ITIL4 and ServiceNow

Orlando Release

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train to transform

Agenda

- Introductions
- ITIL4 Overview
- ServiceNow Overview
- Scenario Demonstration
- Question and Answer

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Introductions
Mario Vivas

Founder and Chief Education Officer

- **Education/Certifications**
- ServiceNow IT Service Management Implementation Specialist Certified
- ServiceNow Project Portfolio Management Implementation Specialist Certified
- ServiceNow System Administrator Certified,
- ITIL v3 Expert, BComm in Information Technology Management

- **Qualifications**
- 10+ years working with ServiceNow
- Over 50 implementation projects

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ITIL 4 Overview

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ITIL4 Overview

The ITIL 4 practices:

- Are important components of an organization's service value system
- Contribute resources to service value chain activities
- Include resources based on the 4 dimensions of service management
- ITIL Foundation: ITIL 4 Edition provides a brief overview of every practice
- Details of each practice are provided in the ITIL 4 practice guides available online via My ITIL

ITIL 4 Text – 3, 4

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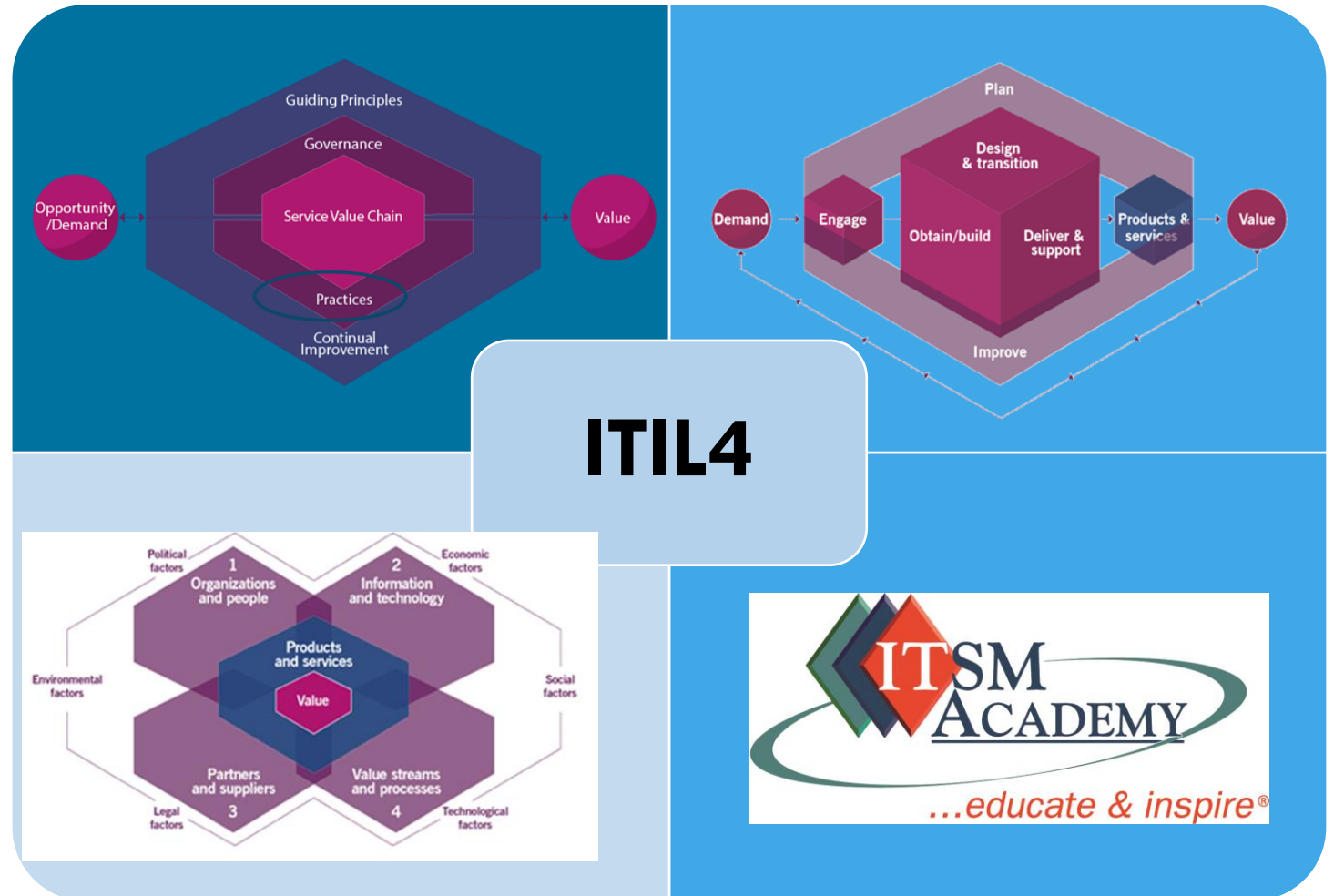
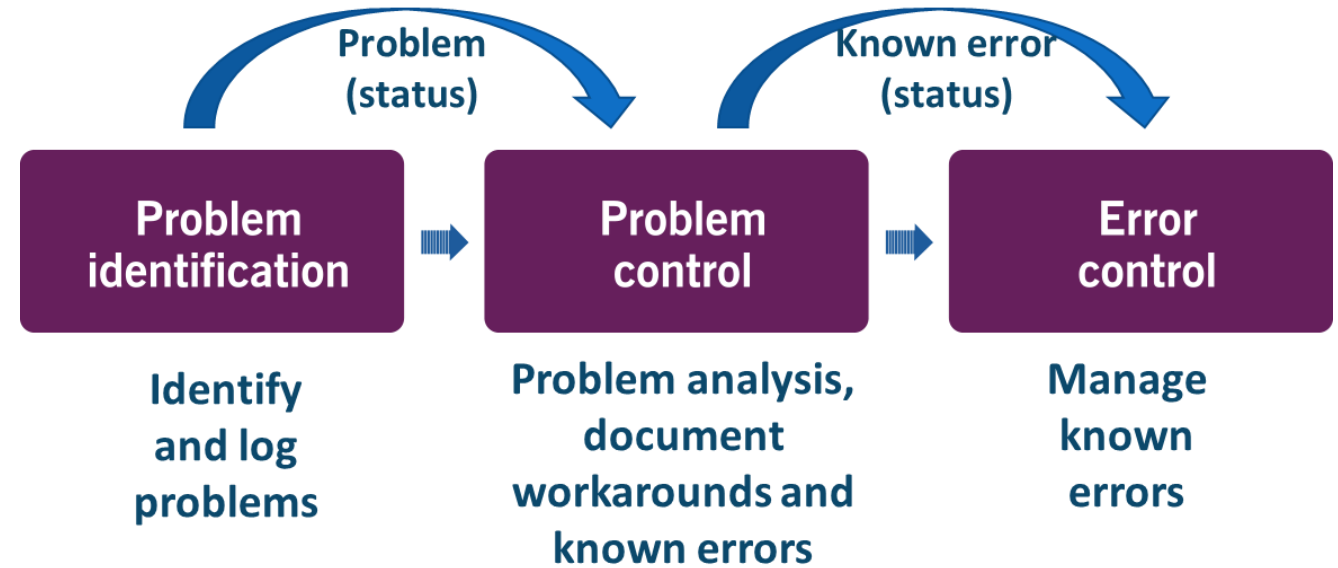# Incident Management Practice Success Factors (PSFs)

