

servicenow

MeriTalk

servicenow federal summit

March 4, 2019 • 8:00 am – 5:00 pm
Marriott Marquis • Washington, D.C.

Digital Transformation

The foundation for consumer-like services



Experiences matter

“

Innovations in citizen engagement, design thinking, and technology-inspired approaches are making the task of government transformation easier and opening up new horizons for better, faster delivery.

From McKinsey research:

<https://www.mckinsey.com/~media/McKinsey/Industries/Public%20Sector/Our%20Insights/Delivering%20for%20citizens%20How%20to%20triple%20the%20success%20rate%20of%20government%20transformations/Delivering-for-citizens-How-to-triple-the-success-rate-of-government-transformations.ashx>



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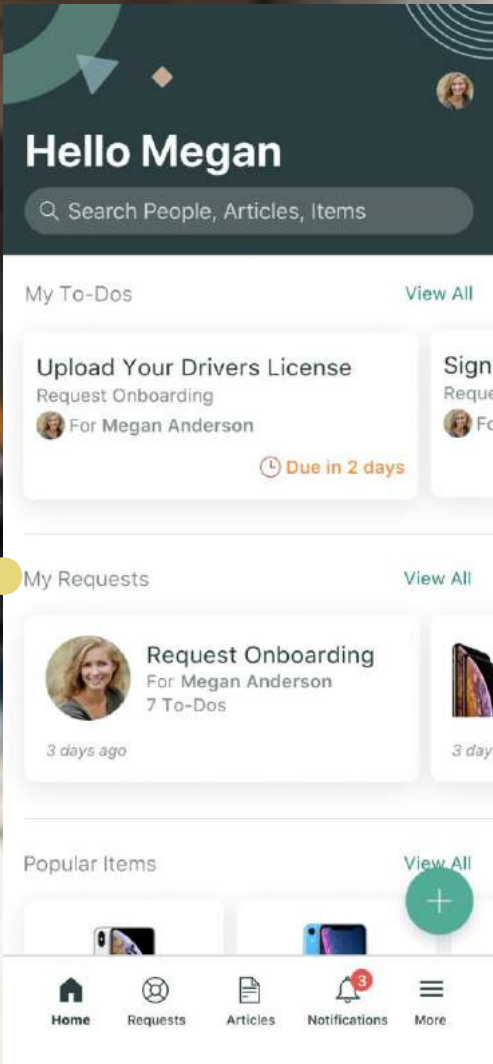
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Digital Transformation

The foundation for consumer-like services

Digital Workflows create great experiences and unlock productivity





“

When I started ServiceNow in 2004, my vision was to build a cloud-based platform that would enable regular people to route work effectively through the enterprise.

Fred Luddy, Founder





ServiceNow purpose

**We make the world
of work, work better
for people.**



The strategic platform to build any digital workflow fast



Now Platform[®]

The intelligent and intuitive platform for work.™

3 Workflow Experiences



IT



Employee



Citizens



Custom Workflows

**App Engine &
IntegrationHub**

Build enterprise workflow apps fast



Partner Workflows

A hand is shown pointing towards a futuristic, glowing blue digital interface. The interface features concentric circles and a central icon resembling a stylized 'G' or a network node. The background is dark with some blurred light sources, suggesting a high-tech environment.

10

Reimagine your processes as digital workflows

Form Designer

Anyone can build forms to digitize business process

The screenshot displays the ServiceNow Form Designer interface for a 'Self-Help Case' form. The interface is divided into three main sections: a left-hand 'Fields' pane, a top 'Form Design' header, and a central design area.

Fields Pane (Left): This pane lists various fields available for selection. It includes a 'Filter' section and a list of fields such as 'Active', 'Active account escalation', 'Active escalation', 'Activity', 'Activity due', 'Actual end', 'Actual start', 'Additional assignee list', 'Approval', 'Approval history', 'Approval set', 'Asset', 'Assigned to', 'Assignment group', 'Business duration', 'Business service', and 'Case'.

