

PRODUCT OVERVIEW

ServiceNow Applications	
Activity Designer	Provides capabilities to construct reusable Workflow activities based on an organization's business needs.
Activity Packs	A collection of related orchestration activities in a scoped application that allow Orchestration Core to connect to, and automate work with, external systems from Workflow. Customers have the ability to create their own Activity Packs with the Activity Designer.
Advanced Risk Management	Provides capabilities to manage, mitigate and report on operational risk. Provides a centralized process for risk managers to assess, roll-up, and report on risks at various levels of their organization and receive and process risk events that may impact an organization's risk posture.
Agile Development	Provides capabilities to manage the software development process including story definition, backlog management, sprint planning, test planning, enhancement requests, defect prioritization and definition of release content.
Application Portfolio Management	Provides capabilities for organizations to inventory and manage application portfolios in a single central location, capturing relevant information such as costs, risk, projects, lifecycle dates, ownership, and health assessments. This inventory facilitates the identification of business benefits of each application and helps organizations make informed decisions on reducing costs, improving agility, and facilitating business alignment with the IT application portfolio.
Asset Management	Provides capabilities to track and manage the physical, contractual, and financial aspects of assets.
Audit Management	Provides a centralized process for internal audit teams to automate the complete audit lifecycle by providing the capability to plan, scope, and execute integrated, risk-based audit plans.
Basic Case Management	In support of HR Service Delivery, provides capability to log general inquiries between an employee and the HR service center.
Business Continuity Management	Provides the capabilities within Business Continuity Planning, Business Impact Analysis, Crisis Management, and Table-top Exercise Management.
Business Continuity Planning	Provides the capability to use standardized templates and workflows to enable process, facility, and asset owners to develop continuity and recovery plans.
Business Impact Analysis	Provides the capability to analyze business processes and critical dependencies.
Case and Knowledge Management (Formerly: HR Service Management)	In support of HR Service Delivery, provides capabilities to document and manage interactions between employees and HR. Also allows for the fulfillment of advanced case requests across various HR centers of excellence, supported by an HR Knowledge Base.

Change Management	Allows repeatable methods and procedures to be used for introducing change into the IT infrastructure by providing capabilities for creating, assessing, approving, and executing changes.
Client Software Distribution	<p>Allows administrators to automate the distribution of software from the Service Catalog and manage software revocation. Integration with Microsoft System Center Configuration Manager (SCCM) is provided and the extension framework enables additional third-party integrations, providing a single pane of glass for software distribution and license revocations on Windows and Apple devices.</p> <p>Customer is required to separately purchase any third-party integrated services.</p>
Cloud Management	Provides the capability to automate the provisioning, lifecycle, and cost management of public and private cloud resources.
Communities	Enables Customer's users to engage with peers to ask questions and provide answers on areas of their interest. Helps organizations to reduce support costs through crowd sourcing of knowledge and self-service enablement. Includes the following key features – forums and user management, personalized subscriptions, user community profile, and moderation.
Configuration Compliance	Integrates with third-party security configuration assessment (SCA) solutions to generate a set of test results for the Customer's environment. Allows Customer to create response tasks, change requests or problem tickets to address configuration issues, enabling security teams to perform further investigation or allowing IT to remediate.
Continual Improvement	Provides capabilities to define improvement initiatives and measure success by creating phases and tasks to meet performance goals and track progress.
Cost Management	Provides capabilities to track one-time and recurring costs of configuration items used by IT, and to allocate those costs to business units using allocation rules.
Crisis Management	Provides the capability to use and test standardized workflows for responding to natural disasters and crisis scenarios that may disrupt business operations.
Customer Service Management	Provides capabilities for omni-channel customer engagement across portal, chat, email, and phone (native telephony integration requires Notify); customer data model for accounts, partners, and contacts; case management with advanced skills-based routing, case assignment workbench; real-time service level agreement (SLA), service contracts and service entitlements; targeted communications; special handling notes; pre-packaged service analytics using both real-time data and snapshots for trend analysis (trend analytics requires Performance Analytics); and voice of customer feedback through online surveys and customer satisfaction reporting.
Demand Management	Provides capabilities to consolidate IT requests in a Service Catalog and route them through a Workflow to stakeholders who gather additional information to prioritize investment decisions.

