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Fannie Mae's ServiceNow Journey

How Fannie Mae is Solving Real Enterprise Problems with Intelligent Workflows for Game-Changing Results

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servicenow

Speaker Introduction



NAME: Raghu Bellary

TITLE: Director, Technology

FUNCTION: Enterprise Service Management Tech

COMPANY: Fannie Mae

EXPERIENCE: Technology Mgmt at Financial, Network, Telecom and Service Provider firms; Led Web, App, Infrastructure, ETL, ITSM & CMDB teams and efforts at Fannie Mae; Currently leading Enterprise Service Mgmt (ServiceNow) technology program and team

ACHIEVEMENTS: Transformed Fannie Mae's Service Management systems and functions; Delivered key business and technical services on ServiceNow platform

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Speaker Introduction



NAME: Srinivas Upadhyaya

TITLE: Sr. Director, Technology

FUNCTION: Enterprise Technical Shared Services

COMPANY: Fannie Mae

EXPERIENCE: Engineering & Operations head for Fannie Mae's Enterprise Platforms - Web/Application Servers, Databases, Integrations (A2A/B2B), AWS Cloud Engineering, IT Service Management(ServiceNow)

ACHIEVEMENTS: Platforms provisioning, operations automation; Service Management Transformation using ServiceNow; AWS Cloud Engineering

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My Company

NAME: Fannie Mae - Federal National Mortgage Association

INDUSTRY: Financial Services

MARKET FOCUS: Mortgage Market (Single Family, Multi-Family), Capital Markets

Fannie Mae is America's most valued housing partner.

We serve the people who house America as a leading source of financing for mortgage lenders, providing access to affordable mortgage financing in all markets at all times. Our financing makes sustainable homeownership and workforce rental housing a reality for millions of Americans.



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Session Overview



Objectives

- How Fannie Mae addressed some unique corporate challenges with innovative and efficient solutions built on ServiceNow



What You Will Learn

- Challenges faced
- Approaches taken
- Solutions built
- Accomplishments to date
- Lessons learned and key takeaways

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Enterprise Challenges



AGING LEGACY PLATFORMS

- BMC Remedy Incident, Change & Problem Mgmt – no longer supported
- BMC Remedy CMDB – no longer supported
- Legacy HR Case Mgmt System – unsupported platform
- Hosting (provisioning) Intake – Emails/SharePoint

BROKEN PROCESSES

- Manual processes are slow and inadequate
- Key data hidden in disparate applications, spreadsheets and SharePoint sites
- Inconsistent standards



SUB PAR USER EXPERIENCE

- Lacking good user experience
- Multiple entry points, confusing to end users – No enterprise class portal