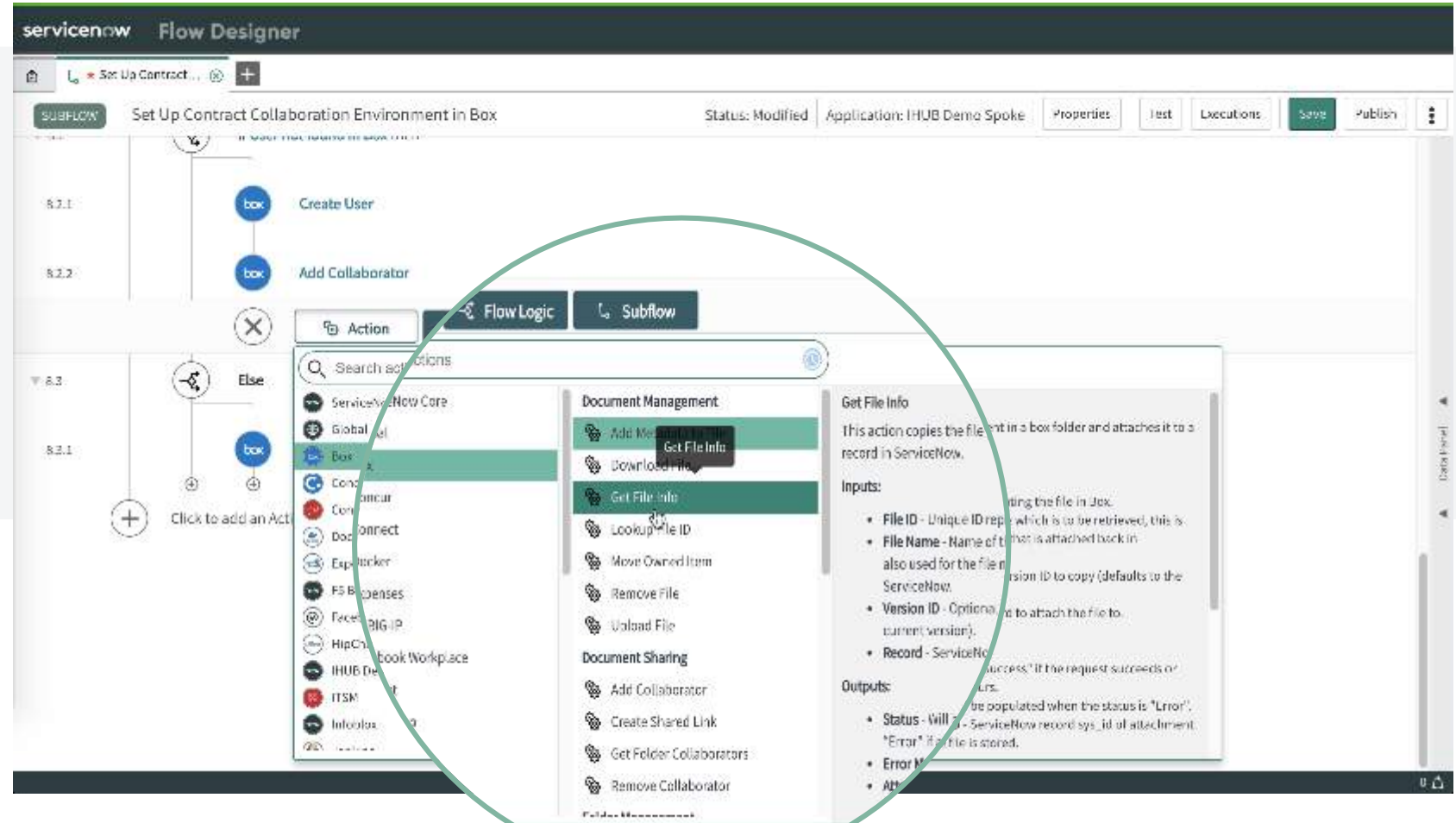
Form Design Header (Top): The header shows the current form being edited, 'Self-Help Case [x_plm_tsh_0000_case]', and a 'Case' dropdown menu. The title 'Form Design' is prominently displayed.

Design Area (Center): This area shows the layout of the form. It includes a 'Self-Help Case [x_plm_tsh_0000_case]' section with a '2 Column' layout. The fields are arranged in two columns: 'Number', 'Account', 'Consumer', 'Affected service', and 'Symptom' on the left; 'State', 'Stage', 'Step', 'Duration', 'Opened', and 'Outcome' on the right. Below this is a 'Notes' section with a '1 Column' layout, containing 'Additional comments', 'Work notes', and 'Activities (filtered) (Formatter)'. Further down is an 'Automated Testing' section with a '1 Column' layout, containing 'Auto-Text Execution->Parent (Embedded List)'. At the bottom is a 'Self-Diagnostics' section with a '1 Column' layout, containing 'Self-Diagnosis's Response->Case (Embedded List)'.

Reimagine your processes as digital workflows

Flow Designer

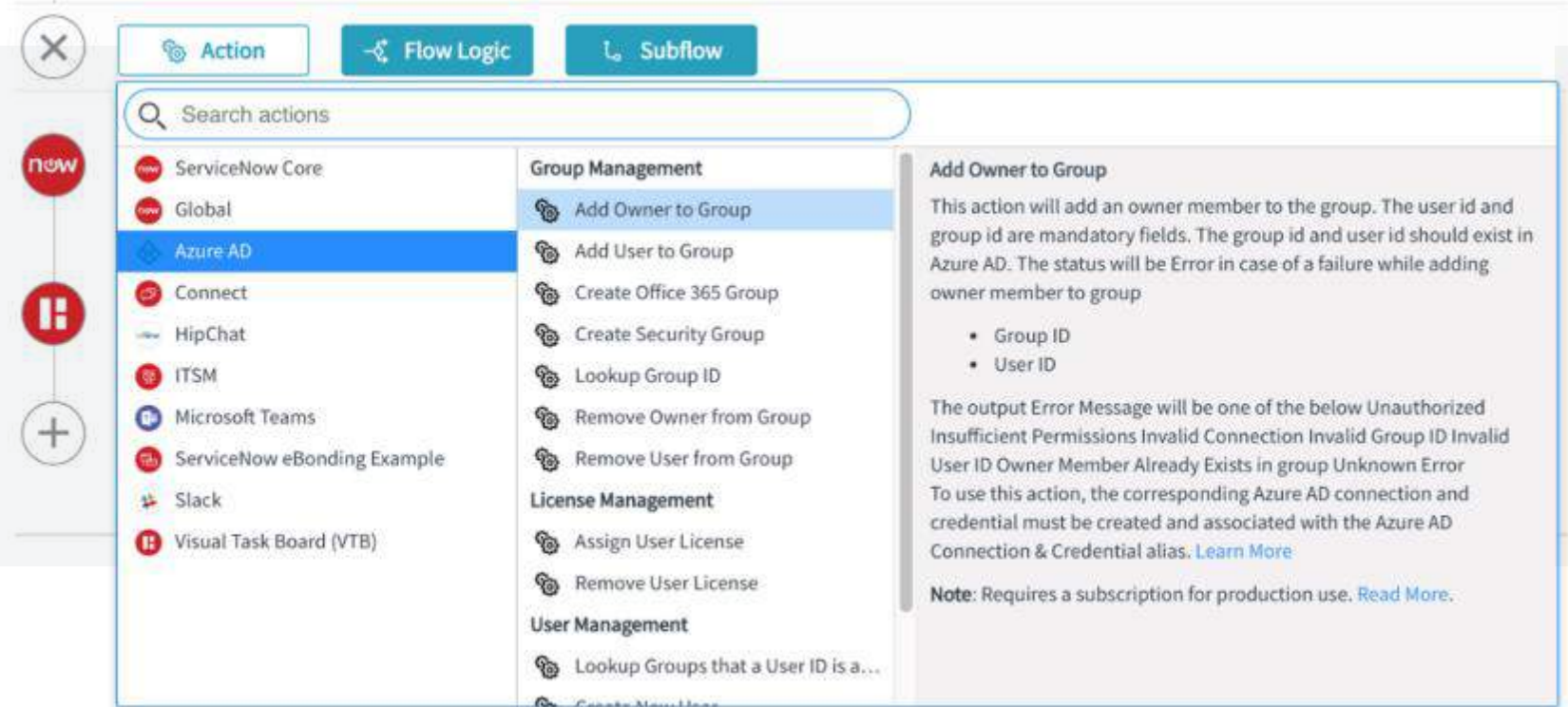
Automate any process as a digital workflow across all departments, apps, and systems



