

ServiceNow Product Overview

Effective Date: January 20, 2016

ServiceNow Applications	
Activity Packs	A collection of related workflow activities that allow Orchestration Core to connect to, and automate work with, external systems. Some are included in Orchestration Core and others in Cloud Management.
Asset Management	Provides capabilities to track and manage the physical, contractual, and financial aspects of assets.
Change Management	Allows repeatable methods and procedures to be used for introducing change into the IT infrastructure by providing capabilities for creating, assessing, approving, and executing changes.
Client Software Distribution	Allows administrators to distribute software from the service catalog using third party management systems. Limited use rights included in Orchestration Core.
Cloud Management	Provides the capability to automate the provisioning and management lifecycle of public and private virtual servers. Requires Orchestration Core.
Configuration Automation	Provides the capability to manage the configuration settings of a physical or virtual server. Included in Orchestration Core.
Cost Management	Provides capabilities to track one-time and recurring costs of configuration items used by IT and allocate those costs to business units using allocation rules.
Cost Transparency	Provides insight for executives seeking to align spending to business goals. Users can classify general ledger records, define reporting structures and allocation rules, and view summary reports.
Customer Service Management	Includes the following key features: Omni-channel customer engagement across portal, chat, email, and phone (native telephony integration requires Notify); a robust customer data model for accounts, partners, and contacts; case management with advanced skills-based routing, real-time SLA, service contracts and service entitlements; pre-packaged service analytics using both real-time data as well as snapshots for trend analysis (trend analytics requires separately authorized Performance Analytics use rights); and voice of customer feedback through online surveys and customer satisfaction reporting.
Demand Management	Consolidates IT requests through a service catalog and routes them in a workflow to stakeholders who gather additional information to prioritize investment decisions.
Discovery	Locates physical and virtual devices connected to an enterprise network. When Discovery locates the device, it explores its configuration, status, software, and relationships to other connected devices, and updates Configuration Management (CMDB).
Edge Encryption	Resides in the Customer's datacenter and encrypts data sent to eligible ServiceNow fields, and decrypts data received from those fields. Customer

	controls and manages the encryption keys for the eligible fields in their instance.
Event Management	Aggregates events from monitoring tools used by Customer in its infrastructure, de-duplicates and correlates inputs from such events to CMDB, and provides the ability to filter and prioritize events to create incidents for remediation.
Facilities Service Management	Provides capabilities to manage the service delivery of a facilities department by offering a self-service catalog and assignment of requests based on fulfillment rules.
Field Service Management	Provides capabilities to create work order records for the repair and service of equipment. Requires Asset Management.
Financial Planning	Assists executives and budget owners in the automation of budget and forecast planning, helping to increase efficiency and simplification of the planning process.
Finance Service Management	Enables the finance department to define its services and fulfill requests through workflow capabilities and knowledge management, and provides visibility into resource utilization and service delivery performance through dashboards.
Governance, Risk and Compliance (GRC)	Provides capabilities to document policies and procedures, define and assess risks and controls, audit and test controls, and track remediation tasks.
HR Service Management	Provides capabilities to manage the service delivery of a human resource department by offering a self-service catalog and assignment of requests based on fulfillment rules.
Incident Management	Enables Customer to restore normal IT operations by providing capabilities to record, classify, distribute, and manage incidents through to resolution. Includes Performance Analytics limited to 15 KPIs, 1 dashboard and 90 days of data captured by Incident Management.
Legal Service Management	Enables the legal department to define its services and fulfill requests through workflow capabilities and knowledge management, and provides visibility into resource utilization and service delivery performance through dashboards.
Marketing Service Management	Enables the marketing department to define its services and fulfill requests through workflow capabilities and knowledge management, and provides visibility into resource utilization and service delivery performance through dashboards.
Notify	Provides the capability to initiate notification from Customer's instance of the subscription service to a supported third-party platform for SMS, voice and other communications protocols. Customer is required to separately purchase any third-party service required to work with Notify.
Orchestration Core	Enables orchestration of activities outside Customer's instance of the subscription service. Allows Customer to automate discrete tasks or processes

	using graphical workflow that interact with external systems or services. Includes Activity Packs and Configuration Automation. Also includes limited use rights to Password Reset and Client Software Distribution.
Password Reset	Provides the capability to reset User's passwords that are stored and pre-authenticated in a credential store outside Customer's instance of the subscription service such as Active Directory and other supported credential stores. Limited use rights included in Orchestration Core.
Performance Analytics	Provides advanced analytics and time series analysis for key performance indicators (KPIs).
Platform Runtime	Allows customer to deploy applications developed on the ServiceNow Platform into production.
Problem Management	Facilitates the process of identifying the root causes of errors in the IT infrastructure by providing capabilities to record, escalate, and manage problems through to resolution.
Project Portfolio Management	Provides capabilities to plan, organize, and manage projects and project portfolios including associated tasks and resources.
Release Management	Facilitates the planning, design, build, configuration, testing, and release of hardware and software into the IT infrastructure.
Request Management	Provides capabilities to approve and fulfill requests for goods and services defined and presented in the service catalog.
Resource Management	Provides a view of projects and the availability, allocation, and capacity of assigned resources.
Risk Management	Provides an executive view into risk, allowing risk managers to quickly identify at-risk assets, perform assessments, and assign risks to the appropriate owners. Calculated risk scores are determined based on risk response and control effectiveness, giving risk managers real-time visibility into risks inherent to their organizations.
Security Incident Response	A response platform for SOC/SIRT teams to test and enact response plans in the event of suspected security related activity or actual security breach. Uses NIST SP 800-61 r2 as a foundational best practice and leverages the ServiceNow platform to enable response team collaboration. Enables investigations of network and non-network related activities (i.e. IP theft, criminal activities) and provides a request capability for request automation between IT/End Users and security teams.
Service Mapping	Automatically discovers all business services of the organization and builds a comprehensive map of all devices, applications, and configuration profiles used in these business services.
Software Development Lifecycle (SDLC)	Provides capabilities to manage the software development process in projects including enhancement requests, defect prioritization, definition of release content, and tasks.
Test Management	Provides a user acceptance testing framework to help project teams and business users align on project deliverables, and provides visibility into the

