

Roundtable 55 Transcript

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SERVICENOW

At this 09.22.22 Roundtable 55, NOREX Members discussed the reasons to select ServiceNow and moving from other toolsets; pros / cons with implementing ServiceNow; utilizing customizations within ServiceNow and experiences with customizations during system upgrades; time to implement ServiceNow; staffing model for management; end user experience via mobile usage; Configuration Management Database; Teams integration and deploying the catalog / portal to the Teams client; Employee Center; integrating ServiceNow with work-tracking systems like Azure DevOps; Software Asset Management module; ServiceNow Discovery tools; metrics to measure customer experience; and Project Management module.

EXECUTIVE SUMMARY

[A Director of IT Enablement is looking at Atlassian, Ivanti, and ServiceNow](#) and wanted to learn what other organizations used as their decision criteria to pick ServiceNow, their experience moving to it, and from what toolset did they move. The four core ITSM buckets he wants to mature initially are incident, problem, change, and service requests and then move to asset and inventory management. A Service Desk Manager said that one of the main reasons they selected ServiceNow was its ability to integrate with many other technologies. Part of being that Cadillac of products out there is its integrations with other major players such as Salesforce and much of their ERP systems. An ICT Service Delivery Manager echoed that ServiceNow is the Cadillac of these products. It has everything that you would ever want. Every module has a new feature of asset management, software tracking, or anything like that in addition to HR components. His organization is using ServiceNow from a shared instance from Athos and do not have their own instance yet. As they started with the implementation, they came from TOPdesk which was on prem. When they went to a managed service for the ITSM process, the service had an instance available that they use. They are now considering building their own instance as they do more customizations that they would like to put in use.

[When implementing ServiceNow across an organization](#), a Member said that it is always better to learn from things that do not go well vs things that do go well. When they implemented ServiceNow, it was brought on as the idea of a platform, and it had initially been brought on by custom applications. They started with customization and ServiceNow with an implementation partner that was not the greatest at customization. Many of their basic ITSM tables such as the user table were messed with because they were customized beyond belief. About a year ago, they removed those custom applications completely from ServiceNow and are now focusing 100% on the ITSM aspect. It was a very big learning experience in terms of realizing what to do first. He offered that the application can do almost everything. It may be different than your current processes, so try really hard to do it the way that ServiceNow does it and change your process. It is an excellent product, and they do ITSM well. It is their bread and butter. A Manager of IT Service Desk had an opposite experience in that they did not have a process built. They have been building over the last three or four years into using ServiceNow. They have had a smooth move to ServiceNow, especially with other parts of the organization. They have moved them into using ServiceNow and they are in love with using it. This is expanding the possibilities of what more they can use in ServiceNow.

Additional headline topics:

- [Staffing model](#) for management of ServiceNow.
- [Teams integration](#), specifically deploying your catalog / portal to the Teams client.

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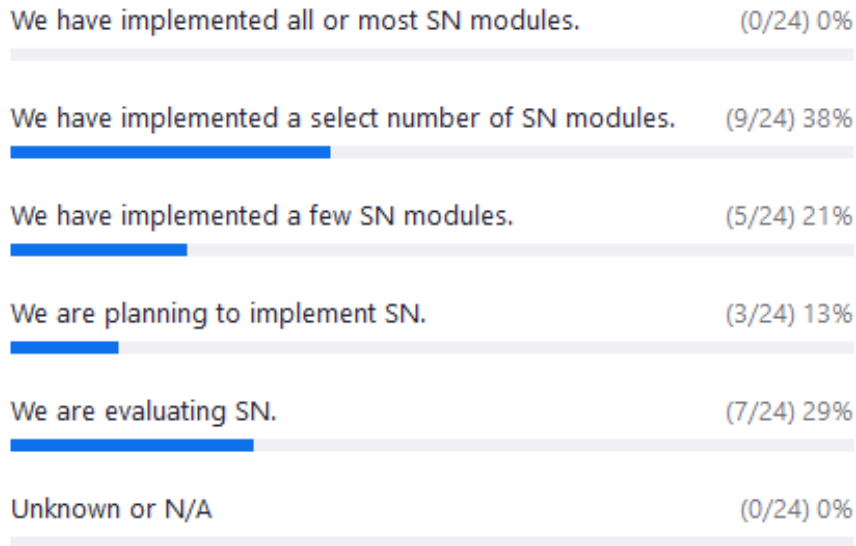
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NOREX Roundtable 55 Transcript
ServiceNow
September 22, 2022

Topic: ServiceNow usage

Moderator: Let's get started. I'm not sure Jason is with us yet, but I think it's a good starter topic today. Why did you select ServiceNow, and what toolset did you move from? I have a poll on this, just to find out who has implemented ServiceNow and to what extent.

Poll: What is your organization's current status?



Moderator: Right now it looks like the most common answer is “a select number of modules”. Why ServiceNow? I understand it's kind of the Cadillac solution in this space, quite expensive relative to some of the other ones.

Tony L.: I think you kind of hit it. It's the Cadillac of the products out there. I think it's the top quadrant of products, and they just have everything that you'd ever want. Every module has a new feature of like asset management, software tracking, or anything like that in addition to HR components as well.

Moderator: Tony, how are you using it?

Tony L.: We have not implemented yet. We are evaluating. Signed a couple of contracts. We're looking to go live Q1 of next year. Trying to get feedback from peers on how I can do it better.

Moderator: You can see the poll results. There's a few of you like Tony planning to implement and some just evaluating. Let's get a few more thoughts on why you selected ServiceNow or why you're trending towards ServiceNow.

Jon M.: I'm an electrical contractor. I actually was the one who implemented ServiceNow for us. We've had it for about four years, and one of the main reasons we selected ServiceNow is its ability to integrate with a lot of other technologies. Part of being that Cadillac is its integrations with other major players, Salesforce, a lot of our ERP systems.

And it has an innate ability to integrate workflows. We're just actually starting to do a lot more of those, and I could go on and on. But we came from an email-based ServicePRO ticketing system. It's a cheaper solution and this is what we've been using, trying to turn on every aspect of ITSM, and then looking at other modules beyond ITSM.

Moderator: Thanks, Jon. Anybody else care to give us some feedback on why ServiceNow and maybe what toolset you moved from?

Tommie D.: We're using ServiceNow from a shared instance from Athos, so we do not have our own instance yet. As we started with the implementation we came from TOPdesk which we had on prem. But as we went to a managed service for the ITSM process they had this instance available that we use. We're now considering of building our own instance, and we do a lot more customizations that we would like to use.

Moderator: Okay, Thank you. By the way, the topic rundown - I've tried to organize these in kind of a flowing manner, starting out with basic questions about why ServiceNow, how many of you are using, etc. We're going to work our way through specific topics on the various modules like customization, project management, discovery, some of the other options that you have with ServiceNow. That's the plan today. I think I'm going to move on.

Topic: Implementation experiences

Moderator: Our next topic involves implementation experiences. Can others share recommendations and any pros and cons?

Jon M.: It's always better to learn from things that don't go well, versus that go well. I can tell you how to *not* implement ServiceNow, if you want to have it go well right away. When we implemented ServiceNow it was brought on as the idea of a platform, and it had initially been brought on by custom applications.

We actually started with customization and ServiceNow, and we had an implementation partner that was not the greatest at customization, and so many of our basic ITSM tables, like the user table and different aspects that you really want to have in a good space were messed with because it was customized beyond belief.

About a year ago we started on a major project to what we call detangle. We actually removed those custom applications completely from ServiceNow and now we're focusing 100% on the ITSM aspect, which is what ServiceNow's bread and butter is. It was a very big learning experience from the sense of what to do first.

