knowledge17

WORK at LIGHTSPEED™

ITSM Benchmarking and PA

MANJEET SINGH
SR. PRODUCT MANAGER
ServiceNow

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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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Agenda

- What is ServiceNow® Benchmarks?
- How Benchmarks can help me?
- What is coming in Jakarta Release?
- Benchmarks + Performance Analytics (PA) = Better together
- Beyond Jakarta
- Q&A

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Speaker Introduction



NAME: Manjeet Singh

TITLE: Sr. Product Manager

FUNCTION: Product Management, ITSM

COMPANY: ServiceNow

EXPERIENCE: 15+ years in IT. 10 years in Engineering and 5 Years in Product Management

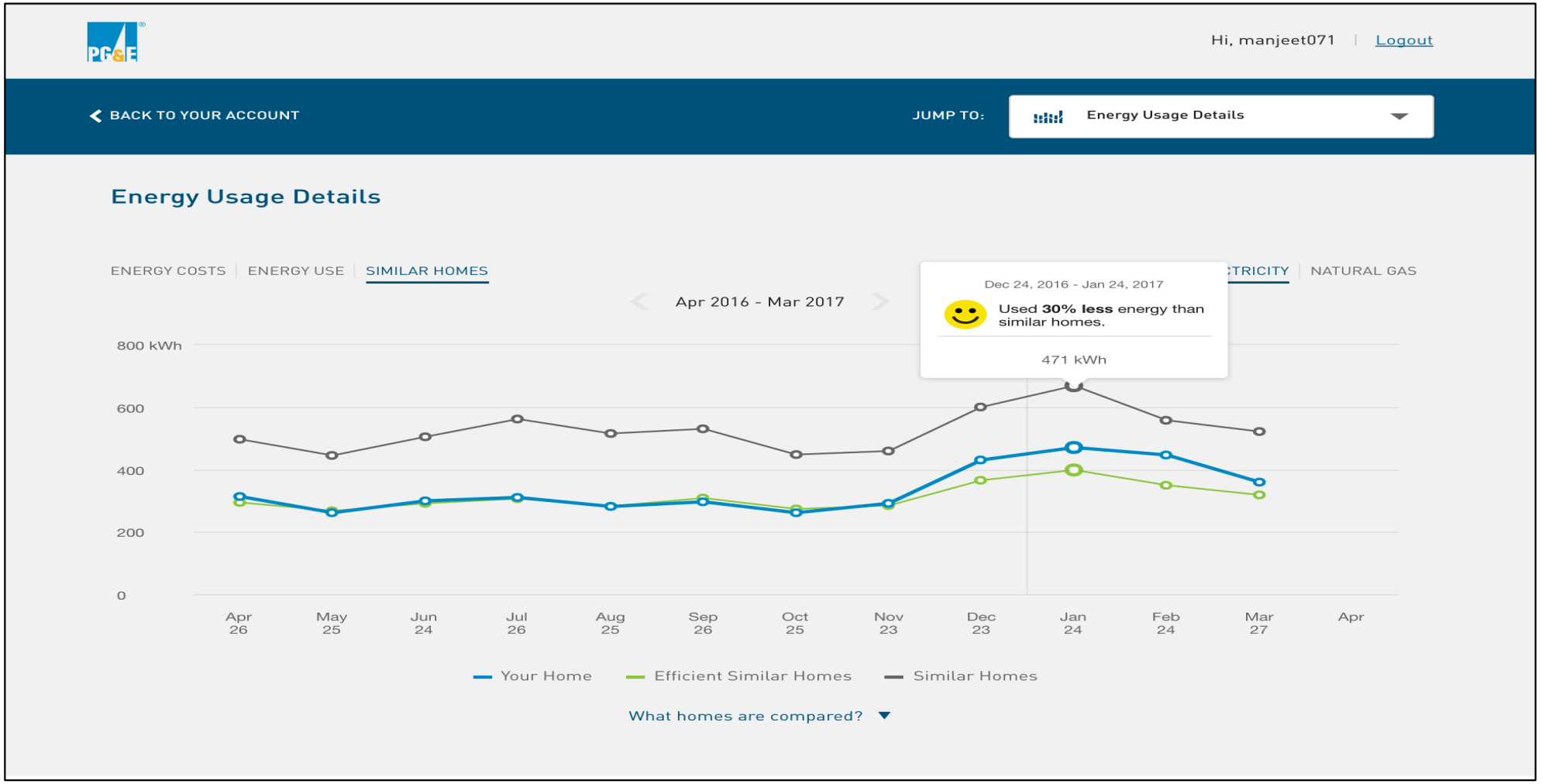
EXPERTISE: ITSM, Cloud, Analytics, Virtualization, Mobile, Hardware & Software products

ACHIEVEMENTS: Built ServiceNow Benchmarks. Brought enterprise products to market at HP and other startups

CURRENT PROJECTS: Benchmarking & CSI. Bringing Intelligence to ServiceNow ITSM product line

