



# ITSM: Beyond out-of-the-box

Automate routine service requests  
with Integration Hub

A man with dark hair and a beard, wearing a light blue short-sleeved shirt, is shown in profile from the chest up. He is looking down at a laptop computer on a desk. The background is a blurred industrial setting, likely a factory or warehouse, with overhead fluorescent lights and various pieces of equipment.

## Out-of-the-box is just the beginning

At ServiceNow, we build our solutions with immediate customer value in mind by making sure every IT, Employee, and Customer workflow has the capability to boost productivity and drive great user experiences right out-of-the-box.

However, the modern digital enterprise has to have a change mindset. We need to be able to drive change that we initiate as part of our own digital transformation agendas and, just as importantly, we need to be ready to respond to change that is unplanned or unexpected. Digital workflows enable us to do that, by creating organizational speed and agility.

Every ServiceNow workflow is built on the Now Platform. With App Engine and Integration Hub, customers and partners can extend ServiceNow out-of-the-box workflows and create brand new digital workflows on the same exact platform. This flexibility lets us create the right experiences we need for a better way to work, or in disruptive situations, a better way to respond. **One platform, one architecture, one data model.**

By automating everyday service requests made in Service Portal, Virtual Agent, Now Mobile, and cloud contact centers like Amazon Connect—with Flow Designer and Integration Hub—IT service delivery teams can drive down OPEX, increase service delivery speed, and free up critical fulfiller productivity hours for higher value work that drives service delivery agility.

# Back end automation is the next big ITSM opportunity

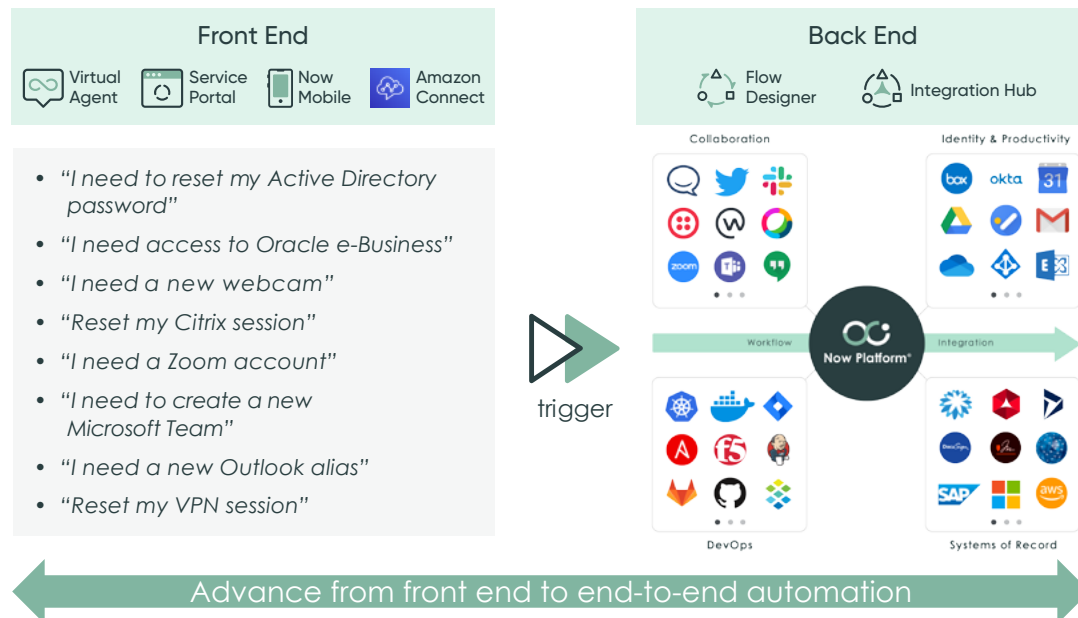
ITSM has been the backbone of business for many years, and in the “new normal,” it has taken on an even more important role in keeping businesses running as we adjust to the reality that work is happening anywhere. Today’s IT organizations need to not only deliver fast and personal services at scale, they also must constantly pivot to meet any challenges that arise in an always-changing world.

ServiceNow ITSM Pro out-of-the-box enables IT service organizations to deliver great employee experiences anytime, anywhere, on any device with capabilities like:

- Virtual Agent with Natural Language Understanding (NLU)
- Now Mobile
- Predictive Intelligence and Analytics

These capabilities accelerate, inform, and enhance service delivery on the Now Platform. However, there still is a gap when front end experiences in Virtual Agent, Service Portal, Now Mobile, and cloud contact centers like Amazon Connect need to initiate and orchestrate actions in external apps and platforms to complete requests. The automation of back end workflows is the next big area of innovation for IT service delivery, and it will be what sets the new benchmarks for service quality and efficiency moving forward.