DevOps	Provides capabilities to integrate with and collect data from ServiceNow instances; and third-party planning, source code control, and build execution tools. Allows collected data to be loaded into a unified DevOps data model where it can be used to provide reporting and automation throughout the DevOps lifecycle.
DevOps Insights	Provides the capability to view dashboards and create trending reports from the information collected by the ServiceNow DevOps Application.
Discovery	Locates physical and virtual devices connected to an enterprise network. When Discovery locates a device, it explores its configuration, status, software, and relationships to other connected devices, and updates the CMDB.
Edge Encryption	Provides capabilities to encrypt eligible data in transit and at rest. Customer retains sole control and management of encryption keys.
Employee Document Management	Provides electronic personnel file capabilities including configurable legal hold, purge process, data retention and security rule settings.
Employee Service Center (Formerly: Enterprise Service Portal – HR)	Provides capabilities to configure an employee portal interface to personalize employee experience. Includes targeted content delivery and automation guidance with predefined interaction interfaces and employee forums.
Enterprise Onboarding and Transitions	In support of HR Service Delivery, provides a mechanism for HR to configure complex employee processes that span departments, such as onboarding, offboarding, transfers, and other employee lifecycle events.
Event Management	Provides capabilities to aggregate events from monitoring tools used by Customer in its infrastructure, de-duplicates and correlates inputs from such events to CMDB and provides the ability to filter and prioritize events to create incidents for remediation.
Facilities Service Management	Provides capabilities to manage the service delivery of a facilities department by offering self-service through a Service Catalog and assignment of requests based on fulfillment rules.
Field Service Management	Provides capabilities to create work orders and tasks for the repair and service of equipment; schedule and assign work to technicians; manage parts requirements; and inventory, manage, and complete work orders.
Finance Close Automation	Provides a centralized workspace for posting journal entries and capabilities to manage the finance close process by automating and managing timelines for close tasks and performing end-to-end procedures with built-in policy and compliance.
Financial Charging (Formerly: Financial Reporting)	Provides the capability to automate show-back and bill-back processes with Workflow and statement item types, helping to increase corporate financial visibility.
Financial Modeling (Formerly: Cost Transparency)	Provides the capability to perform modeling of financials for data contained within the ServiceNow Platform.

Financial Planning	Provides the capability to assist in the automation of budget and forecast planning of projects to increase efficiency and simplify the enterprise planning process.
Incident Management	Facilitates the process of restoring normal IT operations by providing capabilities to record, classify, distribute, and manage incidents through to resolution. Includes Performance Analytics limited to 15 key performance indicators (KPIs), one dashboard, and 90 days of data captured by Incident Management.
Innovation Management	Provides the capability to gather and evaluate ideas for implementation.
IntegrationHub	Provides additional capabilities to allow Flow Designer to automate systems outside of a Customer's instance.
Investment Funding	Provides the capability to plan investments and budgeting and view historical investment and budgeting data.
IT Operations Management Health (Formerly: Event Management and Operational Intelligence)	Provides the capability to gain visibility and track the availability of Customer's critical application services.
IT Operations Management Optimization (Formerly: Cloud Management)	Provides the capability to view and automate the provisioning, life cycle and cost management of IT resources supporting application services.
IT Operations Management Visibility (Formerly: Discovery and Service Mapping)	Provides visibility into IT resources, configuration characteristics, and their relationship to application services.
Legal Matter Management	Provides the capability to manage tasks and activities associated with legal matters in different practice areas.
Legal Request Management	Provides the capability to classify, prioritize, and provide initial intake response to legal requests in a centralized workspace.
Lifecycle Events	Provides the capability to configure a collection of pre-defined activities for personal and professional employee life cycle events within the HR application.
MetricBase	Allows Customer to collect, analyze, and store a time series of data.
Now Platform App Engine (Formerly: Now Platform – Custom Applications; Platform Runtime; CreateNow)	Provides the capability to create custom tables or develop new applications utilizing the Now Platform contextual development environment, platform features and shared system data.

Operational Intelligence	Provides the capability to aggregate raw data from disparate monitoring tools in Customer's infrastructure to proactively reduce service outages through machine learning and predictive analytics.
Orchestration Core	Provides additional capabilities to allow Workflow to automate systems outside of a Customer's instance and create codeless, reusable actions.
Password Reset	Provides the capability to reset user passwords that are stored and pre-authenticated in a supported credential store separate from Customer's instance of the subscription service, such as Microsoft Active Directory.
Performance Analytics	Provides advanced analytics and time series analysis for KPIs. Provides secure, simple access to Key Performance Indicators (KPIs) and metrics that companies can use to proactively optimize business services, improve processes and align with organizational goals.
Planned Maintenance	Provides the capability to automatically create work orders and work order tasks via schedules that are triggered based on meters, usage, and/or duration.
Policy and Compliance Management	Provides a centralized process for creating and managing policies, standards, and internal control procedures that are cross-mapped to external regulations and best practices. Additionally, provides structured Workflows for the identification, assessment, and continuous monitoring of control activities.
Predictive Intelligence (Formerly: Agent Intelligence)	Provides the capability to use supervised machine learning to train solutions with Customer's historic ServiceNow data to predict an outcome, such as a field value in a record.
Proactive Customer Service Operations	Provides the capability to proactively trigger case workflows.
Problem Management	Facilitates the process of identifying the root causes of errors in the IT infrastructure by providing capabilities to record, escalate, and manage problems through to resolution.
Project Portfolio Management	Provides capabilities to plan, organize, and manage projects and project portfolios including associated tasks and resources.
Release Management	Facilitates the planning, design, build, configuration, testing, and release of hardware and software into the IT infrastructure.
Request Management	Provides capabilities to approve and fulfill requests for goods and services defined and presented in the Service Catalog.
Resource Management	Provides a view of projects and the availability, allocation, and capacity of assigned resources.
Risk Management	Provides an executive view into risk to allow risk managers to quickly identify at-risk assets, perform assessments, and continuously monitor risk exposure.
Scaled Agile Framework (SAFe)	Provides the capability to plan development activities across teams and view the dependencies between them.