Examples of the customizations - we actually wrote two custom applications. One was a purchasing application that ended up not seeing the light of day. The other one was sort of an assembly manufacturing type application that saw the light of day but wasn't the best solution. They ended up using something completely different.

The advice I would give is the application can do almost everything, and it may be different than your current processes. Try really, really hard to do it the way that ServiceNow does it and change your process. Don't force ServiceNow to do what you want it to do because you guys have done it that way in the past. We want ServiceNow to handle our ticket flow this way or that way.

And seriously consider changing your process as you implement ServiceNow to align with what ServiceNow does. In the long run through upgrades - there's a reason it's around that quadrant. It's a good product, and they do ITSM well. It's their bread and butter.

Lindsey B.: Can you give an example of the customization you did?

Tommie D.: You wrote this yourself or use API integration between other applications and ServiceNow?

Moderator: We're going to get to customization in a minute. Let's first go to Marcus.

Marcus J.: I had the exact opposite of Jon actually. We didn't really have a process built. We have been building over the last three or four years into using ServiceNow. We really deployed it about a year ago. CMDB is going live here in five days. We're building it slowly. What Jon said at the end there was exactly correct. Use what ServiceNow gives you, because that's the ideal way to use ServiceNow.

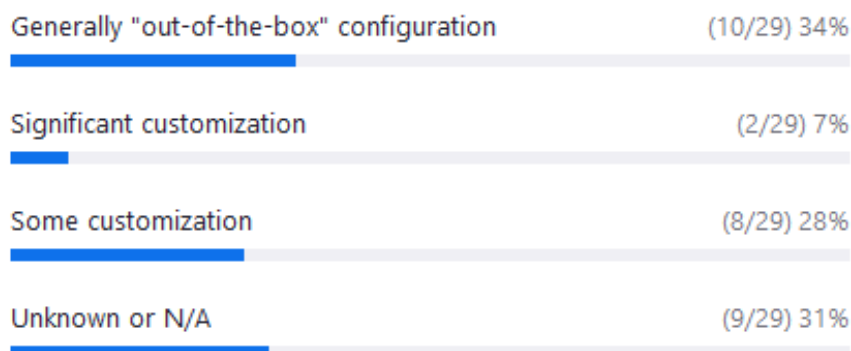
We are lucky enough to be starting from nothing, and we're building into something. My experience at past organizations was using whatever ITSM a model you have and building into that rather than trying to create it. Because you will run into many problems, many issues. We've had it relatively smooth, especially with other parts of the organization which didn't have a lot of use of ServiceNow.

We've moved them into using ServiceNow and they are in love with using it and are expanding our possibilities of what more we can use in ServiceNow. We've gone really slow. It's been a couple of years of trying to build into it. But with our business and how fast we move otherwise, it has moved slowly to make sure that we do everything we can for everybody before we try to go too deep into the weeds, and using this module, that module, this module.

Topic: Customization

Moderator: I've got a poll up asking what your approach is regarding customization. And Jon had a question in chat, asking if you give example of your customization.

Poll: What was / will likely be your SN usage approach?



Jon M.: Yeah, that was that was the one I want to clarify for Tommie, too. We had a partner completely write a customer application. This wasn't like a tie-in an API to another one. They do have pretty good APIs. We worked with integrating with Jira for our development team. But, Marcus, I would agree wholeheartedly in that approach. It's slow and steady, and make sure you get it right to get buy-in along the way.

Liana S.: Great feedback @jon.

Jeff V.: Agree, stick with out of box where possible and if possible, modify process not ServiceNow.

Christopher Z.: Agree. Take a look at why and how you things today. Try not to be married to the processes.

Tony L.: We are doing tiers. Out of the box stuff first, then after time, start building our customizations.

Tommie D.: So this all depends on the strength and knowledge of your integration partner?

Jon M.: Yeah, that's very helpful, and it was very helpful for us. We started with only partners and we eventually now have some developers on our team that are dedicated to ServiceNow development and back-end work. Having staff that knows ServiceNow and trained in ServiceNow. Very, very, helpful.

Liana S.: A tool cannot not automate a process that is not documented, understood and/or adopted (socialized) or does not exist. And organizational strategy around training is key. If tech (back end techs) don't know how to use it 'right', the Cadillac loses value :)

Jeff V.: Experienced implementation partners can be huge to keep things moving.

Jason B.: Very interested Jon - if you integrated with Jira, why did you not use Jira Service Desk?

Jon M.: It's a good question. We had ServiceNow long before we started using Jira and then all the consideration for what you're using in a ticketing system. You've got to consider the workflow and what kind of services your IT department is going to provide and then that end user experience.

ServiceNow provides a very good end user experience for the catalogue of services that you will provide and the self-service options. I hadn't looked too much into Jira, but that was a recent add six months to a year ago that our developers wanted to use Jira, so we integrated later.

Moderator: You can see the results of the poll. It looks like most everyone's using the out-of-box. Jason, did you have something to add?

Jason B.: I did. I was just going to ask Jon, because we're right in the middle of selecting a toolset upgrading from what we have now, which is not working very good. Atlassian and ServiceNow are the two leading ones, but we're looking at it from both project & portfolio management as well as DevOps, as well as ITSM.

Obviously I'm looking across this saying if I can consolidate, I don't want a bunch of different tools or a bunch of different complex integrations. I don't have a team of ten people that are just going to manage all of this tooling type of thing. That's why I was asking about your Jira integration. How's that integration working from a DevOps to ServiceNow perspective, if you get tickets that go back and forth because of code bugs, stuff like that.

Jon M.: The Jira integration is to answer Cheryl's question too, along with that one Jason, the integration is bi-directional, so you can make changes to the tickets that go back and rewrite into ServiceNow.

Jason B.: Oh, nice.

Jon M.: There is bi-directionality with the Jira integration. We're not one hundred percent fully production with it yet. But through our testing we've seen the by directionality of it. And then to kind of answer your other question, that's a very large topic of getting all of those aspects. I understand. Just to give some examples of what we're trying to do and how long it's taken.

I'm trying to get - I have ticketing incident and service requests inside of ServiceNow, knowledge base is inside of ServiceNow. We have just integrated an external, not external, but kind of another support group that's not the service desk that supports some of our other software. They're now in ServiceNow as well, using it instead of a shared mailbox.

Where I'd like to push, and where I do see ServiceNow really helping is that change management, getting those other aspects of ITSM that you're talking about. Project management. We currently use Smartsheets for project management.

And between this group - don't tell the other people in my organization - I'm trying to get it all into ServiceNow, the same that you are of trying to get it all together so that you can have people that are working use ServiceNow as kind of the place they go to do their work. They can see the project work, they can see their tickets, their changes, and everything is all linked together.

And then you can turn on problem management, you can turn on all these features of ITSM. That's where the value of ServiceNow to me, and will really uptick is getting it all turned on.

Jason B.: Excellent. Thank you, Jon, appreciate it.

Moderator: Let's go to this topic from Lena asking about the implementation timeline.

Topic: Implementation time

Olena L.: Well, yes, just to continue discussion on customization. I'm wondering if somebody is using any integrations. Like we have our knowledge base in the different system. We use maybe Active Directory or other HR systems to do integrations with a user table, different discovery tools. This is one part of the question.

Do you use these integrations with other systems? How well they work for you? Do you use custom forms maybe or different additional functionality that is customized and one of the warnings we had is if you do a lot of customization, you will have a lot of issues doing upgrades. So I'm looking for your experience if you can share, thank you.

