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

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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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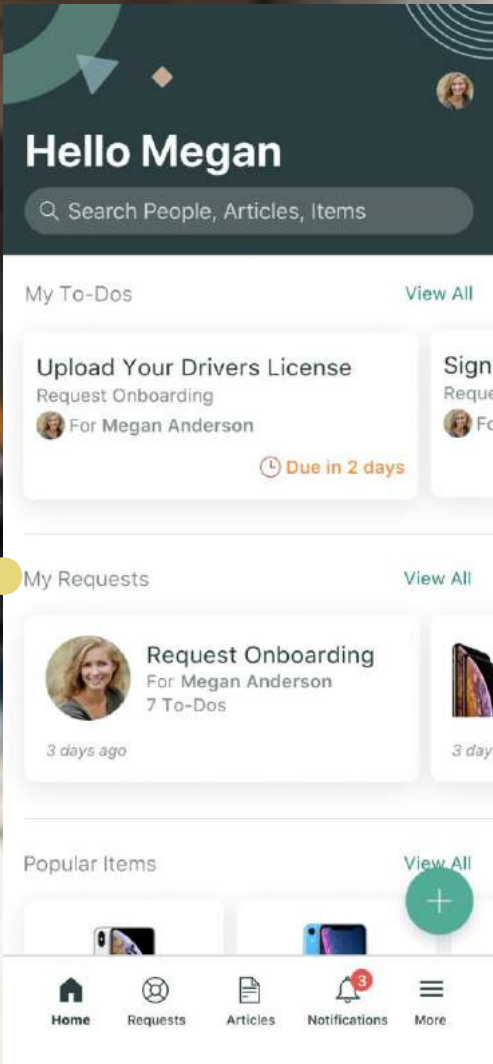
From McKinsey research:

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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Digital Workflows create great experiences and unlock productivity

Network access

Manager notifications

Badge set-up

PC hardware

Desk set-up

Payroll

Security

New hire training

Hello Megan

Q Search People, Articles, Items

My To-Dos — View All

Upload Your Drivers License
Request Onboarding
For Megan Anderson
Due in 2 days

Sign
Reque
Fo

My Requests — View All

Request Onboarding
For Megan Anderson
7 To-Dos
3 days ago

3 day

Popular Items — View All

Home   Requests   Articles   Notifications   More

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"

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.

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The strategic platform to build any digital workflow fast

Now Platform®
The intelligent and intuitive platform for work.™

3 Workflow Experiences

IT	Employee	Citizens

App Engine & IntegrationHub
Build enterprise workflow apps fast

Custom Workflows

Partner Workflows

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Critical components of the Now Platform

Reimagine your process as digital workflows

Super charge with Intelligence

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Reimagine your processes as digital workflows

Form Designer

Anyone can build forms to digitize business process

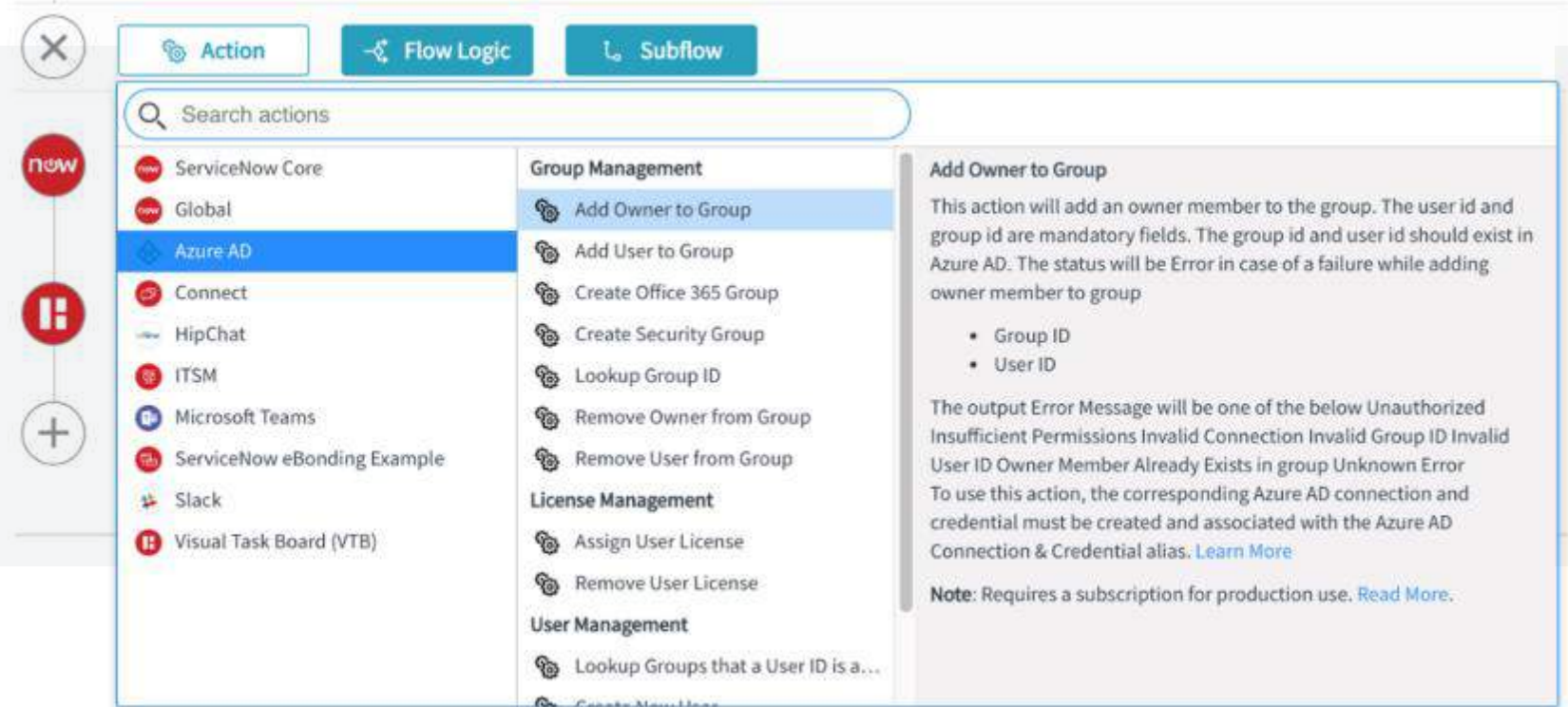# Reimagine your processes as digital workflows

