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WORK at LIGHTSPEED

Application Portfolio Management 201

Albert Hsu
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ServiceNow

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servicenow

Speaker Introduction



Name: Albert Hsu

Title: Senior Solution Architect

Company: ServiceNow

Location: Toronto, Ontario

Experience: 3+ years at **ServiceNow**

Expertise: Certified System Administrator, Discovery and Service Mapping, IT Financial Management

Achievements: Married 21 Years, 2 teens, Certified Coach with Hockey Canada, Youth Teaching Pastor at Rock Community Church

Current Projects: Global Solutions Practice IT Business Management

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Speaker Introduction



Name: Doug Balsley

Title: Senior Solution Consultant

Company: ServiceNow

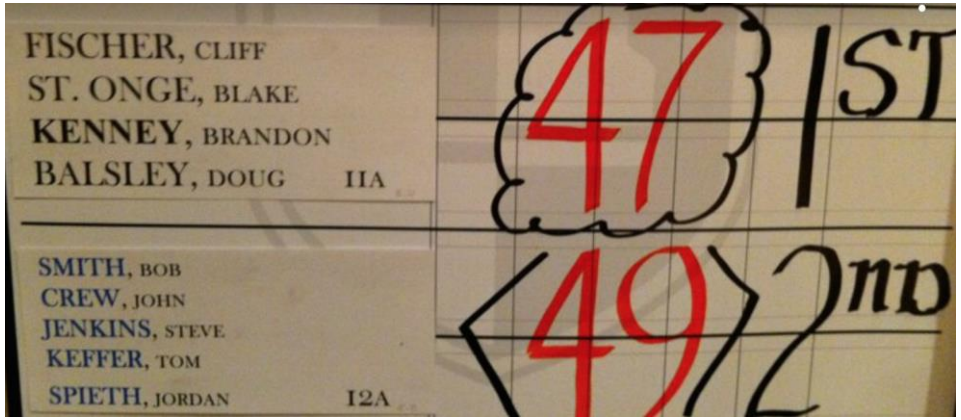
Location: Dallas, Texas

Experience: 2+ years at **ServiceNow**

Expertise: ITSM, ITFM/ITBM, SecOps, Facilities

Achievements: Father to two young girls, once defeated Jordan Spieth's team in a scramble

Current Projects: Support major accounts in Dallas/Ft. Worth



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Objectives and What You Will Learn

Objectives

- This lab will walk the attendee through various configuration and administration tasks associated with managing Application Portfolio Management.

What you will learn

- Introduction to ServiceNow IT Business Management
- Understand the challenges to control and manage the Application Portfolio
- Learn about Application Portfolio Management and how to configure it to work with your initiatives and projects

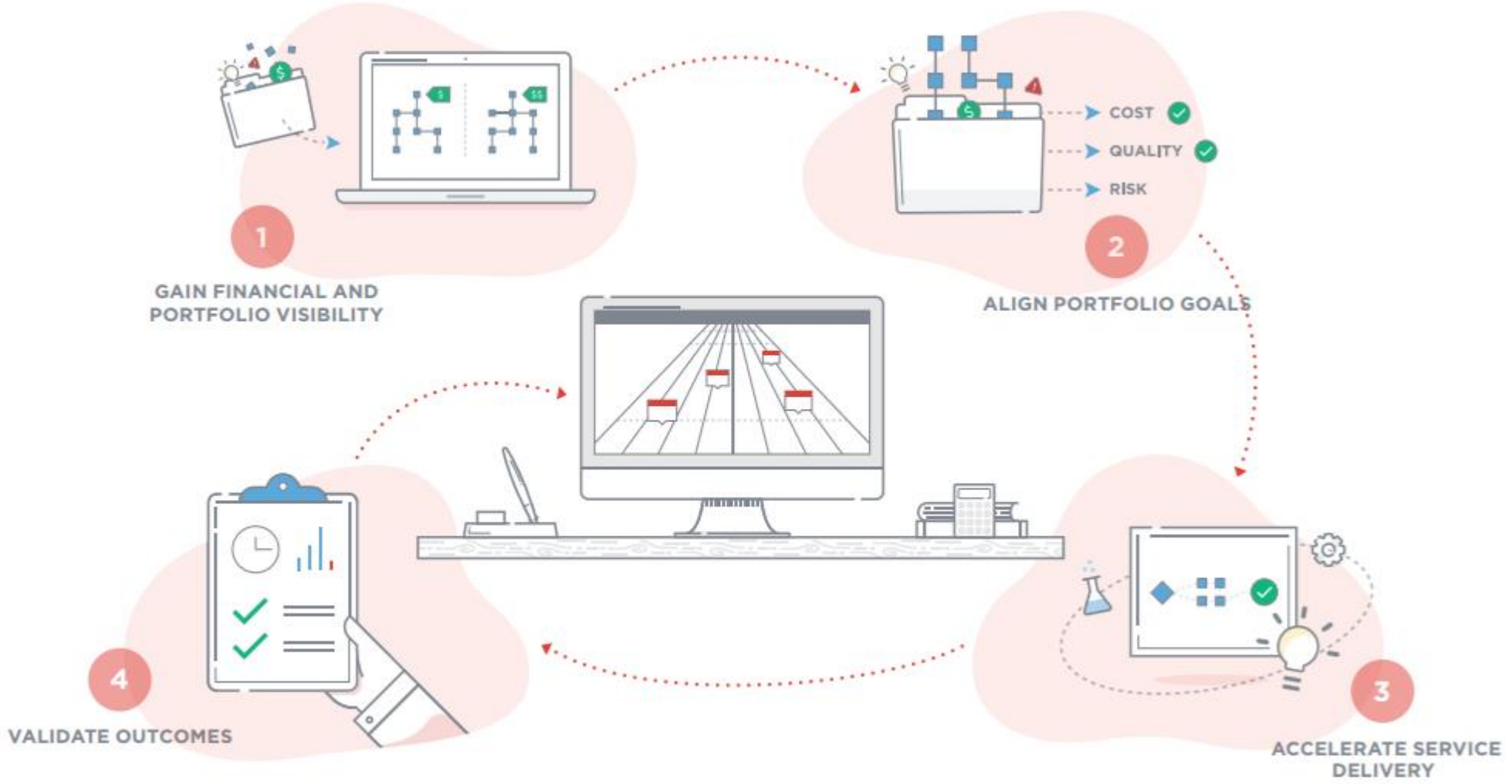
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IT Business Management