EVOLVING IT LANDSCAPE

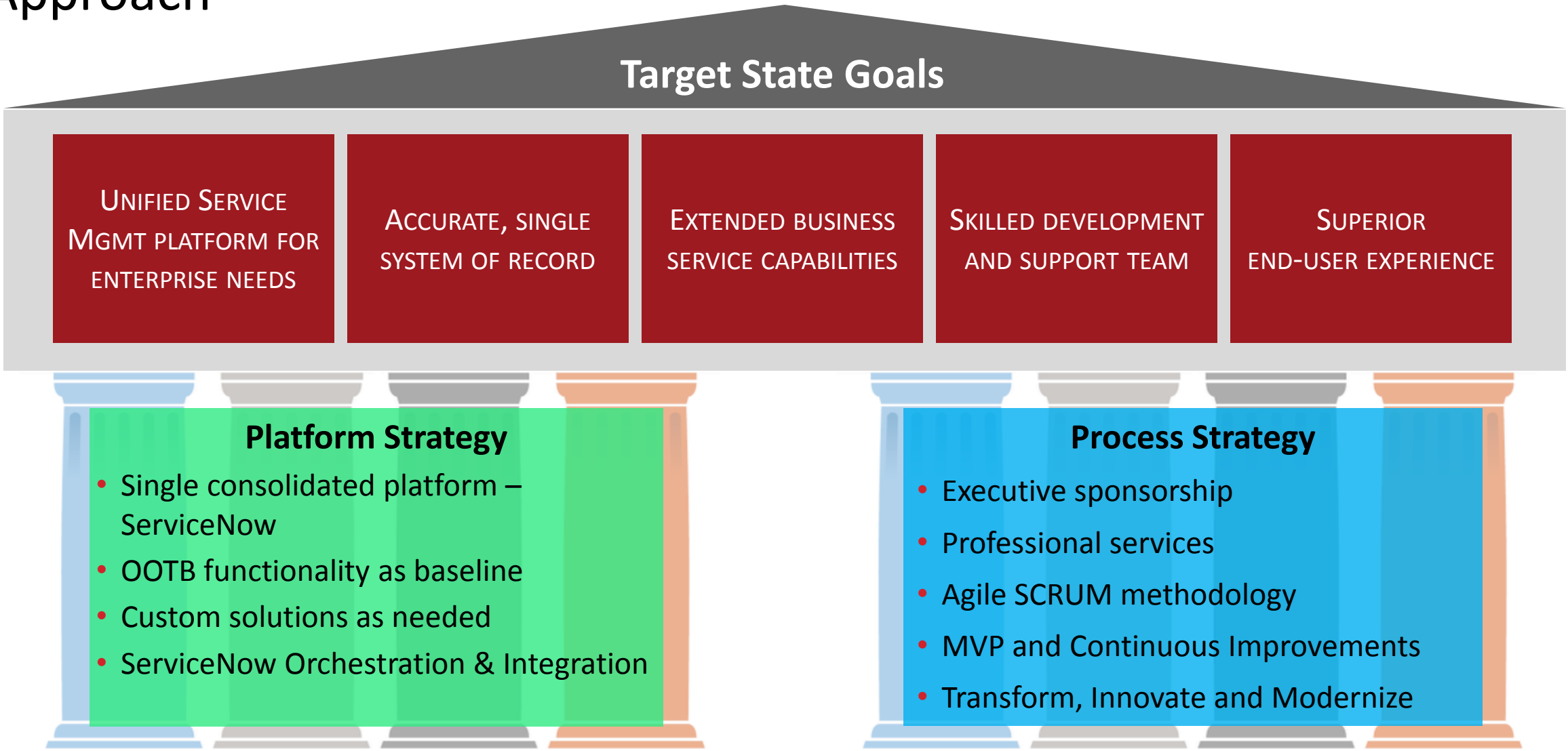
- Legacy tools unable to adapt to business changes

MOUNTING RISK

- Legacy disparate systems and processes pose operational issues, incur data and security risks