Security Incident Response	Enables a security operations center, security incident response team, and IT to enact response plans to address security-related activities, events, or incidents. Facilitates response team collaboration, investigation of network and non-network related activities (e.g., intellectual property theft, criminal activities, etc.), including the capability for automated request assignment and remediation across security and IT teams.
Service Mapping	Discovers business services of the organization and builds a comprehensive map of all devices, applications, and configuration profiles used in these business services.
Service Management for Issue Resolution	Provides the capabilities within Incident Management, Problem Management, Change Management, Release Management, Request Management, Asset Management and Cost Management to support issue resolution within Customer Service Management.
Service Owner Workspace	Provides a graphical view and trend charts to manage and monitor portfolios and services.
Software Asset Management	Provides the capability to track and manage software assets, including normalization of discovered software, reconciliation of discovered software against license entitlements, and remediation actions to stay compliant. Facilitates identification of unused software for reclamation and allows Customer to automate harvesting of those licenses.
Software Spend Detection	Provides the capability to identify and track software spend using financial transaction data.
Table-top Exercise Management	Provides a framework to evaluate the completeness and accuracy of continuity and recovery plans including [workflows for] plan contents and logging issues to resolve during the planning process.
Test Management	Provides a user acceptance testing framework to help project teams and business users align on project deliverables and provides visibility into the status of the project testing when used in conjunction with Project Portfolio Management and Agile Development. Project Portfolio Management and Agile Development are separately authorized.
Threat Intelligence	Provides the capability to support multiple threat intelligence feeds to enhance the context of a security incident by enabling analysts to see potential threats and related systems in an integrated view. Allows Customer to add its own custom feeds and to place confidence scores or weightings on each feed to accelerate the identification of legitimate security issues.
Trusted Security Circles	As part of Security Operations, provides Customer the option to share threat intelligence data with industry peers, suppliers, or a global circle of ServiceNow customers. Allows Customer to submit anonymous queries regarding security observables and automatically receive a count of sightings to determine whether suspicious activity may be part of a larger attack.
Use Case Accelerators	Provides capabilities to configure pre-defined features such as policies, control objectives, scopes, indicators, risks, dashboards and reports.

Vendor Manager Workspace	Provides a centralized workspace to manage and monitor vendor health, performance data and related vendor information.
Vendor Performance Management	Enables Customer to manage, evaluate, and compare vendors based on predefined criteria.
Vendor Risk Management	Provides automated assessment capabilities and remediation processes for managing vendor risk, including reporting of risk levels and issues. All vendor interaction and communication may be centralized via a vendor portal enabling Customer to manage vendor responses, provide assessment status, and track issues and tasks.
Virtual Agent	Provides capabilities for Users to interact with a chat agent (bot or human) through the ServiceNow Service Portal, mobile environments and various messaging services.
Vulnerability Response	Integrates with the National Vulnerability Database (NVD) and third-party solutions to generate a set of actionable reports of vulnerable assets in Customer's environment. Allows Customer to create response tasks, change requests or problem tickets to address vulnerabilities, enabling security teams to perform further investigation or allowing IT to remediate.
Vulnerability Solution Management	Provides the capability to correlate vulnerability scan findings with software updates, compensating controls, and other solutions to identify and prioritize remediation activities.
Walk-Up Experience	Provides capabilities to create and manage a requester queue at an onsite IT walk-up venue where requests and issues are fulfilled and solved by IT technicians in real time and in person.

ServiceNow Platform Capabilities

Assessments	Evaluates, scores, and ranks records from any table in the subscription service. Uses assessments to send custom questionnaires to selected users or writes scripts that query the database directly.
Automated Test Framework	Create and run automated tests during upgrades, application development, or instance configuration.
Business Service Maps	Graphically displays the configuration items related to a business service and indicates the status of those configuration items.
Chat	Provides real-time communication capability via instant messaging between users in a ServiceNow instance.
Coaching Loops	Provides the capability to monitor and provide feedback on a specific behavior of an individual or group.
Configuration Management Database (CMDB)	Provides capabilities to identify, record, audit, and report on IT configuration items and their relationships.

