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Elite

# Deliver better, more reliable digital services

Unlock the power of service visibility with ServiceNow

IT Operations nirvana

One of your critical digital services has gone down and the clock is ticking. You pull up an automated map of the service, and you instantly see all of the applications and infrastructure components that support the service, along with their status. You quickly pinpoint where the issue is and contact the right team to get it fixed. The crisis isn't over, but you've saved hours of investigation—precious time when each minute could be costing your business thousands of dollars.

An impossible dream? It doesn't have to be. It's the reality for many businesses around the world that rely on ServiceNow to create service visibility. They use ServiceNow® Discovery and Service Mapping to automatically create a complete, accurate, and up-to-date record of their IT infrastructure and digital services in the ServiceNow® Configuration Management Database (CMDB), putting up-to-date service information at their fingertips.
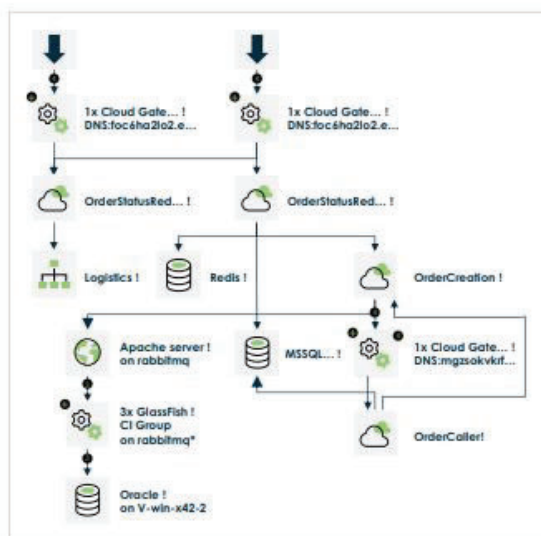
Pinpoint components causing service issues

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What is service visibility?

It's knowing how your IT infrastructure delivers your digital services. Every service depends on IT components, such as servers, virtual machines, databases, applications, storage, networks, cloud resources, Kubernetes clusters, and more. And these components talk to each other—they cooperate to deliver a service. Once you know the IT components that deliver a particular service—and the service-specific relationships between these components—you've got service visibility.

To understand service visibility, think about a city bus map. The underlying road map shows all of the city's roads and how they intersect. The bus map then builds on this road map, showing you the specific roads and intersections that make up each bus route. In the same way, discovery identifies your application and infrastructure resources (roads) and how they are related (intersections). Service mapping then builds on this information, showing you how specific services are routed across your digital infrastructure.

How do you create service visibility?

Unfortunately, creating service visibility manually just isn't feasible. It can take weeks to map out a single service by hand, and by the time you're done, chances are that the map is already out of date.

And traditional approaches such as application dependency mapping (ADM) don't give you service visibility either. ADM just shows you point-to-point relationships between IT components, without telling you which components and relationships support a specific service. When something goes wrong with a component, you've no idea which service is affected. And when a service goes down, you don't know where to look for the root cause.

So, what's the answer?

ServiceNow delivers automated service visibility.

ServiceNow ITOM Visibility discovers your end-to-end IT infrastructure and automatically maps it to your digital services, creating a complete, accurate, up-to-date, and consistent record in the ServiceNow CMDB. It's designed to keep pace with rapidly changing IT environments, including multi-cloud environments, and it also gives you the tools you need to benefit from service visibility data, including interactive drill-down service maps, dashboards, and advanced reporting tools.

And it can do this in as little as days. It provides multiple service mapping capabilities, ranging from rapid techniques that take just a few days to provide component-level mapping of all of your virtualized and cloud-based services, through to comprehensive methods that give you deep service visibility, including application-to-application data flows. To learn more about each of these techniques and how they complement each other, click here.

Tag-based

Gain business context at scale by harnessing metadata from virtualization, cloud, container technologies

Intelligent traffic-based

Build high-accuracy service maps quickly by adding meaningful traffic-based connections from ML

Top-down

Deep dive surgical approach for mapping mission-critical services

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What can you do with service visibility?

We've already talked about how service visibility helps you to resolve critical service issues faster and more accurately. And that's where most ServiceNow customers start. However, because the ServiceNow CMDB is a single system of record for your IT infrastructure and services, it works seamlessly with other ServiceNow solutions to unlock the benefits of service visibility across your entire IT organization.

Here are some examples of how service visibility can help across your organizations:

1. Prevent change-related service outages by factoring service.

2. Manage cloud costs by understanding which cloud resources support mission-critical digital services, and which are delivering little or no business value.

3. Optimize service delivery by identifying candidates for service rearchitecting or retirement based on delivery costs, service quality, and other factors.

4. Prioritize risks such as security vulnerabilities and vendor issues, mapping these risks to specific services so you know what to focus on first.

5. Strengthen business continuity by keeping your business continuity plans up to date with accurate, real-time service and infrastructure data.

For a deeper dive into how ServiceNow Discovery and Service Mapping work seamlessly with other ServiceNow solutions to deliver benefits across IT and beyond, check out this white paper.

Let's recap

Your business relies on you to deliver reliable, cost-efficient digital services. But if you don't have service visibility, you're flying blind. There's no easy way to get to the root cause of critical service issues, to know which services are affected by infrastructure problems, or to optimize service delivery.

ServiceNow gives you the service visibility you need in as little as days. It discovers your IT infrastructure and maps this to your digital services, creating a complete, accurate, and up-to-date record in the ServiceNow CMDB. The result? You fix service issues faster, improve service quality, reduce risk, strengthen business continuity, and lower service delivery costs.

Ready to find flow?

Windward helps companies create an IT operations strategy that connects your vision to a roadmap for success. If you'd like to learn more and discuss a strategic IT Ops plan for your organization, feel free to email us at info@windward.com or go to www.windward.com.