- Detect incidents early
  - Detect and register incidents automatically
  - Leverage machine learning solutions
- Resolve incidents quickly and efficiently
  - Enable integration across value streams
  - Embrace flatter structures and more dynamic collaboration methods (e.g., swarming)
  - Integrate with existing backlog management tools and techniques (e.g., Kanban)
- Continually improve incident management approaches
  - It's about the data!
  - Think models and automation
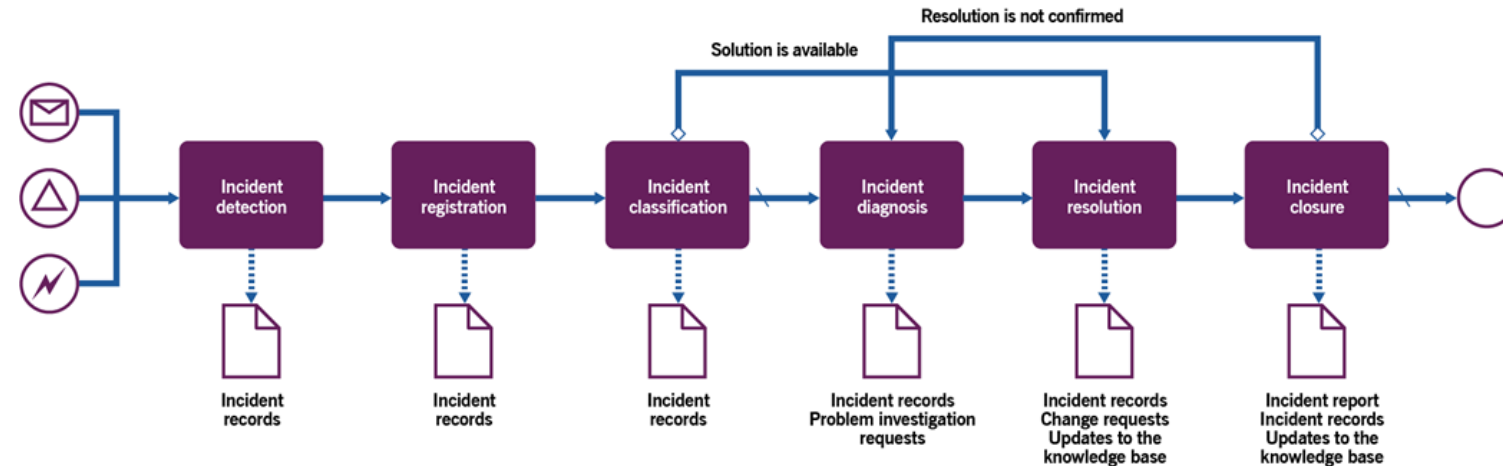
ITIL 4 Text – Incident Mgmt Practice Guide 2.4, 3.2.1

Problem Management Practice Success Factors (PSFs)

- Identify and understand problems and their impact on services
  - Proactive problem identification
  - Reactive problem identification
  - Problem control
  - Error control
- Optimize problem resolution and mitigation
 - Assess the effectiveness of problem management across value streams

Problem (status)

Known error (status)

Problem identification

Problem control

Error control

Identify and log problems

Problem analysis, document workarounds and known errors

Manage known errors

The concept of a single root cause has a very limited applicability in complex evolving environments.

