

# Create intelligent IT operations and better experiences with ITOM

## Business situation

Digital transformation and new customer experience initiatives pose challenges to IT operations. For instance, IT needs to be ready to respond to unplanned events and changes. Similarly, there's an increase in the need to make real-time decisions enabled by huge volumes of data and analytics.

## IT operations challenge

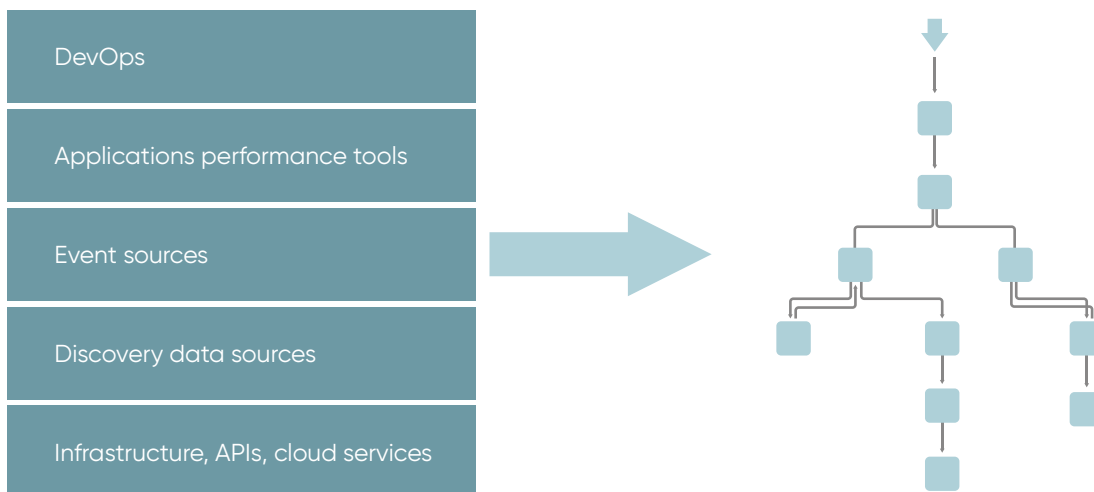
The typical break-fix model no longer works for IT operations. Cloud and DevOps create agility, but also add management complexity due to their dynamic nature. Without the proper tools, IT operations has limited visibility into how infrastructure and services are connected. Manual identification of issues and correlation of events to problems is too slow and error prone. IT operations need help to reduce the noise of day-to-day operations, quickly identify and remediate issues, automate repetitive tasks to increase efficiency, and focus on value-added activities.

## Solution

With the Now® Platform, IT has full control over IT resources, both on-premises and in the cloud. ServiceNow® IT Operations Management (ITOM) delivers a comprehensive and integrated set of capabilities that's built seamlessly on your existing ServiceNow® IT Service Management (ITSM) investments. The Now Platform delivers the intelligence you need to rapidly find service degradations and outages, understand and resolve issues, automate problem remediation, and optimize cloud spend. Now IT operations can move from manually collecting events to automatically narrowing down critical incidents and their root cause, resolving them quickly and effortlessly.

## Visibility: See your estate and create a single source of truth.

ServiceNow enables you to catalog your on-premises and cloud IT estate and understand relationships among IT resources that form your critical business services. With an up-to-date record of IT resources and an in-depth understanding of the impact of change on key business services, ServiceNow makes it easy to instantly pinpoint and resolve disruptions.



**Benefits to IT operations:**

- Get a holistic view of your IT resources across on-premises and cloud
- Get in-depth understanding of changes in your IT resources and their impact on business services
- A single source of truth to managing

Our customers start their Visibility journey with ServiceNow CMDB, Discovery, and Service Mapping applications.



**Customer example:** TransAlta is Canada's largest publicly traded power generator and wholesale marketer of electricity and renewable energy. IT became a valued business partner by achieving 80% reduction in outages.