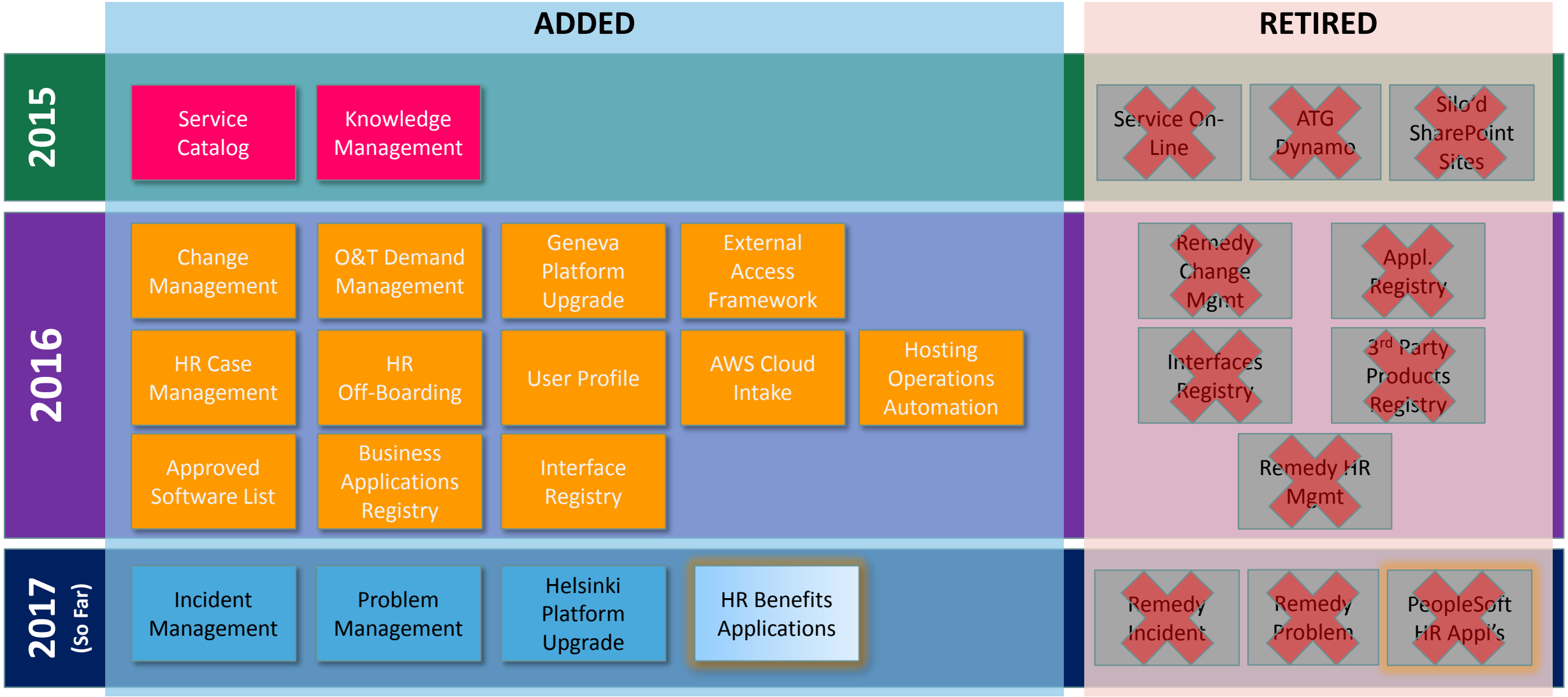
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Approach



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Fannie Mae's Transformation Journey (So Far)



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Unique Challenges Faced

IT Demand Mgmt

Needed a solution to address a customized way to order, price hosting services

Human Resources

Needed a better way to communicate with Current as well as ex-employees requesting HR services

Platform Services

Needed an efficient and automated way to provision, patch, upgrade Compute, Web, App & Database infrastructure



Human Resources

Wanted a better way to mange self-service benefits requests (Flexible Work Agreement, Adoption Reimbursement, Education Assistance, etc.)

Next Generation Hosting

Needed a new and efficient way to automatically provision an application stack into AWS cloud