Take control of your Apps, Projects, and Financials

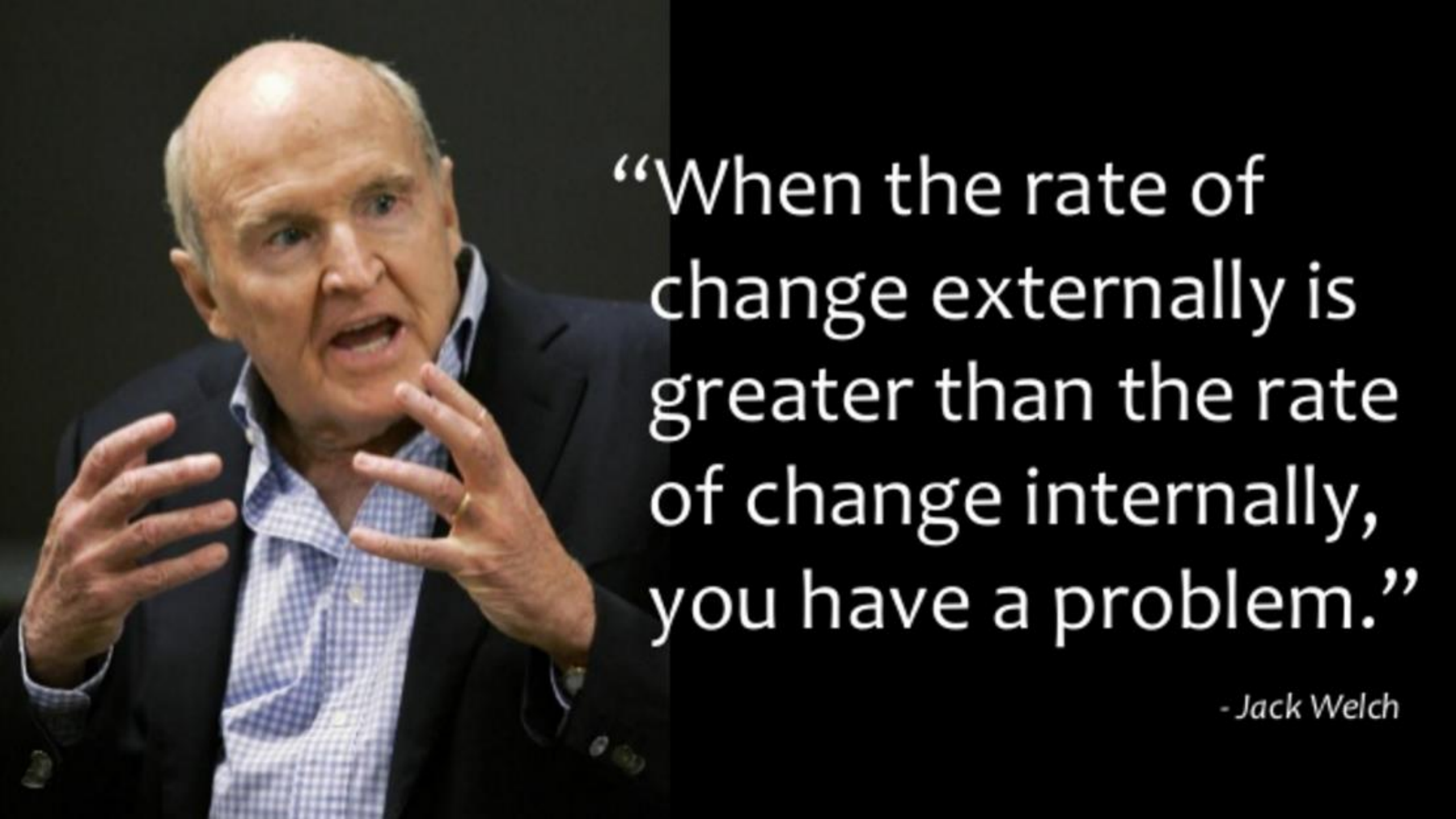
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How to Take Control of Your Apps, Projects, and Financials



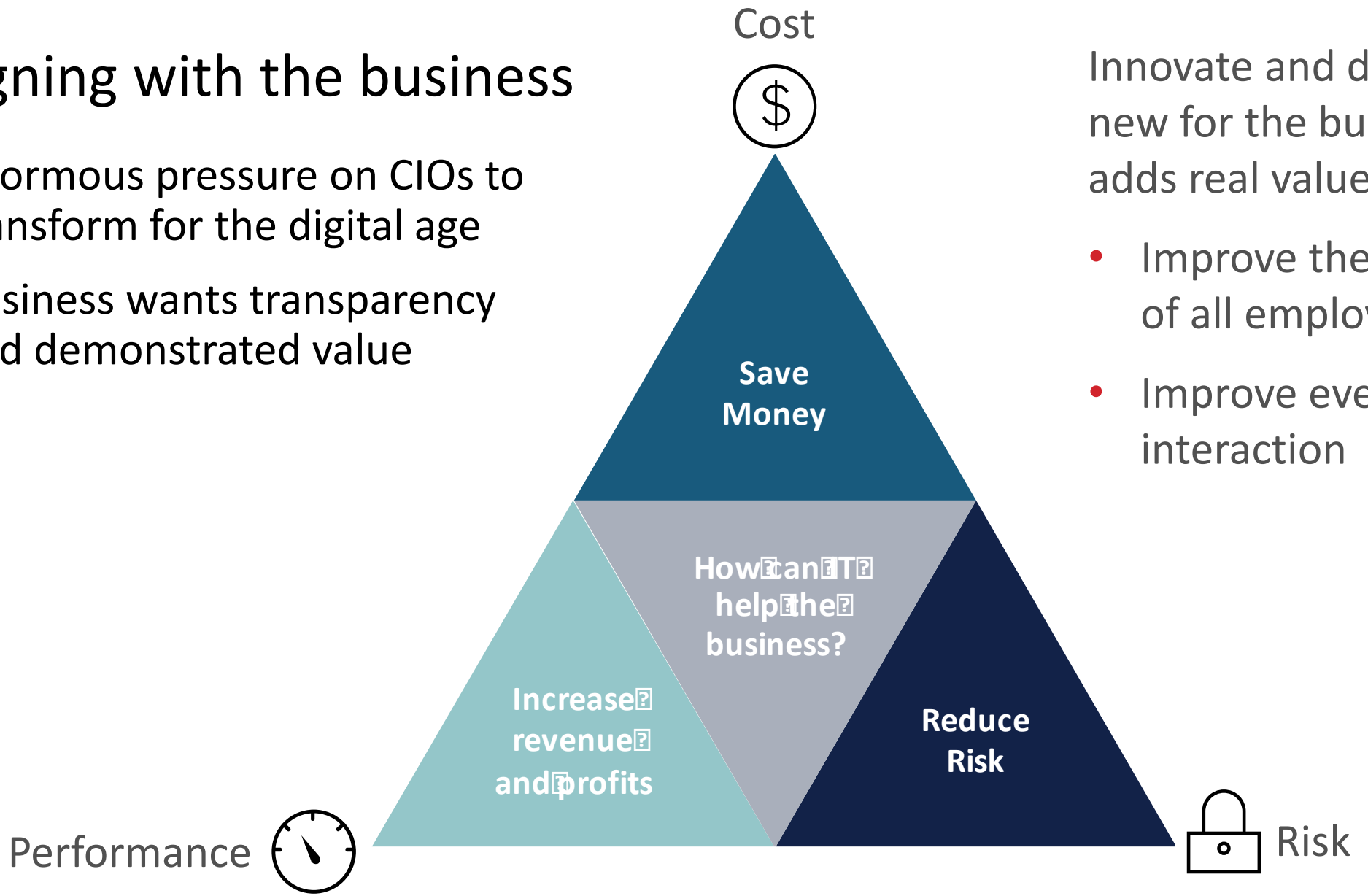
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The velocity of change is increasing