Moderator: Did you see the results of the poll, Lena, that showed that most people are not doing customization?

Olena L.: Yeah, looks so.

Christopher Z.: Good morning, folks. You can call them integrations, right? We did two things. We took some manual processes of our old toolset, people opening tickets manually. My network operations team we took SolarWinds and simply forwarded events that had meaning to the ServiceNow platform using the email ingestion component and then created incidents with pre-populated fields of priority, severity, categories, and had that forwarded to a team.

As well as a production support batch processing team. They use a product called Control M. Same thing. Events within their platform that they can work and see were forwarded into the ServiceNow platform and automated incident creation to those teams. Those are small teams in my environment, and that's a lot of work they don't have to do manually anymore. And then what happens is the benefit there for those integrations just using the email component, the ingestion part of ServiceNow, consistency on the incidents as well as reporting, dashboarding, trending, is now made possible.

Jason B.: Christopher, I'm also interested - was your integration with SolarWinds from an infrastructure standpoint into ServiceNow from an incident perspective, do you gather and classify that incident ticket in ServiceNow based off of information in the email that comes from SolarWinds?

Christopher Z.: Correct. We parse it in ServiceNow and we focus on the title. Things like if you have consistency within your infrastructure, if you have routers, containing the word router in it or RTR. Anything that you can trigger on, body of an email, title, those sorts of things

Jason B.: That's awesome. Thank you.

Topic: ServiceNow usage discussion revisited

Moderator: Well, let me back up a little bit, Jason. I had your topic on first and we can address it again too a little bit if you'd like.

Jason B.: Well, that'd be great thanks.

Moderator: People were talking about the fact that ServiceNow seems to be the Cadillac approach, etc. Go ahead and ask any specifics you'd like.

Jason B.: Yep. I kind of threw it out there to Jon. We're looking at Atlassian, and we're looking at a ServiceNow as the top two. Ivanti is another one that we're kind of looking at. But everything I'm hearing of ServiceNow, and I want to kind of see if people can debunk this, is that it takes an entire team to run it. It's a million dollars a year. It's the most expensive solution out there.

But I also see that you can kind of do all a la carte and mature, kind of like what Jon was talking about. I'm looking at incident, problem, change, and service requests right now. Those are the four core ITSM buckets that I'm looking at maturing, then some asset and inventory management as well.

Would just love to know from anybody that has recently moved to ServiceNow, what was your experience? What was your decision criteria to pick it versus some of the other top quadrants?

Moderator: Jason, we did a poll, too. It's closed, but it shows that quite a few of the folks have implemented a select number of modules. Some have implemented a few. We didn't have anybody that feels like they've implemented all or most of it. Hopefully that's helpful.

Jason B.: Okay great. That's great. Thank you.

Topic: Licensing issues

Jon M.: Let's talk downsides, right? One of the downsides to that expense is licensing. If you thought the old Microsoft 365 licensing was fun and confusing...

Jason B.: Oh great!

Jon M.: It's not good. Changes every time you renew. One hundred percent agree. I will say two key things that I've learned about licensing is there's a full license that allows your team to do whatever they need. There also is a cheaper read-only license for people that is called a business stakeholder license. So, having those two has helped us a lot. Dividing that out saves some money, that's always a big concern, and it's expensive. So that was my experience.

Jason B.: Great. Thank you,

Marcus J.: Over overall, Jason, we are pretty much a little bit on the other end of where you would like to be, because we utilize pretty much the same module set that you were talking about. I wasn't working here when they chose ServiceNow. I talked to my boss that made the decision. A lot of it was of where we wanted to go and mature as an organization, because [ORG] has kind of grown over the last couple of years, and what we wanted to utilize as a company.

The decision was made to use the best product that we feel that we can be using in several years. And yeah, it is expensive. As Jon noted. I mentioned in chat, licensing is a pain. But if you're looking to really get to a point of a stability and ease of access then that's a good spot. I'd mentioned earlier I just deployed into CMDB. Just next week we're deploying our CMDB side of the platform. But knowledge ITSM, problem management, change management is something we're going to be doing soon too.

Asset management we are going to be doing soon too. We start slow, but a lot of that and the utilization of that is very, very high from an organization. From before we had ServiceNow was absolutely zero. Didn't have a ticketing system. There were cheaper options. I've used cheaper options at other companies I've been at, but those options aren't as comprehensive as what we have with SNOW. That's the reason.

After talking with my past and the people who made the decision. I'm glad they did that they went with SNOW. And again, I've used other ones. I've used ones very similar. Cherwell's one that I used. A very good platform there, but if I prefer one it would definitely be SNOW comparatively. If you're able to, of course, afford it. That's the big thing.

Jason B.: That's great, Marcus. Thank you.

Ugur A.: How long did it take to get the software ready after it was purchased? Setup / config, etc.

Kyle P.: Be aware of "all you can eat" selling from ServiceNow. They will try to sell you a lot of modules. As a customer, you should be aware of what you can do in a timely fashion. Don't buy modules that you will not implement for some time.

Jeff V.: Making sure you are using the right configuration item in the CMDB is also critical. We had a few start / stop issues, but were caught during testing.

Marcus J.: Been working for over 6 months on CMDB CIs. Been a true adventure.

Christopher Z.: We have internal folks that became service now admins and support the platform, workflows, and are process champions as well, they were not in those roles prior.

Tony L.: Thanks @chris!

Liana S.: It's been said that a fully implemented and utilized CMDB is a "Golden Unicorn".

Moderator: We'll cover CMDBs in a moment. First, let's go with Cheryl. By the way, I have the poll results up on the length of time to implement ServiceNow.

Poll: How long was your initial SN implementation?



Cheryl S.: I had a question about the license. Was it Jon? You said you went from using the full ITIL license to using the business world?

Jon M.: Business stakeholder.

Cheryl S.: Yep, business stakeholder. How did you go about defining what the business stakeholder was versus a full ITIL?

Jon M.: For us it was whether or not they needed to edit tickets or just look at them. We have individuals like our CIO and business partners that generally don't get assigned tickets but they do get questions about tickets. Those individuals that may need to see into the ticketing system they don't need to work in the ticketing system. We've got about fifty people in dashboards. People that need info from ServiceNow but don't need to make changes, and you don't want them to make changes inside of ServiceNow.

Cheryl S.: Is your Jira integration bi-directional?

Kyle P.: We integrate with Azure DevOps, LogicMonitor for Infrastructure bi-direct ticket creation, Meraki alerting.

Christopher Z.: We integrated QuickHelp / BrainStorm for knowledge searches.

Kyle P.: Licensing changes every time you renew!

Marcus J.: Just went through this. Licensing is entertaining.

Kyle P.: For us, Business Stakeholders were people who wanted to see things like dashboards. Info, not activity.

Topic: Staffing considerations

Moderator: Okay, let's move on back to Jason. What type of staffing model do you have for management of ServiceNow?

Jason B.: Yep, that's exactly what I'm looking for. Do you guys use anybody that has a very small if non-existent team that manages a tool like this? Do you contract that out, do you use professional services? Do you just kind of run it and then pull them in?

Kyle P.: When I started with my company we were in between ServiceNow admins, and we were using an outside vendor to do ServiceNow stuff. Everything was taking 3-4 days for even the simplest things, and it was costing a lot of money.

We hired in a ServiceNow admin. He saves himself more than his salary each year than going to an outside vendor, and that allowed him to do things like customizations. Oh, this workflow isn't working correctly. Can you take a look at it? I can do that with a Teams chat message rather than opening up a ticket in my outside vendor ServiceNow piece. But really one guy does it, and I'm a director. I'm his backup.