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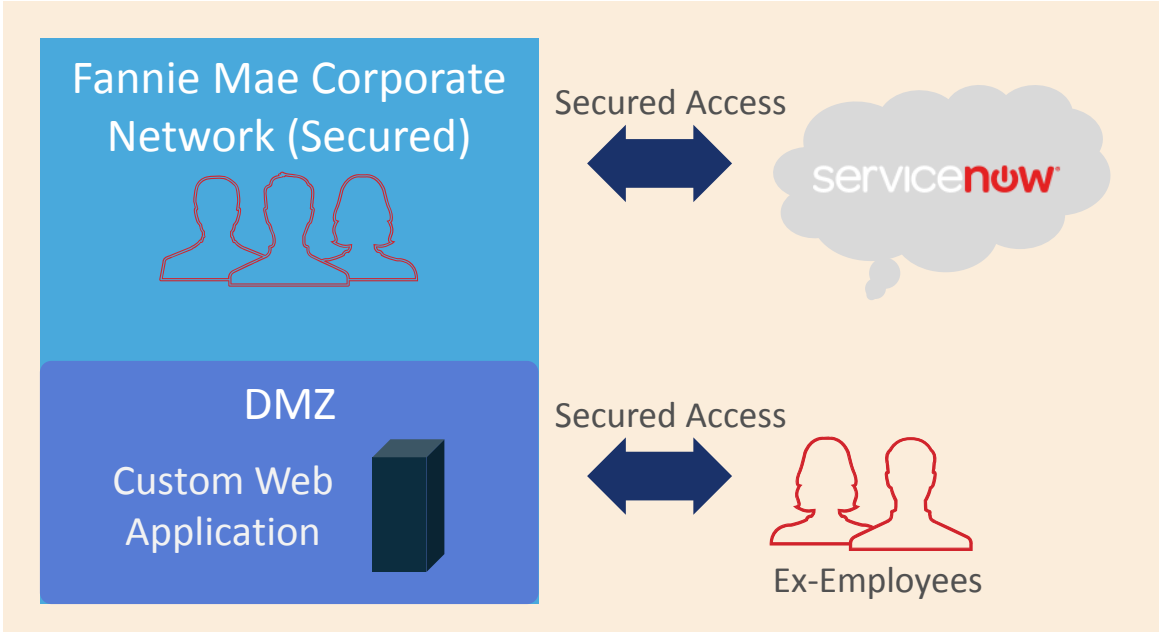
External HR Access for Ex-Fannie Mae Employees

Problem Faced

- ❑ Need for Ex-employees to have access to the Fannie Mae's HR Self Service Portal
- ❑ Fannie Mae ServiceNow instance is secured by IP-Restriction

Options Considered

- ❑ #1: Custom Security ACL's on ServiceNow instances
- ❑ #2a: Separate Public Facing ServiceNow Node (Thin)
- ❑ #2b: Separate Instance with Replication (Thick)
- ❑ #3: Custom Web Application



Solution Developed

Solution – #3

- ☑ Developed a custom Web Application that acts as a proxy
- ☑ Communicates with IP restricted ServiceNow instances via RESTful API

Benefits

- ☑ Secure (not removing IP restriction)
- ☑ Single ServiceNow instance to maintain
- ☑ Reliable and upgrade proof
- ☑ Leveraging existing Fannie Mae DMZ setup

