knowledge17

WORK at LIGHTSPEED™

Roadmap: Future Direction for ServiceNow Project and Portfolio Management and Agile Development

SCOTT FULLER
DIRECTOR PRODUCT MANAGEMENT
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servicenow

Session Overview



Objectives

- Provide insight into the future direction of the ServiceNow PPM and Agile Development products



What You Will Learn

- What is new in Jakarta
- Priorities for Kingston
- How this changes will benefit you

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Speaker Introduction



NAME: Scott Fuller

TITLE: Director Product Management

FUNCTION: ITBM Product Management

COMPANY: ServiceNow

EXPERIENCE: 1 Year ServiceNow, 25+ Years Enterprise PPM, 15+ Years Product Management

PRODUCT PHILOSOPHY: Customer driven, keep it simple, make it usable. Make the day to day job of our users easier by providing insight into the things that matter to them.

CURRENT PRODUCTS: ITBM Suite, Project and Portfolio Management (PPS), Agile Development (SDLC)

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Speaker Introduction



NAME: Pradeep Bansal

TITLE: Senior Manager Product Management

FUNCTION: ITBM Product Management

COMPANY: ServiceNow

EXPERIENCE: 14+ years of experience in product strategy, design and marketing

EXPERTISE: Project and Program Management, Portfolio Planning and Resource Management

ACHIEVEMENTS: Part of PPS Product Management group for last 5 releases; Instrumental in customer base growth from 350 to 900+ and revenue growth by more than 250%. Designed key PPS features such as Portfolio and Resource workbenches, Planning Console etc.

CURRENT PROJECTS: Focusing on advanced portfolio and resource planning capabilities and enhancing out of the box user experience

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Speaker Introduction



NAME: Colin O'Brien

TITLE: Senior Product Management

FUNCTION: ITBM Product Management

COMPANY: ServiceNow

EXPERIENCE: Solutions Consultant – 9 years; Domain Specialist, Requirements Management – 2 years; Agile Coach – 4 years

EXPERTISE: Agile Methodologies, Application Development, DevOps

ACHIEVEMENTS: Developed initial SAFe ServiceNow Application, Coached and scaled out an Agile Center of Excellence that supported 15,000+ Agilist.

CURRENT PROJECTS: Enhance Agile user experience, Scaled Agile Framework solution

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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 remains at ServiceNow’s sole discretion.

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There are 947 Active PPM Customers Today!



Small

Less than 100 users
with mixed usage of
product

Medium

User count in the 100's
Medium to low maturity of
product usage

Large

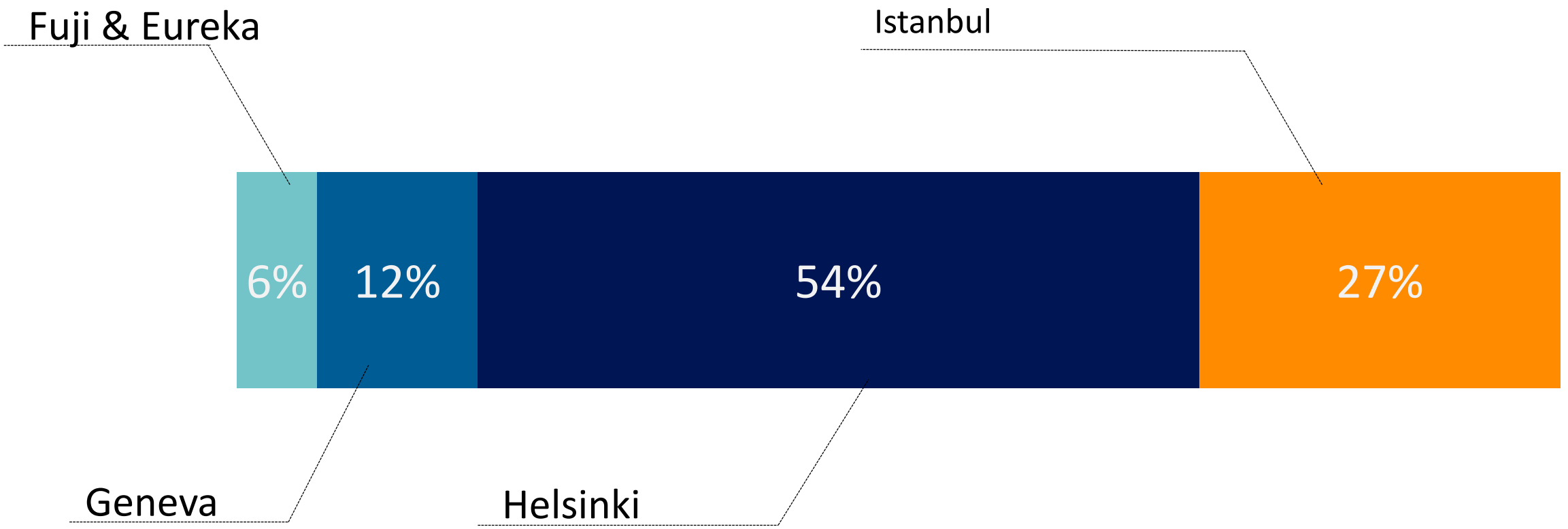
User count above 500
Using Portfolio, Projects and
Tasks/Resources/Financials

Extra-large

User count in the 1,000's
Extensive use of capabilities

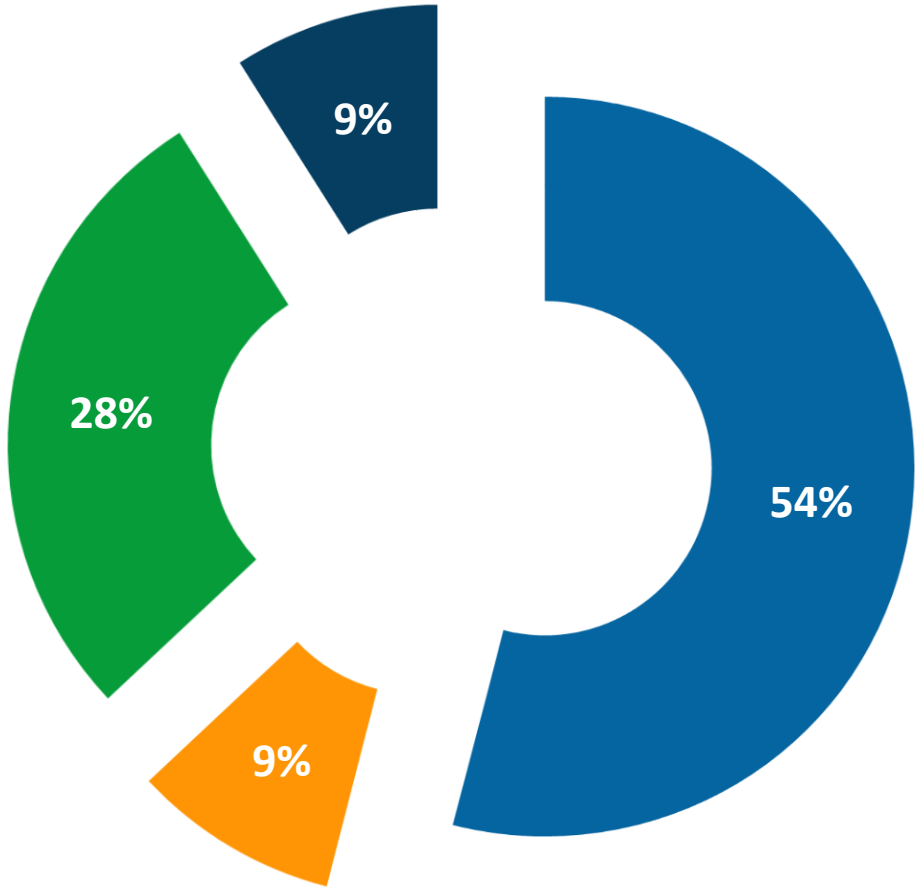
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What Release are PPM Customers On!



