ServiceNow Product Overview

Effective Date: January 11, 2018

ServiceNow Applications	
Activity Designer	Provides capabilities to construct reusable Workflow activities based on an organization's business needs.
Activity Packs	A collection of related orchestration activities in a scoped application that allow Orchestration Core to connect to, and automate work with, external systems from Workflow. Customers have the ability to create their own Activity Packs with the Activity Designer.
Agent Intelligence	Provides the ability to use supervised machine learning to train solutions with Customer's historic ServiceNow data to predict an outcome, such as a field value in a record.
Agile Development	Provides capabilities to manage the software development process including story definition, backlog management, sprint planning, test planning, enhancement requests, defect prioritization, definition of release content, and tasks.
Application Portfolio Management	Provides capabilities for 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 facilitating business alignment with the IT application portfolio.
Asset Management	Provides capabilities to track and manage the physical, contractual, and financial aspects of assets. The Software Asset Management application is required for tracking and managing software 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.
Basic Case Management	In support of HR Service Delivery, provides basic capability to log general inquiries between an employee and the HR service center.
Case and Knowledge Management (Formerly: HR Service Management)	In support of HR Service Delivery, provides capabilities to document and manage interactions between employees and HR. Also allows for the fulfillment of advanced case requests across various HR centers of excellence, all supported by an HR Knowledge Base.
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 automate the distribution of software from the Service Catalog and manage software revocation. Integration with Microsoft System Center Configuration Manager (SCCM) is provided and the extension framework enables additional third-party integrations, providing a single pane of glass for software distribution and license revocations on Windows and Apple devices. Customer is required to separately purchase any third-party integrated services.
Cloud Management	Provides the capability to automate the provisioning, lifecycle, and cost management of public and private cloud resources.
Communities	Enables Customer's users to engage with peers to ask questions and provide answers on areas of their interest. Helps organizations to reduce support costs through crowd sourcing of knowledge and self-service enablement. Includes the following key features – forums and user management, personalized subscriptions, user community profile, and moderation.
Configuration Compliance	Integrates with third-party security configuration assessment (SCA) solutions to generate a set of test results for the Customer's environment. Allows Customer to create response tasks, change requests or problem tickets to address configuration issues, enabling security teams to perform further investigation or allowing IT to remediate.
Cost Management	Provides capabilities to track one-time and recurring costs of configuration items used by IT, and to allocate those costs to business units using allocation rules.
Financial Modeling (Formerly: Cost Transparency)	Provides insight for executives seeking to align spending to business goals. Customer 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); 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 and snapshots for trend analysis (trend analytics requires Performance Analytics); and voice of customer feedback through online surveys and customer satisfaction reporting.
Demand Management	Provides capabilities to consolidate IT requests in a Service Catalog and route them through 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 CMDB.
Edge Encryption	Resides on Customer-owned servers and encrypts and decrypts eligible data sent to and from, and stored in Customer's instance. Customer controls and manages the encryption keys for the eligible data in their instance.

Employee Service Center (Formerly: Enterprise Service Portal – HR)	In support of HR Service Delivery, provides employee self-reliance via an employee service portal, and provides HR the capability to assign tasks to employees. Uses prebuilt layouts, controls, and content.
Enterprise Onboarding and Transitions	In support of HR Service Delivery, provides a mechanism for HR to configure complex employee processes that span departments, such as onboarding, offboarding, transfers, and other employee lifecycle events.
Event Management	Provides capabilities to aggregate 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 self-service through a Service Catalog and assignment of requests based on fulfillment rules.
Field Service Management	Provides capabilities to create work orders and tasks for the repair and service of equipment; schedule and assign work to technicians; manage parts requirements; and inventory, manage, and complete work orders.
Financial Planning	Assists executives and budget owners in the automation of budget and forecast planning, helping to increase efficiency and simplify the planning process.
Financial Charging (Formerly: Financial Reporting)	Provides the capability to automate show-back and bill-back processes with Workflow and statement item types, helping to increase corporate financial visibility.
Incident Management	Facilitates the process of restoring normal IT operations by providing capabilities to record, classify, distribute, and manage incidents through to resolution.
Integration Hub	Provides additional capabilities to allow Flow Designer to automate systems outside of a Customer's instance
MetricBase	Allows Customer to collect, analyze, and store a time series of data.

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.
Now Platform – Custom Applications (Formerly: Platform Runtime; CreateNow)	Provides capabilities for Customer to deploy custom-built applications developed on the ServiceNow Platform into production.
Operational Intelligence	Provides the capability to aggregate raw data from disparate monitoring tools in Customer's infrastructure to proactively reduce service outages through machine learning and predictive analytics.
Orchestration Core	Provides additional capabilities to allow Workflow to automate systems outside of a Customer's instance and create codeless, reusable actions.
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 Microsoft Active Directory.
Performance Analytics	Provides secure, simple access to Key Performance Indicators (KPIs) and metrics that companies can use to proactively optimize business services, improve processes and align with organizational goals.
Planned Maintenance	Provides the capability to automatically create work orders and work order tasks via schedules that are triggered based on meters, usage, and/or duration.
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, 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 a security operations center, security incident response team, and IT to enact response plans to address security-related activities, events, or incidents. Facilitates response team collaboration, investigation of network and non-network related activities (e.g., intellectual property theft, criminal activities, etc.), including the capability for automated request assignment and remediation across security and IT 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.
Software Asset Management	Provides the capability to track and manage software assets, including normalization of discovered software, reconciliation of discovered software against license entitlements, and remediation actions to stay compliant. Facilitates identification of unused software for reclamation and allows Customer to automate harvesting of those licenses.
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. Allows Customer to add its own custom feeds and to place confidence scores or weightings on each feed to accelerate the identification of legitimate security issues.
Trusted Security Circles	As part of Security Operations, provides Customer the option to share threat intelligence data with industry peers, suppliers, or a global circle of ServiceNow customers. Allows Customer to submit anonymous queries regarding security observables and automatically receive a count of sightings to determine whether suspicious activity may be part of a larger attack.
Vendor Performance Management	Enables Customer to manage, evaluate, and compare vendors based on predefined criteria.
Vendor Risk Management	Provides automated assessment capabilities and remediation processes for managing vendor risk, including reporting of risk levels and issues. All vendor interaction and communication may be centralized via a vendor portal enabling Customer to manage vendor responses, provide assessment status, and track issues and tasks.

Vulnerability Response	Integrates with the National Vulnerability Database (NVD) and third-party solutions to generate a set of actionable reports of vulnerable assets in Customer's environment. Allows Customer to create response tasks, change requests or problem tickets to address vulnerabilities, enabling security teams to perform further investigation or allowing IT to remediate.
ServiceNow Platform Capabilities	
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 subscription service functionalities 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, audit, 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 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.
Flow Designer	Enables Customer to automate processes for approvals, tasks, notifications and other data in the Customer's instance without writing code; and allows Customer to create codeless, reusable actions.
Form Designer	Allows creation of forms and tables with visual controls.

Google Maps mapping service	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.
OpenFrame	An interface technology that enables real-time communication channels such as telephone systems to be integrated into the ServiceNow Platform. 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 of the subscription service.
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 Customer 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	Provides 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 service 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 allow Customer to interact with instances of the subscription service. Outbound (consumer) web services allow Customer to access remote endpoints and perform web service requests from instances of the subscription service. Web services include REST and SOAP APIs.
Workflow	Provides a drag-and-drop interface for automating multi-step processes across the subscription service. 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 a Workflow that interacts outside of Customer's instance of the subscription service. |