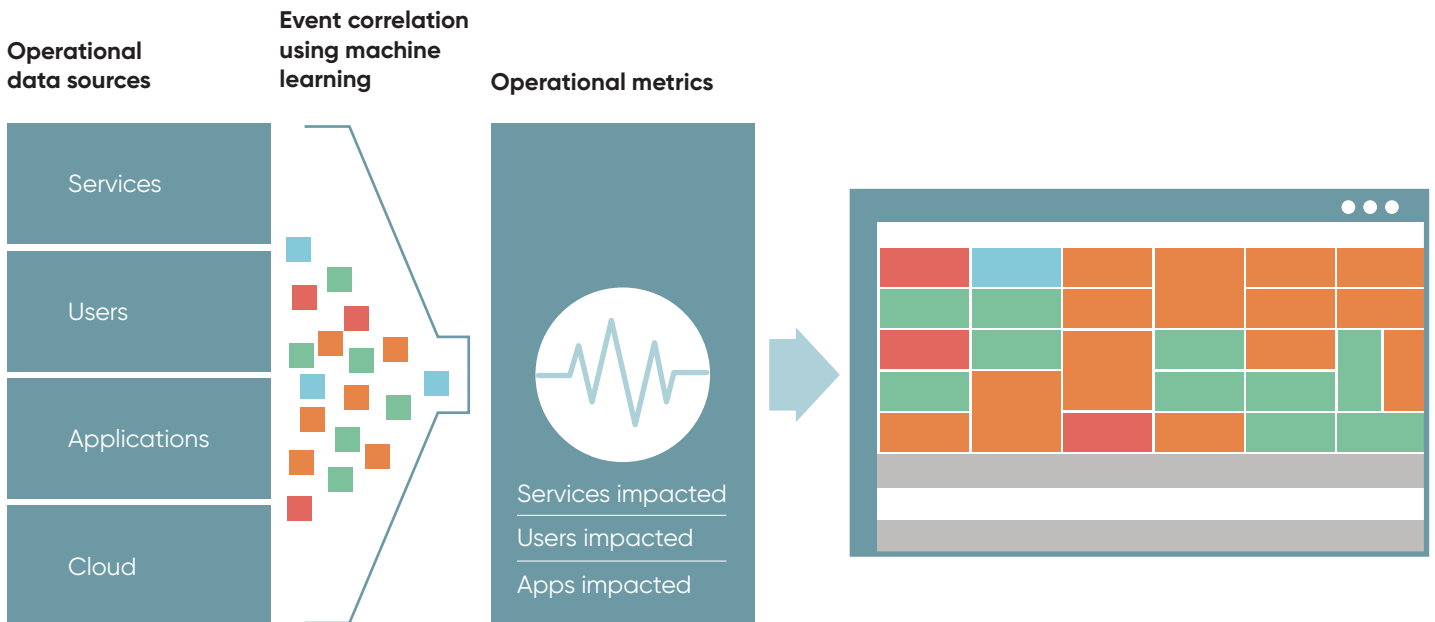


By the time our users notice a service issue, we've already told them about it and we're working on a fix."

- Jamie Duncalf,  
IT Operations Manager at TransAlta

**Health:** Rapidly identify and resolve problems to operate with confidence.

Building upon ServiceNow Visibility, our health applications tie into your existing event and metric sources. By correlating real-time operational data from the IT estate to the business service relationships maintained in ServiceNow, a graphical dashboard of application health is provided. Even better, machine learning automatically classifies the incoming noise of events to just a handful of key incidents that point to service degradation—eliminating the day-to-day chaos from the environment, and helping you focus on fixing critical issues.