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HR Self-Service Benefits

Problem Faced

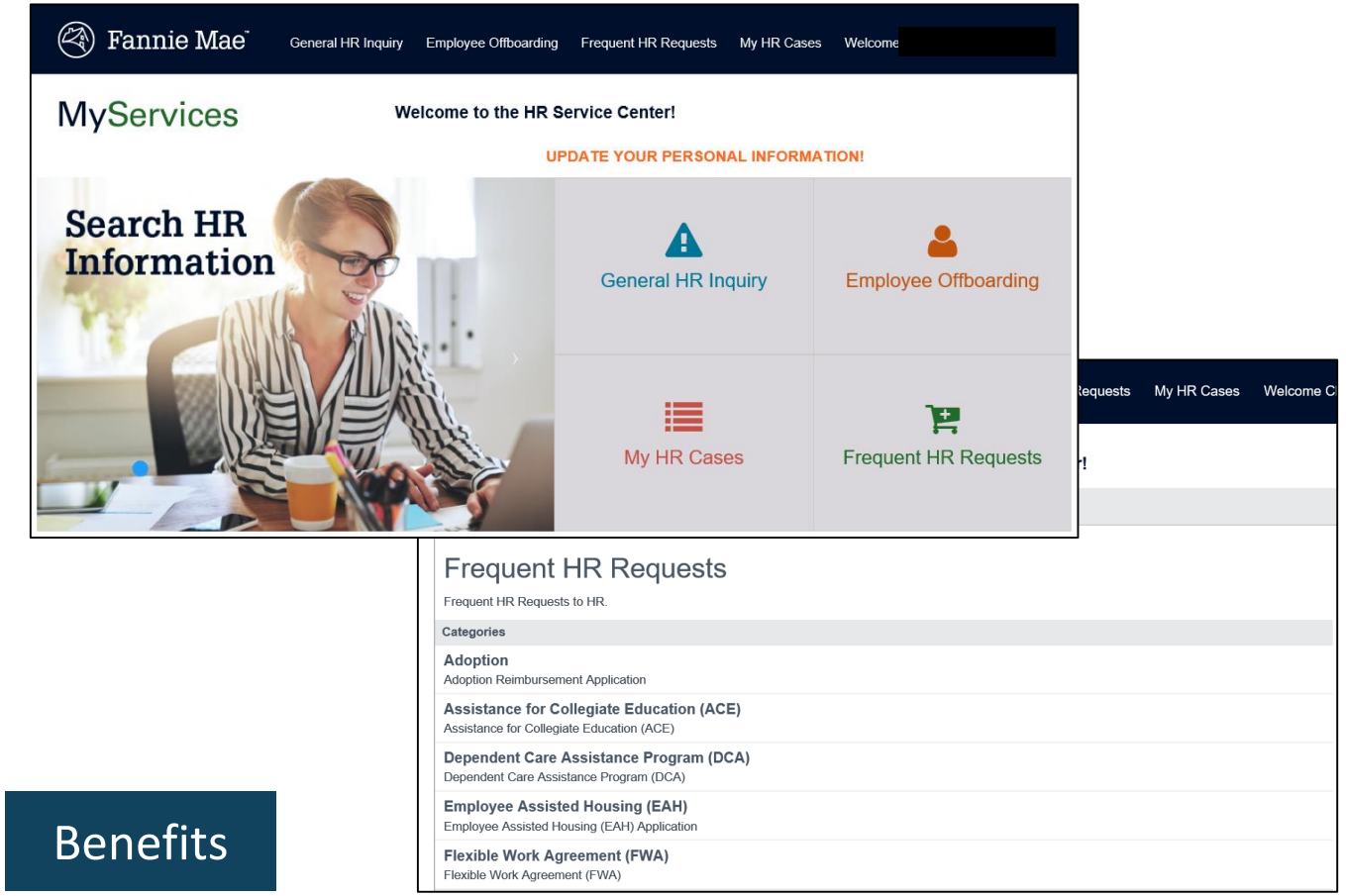
- Legacy HR system retiring
- Need a cost effective replacement to address HR's data collection and workflow needs
- Rollout at the same time as the new HR system

Options Considered

- Oracle Fusion Cloud customization

Solution Developed

- Utilized ServiceNow to quickly and efficiently build the applications
- Integrated with the new Oracle Fusion HR system



Benefits

- Streamlined and efficient HR approval process
- Improved user experience - higher data quality and anticipate reduced submission time by 50%
- Faster dev-2-prod turnaround
- Automated feeds of reimbursement data to financial systems
- Optimal maintenance and development costs

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IT Demand Management

Problem Faced

- Processes to price IT Services were complicated and confusing to the business/IT teams
- Spread across several disjointed SharePoint sites
- Need to extend Out-of-the-Box ServiceNow solution to fit Fannie Mae DM processes

