

## ServiceNow Incident Management

### Benefits

- Accelerate Service Restoration**  
 Quickly identify affected services and potential causes with business service management maps, find solutions in the Knowledge Base, and use ServiceNow Orchestration to automate common resolutions.
- Deliver a Consumerized Experience**  
 Empower people to find answers, get help, and collaborate through an intuitive, self-service portal available anywhere, anytime, on any device.
- Drive Service Improvement**  
 Gain operational insight and make better-informed decisions with detailed metrics and survey feedback presented through configurable reports and dashboards.

### The IT Challenge

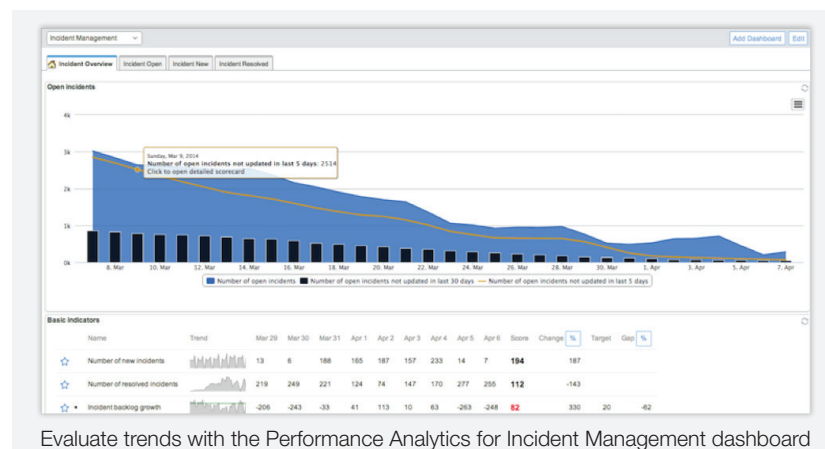
Businesses suffer IT service disruptions every day – often resulting in lost revenue, reputation damage, and unhappy customers. To minimize the negative impact of these incidents, a combination of people, process, technology, and information is needed to help restore normal operations as quickly as possible. In many reactive organizations, information about services is scattered across disparate systems and support is handled through tribal knowledge and informal processes. This does not scale and is risky to business stability. Without accurate service information, it is difficult to understand the business impact of incidents, know who to call and when, identify causes, collaborate on solutions, apply fixes, provide self-service support, and measure results. To transform from reactive fire-fighters to proactive business enablers, and to reduce the adverse impact of incidents on business operations, IT must consolidate information about services in a single system of record and better leverage workflow and automation to speed resolution.

### The ServiceNow Solution

ServiceNow® Incident Management streamlines the process of restoring service following an unplanned disruption. It allows IT to capture and categorize incidents through self-service, chat, email, phone, and incoming events. Incidents are prioritized based on agreed service level targets and routed to the appropriate resolution group, complete with related information. An On-Call Scheduling feature can be used to escalate incidents to the correct support teams and assignment groups, with automated triggers and bi-directional notifications so escalations may be acknowledged. For incidents that require collaboration, chat rooms that log conversations can be launched.

The ServiceNow IT Service Automation Suite contains many tools that allow organizations to investigate, diagnose, and resolve incidents. Self-service users and technicians can search the ServiceNow Knowledge Base for known errors and fixes, rate articles and provide feedback, and contribute new articles. ServiceNow CMDB's business service management map provides a graphical view of complex IT infrastructure and service relationships, helping technicians see the business impact of incidents, problems, and change requests. ServiceNow Orchestration can be used to resolve incidents automatically and restore services faster.

To drive continual service improvement, every step of the incident lifecycle is tracked and survey feedback is collected. Management has total visibility with built-in metrics, reports, and dashboards that can be personalized to suit individual needs. ServiceNow Performance Analytics provides even deeper insights.