Reimagine your processes as digital workflows

IntegrationHub

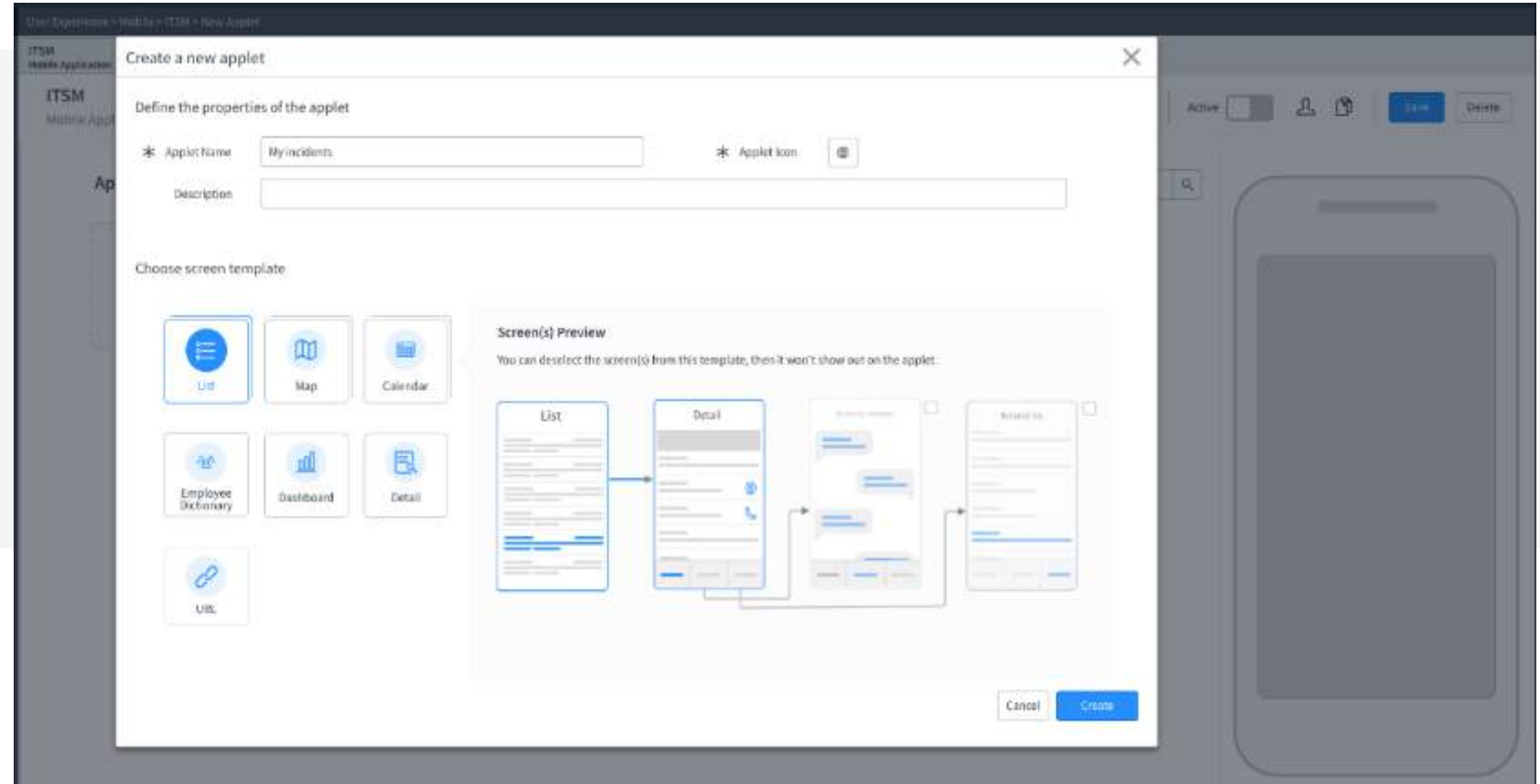
Use out-of-the-box integrations for external services like Azure Active Directory, Active Directory, Slack, Microsoft Teams, and Hipchat