Options Considered

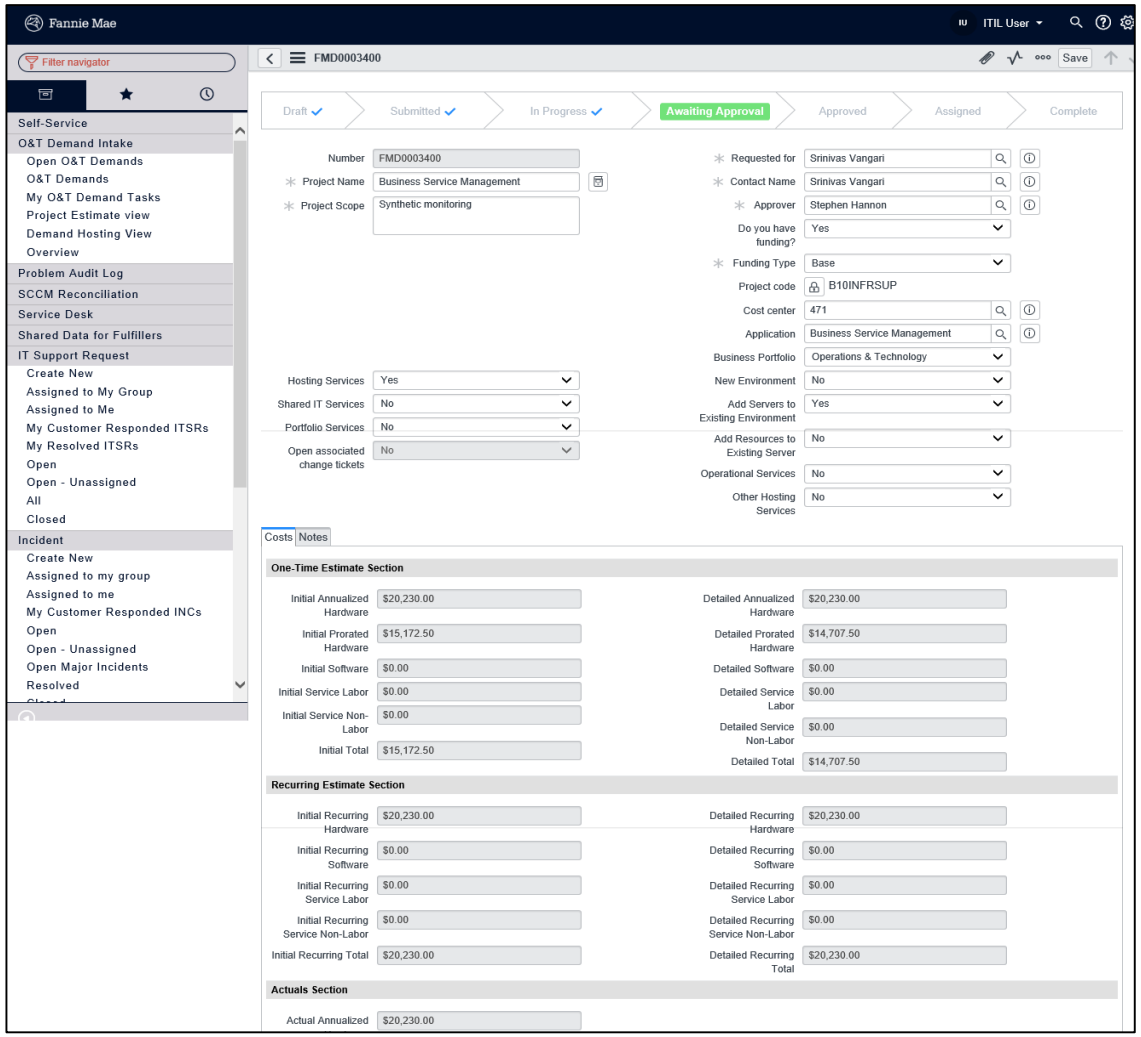
- Customize OOTB Demand Management solution
- Build a custom solution

Solution Developed

- Custom application solution to accommodate complex pricing of IT Services

Benefits

- Automated and streamlined Hosting pricing and ordering and retired the hard copy Hosting catalog – ***doubled throughput of requests***
- Introduced transparency to the customer to view where their request is in the lifecycle