## Consumer Experience

ServiceNow provides many features that allow people to get help at work the same way they do at home. The ServiceNow Service Catalog presents an intuitive, consumer-like storefront for people to self-help, request services, log issues, and check progress. Since ServiceNow is accessible on mobile devices, people have the flexibility to get support anywhere, anytime. To further increase adoption, customers can customize the user interface to match their organization's look and feel using ServiceNow's built-in content management system. Some people prefer to use social channels for support. ServiceNow Live feed is a place for people to get help, collaborate, and share information. ServiceNow Chat provides a familiar and cost effective way to support many people at once while capturing transcripts of each call.

## Comprehensive Incident Lifecycle Management

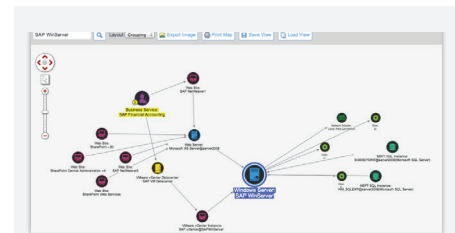
ServiceNow provides flexible out-of-the-box processes that can easily be adapted to meet specific business requirements. Incidents are logged through a variety of channels – self-service, chat, email, phone calls, events, and integrations. Categories help organize incidents and route them to the appropriate group. Configurable priority tables ensure incidents are handled in the best order to meet service level agreements. For complex issues, ServiceNow CMDB's interactive business service management map provides a graphical view of IT infrastructure and service relationships to help investigate and diagnose issues. Solutions and known error workarounds are easy to find and document in the ServiceNow Knowledge Base. If needed, it takes a single right-click to create a change request. When service is restored, users enter closure information and mark the incident solved. Users can also right-click to create a problem record for further investigation or to conduct root cause analysis.

## Effective Major Incident Communications

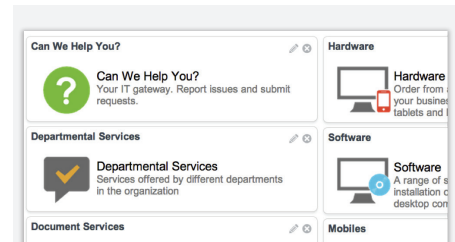
The Incident Alert Management feature enables organizations to manage communications effectively and get the appropriate people engaged quickly when a major business issue or incident occurs. After creating an incident alert, it is processed through a set of predefined states to ensure efficient and consistent handling. When an incident alert is resolved, a post incident review (PIR) meeting is initiated to review and learn from the issues that arose from the event. Stakeholders can monitor events and results with the incident alert dashboard and reports. To centralize communications further, organizations may use the optional Notify feature to send bi-directional notifications by SMS messages and voicemails, and to set up conference calls.

## Personalized Metrics, Reports, and Dashboards

ServiceNow includes built-in metrics and surveys to measure service levels and drive continual service improvement. Users can create additional metrics and surveys to collect more data and present results in interactive reports and dashboards. A simple and flexible reporting engine allows users to quickly generate, customize, and save reports directly from a list of records with a simple right-click for instant analysis. Users can also personalize dashboards by simply dragging and dropping gauges and reports to highlight the most important information to them. Incident Management includes a limited version of ServiceNow Performance Analytics that provides many predefined key performance indicators (KPI), breakdowns, and the ability to visualize the last 180 days of data. The full version of Performance Analytics provides even deeper insights with a large KPI library and the ability to monitor longer trends.



Visualize service relationships and configuration item health to identify cause and impact



Deliver a consumer experience to drive self-service

## One System of Record on a Single Platform

Since all ServiceNow applications and features share a common platform, ServiceNow Incident Management is seamlessly integrated with other ITSM processes. Receive incoming events from external systems and relate configuration items to incidents and visualize service relationships. Track individual assets and evaluate asset model trends. Right-click to create related records like changes and problems. Dispatch technicians to repair services with ServiceNow Field Service Automation and automate service restoration activities with ServiceNow Orchestration. Track vendor tickets within incidents to better manage vendor performance and follow incidents on Live feed.

**servicenow**

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