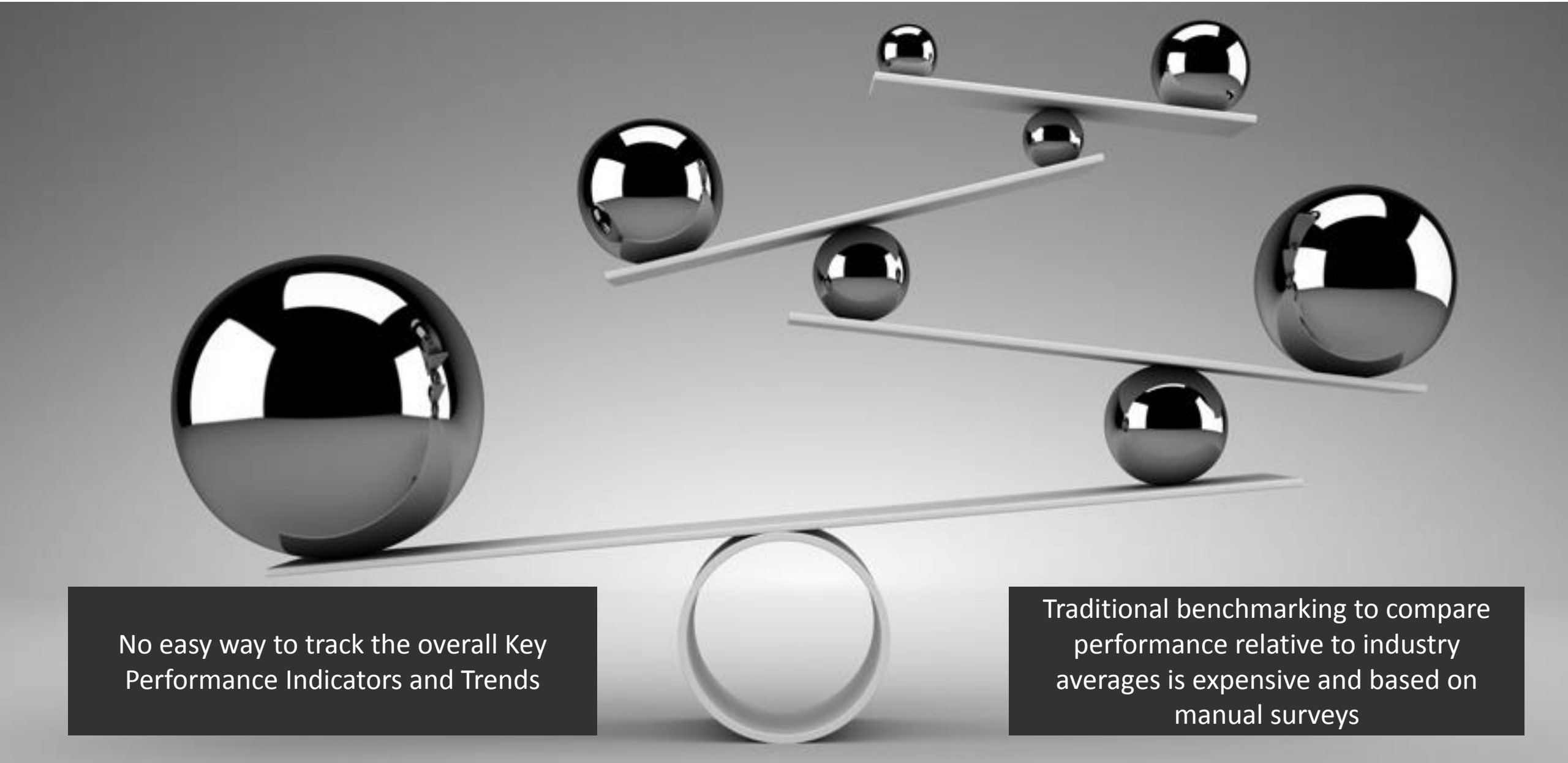
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What is Benchmarks?



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Problem with Traditional ITSM Benchmarks Solutions



No easy way to track the overall Key Performance Indicators and Trends

Traditional benchmarking to compare performance relative to industry averages is expensive and based on manual surveys

ServiceNow® Benchmarks

- ServiceNow Benchmarks gives you instant access to your key Service Management performance indicators (KPIs) as well as comparison against your peers.
- This enables you to drive meaningful conversations with full context around what is working well and where improvements can be made.



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Benchmarks from Real-Time Data (Not from Outdated Surveys)



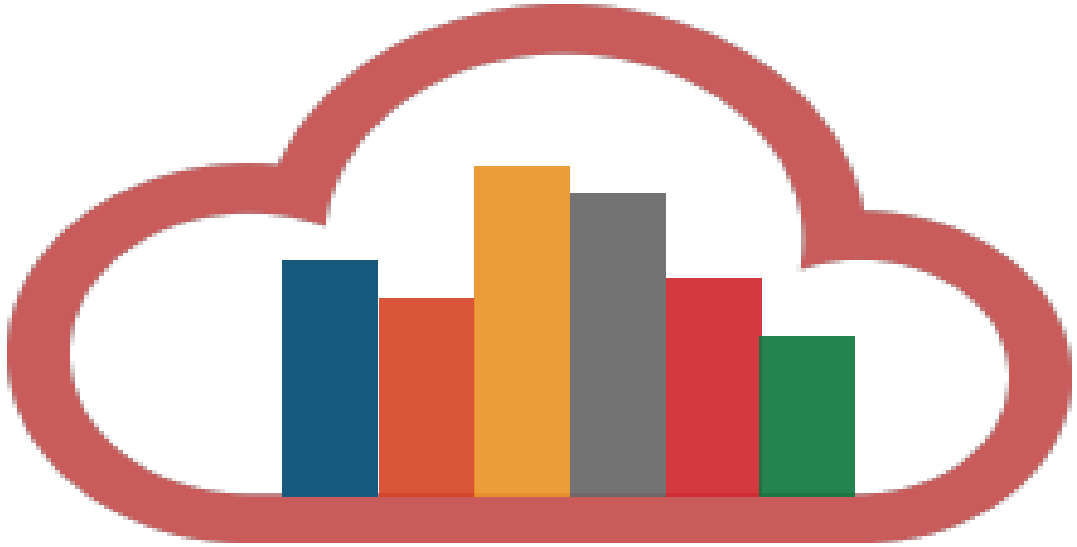
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Easily Compare Your Results with Industry Peers Worldwide