ITIL 4 Text – Problem Mgmt Practice 2.2, 2.4

Change Enablement Practice Success Factors (PSFs)

- Ensure changes are realized in a timely and effective manner
  - Embrace agile approaches
  - Automate activities where possible
  - Delegate authority
  - Automate approvals where possible
- Minimize the negative impacts of changes
  - Leverage models and automated controls
- Ensure stakeholder satisfaction with changes and change enablement
  - Enable ongoing communication, collaboration and feedback
- Meet change-related governance and compliance requirements
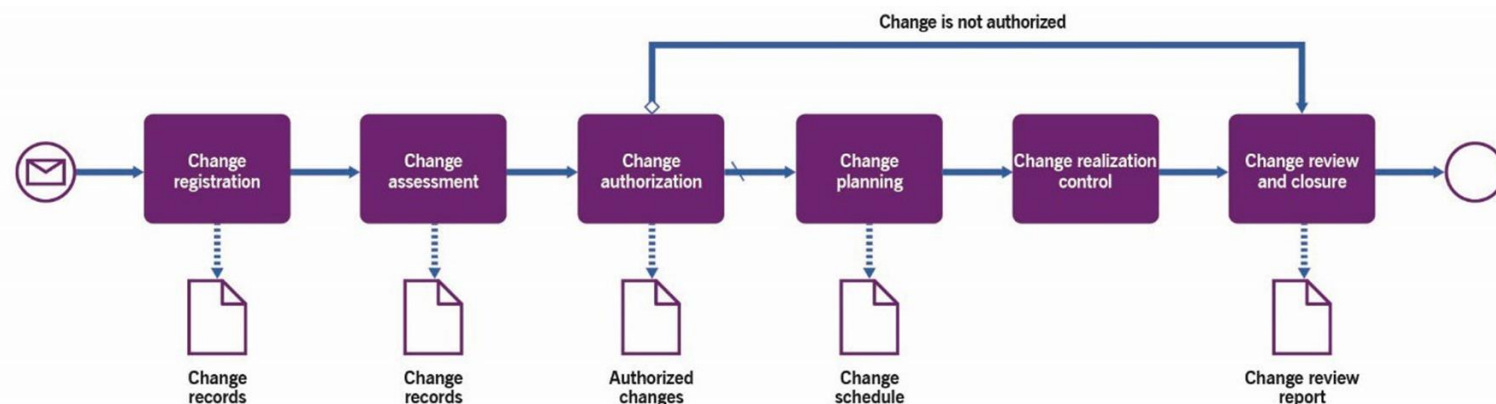
This process may vary depending on the change model.

ITIL 4 Text – Change Enablement Practice 2.4, 3.2.1

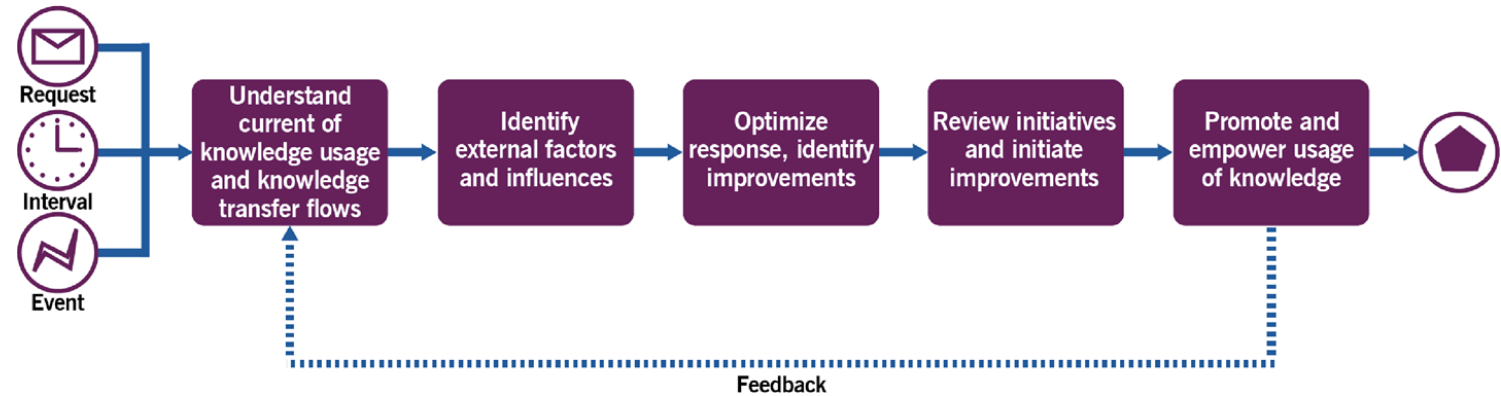# Request Management Practice Success Factors (PSFs)

- Ensure that the service request fulfilment procedures for all services are optimized
  - Think models
  - Optimize (procedures) and automate
  - Make available via a request catalog
- Ensure that all service requests are fulfilled according to the agreed procedures and to user satisfaction
  - Integrate with service level management and incident management
  - Measure user satisfaction
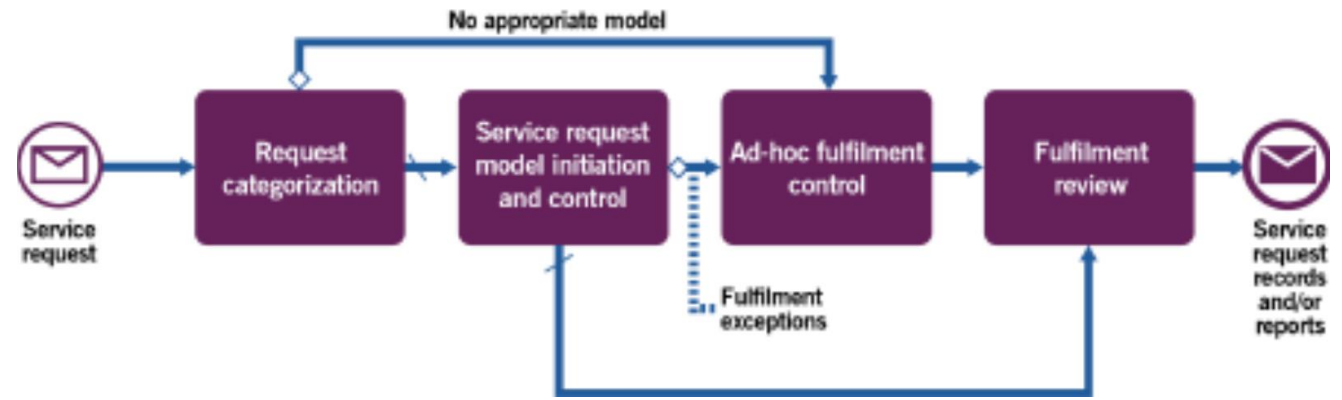
Knowledge Management Practice Success Factors (PSFs)

