knowledge14®

April 27–May 1, 2014 • Moscone Center • San Francisco, CA

Service Catalog 101

Eric Hemmer
Advisory Solution Consultant, Colorado
ServiceNow

Michael Brown
Delivery Manager, Utah
ServiceNow

servicenow®

© 2014 ServiceNow All Rights Reserved

Agenda

Different Types of Catalogs in ServiceNow

Service Catalog Strategy

General Concepts

Request Fulfillment Process

Top Take Aways

© 2014 ServiceNow All Rights Reserved

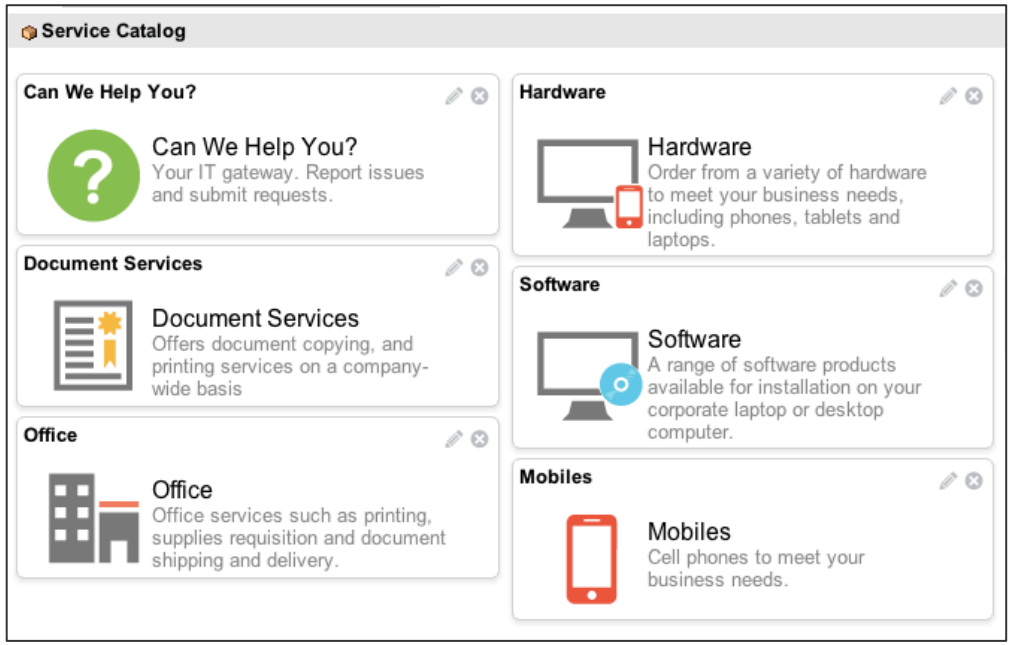
Service Catalog 101

Not All Catalogs are Created Equal

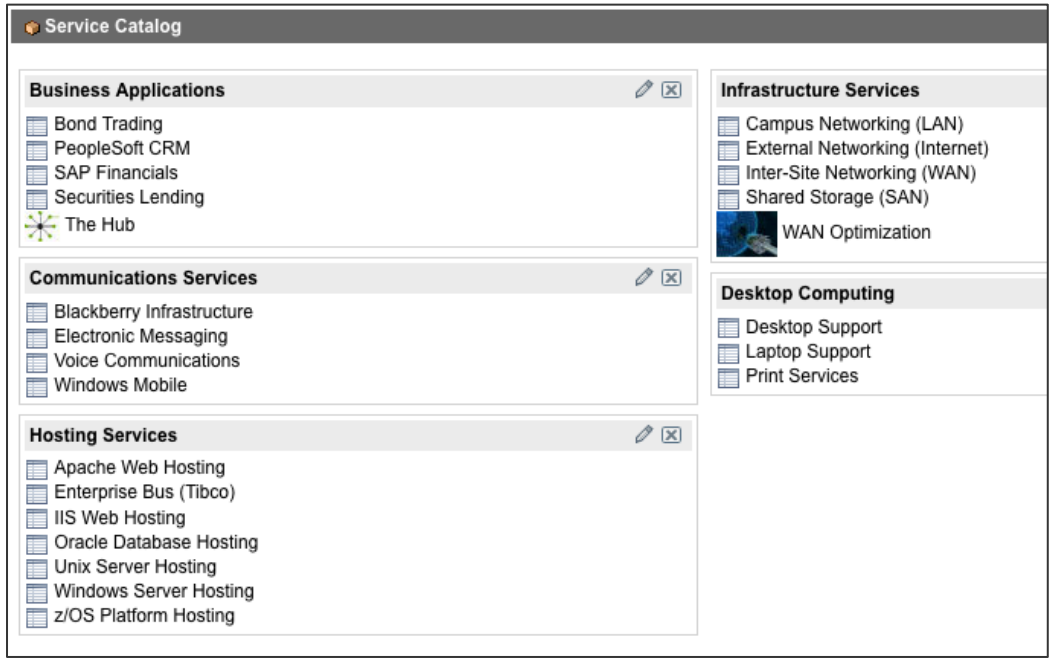
© 2014 ServiceNow All Rights Reserved

Service Catalog vs. Business Service Catalog

The Service Catalogs are intended for every customer who will consume items or initiate requests.



The Business Service Catalog is intended for managers and department heads who wish to get a better understanding of your offerings.