Jason B.: Excellent! That's what I wanted to hear Kyle. Thank you,

Christopher Z.: We have two admins that are in-house. They were folks that had other responsibilities that they maintain. Workflows, they're skilled up, they've got a couple of years under a belt. They handle requests around improvements, fields being turned on, things like that. Digital workflows.

I have a slush fund every year in my budget for implementers, in case there's something broken during an upgrade. Like we have a heavily modified PMO project module in ServiceNow, and it's guaranteed to have some quiriness, and if we can't fix it within the first week after going live, we just engage our implementer and we work with them a couple of thousand dollars a year. It's not bad.

Jason B.: Okay.

Marcus J.: In other words, I have one full-time guy who I mentioned started - he was a technical writer. He moved into this and been doing great. We have one contractor that we're using for six months. Then for instance for CMDB deployment, because that's a bigger ask than on top of maintenance of business we got in the contracting company to help us out with that.

Outside of that, when we're not trying to deploy something, even if it's a small deployment within it's just our one guy, maybe the contractor who's helping out with that. One or two people at most for us.

Julie B.: Yes. I've worked at two different businesses with ServiceNow, and the one I'm working at now I'm actually an admin. It's me and one other person. One of the things that I see is that if you don't have Process Managers and Process Owners to help manage their own modules, it is a lot on an admin.

At my previous place we had Process Owners and Process Managers that configured and things in the CMDB and change management, incident management, problem management, facilities, and that makes life a lot easier than putting everything on two admins.

Jason B.: Great. Thank you, Julie.

Marcus J.: Both of my SNOW Admins were not engineers at all as well. Had the toolset but moved into it and thrived.

Christopher Z.: Awesome @marcus. My folks as well.

Jon M.: There is lots of great training from ServiceNow to bring people up from nothing. Both my admins had no previous ServiceNow experience. First 3 years without an admin and now about a year with.

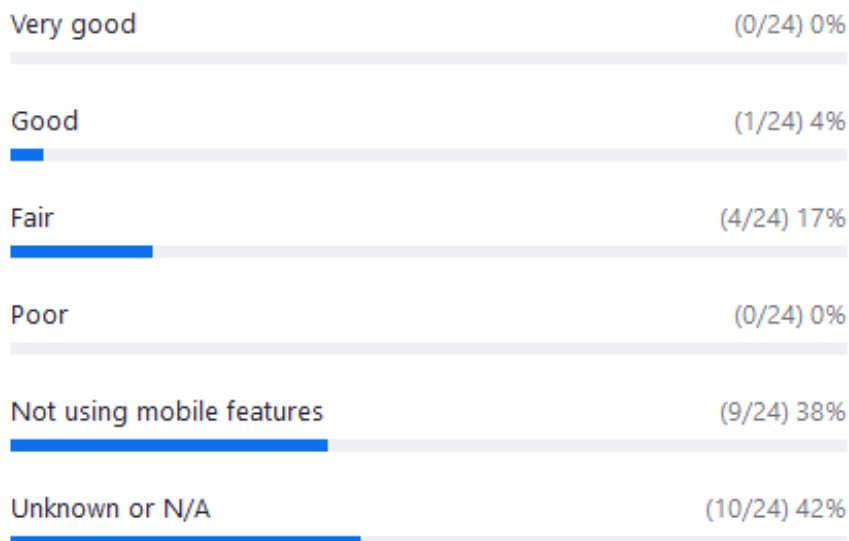
Jeff V.: Small workflow or modify workflow, upgrades, etc. in-house, implement new functions or modules, implementation partner.

Kyle P.: Snow Developers tough to find and expensive in my market. I hired a tech/infrastructure guy who had Snow experience but not credentials and grew him into the role.

Topic: Mobile usage

Moderator: Okay, great. Let's see. We covered that customization as much as we can today. What is the end user experience like via mobile usage? Jon, you're on the call. I also have a quick poll on this, asking if you're using this mobile how has it been going?

Poll: How would you describe your organization's usage of SN via mobile access?



Jon M.: I asked this question because this is an area where we haven't really pushed yet. And when we initially started obviously we didn't start with ITSM. This is something as I look at Employee Center and really getting the portal up and going, and the Teams integration going next year. Kind of want to know if anyone's really pushing that mobile experience for end users.

We have a lot of field users. We're an electrical contractor, and so we've got a lot of guys out in the field and the phone's all they have, or iPad's all they have. Wondering how people have been doing using it. Hasn't been super great for us. That was my only real disappointment with ServiceNow being the Cadillac - to me, a Cadillac should have really good mobile experience.

Julie B.: I work for an airport commission, which you can imagine, there is a lot of remote running around. We manage all the displays of all the airports. We also have six reliever airports as part of it.

This is an area that we definitely kind of need to expand into, because it sounds similar to your scenario, Jon, and the fact that you've just got a lot of people running around to maintain things. Currently kind of our field techs that run around and take care of displays do use the mobile app, but the feedback we're getting is we just really need to expand that.

Marcus J.: Would like to use that next year as well. Not a fan of what we see on the mobile side.

Jason B.: Anyone looking at moving the end user interface primarily into Teams? I have looked at Rezoive.ai and really like that you can do most everything in teams and connect it to any system on the back.

Moderator: I see a question on Teams just came up. We're going to get to that in a little bit. I have a specific topic related to that. This issue with mobile, is the problem do you think just mobile in general, or is it something that ServiceNow should be doing better?

Julie B.: The experience is just like again, two admins trying to manage all these modules. Mobile is one that we haven't been able to really dig in to help mature it.

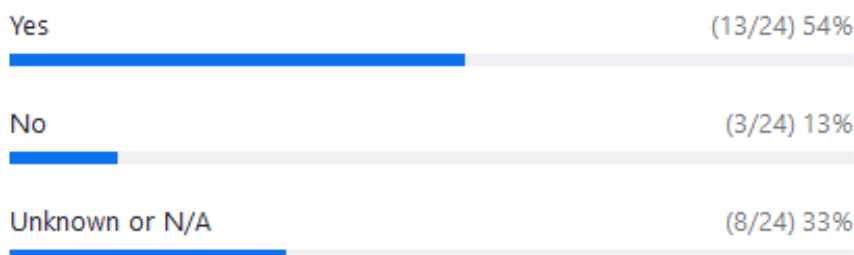
Moderator: Okay. Well, Jon, I guess you got somewhat of an answer there. You probably don't want to hear it but.

Jon M.: It's a confirmation of what I thought.

Moderator: Okay, let's talk about CMDB considerations. How are others using components such as the configuration management database? Let's find out how many of you are using the CMDB. Are you using or will you likely use the CMDB? Yes, no, unknown, or not applicable. Is Doug with us?

Doug D.: Yep, I'm here.

Poll: Are you using / will you likely use the SN CMDB?



Julie B.: Again, working at two different places we were much more mature with our CMDB. It was actually a bank that I worked at. The key thing to build out in here is those relationships that when you have a switch go down you can determine the impact more accurately and how big that incident actually is.

The other thing is kind of classifications and priorities of different CIs. Like a critical application so that you know when that critical app goes down your service desk knows right away to escalate that. Those are some of the key things that I've experienced.

Olena L.: What do you use to build these relationships? Do you use some kind of the Discovery tool. or are they manually maintained in your system? Thank you.

Julie B.: We do use Discovery. However, most of the relationships were built out prior to us implementing Discovery because we found that so key.

