

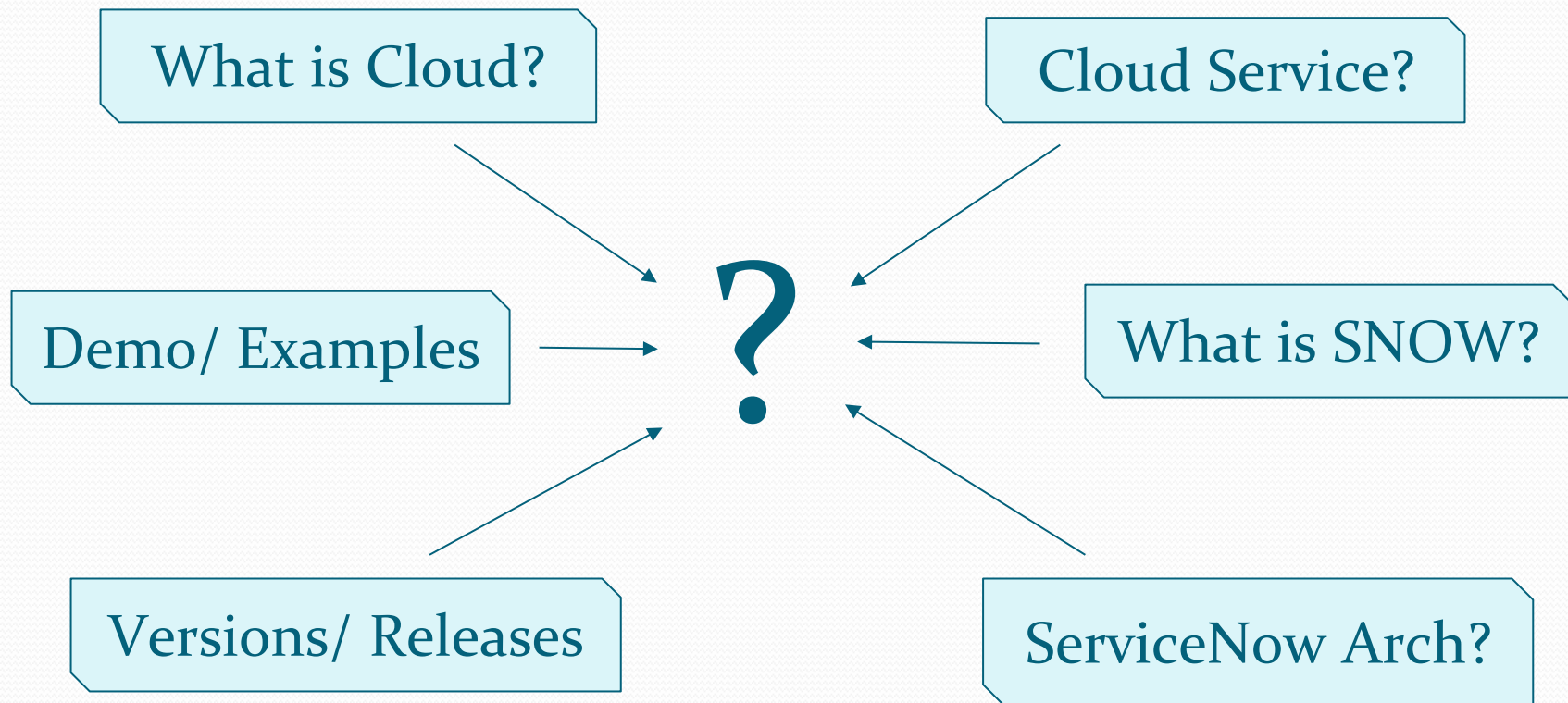
The image features a city skyline at night with illuminated skyscrapers and a grid-patterned plaza in the foreground. A semi-transparent white banner is overlaid at the top, containing the ServiceNow logo. The logo consists of the word "service" in a grey, lowercase sans-serif font, followed by "now" in a red, lowercase sans-serif font. The "o" in "now" is a stylized power button symbol. The background also includes faint white lines forming a network or globe structure.

service**now**

why there is so much buzz!