Flow Designer

Automate any process as a digital workflow across all departments, apps, and systems
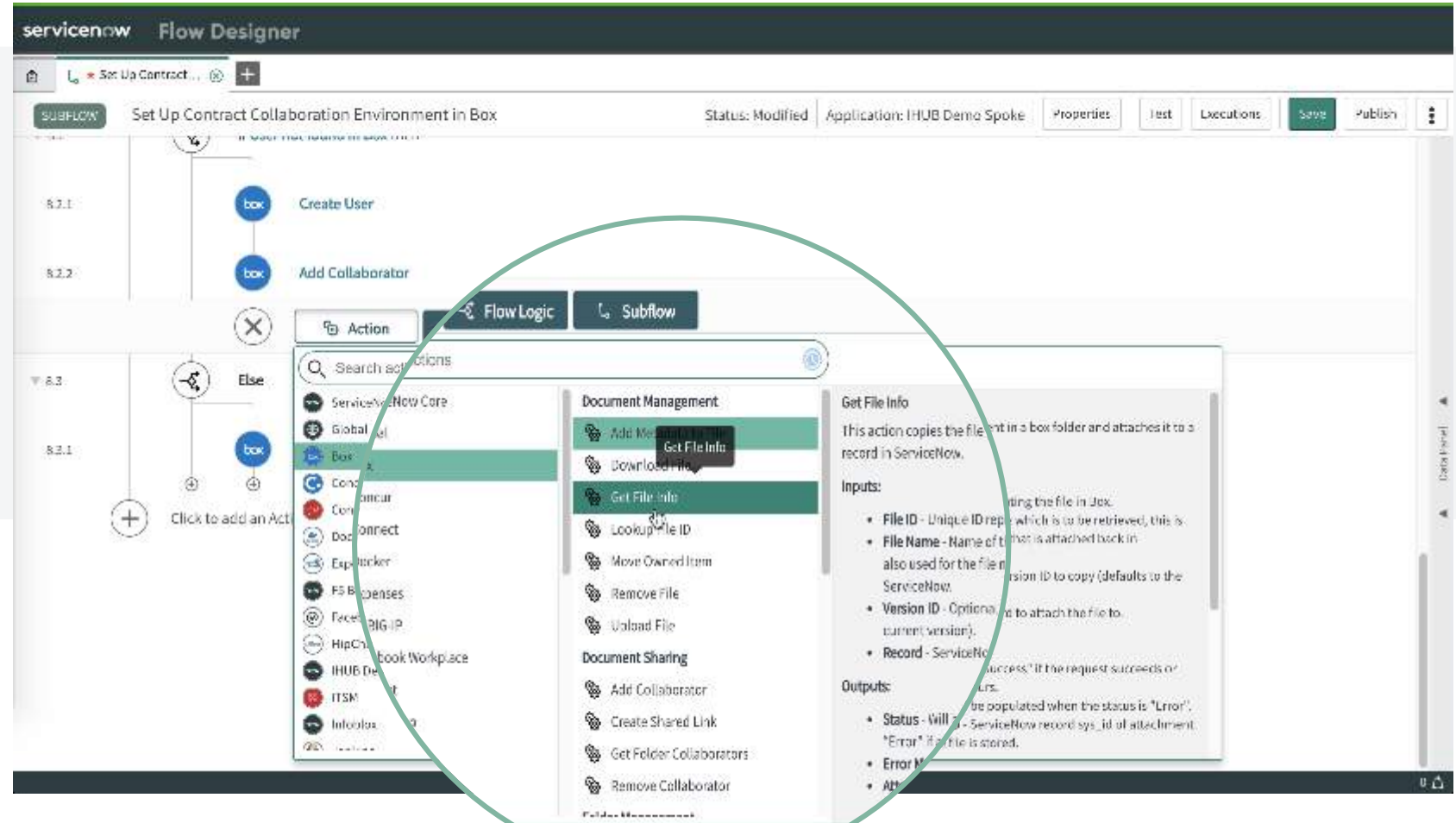
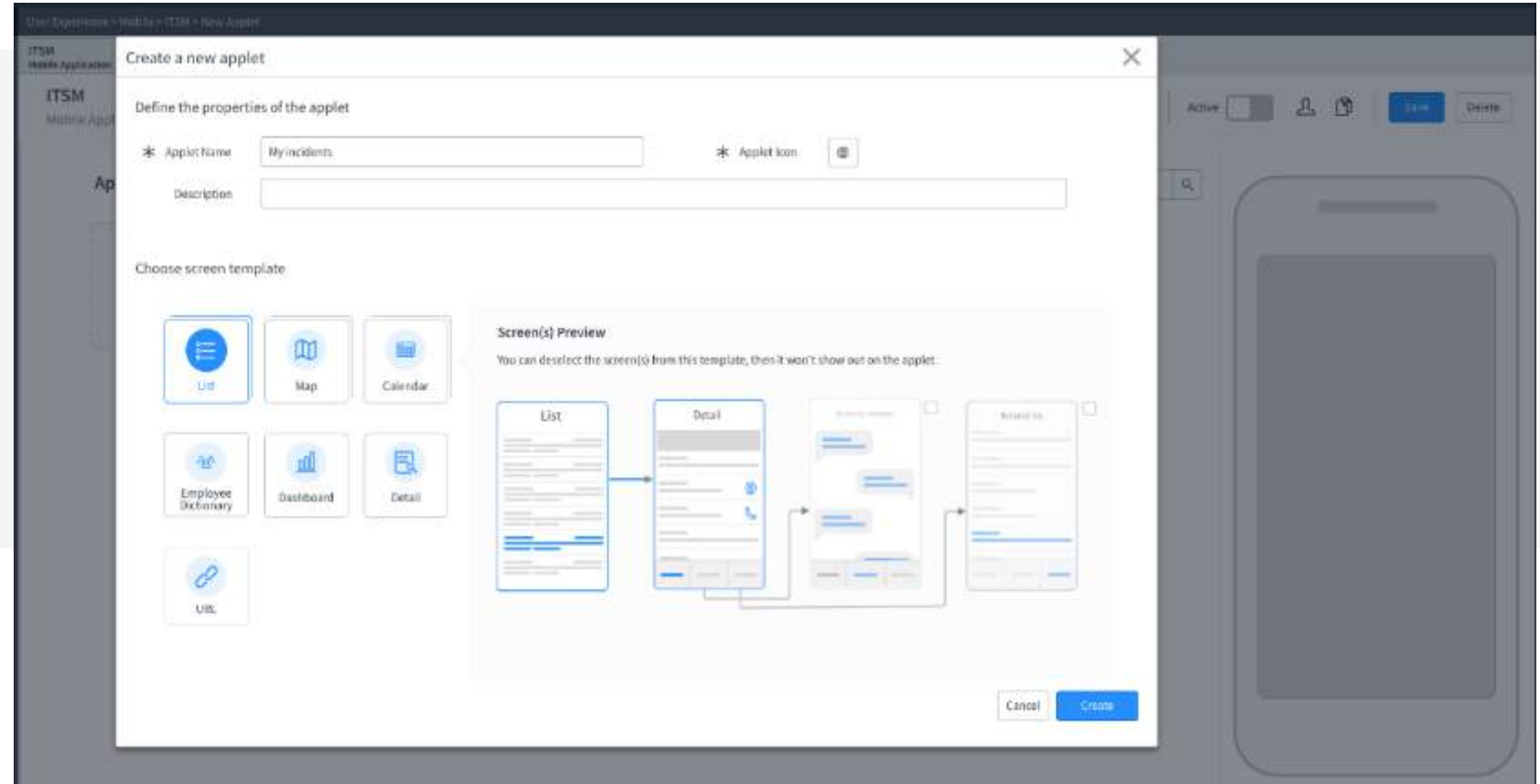# Reimagine your processes as digital workflows

IntegrationHub

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

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Reimagine your processes as digital workflows

Mobile Studio

Quickly build and deploy native mobile-first experiences

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Reimagine your processes as digital workflows