Reimagine your processes as digital workflows

Mobile Studio

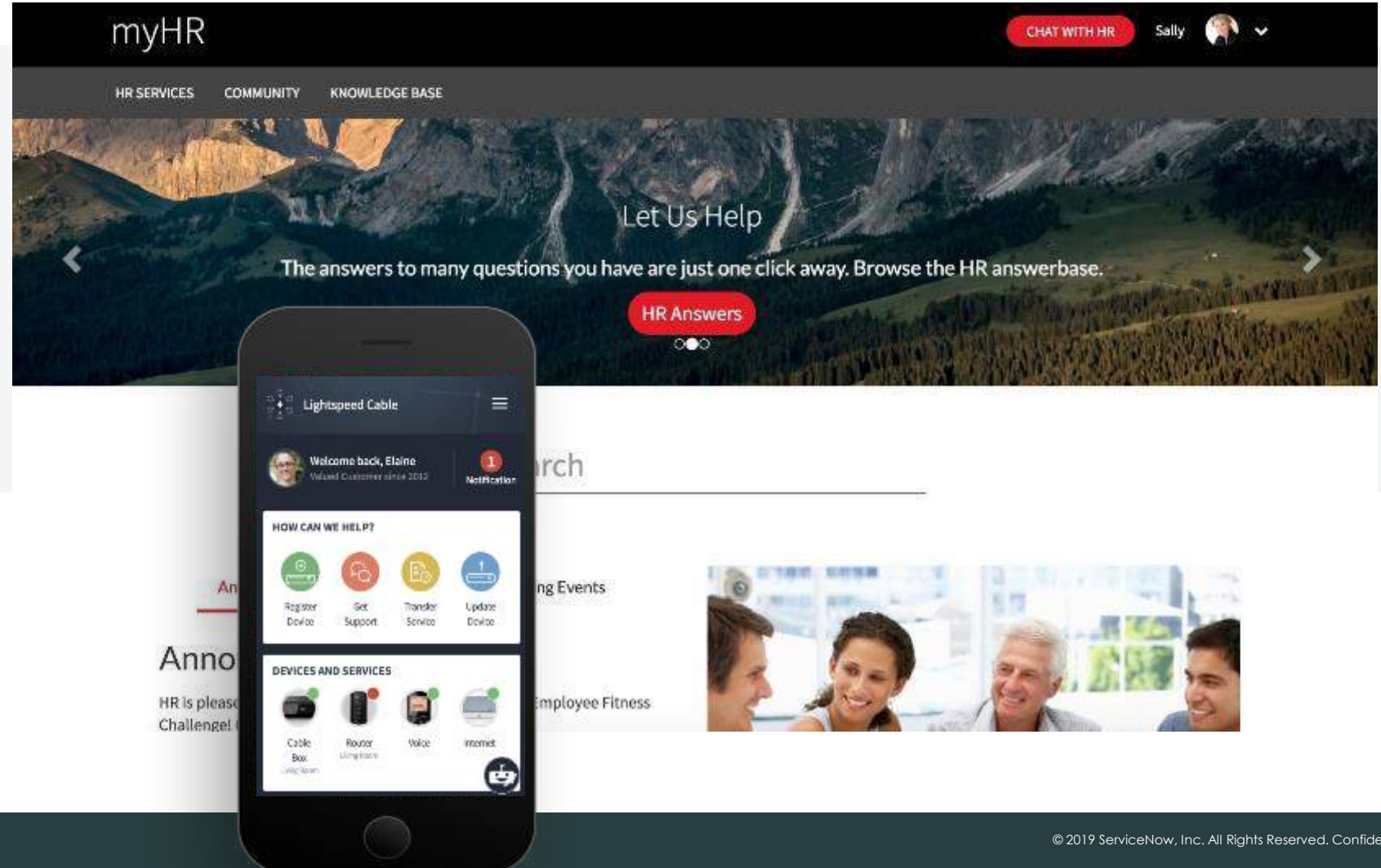
Quickly build and deploy native mobile-first experiences



Reimagine your processes as digital workflows

Service Portal

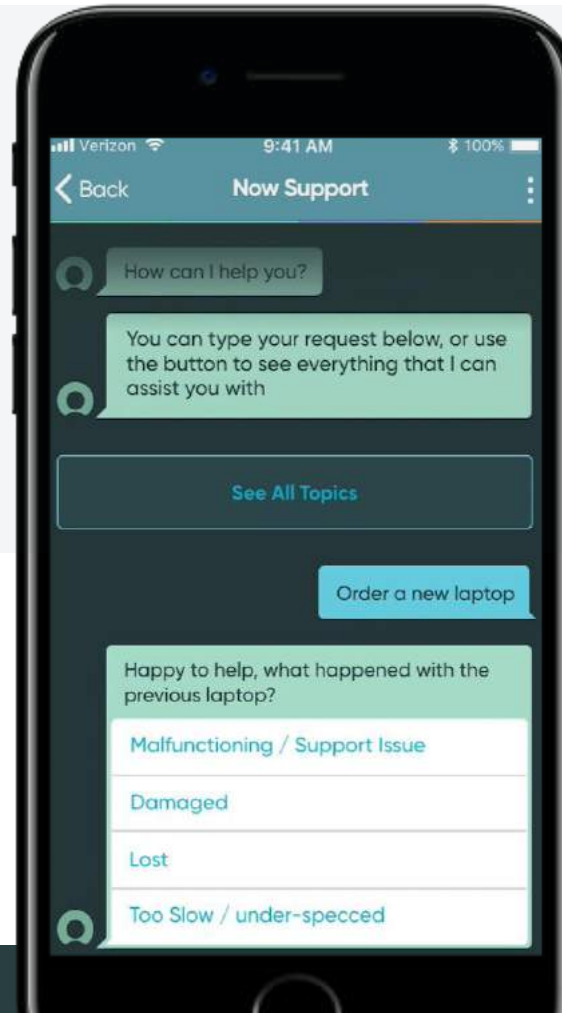
UI design and high control



Supercharge apps with machine learning, chatbots, real-time analytics, and predictive insights

Virtual Agent

Take chat from conversation to resolution



Supercharge apps with machine learning, chatbots, real-time analytics, and predictive insights