- Create and maintain valuable knowledge and transfer and use it across an organization
  - Create a culture of effective knowledge sharing and application
  - Integrate with social, collaboration, and ticketing and workflow management systems
- Effectively use information to enable decision-making across an organization
  - Shift left
  - Ensure access to information in multiple places
  - Look for opportunities to integrate information from multiple sources
  - Enable an efficient way to get feedback from stakeholders

Request
Interval
Event

| Understand current of knowledge usage and knowledge transfer flows | Identify external factors and influences | Optimize response, identify improvements | Review initiatives and initiate improvements | Promote and empower usage of knowledge |

Feedback

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Want to Learn More?

Core Publications and Certification Courses

ITIL Managing Professional (MP)			
ITIL Specialist **Create, Deliver & Support**	ITIL Specialist **Drive Stakeholder Value**	ITIL Specialist **High Velocity IT**	ITIL Strategist **Direct, Plan & Improve**
ITIL Foundation			

ITIL Strategic Leader (SL)	
ITIL Strategist **Direct, Plan & Improve**	ITIL Leader **Digital & IT Strategy**
ITIL Foundation	

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Practices Guides

Problem Management ITIL®4 Practice Guide
AXELOS.com

Incident Management ITIL®4 Practice Guide
AXELOS.com

Change Enablement ITIL®4 Practice Guide
AXELOS.com

A one year's subscription to My ITIL is included for all new ITIL® certificates.

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ServiceNow Overview

ServiceNow Orlando Overview

- 10 major product lines
  - over 58 major applications aligning to industry standards/processes
  - 400+ plugins for optional additional functionality
  - A vibrant vendor partner community building unique applications on the ServiceNow Store
  - A rich collection of spokes (templates) for integrating with other technologies
  - Wide range of quick tests built in Automated Test Framework application

- Orlando focus on:
  - Now Intelligence - AI-driven intelligence for smarter business decisions
  - Mobile – native mobile experiences
  - Workspaces – optimized portals for maximizing user access to information
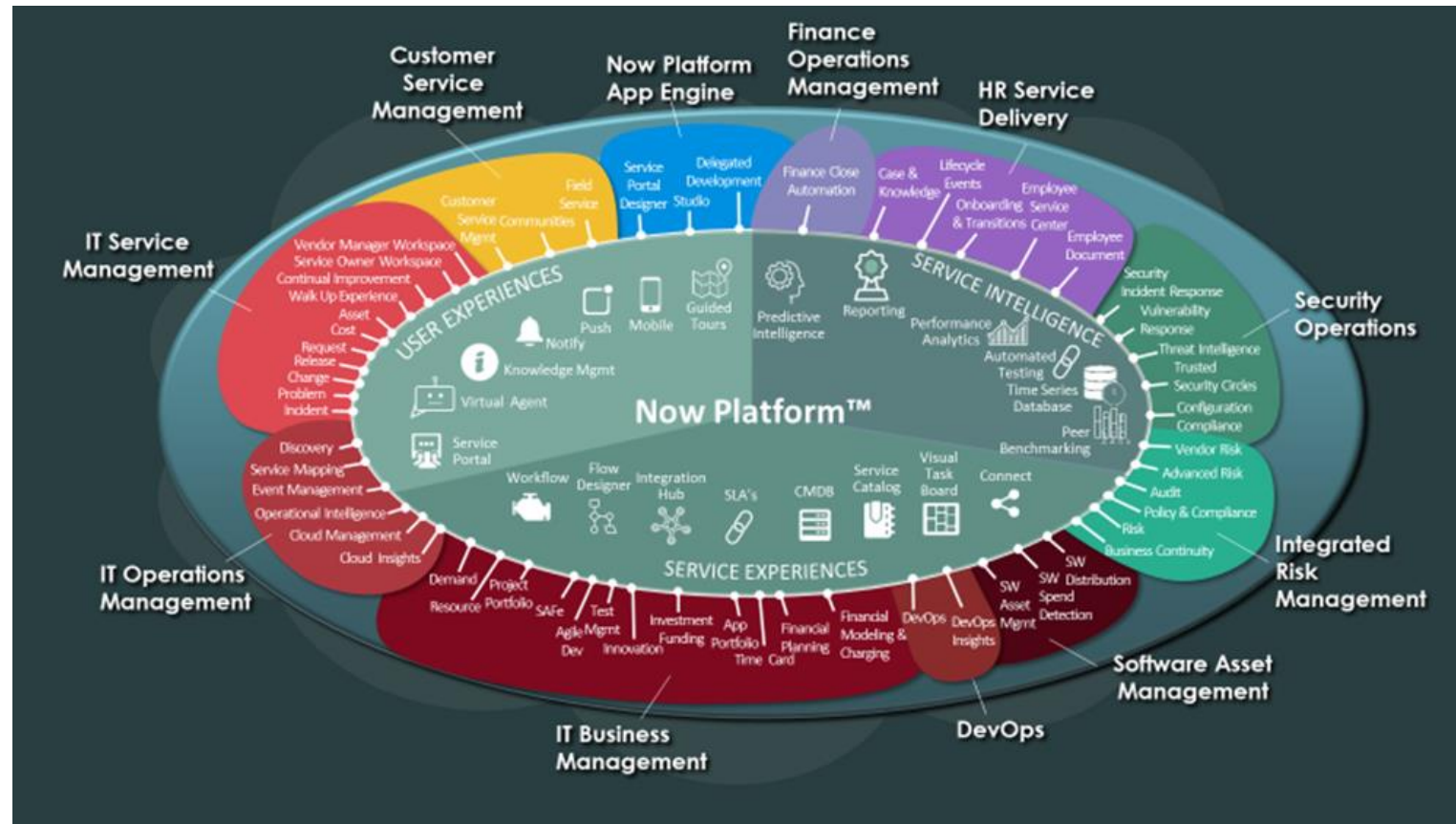
Integration Hub Spokes

