

Service Relationship Management In Higher Ed

Tommy Lee
Solution Architect
ServiceNow

CERN

The Makings of a Modern City



The Heart Of It Is...

re·quest

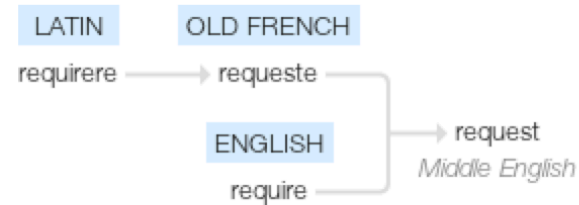
/ri'kwest/ 

noun

noun: **request**; plural noun: **requests**

1. an act of asking politely or formally for something.
"a request for information"
synonyms: **appeal, entreaty, plea, petition, application, demand, call;**

Origin

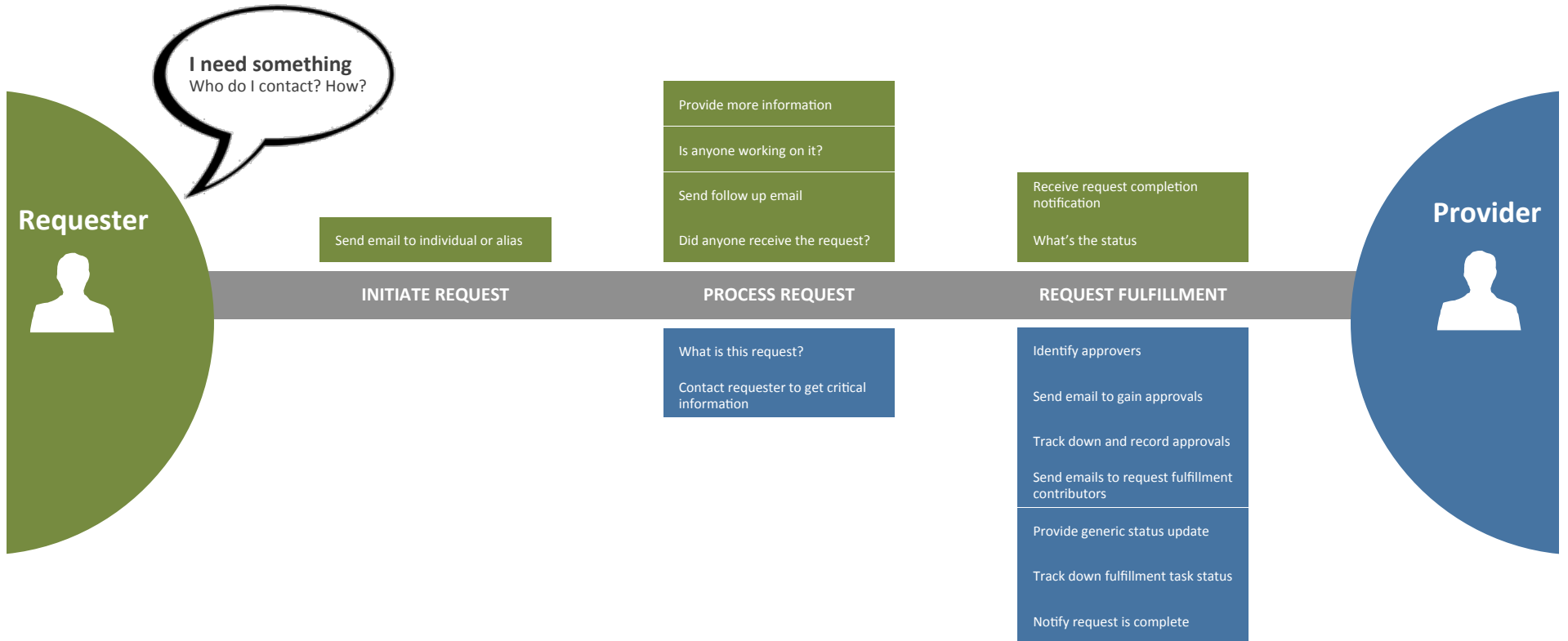


Middle English: from Old French *requeste* (noun), based on Latin *requirere*

The ServiceNow Portfolio – Core To Your Functional Capabilities

Management Applications						
	Operational Applications					
Infrastructure Applications						
	Platform	<p>Service Automation Platform</p> <p>Single architecture and single data model - Social IT • Reporting • Survey Management • Content Management System • Knowledge Management & Managed Documents • Service Level Management • Graphical Workflow • App Creator • Team Development • Mobile</p>				

The Unstructured Service Model



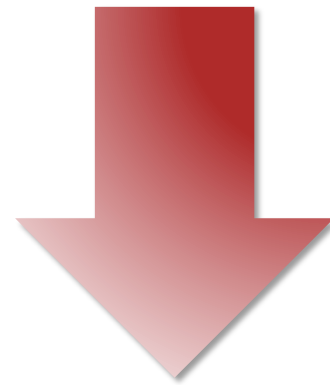
Results Of The Unstructured Service Model



INEFFICIENCIES



RISKS



**KNOWLEDGE
SHARING**

Results Of The Unstructured Service Model



COST



MORALE

Executives



Four Pillars of Service Relationship Management

Requester



SERVICE
EXPERIENCE



RECORD
KEEPING



PROCESS
AUTOMATION



BUSINESS
MANAGEMENT

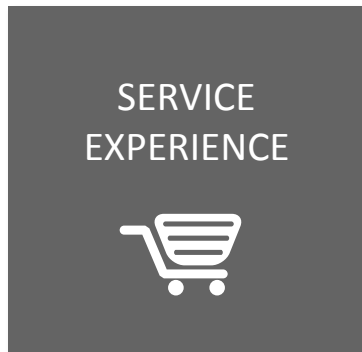


Provider



4 Pillars of SRM – Service Experience

Provide Requestors With A Solution That's...