Agent Intelligence

Machine learning-powered adaptive intelligence

The screenshot displays the 'ML Solution Definition Task Assignment' configuration page. At the top, there are navigation buttons: '<', a menu icon, 'Update', 'Update & Retrain', 'Delete', and an expand/collapse icon. The main configuration area includes:

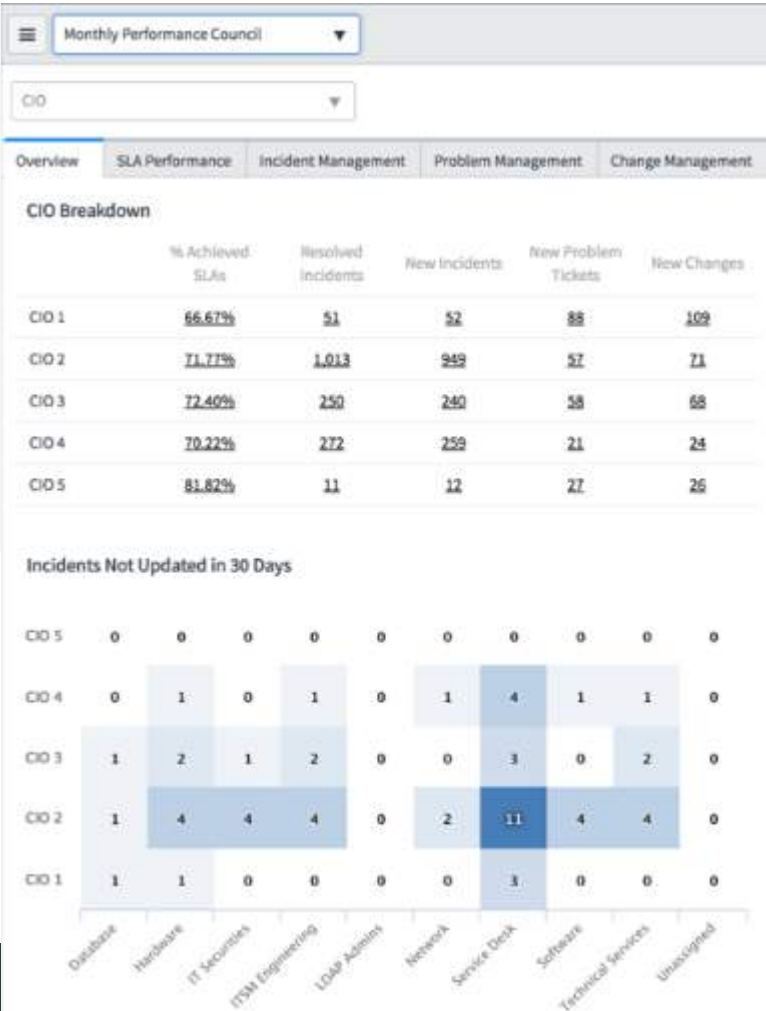
- Solution Template:** A dropdown menu set to 'Task Assignment Template'.
- Table:** A dropdown menu set to 'Task [task]'.
- Filter:** A section indicating '1089 records match condition'. It includes buttons for 'Add Filter Condition' and 'Add "OR" Clause'. Below, it states 'All of these conditions must be met' and lists three conditions:
 - Active: is false
 - Created: on Last 12 months
 - State: is one of Pending, Open, Work in Progress, Closed Complete
- Input Fields:** A list of available fields on the left and a 'Selected' field on the right. The 'Selected' field contains 'Short description'.
- Output Field:** A dropdown menu set to 'Assignment group'.
- Training Frequency:** A dropdown menu set to 'Every 30 days'.
- Confidence Threshold:** A section at the bottom with a dropdown menu.



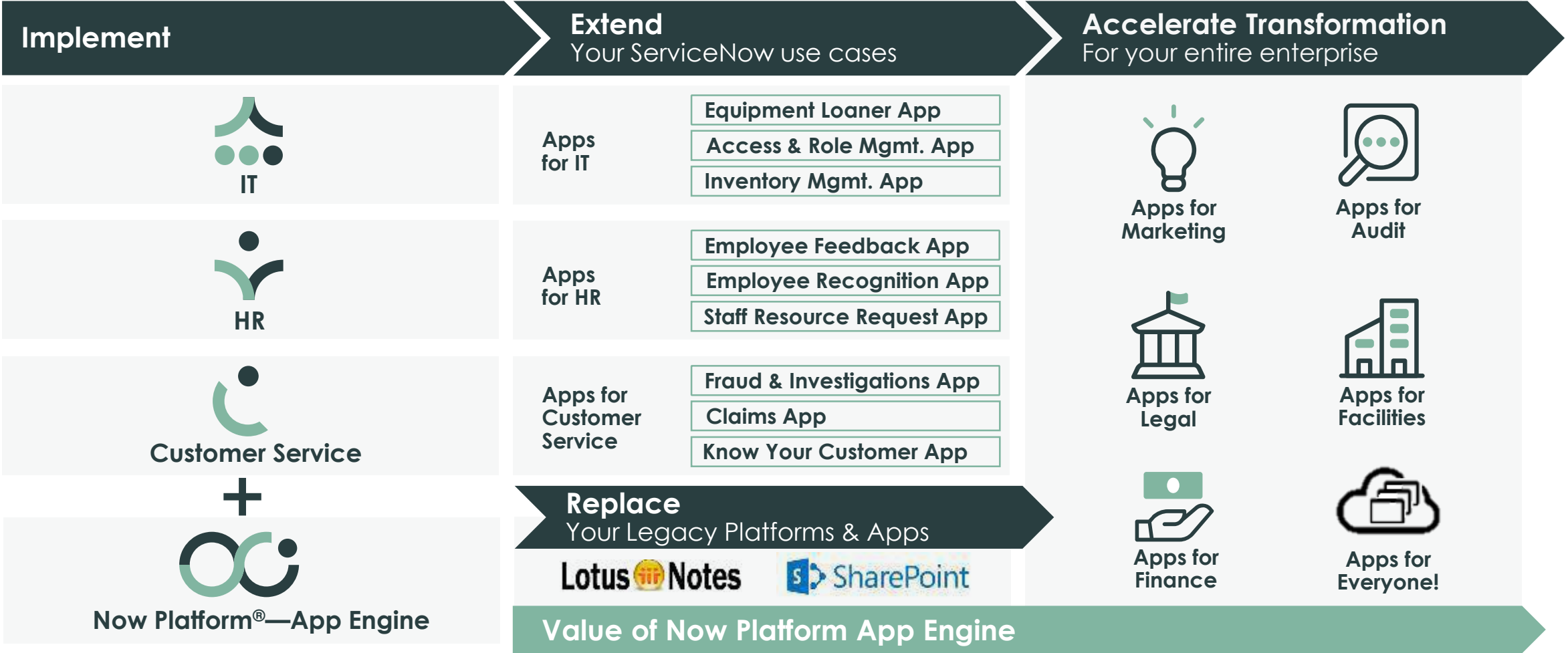
Supercharge apps with machine learning, chatbots, real-time analytics, and predictive insights