In this eBook, we will show you how Integration Hub and Flow Designer can enable your IT service desk to make the transition from front end automation to end-to-end automation by triggering custom Now Platform workflows that automate the back end of routine service requests.



## Self-service is a smashing success, so let's smash down all the back end barriers

Self-Service in IT service delivery has reinvented the way employees interact with your IT organization. Through the widespread use of Service Portal and Virtual Agent, ServiceNow has helped companies rapidly reduce the number of requests that require human support. These tools serve up information 24/7, in an easily accessible way so your people can get back to the work they're paid to do faster. For example, Virtual Agent can deflect up to 50% of incidents and requests through intelligent automation.<sup>1</sup>

Self-Service tools excel in conveying internal information, policies, paperwork, and communication. They also more rapidly initiate common service requests like opening an incident. But what about the requests that require coordination outside of ServiceNow? Requests like password resets, ordering hardware and software, and system access to new applications require actions to be executed in external systems. For most ITSM teams, this is where the automation ends and fulfillers need to step in to manually take the request to completion.

The downsides of manual intervention are clear. Human action to complete a request takes time, which doesn't deliver a great experience. It's not ideal for the service delivery team either. It costs money for those people to intervene in mundane, repetitive tasks, not only in time spent (and productivity hours lost), but in opportunities lost to do more interesting, higher-value work.

Integration Hub and Flow Designer were created to enable IT to eliminate the need for manual intervention and drive end-to-end automation.






## The advantage of automating back end workflows

Everyone loves the glitz and glamour of a finely tuned front end, and ServiceNow does a great job delivering exceptional front end experiences for companies through products such as Virtual Agent, Now Mobile, and Service Portal. Automating the back end workflows may not deliver the same type of visual delight, but the speed and savings that come with it are hard to ignore.

According to a Forrester Total Economic Impact™ of Driving Digital Transformation and Business Value with ServiceNow study, customers can drive 80% gross savings in service delivery costs through request automation. Inquiries no longer sit in the backlog for days waiting for manual intervention. Instead, users get resolution in mere minutes.

For an IT Service Desk owner, these efficiency improvements should be of the utmost priority. Juggling ticket volume, speed to resolution, and employee satisfaction metrics can sometimes be a delicate balance, but service delivery leaders must strive to improve the experiences by introducing end-to-end workflow automation, creating back end efficiencies on par with all the advances already made on the front end.

According to Gartner, "because password problems make up 20 to 30 percent of all IT service desk volume, automating this function can save organizations the costs of supporting this type of request."



**20-30%**  
of IT tickets are  
password reset  
requests



## What happens when you are able to automate routine requests by implementing end-to-end workflow automation?

- **Drive down OPEX**—Automation drives down service delivery costs and increases the volume of requests that can be managed without hiring additional staff.
- **Deliver great employee experiences**—Automation drives faster mean time to resolution. Requesters get what they need quickly—regardless of what apps or systems the request involves— instead of waiting for a human to be assigned and then to take the necessary manual actions to complete. Faster resolution means happier, more productive employees.
- **Unlock fulfiller productivity**—Eliminating manual, repetitive work frees up service delivery staff to focus on higher-value projects that drive service delivery agility.

**\$300K OPEX  
savings/year**

Cost for password reset help desk calls for a 10,000 person organization can be eliminated with automation<sup>3</sup>

**\$120K OPEX  
savings/year**

Large insurance company automated Active Directory system access requests

**40 IT fulfiller hrs  
saved/month**

By automating Microsoft Teams creation<sup>5</sup>

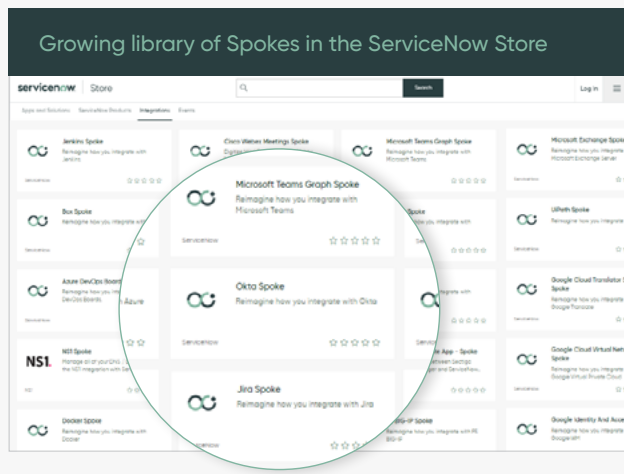
# It's simple, and that's by design.