“When the rate of change externally is greater than the rate of change internally, you have a problem.”
- Jack Welch

Aligning with the business

- Enormous pressure on CIOs to transform for the digital age
- Business wants transparency and demonstrated value

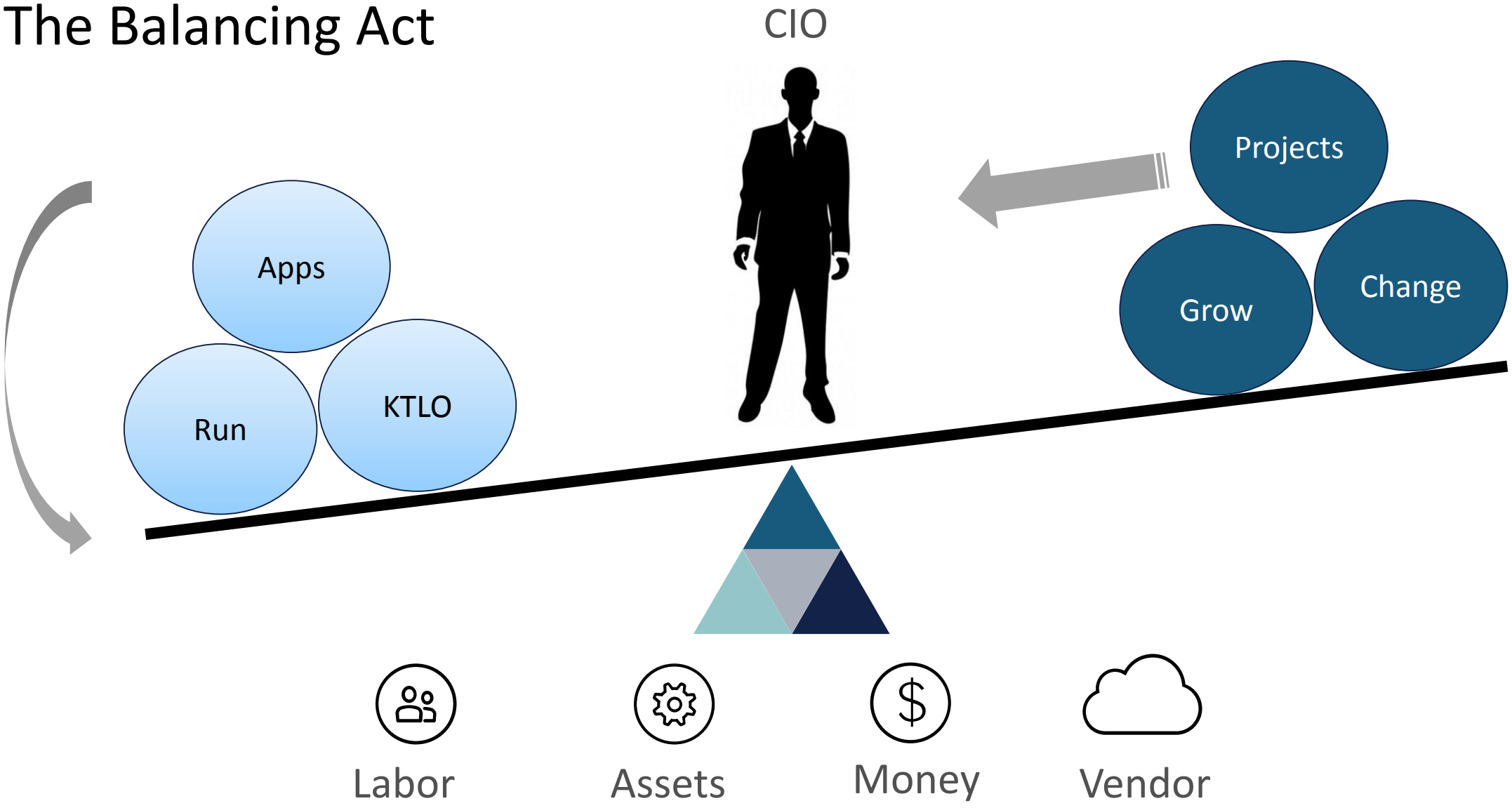


Innovate and do something new for the business that adds real value.

- Improve the productivity of all employees
- Improve every customer interaction

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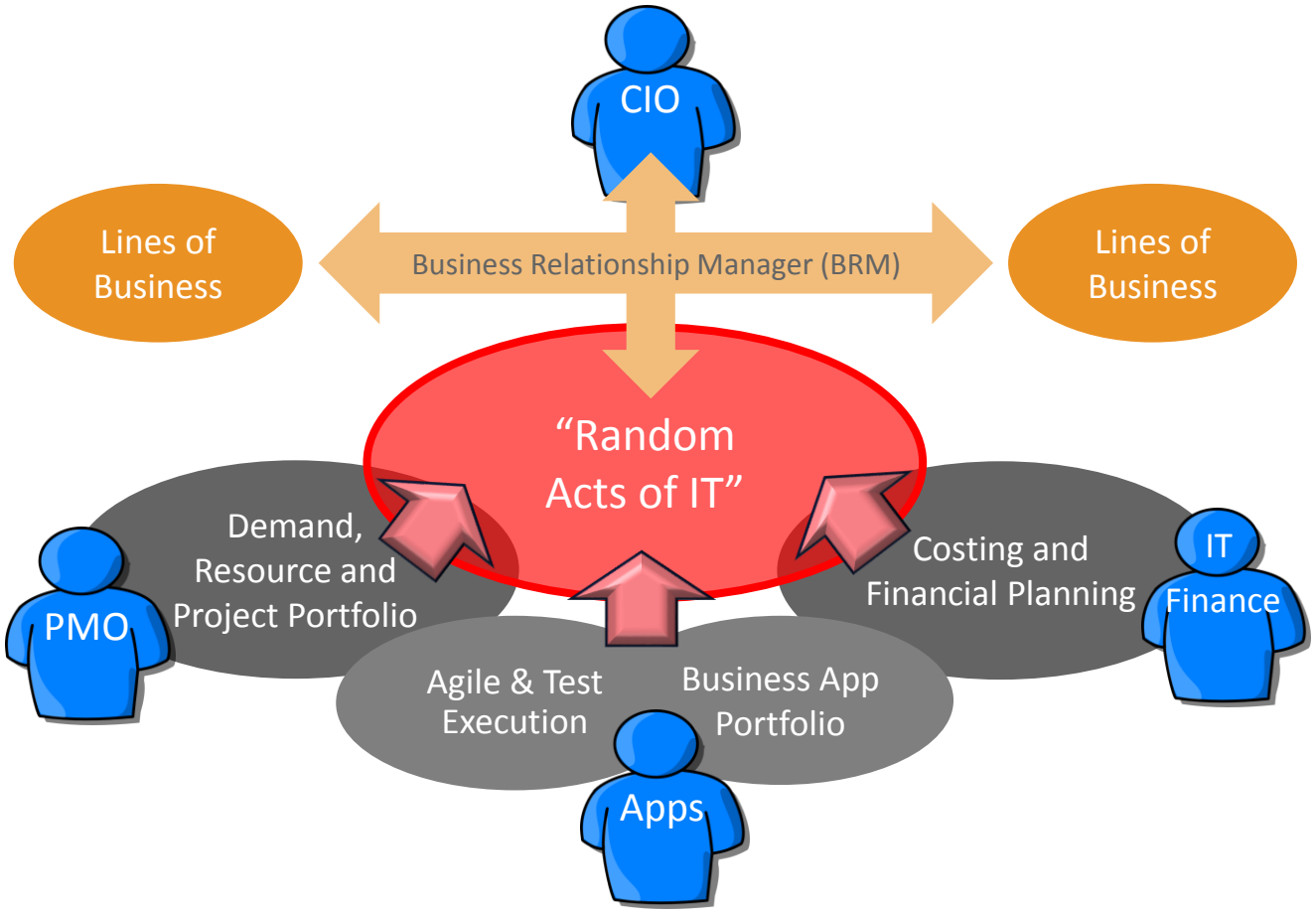
The Balancing Act