© 2014 ServiceNow All Rights Reserved

How to Plan Your Service Catalog Strategy

- Standardizing service catalog items
  - Create a consistent look and feel for items (e.g. descriptions, naming conventions, icons and graphics)
  - Reuse standard variable sets across items
    - Client scripts
    - UI Policies
- Reuse generic workflows for similar types of items that follow the same delivery process

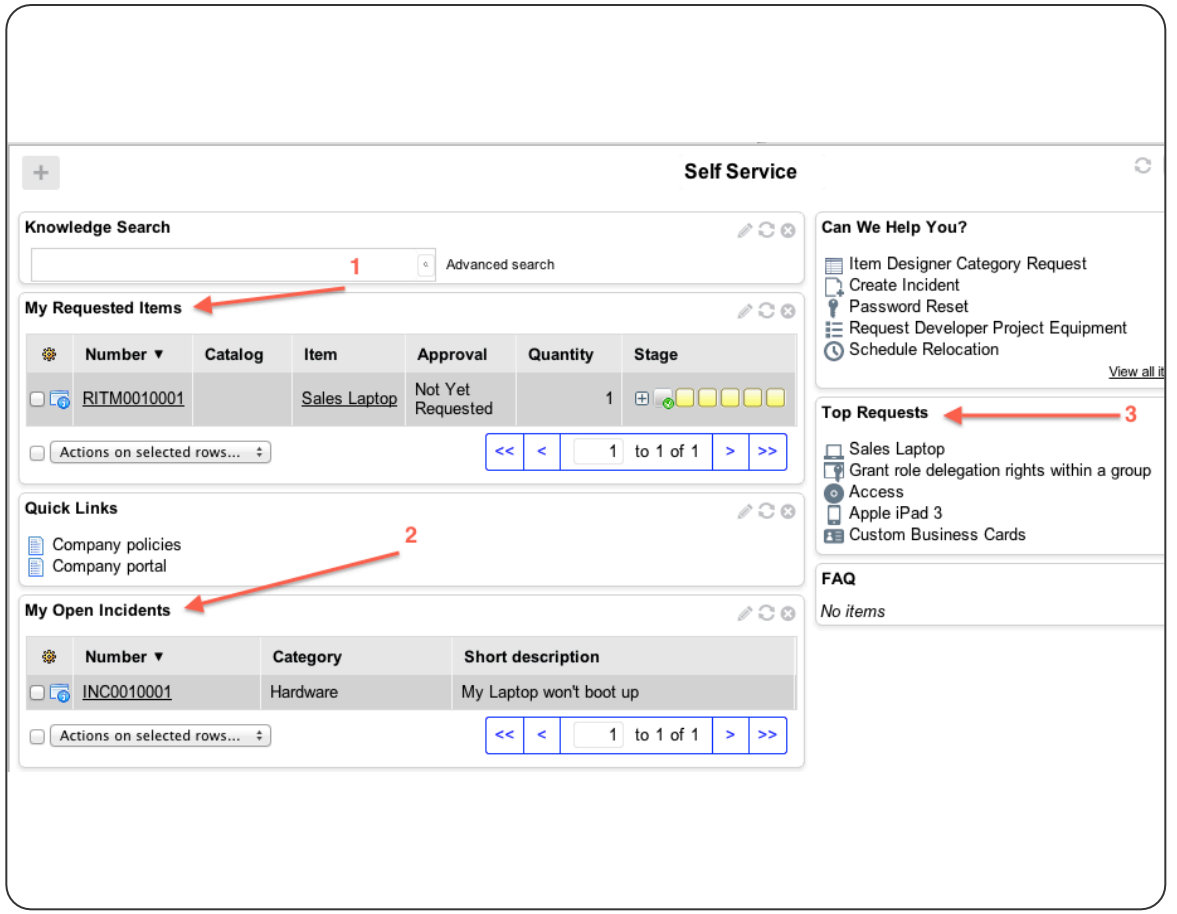
© 2014 ServiceNow All Rights Reserved

General Catalog Concepts

© 2014 ServiceNow All Rights Reserved

Homepages

1. Display requested item status to reduce the number of routine “status update” requests.
2. Display open records, such as open incidents or HR cases to reduce the number of status update requests and duplicate records.
3. Provide access to common Service Catalog items. You may use Dynamic Categories, such as “Top Requests”.



© 2014 ServiceNow All Rights Reserved

Shopping Cart

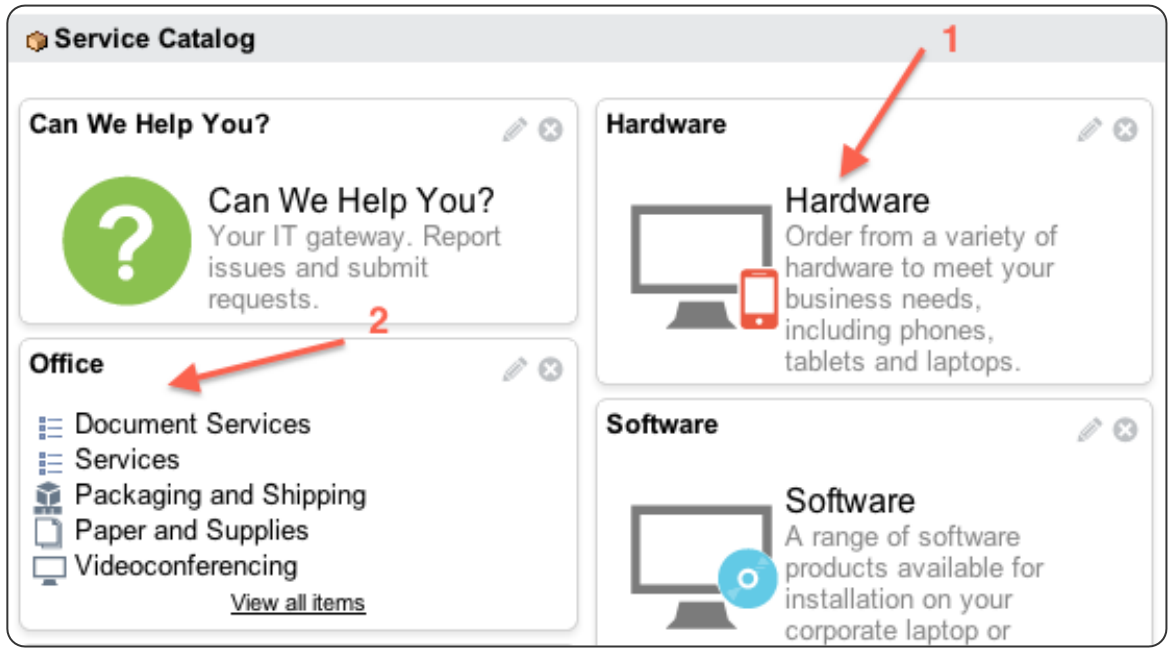
- ServiceNow is designed to look and act like the consumer-based sites that people use outside of work.
- This accelerates user adoption, so you get value from your investment more quickly.
- This is often referred to as the "Consumerization of IT".