Christopher Z.: We do not use Discovery. Our environment is not that fluid. We manually imported CIs and services and stuff like that. Our issue now is maintenance of those. That's where we're at.

Collin Z.: I just wanted to say as far as CMDBs go, probably the biggest thing to watch out for is keeping everything maintained and updated and having a process. Whether it's using like the certification modules within ServiceNow or something like that just to keep the information relevant.

Cheryl S.: SecOps and vulnerability management, service mapping.

Kyle P.: Almost live with our CMDB - pulling in data from AD, SCCM, Intune, LogicMonitor, ITOM Discovery to try and get a complete view of assets.

Marcus J.: Process is HUGE with CMDB in relation to other areas of SNOW. Been developing that almost as much as CMDB itself.

Jeff V.: Currently use FlexNet Management Suite plugin to populate computer CI and software CI, Proposed adding ServiceNow ITOM.

Moderator: Okay, Follow up, Doug?

Doug D.: No, just good to hear some of the experiences. I think we're committed to doing it. Just wanted to learn how to do it better or worse.

Topic: Teams integration

Moderator: Okay, hopefully that's helpful. Let's roll along here. I'd like to spend a little more time on each of these topics, but we're trying to keep this to an hour and I need to move on. We can arrange some networking offline if that makes sense for any of you. Do others have experience with Teams integration, specifically deploying your catalog / portal to the Teams client?

Poll: Have you integrated / will you likely integrate Teams with SN?



Jon M.: This is my kind of follow up way to make the mobile experience a little bit better since everybody has Teams was to - I want to push everything to Teams, using the Employee Center / portal, whatever you want to call it to Teams that people can have it on their mobile device. Also the nice integration of chatting.

Moderator: I would think this would be fairly popular, given the popularity of Teams. Is this just something that's going to happen for most of you down the road? Just hasn't hit your radar yet? And while you're thinking about that, Kyle, go ahead.

Kyle P.: I think that's what we're seeing. We've got a service portal you can do incident requests on there. People don't go to it. They have Teams up all the time. We've moved over Teams as our phone system as well. It's both their telephone, their chat, and we use it for videoconferencing. I know they're going to be in Teams.

If they're not going to come to me, I have to come to them. I have to give them something where they just click a button. We're embedding it within - it's still within the Teams wrapper, they're not leaving and opening up another browser. They're just going within some place that they have open all day long.

Jon M.: You actually turned on the ServiceNow instance inside of Teams?

Kyle P.: Yes. ,

Jon M.: And you're having good success with that?

Kyle P.: We are implementing it right now. I'm projecting we're going to have very good success with it, because it's going to get people to a point where they don't send us like an incident which we then turn into a request. It'll get them better help more quickly.

Jon M.: Right.

Marcus J.: How easy was that Kyle?

Kyle P.: It doesn't look like it's that hard to do. I mean, we work with an outside vendor Cap Gemini. We tried doing this like six months ago, like oh, we can do this for like \$8000. Then it's like, we don't want to do that. Then a couple of months later Teams is like oh, here's an API. They can just pop in there and we we're doing it on our own.

It's more of capturing time from my application development team to help me with this than it is the actual work, because they've done other things like this where they wrapped some of our applications. Like our employee portal, our customer-facing portal for internet, they've done that wrapping. It's very familiar to them, and it's just a matter right now of us tweaking it so it gets them the right experience.

I want to make sure it works perfectly the first time. I only get one shot for them to use it before they decide whether it's beautiful or not, and it's time to use it or not.

Jon M.: I would agree. That's good info, thanks Kyle.

Kyle P.: Adding a Teams item to point people to our Service Portal. Meet them where they are.

Jason B.: Exactly Kyle.

Christopher Z.: Our portal is heavily used as well as Teams. Would love to have Teams involved as well.

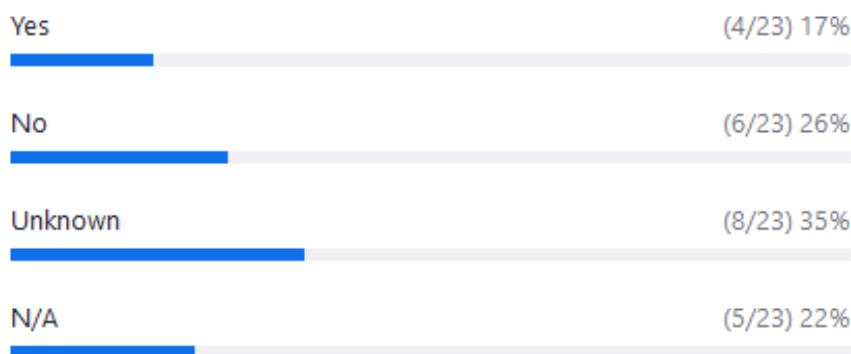
Topic: Employee Center

Moderator: We've got a fair number of topics yet that deal with these specific modules. I'm going to go through them pretty quickly. This one is from Jon, asking about usage of the Employee Center. What is that Jon?

Jon M.: ServiceNow is moving away from the service portal, and they're moving towards the Employee Center. The idea of the Employee Center is to get more modules involved and make it easier to scale and expand. Like HR and stuff, you got more money, more money absolutely.

But basically they're going to push Employee Center. We don't have to spend a ton of time on this one. There's probably better topics to talk about. This is pretty new.

Poll: Have you implemented / will you likely implement Employee Center?



Moderator: It's interesting, though. On the poll it looks like there are a few that have implemented this or are likely to implement it. A few more not. We'll see. I'll go to Cheryl.

Cheryl S.: We are looking at Employee Center next year, because I believe the plan is to deprecate the service portal. They haven't announced that yet. The other thing is we use our service portal for

automation of application provisioning, and we were hoping that the software that we use we'll be able to retire that software and move to Employee Center without having to incur the significant cost of the other application that we use.

Topic: Work tracking system integration

Moderator: All right. Let's go to Doug's next topic. Integration with other work tracking systems like Azure DevOps. You're talking about third party?

Doug D.: We have a software development half of our IT organization, and they do all their work tracking bugs and whatnot in Azure DevOps. And then if some hardware or infrastructure is broken, it's a ticket in ServiceNow. We struggle with things getting in one. They close it here and open it there and then there's no tracking of my ticket was closed but the thing hasn't been fixed. I wanted to know about ways to make them look like one system, but people can choose to work in which everyone they're comfortable with.

Kyle P.: In process of integrating with Azure DevOps. No feedback yet, but looks promising.

David S.: MDXR solutions

Jon M.: Jira

Marcus J.: Doing that right after CMDB is deployed.

Poll: Have you implemented / will you likely implement SN with 3rd party work tracking tools?



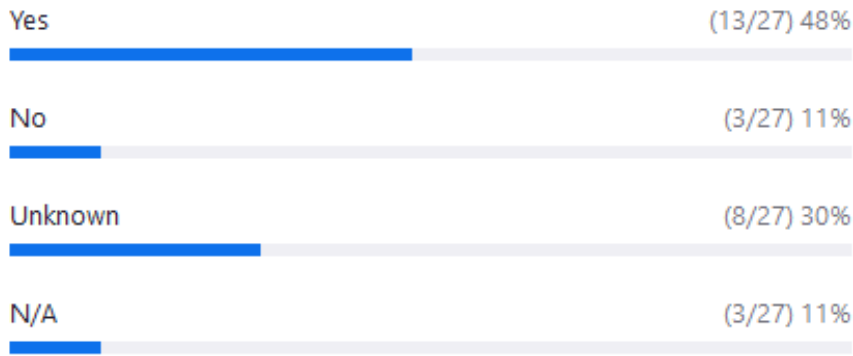
Moderator: Anybody care to interject? As you can see, it's getting some attention.

