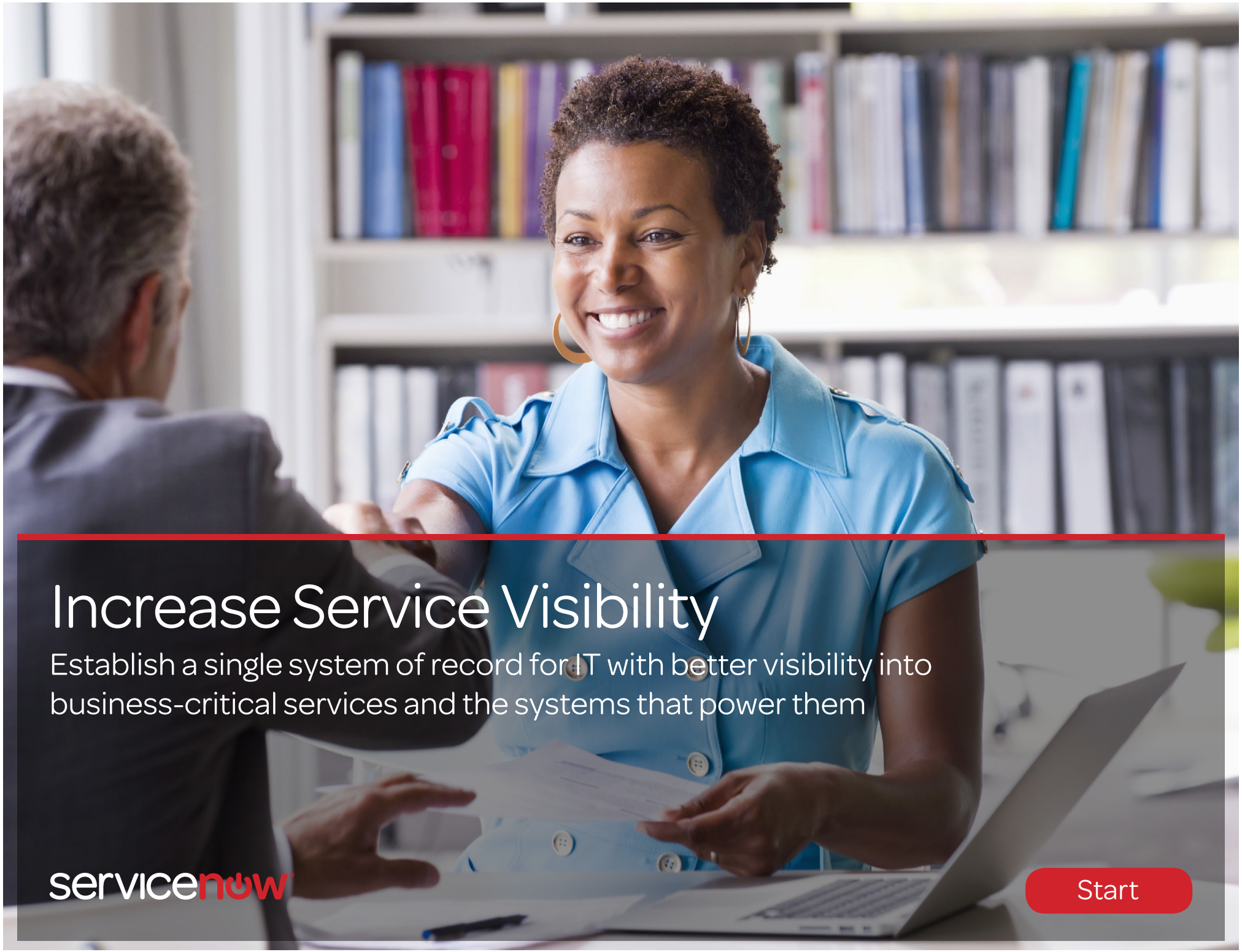