Starter	Standard	Professional	Enterprise
Zoom	Jira	Google Drive	UiPath
Twilio	Jenkins	Google Dynamic Translation	DocuSign
Twitter	Kubernetes	Google Tasks	Adobe Sign
Slack	Docker	Gmail	Adobe Experience Platform
Workplace by Facebook	Infoblox	Google Calendar	Salesforce
HipChat	F5	SharePoint Online	Coupa
Microsoft Teams	GitLab	Microsoft Exchange Online	First Advantage
Cisco Webex	Azure DevOps Boards	Microsoft Exchange Server	AWS IAM
Google Hangouts	Ansible	Active Directory	Amazon SNS
	GitHub	Azure Active Directory	Amazon S3
		OneDrive	SCCM Usage Metering
		Box	Microsoft Dynamics CRM
		Okta	Azure Resource
			Azure SQL
			SCCM for Client Software Distribution

ServiceNow Incident Management Application Features and Optional Plugins

Service Desk Call application	Major Incident	Notify
Incident Communications Management	Flow Designer/Workflow Editor (Hierarchical Escalations)	SLA Definitions (Functional Escalations)
Survey Management application	On Call Scheduling	Agent Workspace for ITSM
Walk up Experience	ITSM Virtual Agent	Coaching
Continual Improvement Management	Service Portal	
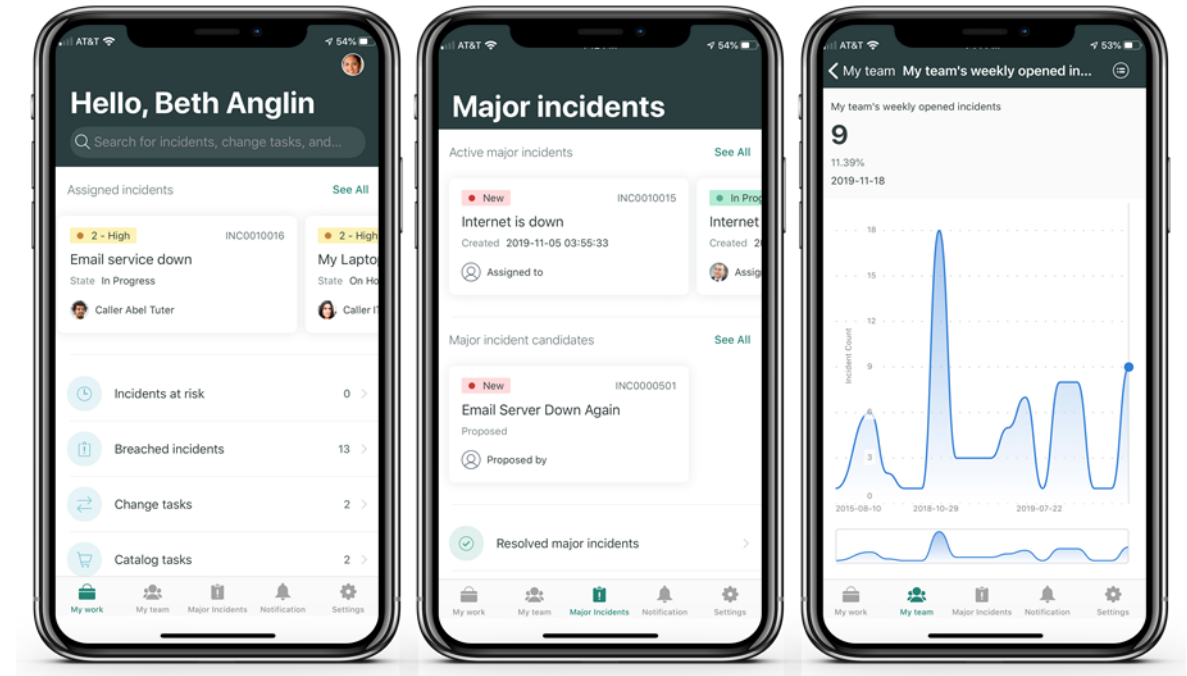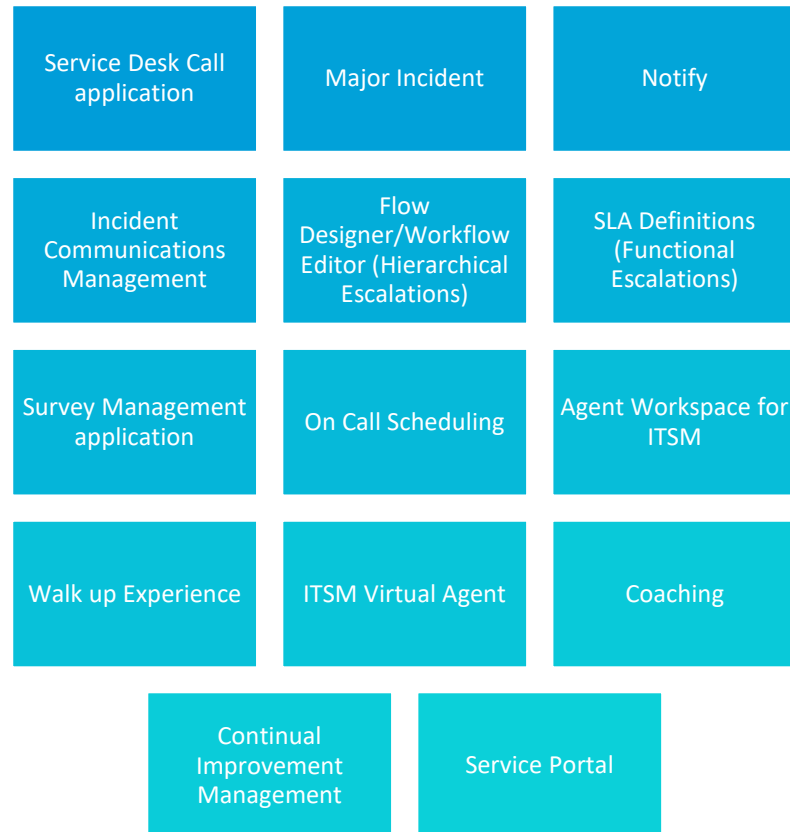
ServiceNow Problem Management Application Features and Optional Plugins