© 2014 ServiceNow All Rights Reserved

Categories

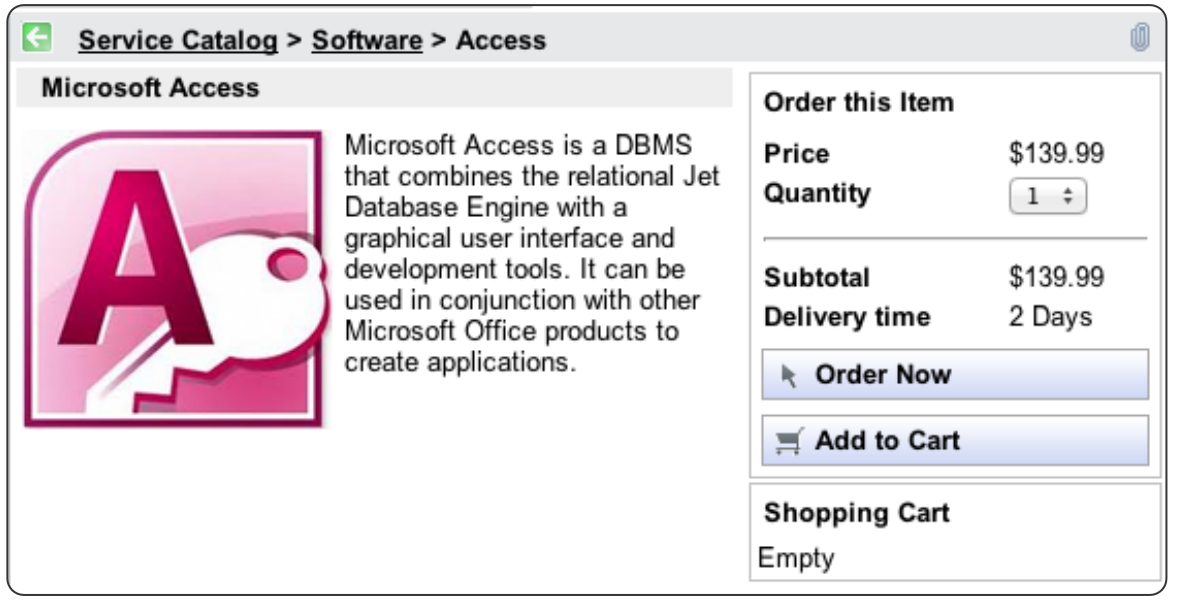
- Categories allow you to group and organize your items logically to help the customer find what he or she is looking for.
- Categories may be configured to render differently for the mobile view of the catalog vs. the desktop view.
- Categories may render in a details view (1) or an items view (2).
- Use the plus icon + to add categories to your catalogs.



© 2014 ServiceNow All Rights Reserved

Catalog Items

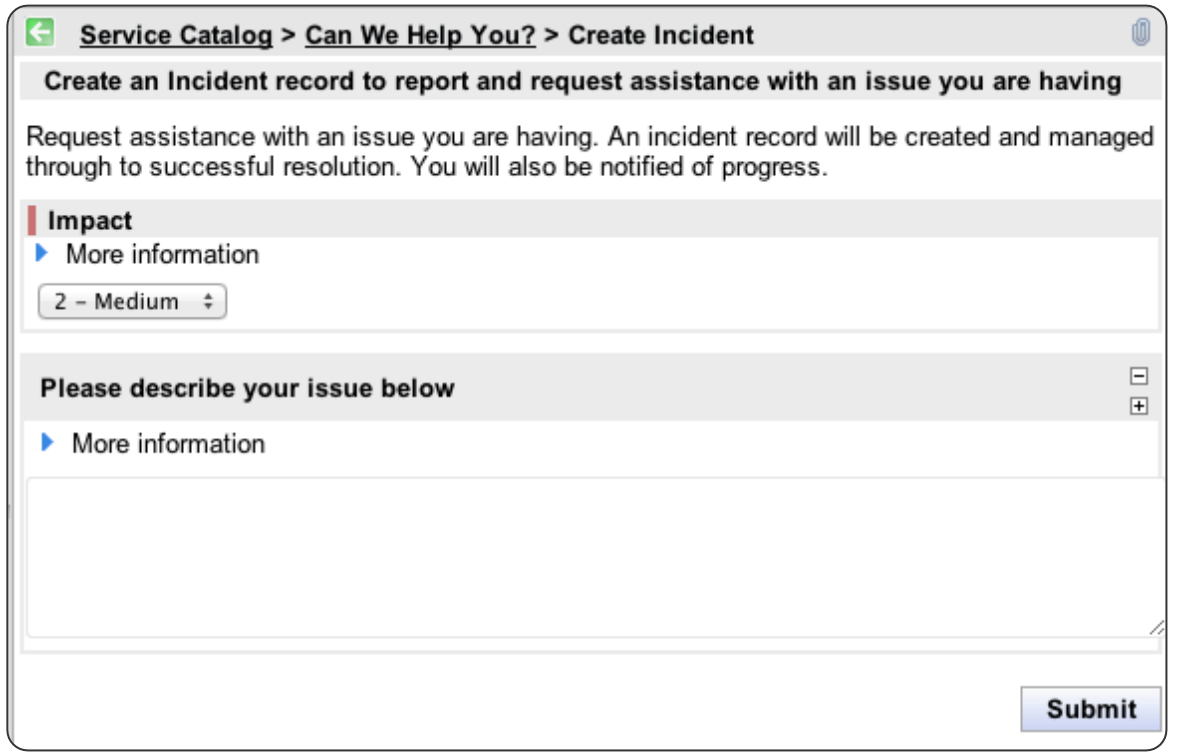
- A Catalog Item generally uses a workflow that is set up to run on the Requested Item table.
- Catalog items may have prices (optional)
- Catalog items may be instantiated from the Product Catalog and related back to vendors, which allows Procurement to generate the following electronic trail when sourcing an item from a vendor.
  - Purchase Orders
  - Receiving Slips
  - Transfer Orders