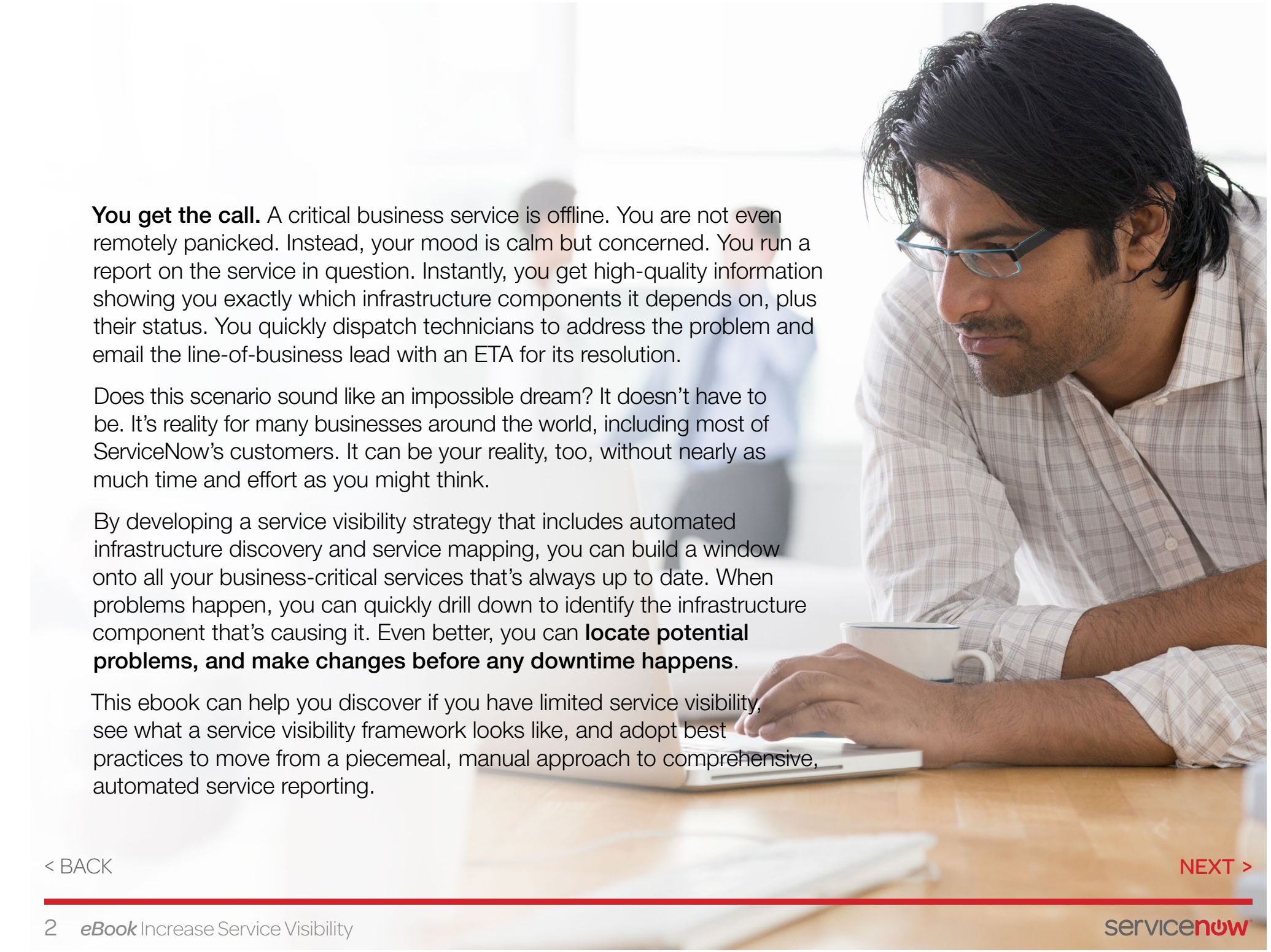