Service Portal

UI design and high control
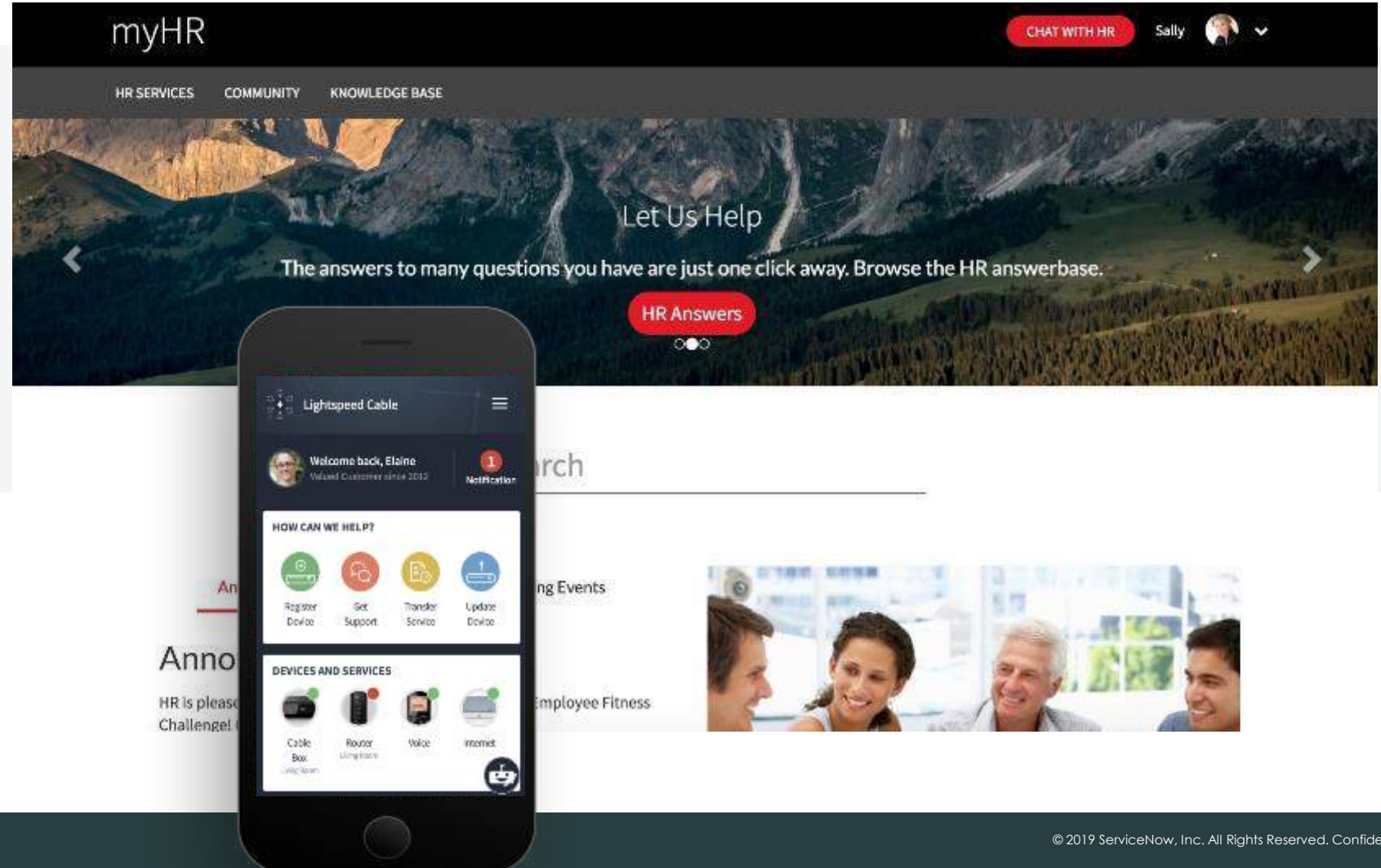
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Supercharge apps with machine learning, chatbots, real-time analytics, and predictive insights

Virtual Agent

Take chat from conversation to resolution
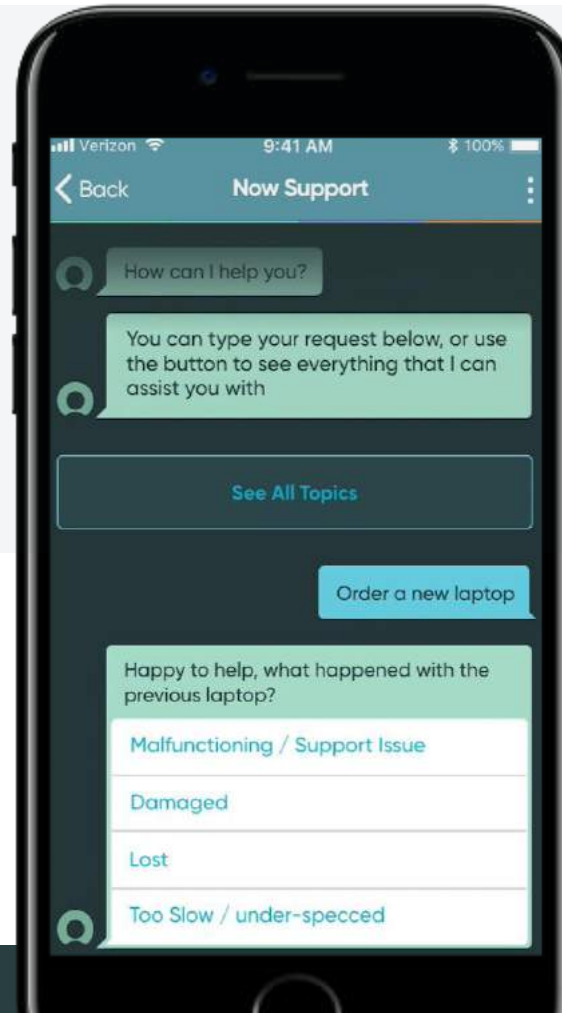
Supercharge apps with machine learning, chatbots, real-time analytics, and predictive insights