Problem Management Best Practice – Madrid	**Business Stakeholder**
ITSM Roles – Problem Management	**Problem Management Best Practice – Madrid – State Model**
Problem Management – ATF Tests	**Problem Management Best Practice – Madrid – Knowledge Integration**
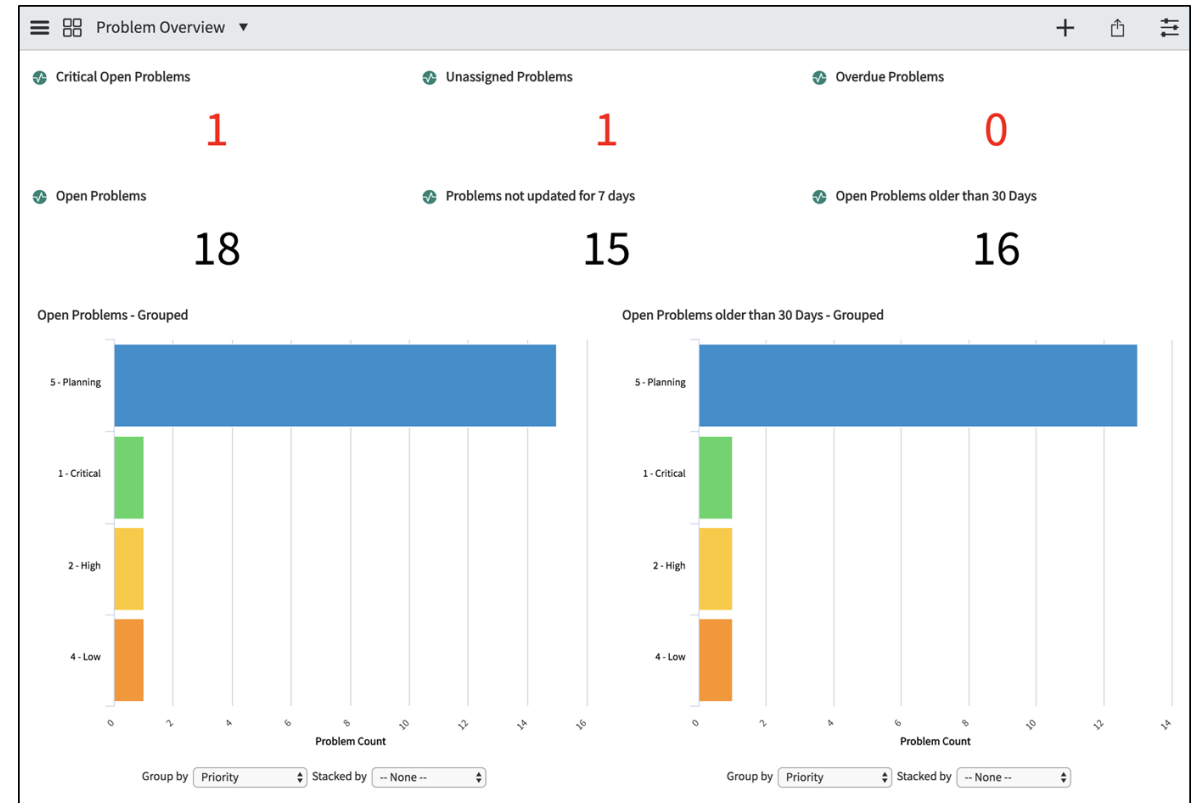
ServiceNow Change Management Application Features and Optional Plugins