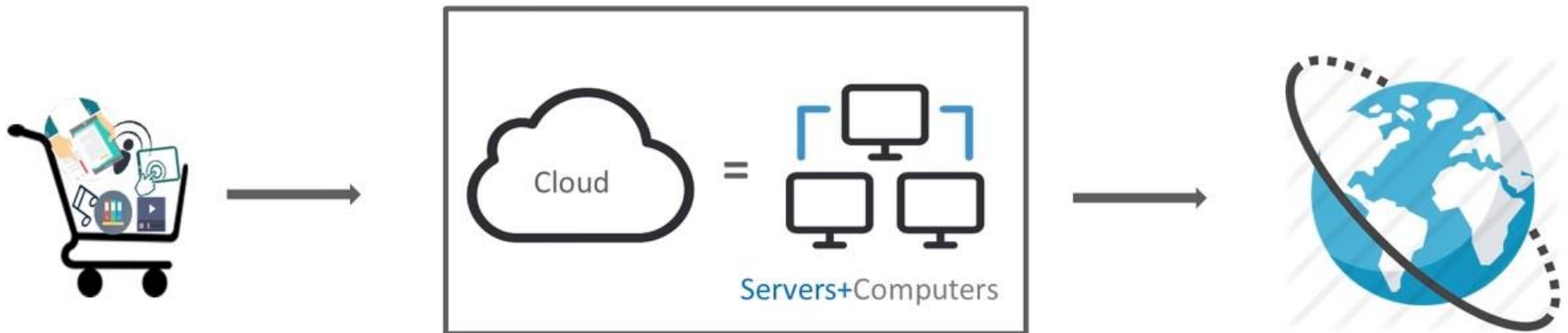
PRESENTED BY:
Mazhar K

Do you know the following?