- ✓ Easy To Find
- ✓ Easy To Use
- ✓ Easy To Track

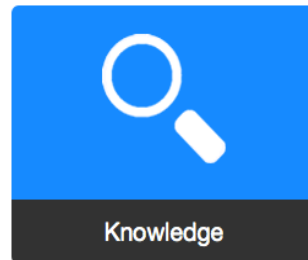
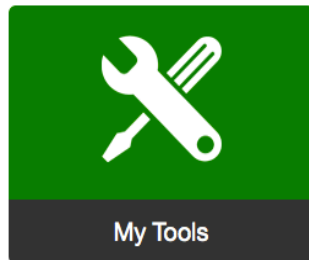
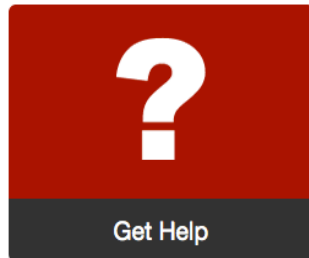


Office of the
Chief Information Officer

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Welcome, **Guest** | [Login](#) **A A**

How Can We Help You?



News || >> Jul 16, 2012 - 10:12 AM

OSUnet maintenance planned for southern portion of Columbus campus on 7/15
2012-07-11

Maintenance planned on fiber that supports OSUnet, Cable TV in several north campus bldgs. for 7/10
2012-07-06

Installing a redundant UPS feed to SAN on July 8 and 15. No service interruptions expected.
2012-07-03

Personal, Home Use for McAfee VirusScan Ends Aug. 1st 2012
2012-06-27

Changes for OCIO Remote users
2012-06-08

This page is maintained by: Office of the Chief Information Officer | 025 Central Classroom | 2009 Millikin Road | Columbus, Ohio 43210
Contact: IT Service Desk | Phone: 614-688-HELP (4357) | TDD: 614-688-8743

BYU Office of IT

- [IT Home](#)
- [Service Catalog](#)
- [IT Training Services](#)
- [Computer Security Alerts](#)
- [Contact Us](#)

My Technology

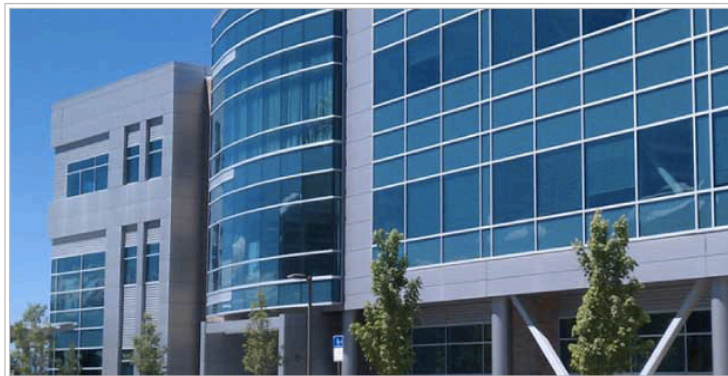
- [My Incidents](#)
- [My Requests](#)
- [My Services](#)
- [My Technology Support](#)

Quick Links

- [Email Migration Information](#)
- [Network Device Registration](#)
- [Software](#)
- [Web Services](#)
- [Wireless in Housing](#)

Popular Items

- [Network Device Registration](#)
- [Installing VLC for IP Television](#)
- [Configure a New Profile in Outlook 2003 for Exchange 2010](#)



Welcome to BYU's Office of Information Technology

We are pleased to provide technology solutions and assistance for the university community. Browse the categories (Employees, Students, CSRs, System Admins, Alumni, Guests and Retirees) to see details about services available to you. To see a complete list of services, log in and visit our service catalog. If you need help with an OIT service, please click Report a Problem.

Latest Announcements
Important Alerts, FYI's, and Announcements

BOX for Enterprise at Netflix
BOX for Enterprise at Netflix is now available! More information can be found HERE!

New Arrivals
Get Help & Submit Tickets Instantly

Choose from the following:



I need Help



I need Access



I need a Production Change



I need Facilities



I need to Buy Something

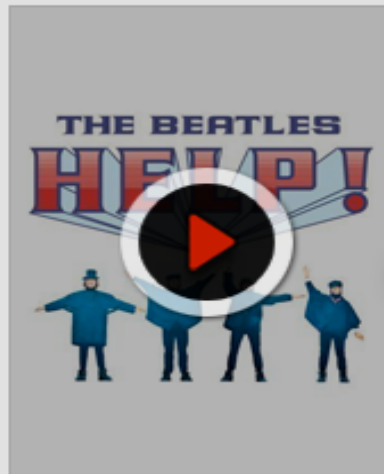
Your Recent Requests
Tickets Submitted by You

Table with 11 columns: Ticket, Opened, Active, Task type, Requester, Assignment group, Assigned to, Urgency, State, Updated, Short description. Includes search filters and pagination.

Your Assigned Tickets
Tickets Assigned to You

Table with 11 columns: Ticket, Opened, Active, Task type, Requester, Assignment group, Assigned to, Urgency, State, Updated, Short description. Includes search filters and pagination.

Choose from the following:



I need Help

I need Help

Submit a ticket and get help [INC](#)

Do you need any help from IT Operations that you are unsure how to categorize? Submit a ticket here. Help Desk dispatchers will review your ticket and route it to the right group for escalation. Desktop Support issues such as computer equipment or software issues start here as well.