© 2014 ServiceNow All Rights Reserved

Record Producers

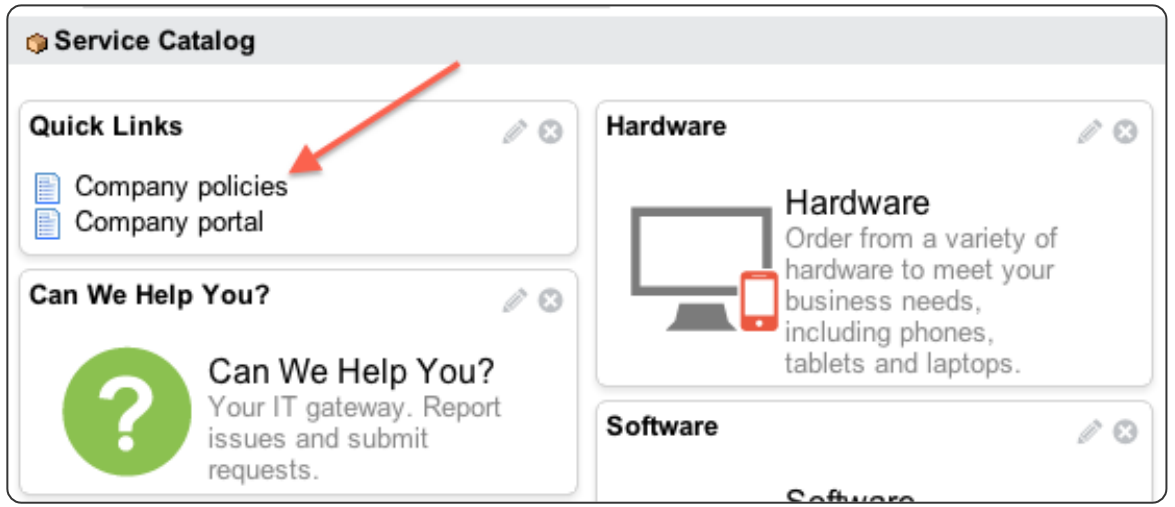
- allow a customer to easily create any record of your choosing. Common examples include:
  - Incidents
  - HR Cases
  - Facilities Requests
  - Submitting Pending Projects or Enhancements
  - Reporting Defects
- do not have a shopping cart and do not have an associated price.
- are flexible and can invoke a template to fill in additional information on the resulting record.



© 2014 ServiceNow All Rights Reserved

Content Items

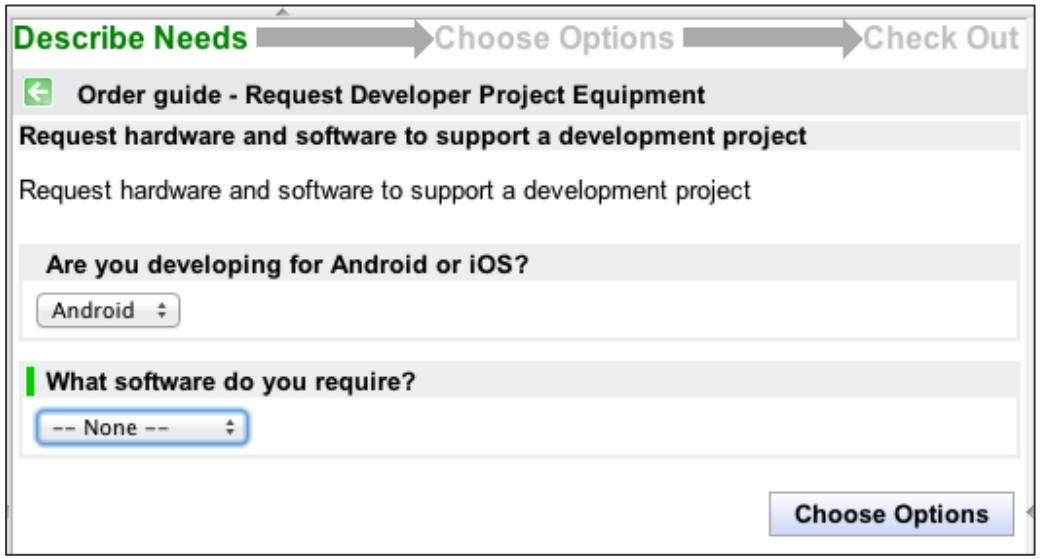
- Content items allow you to place links in your service catalog or home pages.
- You may specify two types of links
  - Knowledge base articles
  - Navigation URL's to internal or external pages or sites



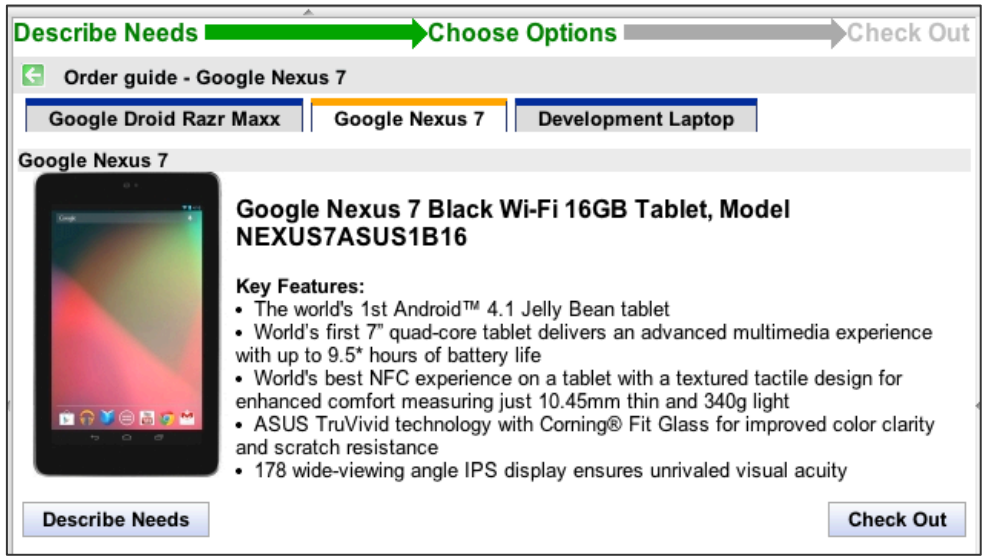
© 2014 ServiceNow All Rights Reserved

Order Guides

- Order guides allow you to specify details on an launch page, which cascade to multiple items associated with the guide.
- Rules dictate which items are included.



