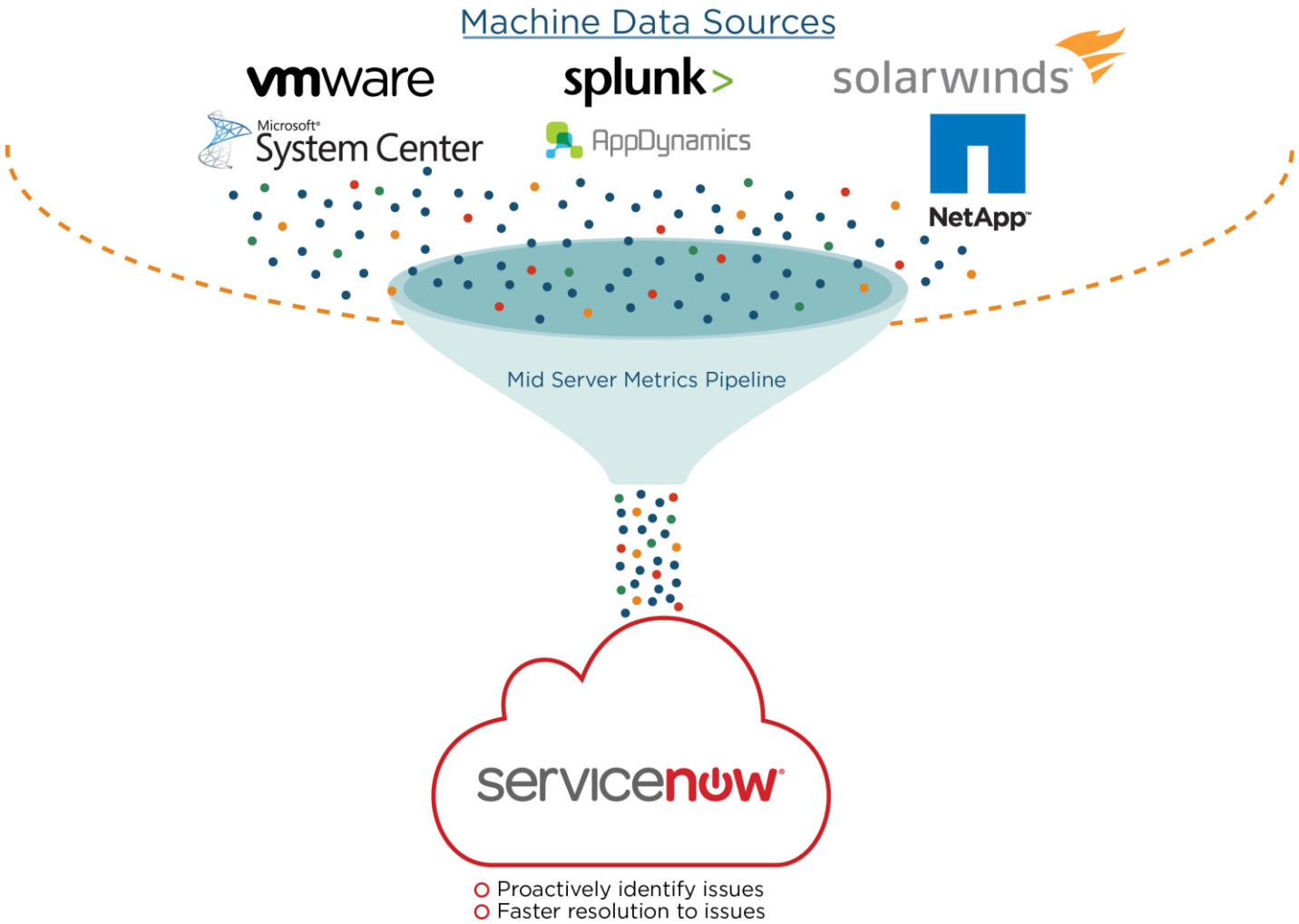
- RCA
  - CMDB & Service Mapping
  - Causality analysis
- RCA Model tuning
  - Define multiple causal state models
  - A/B testing