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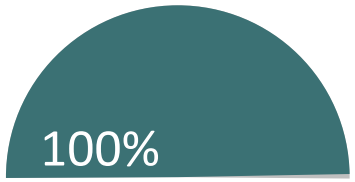
PPM Customers by Region!



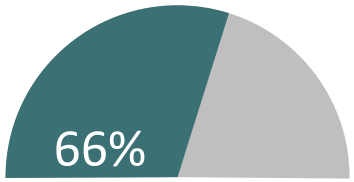
- AMS
- APJ
- EMEA
- Global Alliances

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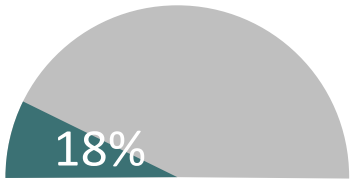
What Capabilities are PPM Customer Using?



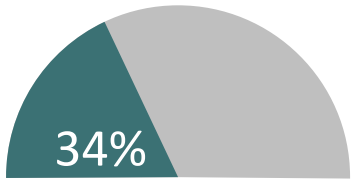
Projects



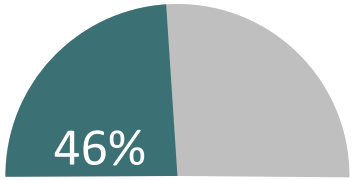
Portfolios



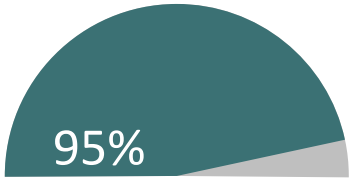
Programs



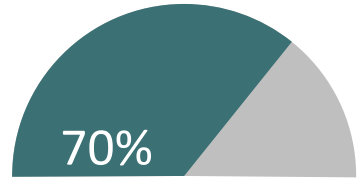
Resources



Demand



Tasks



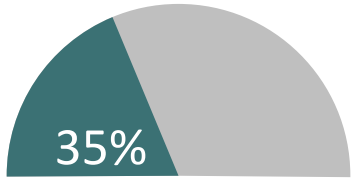
Time Cards

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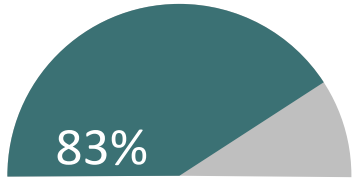
There are 918 Active Agile Development Customers Today!



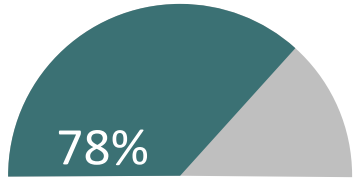
Traditional Scrum



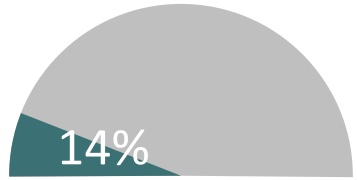
Water Scrum



Agile Releases



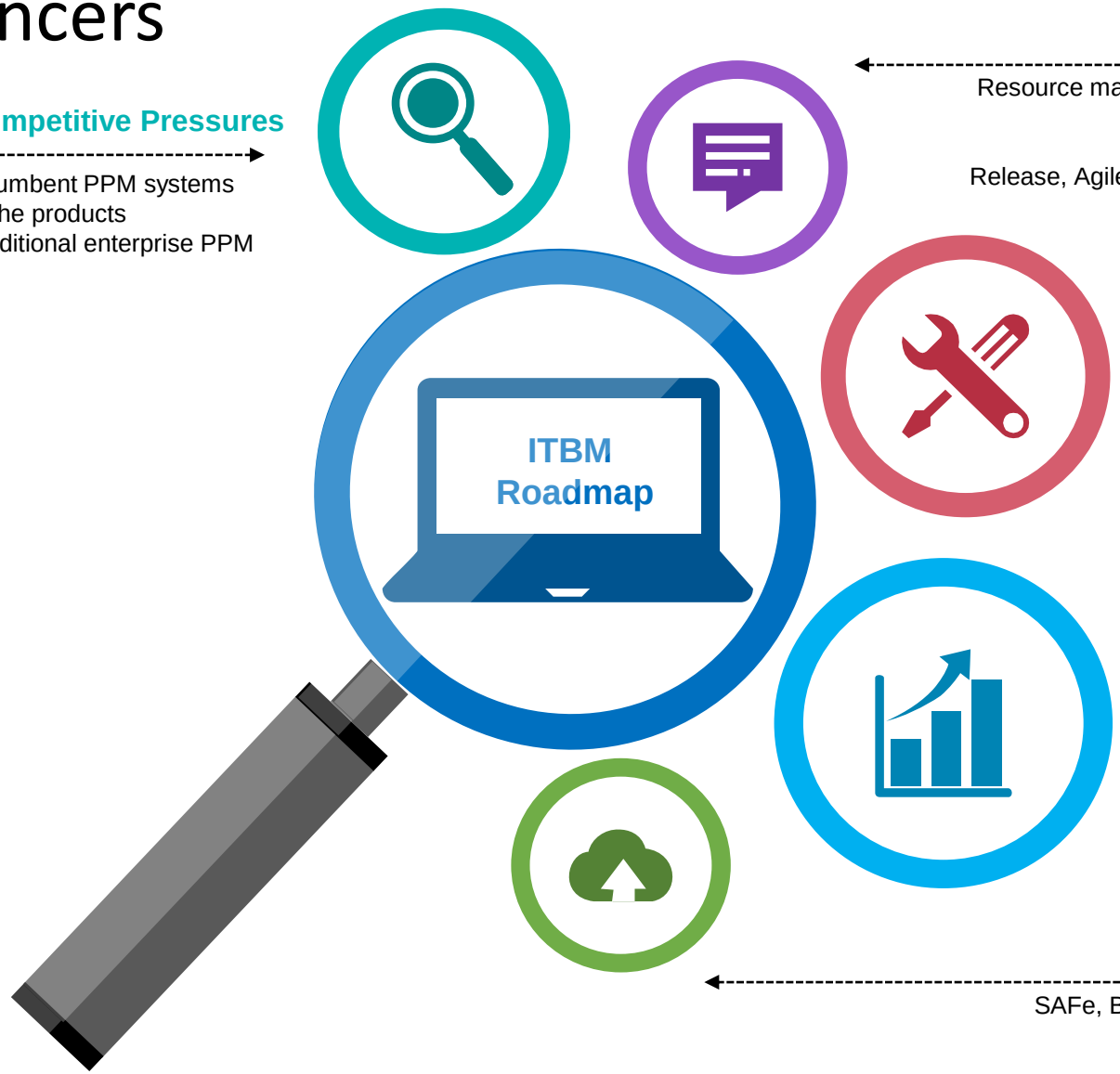
Sprint Planning



Test Management

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Roadmap Influencers



Competitive Pressures

Incumbent PPM systems
Niche products
Traditional enterprise PPM

Customer Use Cases

Resource management, Portfolio management
Usability, Demand management
External users, view only
Release, Agile, Waterscrum, Test management