Topic: Software Asset Management

Moderator: Okay, next topic. Do others use Software Asset Management module in ServiceNow? Do you track license assignment? Run any compliance reports? Would you recommend it? Lena?

Lena L.: Basically looking for other experience with this module. We do currently assign some licenses to the machines where they install some to users, and I would like to see how well it works in ServiceNow, if anybody has experience with that.

Poll: Do you use / will you likely use the Software Asset Management module?



Moderator: I've got a poll up now asking if you're going to use it or if you're likely to use the Software Asset Management module. It looks like quite a few are. Anything you can share with Lena to help her out?

Julie B.: To track licenses you need SAM.

Marcus J.: VERY VERY process heavy. Been working on that for weeks as well.

Kyle P.: Purchased SAM Pro, but not yet installed.

Jason B.: We use Flexera right now - would be interesting if we stick with that or move over to ServiceNow if that is the platform we choose. Jeff I see you integrated Flexera into Snow.

Melissa D.: Need to use the Agent Client Connector to meter software usage. We use Snow (not ServiceNow) License Manager.

Stephen T.: We did an initial load with it and worked with it for a while, but we found the overhead to keep it functional was bigger than we could afford at the time. We're going to take another look at it, but we're likely to end up using a different tool to marshal the data from all our existing sources rather than the scans from their mid-server.

Cheryl S.: What we're learning with any software asset management module, we currently use Snow today, looking to move to SAM. It's art versus a science. You have to understand your entitlements. It's not as automated as each company makes you think it is. There's still human touch and intellect that goes into maintaining and managing.

And one of the recommendations that we have heard is that you pick your most critical and you focus there, depending on your company. Now we have hundreds of applications used throughout our company. We're going to have to scale it down because we're short on resources at this time.

Jeff V.: FlexNet Management Suite was best of class, but SAMPro has improved. Effort to migrate would be extreme, no way to transfer license configuration and entitlement info easily.

Marcus J.: That is exactly what we plan on using it for.

Jeff V.: Does anyone know if publishers will accept SAMPro reports like they do with FNMS?

Lena L.: Thanks a lot, very helpful insight.

Jason B.: You bet Lena - I do see Snow has inventory management, which is interesting.

<https://www.servicenow.com/uk/products/it-asset-management/what-is-inventory-management.html>

Marcus J.: Inventory management is good for not as granular operations for sure. Our Distribution Center explored that software and it only met about half their needs.

Jason B.: I don't have ServiceNow, as part of integrating into that, we have Flexera right now. That works really well from a software management perspective, and I see that Jeff integrated FlexNet Manager Suite into SAMPro. That would be probably the route that I would go simply because the Flexera platform is pretty robust and it works really well.

A lot of large title vendors, Microsoft, Oracle, Adobe, things like that, when you produce a raw evidence file to them if you get audited, they kind of walk away. It's a very respected platform to get, like this is exactly what we have in our environment. People kind of go away when you when you give them that one. My one is around inventory management and asset management, right? Asset management, once it hits the network great, you can inventory, you can interrogate and stuff like that, right?

But mine is how many computers do I have in the stock room? How many do I have sitting in CDW? Being able to barcode and understand our position of stuff. How many monitors do I have across the company and stuff like that?

That's what I'm really looking from an asset management perspective as well, because I got enough agents on computers to inventory everything I need to. But when it's not on the network that's where I see a lot of tools really fall down.

Lena L.: Exactly. Very familiar challenge. Thank you. Do you use barcodes?

Jason B.: We do. I mean, we're moving our ITSM platform because we have to use a CMDB configuration item field for barcodes, but we do use barcodes. But we only barcode computers and monitors. We don't barcode anything else, because the maintenance of barcoding is kind of crazy. But we do use it for laptops and monitors. The biggest path.

Olena L.: Thank you.

Moderator: Melissa specifically asked about SAMPro. You're getting a little info Melissa. Do you want to expand?

Melissa D.: We use Snow License Manager now, and we installed SAMPro in our sandbox and have been playing with it a little bit. But as far as I know, we can't meet our actual software usage without deploying the agent client. I was wondering if anyone else had gone down this path yet. I use Snow to meter software usage all the time, but I don't want to try to make anything more complicated. We're integrated with Snow into ServiceNow, but not really using SAM Pro at all. It seems to be more expensive.

Moderator: Can anyone respond? Melissa, if you want to get with any of those folks offline, we can arrange that.

Melissa D.: Thanks.

Topic: Discovery tools

Moderator: Let me back up one. This from Lena. Do others use ServiceNow Discovery, or any other discovery tools in ServiceNow? Looking for experiences with that. So using Discovery?

Olena L.: Yeah. obviously as we all know, and it was mentioned here, one of the challenges you only can see what is active on the network. If it's not, you have to track it using your processes. But for Discovery tools I believe there is one built in with ServiceNow. But I don't know if anybody used it and would you recommend it, or if the majority of people use different discovery tools and what kind of tools if you can share. Thank you.

Kyle P.: ITOM Discovery (light version). Could not afford full ITOM module. They tried to sell us on this whole thing. We wanted to get the Discovery piece in there, because, I think as someone mentioned before, we had a custom build module where we cataloged everything, uploaded everything in there.

Of course it immediately becomes out of date unless you have somebody managing that over and over again. We're trying to kill that custom module and go back to the ITOM Discovery module to pull it all in and integrate into the new CMDB so that we have a good system of record that we trust. We don't have that right now.

Topic: Measuring customer satisfaction

Moderator: Thank you, Kyle. Anyone else? Let's see, Lena has one more topic here. Are there metrics within ServiceNow you're using to measure customer experience besides customer satisfaction survey? What are you doing Lena?

Olena L.: Yeah. So am wondering what kind of metrics do you use to measure that? We do have CSAT measured in our current system. But I wonder how it works in ServiceNow and if you use anything else?

Moderator: There's a customer satisfaction survey built into a ServiceNow?

Collin Z.: ServiceNow has like a survey module so you can build surveys. We have some that are sort of in development right now for incidents and requests. After those are completed they get sent out to the person that made their request to ask just like how was your experience?

Marcus J.: We use that currently as well.

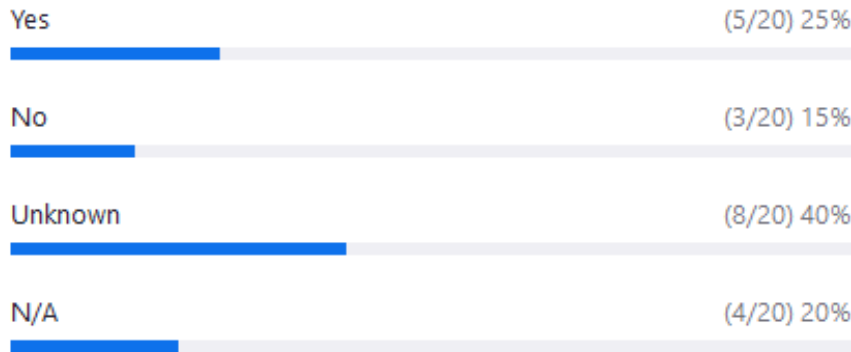
Jason B.: We've done something in the past. It's not in ServiceNow. We used one called Nextthink. From an employee experience perspective, incredibly powerful system. We got rid of it, went with Eternity. We got rid of Eternity, and we're probably going to go back to Nextthink. But the premise of that one is it looks at the experience from the computer's perspective, not looking at the computer.