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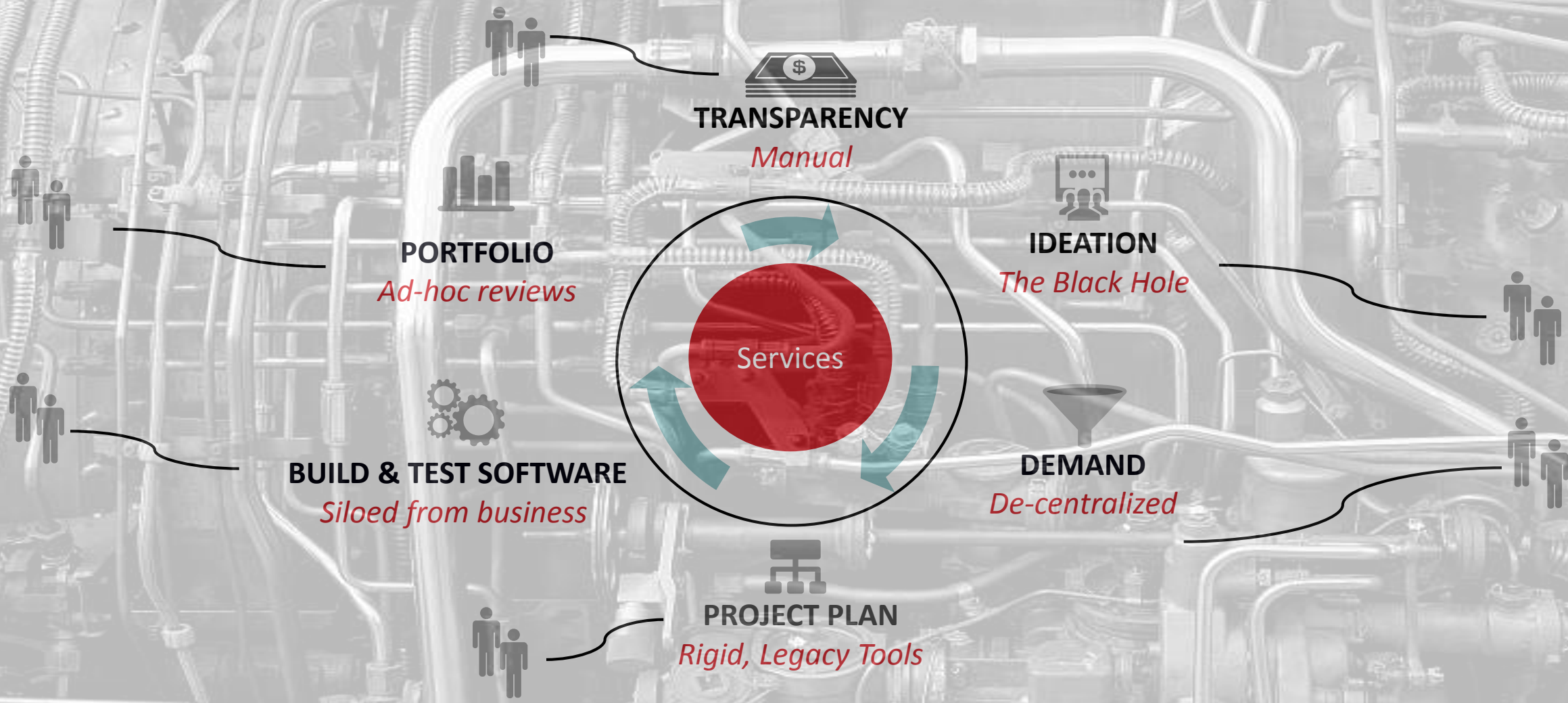
Disjointed Approach Creates Problems

- **“Random Acts of IT”**
  - Silos
  - IT as a cost center
  - “Loudest voice” approach
  - No alignment with the business
- **Business Relationship Manager**
  - Role created to provide connections between IT and LoBs