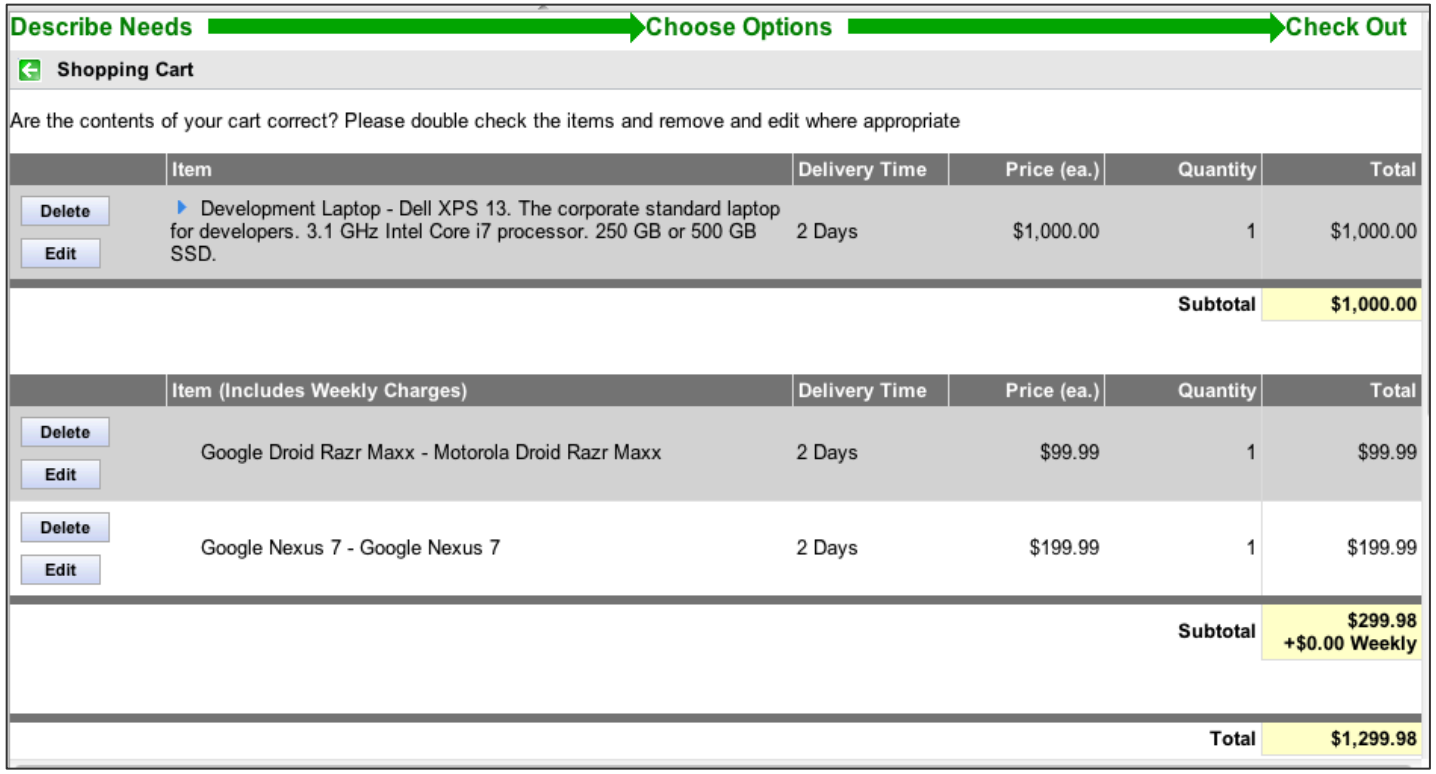
- Note the tab for each item included in this order guide.
- Additional variables may be selected for each item.



© 2014 ServiceNow All Rights Reserved

Order Guides

- Order guides display a consolidated order screen, so the customer may review their order before checking out. A common example is Employee Onboarding.