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Scale: 5000 + ITSM Instances



5,000+ instances |15 million users | ~10 billion monthly transactions

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Benchmarks on HI

Launched in October, 2016

ZERO



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Jakarta Benchmarks

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Jakarta Benchmarks: In product with KPI validation



Configure your KPI



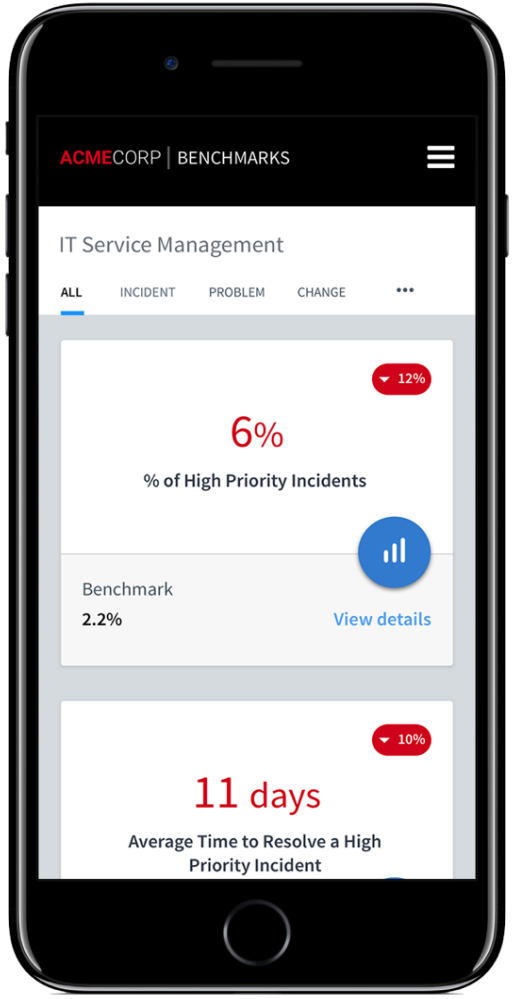
PA Integration



New KPIs (ITSM + ITOM)



Service Portal Dashboard



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Jakarta KPI



ITSM KPIs

Incident:

1. % of high priority incidents resolved
2. Average time to resolve a high priority incident
3. Average time to resolve an incident
4. % of incidents resolved on first assignment
5. Number of incidents per user



Problem:

1. % of high priority problems
2. Average time to close a problem



Change:

1. % of emergency change types
2. Average time to close a change type



Service Catalog

1. Average time to fulfill a request
2. % of closed requests with breached SLAs
3. Number of requests per user



Knowledge Base:

1. Number of knowledge base views per user



ITOM KPIs:

CMDB

1. % of Duplicate Cis
2. % of Non-compliant Cis
3. % of Stale CIs

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Live Demo

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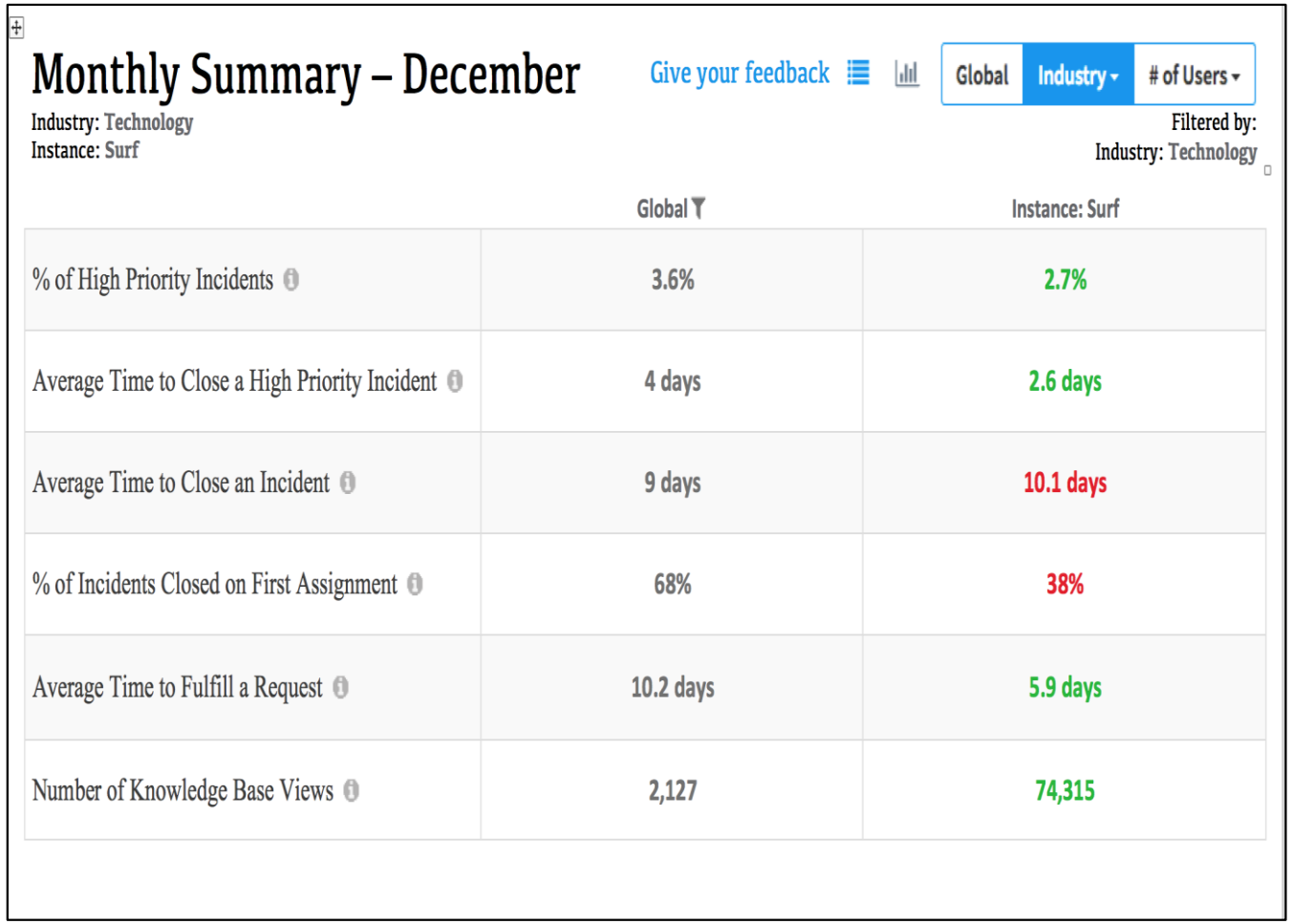
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Use Case:
How Benchmarks Insight Can Help Me?