Connect	Provides the capability to connect people, processes, and information into a unique and centralized collaboration workspace to cut down on resolution times. Features include Chat, document delivery, active lists to see who is working, and the ability to interact directly from the activity stream.
Content Management System	Provides the capability to create custom interfaces.
Delegated Development	Enables instance administrator to deploy and manage developer resources per application, providing them the ability to provide non-administrator development rights and limit the access rights to specific resources used by an application.
Flow Designer	Provides capabilities within a design environment to automate approvals, tasks, notifications, and record operations without requiring code.
Form Designer	Allows creation of forms and tables with visual controls.
Google Maps mapping service	<p>ServiceNow may make Google Maps available for use with the Subscription Service. If Customer uses Google Maps, Customer agrees to the following terms and conditions:</p> <p>(a) If Customer's usage exceeds either 60,000 map views on an annual basis or 1,000 geocoding requests on a daily basis, Customer shall purchase map views and geocoding requests from Google subject to Google's terms and conditions, to which ServiceNow is not a party;</p> <p>(b) Customer agrees, and shall cause its end users to agree, to the following:</p> <ul style="list-style-type: none"> Google's Maps Terms (http://maps.google.com/help/terms_maps.html) or a successor URL as provided by Google. Legal Notices (http://www.maps.google.com/help/legalnotices_maps.html) or a successor URL as provided by Google. Acceptable Use Policy (https://enterprise.google.com/maps/terms/universal_aup.html) or a successor URL as provided by Google. <p>(b) Customer agrees that Google may use Customer Data in accordance with its privacy policy and that Google may provide its Maps services to Customer. Google Maps may not be available to Customer due to location availability and may not be available during Customer's entire Subscription Term. ServiceNow support terms and warranties do not apply to Google Maps.</p>
Guided Setup	Provides the categories and associated tasks to configure any product or application that provides a Guided Setup module.
Knowledge Management	Provides role-based tools to create, store, and publish information. Provides mechanisms for version control and approvals of documents in the review process.
Live Feed	Provides a place to post and share content.
Mobile Classic	Provides a customizable ServiceNow interface for mobile devices.

Mobile Studio	Provides the capability to configure a ServiceNow application or build a new mobile application within Studio.
Notify	Provides the capability to initiate notification from Customer's instance of the subscription service to a supported third-party platform for SMS, voice, and other communications protocols. Customer is required to separately purchase any third-party service required to work with Notify.
OpenFrame	An interface technology that enables real-time communication channels such as telephone systems to be integrated into the ServiceNow Platform. Consists of UI elements as well as a set of APIs that support exchange of events and data between ServiceNow and the communications system.
Reporting	Provides the capability to create and share reports and dashboards.
Script Debugger	Enables debugging of script on non-production instances of the subscription service.
Service Catalog	Displays a listing of the goods and services that a Customer provides within the enterprise to its employees and contractors.
Service Creator	Provides capabilities for building Service Catalog items without writing code.
Service Level Management	Establishes and monitors status of service contracts and SLAs between Customer and its customers or third-party service providers.
Service Portal Designer	Provides the capability to build portals with a consumer-like experience using both ServiceNow out-of-the-box widgets and templates as well as Customer's own widgets and styles, while leveraging only HTML and CSS.
Skills Management	Assigns configured competencies to groups or users.
Studio	Provides web-based Integrated Development Environment (IDE) for professional and low-code (i.e., IT administration) application developers.
Subscription Management	Enables Customers to view and allocate use rights in the subscription service across the enterprise.
Survey Management	Allows for polling and collection of data, including configuration for specific events and/or conditions.
Targeted Communications	Provides the capability to create and send articles and emails to a specified list of internal and external customers.
Time Cards	Records time worked on tasks either manually or automatically.
Visual Task Boards	Transforms the navigation of lists and forms into an interactive graphical experience including a Kanban-style workspace for either individual or team-based management of tasks.
Visualizations	Displays interactive 2-D and 3-D visual representations for any logical data relationships within an instance.

Web Services	HTTP-based web services allow Customer to interact with instances of the subscription service. Outbound (consumer) web services allow Customer to access remote endpoints and perform web service requests from instances of the subscription service. Web services include REST and SOAP APIs.
Workflow	Provides a drag-and-drop interface for automating multi-step processes across the subscription service. Each Workflow consists of a sequence of activities such as generating records, notifying users of pending approvals, or running scripts, and the condition-based transitions between them. Customer is required to purchase Orchestration Core to orchestrate activities using a Workflow that interacts outside of Customer's instance of the subscription service.

ServiceNow Premium Platform Capabilities

Dynamic Translation	Provides capabilities to enable the translation of text from one language to another. <i>Dynamic Translation requires the purchase of a Professional or Enterprise level ServiceNow Subscription product.</i>
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