Performance Analytics

Align data, people, and goals to drive business



The Value Journey on Now Platform





State Department

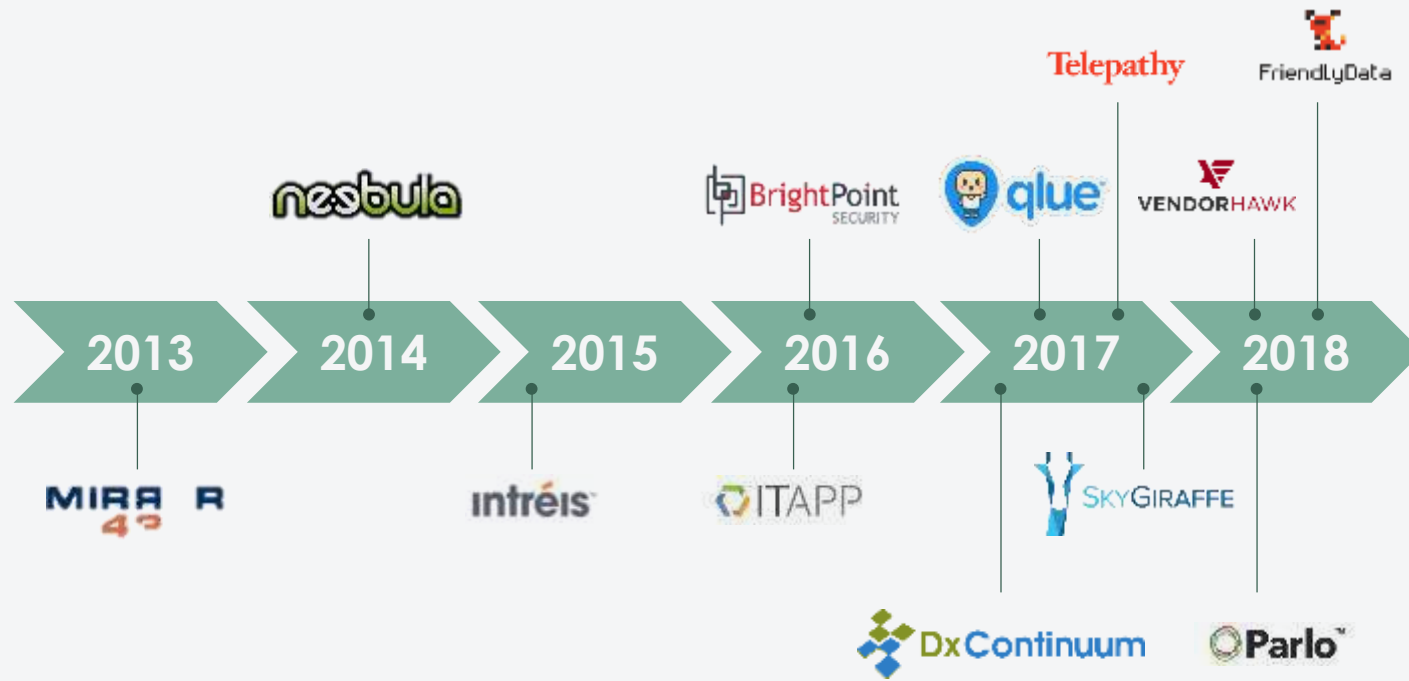
- This is a placeholder for their slides
- Share how they built Workflows for any embassy worker
- Talk about where they are headed next in developing apps on the platform



Department of Labor

- This is a placeholder for their slides
- Talk about the potential they see and what their plans are

Acquisitions for technology and talent



Replatformed and available in:

- DxCcontinuum Kingston, 12 mo
- Qlue: London, 15 mo
- SkyGiraffe: Madrid, 17 mo
- VendorHawk: Madrid EA*, 11 mo
- Parlo: New York*, 16 mo
- FriendlyData: Orlando*, 17 mo

Innovation schedule for application developers & builders

M

Madrid

Q1-19

- Mobile Studio
- No Code Tooling, with Flow Designer and Integration Hub



N

New York

Q3-19

- Easier application creation experience for no-code builders
- Expanded Mobile App building capabilities
- Streamlined configuration for team development
- New UI framework
- More powerful integrations