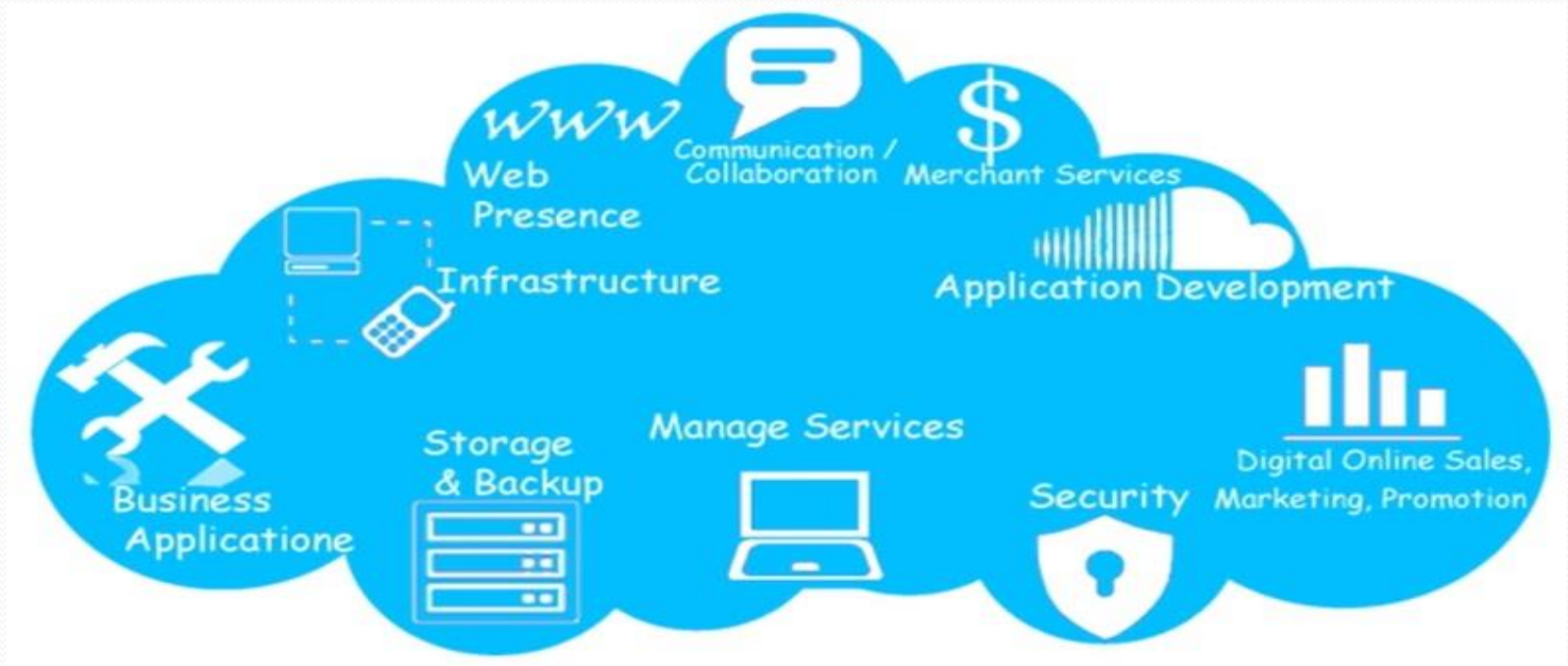


What is a Cloud?

- Anything (data) that can be accessed on the internet
- Browser + Internet
- Cloud --> Connection of Servers or Computers
- Ex: Gmail (Simple) & ServiceNow (Enterprise level)
- Solely owned by a 3rd party



What is a Cloud Service?



Set of Resources/ Services

Delivers to its Customers via Internet

Cloud --> Connection of Servers or Computers

Cloud Services & Deployment Models

01
SaaS

Software as a Service



02
PaaS

Platform as a Service



Windows Azure



App Engine

servicenow

03
IaaS

Infrastructure as a service



What is **servicenow**™?