Increase Service Visibility
Establish a single system of record for IT with better visibility into business-critical services and the systems that power them
servicenow
Start



You get the call. A critical business service is offline. You are not even remotely panicked. Instead, your mood is calm but concerned. You run a report on the service in question. Instantly, you get high-quality information showing you exactly which infrastructure components it depends on, plus their status. You quickly dispatch technicians to address the problem and email the line-of-business lead with an ETA for its resolution.

Does this scenario sound like an impossible dream? It doesn't have to be. It's reality for many businesses around the world, including most of ServiceNow's customers. It can be your reality, too, without nearly as much time and effort as you might think.

By developing a service visibility strategy that includes automated infrastructure discovery and service mapping, you can build a window onto all your business-critical services that's always up to date. When problems happen, you can quickly drill down to identify the infrastructure component that's causing it. Even better, you can **locate potential problems, and make changes before any downtime happens**.

This ebook can help you discover if you have limited service visibility, see what a service visibility framework looks like, and adopt best practices to move from a piecemeal, manual approach to comprehensive, automated service reporting.

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Do you have limited service visibility?

Are you at risk of missing a business service problem because of limited service visibility? To find out, ask yourself the following questions:

- Can you correlate infrastructure to business services today?
- Can you quickly identify how infrastructure events are connected to services and potential outages and problems?
- Do you update your CMDB automatically?
- Does your organization have a single system of record for the information you need to manage issues and deliver quality service?
- Can you easily perform root cause analysis on business services to manage service quality?

Any “no” answer to these questions represents an opportunity to improve service visibility.

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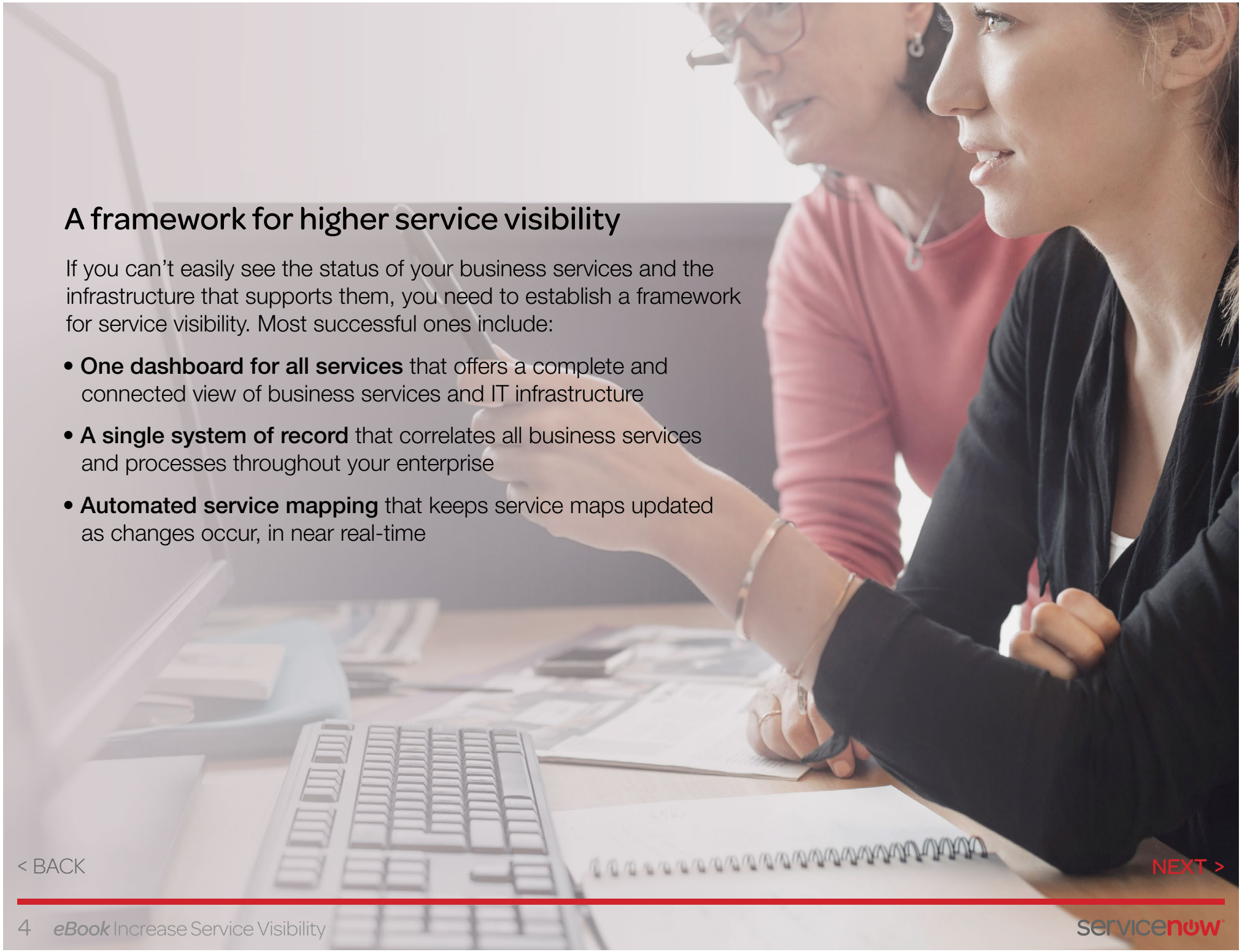