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How Benchmarks Insight Can Help Me?

- Instance: Surf (ServiceNow IT)
- Month: December, 2016
- STATUS: Bad performance on-
  - Average Time to Close an Incident
  - % Incident Closed on First Assignment
- NEXT STEPS: Analysis using PA and Platform reporting



Monthly Summary – December

Give your feedback | Global | Industry | # of Users

Industry: Technology
Instance: Surf

Filtered by:
Industry: Technology

	Global	Instance: Surf
% of High Priority Incidents	3.6%	2.7%
Average Time to Close a High Priority Incident	4 days	2.6 days
Average Time to Close an Incident	9 days	10.1 days
% of Incidents Closed on First Assignment	68%	38%
Average Time to Fulfill a Request	10.2 days	5.9 days
Number of Knowledge Base Views	2,127	74,315

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Analyzed What Influences these Two KPIs:



Re-assignments



Ignored Work



Backlog: type/category



Complexity

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Surf Example Continued…

Recommended Actions:

Incidents

- Improved category selection on Service Portal
- Drive employees to use Self Service Portal
- Reduce #Incident coming from email or chat

Knowledge Base:

- Add new KB articles for common issues
- Improve quality of KBs

Service Catalog

- Automated frequently occurring tasks

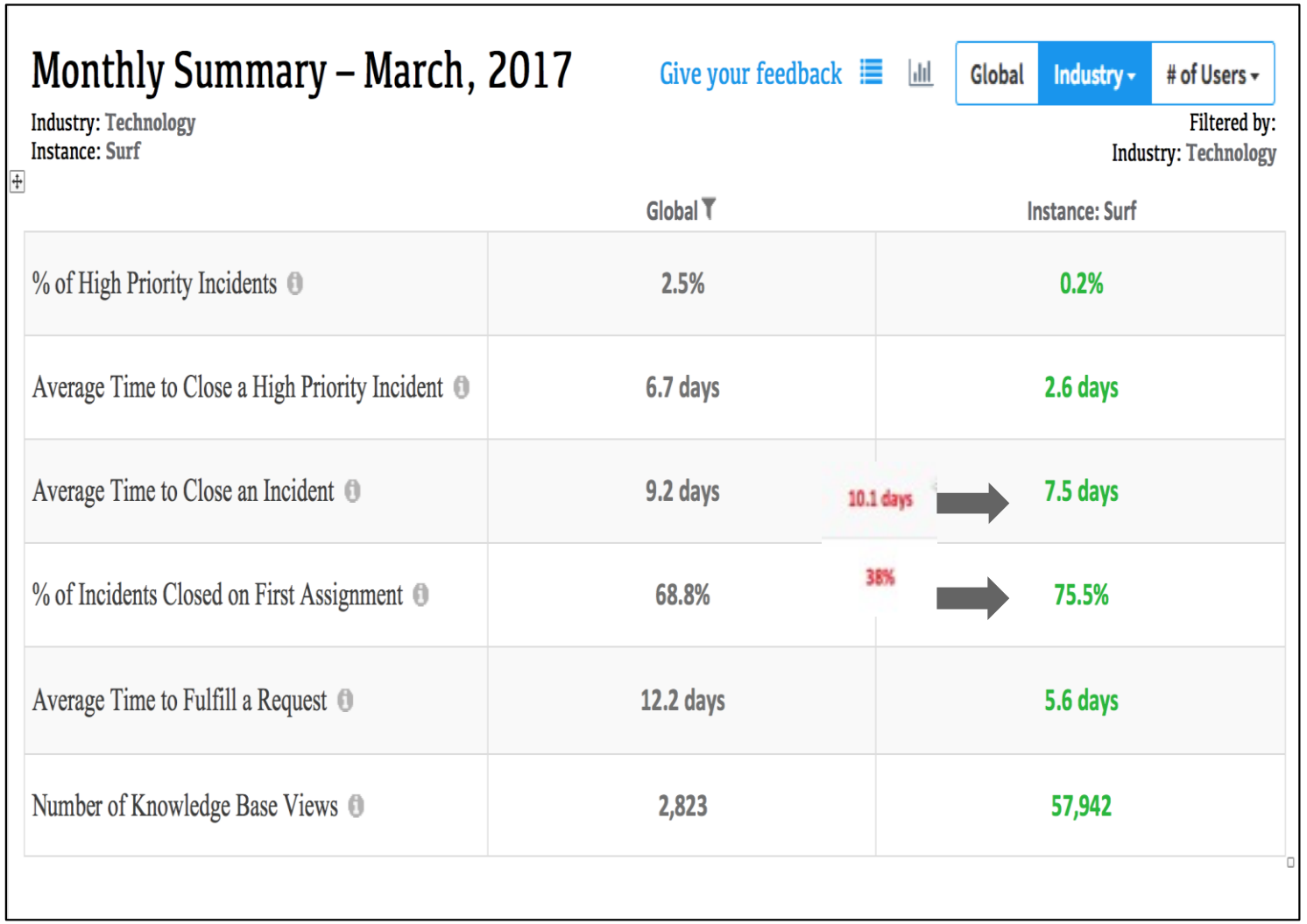


- Training opportunities for the Helpdesk agents

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Surf Example Continued…

- Instance: ServiceNow® Surf
- Month: MARCH 2017
- STATUS:
  - Improved performance on poor performing KPIs
- NEXT STEP:
  - Use Benchmarks with predictive analytics and Spotlight Analytics to drive continuous service improvements



Monthly Summary – March, 2017

Give your feedback | Global | Industry | # of Users

Industry: Technology
Instance: Surf

Filtered by:
Industry: Technology

	Global		Instance: Surf
% of High Priority Incidents	2.5%		0.2%
Average Time to Close a High Priority Incident	6.7 days		2.6 days
Average Time to Close an Incident	9.2 days	10.1 days →	7.5 days
% of Incidents Closed on First Assignment	68.8%	38% →	75.5%
Average Time to Fulfill a Request	12.2 days		5.6 days
Number of Knowledge Base Views	2,823		57,942

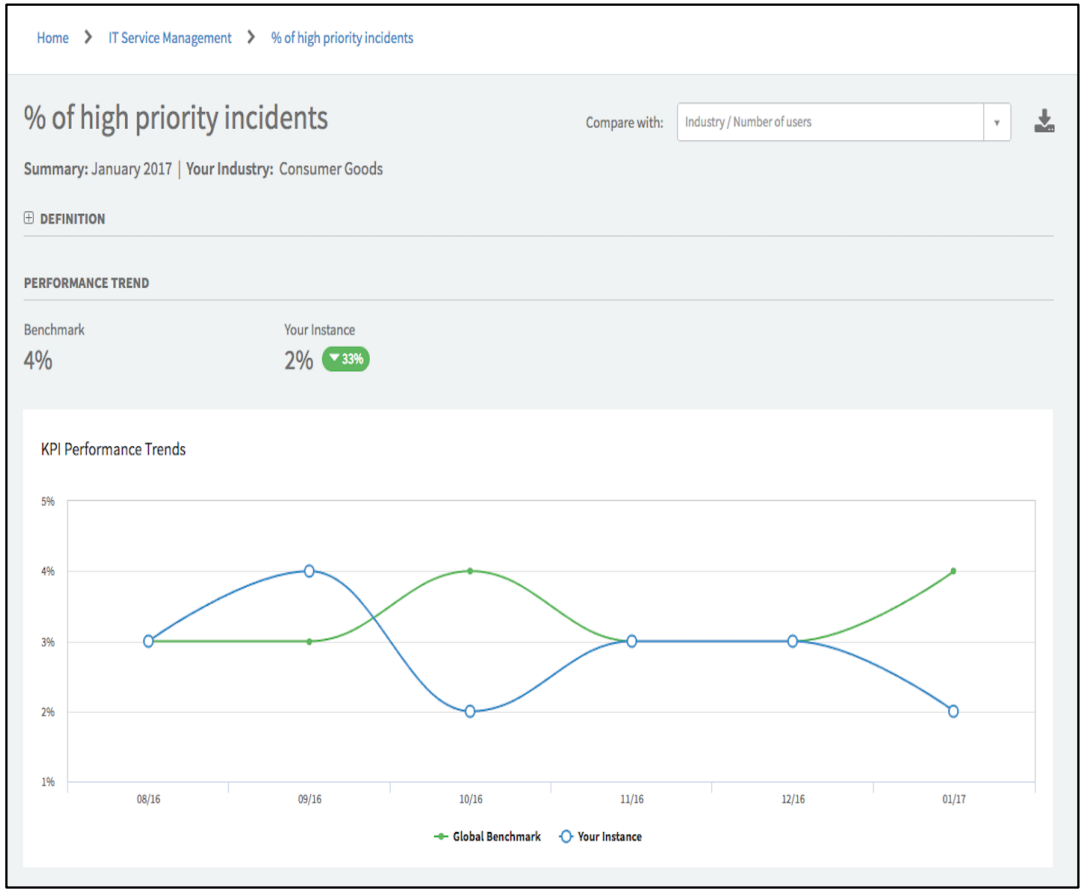
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Benchmarks + PA = Better together