Based on your interest in: *Getting things Fixed!!*

4 Pillars of SRM – Record Keeping

Provide All Users With A Solution That's...



- ✓ A Common Interaction Point
- ✓ The Basis for Reporting, Analytics, & Audits
- ✓ Securable

Incident | = Required field

Update Close Incident Resolve Incident Delete

Number: INC0003035

Caller: Yvette Kokoska

Configuration item: Google App Engine

Category: Inquiry / Help

Subcategory: External Application

Impact: 2 - Medium

Urgency: 2 - Medium

Priority: 3 - Moderate

Time worked: 00:00:41 / 00:00:12

Opened: 2013-10-10 16:02:27

Opened by: Yvette Kokoska

Contact type: Self-service

State: Active

Assignment group: Service Desk

Assigned to: ITIL User

Short description: Google App Engine is on fire.

Notes | Related Records | Closure Information | Service Catalog Input

Notes

Watch list:

Work notes list:

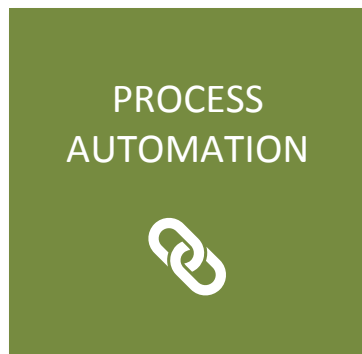
Additional comments (Customer visible):

Empty text area for additional comments.

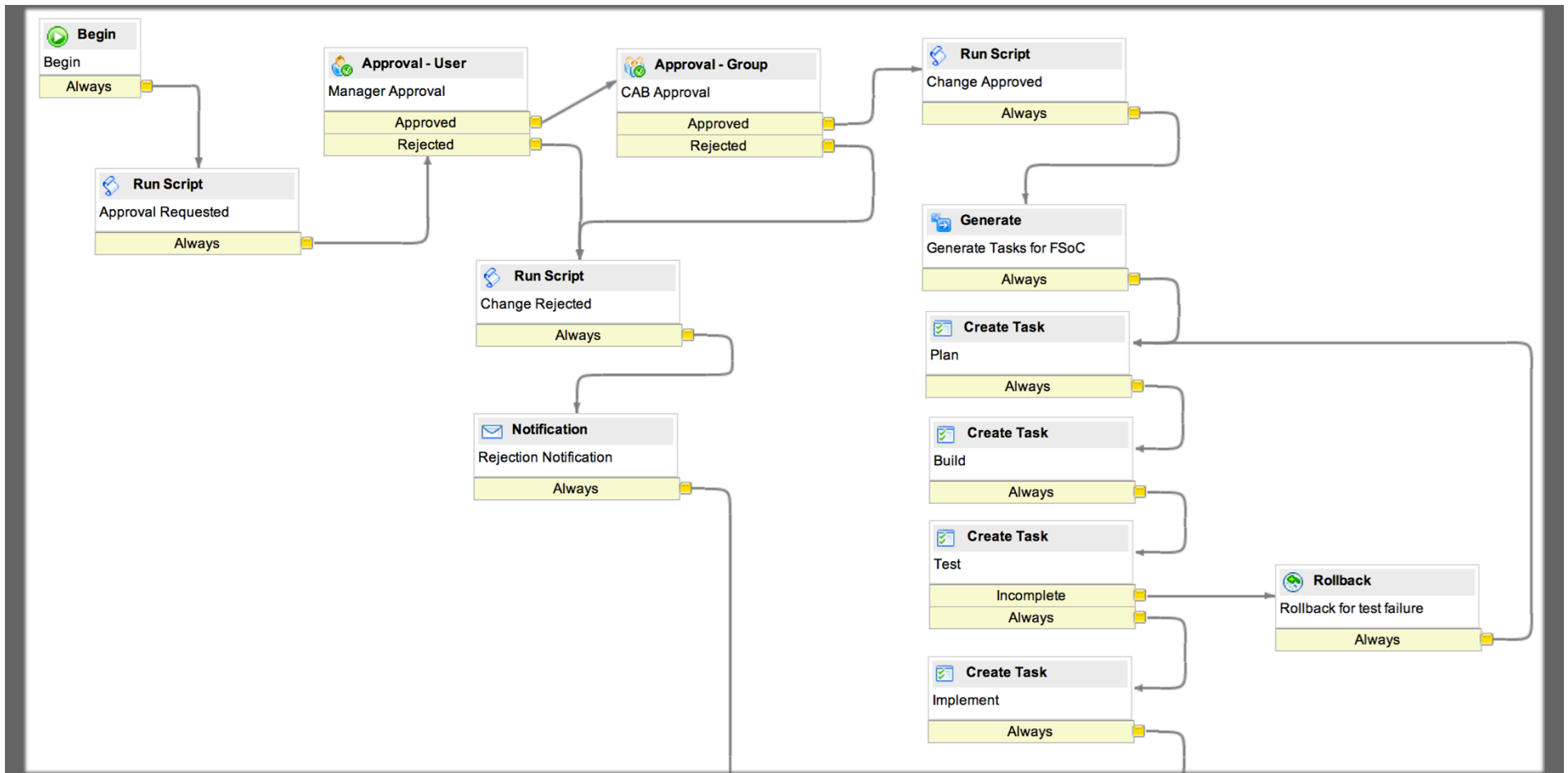
Work notes:

4 Pillars of SRM – Process Automation

Provide Fulfillers With A Solution That's...