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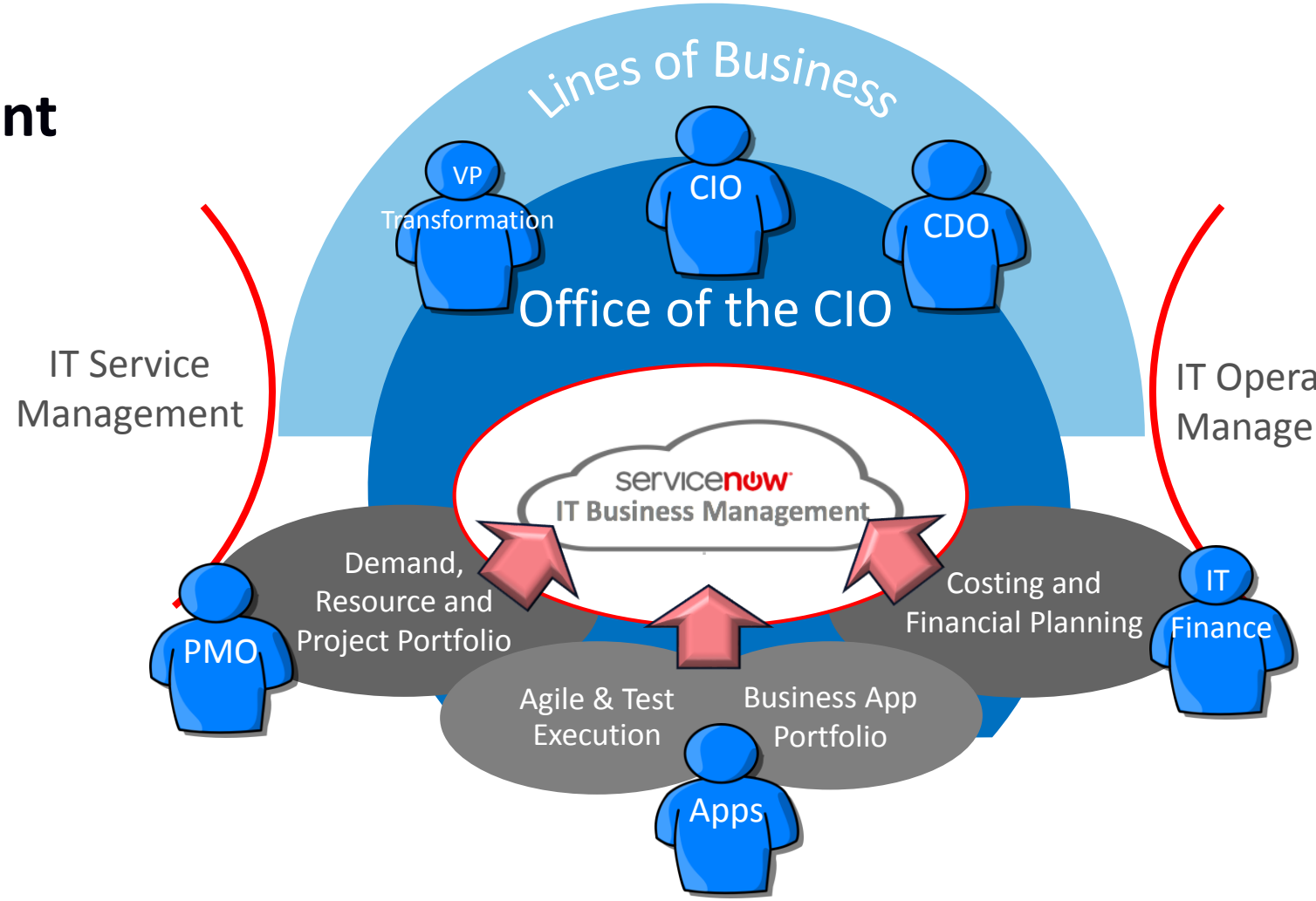
Managing the IT Investment Lifecycle is Too Complicated



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How IT Can Deliver Business Value

- **IT Business Management**
  - Break down silos
  - Manage IT as a business
  - Take a Portfolio Management approach
  - Align IT with the business
  - Embrace change and drive innovation



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ServiceNow IT Business Management

A Prescriptive Model to take control of your Apps, Projects, and Financials

Gain Visibility

- Inventory Applications
- Manage change to the business
- Establish Cost Model
- Set IT Cost Baseline

Align Portfolio Goals

- Set Goals Based on Enterprise Strategy
- Centralize Demand
- Create Governance and Funding Model
- Establish KPIs

Velocity in Service Delivery

- Establish LOB Work Methods
- Improve Reliability and Quality
- Optimize Resources
- Streamline Work through Collaboration



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Application Portfolio Management

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Why Application Portfolio Management?

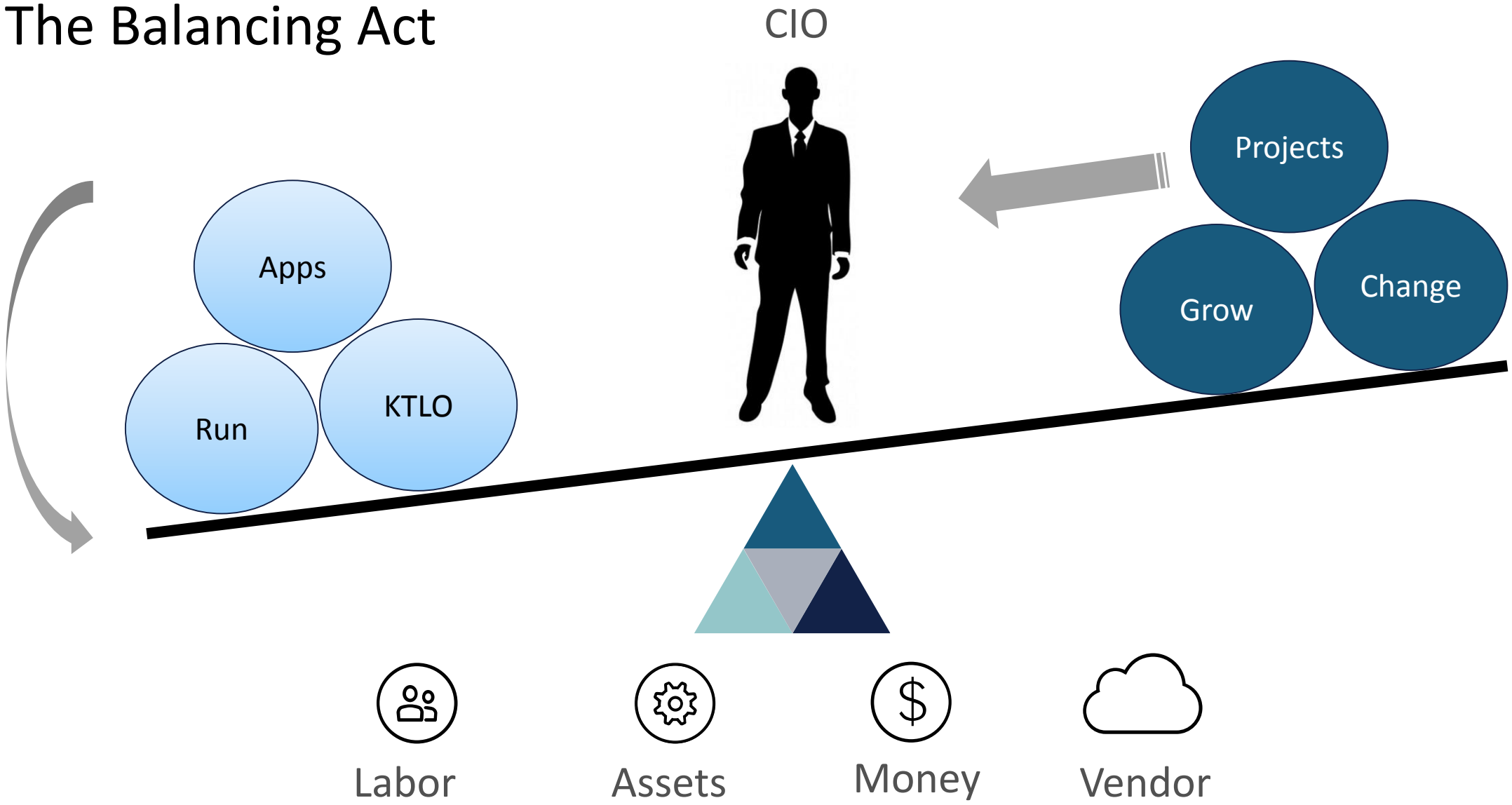
Our customers struggle to control their application portfolios and to deliver modernized and secured applications on time