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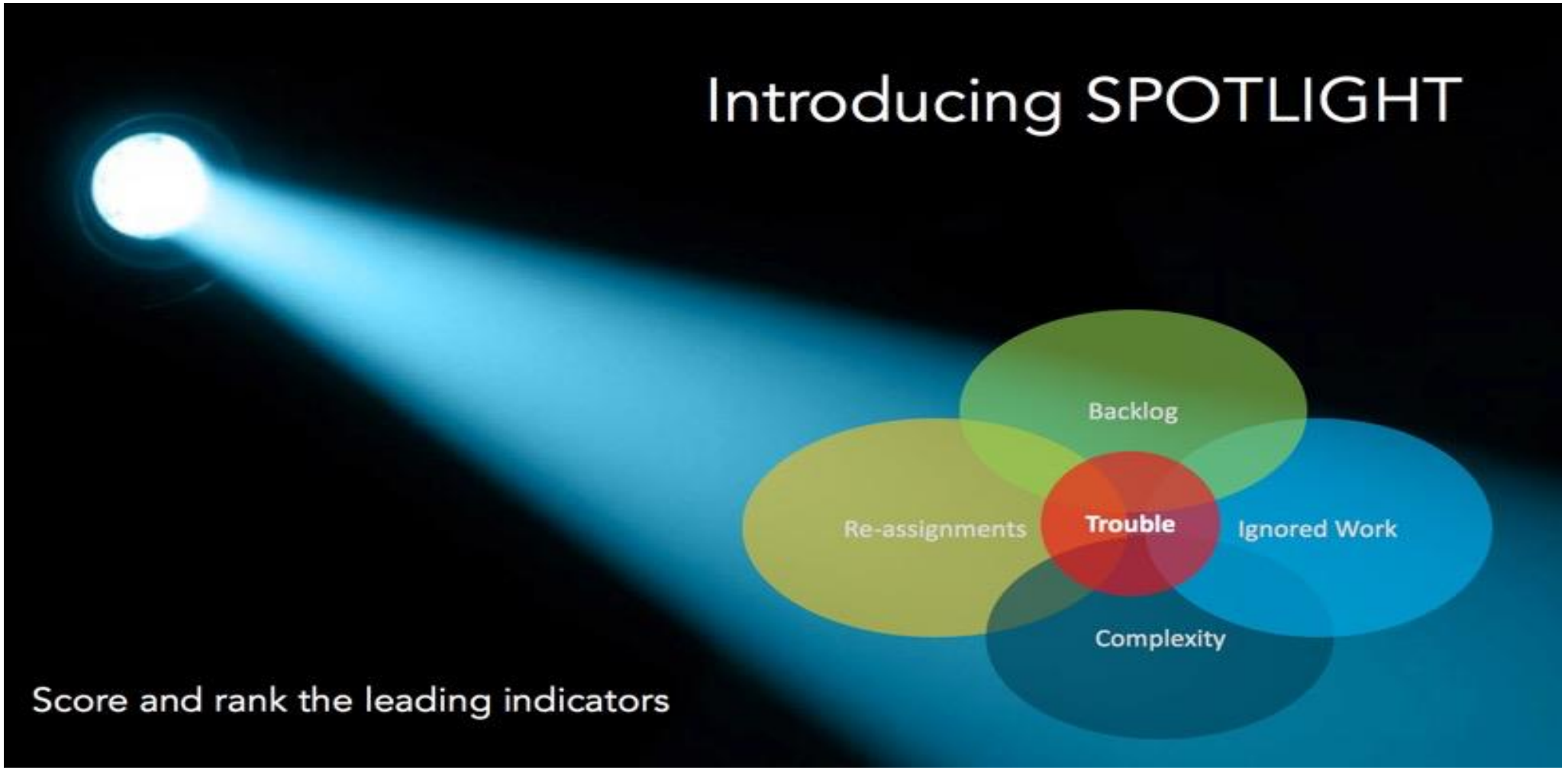
Benefits of Benchmarks and PA Integration

- Easy to change KPI Conditions
- One click down analysis from Benchmarks charts
- Time series analysis to find the root cause of poor performing KPIs
- Prediction on when KPI will Improve