- ✓ Task-Centric
- ✓ Structured
- ✓ Repeatable



4 Pillars of SRM – Business Management

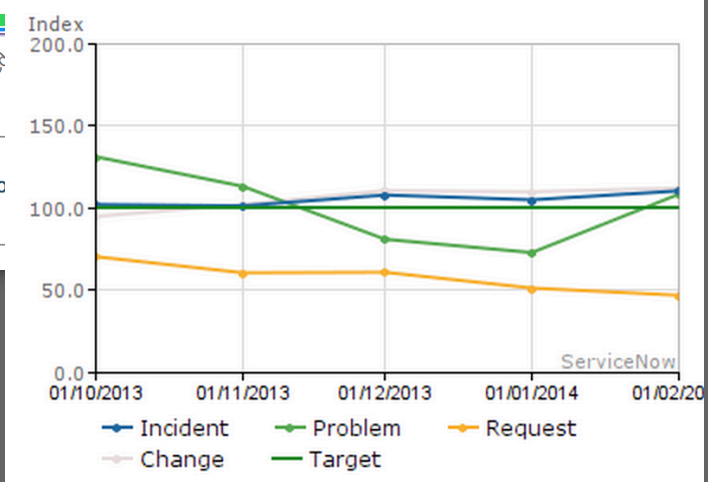
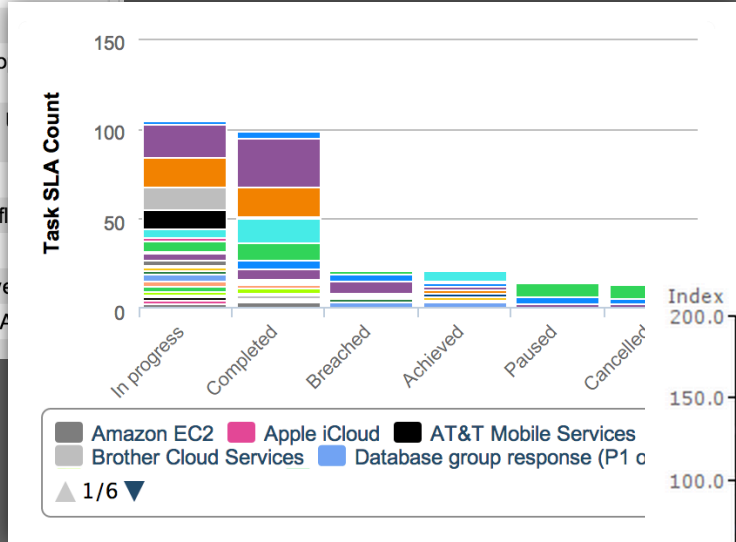
Provide Stakeholders With A Solution That Can Manage...