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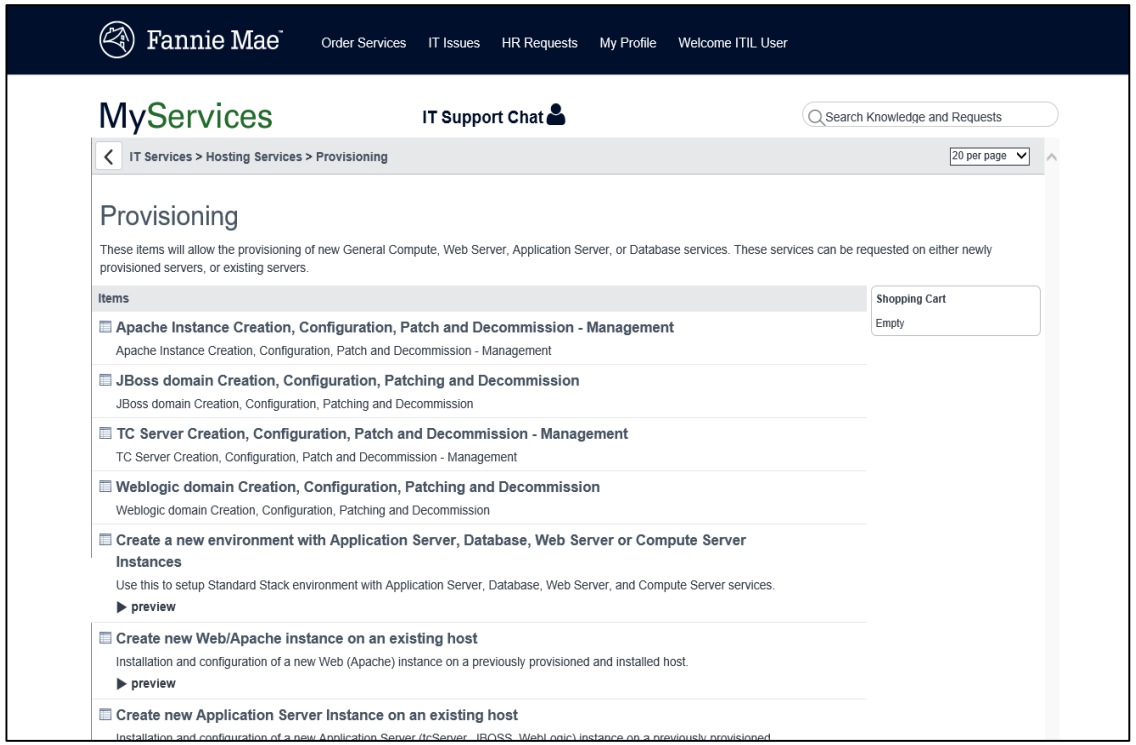
Hosting Services Automation

Problem Faced

- ❑ Difficult to order Hosting Services with long lead times for delivery
- ❑ Operational tasks done manually
- ❑ Manual request and provisioning processes managed through disconnected SharePoint sites and emails

Solution Developed

- ☑ Provisioning automation
  - Service Requests ➔ Task ➔ Change ticket ➔ Approval ➔ Provisioning/Patching/Upgrades ➔ Update ticket ➔ Close Request
  - ServiceNow Change API
  - Invoke backend Automation Framework
- ☑ Built service requests, invoke backend provisioning automation for 5 services: Web (Apache), Tomcat, JBoss, WebLogic, SSL Certificates
- ☑ For Cloud, built catalog request that automated AWS provisioning services utilizing customized table queues and AWS Lambda functions, CloudFormation



Benefits

- ☑ Streamlined and efficient process
- ☑ Faster end-user turnaround – ***reduced from 2+wks to 1 day (90% reduction)***
- ☑ Change process enforced
- ☑ Improved user experience