Usage Data

What is being used or not used
Transient users
Data volumes
# of users

ServiceNow Vision

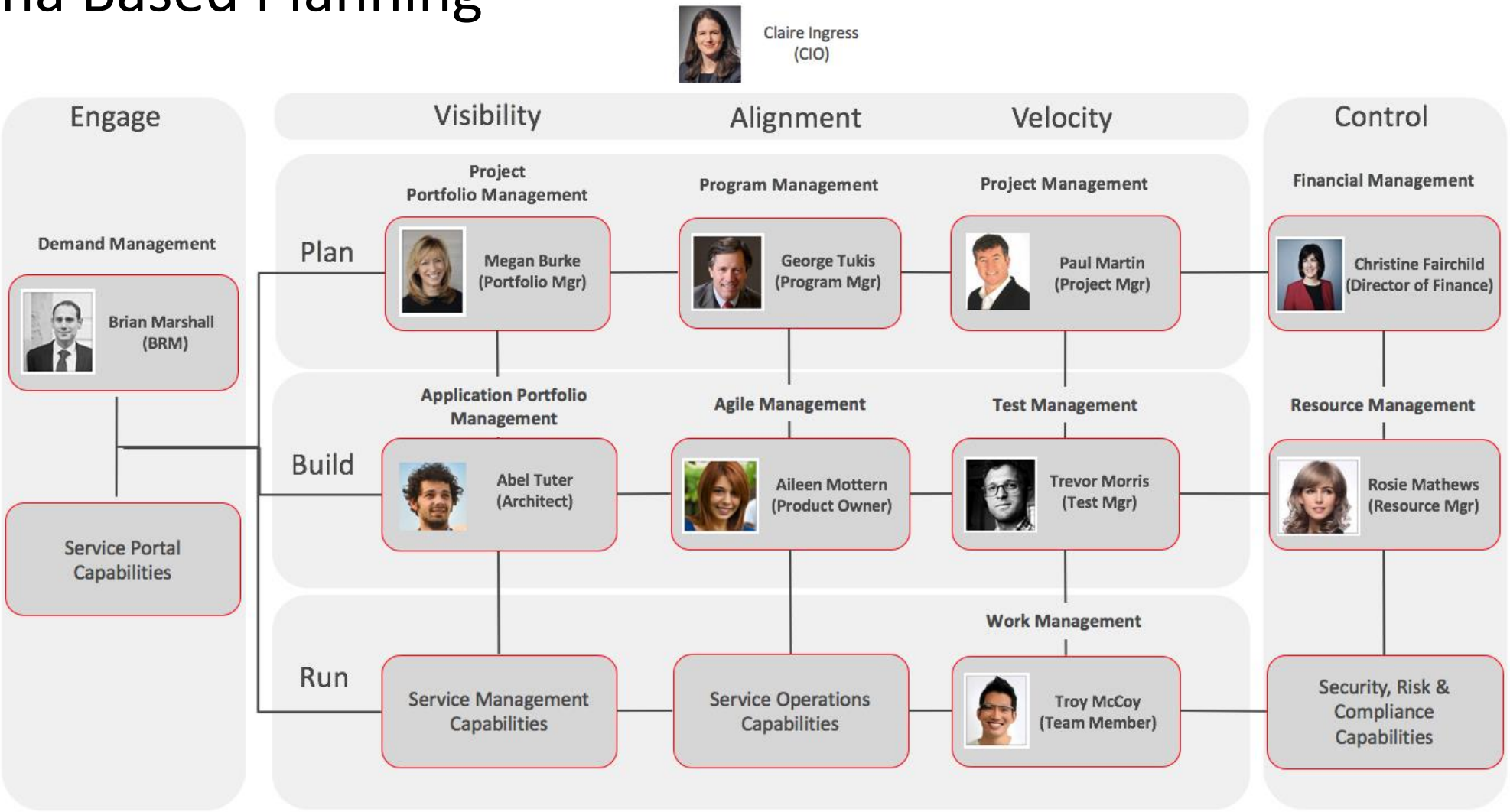
Better together
Platform
Integrations
Now on Now

