

# Simplify, accelerate, and scale digital experiences with ServiceNow® App Engine

Digital transformation has taken on a new urgency. Faced with rapidly shifting market conditions and a fundamental change in the way we work, companies need to innovate faster than ever. This digital shift is critical both for immediate survival and long-term success. By digitalizing processes, organizations empower their employees, drive efficiency, enhance customer experiences, create sustainable advantage, and open the door to new business models and revenue streams.

However, businesses are struggling to accelerate digital transformation. There's no shortage of digital opportunities, but creating new applications and automating processes is still a cumbersome activity requiring scarce software development skills. As a result, IT backlogs are ballooning. And with IT unable to keep pace, shadow IT is rampant. This leads to an unmanaged sprawl of siloed applications that magnify risk, increase technical debt, and sap employee productivity and morale.

Here's the question. How do you eliminate the complexity of traditional application development and accelerate delivery? How do you break down silos to create a unified digital environment where everything works together? And how do you engage line-of-business resources to scale development, turning digital transformation into a team sport while avoiding the evils of shadow IT?

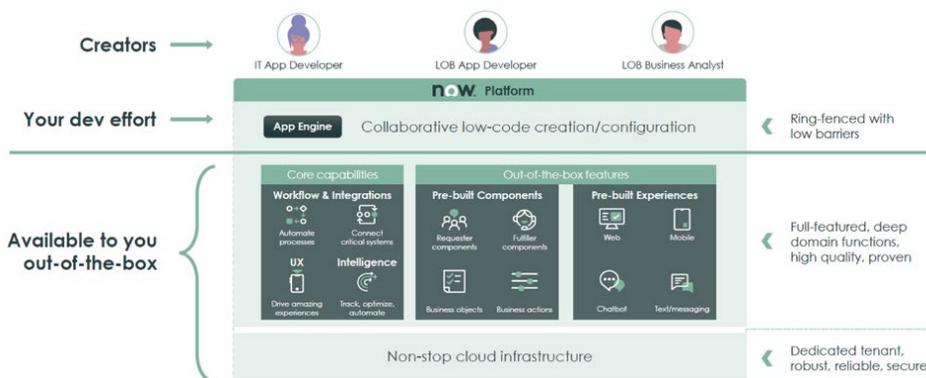
## Get the speed you need with ServiceNow® App Engine

The Now Platform quickly and seamlessly connects your business with out-of-the-box IT Workflows, Employee Workflows, and Customer Workflows. But it doesn't stop there. By building your own unique Creator Workflows on the Now Platform, you extend the benefits of digital workflows across your entire enterprise. Powered by ServiceNow App Engine and IntegrationHub, Creator Workflows give you the speed you need to accelerate digital transformation and deliver consistent experiences that everyone loves.

With App Engine's low-code development and configuration approach, anyone can build powerful apps fast. App Engine removes the complexity with proven out-of-the-box capabilities that deliver consumer-easy experiences, optimize processes, and simplify 3rd-party integration. And by leveraging built-in collaboration tools and role-based access, you can empower citizen developers while ensuring IT visibility and providing non-intrusive IT support.

Because App Engine is built on the Now Platform, developers can easily access core capabilities such as self-service, workflows, mobile, chatbots, machine learning, analytics, reporting, and more. This creates a connected environment where everything is shared—data, experiences, and processes—allowing you to move from tactical point applications to an enterprise-wide digital strategy. And, with ServiceNow non-stop cloud infrastructure, you lower risk with a robust, reliable, and secure environment that scales to millions of users.

While App Engine's low-code tools turn your entire business into an engine for digital transformation, pro coders aren't left behind. App Engine gives developers direct programmatic access to the Now Platform when they need it and includes advanced development tools that boost productivity. And pro coders can still leverage the power of App Engine's low-code tools and pre-built components, so they spend their time developing high-value business functionality instead of re-creating application infrastructure and existing capabilities.



Any developer, any app, one platform

### Accelerate digital transformation

Develop apps up to 4x faster with low-code development tools—while still getting the full power of advanced coding when you need it.

### Scale development across your business

Empower citizen developers while providing non-intrusive guardrails for what is developed and released.

### Eliminate app sprawl and shadow IT

Deploy a scalable, reliable, and secure platform where every line of business can easily build their own apps within a non-intrusive governance framework.

### Give users an experience they love

Create a consistent, consumer-easy experience that turbocharges productivity and user satisfaction. Deliver responsive services anytime and anywhere on any device.

### Shift from point apps to digital strategy

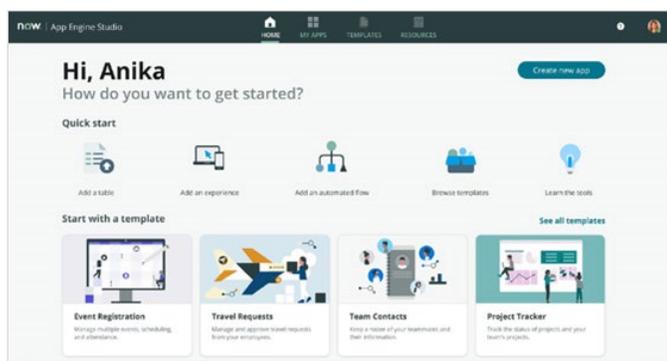
Create a connected environment where data, processes, and experiences are shared, unlocking synergies, insights, and value across your entire business.