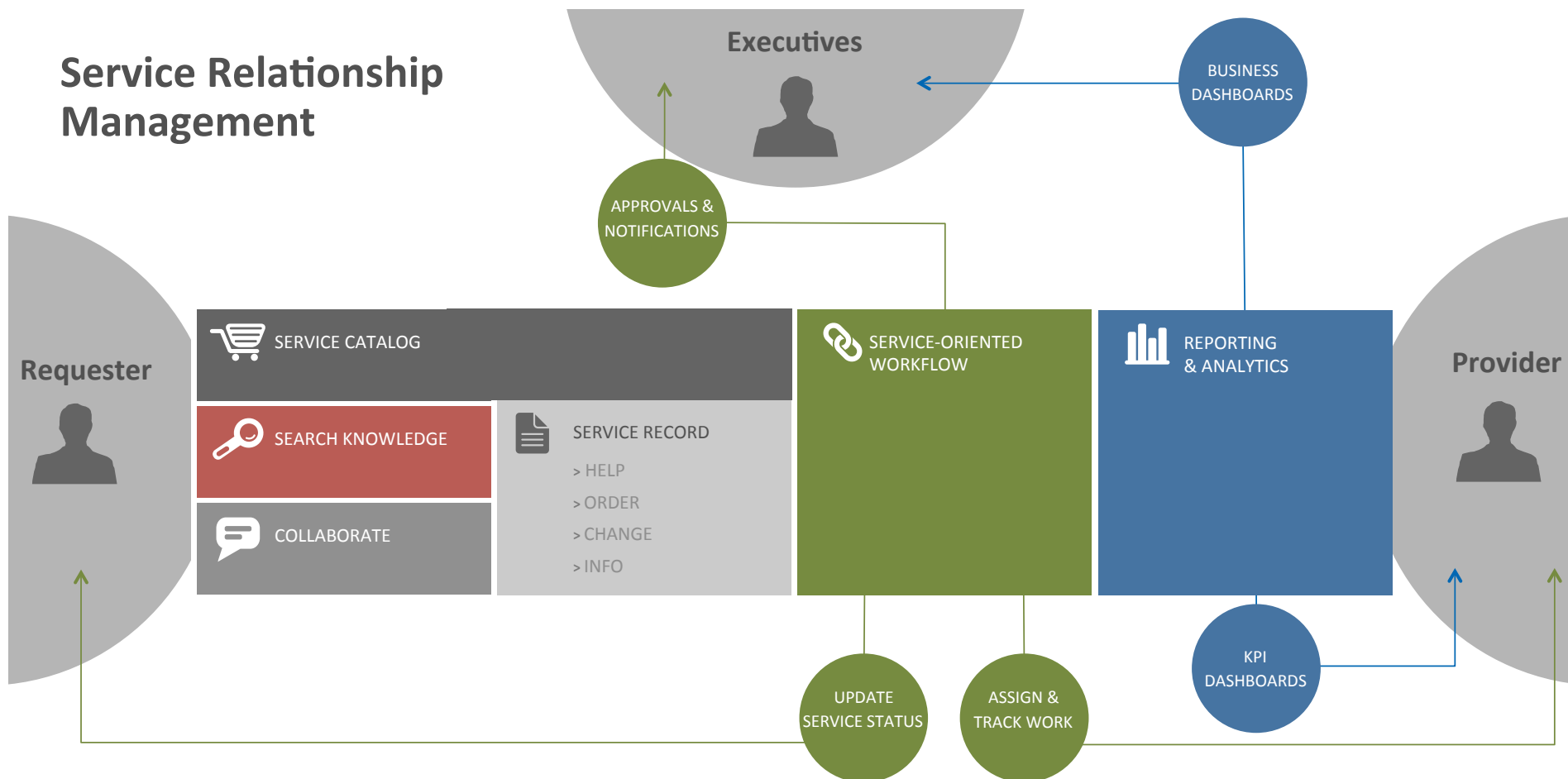
- ✓ Work
- ✓ Resources
- ✓ Performance

My Groups Work

Number	Short description
ACT0010001	Provide process documentation for development lifecycle
CHG9000037	Upgrade Development server
CHG9000131	Replace mobile phone with Development server
CHG9000295	Shutdown harddrive and retire the server
INC0000002	Can't get to network file shares
INC0000003	Wireless access not available on file
INC0000014	Missing my home directory
INC0000016	Rain is leaking on main DNS Server
INC0000018	Sales forecast spreadsheet is REA
INC0000019	Can't launch X-Win32



Service Relationship Management



What's Out There?

- Where are requests fielded today?
- How many request systems are you aware of?
- What are the top ten requests in each system?
- How satisfied are requestors with the interfaces?
How about the fulfillers?*
- How satisfied are requestors with the service experience?*
- How consistent and automated are the fulfillment processes?*
- Are fulfiller groups able to improve their processes through measurable outcomes?*



Request Systems Poll

Get Ready For It...



ServiceNow SRM Evaluation

Total licensed apps that can be consolidated to ServiceNow <h1>52</h1>		Total Project Management Systems <h1>6</h1>	Total Reporting Systems <h1>11</h1>																						
IT systems to consolidate <h1>42</h1>	Shared services and line-of-business systems to consolidate <h1>10</h1>	Total Knowledge Management Systems <h1>2</h1>	Total Chat and Social Collaboration Systems <h1>0</h1>																						
Total Number of Request Systems <h1>0</h1>		Backlogged Development Requests by Department <h1>463</h1>																							
<table border="0"> <tr> <td>IT incident management and request management systems</td> <td>0</td> </tr> <tr> <td>Shared services and line-of-business case management systems</td> <td>1</td> </tr> <tr> <td>Email aliases servering as request management systems</td> <td>650</td> </tr> <tr> <td>Paper-based forms for request management</td> <td>850</td> </tr> </table>		IT incident management and request management systems	0	Shared services and line-of-business case management systems	1	Email aliases servering as request management systems	650	Paper-based forms for request management	850	<table border="0"> <tr> <td>Information Technology</td> <td>463</td> </tr> <tr> <td>Human Resources Operations</td> <td>0</td> </tr> <tr> <td>Facilities Management Operations</td> <td>0</td> </tr> <tr> <td>Finance Operations</td> <td>0</td> </tr> <tr> <td>Marketing Operations</td> <td>0</td> </tr> <tr> <td>Legal Operations</td> <td>0</td> </tr> <tr> <td>Additional Operations</td> <td>0</td> </tr> </table>		Information Technology	463	Human Resources Operations	0	Facilities Management Operations	0	Finance Operations	0	Marketing Operations	0	Legal Operations	0	Additional Operations	0
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ServiceNow SRM Evaluation

IT Service Management

Functional Area	Rating	Redundant Systems	Comments
Service Catalog	✓	0	Using ServiceNow Service Catalog.
Request Management	✓	0	Using ServiceNow Request Management.
Incident Management	✓	0	Using ServiceNow Incident Management.
Password Reset	⚠	1	Use a single password reset engine built on the ServiceNow platform. Drive automation, self-service.
Knowledge Management	✓	0	Using ServiceNow Knowledge Management.
Problem Management	✓	0	Using ServiceNow Problem Management.
Change Management	✓	0	Using ServiceNow Change Management.
Release Management	✗	0	No app in use. Use ServiceNow to extend change and app dev workflow to manage releases using a single system.
Work Management (Field Service)	⚠	1	potential redundancy: consolidate to one system that manages both field-based and corporate-based work together.
Project Management	⚠	3	Consolidate project tools. Assign and manage all tasks, including project tasks, in a single system.
Asset Management	✓	0	Using ServiceNow IT Asset Management.
Software Asset Management	✓	0	ServiceNow IT Asset Management in use.
Service Level Management	✓	0	Using ServiceNow SLA Management.
Internal Chat / Social Collaboration	✓	0	Using ServiceNow social capabilities.
Reporting	✓	0	Currently using ServiceNow. For more dynamic analytic capabilities, check out ServiceNow Performance Analytics.