Market Trends

SAFe, BRM, IT4IT, DevOps

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Persona Based Planning



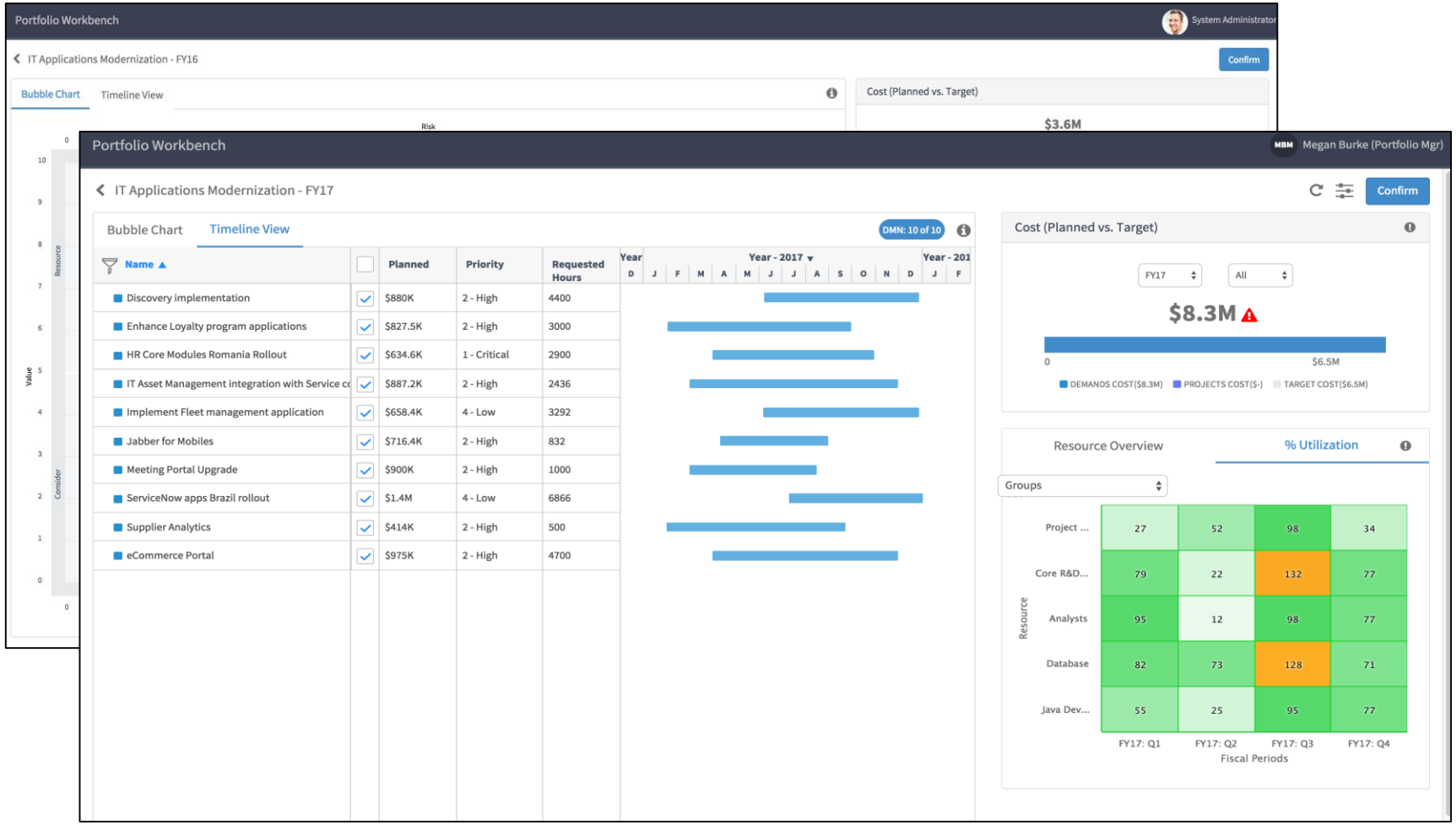
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Istanbul Highlights

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Improved Demand Prioritization and Portfolio Planning

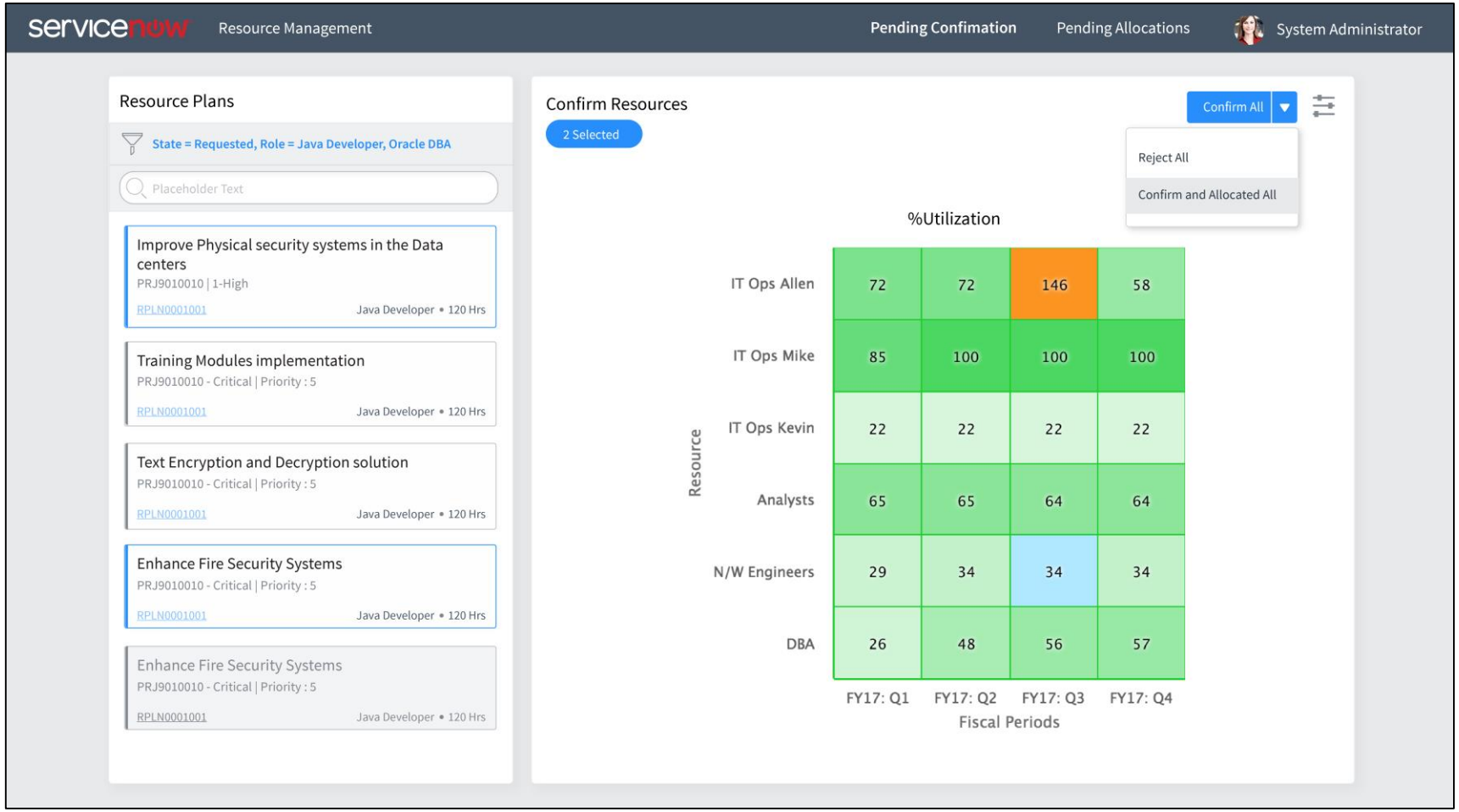
- Simplified portfolio planning & tracking process
- Provides an ability to finalize demands and projects for fiscal year by aligning selection to budget target and labor hours
- Ability to view resource utilization by team/role



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Resource Planning and Allocation