© 2014 ServiceNow All Rights Reserved

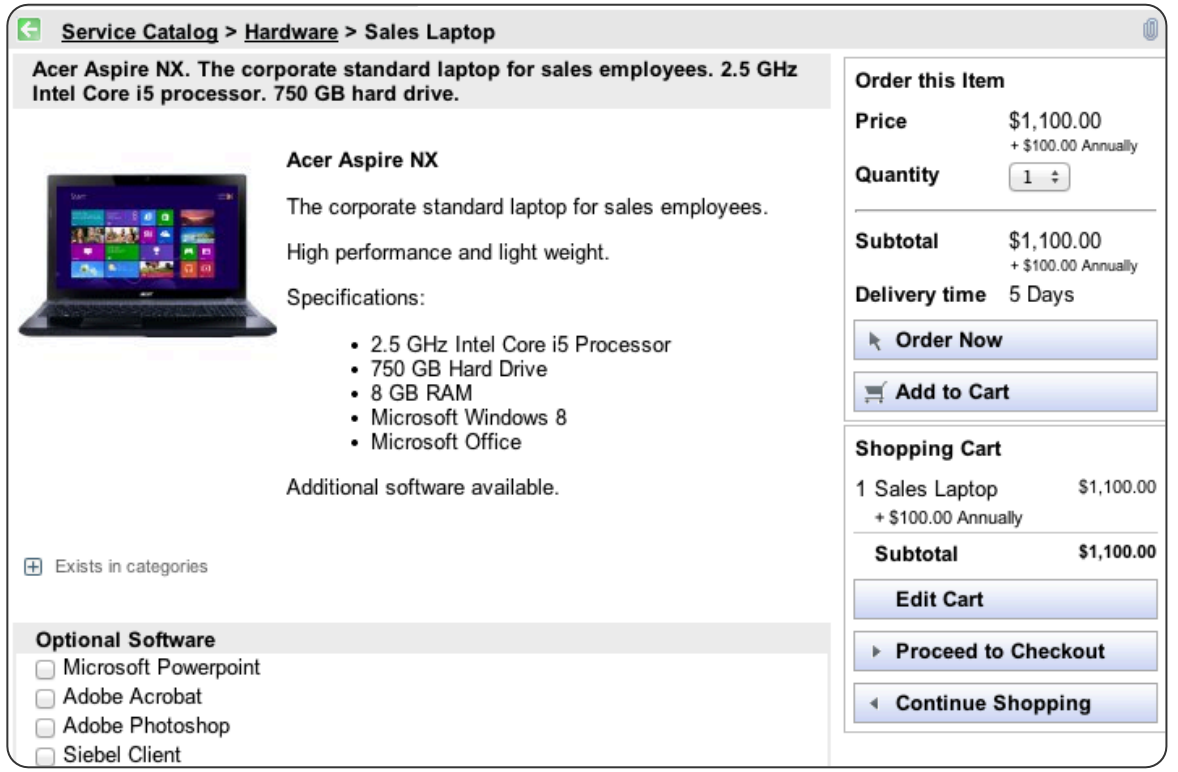
Request Fulfillment Process

Customer Experience

© 2014 ServiceNow All Rights Reserved

Add to Cart

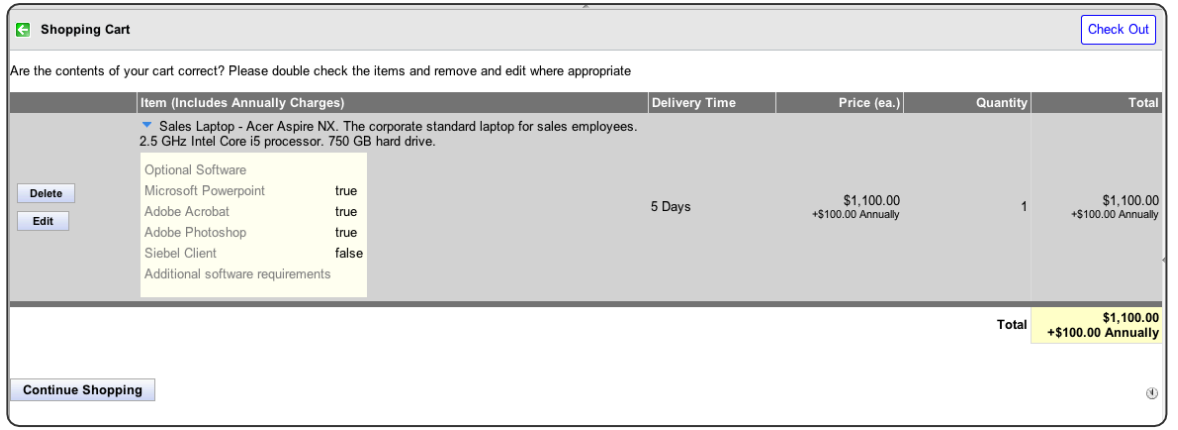
- ServiceNow provides customers the ability to order items and services as though this were an online eCommerce shopping experience.
- Customers may
  - add items to their cart
  - edit their cart
  - continue shopping
  - proceed to checkout



© 2014 ServiceNow All Rights Reserved

Checkout

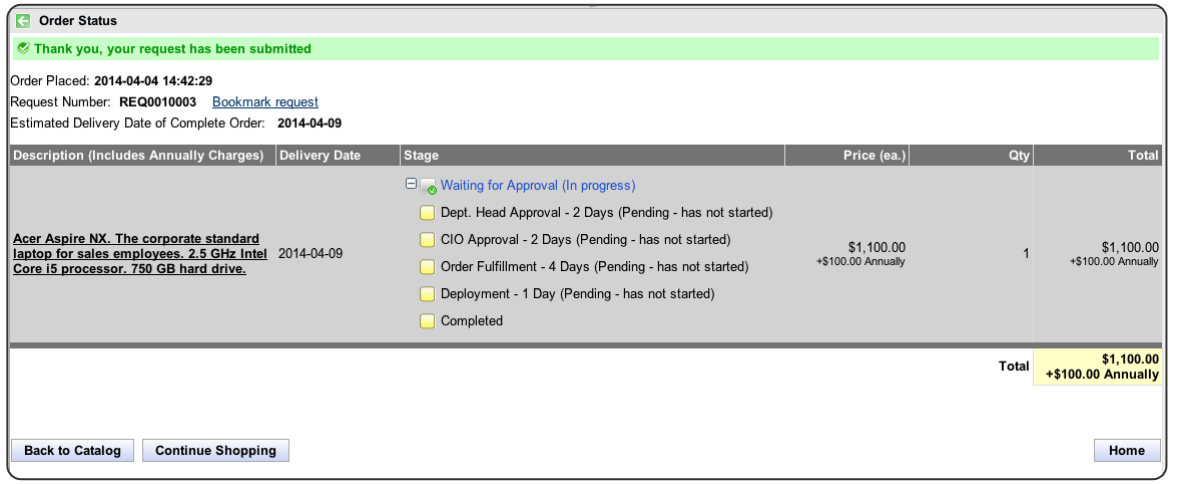
- Customers may view the items in their cart and verify the options they chose prior to checking out.



© 2014 ServiceNow All Rights Reserved

Order Status

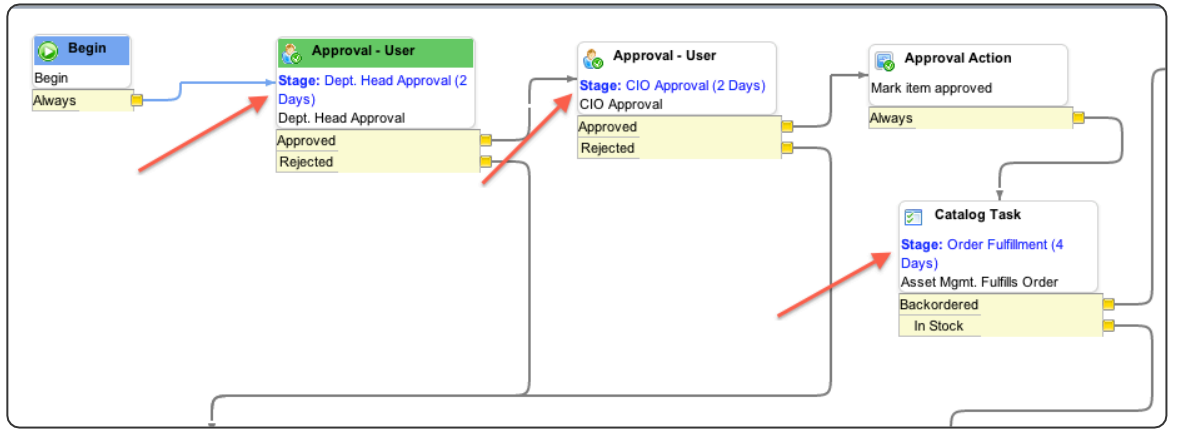
- Customers are provided a visual depiction of their order status, as well as, an overall expected deliver date.
- This is driven by the workflow.
- This decreases the number of routing status inquires that come back to IT, Procurement, etc…