O

Orlando

Q1-20

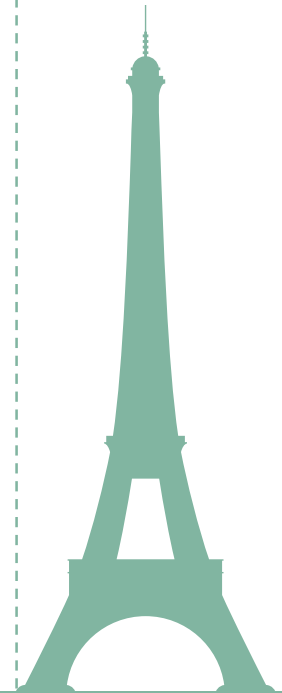
- Integrated developer experience
- Even easier no and low code developer experience from UI, to business logic and integrations



P

Paris

Q3-20



2019

2020

Introducing, Guided App Creator

Available in
New York

Hi, Audrey! Welcome to the new way to set up your apps

We're going to help you set up the same apps you know and use, but in a different, faster way than you may be used to. [Learn more](#)

Here's what's coming up:



Choose a name and app format



Create a table and add data



Customize the details

[Can I still use Studio?](#)
[What is this?](#)

Let's get started

The new, faster, and more guided experience for creating apps

Introducing, More Powerful Integrations

Available in
New York

Jira eBonding Status: Draft Application: Global Properties Test Locations Save

2 Post a Message

3 Create Issue

Action: Create Issue

* Project Key: TES fix

* Summary: Trigger → Incident Record → Short description X fix

Description: Trigger → Incident Record → Description X fix

* Issue Type: Bug fix

Assignee: fix

* Priority:

```
1 switch(data.trigger.incident_record.priority){
2   case 1:
3     return "high";
4   case 2:
5     return "medium";
6   return "low";
}
```

 fix

Label: fix

Update History: ☐ fix

Parent Key: fix

Delete Cancel Done

Data

▼ Trigger - Record Created or Updated

- Incident Record
- Incident Table Table
- Run Start Time Date/Time

▼ 1 - Create Channel

- Status Choice
- Channel ID String
- Channel Name String
- Error Message String

▼ 2 - Post a Message

- Status Choice
- Error Message String

▼ 3 - Create Issue

- Status String
- Error Message String
- Issue ID String

Data Panel

Scripted integrations and dynamic discovery for enterprise applications

ServiceNow IntegrationHub connector roadmap

Available OOB in Madrid:

- Slack
- MS Teams
- HipChat
- SCCM for Client Software Distribution
- AD
- Azure AD

March

Available on the Store (April*)

- Docker
- AdobeSign
- MS Teams v2
- InfoBlox
- One Drive

April

May

Available on the Store (June*)

- LinkedIn
- Coupa

June

Q3 2019

Available on the Store (March*)

- Box
- Jira
- Jenkins
- FB Workplace
- Okta
- F5
- DocuSign
- Kubernetes
- MS SharePoint Online (Stretch)

Available on the Store (May*)

- Google Drive
- Exchange Online

Available on the Store (New York, Q3 2019*)

- Salesforce (Introspection Based)
- Jira v2 (Introspection, bi-directional)
- Password Reset on IntegrationHub
- Client Software Distribution on IntegrationHub

*All futures subject to change

Innovation schedule for platform intelligence (PA, AI, VA)

M

Madrid

Q1-19

- Analytics Hub
- Similarity Framework
- Expanded OOTB Analytics content
- OOTB Virtual Agent conversations



N

New York

Q3-19

- NLU for Virtual Agents
- Analytics: new visualizations embedded in Workspaces
- Shared prediction service for Machine Learning
- Machine Learning Auto Trainer for faster modeling



O

Orlando

Q1-20

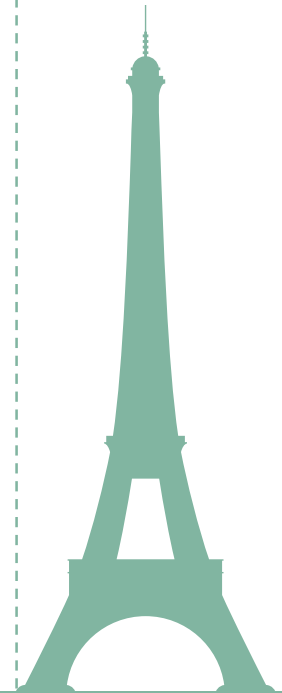
- Natural Language Query in Analytics
- Machine Learning clustering for auto discovery of Virtual Agent conversations
- Machine Learning applied to Knowledge (auto-identify dupes, gaps, update needs)