A framework for higher service visibility

If you can't easily see the status of your business services and the infrastructure that supports them, you need to establish a framework for service visibility. Most successful ones include:

- **One dashboard for all services** that offers a complete and connected view of business services and IT infrastructure
- **A single system of record** that correlates all business services and processes throughout your enterprise
- **Automated service mapping** that keeps service maps updated as changes occur, in near real-time

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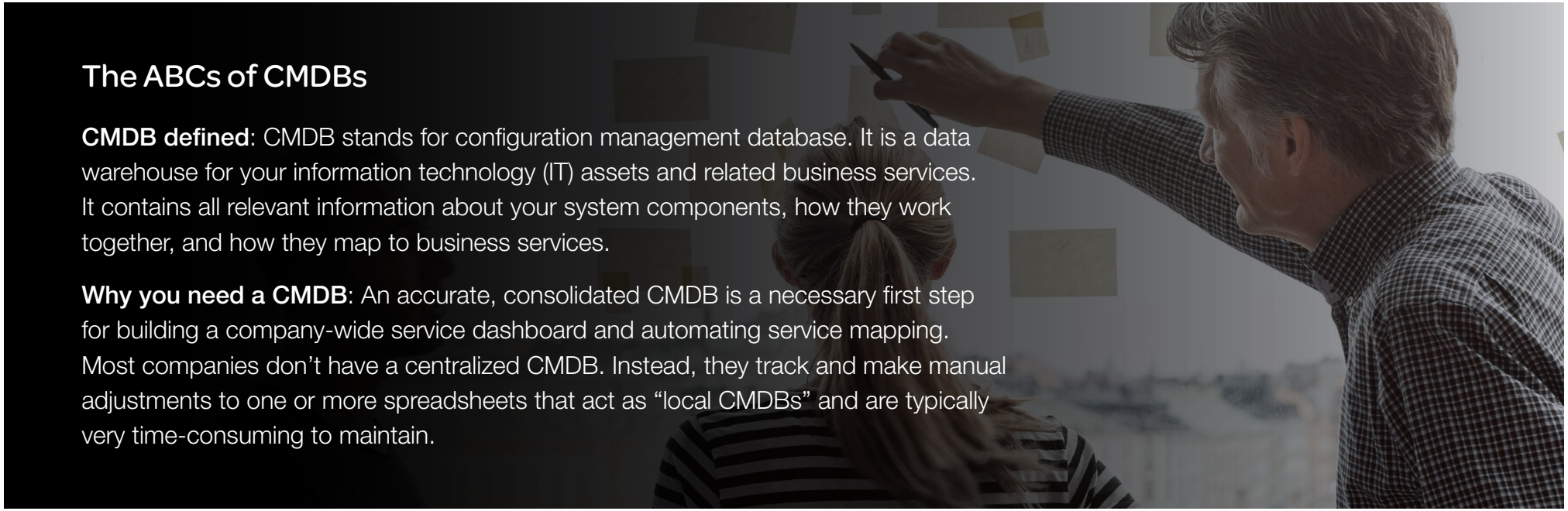
Best practices for improving service visibility

ServiceNow helps more than 940 customers across 11 verticals gain visibility into business-critical services. The best practices in this section are based on our real-world experience helping our customers address service visibility issues.

Consolidate your CMDB

For maximum visibility, we recommend designing a consolidated, “service-aware” CMDB to capture all critical infrastructure and business services across your organization. To build your data model, you’ll need a configuration management leadership team made up of key stakeholders, including IT asset managers, application managers, and staff from incident, process, and change management.