Some of the key challenges:

- Too many business apps in Enterprises
  - Duplicate Applications for same functions, acquisition leftovers, etc.
  - Multiple vendors, homegrown legacy applications
- Pressure to cut down IT Applications Budgets
  - Increasing costs of owning/maintaining Applications
  - Increasing pressure to add new capabilities

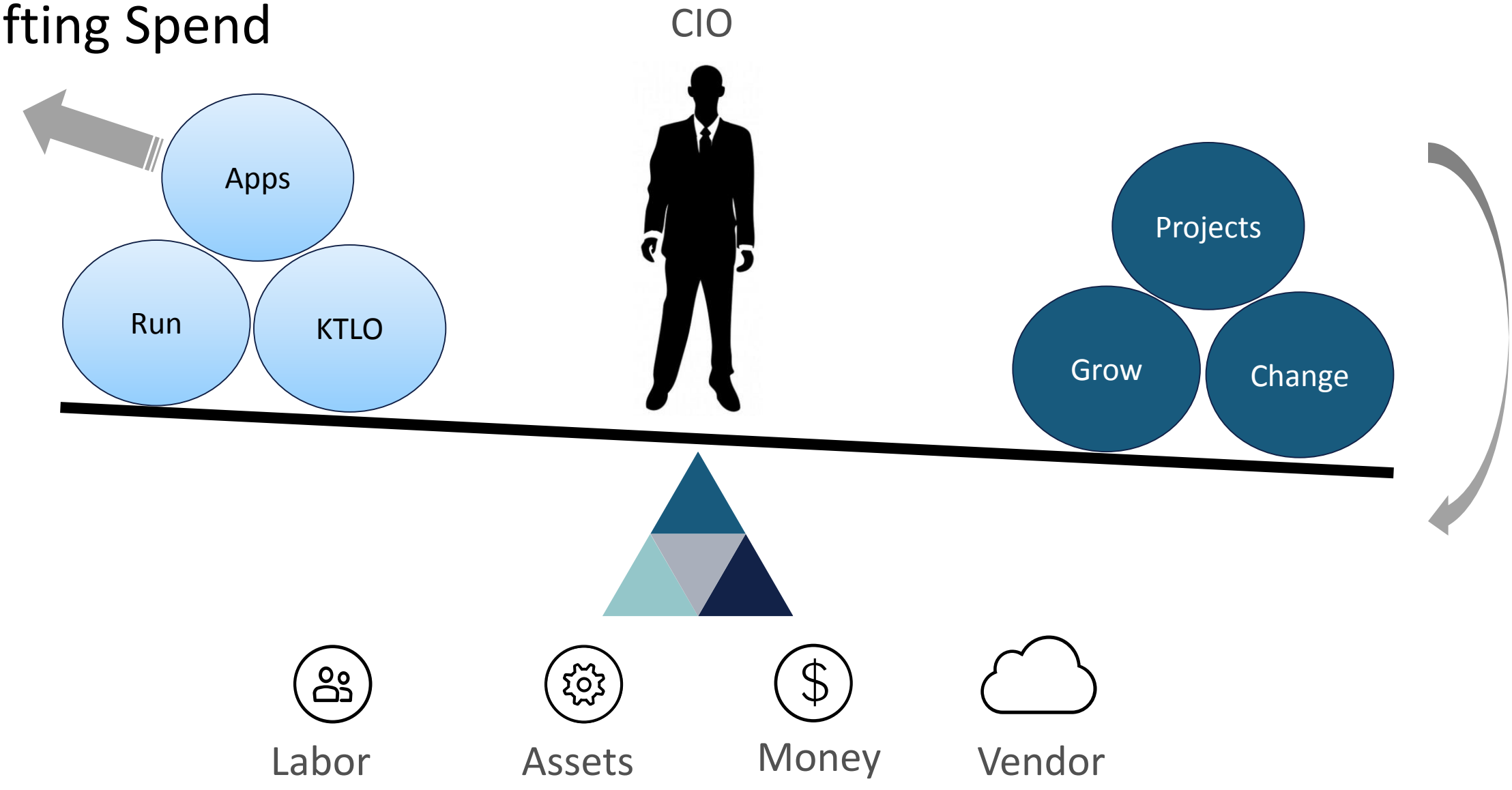
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The Balancing Act



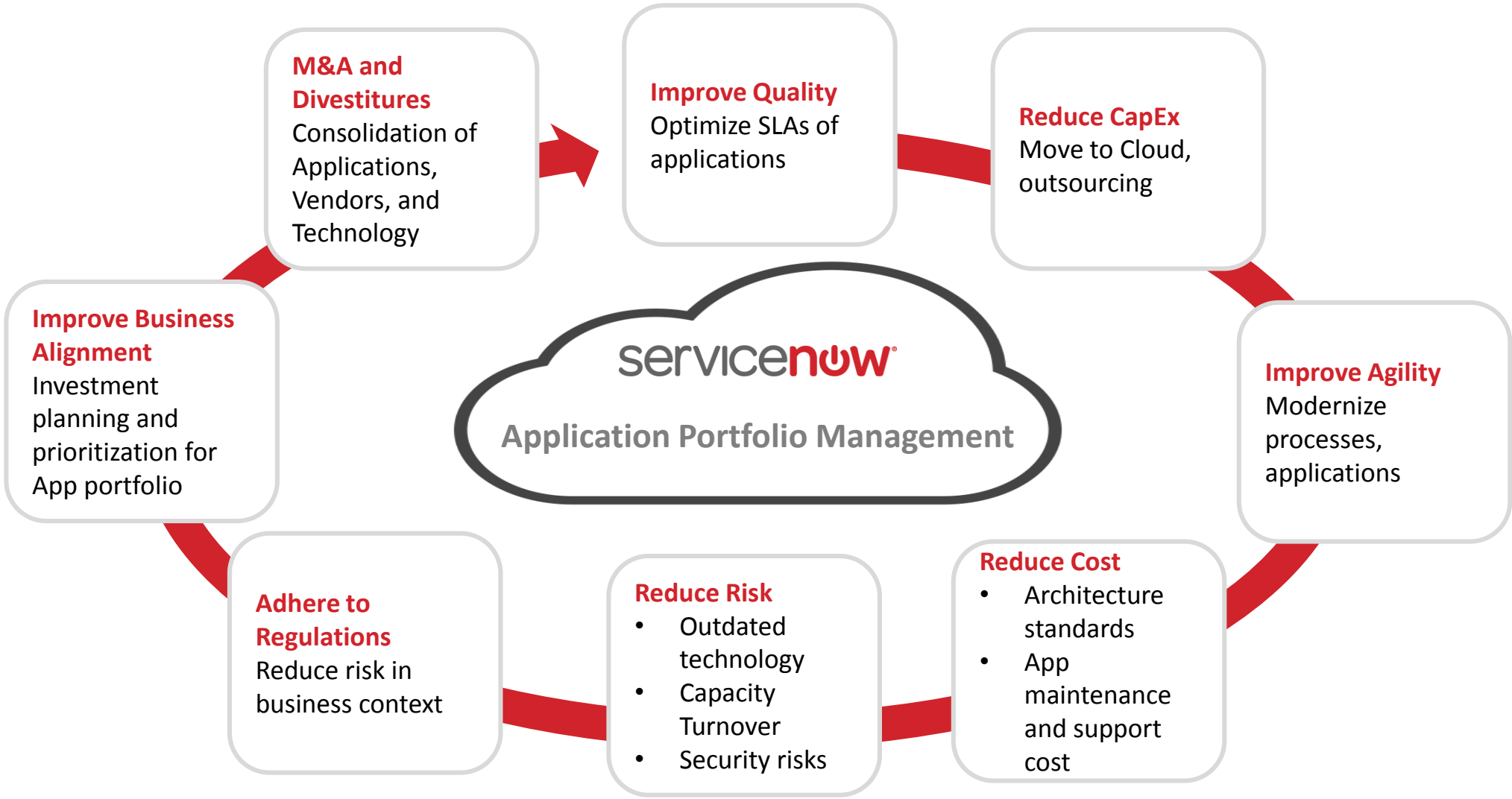
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Shifting Spend