P

Paris

Q3-20

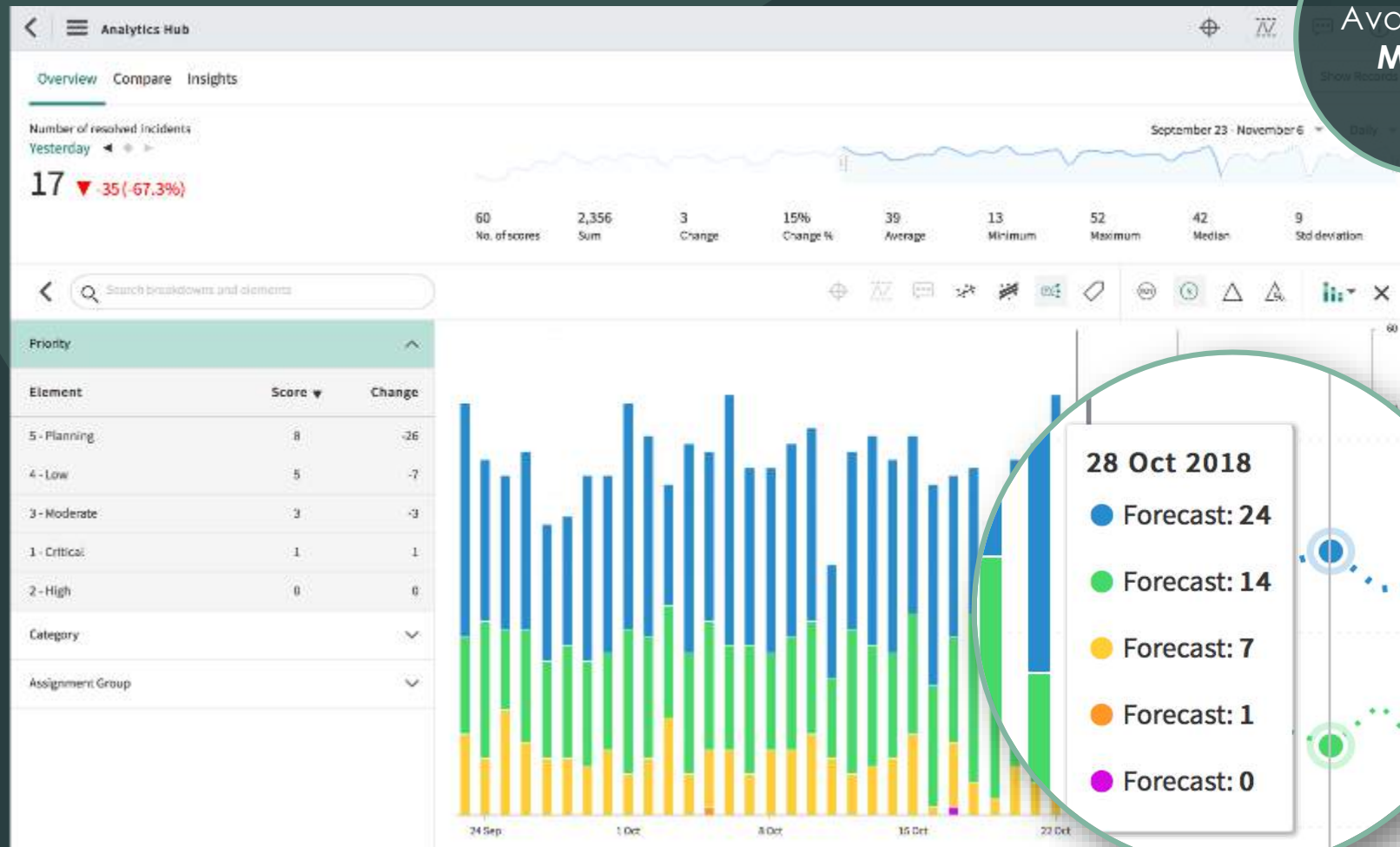


2019

2020

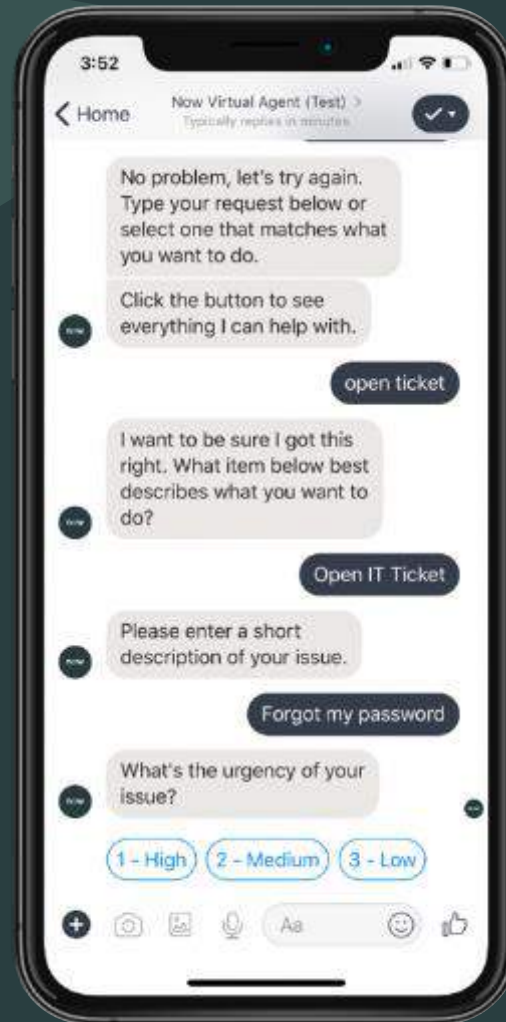
Introducing, Analytics Hub

Available in
Madrid



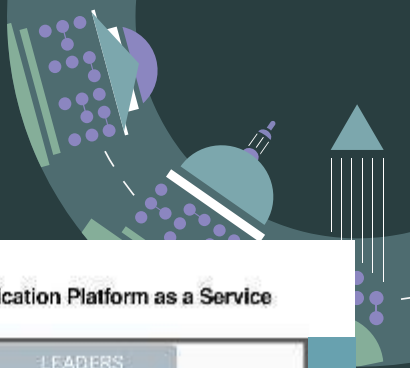
Explore trends and reveal the important insights from your data

Introducing, Natural Language Understanding



Available in
Madrid

Intuitive NLU-powered conversations within Virtual Agent



ServiceNow named a Leader in the 2018 Gartner Magic Quadrant for Enterprise High-Productivity Application Platform as a Service



[READ REPORT](#)

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from ServiceNow. Gartner does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Source: Gartner, Inc., Magic Quadrant for Enterprise High-Productivity Application Platform as a Service, Paul Vincent, Van L. Baker, Yefim V. Natis, Kimihiko Iijima, Mark Driver, Rob Dunie, Jason Wong, Aashish Gupta, April 26, 2018

Figure 1. Magic Quadrant for Enterprise High-Productivity Application Platform as a Service



Source: Gartner (April 2018) © Gartner, Inc.



Now Platform®

The intelligent and intuitive cloud platform for work™

Thank you