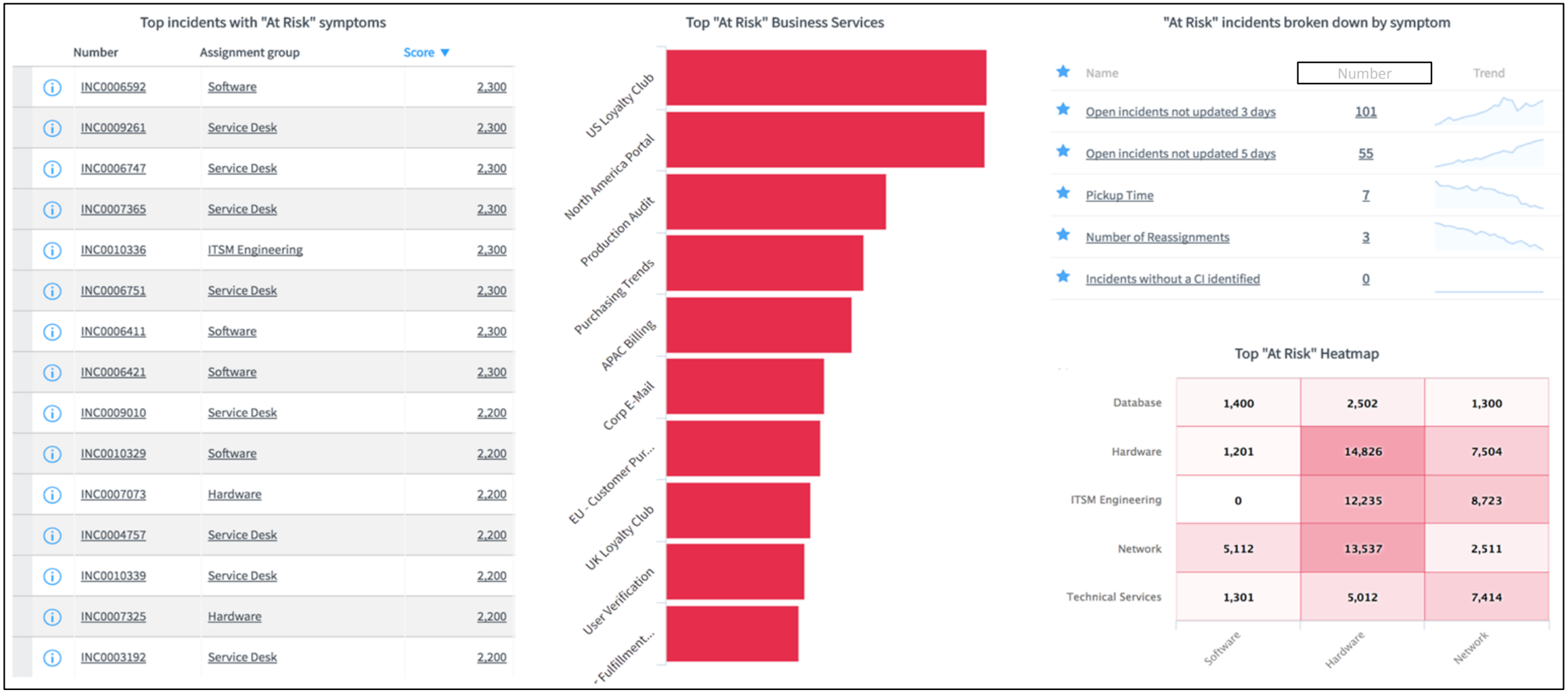
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PA Spotlight Analytics



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Spotlight Analytics Allows You to be Proactive



Top incidents with "At Risk" symptoms

Number	Assignment group	Score ▼
INC0006592	Software	2,300
INC0009261	Service Desk	2,300
INC0006747	Service Desk	2,300
INC0007365	Service Desk	2,300
INC0010336	ITSM Engineering	2,300
INC0006751	Service Desk	2,300
INC0006411	Software	2,300
INC0006421	Software	2,300
INC0009010	Service Desk	2,200
INC0010329	Software	2,200
INC0007073	Hardware	2,200
INC0004757	Service Desk	2,200
INC0010339	Service Desk	2,200
INC0007325	Hardware	2,200
INC0003192	Service Desk	2,200

"At Risk" incidents broken down by symptom

Name	Number	Trend
Open incidents not updated 3 days	101	
Open incidents not updated 5 days	55	
Pickup Time	7	
Number of Reassignments	3	
Incidents without a CI identified	0	

Top "At Risk" Heatmap

	Software	Hardware	Network
Database	1,400	2,502	1,300
Hardware	1,201	14,826	7,504
ITSM Engineering	0	12,235	8,723
Network	5,112	13,537	2,511
Technical Services	1,301	5,012	7,414

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Beyond Jakarta

Jakarta

In-Product Benchmarks

- Available as part of the Product
- Ability to Change KPIs definitions
- Integration with PA
- ITSM and ITOM KPIs

Kingston

Recommendation

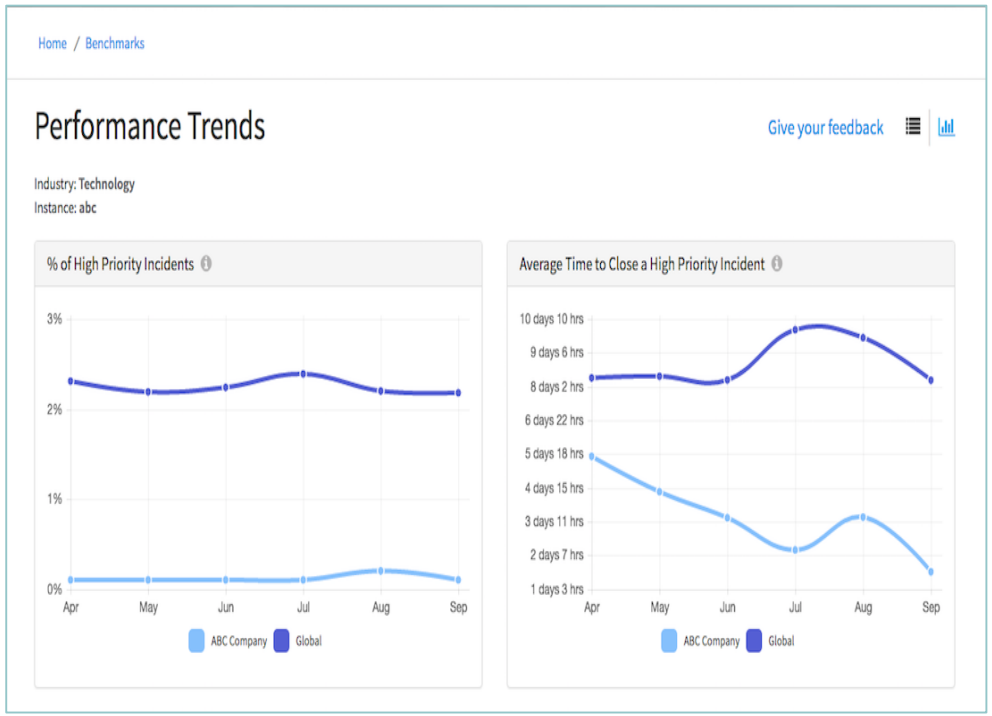
- Benchmark Recommendations
- New Benchmarks data Filters
- MPS Support
- Persona based Dashboards