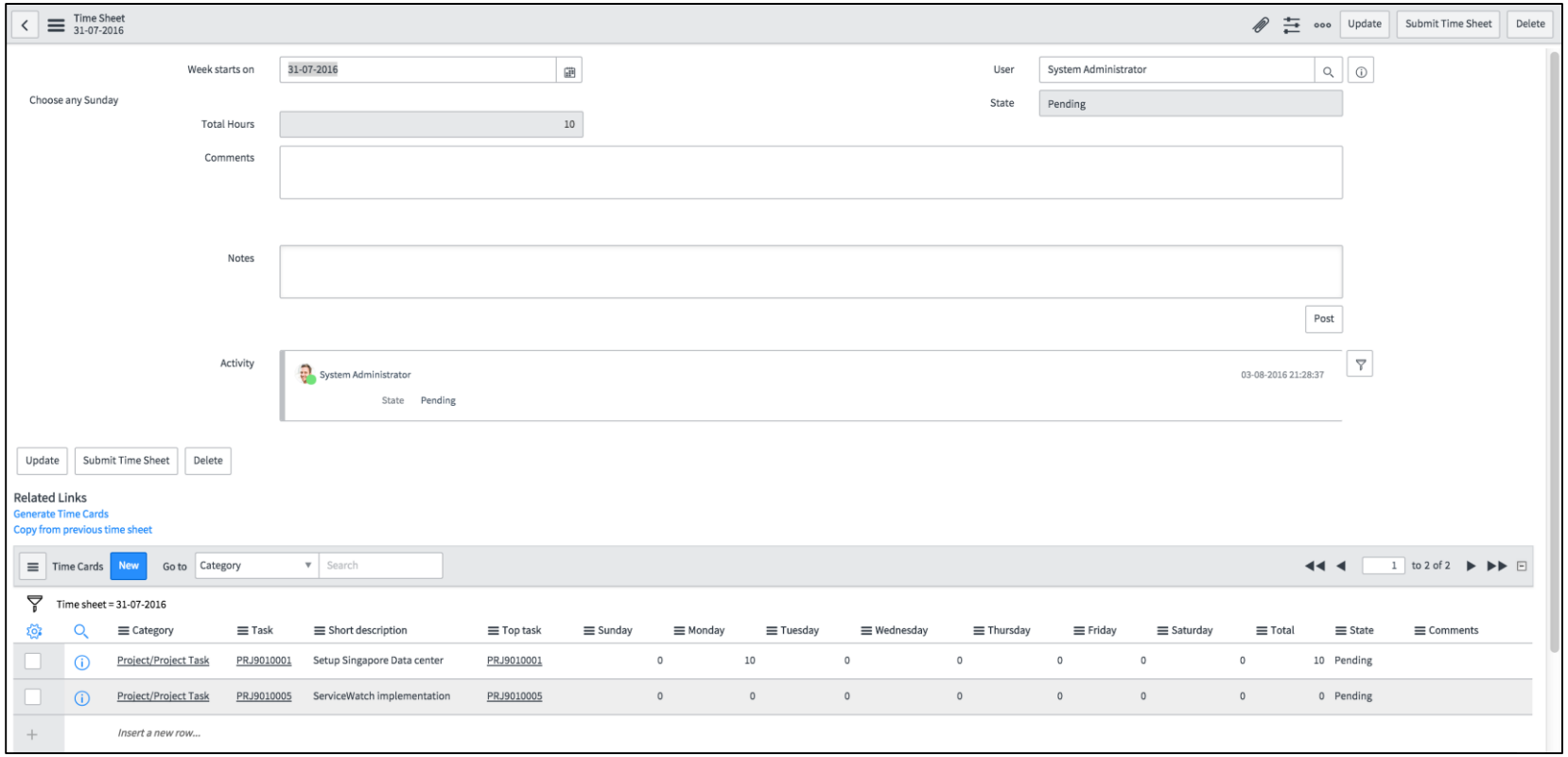
- Requesting Resources
  - Ability to request resources by roles/skills
  - Ability to specify weekly/monthly requirements by hours/FTE
- Resource Allocation
  - Enhanced service portal based resource workbench for easier resource allocation
  - Frontloading of resource hours



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Enhanced Time Tracking

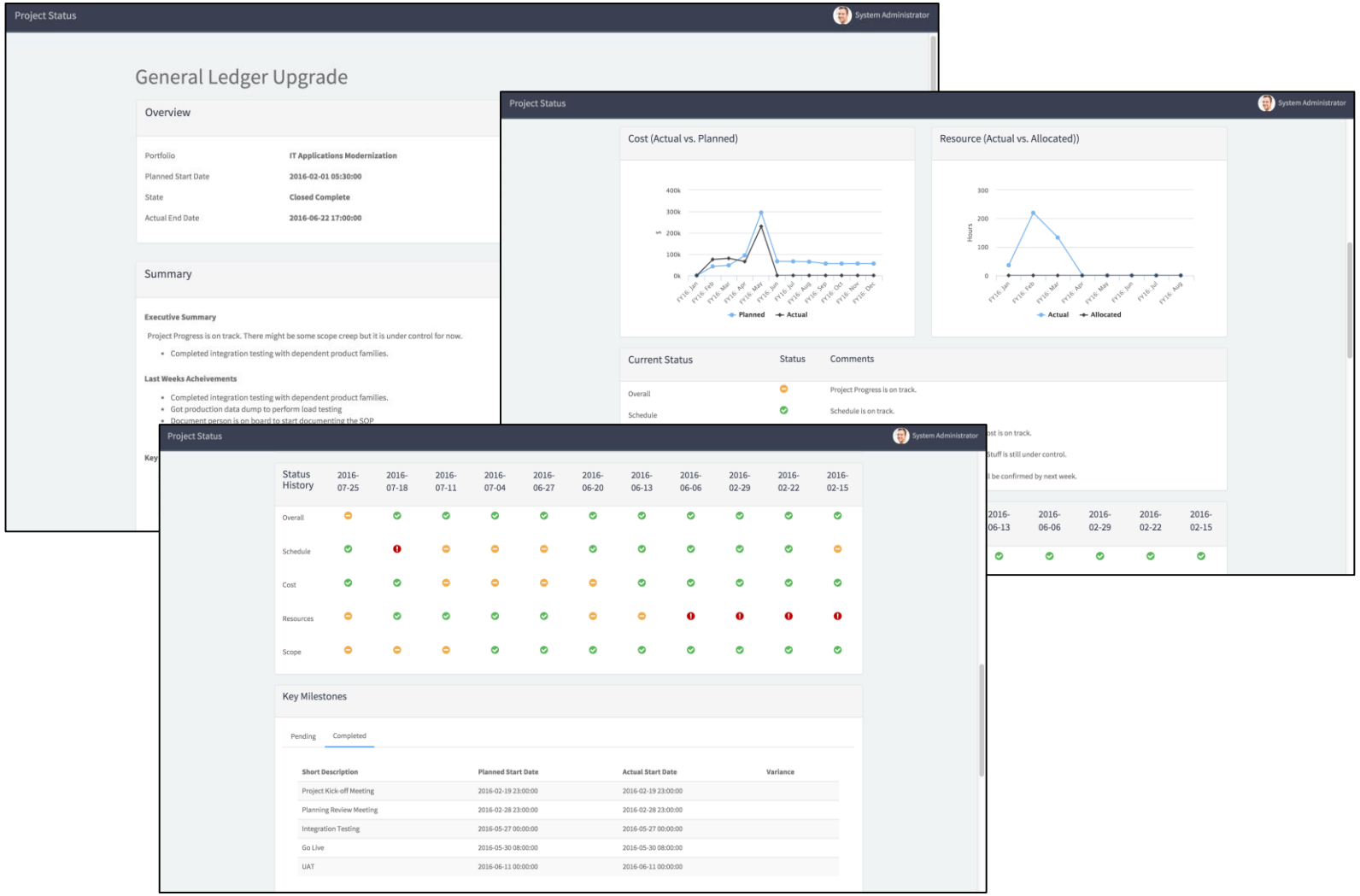
- Time Recording
  - New time sheet entity to group all time cards for a user for all tasks
  - Automated generation of time cards
  - Ability to copy time cards from previous weeks
- Time Sheet Approval
  - Ability to approve time sheets
  - Exception Reports
  - Configuration for max hours per day/per week