Agent Intelligence

Machine learning-powered adaptive intelligence

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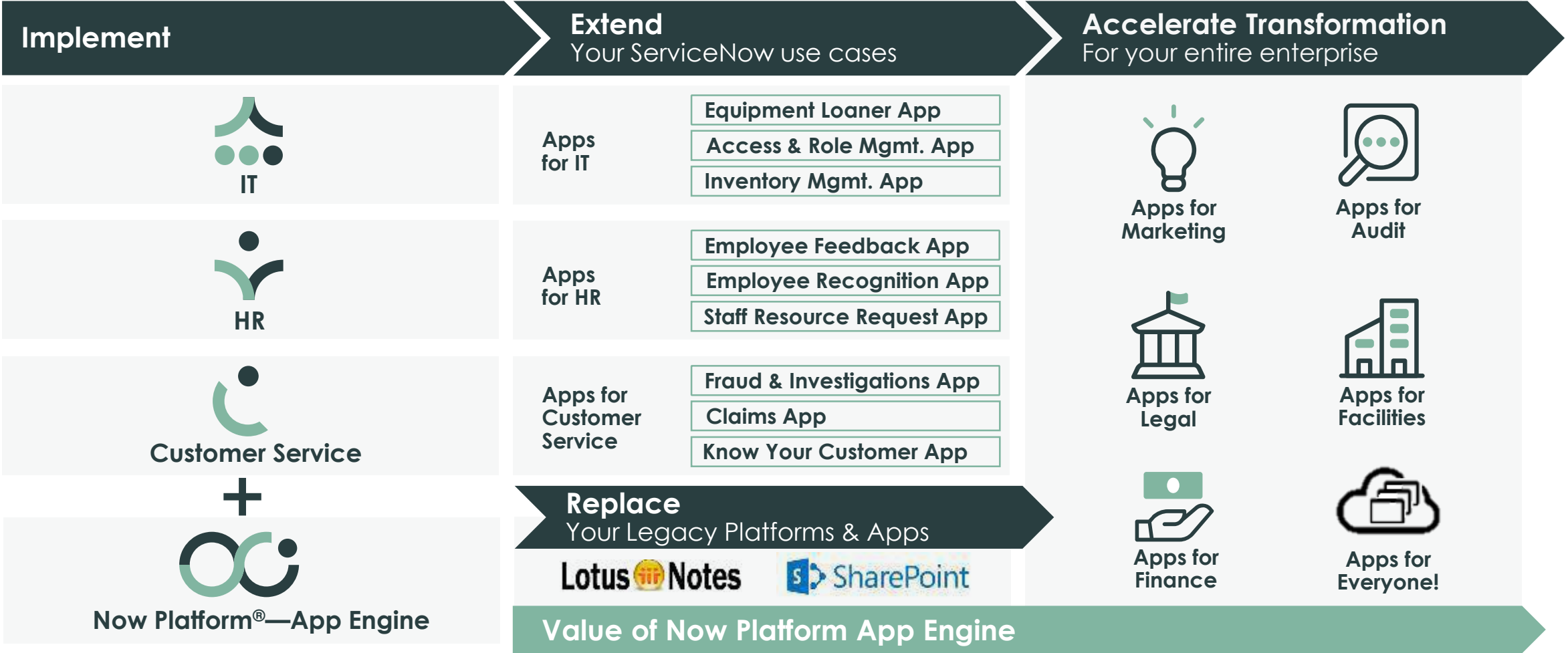The foundation for consumer-like services