Flow Designer and Integration Hub enable anyone on your IT teams—developers, admins, fulfillers, analysts—to build custom workflow automations fast with clicks, not code. Flow Designer enables Now Platform actions to be included in a workflow that automates a manual, unstructured business process. Integration Hub takes it a step further, and enables those workflows to be extended to any external app, platform, or data. These tools make building workflows fast and easy and broaden the pool of IT employees who are all able to automate beyond out-of-the-box.



Before Intergration Hub, requests requiring actions in external systems would stop in their tracks, requiring a fulfiller to manually bridge the gap between the front end and the back end. Integration Hub enables you to deliver end-to-end workflow automation by connecting those front end experiences to the range of apps, platforms, and systems of record that make up the IT landscape at most organizations.

Integration Hub offers a growing library of out-of-the-box integrations called Spokes for:



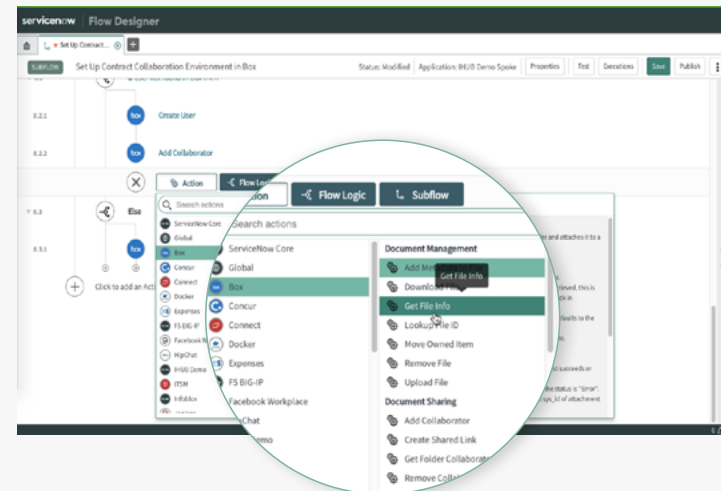
- Popular collaborative messaging and communications apps and platforms such as Microsoft Teams, Slack, Zoom, Twilio, and Google Hangouts.
- Productivity and identity management apps and platforms such as Office 365, Box, Gmail, Active Directory, and Okta.
- Departmental systems of record such as Adobe Sign, DocuSign, Microsoft Dynamics CRM, SuccessFactors, and Coupa.

Resetting a Citrix session had been a hassle for doctors, with patients waiting nearly 15 minutes while staff called a service desk. With Virtual Agent and Integration Hub, those incidents were deflected and doctors and patients **saved more than 9,000 hours annually.**<sup>5</sup>



## Flow Designer

Part of App Engine, Flow Designer is the easy-to-use tool to help no code IT analysts, low code admins, fulfillers, and pro code developers to create new workflows fast, when you need them the most. It's a no code experience—with the power of script when needed—that provides a simplified, natural language design canvas to assemble flow triggers, inputs, outputs, sub-flows, Now Platform and integration actions, and conditions into end-to-end digital workflows.