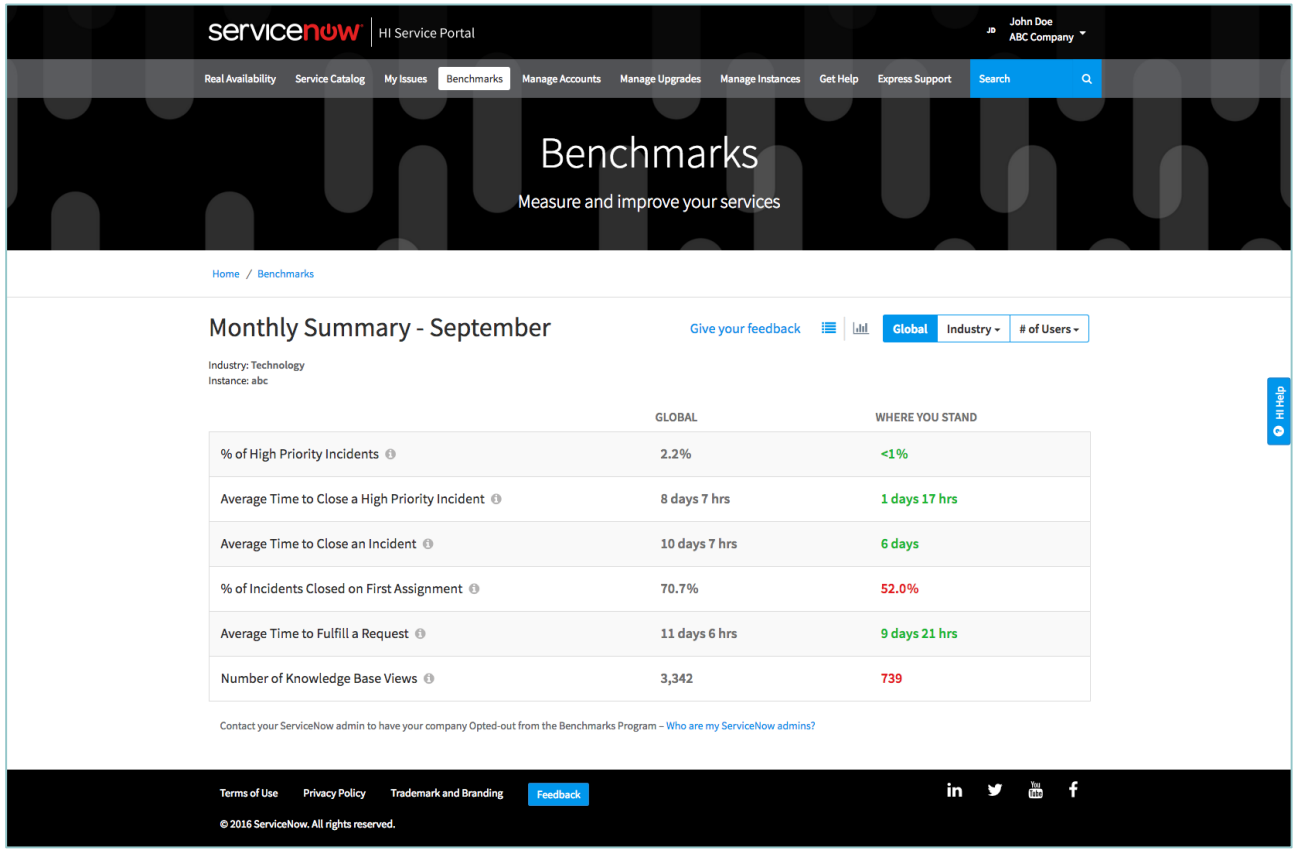
Q4-2017

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Check your Benchmarks in HI today

- Benchmark Report on 6 ITSM KPIs
- Available on HI





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3 Ways to Benchmark

Global	By Vertical	By Number of Users
Compare your KPIs and trends with Global Averages	Compare your KPIs and trends by verticals: • Services • Technology • Financials • Education • Industrials • Healthcare & Pharmaceuticals • Energy & Utilities • Consumer Goods • Government • Other	Compare your KPIs and trends by Company Size • <1,000 • 1,001-5,000 • 5,001-10,000 • 10,001-50,000 • >50,000

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Takeaways:

1

ServiceNow® Benchmarks provides you a front row seat to the real performance of service management globally.

2

Benchmarks and PA combines for a powerful tool to your CSI Initiatives.

3

Check your Benchmarks in HI today.

Non-Customer: Check Benchmarks insights on Servicenow.com <url>

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Thank You

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Q & A

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Thank You

Manjeet Singh

Sr. Product Manager

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