How long is the boot time? How long does it take for Outlook to open and those kinds of things. You can actually do surveys based off of metrics that come from computers out there. Getting into the employee experience perspective, that's one that I'm a big fan of.

Topic: Project Management module usage

Moderator: Okay, thank you. One more question here, then we'll open it up to anything additional. Has anyone implemented the Project Management module, and what lessons can you share? This is our last poll, just asking if you've implemented it or if you're likely to implement the project management module

Poll: Have you implemented / will you likely implement the PM module?



Moderator: Anybody want to share experiences?

Kyle P.: You've got to have somebody at the top who tells your Project Managers they're going to use this tool. Otherwise they're going to keep their Smartsheets, they're going to keep their Excel, they're going to keep their Project, and you're not going to get the gravity that you need to pull your project management function into ServiceNow. That's been our biggest uphill battle, convincing Project Managers to move away into something common.

Moderator: Is the Project Management module in ServiceNow robust enough to replace all these other ones that we hear much about?

Kyle P.: I think it is, because it does have your Gantt charts and your task tracking, but it also gives you the option of being able to assign the tasks to different people and track them well in that. In a module that other people can see instead of just your Project Manager keeping it separately and then running a report once a week or once a month to your project sponsor.

Moderator: Thanks, Kyle. Anybody else have input on the Project Management module? Okay, we're going to kind of start wrapping things up. I'll open it up to anything additional. We're coming up to the top of the hour. We still have quite a few folks on the call. What else can we cover?

Topic: Automation experiences

Wyatt L: I had a quick question. I'm not a ServiceNow customer nor any ITSM customer at the moment but looking to get into that space. I would just like to hear any type of feedback on the level of automation ServiceNow customers have been able to achieve. Through workflow approvals, have you been able to automate adding of users to security groups, pulling the human out of the process? Any other examples you might have.

Christopher Z.: The ServiceNow platform was huge for us as far as automating change approvals. Business approvers, change approvers, automated emails through the workflows. You can start small continuous improvement allows you to, if you're looking at that every year, allows you to improve those for access. We don't use any of the automations for provisioning. We're not matured out there, but we definitely use the platform for access.

We actually took the manager, create a form in ServiceNow in a portal for a manager to go to request access for a new onboarding. Those requests based on the selections, fire off approvals to other teams. Our audit team now loves us because of that. It makes it being audited very streamlined and more consistent. Again, start small. Have a couple of use cases and then after that, ideas will start to form.

Wyatt L.: And you've been able to find that ServiceNow via like an Active Directory integration can take that user once it's have been approved and drop them into like a security group, or whatever the request was for?

Christopher Z.: No, that's totally manual. We're totally manual on the user access side, but the approvals and that was all in email. Then to different teams for some access. Sometimes my user access group can provide the access that there some applications are handled with the application teams based on what they touch. But yeah, we're not automated.

Wyatt L.: Okay. Gotcha. Thanks.

Christopher Z.: All the approvals and stuff, auto-tracking is great.

Topic: ServiceNow administrators

Moderator: Thanks Chris. Let's do one more topic. Tony, go ahead.

Tony L.: I just had a general question. I'm an IT Manager. How many other people out there have ServiceNow Admins, product owners of ServiceNow who help manage the system? And if so, how many of them do you have? I guess I'm interested to know.

Moderator: A staffing question here.

Tony L.: Because I'm looking to implement ServiceNow next year or so.

Moderator: I imagine it's going to depend somewhat on the size of the organization, how many modules you're using. In general, what is the staffing situation for most of you? Two admins, says Chris. Thank you. Is there any sort of a ratio that depending on how many users you have, things like that? Anybody have a rule of thumb on that? Kyle says me as a sponsor / backup plus one developer admin.

Kyle P.: Anyone use performance analytics or benchmarking? We automate the access for AD assignment via onboarding and offboarding workflows.

Christopher Z.: Two admins.

Marcus J.: Two admins as well.

Kyle P.: Me as sponsor / backup + 1 Developer / Admin.

Marcus J.: 5000 users here.

Tammie S.: Two as well.

Collin Z.: Currently looking to expand the team. The only other team member is transitioning to a new role.

Tony L.: Wow, okay.

Moderator: I imagine, someone with ServiceNow skill set is going to be able to do pretty well, right? I mean I imagine there's lots of opportunities out there. Are they hard to find?

Tony L.: Oh, we're just writing job descriptions right now, that's why I'm asking the questions. We're debating between admin and product companies.

Collin Z.: I am not sure as far as the hiring of how easy or hard that is from like the actual hiring team's perspective. But we've had open positions that sit for a while.

Kyle P.: When I started with my company in 2018, I inherited an open position for a ServiceNow Admin that had been open for over 300 days. I repurposed that and said I want to hire somebody who I can grow into the position. I hired somebody who had ServiceNow experience but no certifications.

And now I've built them up through an Admin to a Developer, and that's been the way to go. Because right now in the local market trying to hire somebody with a ServiceNow development certification is way outside my budget.

Moderator: Is this a six-figure position generally?

Kyle P.: Yeah it's way above six figures up in my market.

Tony L.: Thank you everybody. I gotta drop.

Moderator: Thanks, everybody. I'm going to wrap this up. Let your coworkers know about norex.net. They can sign up for our sessions on there. Thanks for your membership in NOREX. Have a great day.

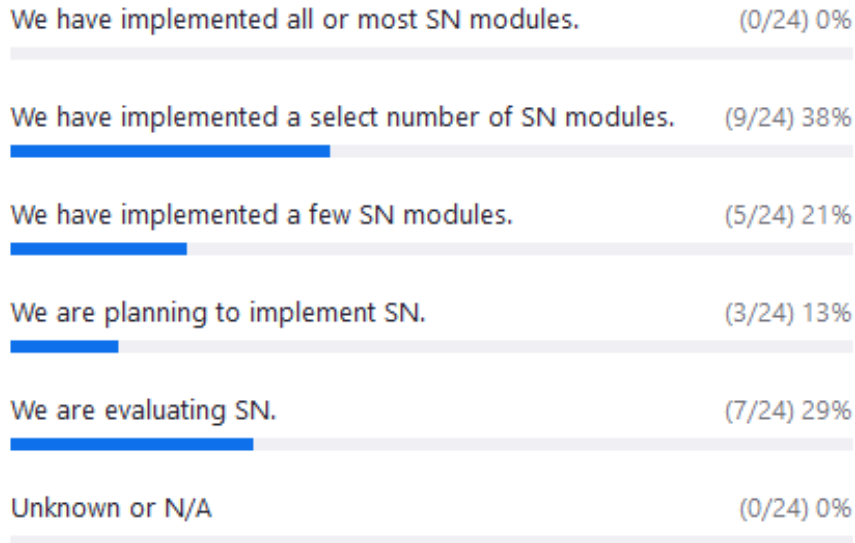
End of discussion

Products / Vendors / Technologies shared in this Roundtable 55

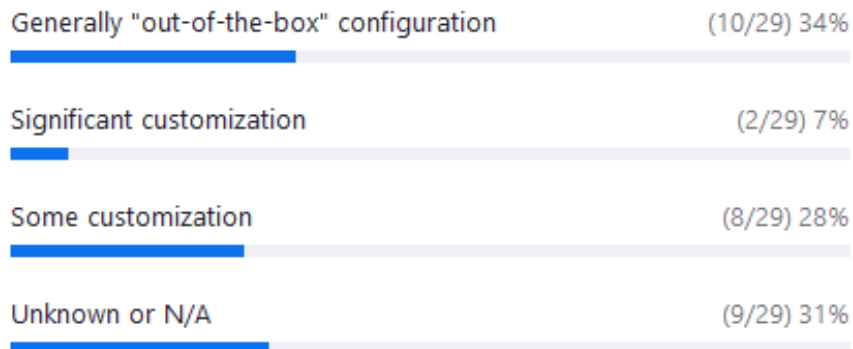
API
Atlassian
Azure
BrainStorm
CMDB
DevOps
Discovery
Employee Center
ERP
Flexera
FlexNet
Intune
ITIL
ITOM
ITSM
Jira
LogicMonitor
MDRX
QuickHelp
SAMPro
SCCM
SNOW
SolarWinds
Teams
Workflow

Appendix A: All Poll Results

What is your organization's current status?