The ABCs of CMDBs

CMDB defined: CMDB stands for configuration management database. It is a data warehouse for your information technology (IT) assets and related business services. It contains all relevant information about your system components, how they work together, and how they map to business services.

Why you need a CMDB: An accurate, consolidated CMDB is a necessary first step for building a company-wide service dashboard and automating service mapping. Most companies don’t have a centralized CMDB. Instead, they track and make manual adjustments to one or more spreadsheets that act as “local CMDBs” and are typically very time-consuming to maintain.

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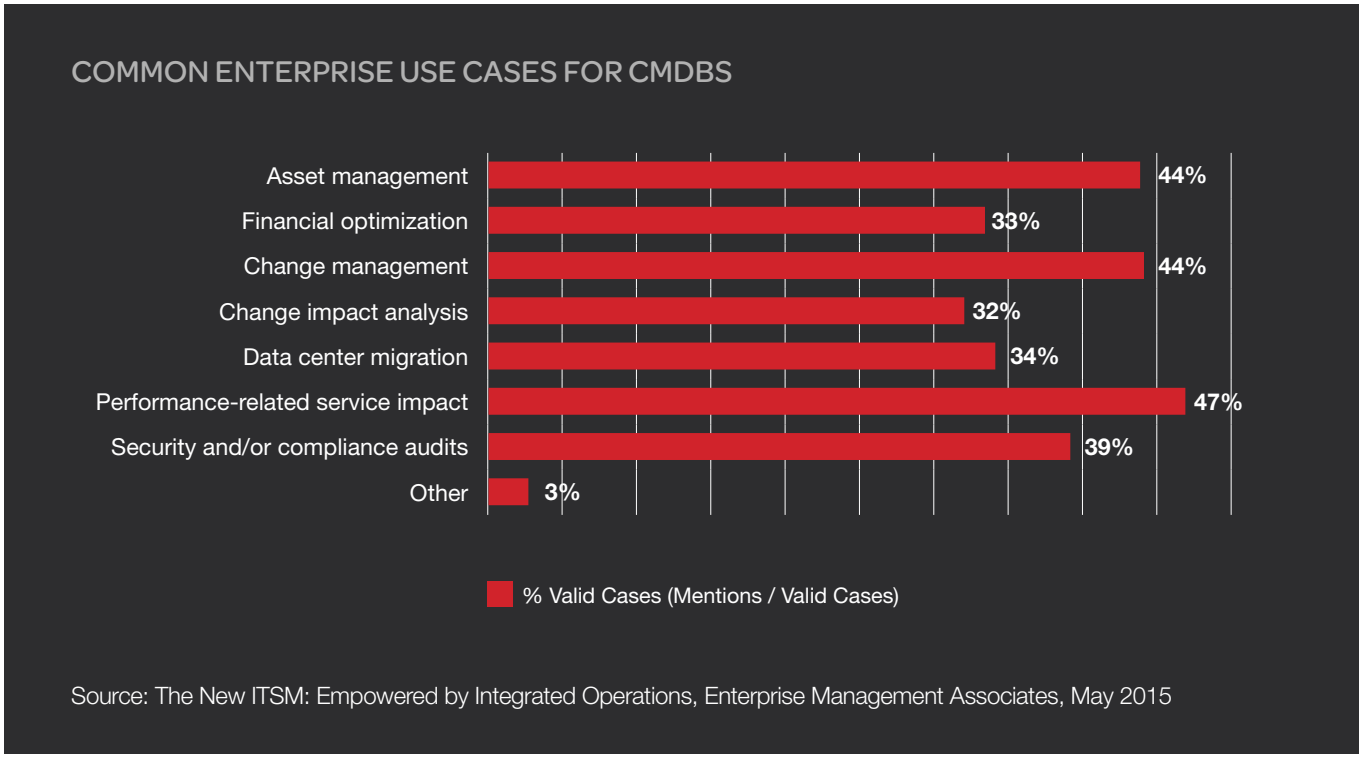
Prioritize business use cases

When you define your CMDB, we suggest starting with business use cases rather than infrastructure. For example, you could start with business service impact analysis, asset management, compliance, or configuration management. In our experience, it is most efficient to set one or two high-priority goals, execute against them, and then set new goals.