**Benefits to IT operations**

- Reduce MTTR with real-time correlated views of health KPIs
- 99% reduction in noise by aggregating events and converting them into alerts and incidents for resolution
- Prevent service outages by leveraging context-aware predictive indicators

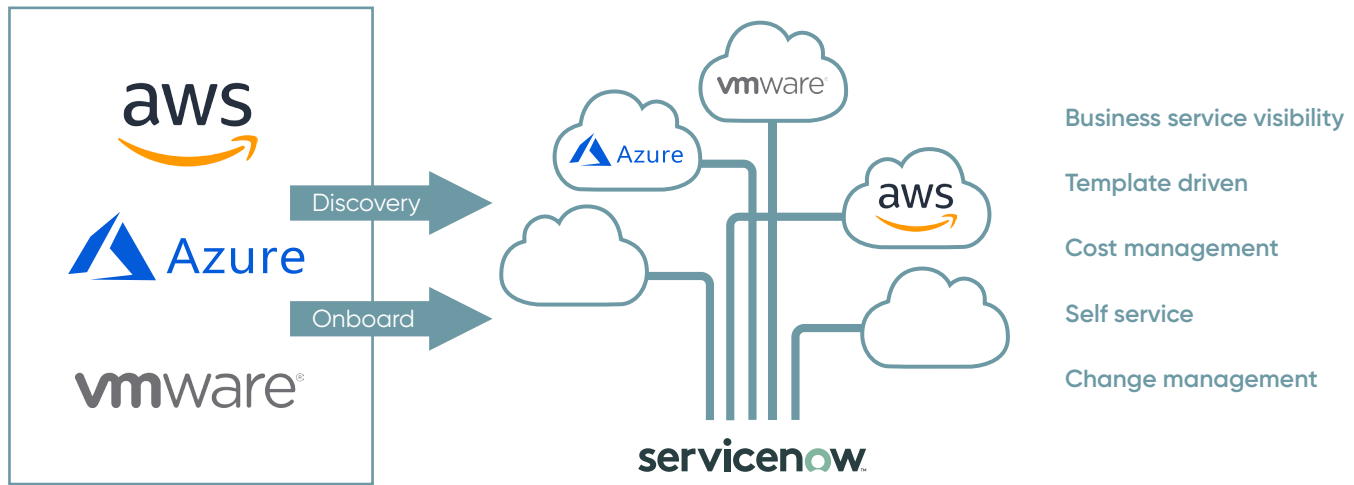
Our customers start their health journey with ServiceNow Event Management, Operational Intelligence, and Orchestration.

TimeWarner

**Customer example:** Time Warner is a global media and entertainment leader with businesses that span television networks, film, and TV entertainment. They improved their incident management process by tightly integrating Event Management with ITSM processes, reducing 120,000+ events per week to less than 1,000 incidents.

**Optimization:** Improve efficiency and be more cost effective—automatically.

IT operations need to constantly manage hybrid cloud resources. They should continuously improve business effectiveness across the service lifecycle and multi-cloud environments. The Now Platform helps them drive better decisions to increase service agility and improve operational efficiencies in a hybrid and multi-cloud world.



**Benefits to IT operations**

- Automate cloud management and deliver great experience to their users
- Use existing cloud templates offered by AWS, Azure, and VMware
- Drive governance of cloud usage via integrated service management across hybrid clouds
- Consolidate cost visibility across cloud providers

Our customers start their Optimization journey with ServiceNow Cloud Management

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## servicenow.

**Customer example:** ServiceNow IT operations team has tremendous success in automating the creation and management of cloud resources. They can now fulfill user requests asking for new hybrid cloud resources in less than an hour—a task that used to take 40 hours. They have a unified view into cloud resources, ownership and costs among different operating environments such as Red Hat, CentOS, and Windows.

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### Want to quantify your savings with ITOM?

Read and customize your savings using the [IT Value Calculator](#). Typically, companies start with the following savings right away:

- Reduce critical incidents by 25%
- Achieve 50% faster recovery time
- Drive to 25% fewer outages
- Reduce time to deliver cloud service to your users from days to minutes