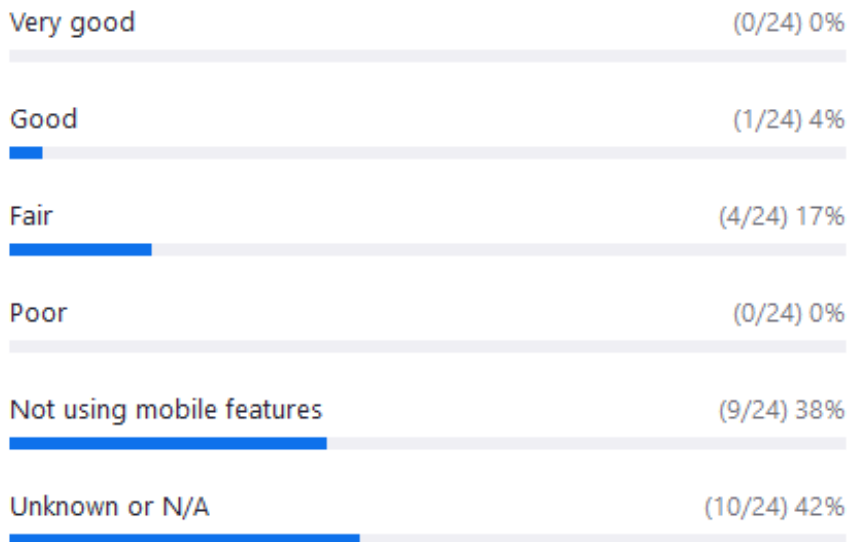
What was / will likely be your SN usage approach?



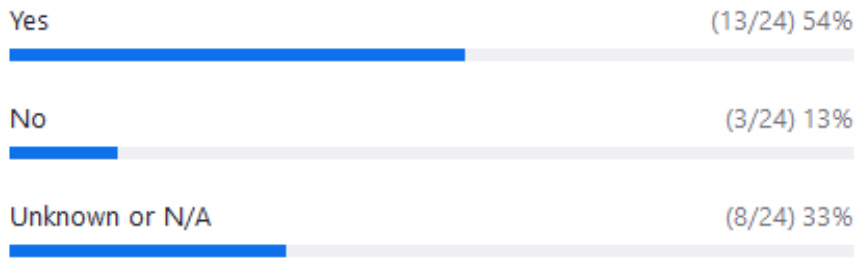
How long was your initial SN implementation?



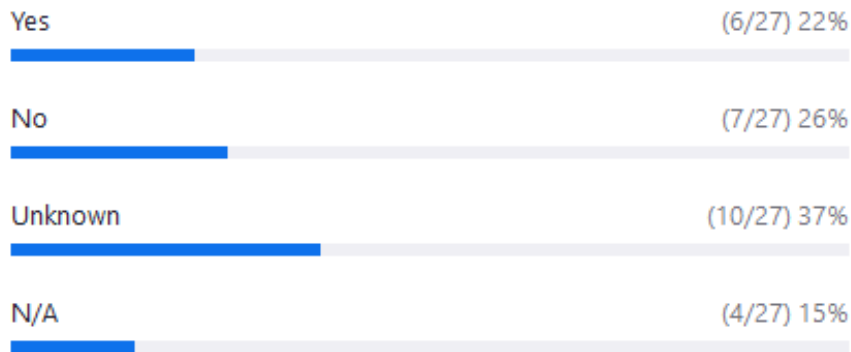
How would you describe your organization's usage of SN via mobile access?



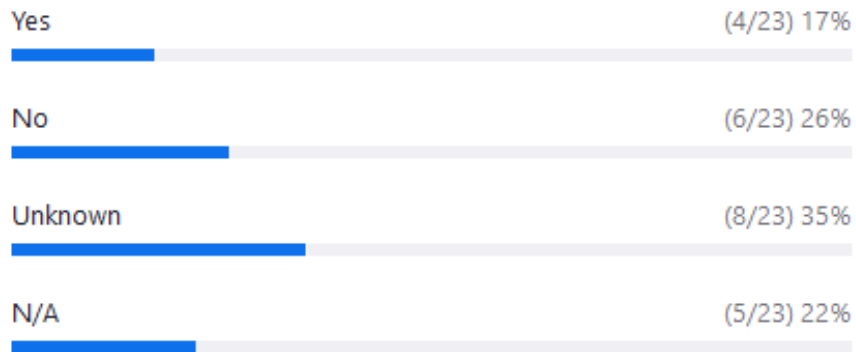
Are you using / will you likely use the SN CMDB?



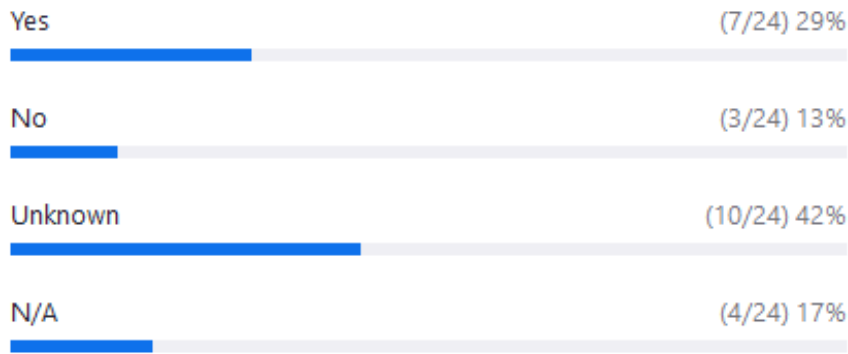
Have you integrated / will you likely integrate Teams with SN?



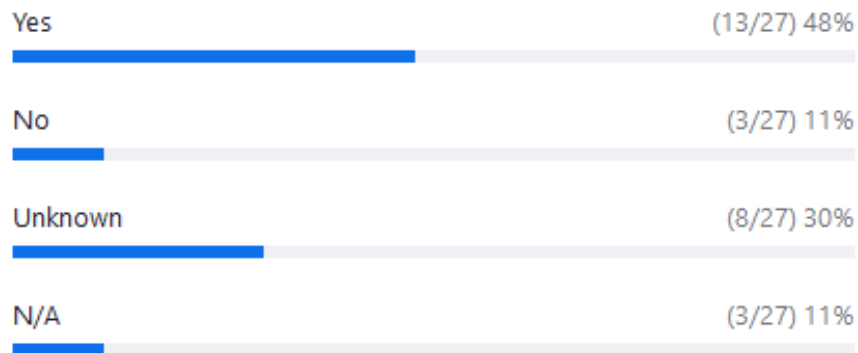
Have you implemented / will you likely implement Employee Center?



Have you implemented / will you likely implement SN with 3rd party work tracking tools?



Do you use / will you likely use the Software Asset Management module?



Have you implemented / will you likely implement the PM module?