Engaging The Business



Understand



Align



Synchronize

Engaging The Business



Understand



Understand the Business' Capabilities
and their Priorities/Objectives –

*To establish a baseline language and
common outcome.*

Engaging The Business



Understand

MANAGE ESSENTIAL MANAGEMENT SERVICES											
BUSINESS STRATEGY & PLANNING		PRODUCTS & SERVICES MANAGEMENT		BUSINESS PERFORMANCE MANAGEMENT			ORGANISATIONAL GOVERNANCE				
Define organization vision	Manage strategic initiatives	Design & price products & services	Execute products & services	Determine business performance strategy & measures	Monitor business performance	Implement continuous business management initiatives	Manage legal obligations	Manage organizational governance			
Develop business strategy	Executive program management office	Develop product & service concepts & catalogue	Monitor product & service performance	Benchmark performance	Analyze business performance	Manage to operational excellence	Board management	Insider management			
OPERATE ESSENTIAL MANAGEMENT SERVICES											
MARKETING & COMMUNICATIONS				SALES & BUSINESS DEVELOPMENT			CUSTOMER SERVICE				
Sales order & client segmentation	Manage branding & reputation (channel management)	Manage relationships	Monitor marketing effectiveness	Define account segments	Identify & manage opportunities	Contract management	Manage customer contact	Monitor service delivery			
Create value proposition	Conduct marketing campaigns	Monitor customer satisfaction practices	Communications management (internal, external, mobile)	Build territory (business development)	Conduct product/contract lifecycle	Manage sales risk	Manage customer complaints	Manage service delivery			
ACCREDITATION MANAGEMENT		POLICY & STANDARDS MANAGEMENT		FIELD, TECHNICAL SERVICES ENGINEERING & CONSTRUCTION			NICHE VALUE ADDED SERVICES				
Determine & manage accreditation requirements	Conduct subject matter research	Work order management	Program/Project Management	Log Sites & Supply chain management	Labour hire & recruitment	Delivery training					
Perform accreditation assessment	Develop policy guidelines & standards	Performance/Service management	Technical services management	Warehouse management	Insurance management	Outsourced services					
Monitor & assess compliance	Publish policies guidelines & standards	Logistics & infrastructure construction management	Field services	Manage safety	Consultancy	Contact centre management & Real operators					
SUPPORT ESSENTIAL MANAGEMENT SERVICES											
FINANCIAL MANAGEMENT				PROCUREMENT		HUMAN RESOURCE MANAGEMENT		ICT MANAGEMENT		PROPERTY & ASSET MANAGEMENT	
Management accounting	Manage financial reporting	Manage payroll	Manage taxes	Manage sourcing	Manage HR strategies & policies	Recruit & retain employees	Manage ICT business	Manage enterprise infrastructure	Unify & support ICT services	Acquire property	Manage office design & refurbishment
Manage financial accounting	Manage accounts receivable	Manage capital & investment	Treasury management	Manage supplier contracts	Manage employees	Recruit, source & select employees	Design & manage ICT customer relationships	Manage ICT knowledge	Systems, process & ICT alignment	Manage property losses	Manage property compliance
Plan & manage budget & forecast	Manage accounts payable	Audit management	Finance management	Manage purchase orders	Manage employee development	Manage contracts	Design/ITT solutions	Manage business resilience (BCR continuity)	ICT operational risk	Manage facility safety	Manage assets (vehicles & inventory)

So, How Do We Get Started?