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The Opportunity: APM-Driven IT Optimizations



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The Process of Application Portfolio Management

Classify

What applications do we have and maintain to run the business?

Measure

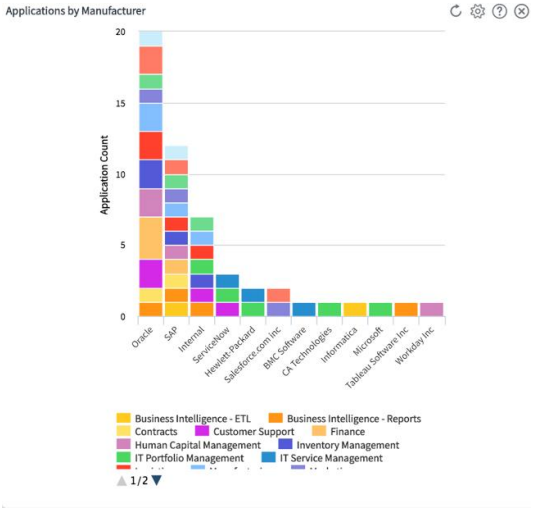
Define and gather metrics such as cost, usage, risk, and quality

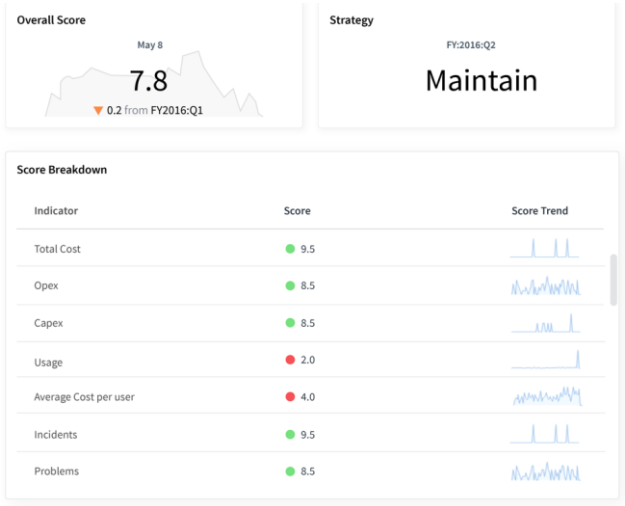
Analyze

Use insights to analyze, assess, and evaluate

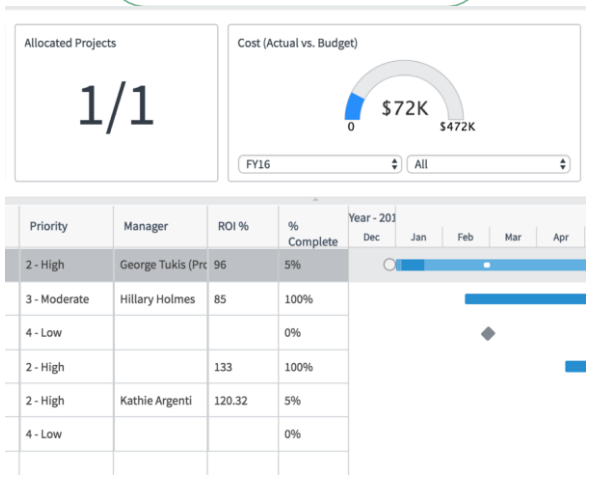
Plan

Decide on the fate of the application, create IT modernization roadmaps, and execute them









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Lab 1 Business Applications

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Lab 1 Business Applications

- Goal
  - This lab introduces the new Business Application configuration item class to quickly get you started on the path of managing your business applications.

  Definition: *A* Business Application *is defined as software used by business users to perform a business function.*

- In this lab, you will:
  - Review the Business Application List
  - Build a Business Application Report
  - Configure a Business Application Form

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Lab 2 Guided Setup

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Lab 2 Guided Setup

- Goal
  - The purpose of this lab is to familiarize you with the new Application Portfolio Management Guided setup.

- In this lab, you will:
  - Configure Application Classification
  - Assign Setup Tasks to others
  - Load in new Business Applications from a spreadsheet

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Lab 3 CMDB Integration

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Lab 3 CMDB Integration

- Goal
  - In this lab we will see how Application Portfolio Management leverages the ServiceNow CMDB to help model the relationships between business applications and a business process and between business applications and IT infrastructure.