© 2014 ServiceNow All Rights Reserved

Stages

- Stages and expected timeframes are driven by your workflow.



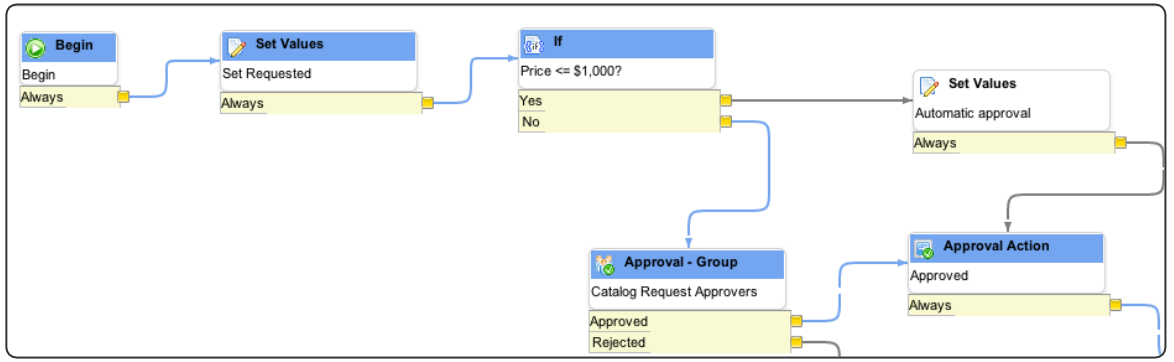
© 2014 ServiceNow All Rights Reserved

Request Fulfillment Process
Fulfiller Experience

© 2014 ServiceNow All Rights Reserved

Request Workflow

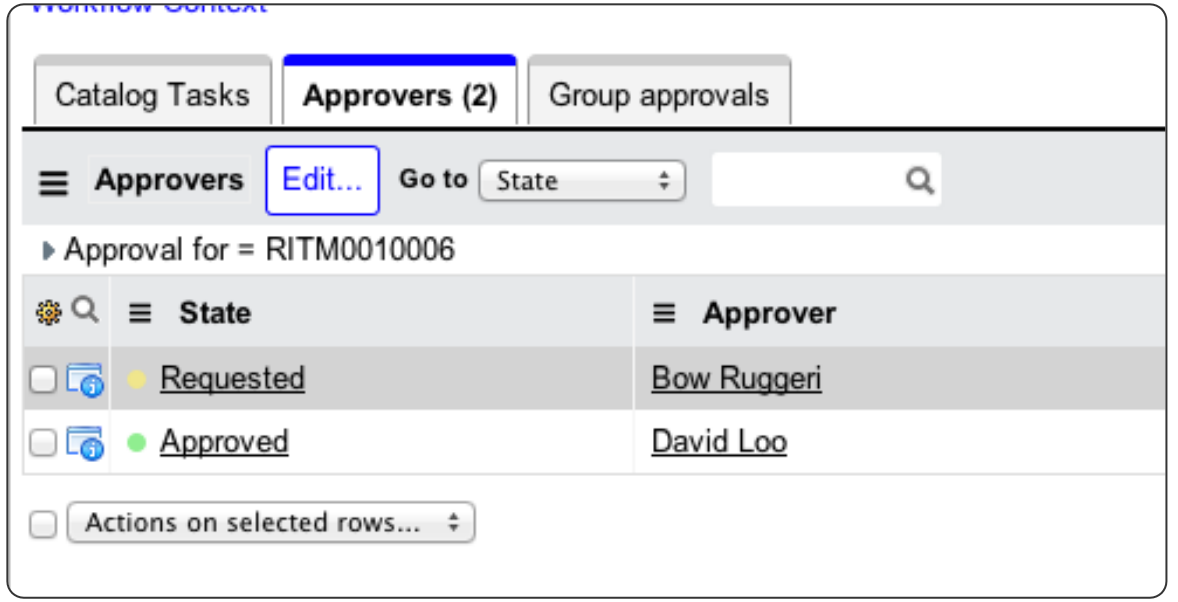
- You can create a workflow at the parent Request level, which must complete before the separate Requested Item workflows begin.
- Therefore, you could set up an approval if the overall price of all the requested items exceeds a certain threshold.



© 2014 ServiceNow All Rights Reserved

Approvals

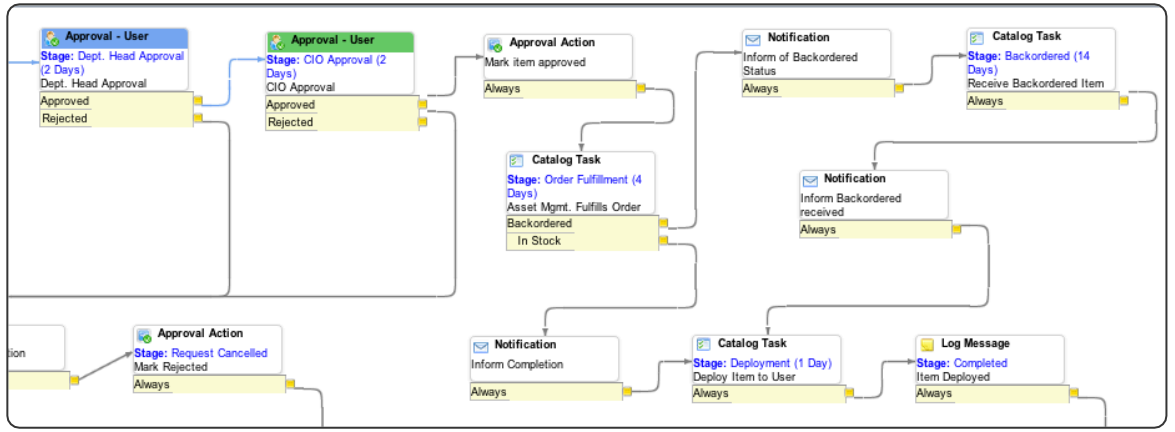
- You may specify group or user approval activities within your workflows.
- Approvals activities are very flexible and you can have them ordered sequentially if that is your process.