Standard Change Catalog

Workflows per Change Type

Change Approval Policies

State Model Management

Risk and Conflict Detection Analysis

Risk Assessment v2.0

Change Advisory Board Workbench

Blackout and Maintenance Schedules

Discovery and SAM Integrations

Business Stakeholder

Release Management v2.0

Agile Development 2.0

DevOps and DevOps Insights
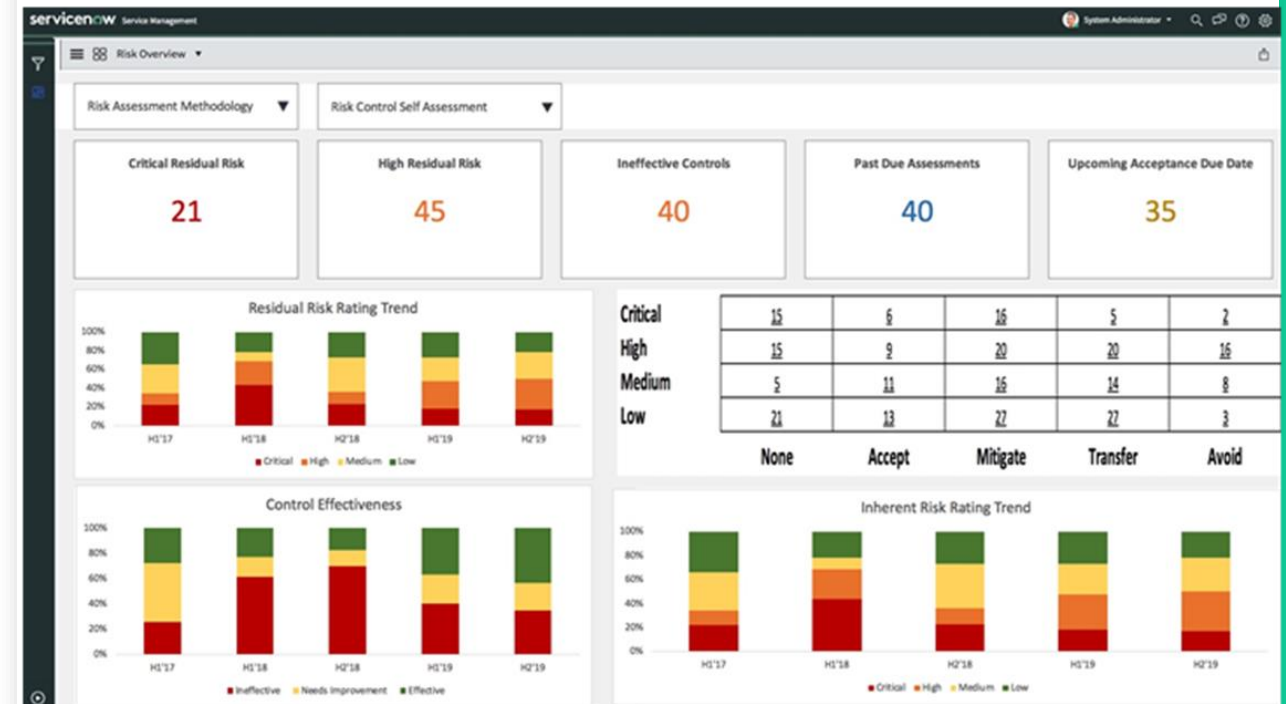
ServiceNow Service Catalog Application Features and Optional Plugins

Business Stakeholder

Topic blocks for Service Catalog in ITSM Virtual Agent

Walk-Up Experience

Flow Designer for Service Catalog

The Automated Test Framework Service Catalog

The Automated Test Framework Service Catalog Service Portal

Hardware Asset Product Catalog and Procurement
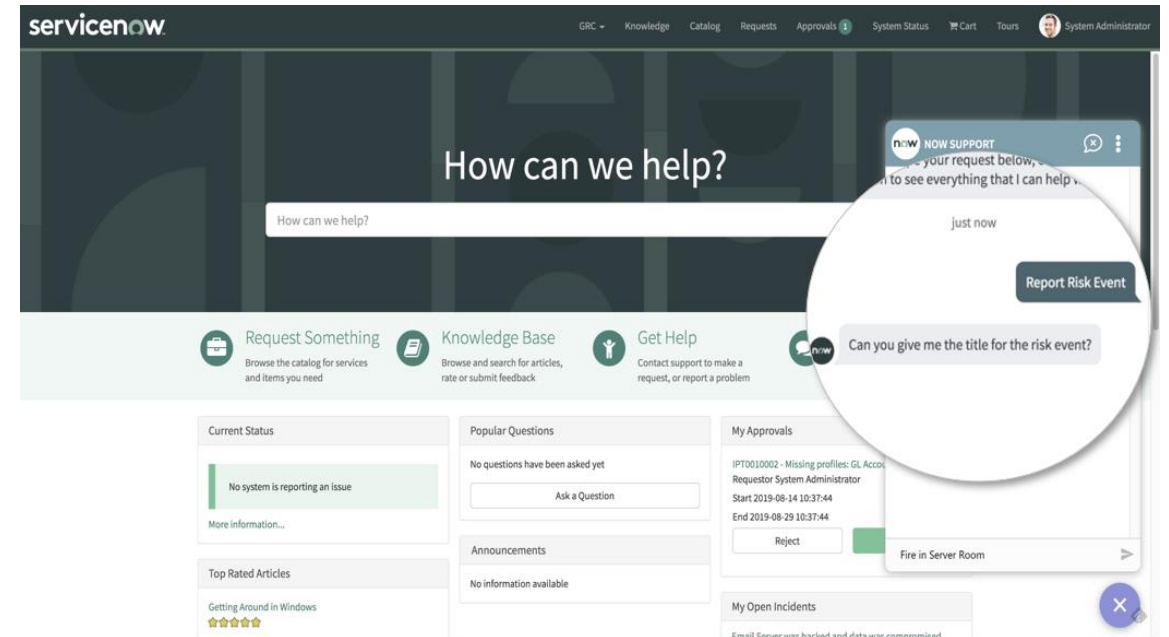
ServiceNow Knowledge Management Application Features and Optional Plugins