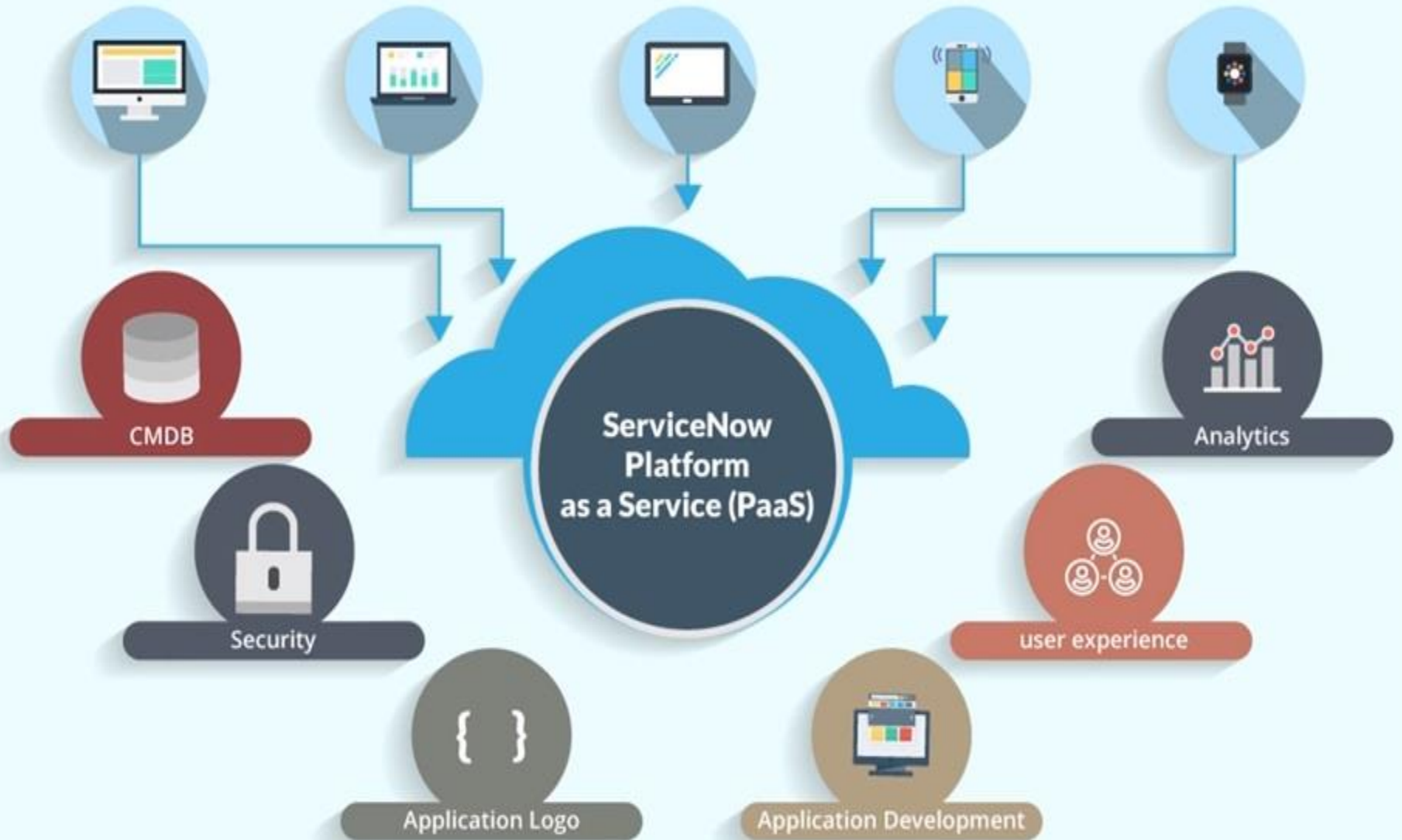
- Software platform --> IT Service Management
- Automate common Business Processes
- Software as a Service (SaaS) platform
- Modular Applications --> vary by instance & User

History

- Founded in 2003 (Glidesoft)
- Fred Luddy - Founder & Owner
- ex-CTO of Peregrine Systems & Remedy Corporation