You may also need to address more business use cases than you initially think. A 2015 Enterprise Management Associates survey of business and IT stakeholders at 270 global enterprises suggests that there are many potential business and IT use cases for your CMDB.



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Adopt a phased approach

Once you've designed a global CMDB, the next step is to populate it. Because consolidating information scattered throughout multiple spreadsheets and local databases can take time, we suggest adopting a phased approach. **Populating your CMDB involves two main steps: infrastructure discovery and service mapping.**

Automate infrastructure discovery

Infrastructure discovery is essential for asset management, providing detailed information about components in the IT network. It is also critical for your CMDB, as it discovers configuration items (CIs) and relationships.

Infrastructure discovery tools discover all of the individual applications, web servers, databases, physical hosts, virtual servers, routers, storage, and other IT components within an IP address range. Some also provide application dependency mapping, discovering relationships between these components. For instance, they can discover all of the databases that are connected to a given app server.

We recommend automating infrastructure discovery to populate your CMDB. It is typically much faster than manually gathering data from spreadsheets or running tools one at a time.

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Automate service mapping

Infrastructure discovery tools are not service-aware. They will tell you that the app server is connected to 50 databases, but will not pinpoint the three specific databases used by that business service. Understanding these service dependencies is crucial. Without a map of each service, it is extremely difficult to determine the cause of service issues, or to prioritize infrastructure issues based on business impact.

We recommend automating the creation and maintenance of **service maps showing services and their infrastructure dependencies**. Manually mapping services is incredibly time-consuming; mapping a single business service can take weeks. Moreover, manual service mapping doesn't work in dynamic environments, such as private VMware clouds, that change on a daily basis. Even with strict change management, manual service maps become less accurate and useful over time.

Automated, top-down service mapping is specifically designed to map large numbers of complex business services. It can reduce mapping time from weeks to hours. It also discovers all of the IT components and relationships that support a service, including applications, middleware, servers, storage, networks, and more.

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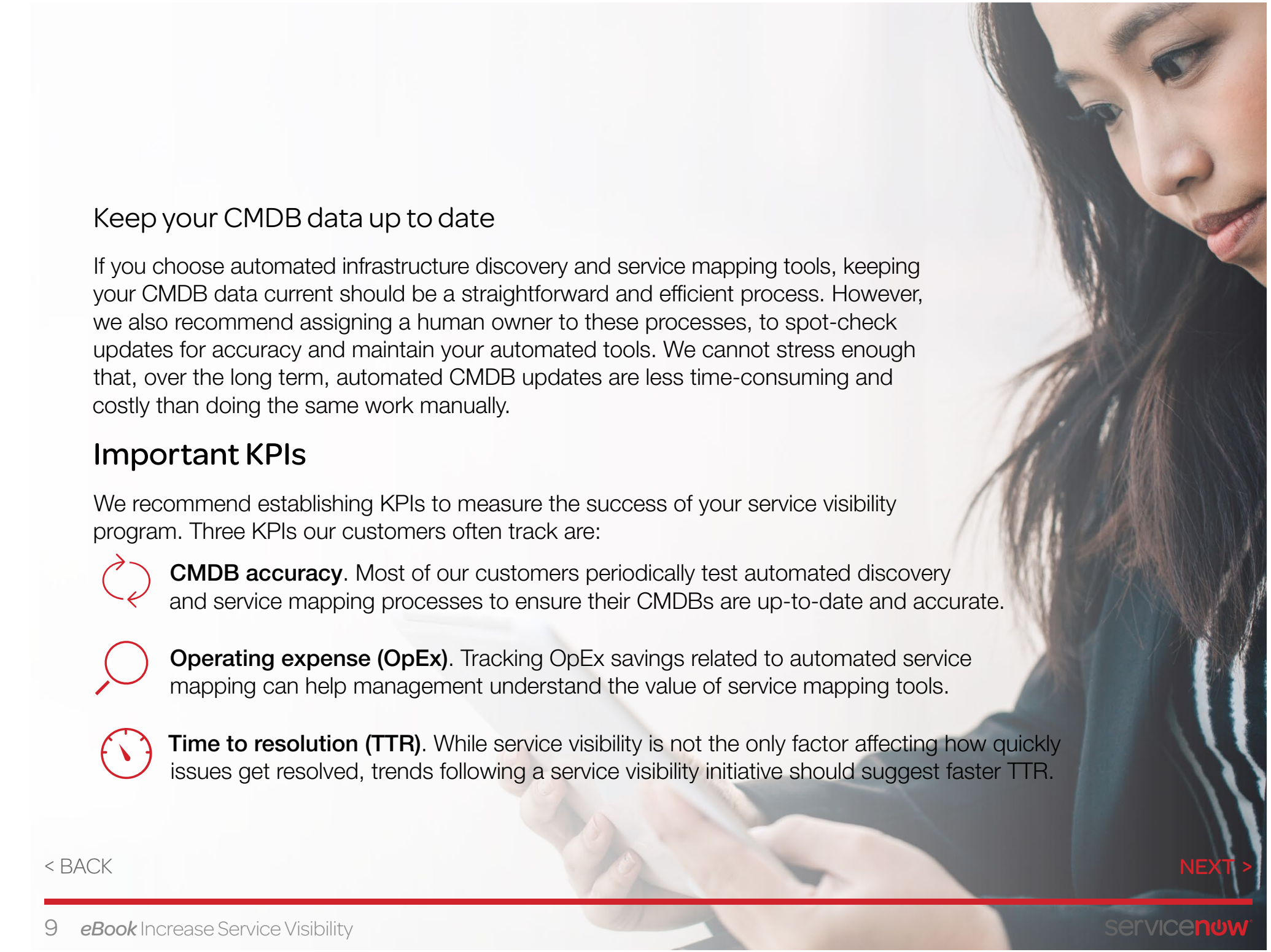