© 2014 ServiceNow All Rights Reserved

Requested Item Workflow

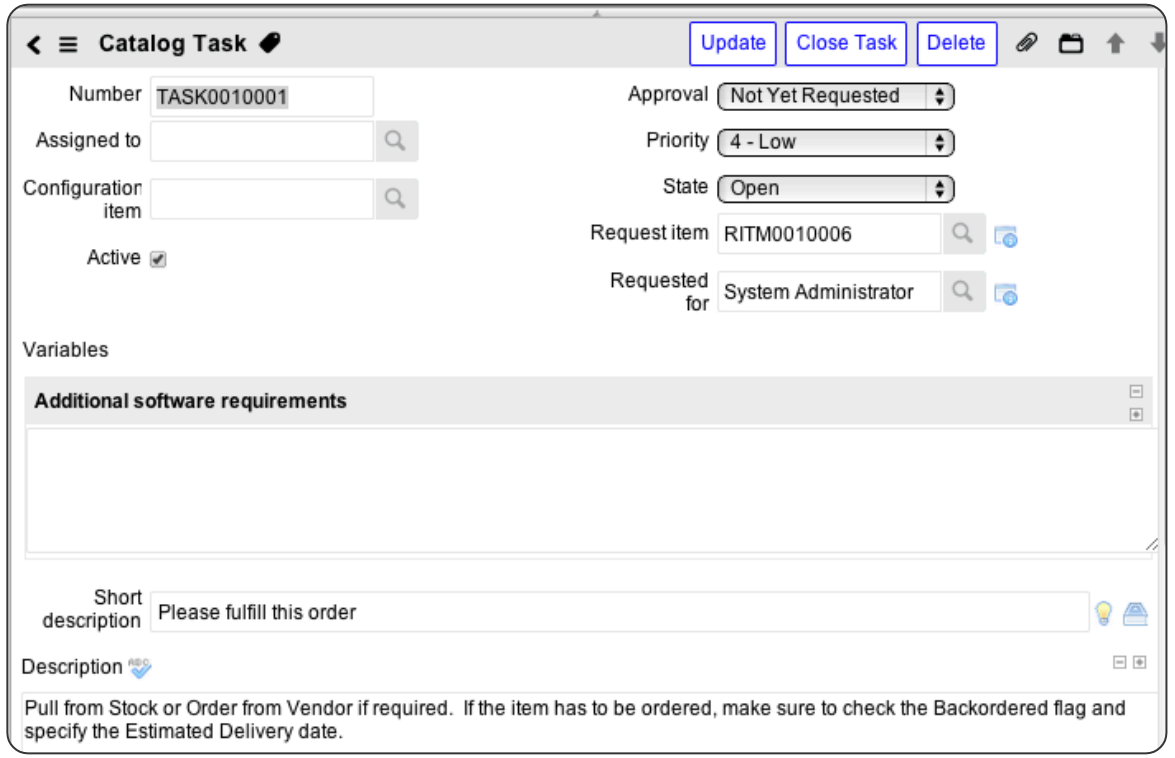
- Each requested item may also invoke a workflow.
- A single workflow may also be invoked by multiple items, so if your delivery process is the same for may types of hardware or software requests, you can gain efficiencies by leveraging the same workflow for all those similar items.
- For more non-standard items, feel free to create you own custom workflows.



© 2014 ServiceNow All Rights Reserved

Catalog Tasks

- The requested item may generate one or more catalog tasks. These tasks may be assigned to various teams and individuals to procure, configure, and deliver the item(s) to the customer.
- Each catalog task may show the variable options that the customer selected prior to checking out.



© 2014 ServiceNow All Rights Reserved

Top Takeaways

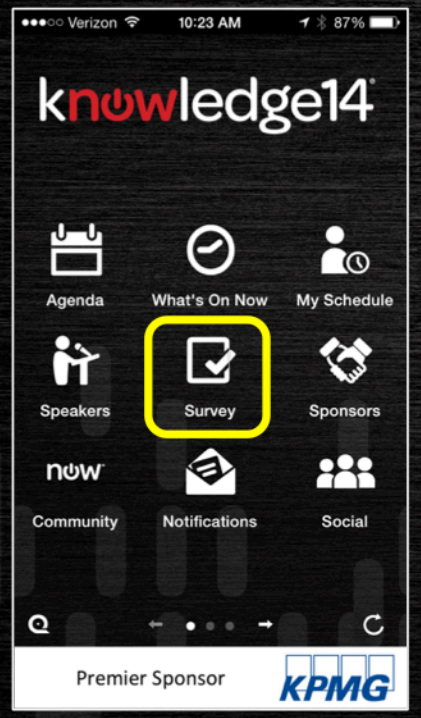
1 The Service Catalogs are the best way for employees to submit requests.

2 Intuitive Service Catalogs will drive customer adoption and satisfaction.

3 Standardizing your fulfillment processes will save you time and effort.

© 2014 ServiceNow All Rights Reserved

Tell us what you think!



Click on the survey link in your Knowledge14 mobile app. Help us make Knowledge 15 even more valuable!

Thank You

Eric Hemmer

Advisory Solution Consultant

ServiceNow

eric.hemmer@servicenow.com

Michael Brown

Delivery Manager

ServiceNow

michael.brown@servicenow.com

Want a copy of this deck?

Sign into the BuzzHub to unlock all the slides and lab guides from Knowledge14 sessions