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

Performance Analytics

Align data, people, and goals to drive business

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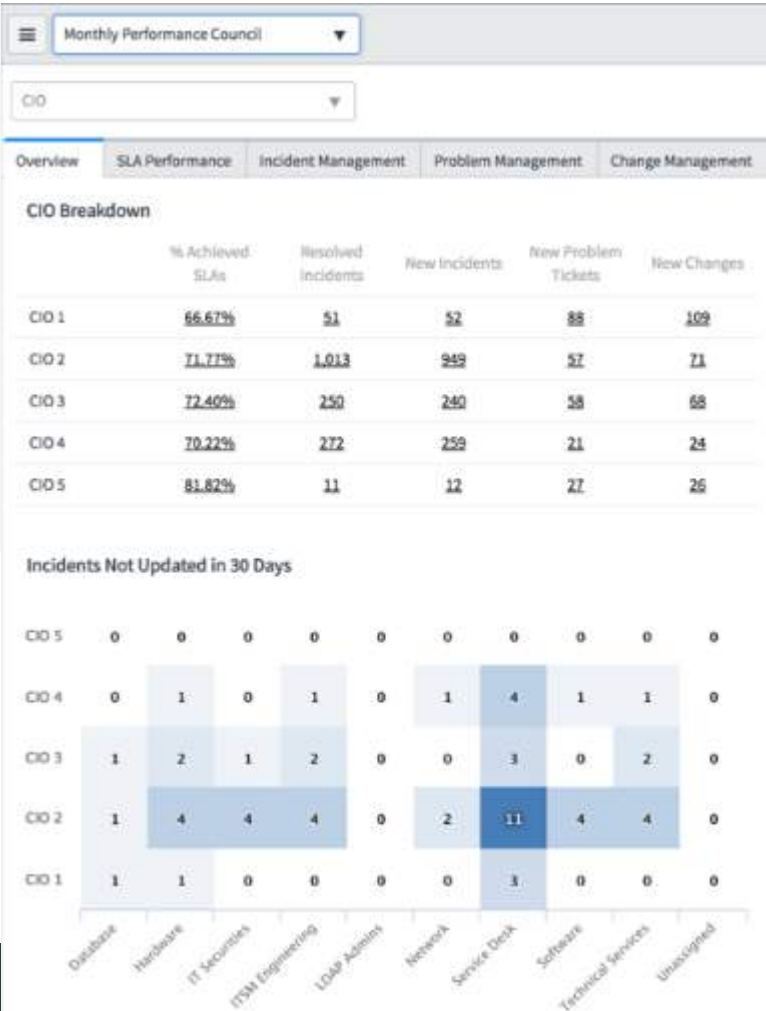
The Value Journey on Now Platform

Implement	Extend Your ServiceNow use cases	Accelerate Transformation For your entire enterprise

IT

HR

Customer Service

+

Now Platform®—App Engine

Apps for IT
- Equipment Loaner App
- Access & Role Mgmt. App
- Inventory Mgmt. App

Apps for HR
- Employee Feedback App
- Employee Recognition App
- Staff Resource Request App

Apps for Customer Service
- Fraud & Investigations App
- Claims App
- Know Your Customer App