Knowledge Management v3	Knowledge Management Service Portal	Knowledge on Now Mobile
Social Q&A	Actionable Feedback	Knowledge Management Advanced
KCS Integration for Incident Management	Problem Management Best Practice – Madrid – Knowledge Integration	Knowledge Article Versioning & Version Compare
Knowledge Translation Management	Article Quality Index	External Content Integration
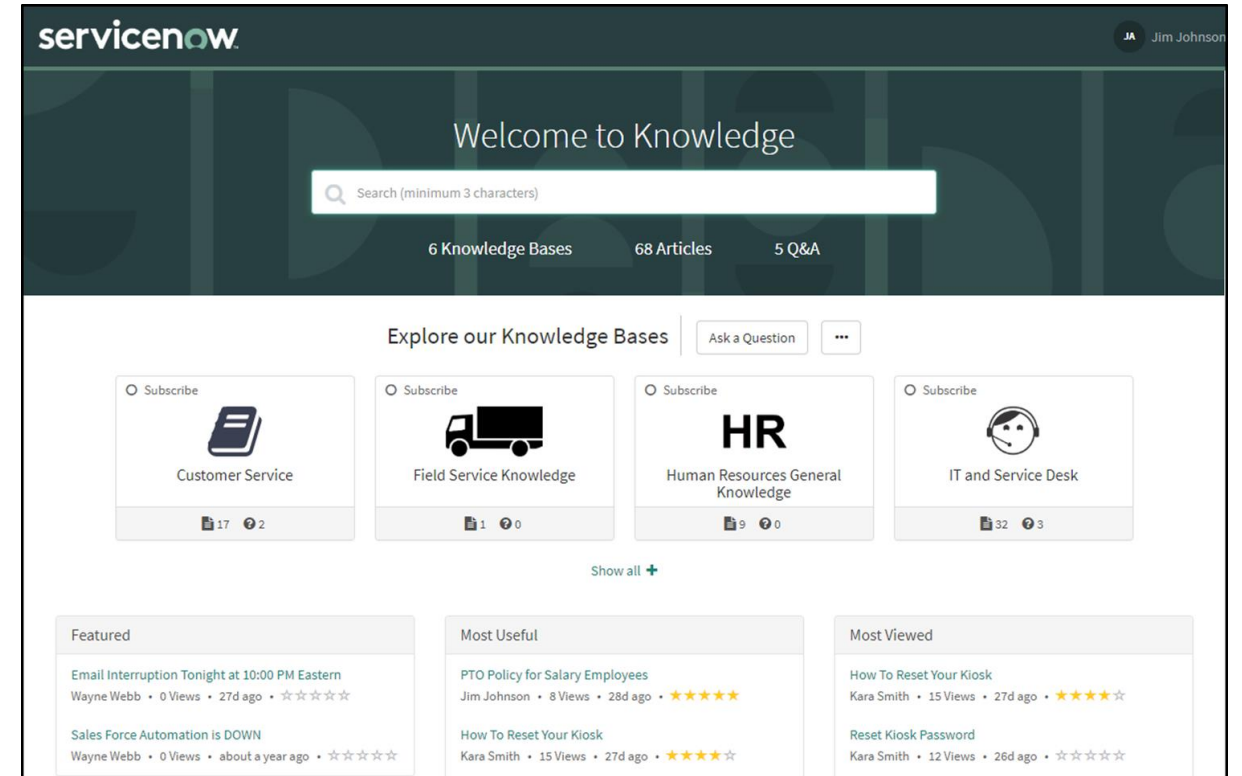
Demonstration
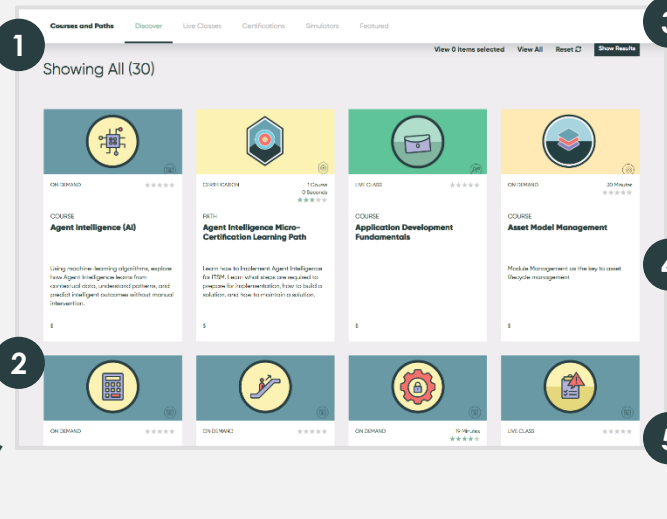
Now Learning

Now Learning Components

1 Single source for content, certification maintenance, and profile for all roles

2 Expanded self-service, online courses, and activities

3 Integration into Now Creators ServiceNow Profile

4 Personalized learning plan creation

5 Hands-on labs with validation and feedback

Now Learning Portfolio

1 Self-paced, on-demand courses

2 Instructor-led, multi-day courses (classroom and virtual)

3 Hands-on labs with simulators for real-world practice and assessment

4 Predefined recommended learning paths by role

5 Change enablement training

6 Events and workshops

7 Micro-certifications and Certifications

Summary

- ITIL4 Guiding Principles – think and work holistically
- ITIL4 Guiding Principles - Optimize and automate
- ITIL4 Guiding Principles - Collaborate and promote visibility
- ITIL4 Guiding Principles - Keep it simple and practical
- ServiceNow – Integration Spokes, Store Apps & Plugins
- ServiceNow – Workspaces
- ServiceNow – Visual Task Boards, Agile Boards, Collaboration Integrations

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