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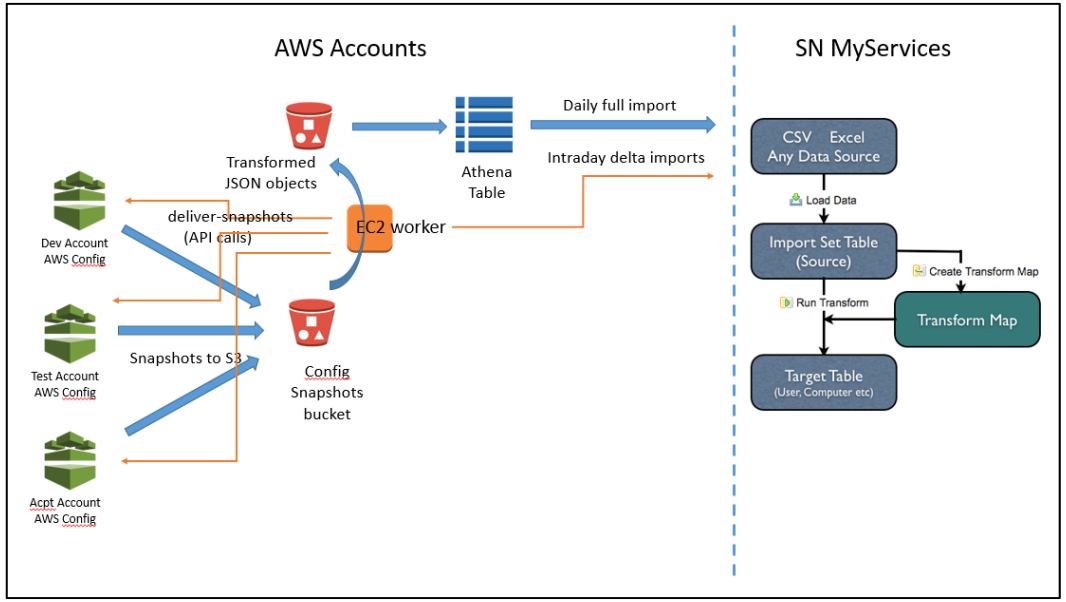
Next Generation Hosting (AWS Cloud)

Problem Faced

- ❑ Discovery, Map AWS Cloud configuration items in the enterprise CMDB

Solution Developed

- ☑ Build integrations between AWS and the ServiceNow CMDB
- ☑ Enable updates to ServiceNow CMDB with AWS resources / Configuration Data
- ☑ Leveraged 'AWSConfig' (AWS Managed Service)
- ☑ Utilize an AWS Lambda function to access the 'AWSConfig' API and the configuration snapshots delivered to Amazon S3
- ☑ Track relationship data, configuration data and relationship changes over time



Benefits

- ☑ Near real-time provisioning – ***reduced from 1+ week to 2 hours (95% reduction)***

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Lessons Learned



1. Secure executive sponsorship
2. Ensure project resources, stakeholders and external integrations are on-boarded and engaged early on
3. Bring in a strong implementation partner (we partnered with Accenture)
4. Build strong in-house expertise/resources, to work closely with implementation partner
5. Utilize quick Proof-of-Value (POV) development efforts to secure commitments and funding
6. Focus on the Process first before rushing into tool configuration and development
7. Implement in a phased/agile manner -- starting with a minimal viable product (MVP), adding new functionality iteratively -- while getting stakeholder buy-in and trust in the platform
8. Leverage ServiceNow sales & support organizations, when needed
9. Learn from reference customer experiences

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Top Takeaways

1

RESOURCES:

Bring in a strong partner to enable the transformation and also train in-house resources

2

APPROACH:

Implement in a phased, agile manner – add new functionality iteratively

3

INVOLVEMENT:

Train and communicate end users and stakeholders as early as possible to get enterprise ready for the change

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Thank You

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