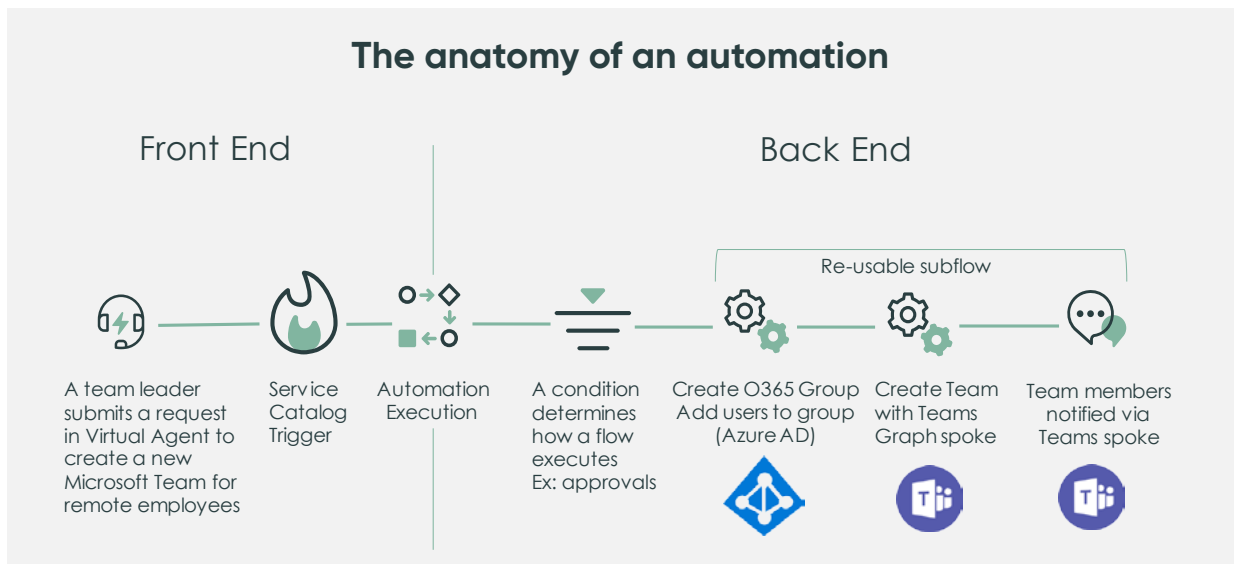
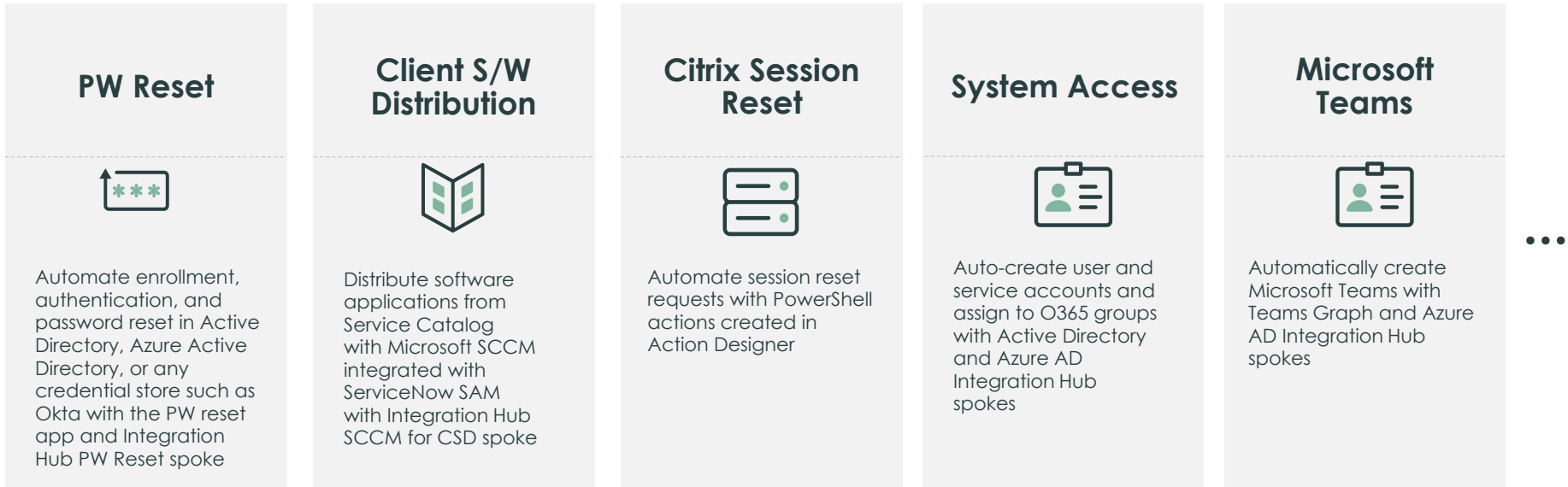


Integration actions in Spokes can be added to flows in Flow Designer with clicks not code, simplifying and accelerating the process of automating the back end. Spokes can be easily extended to meet an organization's unique requirements. And pro code developers can create custom spokes in Action Designer with JavaScript, REST, SOAP, Powershell, SSH, SFTP and more.

Flow Designer and Integration Hub are architected on re-usability; so flows, sub-flows, spokes, integration actions, and integration components are discoverable in one place and can be used again and again in new automations.



# A growing list of automation opportunities





## It's time to go Beyond Out-of-the-Box

Advance from front end to end-to-end automation by triggering custom Now Platform workflows that integrate with and orchestrate actions in any external app, platform, or data.

Visit [ServiceNow solutions](#) to learn more on how to extend ServiceNow IT, Employee, and Customer workflows and create new workflows for any line of business fast, with App Engine and Integration Hub.

### About ServiceNow

ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500. Visit us at [ServiceNow.com](#).

#### Sources

1. Now on Now
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3. Burton Group, Gartner, and META Group
4. American University
5. Outcome at U.S. based Healthcare provider

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