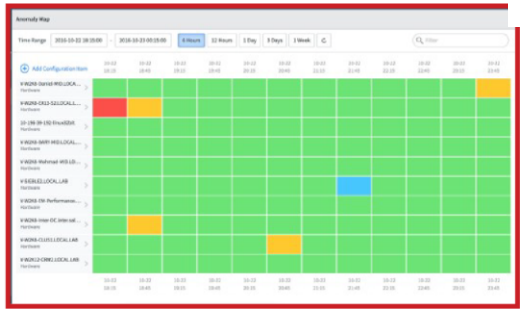
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Operational Metrics

"I want to **take preemptive action** to avoid outages"



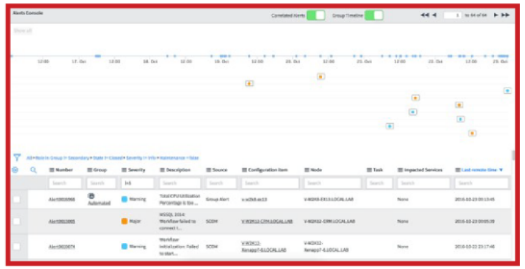
Anomaly Heat Map



Metrics Explorer

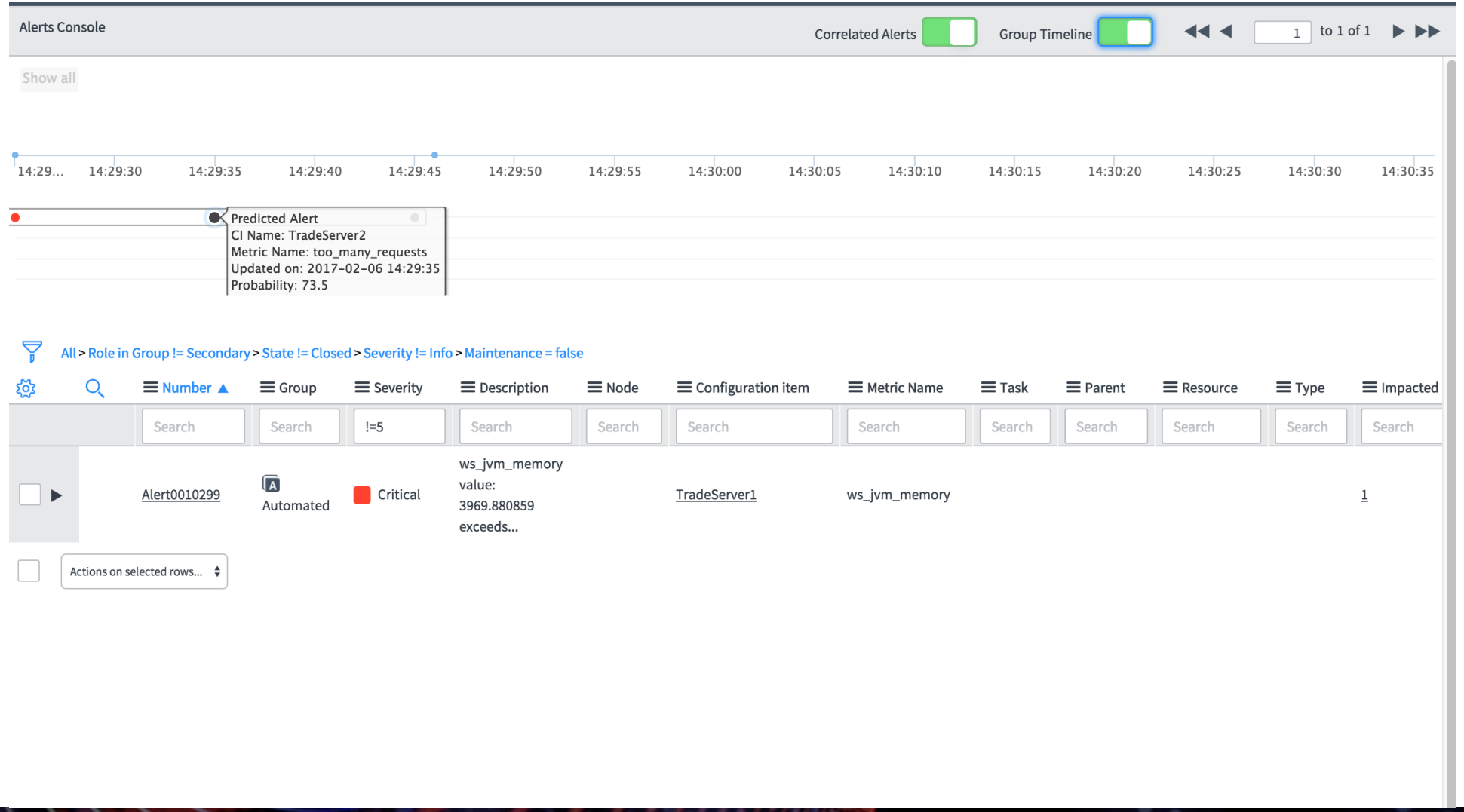


Anomaly Alerts



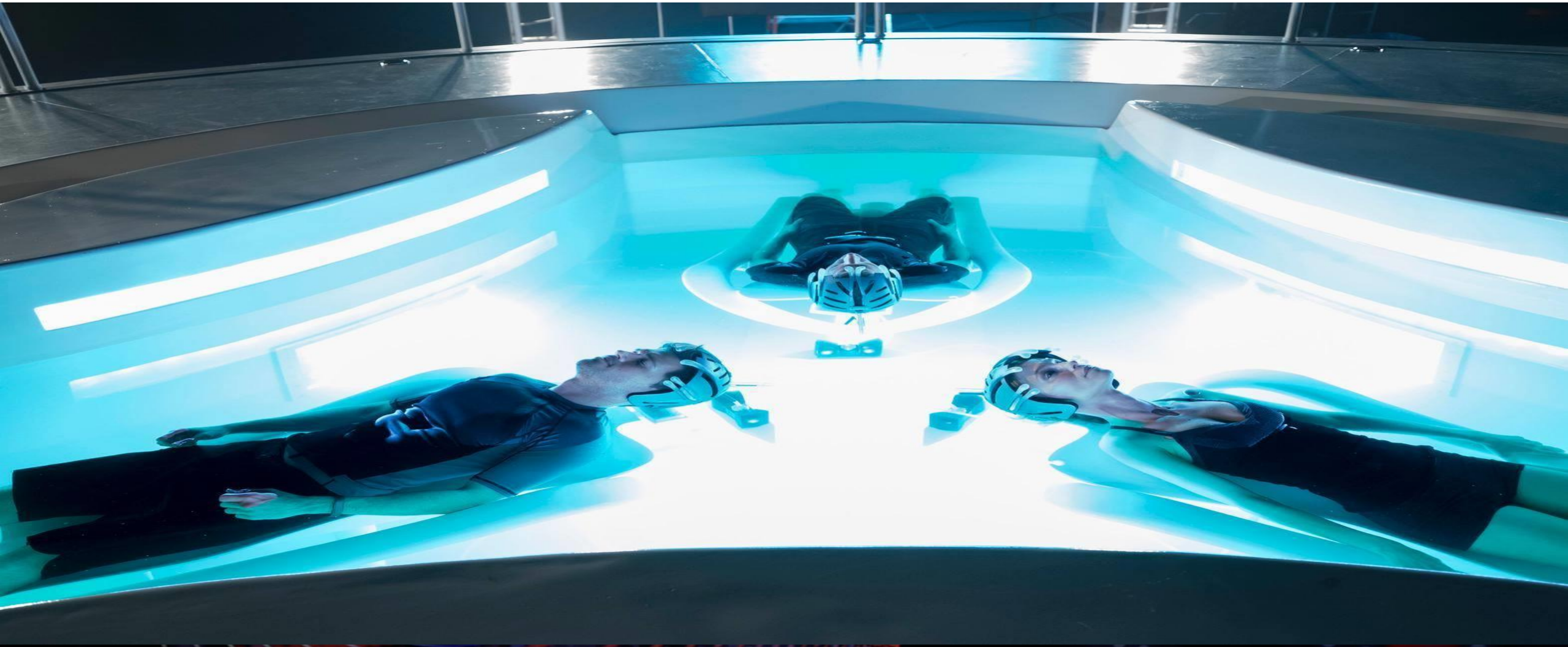
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Predictive Alerts



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Future….



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Demo

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Top Takeaways

1

Alert Correlation helps operators by eliminating noise and providing actionable insights.

2

Alert Prediction helps operators to be proactive instead of reactive in identifying and solving issues.

3

Anomaly Detection to adapt to the changing environment and be proactive with resolving issues.

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Q&A

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Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

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