Replace
Your Legacy Platforms & Apps

Lotus Notes   SharePoint

Value of Now Platform App Engine

Apps for Marketing

Apps for Audit

Apps for Legal

Apps for Facilities

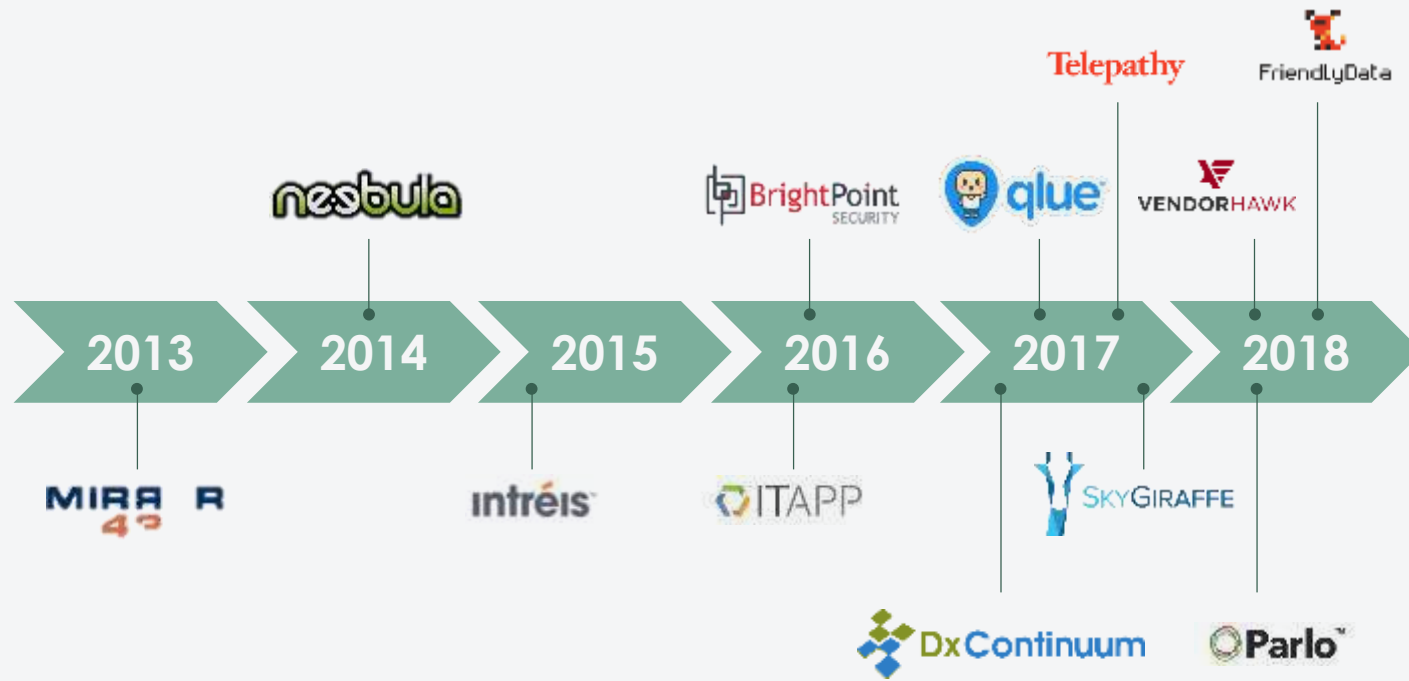Apps for Finance

Apps for Everyone!

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

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Acquisitions for technology and talent

Telepathy

FriendlyData

nebula

BrightPoint SECURITY

Qlue

VENDORHAWK

| 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |

MIRA 43 R

intréis

ITAPP

SKYGIRAFFE

DxContinuum

Parlo

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

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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
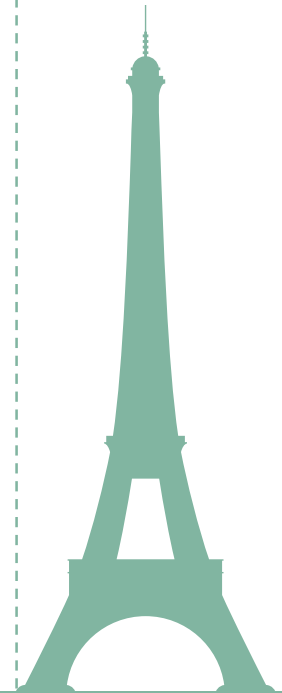- More powerful integrations

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

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

Scripted integrations and dynamic discovery for enterprise applications

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ServiceNow IntegrationHub connector roadmap

Available OOB in Madrid:
- Slack
- MS Teams
- HipChat
- SCCM for Client Software Distribution
- AD
- Azure AD

Available on the Store (April*)
- Docker
- AdobeSign
- MS Teams v2
- InfoBlox
- One Drive

Available on the Store (June*)
- LinkedIn
- Coupa

March   **May**   **Q3 2019**

April   **June**

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

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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
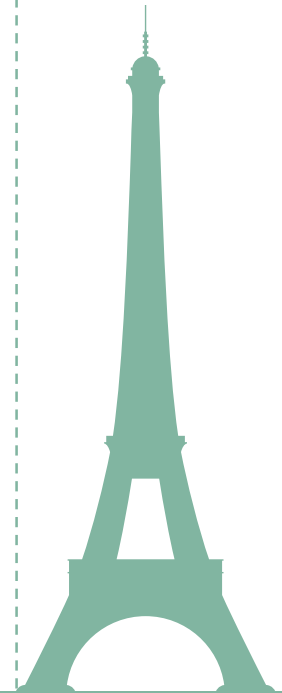
O **Orlando**
Q1-20