	status of the project testing when used in conjunction with Project Portfolio Management (PPM) and Software Development Life Cycle (SDLC). PPM and SDLC are separately authorized.
Vendor Performance Management	Enables Customer to manage, evaluate and compare vendors based on predefined criteria.
Vulnerability Response	Integrates with the National Vulnerability Database (NVD) and 3rd party solutions to generate a set of actionable reports of vulnerable assets in the Customer environment. Incident response tasks, change requests or problem tickets can easily be opened from vulnerabilities to allow security teams to perform further investigation or to allow IT to perform remediation.
ServiceNow Platform Services	
Business Service Maps	Graphically displays the configuration items related to a business service, and indicates the status of those configuration items.
Chat	Provides real-time communication capability via instant messaging between Users.
Coaching Loops	Provides the capability to monitor and provide feedback on a specific behavior of an individual or group.
Configuration Management (CMDB)	Provides capabilities to identify, record, and report on IT configuration items and their relationships.
Connect	Provides the capability to connect people, processes and information into a unique and centralized collaboration workspace to cut down on resolution times. Features include real-time chat, document delivery, active lists to see who is working and the ability to interact straight from the activity stream.
Content Management System	Provides the ability to create custom interfaces.
Form Designer	Allows creation of forms and tables with visual controls.
Google Maps	ServiceNow may make Google Maps available for use with the subscription service. If Customer uses Google Maps, Customer agrees to the following terms: (i) Customer shall limit its use to 60,000 map views on an annual basis and additional use shall be purchased from Google subject to Google's terms and conditions, to which ServiceNow is not a party; (ii) Customer agrees, and shall cause its end users to agree, to Google's Maps Terms (http://maps.google.com/help/terms_maps.html or a successor URL as provided by Google), the Legal Notices (http://www.maps.google.com/help/legalnotices_maps.html or a successor URL as provided by Google), and the Acceptable Use Policy (http://www.google.com/enterprise/earthmaps/legal/us/maps_AUP.html or a successor URL as provided by Google); and (iii) Customer agrees that Google may use Customer Data in accordance with its Privacy Policy and that Google may provide its maps services to Customer. Google Maps may not be available to Customer due to location availability and may not be available during Customer's entire subscription term. ServiceNow support and warranty do not apply.
Graphical Workflow	Provides the capability to automate multi-step processes <u>within</u>

	<p>Customer's instance of the subscription service. Each workflow can manage a sequence of activities, such as creating records or running scripts, and the condition-based transitions between them.</p> <p>Customer is required to purchase Orchestration Core to orchestrate activities using the Graphical Workflow that interact <u>outside</u> Customer's instance of the subscription service.</p>
Knowledge Management	Provides role-based tools to create, store, and publish information. Provides mechanisms for version control and approvals of documents in the review process.
Live Feed	Provides a place to post and share content.
Mobile	Provides a customizable ServiceNow interface for mobile devices.
On-Call Scheduling	Enables creation of on-call schedules and escalation rosters.
OpenFrame	<p>An interface technology that enables real-time communication channels such as telephone systems to be integrated into the ServiceNow platform.</p> <p>OpenFrame consists of UI elements as well as a set of APIs that support exchange of events and data between ServiceNow and the communications system.</p>
Reporting	Provides the capability to create and share reports and dashboards.
REST API	Provides the ability to integrate external systems through REST APIs using standard response codes, header information, pagination support and streaming data on requests.
Service Catalog	Displays a listing of the goods and services that Customer provides within the enterprise to its employees and contractors.
Service Creator	Provides capabilities for building no-code service catalog items.
Service Level Management	Establishes and monitors status of service contracts and service level agreements between the organization and its customers or third-party service providers.
Skills Management	Assigns configured competencies to groups or users.
Studio	Integrated Development Environment (IDE) for professional and low-code (IT admin) app developers.
Survey Management	Allows for polling and collection of data including configuration for specific events and/or conditions.
Time Cards	Records time worked on tasks either manually or automatically.
Visual Task Boards	Enables a Kanban-style workspace for either individual or team-based management of tasks.
Visualizations	Displays interactive 2-D and 3-D visual representations for any logical data relationships within an instance.