ServiceNow Product Overview

Effective Date: November 3, 2016

ServiceNow Applications	
Activity Designer	Enables a user to construct reusable workflow activities based on an organization's business needs. Requires Orchestration Core.
Activity Packs	A collection of related workflow activities that allow Orchestration Core to connect to, and automate work with, external systems. Some Activity Packs require Orchestration Core and others require Cloud Management.
Agile Development	Provides capabilities to manage the software development process in projects including enhancement requests, defect prioritization, definition of release content, and tasks.
Application Portfolio Management	Enables organizations to inventory and manage application portfolios in a single central location, capturing relevant information such as costs, risk, projects, lifecycle dates, ownership, and health assessments. This inventory facilitates the identification of business benefits of each application and helps organizations make informed decisions on reducing costs, improving agility, and business alignment with the IT application portfolio.
Asset Management	Provides capabilities to track and manage the physical, contractual, and financial aspects of assets.
Audit Management	Provides a centralized process for internal audit teams to automate the complete audit lifecycle by providing the capability to plan, scope and execute integrated, risk-based audit plans.
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. Requires Orchestration Core.
Cloud Management	Provides the capability to automate the provisioning and management lifecycle of public and private virtual servers. Requires 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 customer data model for accounts, partners, and contacts; case

	management with advanced skills-based routing, case assignment workbench; real-time service level agreement (SLA), service contracts and service entitlements; targeted communications; special handling notes; pre-packaged service analytics using both real-time data as well as snapshots for trend analysis (trend analytics requires Performance Analytics); 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 a device, it explores its configuration, status, software, and relationships to other connected devices, and updates the Configuration Management Data Base (CMDB).
Edge Encryption	Resides on Customer-owned servers and encrypts and decrypts eligible data sent to and from, and stored in their instance. Customer controls and manages the encryption keys for the eligible data in their instance.
Enterprise Service Portal - HR	In support of HR service delivery, provides employee self-service via an HR service catalog and provides HR the capability to assign tasks to employees. Uses prebuilt layouts, controls, and content. Requires HR Service Management.
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 simplify 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.
HR Service Management	Provides capabilities to manage HR service delivery using case management to document the interactions between the employee and HR supported by the knowledge base.

Incident Management	Facilitates the process of restoring normal IT operations by providing capabilities to record, classify, distribute, and manage incidents through to resolution. Includes Performance Analytics limited to 15 key performance indicators (KPIs), one 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 workflow activities outside Customer's instance of the subscription service. Allows Customer to automate discrete tasks or processes using workflows that interact with external systems or services.
Password Reset	Provides the capability to reset user passwords that are stored and pre-authenticated in a supported credential store separate from Customer's instance of the subscription service, such as Active Directory. Requires Orchestration Core.
Performance Analytics	Provides advanced analytics and time series analysis for KPIs.
Platform Runtime	Allows customer to deploy custom-built applications developed on the ServiceNow Platform into production.
Policy and Compliance Management	Provides a centralized process for creating and managing policies, standards, and internal control procedures that are cross-mapped to external regulations and best practices. Additionally, the application provides structured workflows for the identification, assessment, and continuous monitoring of control activities.
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 to allow risk managers to quickly identify at-risk assets, perform assessments, and continuously monitor risk exposure.
Security Incident Response	Enables SOC/SIRT teams to enact response plans to address security-related activities, events or incidents. Enables response team collaboration, investigation of network and non-network related activities (i.e. intellectual property theft, criminal activities, etc.) and includes the capability for automated request assignment and remediation across IT and security teams.
Service Mapping	Discovers business services of the organization and builds a comprehensive map of all devices, applications, and configuration profiles used in these business services.
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 and Agile Development. Project Portfolio Management and Agile Development are separately authorized.
Threat Intelligence	Provides the ability to support multiple threat intelligence feeds to enhance the context of a security incident by enabling analysts to see potential threats and related systems in an integrated view. Threat Intelligence also allows Customers to add their own custom feeds and to place confidence scores or weighting on each feed to accelerate the identification of legitimate security issues.
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 third-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	
Assessments	Evaluates, scores and ranks records from any table in the subscription service. Uses assessments to send custom questionnaires to selected users or writes scripts that query the database directly.
Automated Testing Framework	Creates, saves and runs automated tests that verify ServiceNow Platform and Application functionality that might otherwise be performed manually.
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 in a ServiceNow instance.
Coaching Loops	Provides the capability to monitor and provide feedback on a specific behavior of an individual or group.

Configuration Management Database (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 directly from the activity stream.
Content Management System	Provides the ability to create custom interfaces.
Delegated Development	Enables instance administrator to deploy and manage developer resources per application, providing them the ability to provide non-administrator development rights and limit the access rights to specific resources used by an application.
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 to Google Maps.
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	An interface technology that enables real-time communication channels such as telephone systems to be integrated into the ServiceNow Platform. 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.
Reporting	Provides the capability to create and share reports and dashboards.
Script Debugger	Enables debugging of script on non-production instances.

Service Catalog	Displays a listing of the goods and services that a Customer provides within the enterprise to its employees and contractors.
Service Creator	Provides capabilities for building service catalog items without writing code.
Service Level Management	Establishes and monitors status of service contracts and SLAs between the organization and its customers or third-party service providers.
Service Portal Designer	Provides the capability to build portals with a consumer-like experience using both ServiceNow out-of-the-box widgets and templates as well as Customer's own widgets and styles, while leveraging only HTML and CSS.
Skills Management	Assigns configured competencies to groups or users.
Studio	Web-based Integrated Development Environment (IDE) for professional and low-code (i.e., IT administration) application developers.
Subscription Management	Enables Customers to view and allocate use rights in the subscription services across the enterprise.
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	Transforms the navigation of lists and forms into an interactive graphical experience including 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.
Web Services	HTTP-based web services allows Customer to interact with ServiceNow instances. Outbound (consumer) web services allow Customer to access remote endpoints and perform web service requests from a ServiceNow instance. Web services include REST and SOAP APIs.
Workflow	Provides a drag-and-drop interface for automating multi-step processes across the ServiceNow Platform. Each workflow consists of a sequence of activities such as generating records, notifying users of pending approvals, or running scripts, and the condition-based transitions between them. Customer is required to purchase Orchestration Core to orchestrate activities using the Workflow that interact outside of Customer's instance of the subscription service.