

Amplify Digital Workflow Value Across Systems of Record with Integration Hub



The digital transformation initiatives taking place at many organizations cut across business units and systems. It's not uncommon for business and IT leaders to have different priorities related to replacing or reutilizing these systems. However, transformation plans often share a common goal: speed.

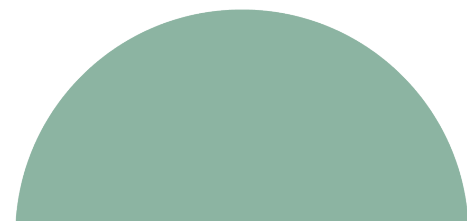
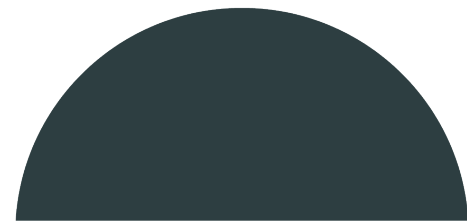
Markets and customers are in a constant state of flux. Responding to these shifts in a timely manner is critical to success. This is why digital transformation rarely consists of large-scale, rip-and-replace projects that tear out enterprise systems of record.

Instead of ripping and replacing, digital transformation often aims to make better use of what businesses have in place. And in some cases, what they have in place is a lot. In addition to applications that reach across functions, like ERP, there are departmental and functional systems of record used by various lines of business. Different teams might have different applications where they collaborate.

The inevitable result of these various applications is data silos that prevent, for example, a workflow that requires the marketing team's Adobe platform to sync information with the finance team's SAP instance, or an event in the CRM triggering a Slack message.

When your goal is to quickly respond to the needs of customers and employees, these silos become obstacles. Relatively simple tasks like ordering a new laptop, tracking an order status, or approving an application for credit – the types of actions customers and employees try to complete every day – become projects unto themselves. More complex processes – like cross-departmental contract administration or budgeting – become unwieldy, too slow, and frustrate stakeholders with error-prone, repetitive manual work.

These obstacles are more than inconveniences that hamper productivity and degrade the customer and employee experience. They also decrease the value of your systems of record. After all, data and actions locked within an application and unavailable to other apps and users is not as valuable as data and actions that are easily shared and consumed in a broader workflow.



Unlocking Data and Action with a System of Engagement

Getting these systems to work together in an effective, seamless, simple, and efficient manner requires an engagement or action layer. This is the system that customers or employees use to engage with backend systems and complete the task at hand.

The system of engagement delivers a modern, easy-to-use, multichannel experience with all of the connections to backend applications invisible to the end user. It simply works for the users, who get the information they need or their request fulfilled without having to think about where the information or required actions reside.

Integration is what makes this possible. Unfortunately, integration has long been a sticking point for IT organizations. Some legacy systems weren't designed to communicate with other systems. As a result, just getting systems to connect becomes a key part of many transformation projects, often involving custom coding, middleware, APIs, and more, which increases cost, complexity, and time to value.

Integration Hub Connects the Platform of Platforms

As an enterprise system of engagement, the Now Platform from ServiceNow cuts across systems of record to create great user experiences. There's no need for ServiceNow users to rip and replace existing systems and lose the department or domain-specific benefits they deliver. Instead, the Now Platform serves as "the platform of platforms", connecting systems of record and team collaboration and productivity apps into frictionless end-to-end digital workflows.

This cross-system connectivity is achieved with Integration Hub, ServiceNow's low-code integration feature. Native to all ServiceNow Workflows, Integration Hub reduces ServiceNow integration cost and complexity, connects workflows faster to third-party systems, and simplifies cross-enterprise automation.

Integration Hub delivers the following benefits for Now Platform owners and integration leaders in IT, customer service, human resources and other lines of business.