- 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)
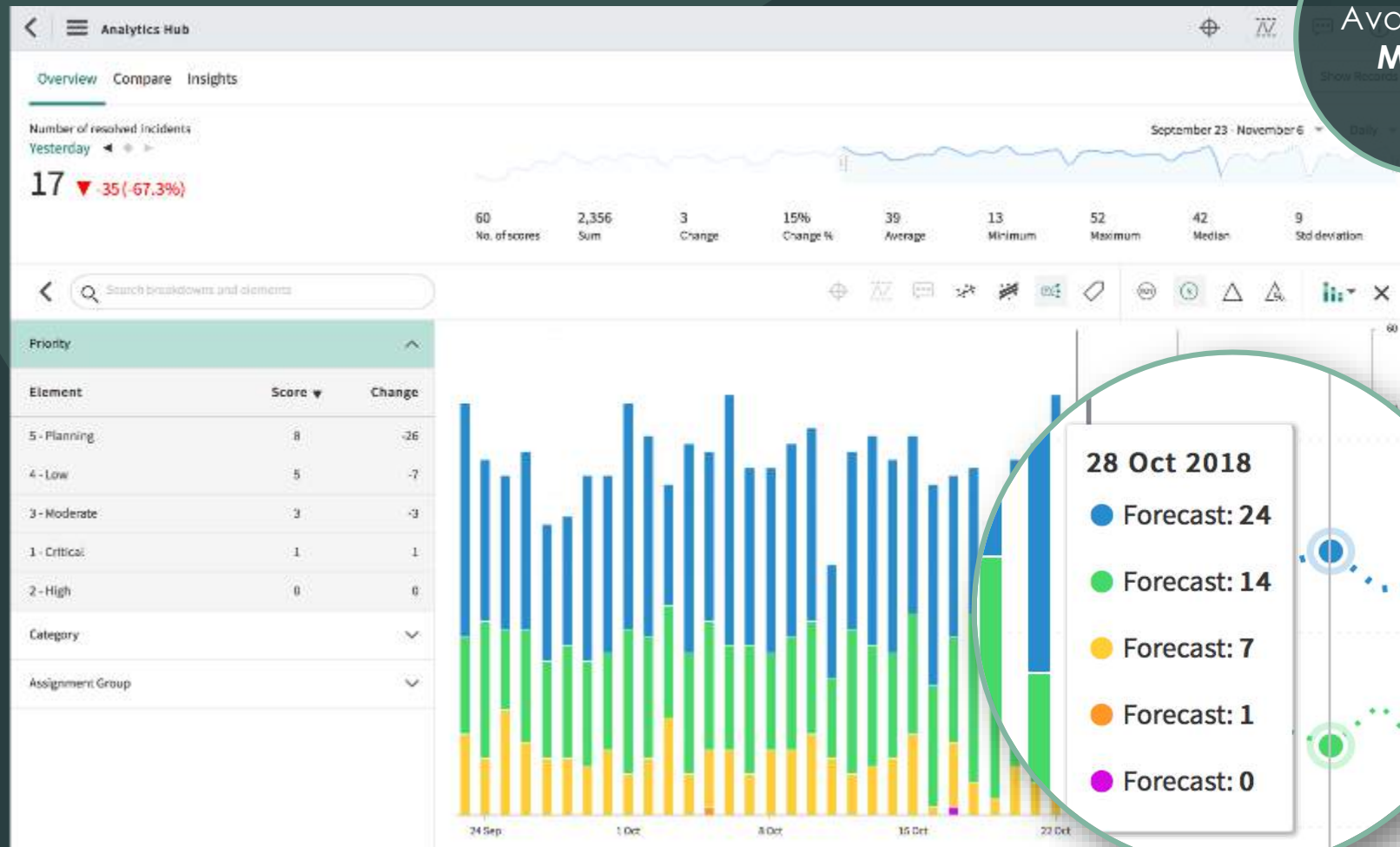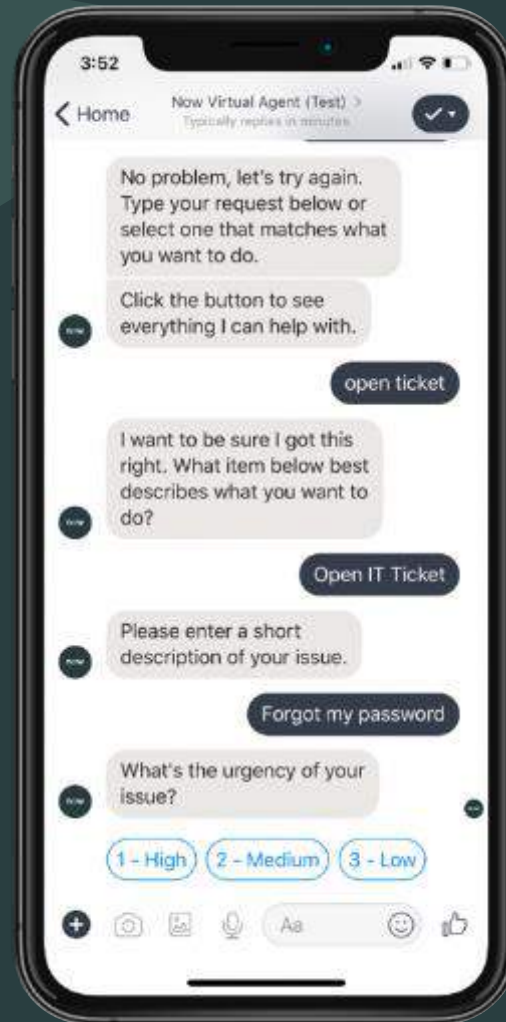
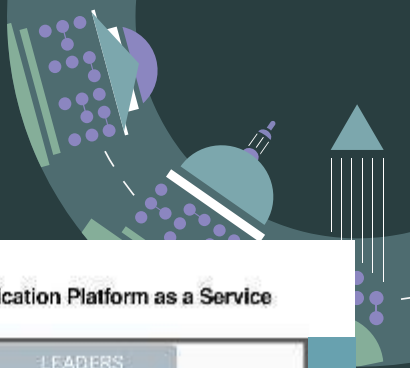**P** **Paris**
Q3-20

2019

2020

Introducing, Natural Language Understanding

Available in
Madrid

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

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

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The intelligent and intuitive cloud platform for work™

Thank you