

ServiceNow: MAKE WORK BETTER

ServiceNow is a cloud-based software platform providing SaaS-based solutions for technical management support, specializing in ITSM (Information Technology Service Management), IT operations management (ITOM), and IT Business Management (ITBM).

It is designed to help organizations automate and streamline their IT services, IT operations, and business processes.

Solutions:

IT Service Management (ITSM)

Allows organizations to automate and manage all aspects of their IT services, including incident management, problem management, change management, and service level management.

IT Operations Management (ITOM)

Provides a single platform for managing IT infrastructure and operations, including monitoring, event management, and discovery.

IT Business Management (ITBM)

Allows organizations to align IT with business objectives, track costs and performance, and optimize IT spending.

IT Asset Management (ITAM)

Manages and tracks IT assets, including software licenses and hardware inventory.

Service Portal

Provides a self-service portal for employees to request IT services and access knowledge base articles.

Workflow Automation

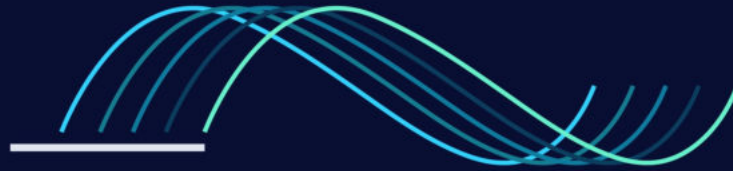
Automates and streamlines business processes, such as HR and procurement.

Without a single platform, organizations are forced to provide these services through different systems and ineffective processes. ServiceNow solves that problem as it is a single code base, a single data model, a single workflow engine, and a single integration point. ServiceNow isn't a tool or solution for a specific process within a particular department. The platform integrates people, processes, and infrastructure across different departments to accomplish a range of tasks.

Key Differentiators

User-friendly	User-friendly interface that makes it easy for employees to access and use, further enhancing its popularity.
Comprehensive capabilities	Making it a one-stop shop for IT service management needs.
Scalability	Meet the needs of organizations of all sizes.
Cloud-based	Easy to access and use from anywhere, with no need for additional hardware or software.
Customizable	Customize IT service management processes and workflows to fit specific needs; a popular choice for businesses that have unique IT service management requirements.
Automation capabilities	Help streamline IT service management processes and improve overall efficiency.
Integration	Integrates with other tools and platforms, such as Active Directory and other IT service management solutions. It is a popular choice for those organizations that integrate their IT service management processes with existing tools.
Widely adopted	Widely adopted across different industries, including healthcare, finance, retail, telecoms, and government, due to its flexibility, scalability, and ability to meet different organizations' specific needs.

With a strong focus on the service element of activities and processes, it helps organizations operate faster and be more flexible, scalable, and efficient than ever before.



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