Keep your CMDB data up to date

If you choose automated infrastructure discovery and service mapping tools, keeping your CMDB data current should be a straightforward and efficient process. However, we also recommend assigning a human owner to these processes, to spot-check updates for accuracy and maintain your automated tools. We cannot stress enough that, over the long term, automated CMDB updates are less time-consuming and costly than doing the same work manually.

Important KPIs

We recommend establishing KPIs to measure the success of your service visibility program. Three KPIs our customers often track are:

CMDB accuracy. Most of our customers periodically test automated discovery and service mapping processes to ensure their CMDBs are up-to-date and accurate.

Operating expense (OpEx). Tracking OpEx savings related to automated service mapping can help management understand the value of service mapping tools.

Time to resolution (TTR). While service visibility is not the only factor affecting how quickly issues get resolved, trends following a service visibility initiative should suggest faster TTR.

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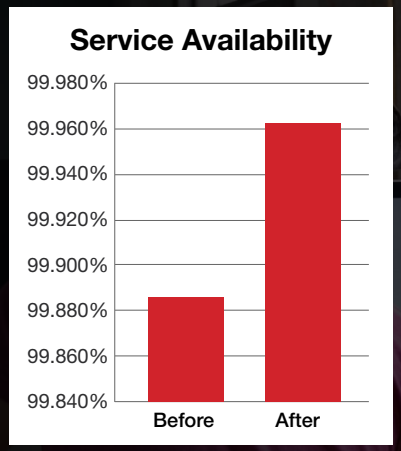
Customer snapshot: UbiSoft

Better service visibility equals higher service availability

- Reduction in time for service modeling projects
- Trustable source of information
- Time savings when resolving critical IT projects
- Reduction in change-related incidents

Leading digital entertainment provider UbiSoft achieved a dramatic improvement in availability after deploying a CMDB and automating both service discovery and service mapping.



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Towards ITOM maturity

Gaining service visibility is just the first phase of your journey to a successful IT operations management (ITOM) function that supports better business outcomes. The next phases are **availability and agility**. By achieving service visibility, you build a strong foundation for service-centric operations management—and significantly less downtime—during the availability phase.

Service Operations Maturity Model

Phase 1	Phase 2	Phase 3
Visibility	**Availability**	**Agility**
Establish a single system of record for it	Enable service-centric operations management	Improve governance, remediation, self-service

Static/Reactive → Service-Awareness

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Learn more

Are you ready to continue developing your ITOM maturity? Visit our ITOM resources page at http://www.servicenow.com/it/transform.html.