- In this lab, you will:
  - Set up Business Application Relationships
  - Add Business Applications to a Business Process
  - Add other Configuration Items to a Business Process

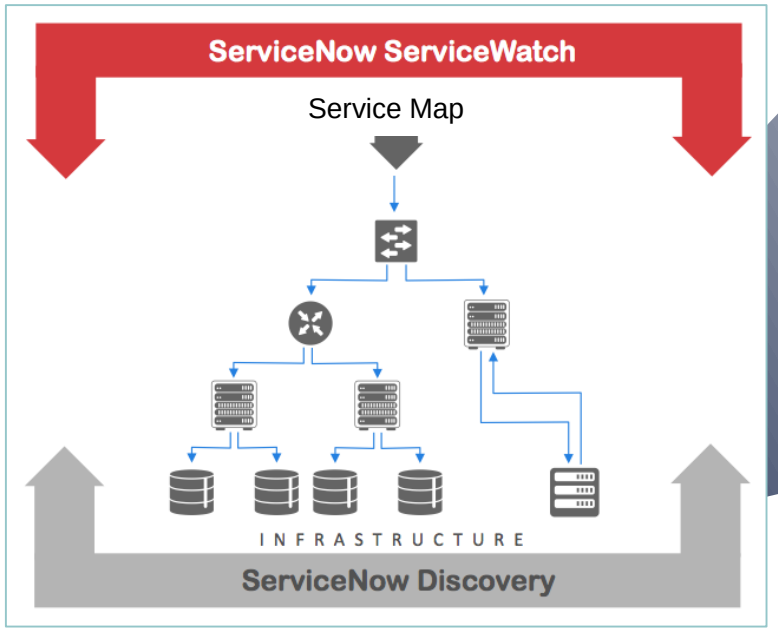
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Service Mapping and Application Portfolio Management



Enterprise Architect

Service Mapping



Application Portfolio Management

Business Process

Procure to Pay, Quote to Cash, Hire to Retire

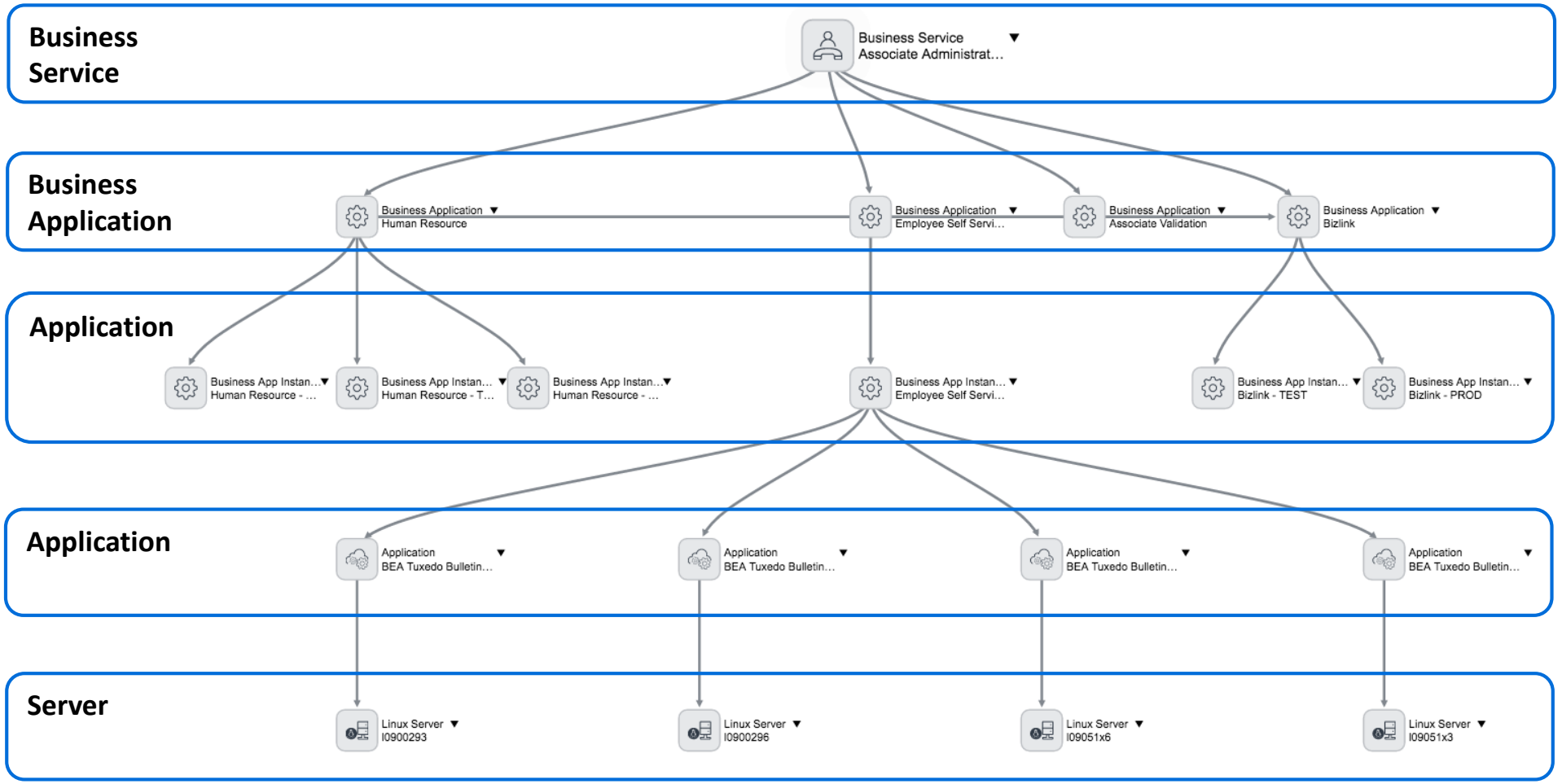
Rollouts

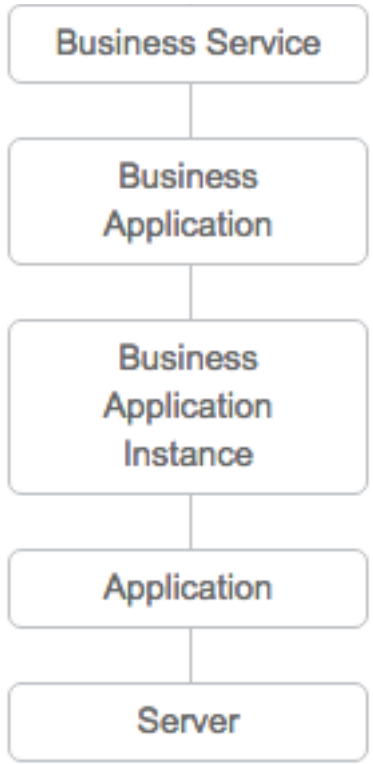
Corporate, Americas, APAC, EMEA

Business Application

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How Far Does Service Mapping Go?





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Lab 4 Indicators and Application 360

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Lab 4 Business Applications

- Goal
  - In order to analyze and make decisions on Business Applications we need measurements to compare one Business Application to another. Application Indicators can be generated from Performance Analytics, Queries, Scripts, and Assessments. You will build an assessment and then run the related jobs to populate APM to analyze Business Applications .

- In this lab, you will:
  - Create an Application Assessment and add it to a Score Profile
  - Create assessment questions and generate assessments
  - Execute APM and Performance Analytics Jobs
  - Review the scores

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Q & A

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Key Takeaways

#1 ServiceNow IT Business Management provides a Single System of Action to take control of your Applications, Projects, and Financials in IT

#2 Application Portfolio Management provides a straightforward guided process to manage your application inventory

#3 Application Portfolio Management integrates with the rest of the ServiceNow platform to help you manage the Enterprise at Lightspeed™.



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Thank You

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