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Enhanced Project Status Report

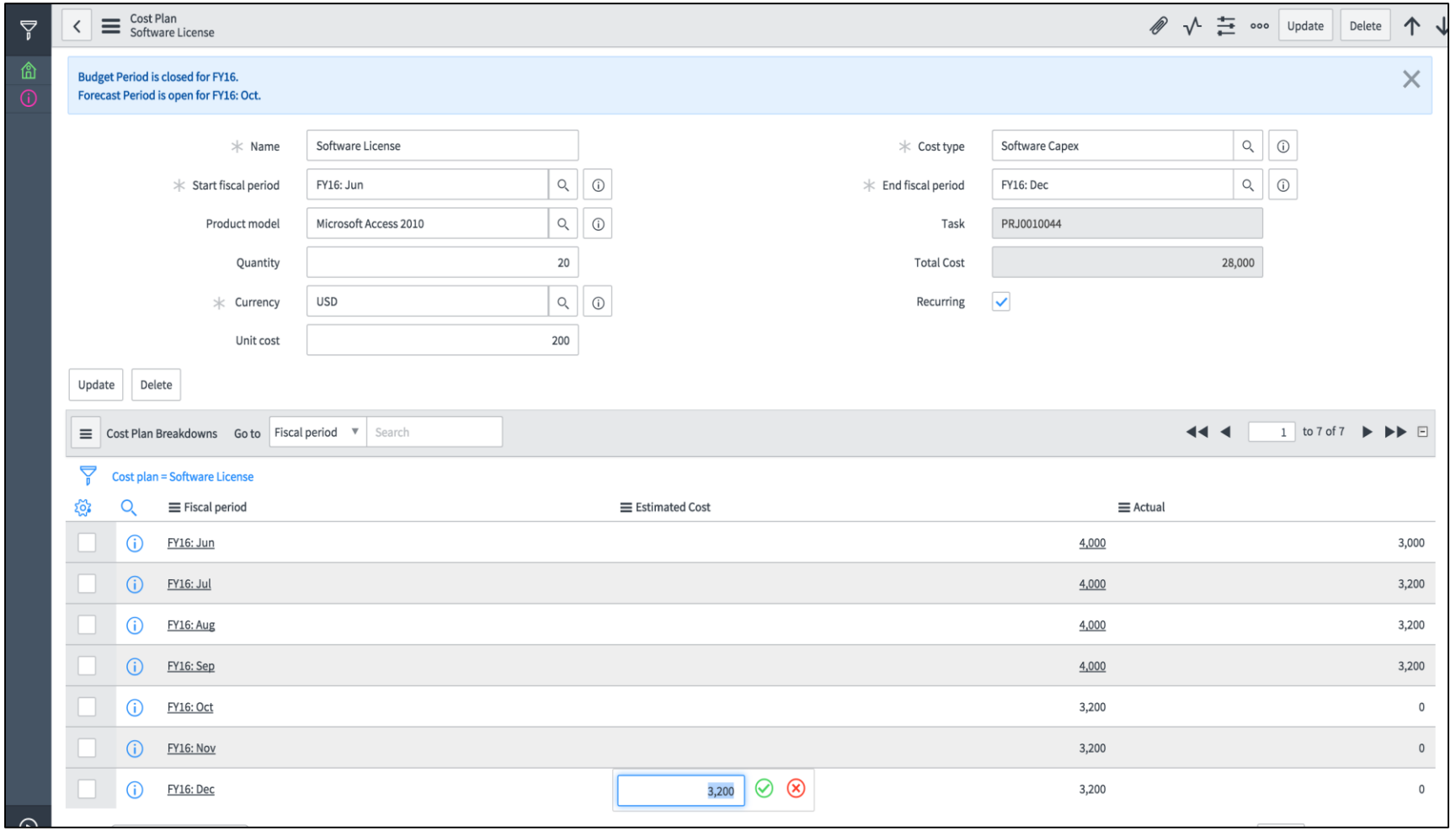
- Configurable service portal based project status report
- Includes detailed project information
  - Project overview
  - Executive Summary
  - Actual Cost and Resource trend
  - RGY indicators for cost, schedule, scope, resource
  - Milestones
  - Risks
  - Issues
  - Changes



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Budget Forecasting

- Forecasts for projects
  - Create forecast for all projects in a portfolio
- Forecast for Portfolios
  - Review budget forecast for all projects
  - Select new projects or hold on-going projects
  - Create and promote forecast plan



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What’s Coming in Jakarta?

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Themes for Jakarta



Enhance core PPM capabilities

Provide insight through OOTB reporting and dashboards





Improve end user adoption by improving usability

Higher quality by improving supportability and reducing defects



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Jakarta Highlights



Megan Burke (Portfolio Mgr)

- Project status portal
- Portfolio scoring and ranking
- Benefit plans
- NPV and IRR metrics



Rosie Mathews (Resource Mgr)

- ’Person Days’ resource units
- Reserve time in bulk for operational work
- Extending dates on allocated resource plans
- New table structure for resource data



Paul Martin (Project Mgr)

- Inter-project dependencies
- Planning console enhancements
- Gantt printing
- Project preferences



Troy McCoy (Team Member)

- Worker Portal
- New calendar UI



Aileen Mottern (Product Owner)

- Unified agile planning
- New dashboards for product owner and scrum master

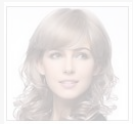
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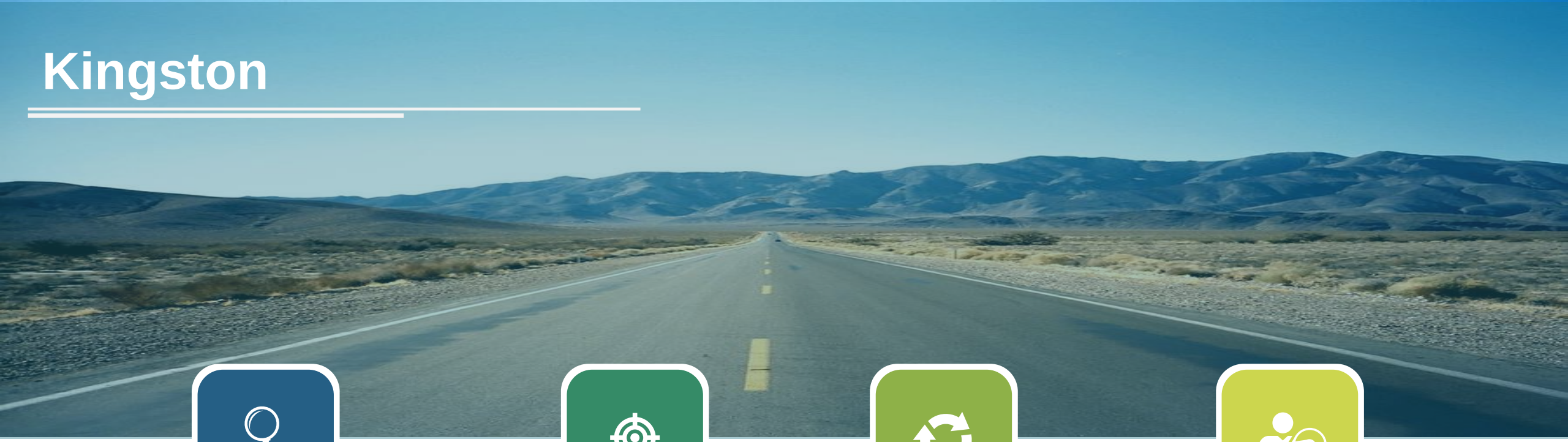
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Kingston and Beyond . . . .