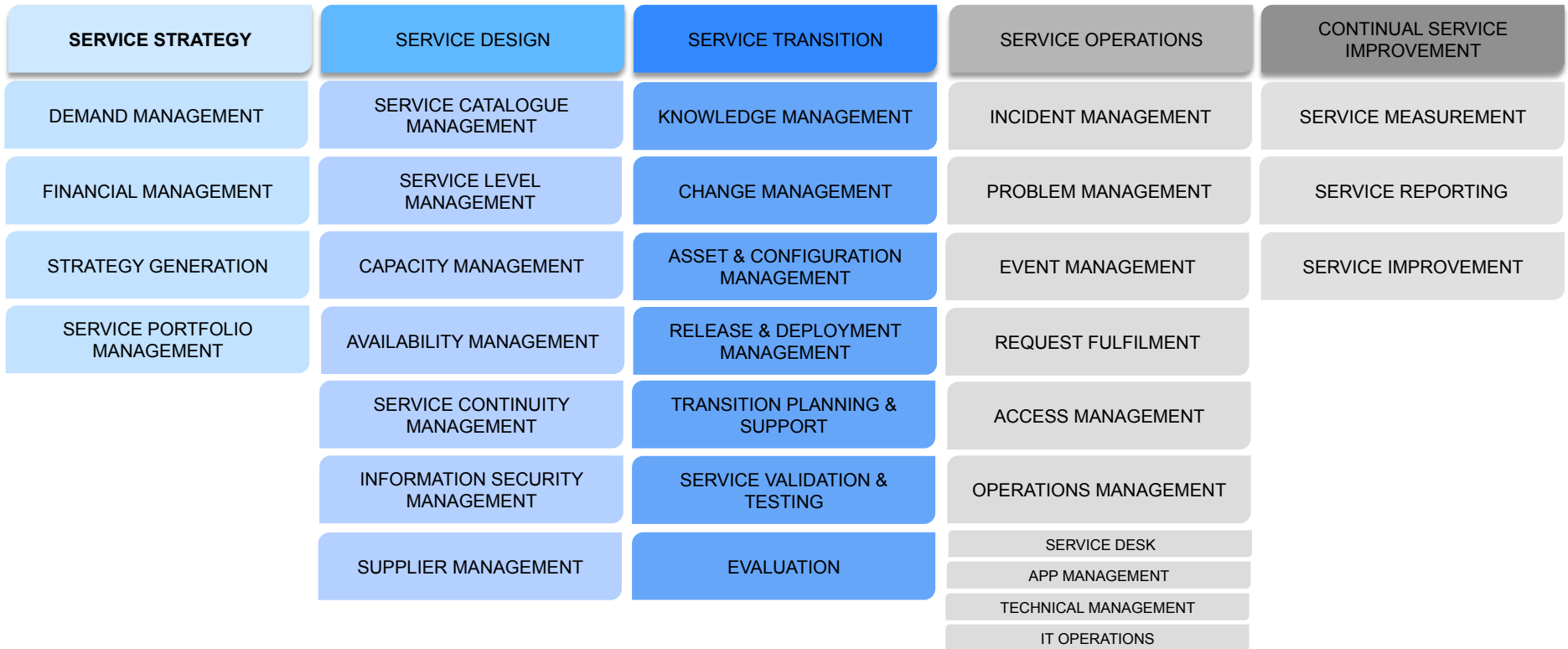
Align



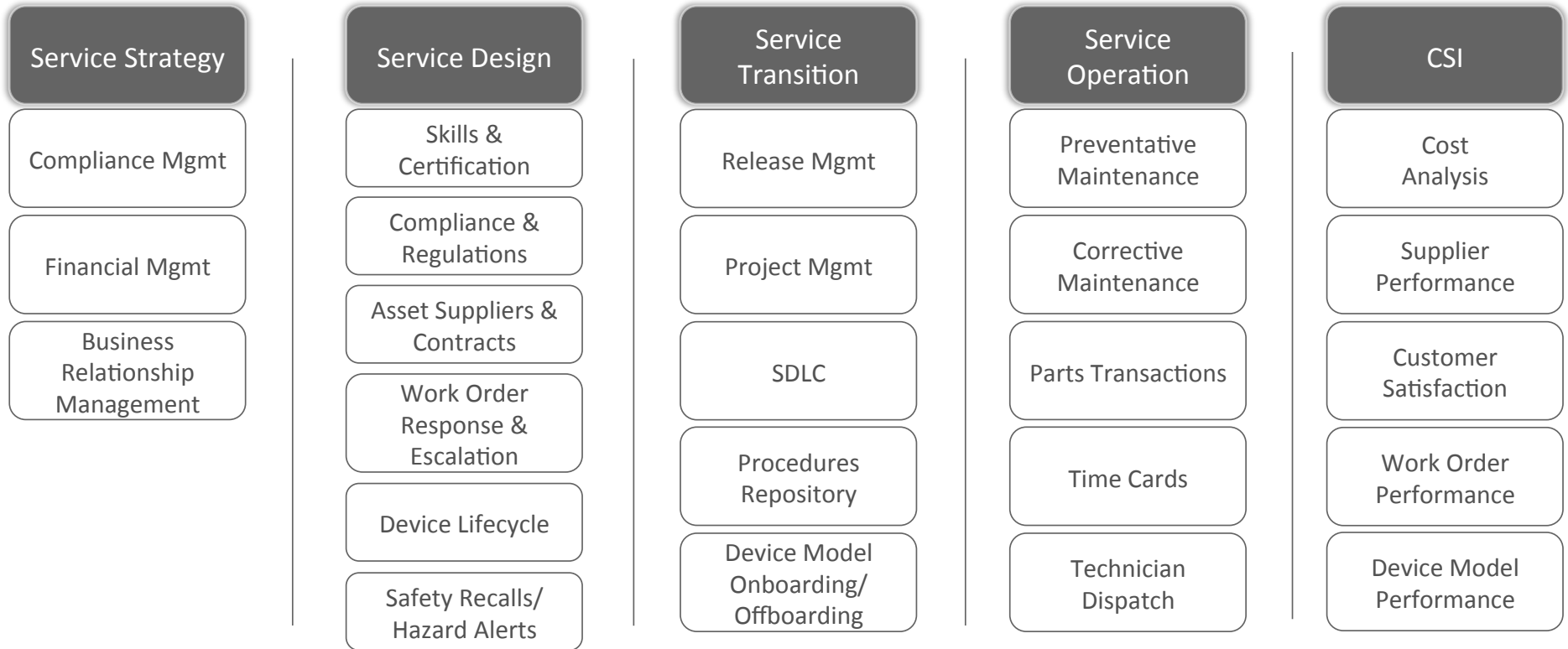
Translate and Bridge the Business'
Perspective to IT's –

*To demonstrate an achievable vision to
the business.*

Framing Service Management for Business Transformation



Framing Clinical Engineering to Service Management



The ServiceNow Portfolio – Core To Your Functional Capabilities

Management Applications

Project Portfolio

Add wireless Internet access on FI
Determine modem locations
Restock modems
Wall repair

GRC

Compliance Manager defines Risk Control
Compliance Manager creates Control Test Definition

Cost

Performance Analytics

10.7% ↑ 176.0% **29.5%**
Mar 14 ↓ Mar 15

Vendor Performance

	Overall Rating	Compliance Score	Importance Rating	Procurement Rating	Technology Rating	User Satisfaction
Rating	4.5	4.5	4.5	4.5	4.5	4.5

Operational Applications

Incident

Number: INC0000012
Caller: Joe Employee
Location:
Category: Hardware
Subcategory: None

Change

Service Catalog

Order Things
Browse the Service
Computers and Hardware

Work

Resource

Resour 7/1-7/6

Eliot Emami	20	20
Rajesh Singh	20	15
Sanjay Gandhi	20	20
Vishnu Gupta	30	10

HR Service Automation

General HR requests
Benefits questions
Vacation / Leave questions
Payroll questions
Employee relations questions
HR System questions

Problem

Problem Summary Counts
Critical Problems
Open Problems that have Critical priority
Overdue Problems
Open Problems that have attained an overdue escalation via
Problems Opened > 1 Week
Problems that have stayed open for longer than a week

Release

Release: RLS0000023
Priority: A: Low (30) Assigned to
State: Draft (30) Assigned to
Error description: Windows 8 Rollout
Windows 8 is the current release of the Windows operating system, and includes many new features and improvements. Windows 8 is available in two editions: Windows 8 and Windows 8 Pro. Windows 8 is available in two editions: Windows 8 and Windows 8 Pro. Windows 8 is available in two editions: Windows 8 and Windows 8 Pro.