ServiceNow as PaaS

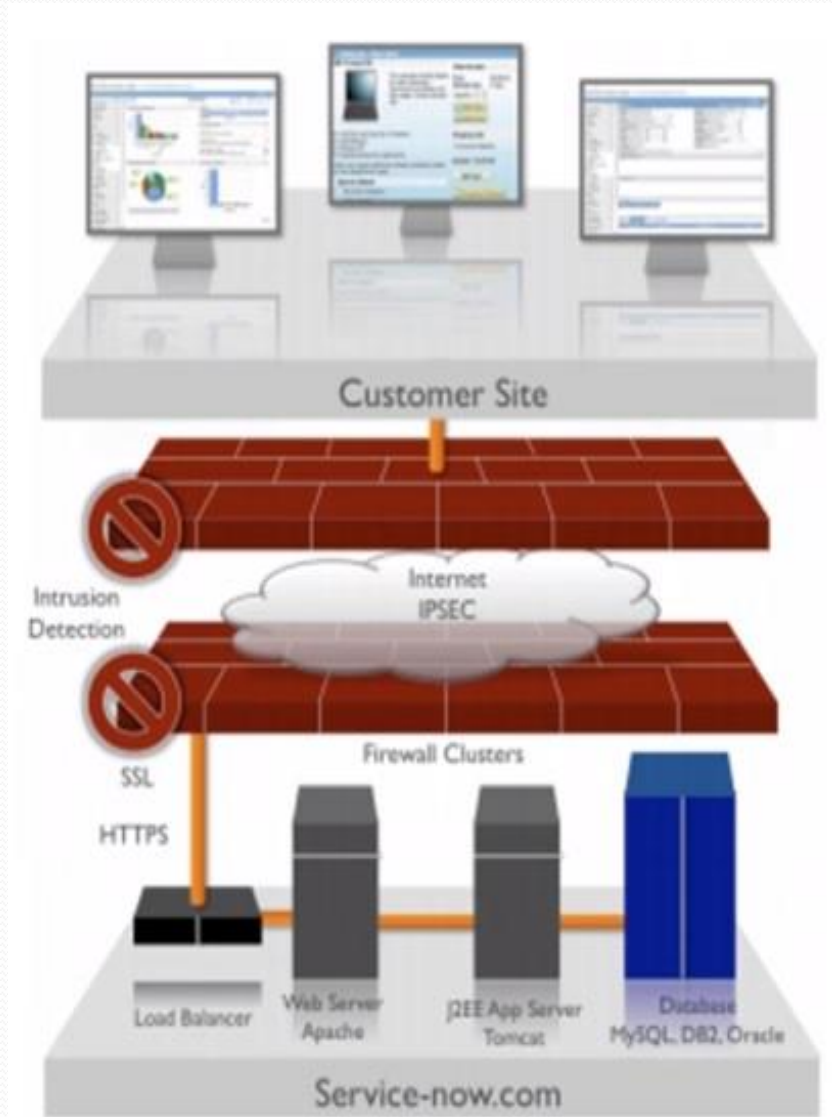


Major Customers...



ServiceNow Architecture

- Java based platform
- J2EE TOMCAT Web Server
- Red Hat LINUX
- Load Balancer
- Internet IPsec
- Firewall Clusters
- MySQL database
- JavaScript Engine