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Kingston



Time to Value

Shorten time to value by significantly improving the OOTB experience

Core PPM

Continue to enhance core PPM functionality

Agile

User experience for scrum master and backlog owner

Usability

Improve usability of portfolio and resource management

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Kingston Targeted Personas



Brian Marshall (BRM)

- Landing page
- Business units
- Strategy and goals



Megan Burke (Portfolio Mgr)

- Landing page
- Usability
- Support for multiple portfolios in workbench



Christine Fairchild (Director of Finance)

- Landing page
- Rate types
- Enhanced integration with ITFM



Paul Martin (Project Mgr)

- Landing page
- Planning console
- Baseline costs



Rosie Mathews (Resource Mgr)

- Landing page
- Usability



Troy McCoy (Team Member)

- Landing page
- Web enable worker portal



Aileen Mottern (Product Owner)

- Landing page
- Backlog management

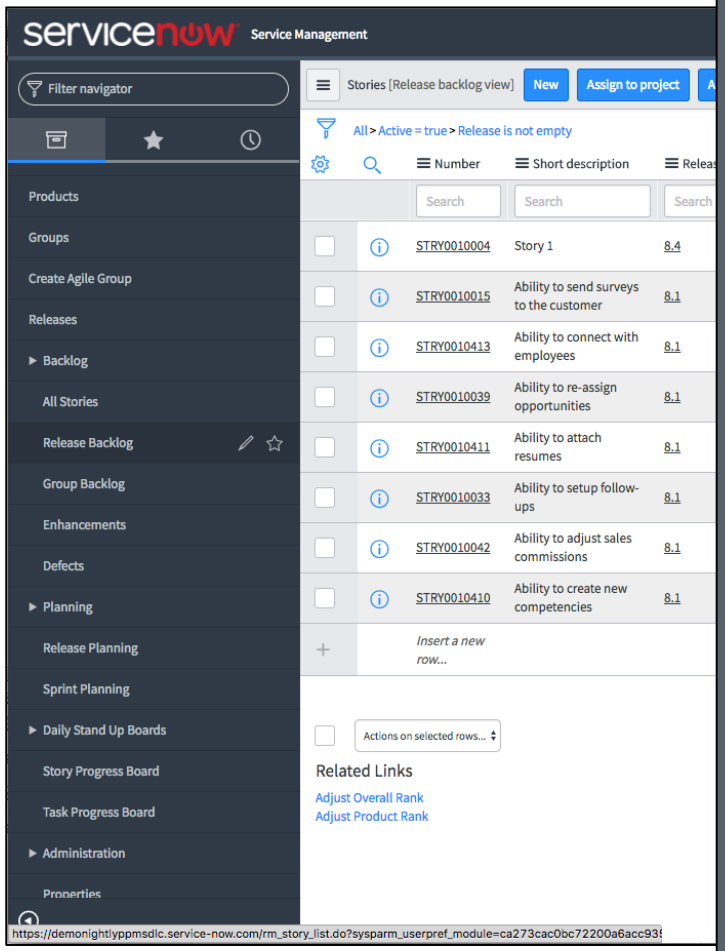


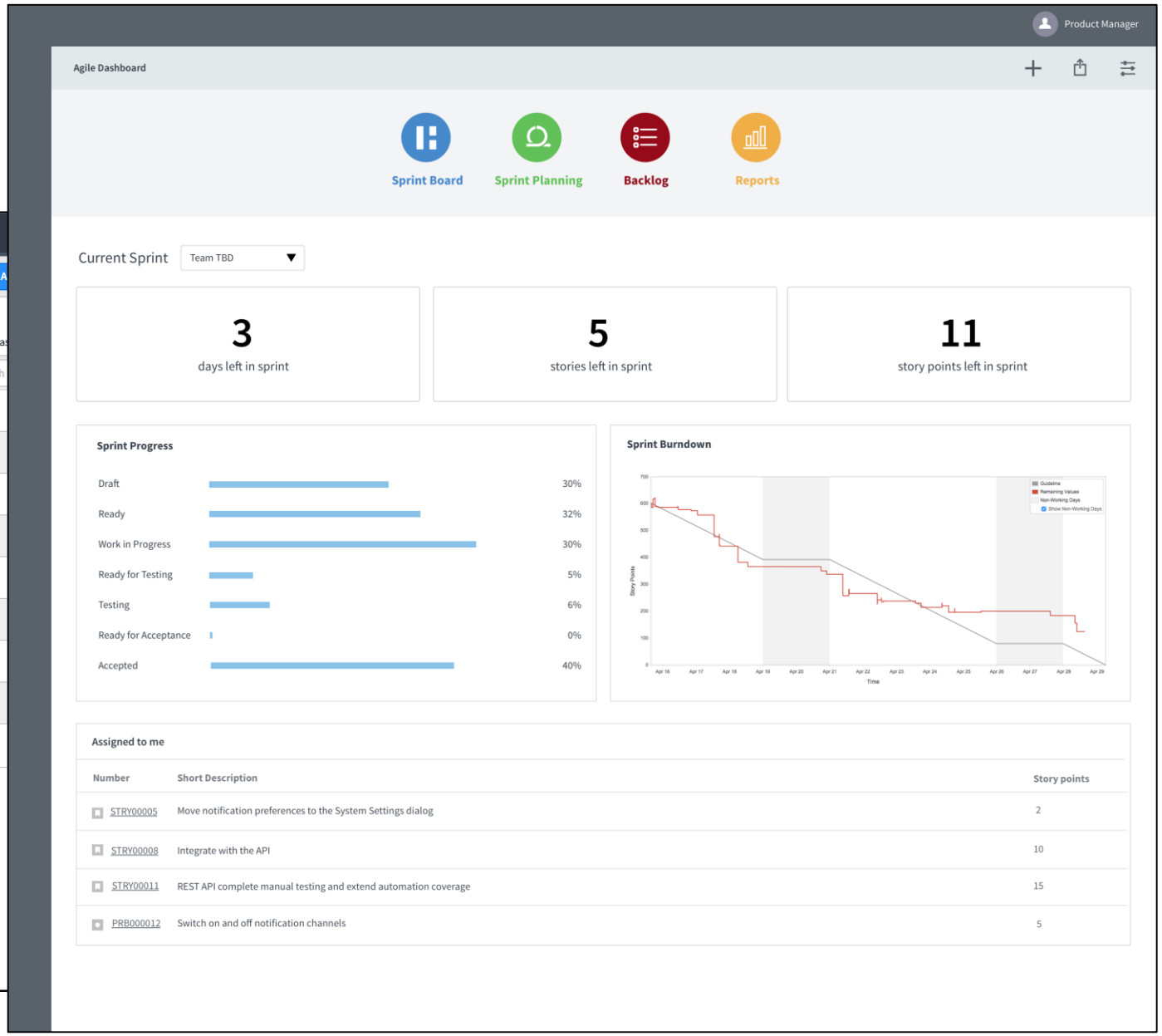
Sam Norton (Scrum Master)