### Leverage the power of the Now Platform

Easily access ServiceNow's rich set of core capabilities, including self-service, workflows, mobile, chatbots, user interfaces, machine learning, analytics, reporting, and much more. Quickly build reusable components that you can share across applications, creating consistency and eliminating duplicate effort.

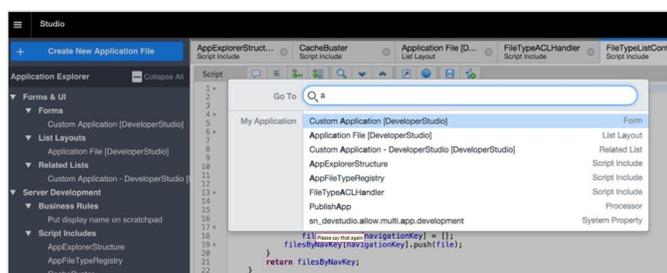
## Accelerate and scale low-code development

With App Engine Studio, anyone can quickly build high-quality, low-code apps. The studio includes best practice app and workflow templates—so app creators build better and faster—and lets you establish guardrails for effective governance, collaboration, and enterprise-class support. There's even a quick start actions guide that takes creators from idea to working app in minutes, including converting existing spreadsheets into tables on the Now Platform.



## High-productivity tools for pro coders

Studio IDE turbocharges pro coding, giving developers a unified, streamlined workspace to code, debug, and publish apps. Developers can manage all of their source files in one place, switch between application versions for bug fixes and enhancements, and promote applications into production with a single click. Source control is available for out-of-the-box ServiceNow apps, Store apps, and custom scoped and global apps, allowing developers to make and track customizations. Studio IDE also provides DevOps support with out-of-the-box integrations with Azure Pipelines, Jenkins, GitLab, and GitHub Actions, as well as CI/CD APIs to connect to other source code repositories.



## Reimagine every process as a digital workflow

App Engine lets you automate any business process as a digital workflow across departments, systems, and people. Its natural language workflow makes it easy for both pro-code developers and low-code business analysts to create workflows, leveraging prebuilt components and building their own reusable components with Flow Designer. Business process owners can also easily compose and manage complex workflows—such as adding dynamic case management—with intuitive playbooks built using a no-code Process Automation Designer that maximizes reuse.

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## Deliver experiences that users love

Leverage UI Builder's WYSIWYG design and reusable UX components to easily create intuitive, personalized experiences that increase user productivity and satisfaction. Build single-pane workspaces that help workers to see all the details of an issue or request and get work done more quickly. Create playbooks that guide agents through workflows, helping them to make the right decisions through AI-suggested actions and contextual information. Deliver service with a smile with easily customizable, branded self-service portals. And go beyond drag-and-drop by developing rich web applications with powerful expert tools.

## Engage users anytime and anywhere

Help your users be more productive and get work done on the go—online or offline—with mobile apps that work seamlessly with the Now Platform. Build native iOS and Android mobile apps without writing a single line of code, leveraging out-of-the-box layout templates, forms, and buttons.

Want more? With Virtual Agent, you can create intelligent chatbots with Natural Language Understanding (NLU), giving customers and employees instant answers to common questions 24x7 while automatically handing off more complex inquiries to live agents. And these chatbots aren't just all talk. Because they run natively on the Now Platform, they can also automate resolution of routine issues and requests, reducing costs and offloading agents so that they focus on higher-value support activities.

## Natively integrate ServiceNow with anything

With IntegrationHub, you can easily connect ServiceNow to 150+ third-party systems, creating reusable integrations that are highly capable, robust, and scalable. Leverage the large and growing library of pre-built integrations in the ServiceNow Store, supporting thousands of third-party system actions, or quickly build custom integrations yourself with simple, intuitive tools. And IntegrationHub is seamlessly integrated with Flow Designer, so you can create integrations without leaving your development environment or learning new skills.

## Power your workflows with machine learning and AI

Help your business work smarter by incorporating ServiceNow® Predictive Intelligence into your apps. Predictive Intelligence learns from your operational data, making predictions that you turn into action. Automatically classify work and route it to the right people, push relevant content and recommendations to agents so they solve issues faster, and uncover new opportunities to automate and optimize your workflows. And give employees and customers the answers they need with an AI-fueled search experience that delivers personalized, relevant information and continuously optimizes search results.

## Analyze and improve workflow performance

ServiceNow® Performance Analytics gives you clarity where it matters most. Monitor workflow performance trends in real time to detect service bottlenecks before they happen, reallocate service resources to meet current and predicted demand, identify areas for improvement, and accelerate results by aligning service delivery with your company's goals.