Config / CMDB

Business Service
Asset Tracking

SDLC

SPNT0000005
Stories [1 of 2 Lists] New
Sprint = Sprint 5
STRY0000005 Add modul
STRY0000013 Amend dat
STRY0000014 Amend syr

Password Reset

Email address: fred.luby@example.com
Type the characters you see in the image below:
p4wvm

Infrastructure Applications

Discovery

Related Items: Backup done by - Groups, NY DB, DR provided by - Business Services, Bond Trading - DR, Depends on - Linux Servers, Inux 100

Asset

Display name: APC 42U 3100 SP2 NetShelter Rack
Manufacturer: APC
Short description: APC AR3100SP2 42U NetShelter SX 600
Model categories: Rack
Asset tracking strategy: Leave to category
Acquisition method: Name

Orchestration

Workflow: VMWare - Provision
Stage: Fulfillment
Notification: Email Successful VM Creation to Requester

Cloud Provisioning

VMware vSphere
VMware vCenter
VMware ESX/ESXi

Config. Automation

Request a modification to the requested configuration asset
Requester: [Name]
Request: [Description]

Platform

Service Automation Platform

Single architecture and single data model - Social IT • Reporting • Survey Management • Content Management System • Knowledge Management & Managed Documents • Service Level Management • Graphical Workflow • App Creator • Team Development • Mobile

Engaging The Business



Synchronize and prioritize initiatives
across the Business –

To maximize investments

Synchronize

Identify and Highlight Cross-Business Impacts & Benefits

MANAGE ESSENTIAL MANAGEMENT SERVICES											
BUSINESS STRATEGY & PLANNING			PRODUCTS & SERVICES MANAGEMENT			BUSINESS PERFORMANCE MANAGEMENT			ORGANISATIONAL GOVERNANCE		
Define organisational vision	Manage strategic initiatives	Design & price products & services	Evaluate products & services	Determine business performance strategy & measures	Monitor business performance	Implement continuous business improvement initiatives	Manage legal obligations	Manage organisational governance			
Develop business strategy	Executive program management office	Develop product & service concepts & catalogue	Monitor product & service performance	Benchmark performance	Analyse business performance	Monitor operational scorecards	Board management	Investor management			

OPERATE ESSENTIAL MANAGEMENT SERVICES											
MARKETING & COMMUNICATIONS				SALES & BUSINESS DEVELOPMENT				CUSTOMER SERVICE			
Stakeholder & client segmentation	Manage branding & reputation (internal management)	Manage relationships	Monitor marketing effectiveness	Define industry segments	Identify & manage opportunities	Contract management	Manage customer contacts	Monitor service delivery			
Create value proposition	Conduct marketing campaigns	Maintain customer/stakeholder profiles	Communications management (internal, external, media)	Build territory (business development)	Develop product/contract	Manage sales risk	Manage customer complaints				

ACCREDITATION MANAGEMENT			CONSTRUCTION			NICHE VALUE ADDED SERVICES		
Understand & manage accreditation requirements	Conduct subject matter research	Work order management	Program/Project Management	Logistics & Supply chain management	Labour time management	Delivery training		
Execute accreditation requirements	Develop policy guidelines & standards	Environmental services management	Technical services management	Warehouse management	Insurance management	Specialised services		
Monitor & assess compliance	Publish policies guidelines & standards	Engineering & infrastructure construction management	Field services	Manage safety	Asset management	Specialised services		

SUPPORT ESSENTIAL MANAGEMENT SERVICES													
FINANCIAL MANAGEMENT			PROCUREMENT			HUMAN RESOURCE MANAGEMENT			ICT MANAGEMENT			PROPERTY ASSET MANAGEMENT	
Management accounting	Manage financial reporting	Manage payroll	Manage taxes	Manage sourcing	Manage HR strategies & policies	Recruit & retain employees	Manage ICT business	Manage enterprise information	Deliver & support ICT services	Acquire property	Manage office design & refurbishment		
Manage financial accounting	Manage accounts receivable	Manage capital & investment	Inventory management	Manage supplier contracts	Manage employees	Recruit, source & select employees	Develop & manage ICT customer relationships	Manage ICT knowledge	Systems, process & ICT alignment	Manage property leases	Manage property compliance		
Plan & manage budget & forecast	Manage accounts payable	Audit management	Expense management	Manage purchase orders	Manage employee development	Manage contractors	Develop ICT solutions	Manage business resiliency (ICT continuity)	ICT operational risk	Manage facility safety	Manage assets (vehicles & machinery)		

FIELD, TECHNICAL SERVICES ENGINEERING & CONSTRUCTION		
Work order management	Program/Project Management	Logistics & Supply chain management
Environmental services management	Technical services management	Warehouse management
Engineering & infrastructure construction management	Field services	Manage safety

Executives



Four Pillars of Service Relationship Management

Requester



SERVICE
EXPERIENCE



RECORD
KEEPING



PROCESS
AUTOMATION



BUSINESS
MANAGEMENT



Provider



What's Out There?

- Where are requests fielded today?
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Engaging The Business



Understand



Align



Synchronize

In Closing...

Ohio State University

The Makings of a Modern Campus



THE NEW AGE OF
SERVICE IS NOW.

knowledge14™

April 27–May 1, 2014 • Moscone Center • San Francisco, CA