- Landing page
- Sprint planning board

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Landing Pages





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Enhancing the Out of Cloud Experience

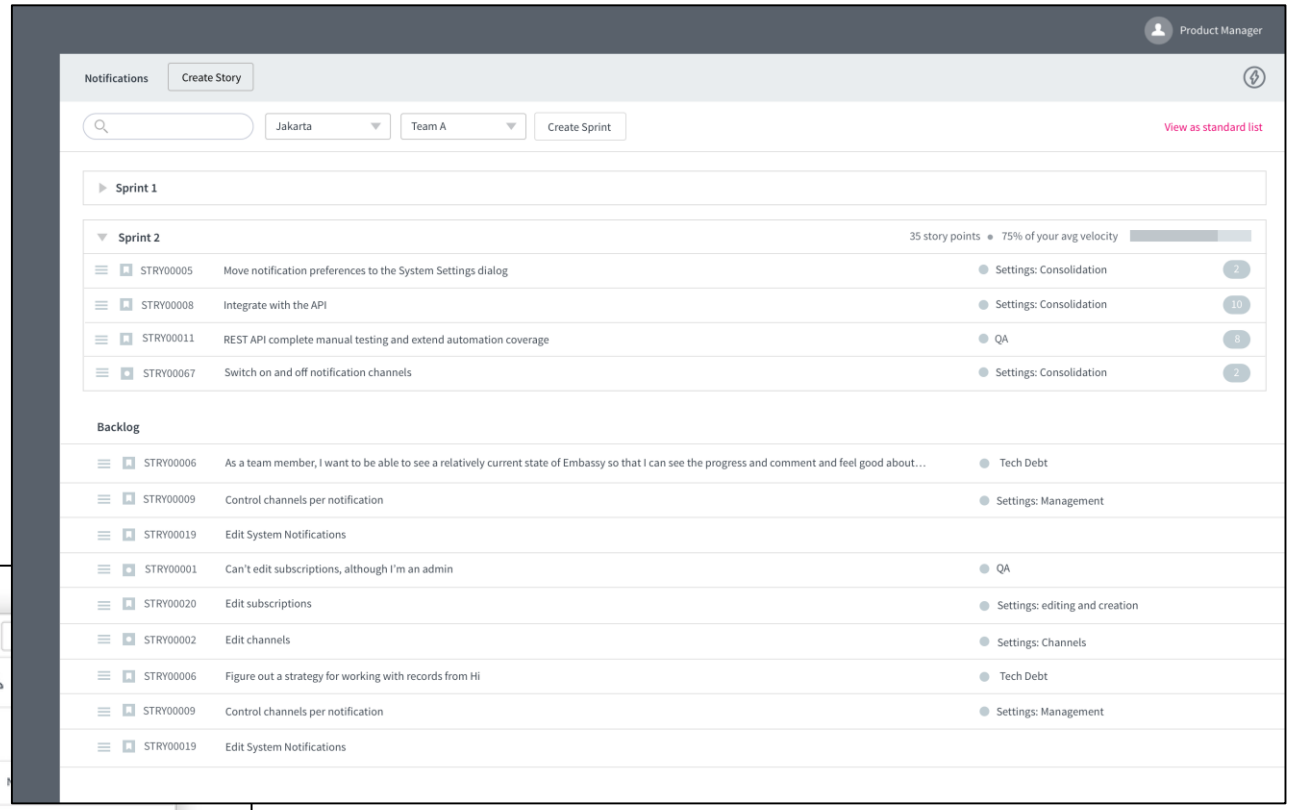
- Landing pages
- Default fields
- Form layout
- List layout
- Error messages
- Reports
- Available actions
- Menu options

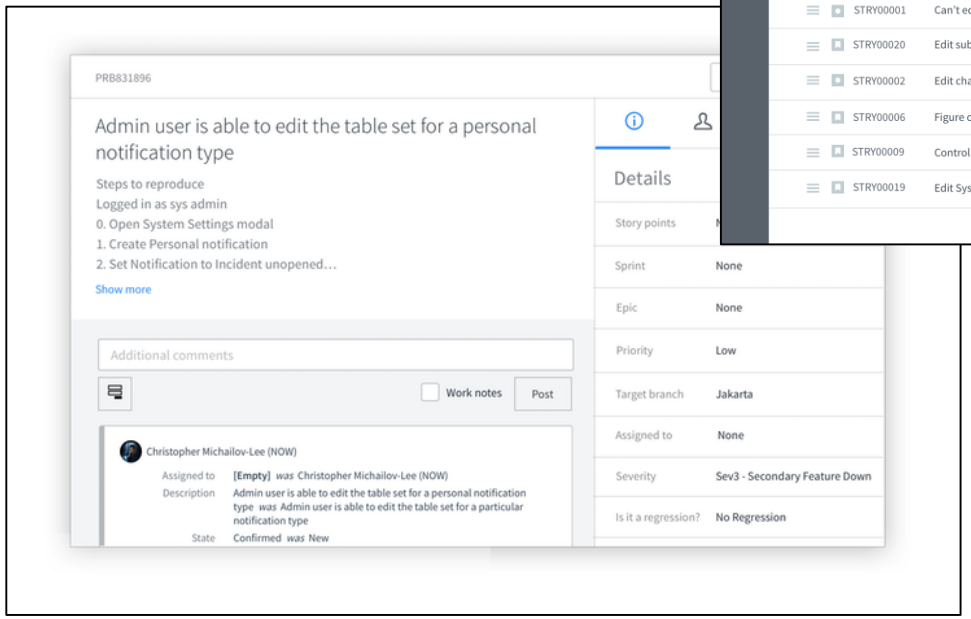


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Agile Planning

- Backlog Management
- Sprint Planning
- Working with any task type
- Integration with Jira





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Q & A

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DIRECTOR PRODUCT MANAGEMENT
ServiceNow

PRADEEP BANSAL
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COLIN O'BRIEN
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Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

Scott Fuller
Director Product Management
ServiceNow

Pradeep Bansal
Senior Product Manager
ServiceNow

Colin O'Brien
Senior Product Manager
ServiceNow

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