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Reduce ServiceNow Integration Cost and Complexity

- Integration Hub is a native feature on the Now Platform. It is architected into all ServiceNow Workflows and is optimized for ServiceNow integration. In addition, Integration Hub offers pre-built connection spokes to hundreds of the most critical business systems such as SAP, Oracle, and Salesforce, supporting thousands of system actions out of the box. ServiceNow owns the development, maintenance, certification, and support for these spokes. This native in-platform architecture and prebuilt spokes greatly reduce the integration development, maintenance, and upgrade costs for ServiceNow, enabling customers to focus their investment on functionalities of their workflow integrations.
- Recognizing common integration patterns, Integration Hub has taken ServiceNow integration one step further with out-of-the-box integration solutions for IT service requests such as password reset, account unlocks, application and account access, and Office 365 group management with Active Directory, Microsoft SCCM, Okta, and AWS, Google, and Oracle IAM. These solutions are purpose-designed for ServiceNow Workflows, delivering end-to-end user experience seamlessly within ServiceNow Workflows. They completely eliminate the need for custom integrations for ServiceNow customers.
- Integration Hub, being an in-platform ServiceNow feature, uses the same technology as ServiceNow Workflows. Using Integration Hub does not require any other skill sets beyond ServiceNow. This, together with its low/no-code integration design experience and prebuilt templates, helps customers achieve greater integration ROI by eliminating dependency on specialized skills for ServiceNow integration.



Integrate Faster with Third-Party Systems

- With Integration Hub spokes, ServiceNow has done all the API level heavy lifting for you, enabling low/no-code developers to simply add integration actions to flows in Flow Designer with clicks instead of code in seconds, in the exact same way as adding ServiceNow actions. In short, if you know how to use Flow Designer and ServiceNow actions, you know how to use Integration Hub. The no-code Connection Management Dashboard reduces what could be 100 clicks down to a mere handful to set up credentials and aliases with external systems, accelerating and simplifying connection management. Users can quickly and effortlessly transform data with codeless data transformations that speed data import and export management with complex object handling, codeless JSON and XML parsers, drag-and-drop data pills, and dynamic inputs and outputs.
- Integration flow templates are out-of-the-box automations of the most common integration patterns in categories like tasks, record sync, approvals, notifications, scheduling, assignments, and social media. They provide a guided setup to input template variables and the ability to select from a list of spokes within the template.
- Accelerate integration across siloed systems of record with no-code spokes for core systems like Oracle Financial Cloud, Oracle HCM Cloud, SAP ECC, S/4HANA, Ariba, Salesforce CRM, Workday HR and Financials, and Coupa.
- For any system that ServiceNow doesn't provide a spoke for yet, there's Action Designer, a low-code environment with the power of JavaScript, when needed, for creating custom spokes, including copy/edit to extend any ServiceNow spoke. Action Designer supports API introspection for dynamic inputs and outputs, data streaming, pre-built REST, SOAP, JDBC, SFTP, PowerShell, SSH action steps, action testing, and more to drive professional IT developer integration speed and re-usability.



THE NO-CODE CONNECTION MANAGEMENT DASHBOARD REDUCES WHAT COULD BE 100 CLICKS DOWN TO A MERE HANDFUL TO SET UP CREDENTIALS AND ALIASES WITH EXTERNAL SYSTEMS, ACCELERATING AND SIMPLIFYING CONNECTION MANAGEMENT.

Simple Cross-System Automation

- Process Automation Designer (PAD) is ServiceNow's visual task board style, drag-and-drop design environment that empowers business process owners to assemble and manage cross-enterprise/cross-functional, multi-system workflows without a single line of code. Integration Hub spokes in Flow Designer power the activities (process steps in the form of cards) that low-code developers such as process analysts create that are then assembled into end-to-end processes in PAD by process owners.
- PAD automatically generates workspace playbooks for employees working on a process. This provides knowledge workers with instant visibility into progress, downstream dependencies, and next steps in any system with guided actions and in-line contextual data.
- With integration flow templates, citizen developers can rapidly generate complete process automation solutions – including data, UI, and workflow automation across third-party services, with a few clicks in a guided studio experience.

With Integration Hub, integration and process automation leaders can realize the ServiceNow Platform of Platforms vision to connect all ServiceNow workflows across systems of record faster, deeper and wider, and at lower cost and less complexity than any alternative approach.

For more information, visit www.servicenow.com/integrationhub

