

ServiceNow Performance Analytics

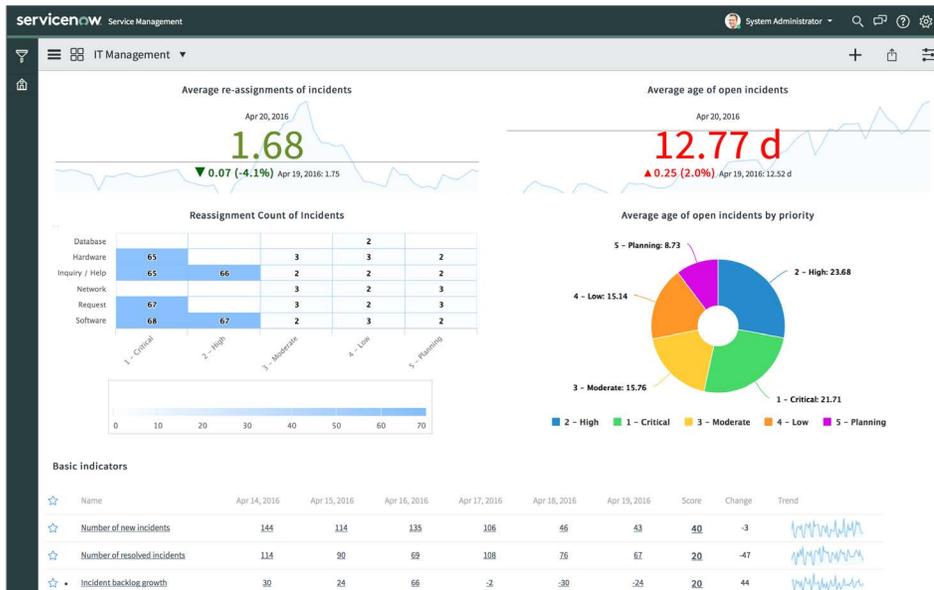
The business challenge

The business climate has never been more complex or competitive. Data is becoming increasingly attainable, yet most organizations still do not understand how to derive value from it. Static reports with stale information and no context are presented in weekly status meetings while participants question the validity of the source data. Analytics, when it does exist, is often siloed away from departments and stakeholders who need those insights to drive meaningful change.

Organizations are beginning to differentiate themselves by harnessing data and applying analytics to improve delivery quality, increase enterprise agility, and demonstrate business value. These organizations are able to determine future trends based on the current and past performance, and then manage their teams accordingly. This is an evolution in the way people work, delivering deep insight into what is driving the business at an organizational, departmental, and even personal level—empowering employees to consistently track their work against strategic objectives and take action to drive down costs and increase efficiency.

The ServiceNow solution

ServiceNow® Performance Analytics enables organizations to seamlessly transform to a goal-oriented business culture with an easy-to-use, integrated application designed for reporting and analyzing business performance. Performance Analytics comes with over 600 predefined KPIs for measuring platform processes and includes responsive and interactive dashboards, next-level drilldowns, and powerful analytics that deliver insight into how to improve the quality of business services and processes.



Customizable executive dashboard showing performance against business goals

Benefits

Anticipate trends

Monitor current and prior performance to identify areas for improvement and detect service bottlenecks before they occur.

Prioritize resources

Bring clarity to what matters, and quickly adjust service coverage to where it's needed most.

Drive automation and self-service

Easily identify areas where automation and self-service can increase efficiency, reduce costs, and deliver great experiences.

Guide continual service improvement

Advocate for progress and take action on KPIs using Analytics Hub, time charts, forecasts, breakdowns, and dashboards.

Act with confidence

Drive the business forward and accelerate results with a single version of the truth that aligns service operations with company strategy

Powerful, native analytics

Performance Analytics allows business service owners to easily identify trends and drive continual improvement in organizations through:

- Real-time visibility into results and predictive forecasts for enhanced decision-making
- Thresholds, such as all-time highs, lows, or predefined values that automatically generate alerts
- Text analytics, which goes beyond structured data to extract trends and patterns from freeform data fields
- Workbenches that provide end-to-end transparency across processes and timelines

Analytics for everyone

Performance Analytics empowers front-line employees with real-time trend information to accelerate request fulfillment and increase efficiency in their day-to-day tasks. In-form analytics allows process workers to access context-sensitive trend data instantly and use that knowledge to set customer expectations, or alert peers and management to developing situations that can cause service breaches.

Extensible library of KPIs and dashboards

To facilitate fast time to value, ServiceNow Performance Analytics also delivers over 600 out-of-the-box KPIs for major business processes. Teams can immediately drive improvement by leveraging the out-of-the-box dashboards and KPIs, saving the time and effort usually required to create and maintain an analytics solution.

Analytics Hub

Organizational objectives and metrics (KPIs) are automatically tracked in Analytics Hub, an immersive studio for

analyzing, comparing, and predicting progress toward defined targets. Performance Analytics automatically creates an Analytics Hub for each KPI's performance trend using both current and historical performance data.

Key Analytics Hub capabilities:

- Drill into results with breakdowns that show each dimension of an overall score
- Make annotations on charts to leave visible comments for everyone
- Define targets to visualize progress towards goals and use thresholds to receive proactive score alerts

Analytics Hub can be accessed using mobile devices to check the latest results and analyze their trends anytime, anywhere.

Responsive, interactive dashboards

Dashboards provide a graphical view of performance trends and real-time results, allowing executives and business service owners to make quick, informed decisions at a glance.

Performance Analytics delivers flexible and interactive dashboards for clear performance visualization and easy customization. Navigation is intuitive and familiar, with dashboards accessed from within the ServiceNow interface using drop-down menus and tabs.

From a dashboard, service owners can access Analytics Hub, drill into breakdowns, and directly access the underlying operational records. Interactive analysis and filters guide users towards meaningful patterns and trends. Dashboards can be shared with groups or individuals, ensuring there is a single version of truth driving operational improvement.

Plug-and-play analytics

ServiceNow Performance Analytics is designed as a plug-and-play solution,

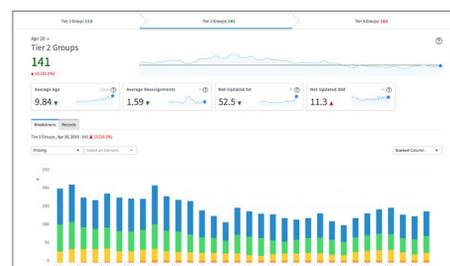
with built-in KPIs, dashboards, and analytics that natively integrate with ServiceNow applications.

In-platform analytics also facilitates compatibility with any changes or customizations across the ServiceNow platform, making upgrades a seamless experience while delivering fast time-to-value for users across the enterprise.

Are you ready to harness the full potential of the Now Platform®? Whether you want to optimize your incident, problem, and change activities, improve your human resources onboarding process, track each critical security incident workflow, monitor customer service trends, stabilize CMDB quality, or measure the engagement of your own custom apps, Performance Analytics enables you to capitalize on rich, secure, real-time data to inform decisions and reach organizational goals.

Find out more

Visit: servicenow.com/products/performance-analytics.html



Workbench widgets provide end-to-end transparency into KPI trends, breakdowns, and influencing factors.



Analytics Hub enables stakeholders to make quick decisions based on emerging and forecasted trends.

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