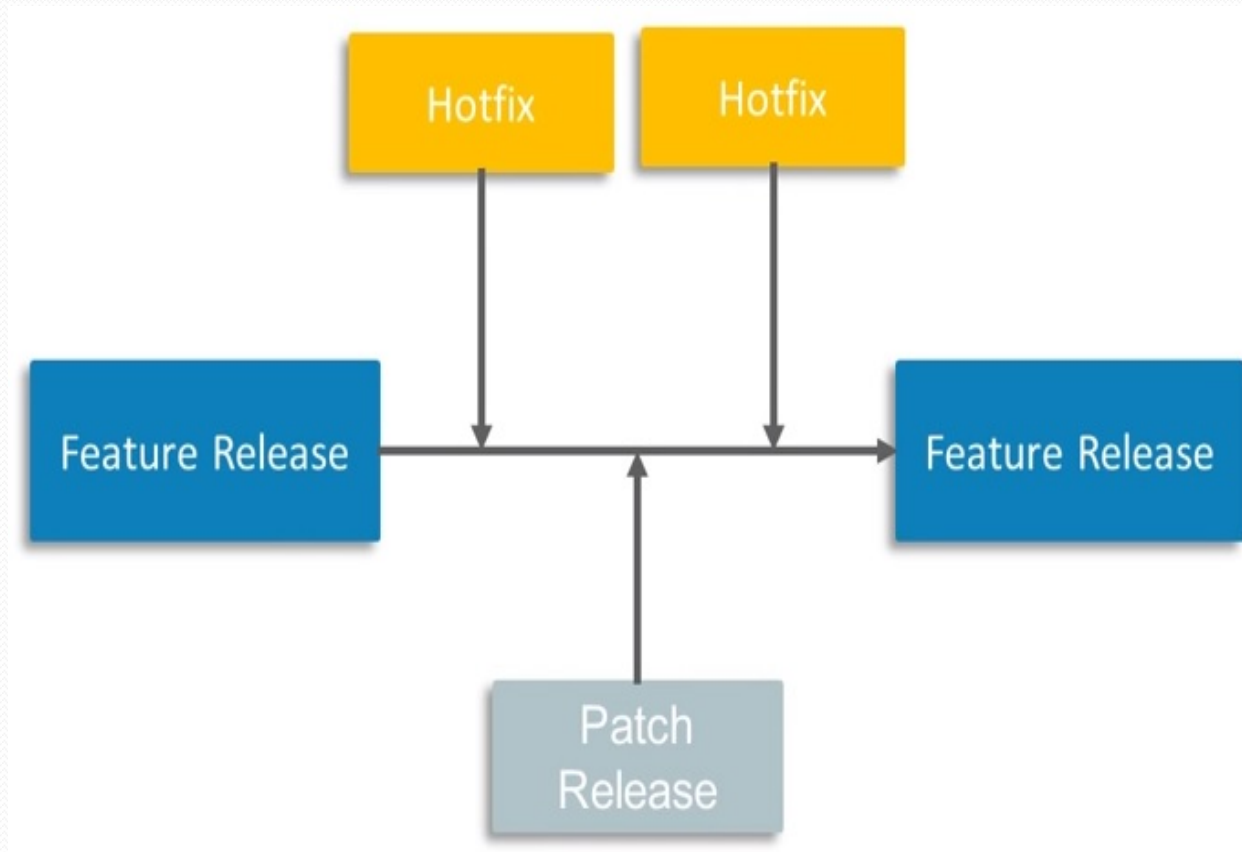


Versions/ Releases

- 10 - 12 month release cycle
- Phases of the release: Feature Release, Patch Release, Hotfix
- New UI, New Apps & New Features

Releases:

- Aspen 2011
- Berlin 2012
- Calgary 2013
- Dublin 2014
- Eureka 2014
- Fuji 2015
- Geneva 2015
- Helsinki 2016
- Istanbul 2016
- Jakarta 2017



ServiceNow Dashboard

The screenshot displays the ServiceNow dashboard interface. At the top left, the 'service now' logo is followed by 'Service Management'. On the top right, the user is identified as 'System Administrator' with a profile picture and several utility icons (search, chat, help, settings). Below the header, a 'Filter navigator' is on the left, and a 'System Administration' dropdown menu is in the center. The main content area is titled 'System Administration' and contains a grid of ten tiles, each representing a different administrative function. A left-hand navigation menu is visible, listing various categories like Self-Service, Guided Setup, Service Desk, Incident, and Reporting and Analytics.

service now Service Management

System Administrator

Filter navigator

System Administration

System Administration

- 10 Things**
10-minute tour of things you can do in ServiceNow
- Guided Setup**
Guided Setup tools to help you set up ServiceNow
- Business Logic**
Manage workflow and behavior of applications
- Create and Deploy**
Create, modify and deploy applications to your instances
- Data Management**
Manage the way data is stored and displayed
- Diagnostics**
Performance, development and debugging tools
- Email**
Customize behavior of inbound and outbound email
- Homepages**
Configure homepages for Service Desk and Self Service users
- Integration**
Integrate with 3rd-party systems and data sources
- Reporting and Analytics**
Create visual representations of your data
- User Administration**
Manage users, groups and their roles
- User Interface**
Control the look and feel of applications

Self-Service

Guided Setup

ITSM Guided Setup

ITOM Guided Setup

Service Desk

Incident

Create New

Assigned to me

Open

Open - Unassigned

Resolved

All

Sample Job - ServiceNow BSA

You will be accountable to:

- Analyze and validate **business requirements** and develop **functional specifications** and **system design specifications**
- Work with internal clients (both business and technology staff) to accurately gather and **interpret requirements/specifications and translate** them into appropriate documents
- Perform **QA activities** (including but not limited to data quality, data integrity and functional testing), Develop test scenarios, test cases and present test results with supporting data
- Liaise with the project team and development groups to resolve defects; escalate issues to management when necessary
- Provide management with regular status report of work packages completed and future planned activities

Sample Job... (cont)

Your experience includes:

- Bachelor's degree required in computer science and/or equivalent work experience
- 3-5 years of experience in business analysis and information systems
- Experience with ServiceNow and HP ALM (Quality Center)
- Experience with application testing (including but not limited to .Net/Java platforms)
- Knowledge of MS Office including MS Project and Visio required